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THE INFLUENCE OF SERVICE QUALITY, BRAND IMAGE, AND COMMUNICATION ON PATIENT SATISFACTION AND LOYALTY OF UROLOGY PATIENT AT SILOAM HOSPITAL MANADO IN 2023

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Abstract. Indonesia's entry into the free-market competition has led to a surge in the number of hospitals, resulting in intensified competition with increasingly selective consumers, higher expectations, and lower loyalty. According to the 2022 report from Siloam Hospital Manado, there has been a decline in urology patient visits, and no research has been conducted on patient satisfaction levels regarding service quality, brand image, communication, and their impact on urology patient loyalty. This situation raises concerns about a potential decline in patient visits, which is crucial during this period to enhance the hospital's marketing function for achieving patient satisfaction and loyalty. To analyze the influence of service quality, brand image, and communication on patient satisfaction and their subsequent impact on patient loyalty. This study employs a descriptive-analytic design with a quantitative approach, utilizing purposive sampling with a sample size of 161. Data is collected through questionnaires, and the analysis is conducted using Structural Equation Modeling-Partial Least Squares (SEM-PLS).

Abstrak. Masuknya Indonesia ke dalam persaingan pasar bebas telah menyebabkan lonjakan jumlah rumah sakit, sehingga persaingan menjadi semakin ketat dengan konsumen yang semakin selektif, ekspektasi yang lebih tinggi, dan loyalitas yang lebih rendah. Berdasarkan laporan RS Siloam Manado tahun 2022, terjadi penurunan kunjungan pasien urologi, dan belum dilakukan penelitian mengenai tingkat kepuasan pasien mengenai kualitas pelayanan, brand image, komunikasi, dan dampaknya terhadap loyalitas pasien urologi. Situasi ini menimbulkan kekhawatiran akan potensi penurunan kunjungan pasien, yang sangat penting pada periode ini untuk meningkatkan fungsi pemasaran rumah sakit guna mencapai kepuasan dan loyalitas pasien. Untuk menganalisis pengaruh kualitas layanan, citra merek, dan komunikasi terhadap kepuasan pasien dan dampak selanjutnya terhadap loyalitas pasien. Penelitian ini menggunakan desain deskriptif-analitik dengan pendekatan kuantitatif, menggunakan purposive sampling dengan jumlah sampel 161. Data dikumpulkan melalui kuesioner, dan analisis dilakukan menggunakan Structural Equation Modeling-Partial Least Squares (SEM-PLS).

INTRODUCTION

Hospitals, as service providers in the healthcare sector, have experienced significant growth and promising prospects. According to the Annual Statistical Book of Health in China and the website of the Organization of Economic Co-operation and Development (OECD) (2020), China has emerged as a country with the most rapidly growing private hospital sector in recent years. Starting from 2015, the number of private hospitals surpassed public hospitals in China.

Indonesia's entry into the free market competition has led to a substantial increase in the number of hospitals, both private and public. According to data from the Ministry of Health of the Republic of Indonesia, the annual growth rate in the private hospital sector has surged, averaging 17.3%. As of April 2018, the number of private hospitals reached 1,804 (Brata, 2019). This figure is expected to rise further due to the increasing population, higher healthcare expenditure, elevated risks of lifestyle-related diseases, and the growth of the middle-class income. Consequently, the competition within the hospital industry is currently intense. In the era of National Health Insurance (Jaminan Kesehatan Nasional or JKN), the Health Social Security Agency (Badan Pengelola Jaminan Sosial or BPJS) is utilized in almost all hospitals, both private and public.

This situation intensifies competition as consumers exhibit a more selective nature towards services, holding higher expectations but demonstrating lower loyalty. Furthermore, the advancement of information technology has made consumers more critical in their thinking. The sensitivity of consumers towards pricing has also increased.

Every hospital must employ various strategies to attract patients through service quality. Society tends to demand better healthcare services, requiring hospitals to achieve patient satisfaction through various strategies to retain customers. To retain customers in this highly competitive era, as asserted by Supriyanto and Ernawati (2010), the mindset of hospitals needs to shift towards customer or patient-oriented service. Patients are considered the most crucial individuals whose needs and expectations must be fulfilled, determining the services provided by the hospital and serving as the focal point of the hospital's existence.

The quality of service is determined by how customers perceive the actual service they receive in relation to what patients expect. In other words, service quality is the difference between customer expectations or patient desires and their perceptions. Satisfied consumers indirectly contribute to loyalty, prompting word-of-mouth recommendations and even enhancing the hospital's image in the eyes of consumers, particularly patients and the community utilizing healthcare facilities in the hospital (Husaini, 2016). Ali (2019) further emphasizes that service quality significantly influences customer satisfaction.

Hospitals are essential public service facilities that play a crucial role in supporting healthcare development and serving as the forefront of healthcare services. However, not all hospitals provide the same level of service quality, and public assessments of a hospital’s service may vary. Nowadays, there is a growing number of hospitals in North Sulawesi, and a considerable number of upper-middle-class individuals opt for healthcare services abroad to access comprehensive health services.

This indicates that people have increasingly broad opportunities to choose healthcare services according to their preferences. Consequently, for a hospital to maintain its existence, it must pay attention to the quality of services provided to patients. If service quality is not given top priority, it may lead to the failure of product or service sales, subsequently reducing profitability.

Siloam Hospital Manado is a healthcare facility established to meet the health infrastructure needs in the Manado region, specifically located at Boulevard Centre, Jl. Sam Ratulangi No. 22, Manado, North Sulawesi. Siloam Hospital Manado aims to contribute to the even distribution of adequate health infrastructure in accordance with Minimal Service Standards (SPM) in the healthcare sector. The decrease in the number of visits from both existing and new patients shows that interest in patient visits to return to hospital services will also decrease. This suggests that the decision of patients to utilize outpatient services at Siloam Hospital Manado remains low. The suboptimal utilization of outpatient services by the community results in outpatient utilization not meeting the expectations of the management, impacting patient loyalty for returning visits to the hospital.

Based on the results of interviews conducted with the Urology department of Siloam Hospital Manado, there has been a decline in Urology patient visits over the past year. Furthermore, there has been no research conducted on the level of patient satisfaction regarding service quality, brand image, and communication, and their impact on the loyalty of Urology patients at Siloam Hospital Manado. Additionally, complaints have been raised by patients and their families regarding inadequate communication from hospital staff to the patient's family. These observations have sparked the researcher's interest in conducting a comprehensive study on this matter.

METHOD

This research is of descriptive-analytical nature, employing a quantitative design to analyse the influence of service quality, brand image, and communication on patient satisfaction and their subsequent impact on patient loyalty. The sampling technique utilized in this study is purposive sampling, where 161 patients attending the Urology outpatient clinic in August 2023 were selected.

Inclusion criteria for this research encompass Urology patients at Siloam Hospital Manado, patients willing to complete the questionnaire, patients in full consciousness and capable of communication, both new and existing outpatient Urology patients, excluding employees of Siloam Hospital Manado, and individuals capable of reading and writing.

The instrument employed in this study utilizes a Likert scale ranging from 1 to 5, ranging from strongly agree to strongly disagree.

RESULTS

Table 1. Characteristics of Respondents (n=161)

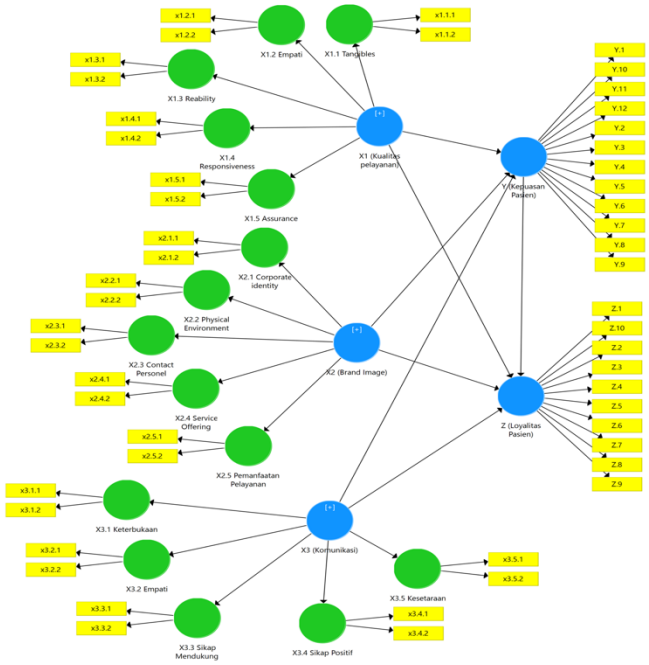
Characteristics	F	%
Gender		
Male	65	40,4
Female	96	59,6
Age		
Late Teens (17-25 years)	17	10,6
Early Adulthood (26-35 years)	62	38,5
Late Adulthood (36-45 years)	61	37,9
Late Elderly (46-55 years)	21	13,0
Education		
High School	2	1,2
Diploma	1	0,6
Bachelor's Degree	155	96,3
Master's/Doctoral Degree	3	1,9
Occupation		
Private Employee	114	70,8
Civil Servant	1	0,6
Student	0	0
Labourer	2	1,2
Trader	9	5,6
Unemployed	7	4,3
Entrepreneur	1	0,6
Others	27	16,8

1. Outer Model Results

Indicator Reliability

From the findings of this research, each item used for respective variables has been deemed valid, with outer loading values exceeding 0,7.

Figure 1. Path Loading Factor Model Diagram



Construct Reliability

It is noted that in this study, all variables have composite reliability values > 0.7. According to the criteria set by Hair et al. (2019), it can be concluded that all indicators have demonstrated internal consistency, and no indicator redundancy has been found. Therefore, it can be deemed reliable for measuring the constructs.

Average Variance Extracted

Average Variance Extracted (AVE) Scores above 0.5 are considered an approved criterion for validity (Sarstedt et al., 2022; Hair et al., 2019). In this study, it is observed that all variables have composite reliability values > 0.7, indicating their reliability in measuring the constructs.

Discriminant Validity

Table 2. The *Average Variance Extracted* (AVE) values

	X1.1 Tangibles	X1.2 Empati	X1.3 Reability	X1.4 Responsiveness	X1.5 Assurance	X2.1 Corporate identity	X2.2 Physical Environment	X2.3 Contact Personel	X2.4 Service Offering	X2.5 Service Utilization
X1.1 Tangibles	0,897									
X1.2 Empathy	0,807	0,936								
X1.3 Reliability	0,789	0,840	0,939							
X1.4 Responsiveness	0,714	0,836	0,787	0,924						
X1.5 Assurance	0,670	0,755	0,766	0,773	0,928					
X2 (Brand Image)	0,263	0,253	0,266	0,270	0,268					
X2.1 Corporate identity	0,192	0,165	0,203	0,189	0,208	0,911				
X2.2 Physical Environment	0,254	0,206	0,203	0,197	0,232	0,774	0,932			
X2.3 Contact Personel	0,282	0,314	0,351	0,344	0,341	0,800	0,814	0,920		
X2.4 Service Offering	0,268	0,289	0,273	0,290	0,279	0,782	0,788	0,849	0,917	
X2.5 Service Utilization	0,188	0,163	0,169	0,198	0,149	0,728	0,704	0,757	0,743	0,947
X3 (Communication)	0,288	0,318	0,271	0,292	0,369	0,296	0,355	0,393	0,450	0,369
X3.1 Openness	0,215	0,248	0,223	0,238	0,339	0,264	0,315	0,363	0,413	0,329
X3.2 Empathy	0,297	0,333	0,272	0,321	0,335	0,292	0,361	0,374	0,436	0,371
X3.3 Supportive Attitude	0,262	0,288	0,243	0,270	0,352	0,269	0,330	0,349	0,403	0,338
X3.4 Positive Attitude	0,308	0,336	0,292	0,305	0,351	0,299	0,340	0,386	0,452	0,338
X3.5 Equality	0,287	0,304	0,255	0,255	0,374	0,281	0,338	0,392	0,430	0,373
Y (Patient Satisfaction)	0,619	0,626	0,587	0,596	0,586	0,442	0,439	0,529	0,604	0,501
Z (Patient Loyalty)	0,510	0,527	0,479	0,483	0,537	0,452	0,502	0,543	0,550	0,422

	X3.1 Openness	X3.2 Empathy	X3.3 Supportive Attitude	X3.4 Positive Attitude	X3.5 Equality	Y (Patient Satisfaction)	Z (Patient Loyalty)
X1.1 Tangibles							
X1.2 Empathy							
X1.3 Reliability							
X1.4 Responsiveness							
X1.5 Assurance							
X2 (Brand Image)							
X2.1 Corporate identity							
X2.2 Physical Environment							
X2.3 Contact Personel							
X2.4 Service Offering							
X2.5 Service Utilization							
X3 (Communication)							
X3.1 Openness	0,962						
X3.2 Empathy	0,853	0,936					
X3.3 Supportive Attitude	0,929	0,893	0,959				
X3.4 Positive Attitude	0,896	0,855	0,886	0,947			
X3.5 Equality	0,877	0,833	0,860	0,846	0,966		
Y (Patient Satisfaction)	0,564	0,611	0,571	0,630	0,584	0,903	
Z (Patient Loyalty)	0,540	0,534	0,559	0,564	0,557	0,721	0,911

Conclusion of Statistical Inferences Based on the data from the four outer model measurement parameters, it can be concluded that all indicators within the proposed model in this study have been considered reliable and valid for measuring each construct specifically. Therefore, the analysis can proceed to the next stage, which is the testing of the structural model (inner model).

2. Inner Model Results

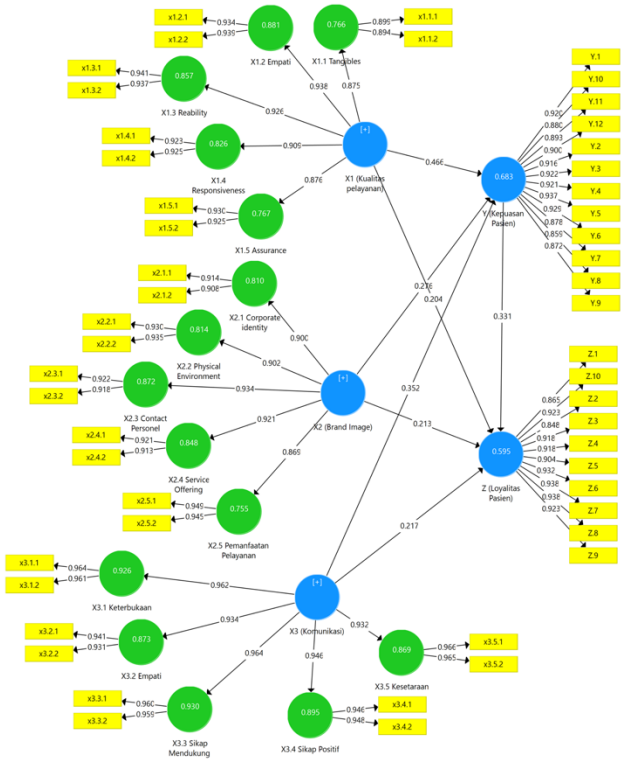
Based on Figure 2, the structural model equations are derived as follows:

1. $Y = 0.466\ X1 + 0.276\ X2 + 0.352\ X3 + e_{i1}$; $R^2 = 0.683$;
2. $Z = 0.204\ X1 + 0.213\ X2 + 0.217\ X3 + 0.331\ Y + e_{i2}$; $R^2 = 0.595$.

Where: X1: Service Quality, X2: Brand Image, X3: Communication, Y: Satisfaction, Z: Patient Loyalty, ei: residual

Tests conducted for inner model measurements include the Coefficient of Determination using R square, predictive relevance with Q square, and Goodness of Fit Index (GoF).

Figure 2. Structural model diagram after data analysis



Coefficient of Determination (R^2)

Table 3. Table of Coefficient of Determination Results

Influence	R Square
X1, X2, X3 □ Y	0.683
X1, X2, X3, Y □ Z	0.595

The coefficient of determination (R-square) obtained from Figure 1 indicates that the influence of variables X1 (Service Quality), X2 (Brand Image), and X3 (Communication) on variable Y (Patient Satisfaction) is 0.683 or 68.3%. In model 2, the influence of variables X1 (Service Quality), X2 (Brand Image), X3 (Communication), and Y (Patient Satisfaction) on variable Z (Patient Loyalty) is 0.595 or 59.5%.

Effect Size (F^2)

Table 4. Table of Effect Size Results

Exogenous	Model 1 (Y)	Model 1 (Z)

	F square	Effect	F square	Effect
X1 (Service Quality)	0.586	Large	0.056	Small
X2 (Brand Image)	0.193	Moderate	0.076	Small
X3 (Communication)	0.304	Moderate	0.070	Small
Y (Patient Satisfaction)			0.086	Small

The F square values indicate the effect size or the proportion of exogenous variable variance to endogenous. F square coefficient categories are small for F square between 0.02 to 0.15, moderate for F square between 0.15 to 0.35, and large for F square exceeding 0.35.

Predictive Relevance (Q^2)

The total variance in the data explained by the model is measured by the formula:

$$Q^2 = 1 - [(1 - R1^2) \times (1 - R2^2)]$$

$$Q^2 = 1 - [(1 - 0.683) \times (1 - 0.595)] = 0.872$$

The Q square calculation results indicate that the data variance explained by the model is 0.872, or in other words, 87.2% of the information contained in the data can be explained by the model. The model falls into the category of a good model (> 0).

Goodness of Fit Index (GoF)

Goodness of Fit testing for the model is conducted to assess the overall accuracy of the model by multiplying the average coefficient of determination values with the average communality (AVE) values.

$$GoF = \sum \sqrt{\underline{AVE} \times \underline{R^2}}$$

$$GoF = \sqrt{\left(\frac{0.815 + 0.830}{2}\right) \times \left(\frac{0.683 + 0.595}{2}\right)}$$

$$GoF = \sqrt{0.822 \times 0.639} = 0.725$$

The calculated Goodness of Fit (GoF) result is 0.725, indicating that the accuracy of the model falls into the large category (> 0.36).

Research Hypothesis Testing Results

An influence is deemed significant if the p-value is less than 0.05, and the influence is considered not significant if the p-value is greater than 0.05. The calculations with the assistance of SmartPLS software yielded the following outcomes:

Direct Influence Hypotheses

Results of the Influence with T-statistics

Table 5. Results of direct hypotheses

Influence	Coefficient Path	T Statistics	p-values	Remarks
X1 □ Y	0.466	7.186	0.000	Significant
X2 □ Y	0.276	4.343	0.000	Significant
X3 □ Y	0.352	5.115	0.000	Significant
X1 □ Z	0.204	2.326	0.020	Significant
X2 □ Z	0.213	2.606	0.009	Significant
X3 □ Z	0.217	2.513	0.012	Significant
Y □ Z	0.331	2.595	0.010	Significant

Indirect Influence Hypotheses

Overall, the model in this study comprises 7 direct influences and 3 indirect influences. The following table presents the results of the testing of indirect influences:

Table 6. Results of Indirect Influence Hypotheses

Influence	Coefficient Path	T Statistics	p-values	Remarks
X1 □ Y □ Z	0.154	2.440	0.015	Significant
X2 □ Y □ Z	0.091	2.140	0.033	Significant
X3 □ Y □ Z	0.116	2.281	0.023	Significant

DISCUSSION

1. The Influence of Service Quality on Patient Satisfaction

Service Quality has a positive and significant influence on Patient Satisfaction. The results indicate that higher service quality values will significantly affect the satisfaction of Siloam Manado Hospital patients. This means that the hypothesis is proven accepted. This supports Lam's theory (2005: 4), stating that to achieve customer satisfaction, service quality must meet or exceed customer expectations. It is also in line with the research conducted by Dewi & Sukesi (2021), stating that service quality has a positive and significant impact on patient satisfaction.

Siloam Manado Hospital aims to understand customer satisfaction, which, of course, involves the perceived service quality by customers. Service quality can encourage customers to establish a strong bond with a specific hospital, in this case, Siloam Manado Hospital. Customer satisfaction arises after experiencing the service quality provided by Siloam Manado Hospital. Similarly, Yu et al. (2014: 759) state that high-quality service is crucial to enhance customer satisfaction.

Customer satisfaction indicates that the service quality provided by Siloam Manado Hospital falls into the good category. Supported by Adnyana and Ni Wayan (2018: 23), stating that service quality can improve satisfaction. Good service quality is characterized by well-maintained facilities, adequate equipment at Siloam Manado Hospital, and orderly arrangement of Siloam Manado Hospital's tools. The appearance of Siloam Manado Hospital staff is neat, courteous, pleasant-smelling, and attractive. Additionally, Siloam Manado Hospital's opening and closing hours adhere to the schedule, and front office staff are always available when customers need

assistance. Furthermore, the staff is responsive in emergencies and promptly responds when patients require assistance.

2. The Influence of Brand Image on Patient Satisfaction

Brand Image has a positive and significant influence on Patient Satisfaction. The results indicate that higher Brand Image values will significantly affect the satisfaction of Siloam Manado Hospital patients. This means that the hypothesis is proven accepted. This supports the theory by Kotler and Keller (2016), stating that "Brand Image is one part of brand equity that describes the extrinsic characteristics of the product/service, including how the brand strives to meet the social needs of customers." The findings of this research are also in line with the study conducted by Dewi & Sukesi (2021), which concludes that brand image has a positive and significant impact on patient satisfaction.

Brand image is crucial for any company. Brand Image represents the overall perception of the brand and is shaped by information and past experiences with the brand. The image of the brand is related to attitudes, beliefs, and preferences towards a brand. Consumers with a positive image of a brand are more likely to make a purchase. According to Kotler & Keller (2013:4), creating a positive brand image requires a strong, beneficial, and unique marketing program that sticks in the brand memory.

Theoretical aspects of brand image, according to Aaker in Pramudyo (2012), state that brand image is a set of associations that marketers want to create or maintain. These associations represent what the brand truly is and what is promised to consumers. The brand is a symbol and an indicator of the quality of a product. Therefore, long-established product brands become an image and even a status symbol for the product, enhancing the image of its user.

3. The Influence of Communication on Patient Satisfaction

Communication has a positive and significant influence on Patient Satisfaction. The results indicate that higher Communication values will significantly affect the satisfaction of Siloam Manado Hospital patients. This means that the hypothesis is proven accepted, reinforcing several previous studies stating that there is a meaningful relationship between communication and patient satisfaction. Healthcare providers can contribute to patient satisfaction, one of which is through effective communication (Kusumo, 2017; Siregar, 2016; Siti, Zulpahiyana, & Indrayana, 2016).

Communication is a fundamental aspect needed in healthcare services (Khairani, 2021). The ability to engage in interpersonal communication is considered crucial for one's success in carrying out professional tasks and brings its own benefits to healthcare practices, such as reducing the likelihood of malpractice. Interpersonal communication can be defined as verbal and nonverbal interaction between two or more individuals who are mutually dependent (Devito, 2013). In practice, interpersonal communication can occur between a parent and a child, a teacher and a

student, two friends, and even between healthcare providers (doctors, dentists, nurses, etc.) and their patients.

A warm interpersonal relationship between healthcare providers and patients is characterized by attitudes of openness, mutual trust, acceptance, and appreciation (Samikaryani, 2009). Healthcare providers must also be capable of providing comfort to patients, offering full support in all patient endeavours, thereby positively impacting the patient's recovery (Rakhmad, 2005; Dewi, 2012).

4. The influence of Patient Satisfaction on Patient Loyalty

Patient satisfaction has a positive and significant impact on Patient Loyalty. The results indicate that higher levels of patient satisfaction will significantly influence the loyalty of patients at Siloam Hospital Manado. This implies that the hypothesis is proven and accepted. It supports the theory of Kotler and Armstrong as stated by Maulana (2016: 3), which mentions four tools for measuring customer satisfaction, including patient satisfaction surveys, complaint and suggestion systems, and analyzing lost patients. The findings demonstrate that increased satisfaction significantly affects customer loyalty at Siloam Hospital Manado, confirming the acceptance of the fifth hypothesis. In line with Novandy & Ni Made (2018: 434), they assert that customer satisfaction has a positive and significant impact on patient loyalty.

This study is also consistent with Dewi & Sukesi (2021), indicating that patient satisfaction has a positive and significant impact on patient loyalty. It suggests that when patient expectations are met and realized, resulting in patient satisfaction, it creates a pleasant impression, leading to repeated visits.

Patient satisfaction is an assessment of the excellence of products or services that enhance customer pleasure related to meeting patient needs. Customer satisfaction can be defined as a comparison between the customer's perceptions or opinions of the services received and their expectations before using those services. The comparison of service delivery from one party to another signifies a comparison between Siloam Hospital Manado and others.

Understanding of Siloam Hospital Manado regarding customer needs and expectations will lead to repetitive purchases (loyalty). Customers also share their experiences with Siloam Hospital Manado, which fulfils their desires, needs, and expectations with others. In line with Kyaw Thein (2019: 9), customer loyalty is marked by customers recommending family and friends to use the services of a specific Siloam Hospital Manado due to the satisfaction they have experienced. Customer satisfaction is a crucial factor influencing customer loyalty. Customer loyalty is influenced by identification factors, exclusive considerations, advocacy (word of mouth), reference strength, and sharing experiences with others. Each factor includes indicators such as rewarding customers who achieve training goals, creating effective communication with patients by Siloam Hospital Manado, and prioritizing patients, making customers aware of paying for optimal service benefits.

5. The Influence of Brand Image on Loyalty

Brand image has a positive and significant impact on Patient Loyalty. The results indicate that a higher value of Service brand image will significantly influence the loyalty of patients at Siloam Hospital Manado. This means that the hypothesis is proven to be accepted. This supports the theory that Image is seen as a filter used to evaluate overall quality (Hidajahningtyas, Sularso, & Suroso, 2013). It also aligns with research conducted by Dewi & Sukesi (2021) stating that brand image has a positive effect on patient loyalty.

Image is a set of beliefs, ideas, and messages that someone has about an object (Sutisna, 2001). Image is the main goal and at the same time is the reputation and achievement to be achieved by public relations. The image of a hospital has a strategic function. Brand image is the first important element to form loyalty. The research findings show that the image cannot directly influence loyalty but through stages. First, the image directly influences patient satisfaction. Siloam Hospital Manado patients will emotionally feel more valued in the eyes of society, so their psychological satisfaction will increase. Patients are prouder and more valuable compared to receiving health services in other hospitals. This pride and sense of self-appreciation uplift the perceived satisfaction.

6. The Influence of Communication on Patient Loyalty

Communication has a positive and significant impact on Patient Loyalty. The results indicate that a higher value of communication will significantly influence the loyalty of patients at Siloam Hospital Manado. This aligns with Suparyo (2015), stating that there is a positive relationship between the quality of doctor-patient communication and the level of patient loyalty. Patient-doctor communication is highly influential on loyalty, and it is crucial for doctors to receive communication skills training from their academic years to the institutions where they work.

This is also in line with the research conducted by Sari (2020), which examined the relationship between satisfaction and loyalty at RSGM IIK Bhakti Wiyata Kediri. The respondents evaluated very satisfied with the dimension of interpersonal communication that affected patient loyalty in that hospital.

Effective communication implementation can enhance the perceived service satisfaction of patients. Communication plays an extremely important role in healthcare services. It can be said that communication is an absolute and decisive activity for the relationship or interaction between healthcare providers and patients to support patient recovery. Therefore, the interpersonal communication relationship between doctors and patients determines the satisfaction with the healthcare services perceived by patients. Patient satisfaction is significantly influenced by the interpersonal communication of doctors when they undergo treatment, and they often compare it with services elsewhere.

7. The Influence of Service Quality on Patient Loyalty Indirectly Through Patient Satisfaction

The indirect effect of the Service Quality variable on the Patient Loyalty variable through the variable Y (Patient Satisfaction) is significant, with a T-statistics value greater than the critical value (2.310 > 1.96), and p-values smaller than α (0.001 < 0.050). The patient loyalty variable mediates the influence of service quality on patient satisfaction (including partial mediation because the direct effect of X1 on Y is significant). This is consistent with the findings of the study by Dewi & Sukesi (2021), indicating that indirectly the service quality variable influences patient loyalty through satisfaction.

This aligns with the results of the research conducted by Prasetyo (2013), which showed that service quality, trust, and satisfaction significantly influence customer loyalty. Similar findings occurred in the study by Rakhman, Farida, and Listyorini (2014), where the results indicated that service quality and trust significantly influence customer loyalty, with customer satisfaction as an intervening variable. Furthermore, the research by Akbar and Parvez (2009) also demonstrated that the influence of service quality, loyalty, and customer satisfaction on customer loyalty is significant. The interconnection between service quality, patient satisfaction, and loyalty suggests that patient satisfaction and loyalty depend on the level of service quality provided to patients, and patients believe in a positive relationship between the quality of patient services and patient loyalty.

8. The Influence of Brand Image on Patient Loyalty Indirectly Through Satisfaction

The indirect effect of the Brand Image variable on the Patient Loyalty variable through the Patient Satisfaction variable is significant, with a T-statistics value greater than the critical value (2.072 > 1.96), and p-values smaller than α (0.039 < 0.050). The patient loyalty variable mediates the influence of brand image on patient satisfaction (including partial mediation because the direct effect of X2 on Y is significant). The results of this study are consistent with the research by Dewi & Sukesi (2021), indicating that indirectly the brand image variable influences patient loyalty through patient satisfaction..

Testing the path of brand image and satisfaction involves intervening variables that influence the realization of loyalty through a gradual, directed, and continuous process and mechanism. In other words, the image (brand image) based on indicators known to the public (popularity), the recognized/trusted credibility of the hospital, competitiveness compared to other hospitals, and affordable and competitive prices/tariffs influence patient loyalty by influencing service quality and patient satisfaction first. Based on the test results, a model of the mechanism of the influence of brand image on loyalty can be developed through service quality and satisfaction variables. The influence of Brand Image and Service Quality on Patient Loyalty with Patient Satisfaction as an Intervening Variable can be formed from the trust that has been previously created in the patient's mind. This indicates that if the patient is loyal, they will not switch to another hospital, benefiting both parties.

9. The Influence of Communication on Patient Loyalty Indirectly Through Satisfaction

The indirect effect of the Communication variable on the Patient Loyalty variable through the Patient Satisfaction variable is significant, with a T-statistics value greater than the critical value (2.337 > 1.96), and p-values smaller than α (0.020 < 0.050). The patient loyalty variable mediates the influence of communication on patient satisfaction. This is consistent with the research conducted by Kurniawati (2019), indicating that communication significantly affects customer satisfaction through customer satisfaction. This shows that customer loyalty to Indomaret minimarkets can be built through proficiency and behavioral approaches through several stages: cognitive loyalty, affective loyalty, conative loyalty, and action loyalty.

In line with Ningtyas' research (2016), it demonstrates that customer trust, customer commitment, and communication simultaneously have a positive and significant impact on customer loyalty. In this case, customer trust and commitment represent conative loyalty, while communication represents action loyalty. Service quality can be measured through customer trust variables, and customer satisfaction can be measured through the customer commitment variables of Siloam Hospital Manado. This is also supported by Satriyanti's research (2012), which found that service quality, customer satisfaction, and image significantly influence customer loyalty.

CONCLUSION

The hypothesis testing for direct influence reveals that service quality, brand image, and communication have a positive and significant impact on patient satisfaction. Service quality, brand image, and communication also have a positive and significant influence on patient loyalty. Patient satisfaction has a positive and significant effect on patient loyalty. The hypothesis testing for indirect influence indicates that satisfaction mediates the impact of service quality, brand image, and communication on patient loyalty. The use of a Self-Administered Questionnaire may limit the opportunity for respondents to express their expectations and experiences verbally. Information gathered through questionnaires can sometimes be subjective. Additionally, the research scope is focused solely on Urology patients. To enhance the five indicators of service quality provided to patients, ensuring that they feel satisfied and pleased with the services provided is crucial.

Achieving patient satisfaction involves improving the company's image to meet public satisfaction regarding the existing services. Utilizing IT technology as a promotional medium and a tool to foster a closer relationship between the company and consumers is recommended. In addition to interpersonal communication, implementing relationship marketing strategies is appropriate when targeting customer loyalty..

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