

The Influence Of Service Quality, Company Image And Satisfaction On Patient Loyalty Through Trust As Intervening Variables (Study At Dr. H Koesnadi Bondowoso Hospital)

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ABSTRACT

The main problem of this research is that the level of visits to inpatient installations in the last four years has fluctuated, namely 2018-2022. The decline in visits to inpatient installations was caused by the COVID-19 pandemic which caused people to worry about receiving checks at the hospital. The purpose of this study was to analyze the effect of service quality, image and satisfaction on patient loyalty through patient trust at RSUD dr. H. Koesnadi Bondowoso. The research method used is quantitative, namely path analysis operated with SPSS. The number of research samples is 390 with the slovin formula. The sampling technique used was purposive sampling. The results showed that service quality, image and patient satisfaction had a positive and significant impact on patient trust. Furthermore, service quality, image, patient satisfaction and trust have a positive and significant influence on patient loyalty at RSUD dr. H. Koesnadi Bondowoso. The trust variable is able to mediate the relationship between service quality, image and patient satisfaction on patient loyalty at RSUD dr. H. Koesnadi Bondowoso.

Keywords : service quality, image, patient satisfaction, trust and loyalty

1. INTRODUCTION

Marketing management is the process of planning, implementing, thinking about, pricing promotions, and channeling ideas for goods and services to create exchanges that meet individual goals within the organization, Kotler and Keller (2014). Based on the above understanding, it can be concluded that marketing management is the science and art of choosing target markets and getting, keeping and growing customers so that efficiency and effectiveness occur in marketing activities carried out by individuals or by companies. While services are defined as " Something which can be bought and sold but which you cannot drop on your feet " Tjiptono and Chandra (2016). The purpose of this definition is that services are sometimes difficult to feel physically, but these services can be bought and sold. Services are also defined as processes that are provided as solutions to customer problems, which usually consist of a series of intangible activities between customers and service employees or between customers and service provider systems, Tjiptono and Chandra (2016). The word service has many meanings, in the book Service Management Integrated Approach Jasfar (2009) states that: In simple terms, services are only services provided by humans, both visible (explicit service) or those that cannot be seen, which can only be felt (implicit service) to the supporting facilities that must be available in the sale of services and other objects which are ultimately intended to make service users feel satisfied with the services received.

The creation of customer satisfaction can provide benefits including the relationship between the Company and the customer to be harmonious, the customer will make repeat purchases to create customer loyalty, and form a word of mouth recommendation that benefits the company. According to Arianto (2018) the quality of Service Quality can be interpreted as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations. Quality of Service applies to all types of services provided by the company while the client is in the company. According to Kotler and Keller (2016) quality is the completeness of the features of a product or service that has the ability to satisfy a need. The key to feeling satisfied is the conformity of expectations with the reality received. One of them is the suitability of the company's image with the actual conditions in providing services.

The public's perception of a company is based on what is known or presumed about the company concerned. Image is the goal, reputation and achievement to be achieved. Although image is something abstract and cannot be measured systematically, its form can be felt from the good and bad research results that come from the public or the wider community. This assessment or response can be related to the emergence of respect , good impressions that are rooted in the values of belief. Corporate social responsibility has the ability to increase the attractiveness of corporate image, improve the performance and effectiveness of their activities (Arendt and Brettel, 2010). When the company is able to increase the attractiveness of the company's image, improve performance and effectiveness will certainly shape the attitude of users/customers. Customer attitudes include the emergence of interest in reusing, loyalty and satisfaction.

Consumer satisfaction is an activity of comparing things that have been experienced before with an assessment of the product or service received, this is able to provide a sense of comfort for spirituality and not only in memories or intentions. According to Kotler and Armstrong (2018) customer satisfaction is one of the main drivers that connects companies and customers in the long term. When talking about satisfaction or dissatisfaction, it consists of a certain feeling of pleasure or disappointment that comes from comparing the performance of a product with personal desires. According to Kotler and Keller (2016) the final impact of satisfied consumers is the emergence of trust with companies providing products or services.

Building trust can be difficult in online situations, companies apply stricter rules to their online business partners than other partners. According to Andromeda (2015) consumer trust in online shopping websites lies in the popularity of the online shopping website itself, the better the website, the more confident and confident consumers will be in the website's reliability. Aribowo and Nugroho (2013) argue that the trust of certain parties to other parties concerned in conducting transactional relations is based on a belief that the person he trusts will fulfill all his obligations properly as expected. Kotler and Keller (2016) emphasize that satisfaction will shape attitudes including satisfaction, intention to reuse and customer loyalty.

The advantage and the existence of customer loyalty is the reduced influence of attacks and competitors from similar companies, not only competition in terms of perception. In addition, loyal customers can encourage the development of the company. Loyalty According to Tjiptono (2011) Repurchasing behavior solely involves purchasing the same brand repeatedly (it could be because only one brand is available, the cheapest brand and so on). According to Hasan (2018) that customer loyalty is a customer who simply does not repurchase goods and services, for example by recommending other people to buy.

Based on the theory of marketing management, especially service marketing above, which is assumed to have a significant influence in increasing trust which has an impact on loyalty, then based on the results of previous research there are results that are contrary to the theory put forward or can be said to be a research gap in the research of Ambartiasari, et al. (2018). With the results of the research, student trust has no effect on student loyalty at the Venezuelan Indonesian Polytechnic. Student satisfaction affects student loyalty. Research Saroji, A. (2019). With the research results, service quality has no effect on trust.

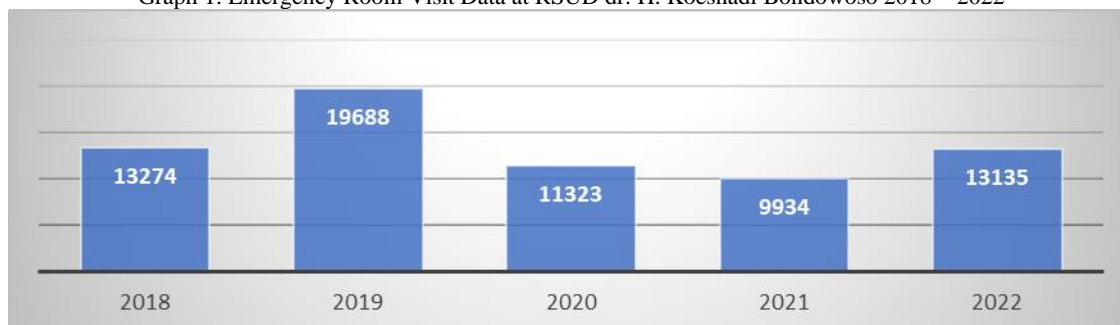
Based on the theory of increasing loyalty above and referring to the results of similar studies, the chosen research object is the Regional General Hospital dr. H. Koesnadi Bondowoso. Regional General Hospital dr. H. Koesnadi Bondowoso as a type B referral hospital has become a Regional Public Service Agency (BLUD) based on Bondowoso Regent Decree Number 188.45/450/430.6.2/2011 dated 9 August 2011. Goals and Targets the hospital implements programs and activities to be carried out every year. To measure the level of program success, parameters/performance indicators for each program, target groups and indicative funding are needed.

Regional General Hospital dr. H. Koesnadi Bondowoso has the main task of organizing individual health services, namely health service activities provided by health workers to maintain and improve health, prevent and cure disease and restore complete health. Based on Bondowoso Regent Regulation Number 139 of 2021 concerning Position, Organizational Structure, Duties and Functions and Work Procedures for Special Organizational Units at the Regional General Hospital dr. H. Koesnadi. The Bondowoso District Health Office has the task of providing complete individual health services which provide inpatient, outpatient and emergency care.

Based on the hospital functions above, the research focus chosen is inpatient institutions, on service performance achievement . H. Koesnadi Bondowoso "Increasing community satisfaction with referral health services at hospitals" and "Increasing the Quality of Hospital Services" with a performance target of 100% realization ratio every year. This shows that RSUD dr. H. Koesnadi Bondowoso is committed to supporting the Vision and Mission of the Bondowoso District Government. The factors that influence the increase in service performance are: The trust factor that has been given by the community to dr. H. Koesnadi Bondowoso, this can be seen from the index of satisfaction with hospital health services, which increases by an average of 0.15% every year. This can be seen from the service performance:

The Emergency Room is a service unit in a hospital that is available 24 hours to provide first care to patients with threats of death and disability in an integrated manner involving various multi-disciplines. The number of emergency room visits in 2018 was 13,274, in 2019 it increased to 19,688, in 2020 and 2021 it decreased respectively to 11,323 and 9,934.

Graph 1. Emergency Room Visit Data at RSUD dr. H. Koesnadi Bondowoso 2018 – 2022

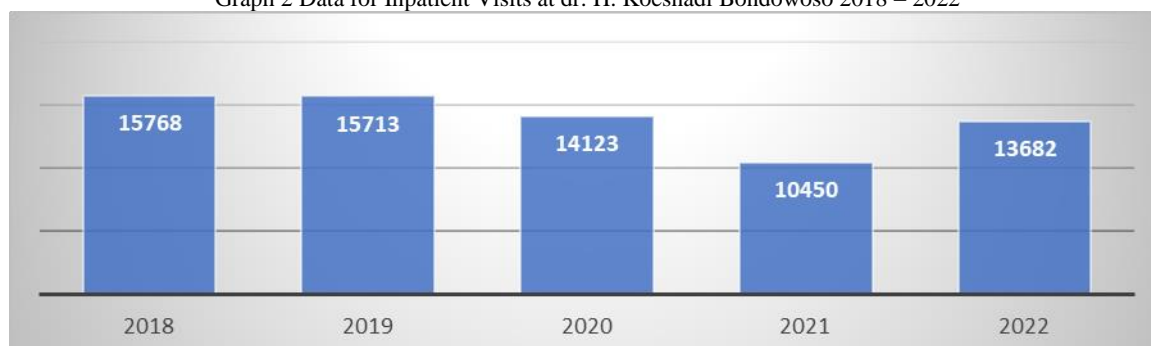


Source: RSUD dr. H. Koesnadi Bondowoso (2023).

Based on graph 1, it shows data on ER visits that have decreased from 2019 to 2021, this is due to fear and rumors that developed during Covid 19. There were rumors that everyone who entered the ER would be exposed to the Covid 19 virus. These rumors ultimately led to a decrease in the number of patients who seek treatment at RSUD dr. H.

Koesnadi Bondowoso. While services in inpatient installations are provided to patients who are indicated for hospitalization. Inpatients must go through an outpatient installation or an Emergency Room. The deployment of dr. H. Koesnadi Bondowoso is in Main I, Main II, Main III, Class I, Class II, Class 3 and isolation rooms.

Graph 2 Data for Inpatient Visits at dr. H. Koesnadi Bondowoso 2018 – 2022



Source: RSUD dr. H. Koesnadi Bondowoso (2023).

Visits to inpatient installations in the last four years have fluctuated, namely in 2018-2022 there has been a decrease in visits every year. The decline in visits to inpatient installations was caused by the COVID-19 pandemic which caused people to worry about receiving checks at the hospital. Meanwhile, based on the level of service satisfaction for inpatients obtained based on the complaint box are as follows:

Table 1 Patient Satisfaction Levels Based on Services to Inpatients.

No.	Form of Service.	Scoring scale %
1.	Physical Evidence	85.8
2.	Reliability	87.0
3.	Responsiveness	86.7
4.	Guarantee	89.3
5.	Empathy	81.5

Source: RSUD dr. H. Koesnadi Bondowoso (2023)

Based on the graphic data of emergency room visits and inpatient visits, it shows a decrease in the number of patients and table 1 of service quality, indicating that service quality has not reached the expected target. So in this study, researchers tried to raise several important factors in order to increase the number of patients with a level of patient confidence in choosing and recommending RSUD dr. H. Koesnadi Bondowoso as the hospital of choice and referral when needed in the process of inpatient care of patients, then based on the problems above, the research phenomenon obtained is, "There has been a decrease in the number of patients using the services of RSUD dr. H. Koesnadi Bondowoso as the hospital of choice". So in this study, important factors that are assumed to be important in increasing patient trust which are solutions in research to increase patient loyalty are the factors of service quality, brand image and patient satisfaction on patient loyalty through trust as an intervening variable.

2. METHOD

The method used in this study is a descriptive and verification method with a quantitative research approach. According to Sugiyono (2015: 59) the definition of a descriptive approach is: "Research conducted to determine the existence of independent variable values, either one variable or more (independent) without making comparisons or connecting with other variables."

Location study This carried out in the inpatient installation at RSUD dr. H. Koesnadi Bondowoso, time study done during 3 month from January to March 2023. The reason is that researchers need a large enough sample to provide an overview of the effect of service quality, corporate image and patient satisfaction on patient loyalty through patient trust in dr. H. Koesnadi Bondowoso. This study selected inpatients at the Regional General Hospital dr. H. Koesnadi Bondowoso, with a total of 13,682 inpatients during 2022.

Determination of the sample in this study using the slovin formula. The Slovin formula is a formula or formula for calculating the minimum sample size when the behavior of a population is not known with certainty. This formula was first introduced by Slovin in 1960. The Slovin formula is commonly used in survey research where usually the number of samples is very large, so a formula is needed to obtain a small sample but can represent the entire population. The Slovin formula can be seen based on the notation as follows:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{13.682}{(1 + 13.682 \cdot [0,5]^2)}$$

$$n = \frac{13.682}{(1 + 34,025)}$$

$$n = 388,638 \text{ Rounded off } 390$$

Referring to the opinion above and based on the considerations that have been put forward, the number of samples used in this study were 390 respondents. The sampling technique used in this study was non-probability sampling,

namely the purposive sampling method. Purposive sampling is a sampling technique based on certain considerations, where samples are obtained from a certain target group that is able to provide the desired information because they do have that information and they meet the criteria determined by the researcher (Sugiono, 2012). The considerations used in selecting respondents are based on the following provisions:

- a. Respondents who have visited at least 1 visit.
- b. Respondents recommended by patients who have visited.

3. RESULT AND DISCUSSION

3.1 Result

Path Analysis of Direct Influence Coefficient Calculation

Each path tested represents the hypothesis in this study. Path coefficient values can be seen in the following table:

Table 2
Direct Influence Path Coefficient Value

No.	hypothesis	Beta (β)	t-count	ρ -values	Information
1.	Trust Service→	0.436	9,596	0.000	Significant
2.	Trust Image→	0.338	8,804	0.004	Significant
3.	Trust Satisfaction→	0.469	12,485	0.000	Significant
4.	Loyalty Service→	0.402	10,413	0.000	Significant
5.	Loyalty Image→	0.236	6,493	0.000	Significant
6.	Loyalty →Satisfaction	0.227	7,804	0.002	Significant
7.	Loyalty Trust→	0.338	8,708	0.000	Significant

- a. The Effect of Service Quality Variable (X1) on Patient Trust (Z)

Based on Table 2, it can be seen that for testing the service quality variable (X1) on patient trust, a beta (β) value of 0.436 with a ρ -value of 0.000 is obtained. Because the ρ -value is smaller than α ($0.000 < 0.05$) then H_0 is rejected thus there is a significant effect of service quality (X1) on patient trust (Z).

- b. Effect of Corporate Image Variable (X2) on Patient Trust (Z)

Based on Table 4.11, it can be seen that for testing the corporate image variable (X2) on patient trust (Z), a beta (β) value of 0.338 is obtained with a ρ -value of 0.004. Because the ρ -value is smaller than α ($0.004 < 0.05$) then H_0 is rejected thus there is a significant effect of corporate image (X2) on patient trust (Z).

- c. Effect of Patient Satisfaction Variable (X3) on Patient Trust (Z)

Based on Table 4.11, it can be seen that for testing the corporate image variable (X2) on patient trust (Z), a beta (β) value of 0.469 is obtained with a ρ -value of 0.000. Because the ρ -value is smaller than α ($0.000 < 0.05$) then H_0 is rejected thus there is a significant effect of corporate image (X2) on patient trust (Z).

- d. The Effect of Service Quality Variable (X1) on Patient Loyalty (Y)

Based on Table 4.11, it can be seen that for testing the service quality variable (X1) on patient loyalty (Y), a beta (β) value of 0.402 is obtained with a ρ -value of 0.000. Because the ρ -value is smaller than α ($0.000 < 0.05$) then H_0 is rejected thus there is a significant effect of service quality (X1) on patient loyalty (Y).

- e. Effect of Corporate Image Variable (X2) on Patient Loyalty (Y)

Based on Table 4.11, it can be seen that for testing the corporate image variable (X2) on patient loyalty (Y), a beta (β) value of 0.236 is obtained with a ρ -value of 0.000. Because the ρ -value is smaller than α ($0.000 < 0.05$) then H_0 is rejected thus there is a significant effect of corporate image (X2) on patient loyalty (Y).

- f. The Effect of Patient Satisfaction Variable (X3) on Patient Loyalty (Y)

a ρ -value of 0.002 is obtained. Because the ρ -value is smaller than α ($0.002 < 0.05$) then H_0 is rejected thus there is a significant effect of patient satisfaction (X3) on patient loyalty (Y).

- g. Effect of Patient Trust Variable (Z) on Patient Loyalty (Y)

Based on Table 4.11, it can be seen that for testing the patient's trust variable (Z) on patient loyalty (Y), a beta value (β) of 0.338 is obtained with a ρ -value of 0.000. Because the ρ -value is smaller than α ($0.000 < 0.05$) then H_0 is rejected thus there is a significant effect of patient trust (Z) on patient loyalty (Y).

Indirect Influence Path Coefficient Calculation with the Sobel Test

The intervening variable in this study is proxied by work discipline. To test the strength of the indirect influence of the intervening variables that mediate the independent variables on employee performance, the Sobel test is performed which is calculated by multiplying the paths . The results of the analysis with the Sobel Test Calculator For The Signification of Mediation Kris Preacher are as follows :

Table 3 Indirect Influence Path Coefficient with the Sobel Test

No.	hypothesis	Sobel test	One tailed (p)	Two-tailed (p)	Information
1.	H8	5.61931375	0.00000001	0.00000002	Significant
2.	H9	6.02134145	0.00000042	0.00000083	Significant
3.	H10	4.92761634	0.00000000	0.00000000	Significant

Based on Table 3, the results of the mediation value of the Sobel test online calculator where A is the regression coefficient value of the service quality variable on patient trust of 0.436, while B is the regression coefficient value of the patient trust variable on patient loyalty of 0.338. SE A is the standard error value of the effect of the variable service quality on patient trust of 0.045 while SE B is the standard error value of the effect of the patient's trust variable on patient loyalty of 0.049. From the calculation of the Sobel test, the mediating value of the patient's trust variable is 5.61931375. The variable is said to be mediating if the value obtained through the Sobel test is greater than 1.96 with a significance of 0.05. Based on these results, it can be concluded that patient trust mediates between service quality and patient loyalty. Then hypothesis 8 or H8 which states "service quality has an indirect effect on patient loyalty through patient trust" is accepted.

Based on Figure 4.8, the results of the mediation value of the online sobel test calculator where A is the value of the regression coefficient of the corporate image variable on patient trust of 0.388, while B is the value of the regression coefficient of the patient trust variable on patient loyalty of 0.338. SE A is the standard error value of the influence of the corporate image variable on patient trust of 0.048 while SE B is the standard error value of the influence of the patient's trust variable on patient loyalty of 0.049. From the calculation of the Sobel test, the mediating value of the patient's trust variable is 4.92761634. The variable is said to be mediating if the value obtained through the Sobel test is greater than 1.96 with a significance of 0.05. Based on these results, it can be concluded that patient trust mediates between corporate image and patient loyalty. Then hypothesis 9 or H9 which states "corporate image has an indirect effect on patient loyalty through patient trust" is accepted.

Based on Figure 4.9 the results of the mediation value of the Sobel test online calculator where A is the value of the regression coefficient of the patient satisfaction variable on patient trust of 0.469 while B is the value of the regression coefficient of the patient trust variable on patient loyalty of 0.338. SE A is the standard error value of the effect of the patient satisfaction variable on patient trust of 0.038 while SE B is the standard error value of the influence of the patient's trust variable on patient loyalty of 0.049. From the calculation of the Sobel test, the mediating value of the patient's trust variable is 6.02134145. The variable is said to be mediating if the value obtained through the Sobel test is greater than 1.96 with a significance of 0.05. Based on these results, it can be concluded that patient trust mediates between patient satisfaction and patient loyalty. Then hypothesis 10 or H10 which states "patient satisfaction has an indirect effect on patient loyalty through patient trust" is accepted.

3.2 Discussion

Effect of service quality on patient trust

Based on the first hypothesis, service quality affects patient trust. After testing and analyzing the data, the results obtained stated that the quality of service had a significant effect on the patient's trust in RSUD dr. H. Koesnadi Bondowoso is proven true or H1 is accepted. This could be due to aspects related to service quality which have an impact on patient trust. Aspects of service quality include : content of service quality, service quality methods, willingness, expertise and skills .

The indicator with the highest agree answer on the service quality variable is the RSUD dr. H Koesnadi Bondowoso understands the problems of visitors and acts in the public interest. This indicator received many positive responses from female respondents who generally had a bachelor's level of education. Where respondents gave their appreciation for the rules regarding visiting hours and limiting the number of patient caretakers. This rule is believed to aim to speed up the patient's healing process.

This is supported by the results of the descriptive analysis which states that in general the respondents agreed or gave a positive response to the service quality indicators of RSUD dr. H. Koesnadi Bondowoso. The results of this study are in accordance with the opinions of Kotler and Alma (2016) which reveal that service quality is a way of working for companies that try to make continuous improvements in terms of quality of the processes, products and services produced by the company. The opinion of Syaifullah and Mira, (2019: 87) the notion of service quality is the degree of excellence that is expected and control of the degree of excellence in order to achieve the interests of customers, while Nasib, (2017:

17) argues that service quality (Service Quality) is every activity of the perpetrator business to recipients of products and services, literally has no form and does not give rise to ownership of it.

As for this study, there are significant results in common with previous research conducted by Wididana, KBS (2016). Jatmiko, MI, Marnis, M., & Jahrizal, J. (2018) states that service quality has a significant influence on patient trust.

Influence of corporate image on patient trust

Based on the second hypothesis, corporate image affects patient trust. After testing and analyzing the data, the results obtained stated that corporate image had a significant effect on the patient's trust in RSUD dr. H. Koesnadi Bondowoso is proven true or H2 is accepted. This is due to aspects related to corporate image which have had a positive impact on the trust of dr. H. Koesnadi Bondowoso.

The indicator with the highest agreed answer on the image variable is the RSUD dr. H Koesnadi Bondowoso has a guarantee to keep patient data secure. This indicator received many positive responses from female respondents who generally had a bachelor's level of education. Because they believe in the credibility of RSUD dr. H. Koesnadi Bondowoso regarding the security of patient data and patient families. Furthermore, the RSUD dr. H. Koesnadi Bondowoso guarantees that patient data is protected under Law no 29 of 2004 concerning medical practice and Permenkes no 24 of 2022 concerning medical records.

According to Afandi (2016) Corporate image reflects company performance that is formed in consumer memory. Images of corporate social responsibility can have a positive effect on corporate image and in society. A company that is committed to economic development, ethics in the organization, supporting employees and their families, supporting non-profit groups and providing for community needs, has a much better image in the minds of the public than other companies (Pomeroy, et al, 2009). One aspect of corporate social responsibility is the implementation of moral principles. An organization with a moral obligation towards its customers and employees has a more positive image of itself in society. As for this study, there are significant similarities in the results with previous research conducted by Jatmiko, MI, Marnis, M., & Jahrizal, J. (2018). Chao-Chan, W. (2011) states that corporate image has a significant influence on patient trust.

Effect of patient satisfaction on patient trust

Based on the third hypothesis, patient satisfaction affects patient trust. After testing and analyzing the data, the results obtained stated that patient satisfaction had a significant effect on patient trust in RSUD dr. H. Koesnadi Bondowoso has been proven true or H3 is accepted. This could be due to aspects related to patient satisfaction that have been able to create patient trust.

The indicator with the highest agreed answer on the patient satisfaction variable is that the respondent is satisfied with the service that is consistent with the previous time. This indicator received many positive responses from female respondents who were generally aged 41-50 years. According to the respondent/patient who made a repeat visit or received treatment again, they did not need a lot of administrative documents, it was enough to show their KTP or medical card. Even if you don't bring both of them, it's enough to state your NIK or show a photo file or simply state the name and address accordingly.

According to Kotler and Armstrong (2018:39). When talking about satisfaction or dissatisfaction, it consists of a certain feeling of pleasure or disappointment that comes from comparing the performance of a product with personal desires. According to Andi Riyanto (2018: 118) customer satisfaction is a comparison of the quality of service experienced by customers, what customers expect if the quality experienced by customers is lower than expected, then dissatisfaction will occur. The customer is as expected, the customer will be satisfied, and if the quality of service quality is more than expected, the customer will be very satisfied. In addition to the expert opinion put forward, this research is also supported by the results of previous research conducted by Wididana, KBS (2016). Novitasari, AE, Wiyadi, W., & Setiawan, I. (2020) states that patient satisfaction has a significant influence on patient trust.

Effect of service quality on patient loyalty

Based on the fourth hypothesis, service quality affects patient loyalty. After testing and analyzing the data, the results obtained stated that service quality had a significant effect on patient loyalty at RSUD dr. H. Koesnadi Bondowoso has been proven true or H3 is accepted. This could be due to aspects related to service quality that have been able to create patient loyalty. Aspects of service quality include : work performance, discipline, education, experience, initiative and creativity.

The indicator with the highest agree answer on the service quality variable is the RSUD dr. H Koesnadi Bondowoso understands the problems of visitors and acts in the public interest. This indicator received many positive responses from female respondents who generally had a bachelor's level of education. Where respondents gave their appreciation for the rules regarding visiting hours and limiting the number of patient caretakers.

The results of this study are in accordance with Arianto's opinion (2018: 83) Quality of Service Quality can be interpreted as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations. Quality of Service applies to all types of services provided by the company while the client is in the company. According to Kotler and Keller (2016: 143) "quality is the completeness of the features of a product or service that has the ability to provide satisfaction to a need". According to Kasmir (2017: 47) Quality of Service Quality is defined as the actions or deeds of a person or organization aiming to provide satisfaction to customers or employees. Meanwhile, according to Aria and Atik (2018: 16) the quality of Service Quality is an important component that must be considered in providing excellent Service Quality.

As for this research, there are significant results in common with previous research conducted by Fadhila, NA, & Diansyah, D. (2018). Anandiha, MR (2018). Sugiarto, R., Jak, Y., & Wulandari, SD (2018). Ardiyanto, MA, & Tabrani, M. (2018) stated that service quality has a significant influence on loyalty.

Influence of corporate image on patient loyalty

Based on the fifth hypothesis, corporate image influences patient loyalty. After testing and analyzing the data, the results obtained stated that corporate image had a significant effect on patient loyalty at RSUD dr. H. Koesnadi Bondowoso, the truth is proven or H5 is accepted. This could be due to aspects related to corporate image that have been able to create patient loyalty at RSUD dr. H. Koesnadi Bondowoso.

The indicator with the highest agreed answer on the image variable is the RSUD dr. H. Koesnadi Bondowoso has a guarantee to keep patient data secure. This indicator received many positive responses from female respondents who generally had a bachelor's level of education. Because they believe in the credibility of RSUD dr. H. Koesnadi Bondowoso regarding the security of patient data and patient families. Furthermore, the RSUD dr. H. Koesnadi Bondowoso guarantees that patient data is protected under Law no 29 of 2004 concerning medical practice and Permenkes no 24 of 2022 concerning medical records.

The results of this study are in accordance with the opinion of Sedarmayanti (2017) Ardianto, (2011) explaining that image is the way other parties perceive a company, a person, a committee, or an activity. Image is an impression obtained through one's knowledge and experience about something. For companies, image is defined as the public's perception of company identity. The public's perception of a company is based on what is known or presumed about the company concerned. Image is the goal, reputation and achievement to be achieved. Although image is something abstract and cannot be measured systematically, its form can be felt from the good and bad research results that come from the public or the wider community.

As for this research, there are significant results in common with previous research conducted by Anandiha, MR (2018). Sugiarto, R., Jak, Y., & Wulandari, SD (2018). Ardiyanto, MA, & Tabrani, M. (2018) stated that corporate image has a significant influence on patient loyalty.

The effect of patient satisfaction on patient loyalty

Based on the sixth hypothesis, patient satisfaction affects patient loyalty. After testing and analyzing the data, the results obtained stated that patient satisfaction had a significant effect on patient loyalty at RSUD dr. H. Koesnadi Bondowoso, the truth is proven or H 6 is accepted. This could be due to aspects related to patient satisfaction that have been able to create patient loyalty at RSUD dr. H. Koesnadi Bondowoso.

The indicator with the highest agreed answer on the patient satisfaction variable is that the respondent is satisfied with the service that is consistent with the previous time. This indicator received many positive responses from female respondents who were generally aged 41-50 years. According to the respondent/patient who made a repeat visit or received treatment again, they did not need a lot of administrative documents, it was enough to show their KTP or medical card. Even if you don't bring both of them, it's enough to state your NIK or show a photo file or simply state the name and address accordingly.

Consumer satisfaction is a feeling that shows one's pleasure and disappointment due to a comparison of work results as perceived goods or services that follow customer expectations, Efnita, (2017: 174), meanwhile, according to Kristiana and Edwar, (2017: 114). Consumer satisfaction is an activity of comparing things that have been experienced before with an assessment of the product or service received, this is able to provide a sense of comfort for spirituality and not only in memories or intentions. Consumer satisfaction is the level of affection that is owned by an individual because of a comparison of perceived performance with what is expected. (Afifudin and Sitohang, 2016: 7). In addition to the expert opinion put forward, this research is also supported by the results of previous research conducted by Fadhila, NA, & Diansyah, D. (2018). Novitasari, AE, Wiyadi, W., & Setiawan, I. (2020), Sugiarto, R., Jak, Y., & Wulandari, SD (2018). Ardiyanto, MA, & Tabrani, M. (2018) stated that service quality has a significant influence on loyalty.

Effect of patient trust on patient loyalty

Based on the fifth hypothesis, patient trust influences patient loyalty. After testing and analyzing the data, the results obtained stated that patient trust had a significant effect on patient loyalty at RSUD dr. H. Koesnadi Bondowoso is proven true or H5 is accepted. This could be due to aspects of patient trust related to patient loyalty at RSUD dr. H. Koesnadi Bondowoso.

The indicator with the highest agree answer on the service quality variable is that the respondent feels confident about the health products provided by RSUD dr. H. Koesnadi Bondowoso . This indicator received many positive responses from female respondents who generally had an age range of 41-50 years. The patient thinks that currently RSUD dr. H. Koesnadi Bondowoso rarely refers patients to other health facilities. Because the facilities at RSUD dr. H. Koesnadi Bondowoso is quite complete, including urology inpatient services and treatment of fractures or orthopedics and neurosurgery.

The results of this study are in accordance with the opinion of Mowen and Minor (2010) consumer trust means that all knowledge possessed by consumers and all conclusions made by consumers regarding objects, attributes and benefits. According to Siagian and Cahyono (2014) trust is a belief from one party regarding the intentions and behavior directed at the other party, thus consumer trust is defined as a consumer expectation that service providers can be trusted or

relied upon in fulfilling their promises. According to Gunawan (2013) trust is defined as a form of attitude that shows feelings of liking and persists in using a product or brand. Trust will arise from the minds of consumers if the product purchased is able to provide the benefits or value that consumers want in a product. In addition to the expert opinion put forward, this research is also supported by the results of previous research conducted by Novitasari, AE, Wiyadi, W., & Setiawan, I. (2020). Fadhila, NA, & Diansyah, D. (2018). Saroji, A. (2019). Sugiarto, R., Jak, Y., & Wulandari, SD (2018). Ardiyanto, MA, & Tabrani, M. (2018) stated that service quality has a significant influence on loyalty

The effect of service quality on patient loyalty through patient trust

Based on the eighth hypothesis, service quality influences patient loyalty through patient trust. After testing and analyzing the data, the results obtained stated that the indirect effect of service quality (X1 →) on the patient loyalty variable (Y) through the patient trust intervening variable (Z). The variable is said to be mediating if the value obtained through the Sobel test is greater than 1.96 with a significance of 0.05. Based on these results, it can be concluded that patient trust mediates between service quality and patient loyalty. Then hypothesis 8 or H8 which states "service quality has an indirect effect on patient loyalty through patient trust" is accepted.

Effect of corporate image on patient loyalty through patient trust

Based on the seventh hypothesis, corporate image influences patient loyalty through patient trust. After testing and analyzing the data, the results obtained stated that the indirect effect of the corporate image variable (X2) on patient loyalty (Y) through the intervening variable patient trust (Z). The variable is said to be mediating if the value obtained through the Sobel test is greater than 1.96 with a significance of 0.05. Based on these results, it can be concluded that patient trust mediates between corporate image and patient loyalty. Then hypothesis 9 or H9 which states "corporate image has an indirect effect on patient loyalty through patient trust" is accepted.

Effect of patient satisfaction on patient loyalty through patient trust

Based on the seventh hypothesis, patient satisfaction affects patient loyalty through patient trust. After testing and analyzing the data, the results obtained stated that the indirect effect of the patient satisfaction variable (X3) on patient loyalty (Y) was through the patient's trust intervening variable (Z). From the calculation of the Sobel test, the mediating value of the patient's trust variable is 6.02134145. The variable is said to be mediating if the value obtained through the Sobel test is greater than 1.96 with a significance of 0.05. Based on these results, it can be concluded that patient trust mediates between patient satisfaction and patient loyalty. Then hypothesis 10 or H10 which states "patient satisfaction has an indirect effect on patient loyalty through patient trust" is accepted.

4. CONCLUSION

Based on the research findings described in Chapter IV, the conclusions in this study are as follows:

1. The test results prove that the quality of service has a significant effect on the patient's trust in RSUD dr. H. Koesnadi Bondowoso.
2. The test results prove that corporate image has a significant effect on patient trust in RSUD dr. H. Koesnadi Bondowoso.
3. The test results prove that patient satisfaction has a significant effect on patient trust in RSUD dr. H. Koesnadi Bondowoso.
4. The test results prove that service quality has a significant effect on patient loyalty at RSUD dr. H. Koesnadi Bondowoso.
5. The test results prove that corporate image has a positive and significant effect on patient loyalty at RSUD dr. H. Koesnadi Bondowoso.
6. test results prove that patient satisfaction has a significant effect on patient loyalty at RSUD dr. H. Koesnadi Bondowoso.
7. The test results prove that patient trust has a significant effect on patient loyalty at RSUD dr. H. Koesnadi Bondowoso.
8. The test results prove that there is an indirect effect of service quality on patient loyalty through the intervening variable patient trust at dr. H. Koesnadi Bondowoso
9. The test results prove the indirect effect of corporate image on patient loyalty through the intervening variable of patient trust at RSUD dr. H. Koesnadi Bondowoso.
10. The test results prove the indirect effect of patient satisfaction on patient loyalty through the intervening variable patient trust at dr. H. Koesnadi Bondowoso.

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