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## The Effect of Brand Image and Relationship Quality on Patient Satisfaction

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**Abstract:** This study aims to determine and analyze the effect of brand image and relationship quality on the satisfaction of outpatients of Hermina Pasteur Bandung Hospital. The results of this study are expected to be input for Hermina Pasteur Hospital in organizing health services, especially in increasing satisfaction. The research method used is descriptive and verification analysis. Data collection used is an interview using a questionnaire accompanied by observation techniques and literature, sampling using *consecutive sampling*. Data collection in the field was carried out in 2023. Data analysis techniques using Path Analysis. The results showed that in general, brand image, relationship quality, and patient satisfaction tend to be quite good. There is an influence of brand image and relationship quality on patient satisfaction both simultaneously and partially at Hermina Pasteur Hospital. Hermina Pasteur Hospital must carry out *service recovery* for patient complaints or complaints quickly, so as not to cause dissatisfaction from patients, to handle patient complaints quickly the hospital can form a *customer care* program

**Keywords:** Brand Image, Relationship Quality, Patient Satisfaction

### INTRODUCTION

Today, companies, in this case hospitals, face an era of great competition. Rapid development in all fields has brought about changes in people's lives. Development will be difficult to run smoothly if the condition of the community is unhealthy so that the government is required to be able to run quality health services so that they can be relied on by the community when needed. A high ratio of sick people in a population will reduce the competitive level and productivity of the area when compared to areas with a low ratio of sick people (Cole & Neumayer, 2017). Therefore, efforts to maintain a healthy state in the population are very important and an integral part of the role of nurses and doctors in hospitals.

The development of the service industry sector, including health services, is inseparable from the demands of the community to continue to obtain quality health services. Various

efforts have been made to improve health development that is better and more effective and efficient, so that it can reach all levels of society. For this reason, efforts are needed to improve the quality of resources, improve equipment and medicines and improve the appearance of the Hospital.

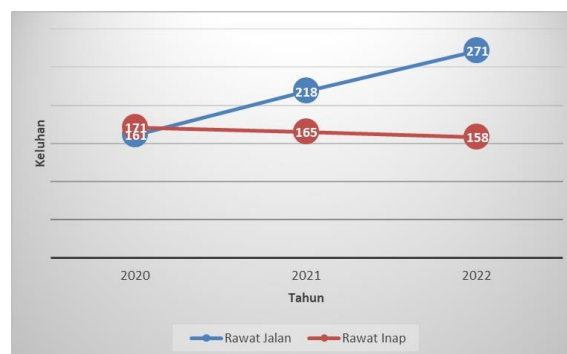
Public hospitals as one of the health service institutions, play a very important role in health development. Public hospitals have a mission to provide quality health services that are affordable to the community in order to improve the degree of public health, and special missions are aspirations set and to be achieved by public hospital owners.

The condition of hospital services in Indonesia is in accordance with the findings of Hardiman (2013), that the health service system in Indonesia is not good. Hospitals have not been able to guarantee the quality of health services, such as: doctors often arrive late, so patients have to wait a long time to get service, have not provided a comfortable waiting room, there is no continuity of service, have not been able to guarantee the delivery time of drugs and have not been able to create an *on line* prescription system via computer. Many hospitals in Indonesia are not yet *consumer oriented*, not yet providing easy access to services for patients to seek treatment at the hospital.

The findings above are in line with the results of Sulastomo's research (2016: 145) which states that hospital hallways, waiting rooms and hospital cleanliness are quite alarming, besides that the order of patients still seems "crowded" and "chaotic", and there are still difficult services for parking patient vehicles. This fact makes the image of hospitals in Indonesia lag behind compared to those abroad, such as Singapore. Such conditions were recorded in a study on the readiness of Indonesian hospitals to face the globalization era conducted by the Center for Health Development Studies (Puskabangkes) of the Ministry of Health (2019).

Based on data from the last five years, the use of beds (BOR) in both hospitals has decreased and fluctuated so that it has not met the standards, especially Hermina Pasteur Hospital, where the standards set are 65%-85% (Ministry of Health RI, 2019). One of the reasons that causes the low value of BOR (*Bed Occupancy Ratio*) is that it can be influenced by the quality of service that is less than satisfactory or still less than what is expected by patients.

The fluctuating number of bed utilization (BOR) at Hermina Pasteur Hospital is suspected to still have several kinds of complaints, as data obtained from the *customer service* section of Hermina Pasteur Hospital shows that there is still a high level of *complaints* in outpatient polyclinics compared to inpatients. This can be seen from the number of criticisms and suggestions related to services in outpatient polyclinics, Report on the number of criticisms and suggestions for outpatient and inpatient polyclinics, as follows:



**Figure 1. Report on the number of criticisms and suggestions for outpatient and inpatient polyclinics**

Based on the data in Figure 2, in 2021, service users / outpatients of Hermina Pasteur Hospital who made complaints about the quality of hospital services were 218 people, while

in 2022 the number of complaints increased to 271 people or an increase of 24%, while for complaints at the Inpatient Polyclinic of Hermina Pasteur Hospital decreased by 4%. Some of these complaints include uncomfortable waiting rooms, unfriendly *staff*, doctors who arrive not on time, slow information systems, long and long lines, nurses who are less dexterous, expensive fees that do not match the service, slow administrative processes and inaccurate recording of patient data. Patients who do not feel more value from a health product or service offered, will move to another hospital that provides higher value or *customer migration* will occur. Tjiptono (2020: 71) states that customer satisfaction is the core of achieving long-term profitability.

## METHOD

The research method is a scientific way to obtain data with specific purposes and uses. This study aims to obtain a further description of the research variables, namely brand image, relationship quality and patient satisfaction, then test the hypothesis regarding the effect of brand image and relationship quality on patient satisfaction.

This research method uses a survey, which is research conducted on large and small populations, but the data studied is data from samples taken from these populations, so that relative, distributive events and relationships between sociological and psychological variables are found (Sugiyono, 2018: 7), the survey used is descriptive and verification. Descriptive survey method is a research method that aims to obtain a description of variable characteristics.

There is a hypothesis that will be tested through this research, so the type of research used is *explanatory research*, namely research that intends to explain the position of the variables studied and the relationship between one variable and another (Sugiyono, 2018: 11). This research is verification, basically wanting to test the truth of a hypothesis which is carried out through data collection and data processing, so that the relationship or influence between the variables studied is known.

In this study, the population is all outpatients who seek treatment at Hermina Pasteur Hospital. Based on secondary data, outpatient visits to Hermina Pasteur Hospital per month are 5,016 people.

The sampling technique in this study was *consecutive* sampling. In *consecutive sampling*, all subjects who arrived and met the selection criteria were included in the study until the required number of subjects was met. *Consecutive sampling* is the best type of *nonprobability* sampling, and is often the easiest way, by using this technique, the population has the same opportunity to do research that meets the inclusion criteria to be used as a research sample Sugiyono (2018: 314).

The sample used for questionnaire measurement is part of the outpatient population at Hermina Pasteur Hospital. Meanwhile, to determine the number of samples (n) taken from the number of outpatient visits per month the average is 5,016 people. To take the number of samples, the authors used the Slovin formula, which is as follows:

$$\frac{n=N}{1 + N(d)^2}$$

Description:

n=Sample Size

N= Population Size

d=Desired level of disbelief

Then the sample calculation with the desired confidence level of 10% is as follows:

$$n = \frac{\frac{n=N}{1 + N(d)^2}}{5.016} 1 + 5.016 (0,1)^2$$

$$n = \frac{5.016}{51,16}$$
$$n = 98,04$$

Based on the above calculations, it can be stated that the number of samples for this study was 98.04 respondents. In this study, 100 respondents were taken with the consideration of avoiding *sampling error*, which means that the larger the sample taken, the smaller the *standard error*, also if the sample taken is larger, the more normal the population distribution (Trihendradi, 2016: 27).

### Validity Testing

Research results are valid if there is a similarity between the data collected and the data that actually occurs on the object under study. A valid instrument means that the measuring instrument used to obtain data (measure) is valid. Valid means that the instrument can be used to measure what should be measured. (Sugiyono, 2018: 109). According to Masrum, in Sugiyono (2018: 124) states that items that have a positive correlation with the criterion (total score) and a high correlation indicate that the item has high validity as well.

To find the validity value of an item we will correlate the item score with the total score of the items of that variable. If the correlation value is above 0.3, it is said that the item provides a sufficient level of validity, otherwise if the correlation value is below 0.3, it is said that the item is less valid. The correlation method used is *Pearson Product Moment*.

### Reliability Testing

Reliability is the level of consistency of a measuring instrument in measuring the same symptoms. If a measuring instrument is used twice or more to measure the same symptoms and the measurement results are relatively consistent, then the measuring instrument is reliable. Reliability is one of the main characteristics or characteristics of a good measuring instrument. The main idea of the concept of reliability is the extent to which the results of a measurement can be trusted, namely the extent to which the measurement score is free from measurement error (*error of measurement*).

Reliability testing of this research tool was carried out using the "*Alpha Cronbach*" method (Singih Santoso, 2019: 105).

### Analysis Design Data

The processing of data collected from interviews and questionnaires can be grouped into three steps: preparation, tabulation, and application of data to the research approach. Preparation is to collect and check the completeness of the questionnaire sheets and check the correctness of the method of filling. Tabulating the results of the questionnaire and *scoring them in accordance* with the predetermined scoring system. The questionnaire is closed using an ordinal scale of 1-5 on each questionnaire item, the value obtained is an indicator for the pair of *independent* variables  $X_1$ ,  $X_2$ , and the dependent variable Y, namely as follows ( $X_1$ , Y), ( $X_2$ , Y). The tabulated data is applied to the research approach used in accordance with the *research objectives*. To determine the effect of brand image and relationship quality on patient satisfaction, the data is processed by analyzing the respondent's attitude towards each questionnaire item to see the results of the respondent's assessment (positive/negative), the implementation of the variables under study using *Likert's summated rating analysis*.

## Descriptive Analysis

Descriptive data analysis aims to describe the extent to which outpatients at Hermina Pasteur Hospital perceive brand image, relationship quality and patient satisfaction. The stages of analysis are carried out up to *scoring* and index, where the score is the sum of the results of multiplying each value weight (1 to 5) by frequency (Sugiyono, 2018: 135). At the next stage, the index is calculated using the mean method, which divides the total score by the number of respondents. The index number shows the unity of all respondents' responses to each research variable.

$$\text{Panjang kelas Interval} = \frac{\text{rentang}}{\text{banyak kelas interval}}$$

Where:

Range = highest score - lowest score

Number of interval classes = 5

$$\begin{aligned} \text{Panjang kelas Interval} &= \frac{5 - 1}{5} \\ &= 0.8 \end{aligned}$$

Criteria for interpretation of the average value (index):

1.00 - 1.80 = Very Weak (Very Poor)

1.81 - 2.60 = Weak (Not Good)

2.61 - 3.40 = Fair (Good enough)

3.41 - 4.20 = Strong (Good)

4.21 - 5.00 = Very Strong (Very Good)

## Verificative Analysis

Further analysis to answer how much influence brand image and relationship quality have on outpatient satisfaction at Hermina Pasteur Hospital simultaneously and partially uses an analytical tool with *Path Analysis*.

## Hypothesis Testing

Based on the objectives of this study, the variables analyzed are the independent variables, namely brand image and relationship quality (X variable) while the dependent variable is patient satisfaction (Y). In this study, what will be tested is how much influence competence and motivation have on the performance of paramedics.

## RESULTS AND DISCUSSION

### Research Results

#### Brand Image Variable Validity Test

After checking the incoming questionnaires and calculating by correlating the score of each question item with the total score, the results can be seen in the following table:

**Table 1 Brand Image Variable Validity Test**

Variables	Itemized Items Question	Value $r_{count}$	Nile $r_{tabel}$	Description
<b>X<sub>1</sub></b>	X <sub>1</sub> .1	0.579	0.30	Valid
	X <sub>1</sub> .2	0.682	0.30	Valid
	X <sub>1</sub> .3	0.738	0.30	Valid
	X <sub>1</sub> .4	0.605	0.30	Valid
	X <sub>1</sub> .5	0.512	0.30	Valid
	X <sub>1</sub> .6	0.769	0.30	Valid

Source: processed from questionnaires with SPSS 25.0

Based on Table 1 above, the questionnaire on brand image consisting of six question items is entirely declared valid, meaning that all questions given to respondents are appropriate for measuring brand image variables.

**Validity Test of Relationship Quality Variables**

After checking the incoming questionnaires and calculating by correlating the score of each question item with the total score, the results can be seen in the following table:

**Table 2. Validity Test of Relationship Quality Variables**

Variables	Question Item	The value of $r_{count}$	Nile $r_{tabel}$	Description
<b>X<sub>2</sub></b>	X <sub>2</sub> .1	0.521	0.30	Valid
	X <sub>2</sub> .2	0.820	0.30	Valid
	X <sub>2</sub> .3	0.752	0.30	Valid
	X <sub>2</sub> .4	0.632	0.30	Valid
	X <sub>2</sub> .5	0.521	0.30	Valid
	X <sub>2</sub> .6	0.563	0.30	Valid
	X <sub>2</sub> .7	0.752	0.30	Valid
	X <sub>2</sub> .8	0.622	0.30	Valid
	X <sub>2</sub> .9	0.521	0.30	Valid
	X <sub>2</sub> .10	0.492	0.30	Valid
	X <sub>2</sub> .11	0.621	0.30	Valid
	X <sub>2</sub> .12	0.821	0.30	Valid
	X <sub>2</sub> .13	0.571	0.30	Valid
	X <sub>2</sub> .14	0.624	0.30	Valid
	X <sub>2</sub> .15	0.762	0.30	Valid
	X <sub>2</sub> .16	0.862	0.30	Valid
	X <sub>2</sub> .17	0.742	0.30	Valid
	X <sub>2</sub> .18	0.632	0.30	Valid
	X <sub>2</sub> .19	0.482	0.30	Valid
	X <sub>2</sub> .20	0.685	0.30	Valid
	X <sub>2</sub> .21	0.582	0.30	Valid

X <sub>2</sub> .22	0.632	0.30	Valid
X <sub>2</sub> .23	0.752	0.30	Valid
X <sub>2</sub> .24	0.713	0.30	Valid
X <sub>2</sub> .25	0.635	0.30	Valid
X <sub>2</sub> .26	0.854	0.30	Valid
X <sub>2</sub> .27	0.752	0.30	Valid
X <sub>2</sub> .28	0.562	0.30	Valid

Source: processed from questionnaires with SPSS 25.0

Based on Table 2 above, the questionnaire on the quality of the relationship which consists of 28 question items is entirely declared valid, meaning that all questions are valid. given to respondents is appropriate for measuring relationship quality variables.

**Patient Satisfaction Variable Validity Test**

After checking the incoming questionnaires and calculating by correlating the score of each question item with the total score, the results can be seen in the following table:

**Table 3. Patient Satisfaction Variable Validity Test**

Variables	Question Item	The value of rcount	Nile rtabel	Description
Y	Y.1	0.845	0.30	Valid
	Y.2	0.468	0.30	Valid
	Y.3	0.837	0.30	Valid
	Y.4	0.714	0.30	Valid
	Y.5	0.871	0.30	Valid
	Y.6	0.729	0.30	Valid
	Y.7	0.460	0.30	Valid
	Y.8	0.369	0.30	Valid
	Y.9	0.365	0.30	Valid
	Y.10	0.584	0.30	Valid
	Y.11	0.395	0.30	Valid
	Y.12	0.452	0.30	Valid

Source: processed from questionnaires with SPSS 25.0

Based on Table 4.7 above, the questionnaire on patient satisfaction consisting of 12 question items is entirely declared valid because the r<sub>count</sub> value of each item is greater than the r value of 0.30, this indicates that all answer options from respondents are declared valid. This means that all questions given to respondents are appropriate for measuring patient satisfaction variables.

**Reliability Test**

The results of the calculation of the reliability coefficient can be seen in the following table:

**Table 4. Reliability Testing Results**

Variables	Reliability	R-Critical	Description
Brand Image (X) <sub>1</sub>	0.929	0.700	Reliable



Relational Quality (X) <sub>2</sub>	0.811	0.700	Reliable
Patient Satisfaction (Y)	0.896	0.700	Reliable
$\alpha > 0.7$ declared reliable			

Source: processed from questionnaires with SPSS 25.0

Based on the reliability test results above, it is obtained that the *Cronbach's Alpha* value of the reliability coefficient of the research instrument is between the values of 0.811- 0.929. That is, these results show that the *Cronbach's Alpha value* is greater than 0.700, which means that all research variables, namely brand image, relationship quality, and patient satisfaction, are declared reliable or meet the requirements. Because the validity test and reliability test state that all variables are valid and reliable, it means that the instrument (questionnaire) used is valid and reliable.

**Descriptive Analysis of Brand Image Variables, Relationship Quality and Patient Satisfaction in Outpatient Hermina Pasteur Hospital  
Perceptions of Outpatients About Brand Image at Hermina Pasteur Hospital**

The following are the results of respondents' answers to brand image variables in the outpatient Hermina Pasteur Hospital as measured by the dimensions of awareness of company image, recognition of company image, quality impression, and brand associations can be seen in the following table:

**Table 5. Recapitulation of Answers to Brand Image Variables in Outpatient Hermina Pasteur Hospital (n = 100)**

No.	Statement	Frequency of Answer					Score	Average
		STS (1)	TS (2)	KS (3)	S (4)	SS (5)		
1	Did you know that Hermina Pasteur Hospital Bandung is a public hospital	17	4	6	32	41	376	3.76
2	Hermina Pasteur Bandung Hospital's health services0 good in society		23	26	34	17	345	3.45
3	Hermina Hospital is always the first health service that comes to mind. me and I choose, if I want to seek treatment or be treated	9	8	26	49	8	339	3.39
4	I am very impressed with the health services at Hermina18 Pasteur Hospital Bandung, which are satisfactory		13	31	32	6	295	2.95
5	I will share my good impression during my health19 service at the hospital. to others		22	22	34	3	280	2.80



6	I would recommend other people to seek treatment at Hermina Pasteur Hospital. Bandung	16	17	44	14	338	3.38
Total answer		72	86	128	225	89	
Total weight		72	172	384	900	445	3.29
Percentage (%)		3.65	8.72	19.46	45.62	22.55	(65.80)
		31.83		68.17			
Total Score		1973					
Average Score		328.83					

Source: Processed questionnaire, 2023

Based on Table 5 above, it shows that most outpatients state that the brand image at Hermina Pasteur Hospital is considered quite good.

### Relationship Quality at Hermina Pasteur Hospital

The following are the results of respondents' answers to the variable quality of relationships at Hermina Pasteur Hospital as measured by the dimensions of communication, trust, adaptation, commitment, implementation, cooperation, and comfort can be seen in the following table:

**Table 6. Recapitulation of Answers to Relationship Quality Variables at Hermina Pasteur Hospital (n = 100)**

No.	Statement	Frequency of Answer					Score	Average
		STS (1)	TS (2)	KS (3)	S (4)	SS (5)		
7	System in place in the hospital can be done easily	6	15	17	40	22	357	3.57
8	Information that delivered clearly	3	18	12	37	30	373	3.73
9	Services provided fair regardless socioeconomic status	4	15	9	46	26	375	3.75
10	Disease diagnosis process patients are carried out according to established procedures	7	30	25	26	12	306	3.06
11	Outpatient doctor skillful at work	0	6	25	30	39	402	4.02
12	Skilled nurses in work	6	19	10	38	27	361	3.61
13	Hospital staff have adequate competence	4	15	12	41	28	374	3.74
14	Doctors are polite in conducting examination	5	13	14	37	31	376	3.76
15	Receiving procedure simple outpatient	5	29	19	33	14	322	3.22
16	Information provided to the patient is accurate	4	19	25	43	9	334	3.34
17	Doctor's examination schedule is on time in accordance with	5	17	20	46	12	343	3.43

	scheduled)								
18	Handling administrative affairs already according to procedure	6	18	16	40	20	350	3.50	
19	Supporting facilities in outpatient care adequate	4	23	7	47	19	354	3.54	
20	Physical appearance of officers interesting outpatient	6	17	17	41	22	359	3.59	
21	Existing medical equipment conforms to the standard Hospital	3	21	9	52	15	355	3.55	
22	Supplies of required medicines are available with Complete	7	16	40	31	6	313	3.13	
23	Service officer registration provides services quickly	6	29	19	31	15	320	3.20	
24	Doctor is quick to respond in resolving patient complaints	6	26	17	35	16	329	3.29	
25	Nurses are quick to respond in resolving patient complaints	4	28	12	41	15	335	3.35	
26	Officers who serve the payment process provide services quickly and responsively	7	34	18	30	11	304	3.04	
27	The doctor's examination schedule in the outpatient room is always Right	11	19	26	42	2	305	3.05	
28	Speed of getting service is already fast	11	15	17	45	12	332	3.32	
29	Speed in process payment administration	2	17	48	27	6	318	3.18	
30	Speed to get doctor services	6	13	37	37	7	326	3.26	
31	Patient's speed to get results supporting examination	11	13	38	26	12	315	3.15	
32	Examination room condition patients in the hospital are comfortable	5	8	12	51	24	381	3.81	
33	The condition of the room where the patient waiting room is net	5	16	4	45	30	379	3.79	
34	The patient waiting room at the hospital is comfortable	11	13	19	41	16	338	3.38	
Total answer		160	522	544	1079	498			
Total weight		160	1044	1632	4316	2490	3.44		
Percentage (%)		1.66	10.83	16.92	44.76	25.82	(68.80)		
		29.41				70.59			

Total Score	9642
Average Score	344.36

Source: Processed questionnaire, 2023

Based on Table 6 above, most outpatients stated that the quality of relationships at Hermina Pasteur Hospital was considered good.

### Outpatient Satisfaction at Hermina Pasteur Hospital

The following are the results of respondents' answers to *customer satisfaction* variables at RSIA Hermina Pasteur Bandung as measured by dimensions, namely speed, accuracy, friendliness and comfort, which can be seen in the following table:

**Table 7. Recapitulation of Outpatient Satisfaction Answers at Hermina Pasteur Hospital (n = 100)**

No.	Statement	Frequency of Answer					Score	Average
		STS (1)	TS (2)	KS (3)	S (4)	SS (5)		
35	Lead time for fast registration	9	19	24	40	8	319	3.19
36	Doctors are quick to respond in serving patients	20	41	22	14	3	239	2.39
37	Patient waiting time for drug collection fast	9	18	29	36	8	316	3.16
38	Medication workers at Hermina Pasteur Hospital Bandung are quick to respond in serving patients	18	26	24	25	7	277	2.77
39	Services at Hermina Pasteur Bandung Hospital are appropriate time	10	16	28	36	10	320	3.20
40	Services at Hermina Pasteur Bandung Hospital are in accordance with schedule	18	25	27	25	5	274	2.74
41	Service procedures at Hermina Pasteur Bandung Hospital is clear	1	6	31	51	11	365	3.65
42	Doctors are always polite in serving patients, friendly, thorough and trustworthy	11	16	24	42	7	318	3.18
43	Staff attitude in providing services has been friendly	18	33	20	24	5	265	2.64
44	Patient waiting room convenient	18	32	15	29	6	273	2.73
45	Patient examination room in Hermina Hospital is comfortable	27	48	23	2	0	200	2.00
46	Patient toilet in the room wait for it to clear	7	18	20	31	24	347	3.47
Total answer		174	316	311	383	116		
Total weight		174	632	933	1532	580	2.96	
Percentage (%)		4.52	16.41	24.23	39.78	15.06	(59.20)	
		45.20				54.80		

Total Score	3851
Average Score	320.92

Source: Processed questionnaire, 2023

Based on Table 7 above, it shows that most outpatients at Hermina Pasteur Hospital are quite satisfied with the services provided by the hospital.

**The Effect of Brand Image and Relationship Quality on Outpatient Satisfaction at Hermina Pasteur Hospital Simultaneously and Partially**

The calculation of statistical analysis was carried out by entering the numbers on each variable, the results were obtained as shown in table 8 below:

**Table 8. Correlation Matrix Between Variables Correlations**

		atient Satisfaction	Brand Image	Relational Quality
Pearson Correlation	Patient Satisfaction	1.000	.766	.768
	Brand Image	.766	1.000	.686
	Relational Quality	.768	.686	1.000
Sig. (1-tailed)	Patient Satisfaction	.	.000	.000
	Brand Image	.000	.	.000
	Relational Quality	.000	.000	.
N	Patient Satisfaction	100	100	100
	Brand Image	100	100	100
	Relational Quality	100	100	100

The correlation coefficient can be interpreted as follows:

1. The relationship between brand image and relationship quality is 0.686 with a positive relationship direction, meaning that the better the brand image provided is also followed by improvements in relationship quality.
2. The relationship between brand image and patient satisfaction is 0.766 with a positive relationship direction, meaning that the better the brand image is also followed by an increase in patient satisfaction.
3. The relationship between relationship quality and patient satisfaction is 0.768 with a positive relationship direction, meaning that the better the quality of the relationship provided is also followed by an increase in patient satisfaction.

**The Effect of Brand Image and Relationship Quality on Patient Satisfaction**

The overall effect of X<sub>1</sub> through X<sub>2</sub> and the path coefficients of other variables outside the variables X<sub>1</sub> through X<sub>2</sub>.

**Table 9. Magnitude of Path Coefficient Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.290	.782		1.648	.103
	Brand Image	.115	.020	.452	5.895	.000
	Relational Quality	.219	.037	.458	5.969	.000

a. Dependent Variable: Patient Satisfaction

Path coefficient of X <sub>1</sub> on Y	$\rho_{YX_1}$	0.452
Path coefficient of X <sub>2</sub> on Y	$\rho_{YX_2}$	0.458

Source: SPSS Statistical Processing Results. 25

The calculation results for the multiple determination coefficient ( $R^2_{Y.X_1, X_2}$ ). The correlation coefficient ( $R_{Y.X_1, X_2}$ ), the coefficient of determination of other variables on Y ( $\rho^2_{Y\epsilon}$ ), and the path coefficient of other variables on Y ( $\rho_{Y\epsilon}$ ), in detail are shown in table 4.62 below:

**Table 10. Multiple Determination Coefficient and Path Coefficient of Other Variables Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted Square	Rl. Error of the Estimate
1	.835 <sup>a</sup>	.698	.692	1.02580

- a. Predictors: (Constant), Relationship Quality, Brand Image
- b. Dependent Variable: Patient Satisfaction

Coefficient of Multiple Determination ( $R^2$ )	$R^2_{Y.X_1, X_2}$	0.698
Multiple Correlation Coefficient	$R_{Y.X_1, X_2}$	0.835
Coefficient of Determination Var. Other to Y	$\rho^2_{Y\epsilon}$	0.302

Source: SPSS Statistical Processing Results. 25

This means that the influence of the brand image variable and the quality of the relationship together affect the patient satisfaction variable by 0.698 or 69.80% and the remaining 0.302 or 30.20% is influenced by other variables that are not included in the study, namely the price variable.

Based on the theoretical framework that there is a positive influence between brand image and relationship quality on outpatient satisfaction at Hermina Pasteur Hospital, then we will test the overall hypothesis with a form such as table 4.63 as follows:

**Table 11. Simultaneous Test Results X<sub>1</sub> and X<sub>2</sub> Against Y**

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	235.805	2	117.903	12.048	.000 <sup>a</sup>
	Residuals	102.069	97	1.052		
	Total	337.874	99			

- a. Predictors: (Constant), Relationship Quality, Brand Image
- b. Dependent Variable: Patient Satisfaction

From table 11 above, it can be seen that the  $F_{count}$  value is 12.048 with a sig. Level of 0.00 is smaller than 0.05, so it can be concluded that the simultaneous test results are proven or significant, so that it can be continued in further analysis with partial testing. Meanwhile, the results of the causal relationship or the direct effect of brand image and quality of relationship on patient satisfaction can be seen in table 4.64 below.

**Table 12. The Influence of Brand Image and Relationship Quality Variables on Patient Satisfaction and**

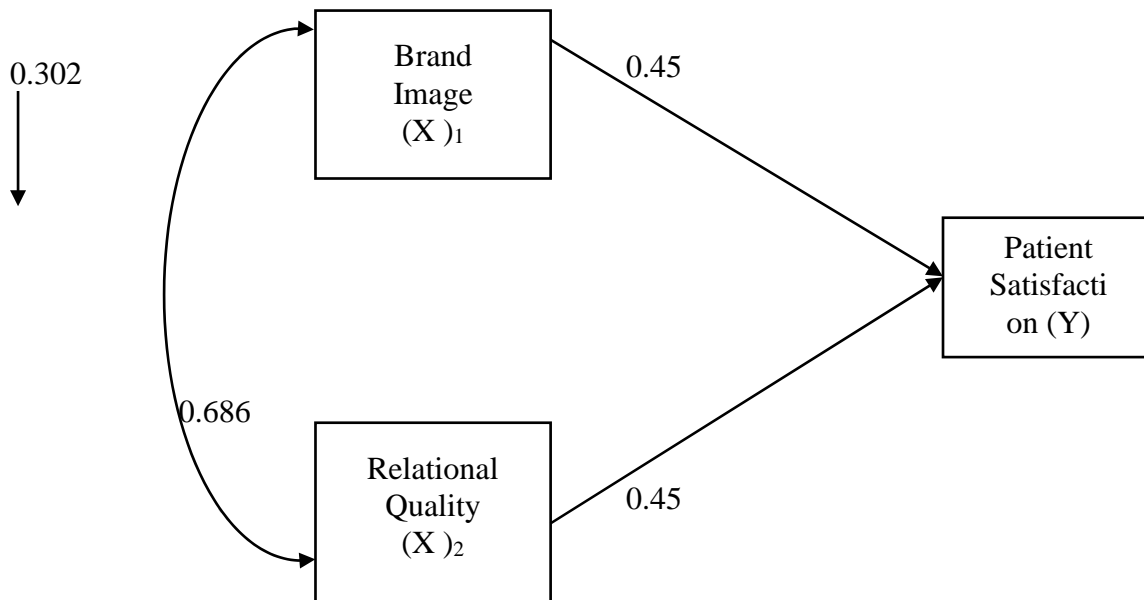
**Influences Beyond Brand Image and Relationship Quality Variables**

Interpretation of Path Analysis

Description	Influence	%
Effect of X <sub>1</sub> and X <sub>2</sub> on Y	0.698	69.8
Influence Beyond X <sub>1</sub> , and X <sub>2</sub>	0.302	30.2
Total		100

Source: Statistical Processing Results SPSS Program

Based on the test results, it can be seen that brand image and relationship quality affect outpatient satisfaction at Hermina Pasteur Hospital, which is 69.8%, while the remaining 30.2% is influenced by other factors not examined by the author, namely price, and service quality. However, when viewed partially, relationship quality is more dominant in influencing patient satisfaction than brand image, from the results of hypothesis testing, a diagram of the causal relationship between variables X<sub>1</sub> , X<sub>2</sub> to Y can be drawn as follows:



**Figure 1. Path Diagram and Path Coefficient of the Effect of Brand Image (X<sub>1</sub> ) and Relationship Quality (X<sub>2</sub> ) on Patient Satisfaction (Y)**

As in Figure 1 above, it can be seen that relationship quality dominantly affects patient satisfaction with a path coefficient of 0.458 with a t<sub>count</sub> of 5.969 with a t value of t<sub>table</sub> at a significance level of α (0.05) =2.79, rather than a brand image of 0.452 with a t<sub>count</sub> of 5.892 with a t value of t<sub>table</sub> at a significance level of α (0.05) =2.79, and both variables are proven to affect patient satisfaction, as shown in Table 13 below.

**Table 13. Partial Path Coefficient Testing**

Variables	Coef. Path	Retrieved	Table	Conclusion
ρ <sub>YX<sub>1</sub></sub>	0.452	5.895	2.794	Ho is rejected, there is an influence brand image on patient satisfaction

$\rho_{YX_2}$	0.458	5.969	2.794	Ho is rejected, there is an influence of relationship quality on patient satisfaction
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From the structural picture of the causal relationship between variables with the values of the structural parameters above, the effect of the cause variable to the effect variable, both direct and indirect, can be determined, namely calculating the amount of influence partially or simultaneously.

**The Effect of Brand Image on Patient Satisfaction**

To find out the contribution of the influence of brand image on patient satisfaction, it can be seen through the table of calculation results below:

**Table 14. Direct and Indirect Influence of Brand Image on Patient Satisfaction**

Interpretation of Path Analysis

Ket		Influence	%
X <sub>1</sub>	Direct effect to Y	0.2043	20.43
	Indirect effect through X <sub>2</sub> to Y	0.1420	14.20
Total		0.3463	34.63

Source: Statistical Processing Results SPSS Program

Table 14 above shows that the direct effect of brand image on patient satisfaction is 20.43%, the indirect effect of brand image on patient satisfaction through relationship quality is 14.20%. This indicates that the brand image variable is closely related to the quality of relationship variable. The total effect of brand image on patient satisfaction in outpatient care at Hermina Pasteur Hospital is 34.63% with a positive relationship direction, where the better the brand image perceived by customers will result in increased patient satisfaction. The results of Kaihatu's research (2015) state that *brand image* has a positive and significant direct effect on patient satisfaction. Research on the effect of *brand image on* patient satisfaction of large hospitals in Taiwan also shows a positive and significant direct effect and there is an indirect effect between *brand image* and satisfaction through service quality (Wu, 2018). Research conducted by Wulandari (2013) shows a significant relationship between satisfaction and patient loyalty in the outpatient unit. The results of Solikhah's research (2018) also show similar results to this study, namely that there is a positive and significant direct influence between patient satisfaction and re-utilization of treatment services.

**The Effect of Relationship Quality on Patient Satisfaction**

To find out the contribution of the effect of relationship quality on patient satisfaction, it can be seen through the table of calculation results below:

**Table 15. Direct and Indirect Effects of Relationship Quality on Patient Satisfaction**

Interpretation of Path Analysis

Ket		Influence	%
X <sub>2</sub>	Direct effect to Y	0.2097	20.97
	Indirect effect through X <sub>1</sub> to Y	0.1420	14.20
Total		0.3517	35.17

Source: Statistical Processing Results SPSS Program

Table 15 above shows that the direct effect of relationship quality on patient satisfaction



is 35.17%, the indirect effect of relationship quality on patient satisfaction through brand image is 14.20%. This indicates that the quality of relationship variable is closely related to the brand image variable. The total effect of relationship quality on patient satisfaction in outpatient care at Hermina Pasteur Hospital is 35.17% with a positive relationship direction, where the better the quality of relationship perceived by customers will result in increased patient satisfaction in patient satisfaction.

The results of this study are in line with the results of research conducted by Colgate and Danaher that service quality has an asymmetrical effect on satisfaction, where poor service has a greater effect on customer satisfaction than service that is categorized as good. This is also in line with previous research by Oh (2016) which states that service quality has a positive influence on achieving customer satisfaction. Providing satisfaction to customers is not easy, there is often a gap in service quality and service performance perceived by customers or companies.

Customer satisfaction is very important to review the quality of service, friendly, fast, precise service and reliable human resource performance are expected by patients who come for treatment. In order to cause patient satisfaction, the hospital must carry out services in accordance with the standards that have been made by the hospital itself, of course, it must also be in accordance with patient expectations. patient satisfaction is not only when the patient recovers from his illness, but also from the quality of service he gets when seeking treatment at the hospital. If the hospital is able to provide good service, patient satisfaction and loyalty will be created, and they will return to the hospital when they are sick, as well as recommend to others if they are going for treatment.

Service quality affects patient satisfaction and trust was also previously researched by Susanto (2017). This dissertation examines five variables that hospital management can use to achieve service quality and increase patient trust in the hospital with a sample size of 200 patients at four district-level hospitals and one city-level hospital. The five variables are service quality, image, patient satisfaction, trust, and patient loyalty. The service quality was formed with several indicators such as nurses' understanding of patients, patients' trust in treatment, administrative staff and quick handling by administrative staff. Related to image, this dissertation is measured by indicators of the hospital's willingness to provide information and trained employees, so this image also affects patient satisfaction. So, the better the image built, the more patient satisfaction will increase. Service quality and customer satisfaction will be built when there is a competitive advantage of the company with competitors, in addition to the argument that excellence in the service or product offered will establish a successful relationship.

## **CONCLUSION**

The brand image of RS Hermina Pasteur Bandung as measured by the dimensions of awareness of the company's image, recognition of the company's image, impression of quality, and brand associations is interpreted to be in a fairly good category. There are several indicators suggested to be the focus of improvement, namely not going to tell a good impression while getting health services at Hermina Pasteur Bandung Hospital to others. The quality of relationships at Hermina Pasteur Hospital as measured by the dimensions of communication, trust, adaptation, commitment, implementation, cooperation, and comfort is interpreted to be in the good category. There are several indicators suggested to be the focus of improvement, namely officers who serve the payment process less quickly and less responsively. Patient satisfaction at Hermina Pasteur Bandung Hospital as measured by the dimensions of speed, accuracy, friendliness and comfort is interpreted to be in the moderately satisfied category. There are several indicators suggested to be the focus of improvement, namely the patient's examination room is felt to be less comfortable, and the doctor is less responsive in serving

patients. Brand image and relationship quality simultaneously affect outpatient patient satisfaction at Hermina Pasteur Hospital and the effect is positive. Partially, the quality of relationship is more dominant in influencing patient satisfaction than brand image. And partially, the effect of brand image and relationship quality on patient satisfaction is as follows:

- a. Brand image affects patient satisfaction, so that if the brand image is perceived as good, patient satisfaction at the Hermina Pasteur Hospital outpatient will increase.
- b. Relationship quality affects patient satisfaction, so that if the perceived relationship quality is good, patient satisfaction at the Hermina Pasteur Hospital outpatient department will increase.

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