



ANALYSIS OF THE ASOCIATION BETWEEN SERVICE QUALITY, HOSPITAL IMAGE AND INPATIENT LOYALTY

Netie Rahmayani*, Ratno Adrianto, Annisa Nurrachmawati

Master of Public Health, Faculty of Public Health, Universitas Mulawarman, Jl. Kuaro, Gn. Kelua, Samarinda Ulu, Samarinda, Kalimantan Timur 75119, Indonesia

*netierahmayani@gmail.com

ABSTRACT

Competition among hospitals required improvements in service quality and the strengthening of hospital image to retain patients. Good service quality and a positive hospital image influenced patients' trust and their decision to return for treatment. Patient loyalty became an important indicator of service success, making it necessary to analyze the factors that affected it. This study aims to analyze the association of service quality, hospital image with the loyalty of inpatients at I.A Moeis Samarinda Public Hospital. The study population was all inpatients in the treatment room with an average number of visits per month of 835 patients. With stratified sampling technique, a sample of 156 respondents was obtained. Questionnaire instruments were used to collect data on respondent. The results of the validity test showed that all Corrected Item Total Correlation values exceeded 0.1562, while the reliability test yielded a Cronbach's alpha coefficient of 0.980, indicating that the questionnaire was valid and reliable. Data analysis using regression logistic biner. The results of the three independent variables test simultaneously show that the technical quality variable is positively and significantly associated with loyalty (p value = 0.016), and hospital image is positively and significantly associated with loyalty (p value = 0.000). The most dominant variable associated is hospital image with OR = 9.589 (95% CI OR = 3.064-30.006), which means that a good hospital image has a 9.5 times chance of creating patient loyalty. The conclusion of this study is the technical quality and the hospital image are positively and significantly associated with loyalty and the hospital image is the most dominant variable associated with the loyalty of inpatients.

Keywords: hospital image; patient loyalty; service quality

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INTRODUCTION

According to the marketing literature, patient loyalty constitutes a critical determinant of the overall performance and long-term sustainability of healthcare organizations. Loyal patients frequently function as informal brand ambassadors who disseminate positive information regarding the advantages of a hospital, thereby strengthening its public image and institutional reputation (Sitepu, 2024). Patient loyalty is shaped by a combination of direct and indirect factors, including the general quality of hospital services, the adequacy of physical facilities, staff responsiveness, perceived satisfaction, treatment costs, trust, and the hospitals overall image (Liu, 2021).

Service quality, according to Gronroos, is the results of comparing what consumers experience with what they expect. Consumers expectations are influenced by the image, and the image is formed mainly from the technical quality and functional quality of the service (Chandra et al, 2020). Technical quality describes the outcome that was achieved and the expertise of the service provider. The term "service outcome" describes what the customer gets as a result of their interaction with the service provider or the outcome of the service process. The term "outcome" refers to the experience had during the service process rather than the ultimate result (such as a cure) (Swain & Singh, 2021).

The way healthcare services are provided is referred to as functional quality, and it is a major factor in how well patients perceive their care. Some authors have used the SERVQUAL instrument to measure functional quality which consists of reliability, assurance, tangibles, empathy, responsiveness (Mohammadi, 2023). The high quality of service provided by the hospital will affect patient satisfaction and loyalty and a positive and attractive hospital image is an important factor to ensure patient satisfaction (Rahman dan Desembrianita, 2023). Research on the comparison of service quality in government and private hospitals shows that private hospitals provide relatively better services than government hospitals. Patients feel that private hospitals are more reliable, more responsive, more reassuring, more empathetic and physically better than government hospitals (Rasool et al, 2022).

In 2021, the inpatient unit's customer satisfaction rate was 84.14% with a minimum service standard value of $\geq 90\%$. In 2022, decreased to 82.31%. The decreasing rate of satisfaction indicates that patients are not satisfied with the quality of health services. Because of the decreasing inpatient customer satisfaction rates, researchers are interested in studying the association between service quality, hospital image, and patient loyalty, in the inpatient unit at the Inche Abdoel Moies public hospital. Given these conditions, a comprehensive analysis is required to elucidate the extent to which service quality and hospital image contribute to inpatient loyalty. Considering the critical role of these factors in shaping patient perceptions, satisfaction, and behavioral intentions, this study aims to examine the association between service quality, hospital image, and inpatient loyalty at RSUD I.A. Moeis Samarinda. Accordingly, the objective of this research is to provide empirical evidence on the influence of service quality and hospital image on inpatient loyalty, thereby offering a scientific foundation for hospital decision-makers in formulating strategies to enhance service performance and strengthen institutional reputation.

METHOD

This study employed a quantitative research design with a cross-sectional approach to analyze the independent variables (service quality and hospital image) and the dependent variable (patient loyalty) within the same period. The study was conducted from February to June 2024. The study population consisted of all inpatients treated in the inpatient wards of RSUD I.A. Moeis, with an average monthly visit of 835 patients. The sample was selected using a stratified sampling technique, based on the average number of visits per class: Class I (101 patients), Class II (187 patients), Class III (526 patients), and VIP Class (21 patients). Using the Proportionate Stratified Random Sampling formula, the final sample size obtained was 156 respondents.

Data were collected using a structured questionnaire that had been tested for validity and reliability. Construct validity was assessed through Pearson correlation between each item and the total score, while reliability was measured using Cronbach's alpha, with a coefficient of ≥ 0.98 considered acceptable. The questionnaire measured variables including service quality (technical quality and functional quality), hospital image, and loyalty. For data analysis, bivariate analysis using the chi-square test was performed to examine the association between the independent and dependent variables. Furthermore, multiple logistic regression was applied to identify the most dominant influencing factors. To ensure data quality, verification techniques such as double-checking questionnaire entries and supervised data collection were implemented to minimize bias and enhance the credibility of the study findings. This study was approved by the Health Research Ethics Committee of the Faculty of Medicine, Mulawarman University (Ethical Clearance No. 66/KEPK-FK/III/2024). The researcher ensured compliance with all biomedical research ethical principles, including obtaining informed consent, maintaining participant confidentiality, and respecting participants' rights to withdraw from the study at any time without consequences, in accordance with established ethical standards.

RESULT

Univariate Analysis of Respondent Characteristics

The table below presents the univariate analysis of respondent characteristic. Characteristics in this study included service quality, hospital image, and inpatient loyalty at RSUD I.A. Moeis Samarinda.

Table 1.
Univariate Analysis of Respondent Characteristics

Characteristics of Respondents (N=156)	Frequency	Presentation (%)
Inpatient Class		
Class I	19	12,2
Class II	35	22,4
Class III	98	62,8
VIP	4	2,6
Length of Stay		
1 Day	25	16,0
2 Days	37	23,7
≥ 3 Days	94	60,3
Age		
18–35 Years	52	33,3
36–45 Years	46	29,5
46–55 Years	36	23,1
56–65 Years	14	9,0
≥ 66 Years	8	5,1
Sex		
Male	59	37,9
Female	97	62,1
Education Level		
No formal education	14	9,0
Elementary School	36	23,1
Junior High School	28	17,9
Senior High School	62	39,7
Diploma	2	1,3
Bachelor's Degree	14	9,0
Occupation		
Unemployed/ Not working yet	75	48,1
Government Employe	8	5,1
Private employe	53	34,0
Entrepreneur	20	12,8
Source of Financing		
National Health Insurance	134	85,9
Employment Social Security	8	5,1
Out of Pocket Payment	11	7,1
Other Insurance	3	1,9
Route of Hospital Admission		
Emergency Department (ED)	129	82,7
Outpatient Clinic	27	17,3
Visit Frequency		
First Visit	96	61,5
Second Visit	32	20,6
Third or More	28	17,9
Reasons for Choosing the Hospital		
Referral	49	31,4
Own Preference	107	68,6

Patient characteristics of the 156 respondents showed 62.8% was class III. Most respondents' length of stay was ≥ 3 days (60.3%). The highest age was in the age range of 18-35 years (33.3%). The gender of female respondents was 62.1% more dominant than male. Most respondents' last education was high school (39.7%), most respondents' occupation was not working (48.1%). The financing used by respondents when they were treated mostly used National Health Insurance (85.9%). Most respondents were hospitalized through the emergency room (82.7%). Most were the

first visit to RSUD.I.A.Moeis (61.5%). And the reason for choosing a hospital (68.6%) is their own preference.

Bivariate Analysis

The table below presents a bivariate analysis between independent and dependent variables based on the research results.

Table 2
Bivariate Analysis

Variable	Loyalty		Totally	P value
	Poor	Good		
Technical Quality				
Poor	71 (85,5%)	12 (14,5%)	83 (100)	0,000
Good	14 (19,2%)	59 (80,8%)	73 (100)	
Functional Quality				
Poor	57 (93,4%)	6 (6,6%)	61 (100)	0,000
Good	28 (29,5%)	67 (70,5%)	95 (100)	
Hospital Image				
Poor	71 (89,9%)	8 (18,2%)	79 (100)	0,000
Good	14 (18,2%)	63 (81,8%)	77 (100)	

In the bivariate analysis, technical quality showed a significant association with patient loyalty. Among respondents who rated technical quality as poor, 71 individuals (85.5%) had poor loyalty, while only 12 individuals (14.5%) had good loyalty. Conversely, among those who rated technical quality as good, 14 individuals (19.2%) had poor loyalty and 59 individuals (80.8%) had good loyalty. The p-value of 0.000 indicated a significant relationship. For functional quality, respondents who perceived functional quality as poor were mostly classified as having poor loyalty, with 57 individuals (93.4%), while only 6 individuals (6.6%) showed good loyalty. Meanwhile, among respondents who rated functional quality as good, 28 individuals (29.5%) had poor loyalty and 67 individuals (70.5%) had good loyalty. The p-value of 0.000 indicated a significant association. Regarding the hospital image variable, respondents who perceived the hospital image as poor were predominantly in the poor-loyalty category, with 71 individuals (89.9%), and only 8 individuals (10.1%) showed good loyalty. In contrast, among those who rated the hospital image as good, 14 individuals (18.2%) had poor loyalty and 63 individuals (81.8%) had good loyalty. The p-value of 0.000 indicated a significant relationship between hospital image and loyalty.

Multivariate Analysis

The measure used in interpreting the coefficient parameters was the Odds Ratio or $\exp(\beta)$, which indicated the effect of changes in the corresponding variables. The analysis results showed that the Odds Ratio for the technical quality variable was 4.047, meaning that good technical quality was 4.047 times more likely to create patient loyalty, while the hospital image had an OR of 9.589, meaning that a good hospital image was 9.589 times more likely to generate patient loyalty. The most dominant variable influencing loyalty was the hospital image because it had the largest $\exp(\beta)$ value.

Table 3.
Multivariate Analysis. Model Classification Accuracy. Multiple Logistic Regression

	Observed	Predicted			Percentage Correct
		Loyalty			
		Good	Poor		
Step 1	Loyalty	Good	61	10	85,9
		Poor	13	72	84,7
Overall Percentage					83,3

In the classification accuracy test, the results showed that the accuracy of the model in predicting inpatient patient loyalty in this study was 85.3%. From the simultaneous test of the three variables using multiple logistic regression, only the technical quality variable (p-value = 0.016) and the

hospital image variable (p-value = 0.000) were significantly associated with patient loyalty. The most dominant variable associated with inpatient loyalty was the hospital image variable (OR = 9.589). The logistic regression model obtained in this study was:
 $Y = -6.814 + 1.398 (\text{technical quality}) + 2.261 (\text{hospital image}).$

The regression coefficient of 1.398 for the technical quality variable indicated a positive relationship with inpatient loyalty, and the coefficient of 2.261 for the hospital image variable also indicated a positive relationship with inpatient loyalty.

DISCUSSION

The Relationship Between Technical Quality and Patient Loyalty

The results of the relationship between technical quality and loyalty show that 80.8% of respondents have good loyalty if the technical quality of inpatient services is good, and 85.5% have poor loyalty if the technical quality of inpatient services is poor. The statistical test results obtained a p-value of 0.000 ($p < 0.05$), so it can be concluded that there is a significant relationship between the technical quality of inpatient services and respondent loyalty. The findings of this study showed an association between technical quality and patient loyalty. Healthcare quality was the degree to which health services for individuals and populations increased the likelihood of desired health outcomes. The quality of healthcare was based on evidence-based professional knowledge and was essential for achieving universal health coverage. It was important to carefully consider the quality of healthcare and the services provided. Quality healthcare could be defined in various ways, but high-quality health services were expected to be effective, meaning they provided evidence-based care to those who needed it; safe, meaning they avoided harm to individuals receiving care; and patient-centered, meaning they responded to individual preferences, needs, and values (Sitepu, 2024). These findings were supported by previous research that demonstrated the significant influence of technical aspects of hospital service quality on patient loyalty (Solehudin, 2023). This indicated that both theory and recent empirical evidence supported technical quality as an important determinant of patient loyalty, as reflected in the results of this study.

The Relationship Between Functional Quality and Patient Loyalty

The results of the study showed that 70.5% of respondents had good loyalty when functional quality was good, and 93.4% had poor loyalty when functional quality was poor. The statistical test yielded a p-value of 0.000 ($p < 0.05$), indicating that there was a significant association between the functional quality of inpatient services and respondent loyalty. The results of the study showed that the majority of respondents had good functional quality and demonstrated loyalty (67%). Essentially, functional quality was one of the variables that could influence patient loyalty. In facing competition in the healthcare sector, service providers were required to consistently deliver high-quality services to improve overall service performance, which in turn had an impact on patient loyalty. When patient satisfaction was maximized, it increased patient loyalty to the hospital. After utilizing the services and feeling safe and comfortable with the hospital's service products, patients tended to develop trust in the hospital. This trust encouraged patients to continue using hospital services and eventually led them to recommend the hospital to others because they felt satisfied and confident in the quality of care provided (Bajamal, 2020). The highest-scoring indicator in the questionnaire was that medical personnel were responsive in handling patient complaints, indicating that friendly attitudes, attentiveness, prompt responses to patient needs, and empathy from healthcare workers strongly influenced patient comfort during care. This finding was supported by Yassir (2023), who reported that the reliability of healthcare services affected patients intention to return for future visits.

The Relationship Between Hospital Image And Patient Loyalty

The findings of the study showed a strong relationship between hospital image and patient loyalty. Among the 79 respondents who perceived the hospital image as poor, 71 respondents (89.9%) also

demonstrated poor loyalty, while only 8 respondents (18.2%) showed good loyalty. Conversely, among the 77 respondents who perceived the hospital image as good, 63 respondents (81.8%) exhibited good loyalty, and only 14 respondents (18.2%) had poor loyalty. The statistical test produced a p-value of 0.000 ($p < 0.05$), indicating that there was a significant relationship between hospital image and patient loyalty. In other words, the better the hospital image was perceived by patients, the higher their level of loyalty, particularly in terms of willingness to return for services and recommend the hospital to others. Many studies had analyzed the relationship between technical quality and patient satisfaction in hospitals, however, very few studies had examined the direct relationship between technical quality and patient loyalty, as most patients found it difficult to assess and understand clinical expertise (Idris et al., 2020).

The results of the study showed that there was a significant relationship between hospital image and patient loyalty. This indicated that patients had already developed trust in the reliability of the hospital's services and generally did not switch to other hospitals for treatment, even when price differences existed. Because they felt comfortable, confident, and sympathetic toward the hospital, they easily promoted the hospital to their families and others, which brought positive impacts to the institution. The hospital's personality, such as perceptions of empathy, professionalism, and trustworthiness, also had a significant effect on how patients viewed the hospital's image. Hospitals that demonstrated a strong and positive personality tended to have a better image, which ultimately increased patient satisfaction and loyalty (Yunanda, 2024). This study was consistent with the findings of Nindy (2023), who found that the hospital image had a positive and significant effect on patient loyalty. Hospitals with a well-managed image were able to motivate their employees, both medical and non-medical, to provide the best service. Qualified professionals were willing to become partners and invested more in facilities and technology, as well as provided training to their employees in order to improve service standards and maintain sustainable competitiveness. In addition, the quality of healthcare services had a positive and significant impact on patient loyalty. Professional, fast, friendly, and effective services created a positive experience for patients, which ultimately increased their satisfaction with the services they received (Rindasiwi, 2024).

Analysis of Dominant Factors Related to Patient Loyalty

The analysis results showed that the Odds Ratio for the technical quality variable was 4.047, meaning that good technical quality was 4.047 times more likely to create patient loyalty, while the hospital image had an OR of 9.589, meaning that a good hospital image was 9.589 times more likely to generate patient loyalty. The most dominant variable influencing loyalty was the hospital image because it had the largest $\exp(\beta)$ value. The ability of the independent variables (technical quality and hospital image) to explain the dependent variable (loyalty) was 65.2%, while the remaining 34.8% was explained by other factors outside the model. Several factors had been identified in previous studies as influencing patient loyalty, including satisfaction level, patient experience, perceived value, motivation (Wang & Li, 2023), and trust (Prakoeswa et al., 2022). High-quality hospital services formed patient loyalty toward the hospital. Patient loyalty was essential for a hospital to achieve a high number of visits, which affected the hospital's revenue. One of the factors that influenced patient loyalty was the positive relationship between service quality and patient loyalty, in which continuous improvements in service quality led to increased patient loyalty (Percunda, 2024).

Word of mouth intention emphasized that circulating information was a crucial source of information that was initially created by individuals or marketers, then connected by marketers or consumers to other consumers (Nguyen et al., 2021). In this context, word of mouth intention information helped consumers understand products or services before they consumed them (Ismagilova et al., 2021). Word of mouth intention made it a vital channel for customers to get good service and obtain product quality information (Darmawan et al., 2022). In the context of hospital services, patient satisfaction served as a benchmark for service quality. This had an impact on the

attitudes shown by patients when they received services, and they held a positive perception of the hospital, which led them to share their experiences with others (Novianti, 2020).

CONCLUSION

Based on the bivariate analysis, it was found that technical quality, functional quality, and hospital image had significant relationships with patient loyalty. Patients who assessed the technical quality of services as good were more likely to demonstrate higher levels of loyalty compared to those who perceived the technical quality as poor. A similar pattern was observed for functional quality, wherein patients who experienced good functional aspects of service such as friendliness, communication, and responsiveness were predominantly categorized as loyal. Furthermore, hospital image also played an important role; patients who perceived the hospital's image positively were more likely to exhibit loyalty than those who viewed the hospital's image negatively. All three variables showed a p-value of 0.000, indicating highly significant statistical relationships. The multivariate analysis using logistic regression further strengthened these findings. The classification model demonstrated a high accuracy of 83.3%, with good performance in predicting both loyal and non-loyal patients. This indicated that technical quality, functional quality, and hospital image collectively served as important predictors of patient loyalty.

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