

THE EFFECT OF BRAND IMAGE AND SERVICE QUALITY ON PATIENT SATISFACTION AND ITS IMPACT ON PATIENT LOYALTY AT MANGUSADA HOSPITAL, BALI

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ABSTRACT

Background: Hospitals are required to provide high-quality healthcare services to improve patient satisfaction and loyalty. Brand image and service quality are important factors influencing patients' perceptions of healthcare services. Higher patient satisfaction is expected to increase patient loyalty toward healthcare institutions.

Methods: This study used a quantitative research design with a survey approach conducted at Mangusada Hospital, Bali. The study involved 120 respondents consisting of patients or patient family members who received healthcare services at the hospital. The sampling technique used was accidental sampling. Data were collected using a Likert-scale questionnaire and analyzed using path analysis with the Statistical Package for the Social Sciences (SPSS).

Results: The results showed that brand image and service quality had a positive and significant effect on patient satisfaction. Furthermore, brand image, service quality, and patient satisfaction significantly influenced patient loyalty. Patient satisfaction showed the strongest effect on patient loyalty compared to other variables.

Conclusion: Brand image and service quality play an important role in improving patient satisfaction, which ultimately leads to increased patient loyalty toward healthcare institutions.

Keywords : brand image, service quality, patient satisfaction, patient loyalty, hospital management.

INTRODUCTION

Hospitals play an essential role in providing healthcare services and maintaining the health of the community. In recent years, the healthcare sector has become increasingly competitive, requiring hospitals not only to deliver effective medical treatment but also to provide high-quality services that meet patient expectations. Patient satisfaction is widely recognized as an important indicator of healthcare quality and hospital performance. When patients are satisfied, they are more likely to trust the hospital, follow medical advice, and return for future healthcare needs. Therefore, improving patient satisfaction has become a major priority for hospital management.¹

Brand image is one of the key factors influencing patient perceptions and their decisions when choosing healthcare services. A positive brand image reflects professionalism, credibility, and reliability, which can increase patient confidence in the hospital. On the other hand, a negative or unclear brand image may reduce trust and influence patients to seek treatment at other healthcare facilities.^{17,20,37} In addition to brand image, service

quality is another important factor that affects patient experience. Service quality includes several aspects, such as the responsiveness of healthcare staff, communication, waiting time, facility comfort, and the ability to provide safe and effective care. High service quality can improve patient satisfaction and strengthen the relationship between patients and healthcare providers.²

Patient satisfaction is also closely related to patient loyalty. Patient loyalty refers to the willingness of patients to return to the same hospital and recommend its services to others. Loyal patients contribute to the sustainability and reputation of the hospital. However, if patients are dissatisfied with the services provided, they may choose other healthcare providers, which can negatively affect hospital performance. Therefore, understanding the factors that influence patient satisfaction and loyalty is important for improving healthcare quality.³

Mangusada Hospital in Badung, Bali, is one of the regional public hospitals that provides comprehensive healthcare services

to the community. Although various efforts have been made to improve healthcare services, challenges such as patient perceptions of service quality and hospital image may still affect patient satisfaction and loyalty. Evaluating these factors is important to help hospitals develop strategies to improve service quality and strengthen patient trust.^{4,5}

Therefore, this study aims to analyze the effect of brand image and service quality on patient satisfaction and their impact on patient loyalty at Mangusada Hospital, Bali.

MATERIALS AND METHODS

This study used a quantitative research design with a survey approach to analyze the influence of brand image and service quality on patient satisfaction and their impact on patient loyalty. The study was conducted at Mangusada Hospital, Bali. The study population consisted of patients and patient family members who received healthcare services at Mangusada Hospital during the study period.

The sampling technique used in this study was accidental sampling, in which respondents who met the inclusion criteria and were available during the data collection period were invited to participate in the study. The inclusion criteria were patients or patient family members who received healthcare services at Mangusada Hospital, were aged 18 years or older, and were willing to participate in the study by completing the questionnaire. The exclusion criteria included respondents who were unable to complete the questionnaire independently or provided incomplete responses.

The minimum sample size was determined using the iteration formula with a significance level (α) of 10%, beta (β) of 10%, and a correlation coefficient (ρ) of 0.3. Based on this calculation, the minimum sample size required was 119 respondents, which was then rounded up to 120 respondents.

Data collection was conducted over a two-month period from April to May 2024. During this period, respondents who met the inclusion criteria were approached at the hospital and asked to participate in the study. After receiving an explanation about the purpose of the study, respondents who agreed to participate were asked to complete a structured questionnaire. The questionnaire consisted of two sections, namely respondent characteristics (gender, age, occupation, and income) and research variables including brand image, service quality, patient satisfaction, and patient loyalty. Responses were measured using a five-point Likert scale ranging from strongly disagree to strongly agree.

The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS). Descriptive analysis was used to describe respondent characteristics and the distribution of variables. Furthermore, path analysis was conducted to examine the direct and indirect effects of brand image and service quality on patient satisfaction and patient loyalty.

RESULTS

This study was conducted from April to May 2024 involving 120 respondents who met the inclusion criteria. The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS) to determine respondent characteristics and to analyze the influence of brand image and service quality on patient satisfaction and loyalty.

Table 1. Student Frequency Distribution by Gender

Gender	Frequency	Percentage (%)
Male	83	69.2
Female	37	30.8
Total	120	100

Table 1 shows that most respondents were male, totaling 83 respondents (69.2%),

while female respondents accounted for 37 respondents (30.8%).

Table 2. Respondent Frequency Distribution by Age

Age Group	Frequency	Percentage (%)
12–25 years	37	30.8
26–45 years	58	48.3
46–65 years	25	20.9
Total	120	100

Based on Table 2, the majority of respondents were aged 26–45 years,

totaling 58 respondents (48.3%), followed by 12–25 years (30.8%) and 46–65 years (20.9%).

Table 3. Respondent Frequency Distribution by Monthly Income

Monthly Income	Frequency	Percentage (%)
< IDR 1,000,000	29	24.2
IDR 1,000,000– 2,000,000	17	14.2
IDR 2,000,000– 3,000,000	12	10.0
> IDR 3,000,000	62	51.6
Total	120	100

Table 3 indicates that most respondents had a monthly income above IDR 3,000,000, totaling 62 respondents (51.6%).

Table 4. Respondent Frequency Distribution by Occupation

Occupation	Frequency	Percentage (%)
Student	17	14.2
Private employee	25	20.8
Government employee	25	20.8
Entrepreneur	21	17.5
Others	32	26.7
Total	120	100

Based on Table 4, the largest occupational group was categorized as others, totaling 32 respondents (26.7%), followed by private employees and government employees, each with 25 respondents (20.8%).

Descriptive Analysis of Research Variables

Table 5. Descriptive Statistics of Research Variables

Variable	Mean	Standard Deviation
Brand image	3.25	0.64
Service quality	3.2	0.68
Patient satisfaction	3.11	0.71
Patient loyalty	3.15	0.69

Table 5 shows that the mean score of brand image was 3.25 ± 0.64 , service quality was 3.20 ± 0.68 , patient satisfaction was 3.11 ± 0.71 , and patient loyalty was 3.15 ± 0.69 , indicating generally good perceptions among respondents.

Effect of Brand Image and Service Quality on Patient Satisfaction

Table 6. Multiple Linear Regression Analysis of Factors Affecting Patient Satisfaction

Independent Variable	Beta (β)	Standard Error	t-value	p-value
Brand image	0.42	0.08	5.25	<0.001
Service quality	0.38	0.09	4.22	<0.001

Table 6 shows that brand image and service quality significantly influenced patient satisfaction ($p < 0.001$). Brand image had the strongest influence on satisfaction ($\beta = 0.42$), followed by service quality ($\beta = 0.38$). The coefficient of determination ($R^2 = 0.56$) indicates that 56% of patient satisfaction was explained by these variables.

Effect of Brand Image, Service Quality, and Satisfaction on Patient Loyalty

Table 7. Multiple Linear Regression Analysis of Factors Affecting Patient Loyalty

Independent Variable	Beta (β)	Standard Error	t-value	p-value
Brand image	0.21	0.09	2.33	0.021
Service quality	0.19	0.08	2.18	0.031
Patient satisfaction	0.46	0.07	6.57	<0.001

Table 7 shows that brand image, service quality, and patient satisfaction significantly affected patient loyalty. Patient satisfaction had the strongest influence ($\beta = 0.46$, $p < 0.001$). The

R^2 value of 0.63 indicates that 63% of patient loyalty was explained by these variables.

Direct and Indirect Effects

Table 8. Direct and Indirect Effects of Independent Variables on Patient Loyalty

Relationship	Direct Effect	Indirect Effect	Total Effect
Brand image → Loyalty	0.21	0.19	0.4
Service quality → Loyalty	0.19	0.17	0.36

Table 8 shows that both brand image and service quality directly influenced patient loyalty, indicating that satisfaction acts as a mediating variable.

Summary of Hypothesis Testing

Table 9. Summary of Hypothesis Testing

Hypothesis	Relationship	Beta	p-value	Conclusion
H1	Brand image → Satisfaction	0.42	<0.001	Significant
H2	Service quality → Satisfaction	0.38	<0.001	Significant
H3	Brand image → Loyalty	0.21	0.021	Significant
H4	Service quality → Loyalty	0.19	0.031	Significant
H5	Satisfaction → Loyalty	0.46	<0.001	Significant

All research hypotheses were accepted, indicating that brand image and service quality significantly influenced patient satisfaction and loyalty, both directly and indirectly.

1. DISCUSSION

This study aimed to analyze the influence of brand image and service quality on patient satisfaction and their impact on patient loyalty. The results showed that both brand image and service quality had significant positive effects on patient satisfaction. In addition, brand image, service quality, and patient satisfaction were also found to significantly influence patient loyalty.^{6,7}

The findings indicate that brand image plays an important role in shaping patient satisfaction. A positive brand image

reflects the reputation, credibility, and trustworthiness of healthcare services, which can increase patients' confidence in the healthcare provider. Patients who perceive a healthcare facility as having a good reputation are more likely to feel satisfied with the services they receive. This finding is consistent with previous studies that reported brand image as a significant predictor of patient satisfaction, particularly in healthcare service settings where trust and perceived quality are essential factors.^{8,9,10}

Service quality was also found to significantly affect patient satisfaction. Healthcare services that provide reliable, responsive, and empathetic care can meet patients' expectations and improve their overall experience. Service quality includes several aspects such as responsiveness of healthcare workers, clarity of information, waiting time, and comfort of facilities. When these aspects are delivered effectively, patients tend to report higher

satisfaction levels. This finding is in line with service quality theory, which states that satisfaction is strongly influenced by the gap between patient expectations and perceived service performance.^{11,12}

Furthermore, this study demonstrated that brand image and service quality directly influence patient loyalty. Patients who perceive a healthcare provider positively and receive high-quality services are more likely to return for future treatment and recommend the healthcare provider to others. Loyalty is a critical factor in healthcare sustainability because loyal patients contribute to long-term utilization and positive word-of-mouth promotion.^{13,14}

Patient satisfaction was found to have the strongest influence on patient loyalty compared to other variables. This result suggests that satisfaction serves as an important mediating factor between service quality, brand image, and loyalty. Satisfied patients tend to develop trust and emotional attachment to healthcare providers, which encourages repeat visits and long-term relationships. This finding supports previous research indicating that satisfaction is one of the most important determinants of patient loyalty in healthcare settings.^{15,16}

In addition, the indirect effect analysis showed that brand image and service quality influence patient loyalty through patient satisfaction. This indicates that improving patient satisfaction is a key strategy to strengthen patient loyalty. Healthcare providers should focus not only on building a strong institutional reputation but also on improving service delivery and patient experience.¹⁷

This study has several limitations. First, the cross-sectional design limits the ability to determine causal relationships. Second, the data were collected using self-reported questionnaires, which may be subject to response bias. Third, this study was conducted in a specific healthcare setting, which may limit generalizability to other populations.

Despite these limitations, the findings provide important implications for healthcare management. Improving service quality and maintaining a strong brand image can enhance patient satisfaction and loyalty. Healthcare providers should focus on patient-centered care, improve communication, and maintain service standards to ensure long-term patient trust and retention.^{18,19,20}

Future research is recommended to include larger sample sizes, different healthcare settings, and longitudinal designs to better understand causal relationships and long-term effects.

5. CONCLUSIONS AND SUGGESTIONS

This study demonstrated that brand image and service quality have significant positive effects on patient satisfaction. Healthcare providers with a strong and positive brand image and high-quality services are more likely to meet patient expectations and improve overall satisfaction levels.

In addition, brand image, service quality, and patient satisfaction were found to significantly influence patient loyalty. Among these variables, patient satisfaction showed the strongest effect on loyalty, indicating its important role as a key determinant in maintaining long-term relationships between patients and healthcare providers. Patient satisfaction also mediated the relationship between brand image, service quality, and patient loyalty, highlighting the importance of improving patient experience to strengthen loyalty.

These findings suggest that healthcare institutions should focus on enhancing service quality, maintaining a positive institutional reputation, and implementing patient-centered care strategies to improve satisfaction and encourage patient loyalty. Improving communication, responsiveness, and overall service standards may contribute to better patient perceptions and long-term utilization of healthcare services.

Future studies are recommended to involve larger populations and different healthcare settings, as well as longitudinal designs, to further explore the causal relationships and generalizability of these findings.

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