

Analysis of the Influence of Service Quality on the Brand Image of Sakinah General Hospital Lhokseumawe, Indonesia

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Abstract— Introduction: Services in the health sector are very dependent on the level of patient visits. In offering its services, hospitals must strive to provide the best service to patients who have different needs and characteristics. This research aims to determine the influence of service quality on hospital brand image. **Methodology:** this type of research is quantitative research with a cross-sectional approach. The population in this study were all inpatients with National Health Insurance-Healthy Indonesia Card patients in hospitals. The sampling technique used was a purposive sampling method. The total sample was 312 people. **Results:** There is a significant influence between the factors of responsiveness, assurance, empathy, and physical evidence on the hospital brand image ($p < 0.05$). The influential service quality assurance factor has a 29.837 chance of providing a hospital brand image. **Recommendation:** hospital management and employees can continue to improve services in terms of insurance, where improving the quality of service will give patients confidence.

Keywords— Brand Image, Quality, Service.

I. INTRODUCTION

As time passes, the service industry, including the hospital industry, is experiencing rapid growth. This growth is caused by technological advances in the health sector, improving workforce quality, and increasing public demand for health services. Technological advances and the quality of human resources are the main factors driving the rapid growth of the health industry [1].

Services in the health sector are very dependent on the level of patient visits. In offering its services, hospitals must strive to provide the best service to patients who have different needs and characteristics. Consumers, in this case, patients, are cautious in selecting and considering the types of services provided by hospitals [2].

An increase in health facilities' number, network, and quality demonstrates access to health services. On the other hand, the rise in the number of hospitals is a challenge for managers to provide the best dedication to their patients to create a positive image of health services and not switch them to other hospitals [3].

The concept of quality services includes infrastructure, quality of human resources, access, and health service processes because, in the current era, quality health services are health services that refer to patient preferences, needs, and expectations to realize customer value and customer satisfaction [4]. Not only that, but good service quality is measured not only through luxury facilities, complete technology, and physical appearance but also professional attitudes and behavior as well as high commitment by hospital employees [5].

The hospital services industry, as one of the services in the world of marketing, is required to provide optimal quality of

performance to consumers because consumers will give subjective assessments or form direct perceptions of the brand image of the company or service provider concerned. Companies operating in the service sector try to show their picture because a good idea will add value to the company and make consumers happy and at home if the condition of the company's location provides a comfortable atmosphere [6].

Building customer loyalty is an effort hospitals must make, including building a solid brand image. Hospitals will be required to pay attention to their brand image to gain the top position in the minds of consumers. If the products and services are relatively good and acceptable, the hospital has a good idea in the eyes of consumers. Another factor that influences brand image is the assessment felt by consumers regarding the response received and what is given [7].

The image of the hospital influences patients' perceptions and behavior towards hospitals. Therefore, it is essential to understand the relationship between hospital brand image and patient intentions. A company's success in establishing an image in society is influenced by various factors such as company history, complete facilities, and success in providing services to patients. This image is formed based on information a person receives about an object. If the information received is positive, the image formed is also positive. However, if the information received is negative, the image formed will be harmful [8]. This research aims to determine the influence of service quality on hospital brand image.

II. METHOD

This type of research is quantitative with a cross-sectional approach. Namely, observations carried out at a particular time.

A. Location

This research will be carried out at the Sakinah General Hospital, Lhokseumawe City, Aceh.

B. Time of Research

The research will be carried out in July-August 2023.

C. The Sample In This Research

The population in this study were all JKN-KIS inpatients at the hospital. The sampling technique used was purposive; the total sample was 312 people.

Inclusion criteria were aged 17-60 years, had received treatment (inpatient treatment) in the last two months, and were willing to be the object of research by agreeing to informed consent in the Google form. Meanwhile, the exclusion criteria are not having a mobile phone that supports

it and not returning the Google form on time (not being cooperative).

III. RESEARCH RESULT

TABLE 1. Characteristics of respondents

Respondent Characteristics	n	%
Gender		
Man	166	45,6
Woman	198	54,4
Age		
17-25 years old	78	20,9
26-35 years old	114	31,3
36-45 years old	96	26,4
46-60 years old	70	19,2
< 60 years old	8	2,2

Table 1 shows that most respondents were female, as much as 54.4%, and aged 26-35 years, as much as 31.1%.

TABLE 2. The influence of service quality on brand image

Variable	Brand Image		OR	CI 95%	α	P Value*
	Good n %	Not Good n %				
Responsiveness						
Good	348 97,8	8 2,2	14,500	2,527-83,196	0,05	0,005
Not Good	6 75	2 25				
Guarantee						
Good	351 97,8	8 2,2	29,250	4,282-199,822	0,05	0,000
Not Good	3 60	2 25				
Empathy						
Empathy	350 97,8	8 2,2	21,875	3,487-137,238	0,05	0,001
Lack of Empathy	4 66,7	2 33,3				
Physical Evidence						
Good	351 97,8	8 2,2	29,250	4,282-199,822	0,05	0,000
Not Good	3 60	2 40				

* Chi-Square test

Table 2 shows a significant influence of responsiveness, assurance, empathy and physical evidence on brand image (P < 0.05).

TABLE 3. Logistic regression analysis

Variabel	Odds Ratio	P-Value	Confidance Interval (CI 95%)
Responsiveness	0,847	0,952	0,004-192,022
Guarantee	29,837	0,006	2,700-329,765
Empathy	0,517	0,826	0,001-187,123
Physical Evidence	6,459	0,327	0,155-268,470

Table 3 shows that the dominant factor influencing this research is collateral with a p-value = 0.006, odds ratio (OR) = 29.837 and a 95% CI value of 2.700-329.765, meaning that the brand image of Sakinah Lhokseumawe General Hospital focuses on collateral factors. Service quality will 29,837 times influence patient considerations in choosing to utilize inpatient health services.

IV. DISCUSSION

The Influence of Service Quality Based on Responsiveness Factors on Brand Image

The research results showed that 356 respondents were in the excellent category and stated that the level of service quality and responsiveness factor was in the superb class; most of the influence of brand image was also in the excellent

category, namely 97.8%. The statistical test results show that the P value is 0.000 < 0.05, and the Odds Ratio value = 14.500, so it can be concluded that there is an influence between the responsiveness factor and brand image.

This is by research conducted by Marian (2020); the results of the chi-square statistical test obtained a P value = 0.000 ≤ 0.05 Odds Ratio value = 17.914; this means there is a significant relationship between responsiveness and satisfaction of inpatients at the Selasih Regional General Hospital Kerinci Base, Pelalawan Regency [9].

Fast responsive service provided by officers to patients who need it. Quickly responsive service will influence patient satisfaction. Putting patients' interests first makes them feel more cared for by staff. Responsiveness is responsiveness, namely the willingness or readiness of employees to provide services needed by customers, including the responsiveness of officers in handling problems, the availability of officers to answer consumer questions, and the availability of officers (security guards) to help consumers [10].

This dimension emphasizes the attention and speed of the employees involved in responding to consumer requests, questions and complaints. So, the components or elements of this dimension consist of employee alertness in serving customers and handling customer complaints.

The Influence of Service Quality Based on Guarantee Factors on Brand Image

Based on the research results, 358 respondents in the good category stated that the level of service quality guarantee factors was in the excellent category, and most of the brand image influence was also in the good class, namely 97.8%. The statistical test results show that the P value is $0.000 < 0.05$, and the Odd Ratio value = 29,250, so it can be concluded that there is an influence between the collateral factor and the brand image.

This is also by research conducted by Marian (2020), the results of the chi-square statistical test obtained a P-value = $0.000 \leq 0.05$ Odd Ratio value = 29.622; this means there is a significant relationship between Assurance and satisfaction of inpatients at Selasih Pangkalan Kerinci Regional Hospital. Pelalawan Regency [9].

Guarantee (assurance), which includes knowledge, skills, and being able to grow patient trust. Guarantee also means that it is free from danger, risk and doubt. Assurance by patients is said to be good. They are satisfied with the perceived quality of service because the patient feels that the health worker can provide trust/guarantee to the patient during treatment to continue receiving treatment so that the patient feels that the health worker (doctor) can answer the patient's questions convincingly and with satisfaction. To health workers who provide explanations before taking action [11, 12].

The Influence of Service Quality Based on Empathy Factors on Brand Image

Based on the research results, 350 respondents in the empathy category were in the excellent class. They stated that the level of service quality of the empathy factor in the empathy category was 97.8%. The statistical test results show that the P value is $0.000 < 0.05$, and the Odd Ratio value = 21.875, so it is concluded that there is an influence between the empathy factor and brand image.

The results of this research are in line with the results of the study at the Makassar City Regional Hospital conducted by Siswati (2015), which said that there was a relationship between empathy = 0.001 ($p < 0.05$) and BPJS patient satisfaction in the Makassar City Regional Hospital inpatient unit [13].

Based on the research results, it was found that the majority of respondents responded well and were satisfied with the empathy aspect in the inpatient room because the services provided were in line with the respondents' expectations, such as creating good relationships between doctors and patients and doctors who always put the patient's interests first.

A company understands its customers' problems, acts in their interests, provides personal attention to customers, and has convenient operating hours. In the health sector, an example is getting to know patients well and being a good listener in handling patient complaints [14].

The Influence of Service Quality Based on Physical Evidence Factors on Brand Image

Based on the research results, 359 respondents in the excellent category stated that the level of service quality for physical evidence factors was outstanding, amounting to 97.8%. The statistical test results show that the P value is $0.000 < 0.05$, and the Odd Ratio = 29.250, so it is concluded that there is an influence between physical evidence and brand image.

This is in line with research conducted by Marian (2020); the results of the chi-square statistical test obtained a P-value = $0.000 \leq 0.05$ with an Odd Ratio value = 86.333; this means there is a significant relationship between tangible and satisfaction of inpatients at Selasih Pangkalan Kerinci Regional Hospital. Pelalawan Regency [9].

Comfort in a service institution can be obtained from the environment or room. A clean environment and space will give a comfortable impression to visitors; that is, they must have cleaning service staff who are always there to clean the waiting area, toilets and examination rooms at all times so that they remain clean. Apart from that, the excellent appearance of the staff is an attractive appearance and of course supported by the facilities owned by officers and medical teams in a health service agency, with a neat, clean impression and this can be improved through uniforms and equipment as a reflection of good reception for patients so that the desired expectations are still achieved [15].

V. CONCLUSION

There is an influence between the factors of responsiveness, assurance, empathy and physical evidence on the hospital's brand image. The influential service quality assurance factor has a 29.837 chance of providing a hospital brand image. Hospital management and employees can continue to improve services in terms of insurance, where improving the quality of service will give patients confidence.

Research Ethics

Research ethics have been issued by the Chair of the Health Research Ethics Committee (KEPPKN) of the Faculty of Medical Sciences, Syiah Kuala University (USK) with registration number: 1171012P. Ethical Exempted with letter number: 138/EA/FK/2023.

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