Effect of Brand Image, Service Quality and Facilities on Hospitalization Patients' Satisfaction at Rs Royal Prima Medan

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Abstract

Customer satisfaction is a significantservice element used to create and retain customers successfully. The satisfaction felt by patients depends on their perception of expectations and the Brand Image provided by the hospital. This study analyzes The Effect of Facilities, Brand Image, and Facilities on Hospitalized Patient Satisfaction. This research was conducted at Royal Prima Hospital Medan in November 2022. The population is all average patients per month of 4,199 patients; determining the number of samples using Structural Equation Modeling (SEM), the number of samples taken in this study was determined to be 100 people—sampling technique with non-probability sampling method purposive sampling approach. The results of the t-table of the Brand Image variable, obtained t-count (4,098)> t-table (1.66) and probability value (0.002) <0.05, Service Quality Variable, obtained t-count (5,005)> t-table (1.66) and probability value (0.001) <0.05, Facility variable, received t-count (5. 231) > t-table (1.66) and probability value (0.000) <0.05, then H1, H2, and H3 are accepted, meaning that there is an influence of Brand Image, Facilities and Service Quality on Patient Satisfaction. Partial and simultaneous testing, the independent variables studied (Brand Image, Service Quality, and Facilities) influence patient satisfaction at Royal Prima Medan Hospital.

I. INTRODUCTION

We are in a global era that is so tight in development and competition. This not only occurs in the business world but also in every agency, where they compete to provide the best for agencies and people who use the services or services of employees. Nowadays, people are starting to include new needs as an essential requirements for service quality. In addition, the increasing socio-economic conditions of society also affect the mindset of people who are increasingly critical of vital things, especially regarding health. People are starting to realize that health is essential because humans or society cannot live correctly if their health needs are unmet (1).

Facilities are everything deliberately provided by service providers for use and enjoyment by consumers, aiming to offer the maximum level of satisfaction. With the increasing public awareness of the importance of health, services are needed. Increasing public awareness of the importance of health is a reason the need for health infrastructure is also growing; besides that, people will be more innovative in choosing the best health service provider according to their wants and needs(2).

Therefore, health service facilities such as hospitals, health centers, and clinics must meet patients' satisfaction with the service strategies offered; this can make considerations for patients, and the better Brand Image provided will make a good assessment as well(3). The healthcare industry is about curing diseases and focuses on disease prevention and preventive measures(4). Therefore, customer satisfaction is a significant element for a service to create and retain customers successfully. The satisfaction felt by patients depends on their perception of expectations and the Brand Image provided by the hospital(5). Consumers are unsatisfied if customer expectations are more significant than the Brand Image received. Vice versa, if expectations are equal to or smaller than the Brand Image received, the patient is less satisfied(6); (7). Brand Image measures the level of service provided or delivered following customer expectations(8).Based on the background description above, the authors are interested in researching "The Effect of Facilities, Brand Image, and Facilities on Hospitalized Patient Satisfaction at Rs Royal Prima Medan."

II. RESEARCH METHODS

The research approach used in this study is a quantitative research method. This research was conducted at Royal Prima Medan Hospital in November 2022. The population is all inpatients of Royal Prima Medan. From the data for the last three months, patient data was obtained as many as 12,596 patients, with a monthly average of 4,199 patients. Sample determination with Structural Equation Modeling (SEM) by Hair et al. states that the number of samples in SEM analysis is 100-200, so the number of samples taken in this study was determined to be 100 people. The technique of determining the model with a non-probability sampling method purposive sampling approach with the criteria used as samples in this study are as follows:

1. Patients who receive outpatient/inpatient treatment at Royal Prima Hospital.
2. Willing to be a respondent and can read and write.
3. Cooperative patient.

The research data analysis model used in this study is a multiple regression analysis model; the coefficient of determination (R^2) aims to measure how far the model's ability to explain variations in the dependent variable is. Furthermore, the F statistical test shows whether all independent or free variables included in the model jointly influence the dependent variable. Finally, the t-statistical test shows how far the influence or independent variables individually explain the variation in the dependent variable.

III. RESULT AND DISCUSSION

Table 1. Multiple Linear Analysis
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.256	2.789		2.702	.021
Brand Image	.589	.324	.510	5.229	.005
Service Quality	.642	.287	.345	4.201	.001
Facilities	.546	.301	.411	4.445	.000

Source: Research Results, 2022 (Data processed).

Maknadaripersamaanregresi linier bergandadiatasadalah:

1. The constant of 6,256 states that if Brand Image Service Quality and Facilities do not exist or are constant, the Satisfaction of Royal Prima Hospital inpatients is 6,256 units.
2. The Brand Image regression coefficient is 0.589 and has a positive value; this states that every 1 unit increase in Brand Image will increase the Patient Satisfaction of Royal Prima Hospital inpatients.
3. The Service Quality regression coefficient is 0.642 and has a positive value; this states that every Service Quality 1 unit increase will increase patient Satisfaction at Royal Prima Hospital.
4. The Facilities regression coefficient is 0.522 and has a positive value; each increase in Facilities 1 unit will increase the Satisfaction of Royal Prima Hospital inpatients.

Table 2 Test Coefficient of Determination
Model Summary

Model	R	RSquare	AdjustedR Square	Std.Errorofthe Estimate
	.846a	.833	. 833	5.04765

Source: Research Results, 2022 (Data processed)

The results of the Determination Coefficient Test obtained an Adjusted R square value of 0.833; this means that 83.3% of the variation in the dependent variable Royal Prima Hospital inpatient satisfaction can be explained by the variation in the independent variables Brand Image, Service Quality, and Facilities, the remaining 16.7% (100%-83.3%) is defined by other variables not examined in this study, such as price, environment, distance, and others.

Table 3 Simultaneous Test (F Test)
ANOVAa

Model	SumofSquares	df	MeanSquare	F	Sig.
Regression	2443.141	2	1208.514	78,224	.000b
Residual					
Total	2256.126	100	.644		
	2078.544	100			
	2445.233	100			

Source: Research Results, 2022 (Data processed)

The f- table value is obtained from the following:
1. df1 = k-1 = 4-1 = 3, where k is: the number of dependent and independent variables
2. df2 = n-k = 100-3 = 97, where n is: the number of samples that can be seen from row 97, column 3. F table, according to the F table, is 2.70.

From the table above, it can be seen that the calculated F value is 78.224 with a probability of 0.000; because the likelihood is smaller than 0.05, the regression model can be used to predict patient satisfaction. This can also be seen from the Fcount (78,224) >Ftable (2.70), then H4 is accepted, which means that the variables Brand Image, Service Quality, and Facilities affectpatient satisfaction among inpatients at Royal Prima Hospital.

Table 4 Partial Test (t-test)
Coefficients

Model	UnstandardizedCoefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
(Constant)	7.2023	2.089		3.208	.022
Brand Image	.623	.083	.501	4.098	.002
Service Quality	.556	.086	.445	5.005	.001
Facilities	588	.074	.422	5.231	.000

Source: Research Results, 2022 (Data processed).

The t value is significant at 5% and the degree of freedom: df = n-k (df = several samples and k = several overall variables), namely df = 100-3 = 97. Therefore, the t-count test performed is:

Two-way test, the t-table used is t 5% or t 0.05 (97) = 1.66. From the t-test results above, it can be concluded that for the Brand Image variable, obtained t-count (4,098) > t-table (1.66) and the probability value (0.002) <0.05, then H1 is accepted, meaning that there is an effect of Brand Image on Patient Satisfaction. Service Quality variable, obtained t-count (5.005) > t-table (1.66) and probability value (0.001) <0.05, then H2 is accepted, which means that there is an effect of Service Quality on Patient Satisfaction. For the Facility variable, the t-count (5,231) > t-table (1.66) and the probability value (0.000) <0.05 are obtained, so H3 is accepted, meaning that there is an effect of Service Quality on Patient Satisfaction.

The results of research conducted by researchers prove that there is an influence of Brand Image on the Satisfaction of Royal Prima Hospital inpatients, in line with the first hypothesis (H1). This can be seen from the partial test results (t-test) where the t-count> t-table value (4.098> 1.66) and a significance value of 0.002 <0.05, so the research results reject H0 and accept Ha. The results of this study are supported by research by Maghfiroh (2017), with the research title The Effect of Brand Image, Customer Perceived Value, and Customer Experience on Patient Satisfaction at the Outpatient Installation of Dr. SoedonoMadiun Hospital. The results of the research analysis show that the three variables studied have a significant and positive effect on patient satisfaction, namely brand image (sig 0.001 and B 0332), customer value (sig 0.000 and B 0592), and customer experience (sig 0.001 and B 0.322). Therefore, brand image, customer perceived value, and customer experience can affect patient satisfaction(9).

They are also supported by Aril's research (2023), titled The Effect of Service Quality and Brand Image on Inpatient Patient Return Interest Through Satisfaction as Mediation at SisaldjufriePalu General Hospital. The results of statistical analysis show that there is a positive and significant effect on the service quality variable of z count 2.858> 1.96 and brand image of 6.576> 1.96 on patient re-interest through service satisfaction; there is a significant effect on service quality variables (p = 0.005) and brand image (p = 0.000) on patient satisfaction, there is a substantial effect of brand image on patient re-interest (p = 0.000). On the other hand, there is no

significant effect on the variable patient satisfaction on patient return interest in this study (p=0.124). Therefore, service quality and hospital image (brand image) affect return interest through inpatient patient satisfaction at Sis Aldjufrie General Hospital, Palu City. So the hospital should maintain the quality of its services(10).

The research results prove that there is an effect of Service Quality on the Satisfaction of Royal Prima Hospital inpatients, in line with the first hypothesis (H2). This can be seen from the partial test results (t-test) where the t-count> t-table value (5.005> 1.66) and a significance value of 0.001 <0.05, so the research results reject H0 accept Ha. The results of this study are supported by Nurulla (2013), with the research title The Effect of Image, Service Quality and Satisfaction on Patient Loyalty at the Executive Polyclinic of Dr. Soebandi Regional Hospital, Jember Regency. The results showed 0.1452252 < 0.345629; it can be concluded that service quality and satisfaction are intervening variables that affect the realization of loyalty through gradual, directed, and continuous processes and mechanisms. In other words, image influences customer loyalty by first influencing service quality and satisfaction. Perceived service quality has a direct effect on patient satisfaction. Service quality perceived as good by patients is a determinant and condition in achieving patient satisfaction. Everything that results from the perceived value of quality by the patient will undoubtedly satisfy the patient. Therefore, the mechanism that must be developed by the Executive Polyclinic of Dr. Soebandi Regional Hospital is to maintain or increase the perceived value of patients by starting by improving the brand image(11).

Also supported Ksatriyani's research (2019) shows that the effect of service quality on customer satisfaction results in a positive coefficient value (standardized coefficient) of 0.279 sign-value 0.001. Therefore, the sign-value is 0.001 <0.05; it can be concluded that the effect of service quality on customer satisfaction is proven to be significant. Thus, the proposed Ha regarding service quality on customer satisfaction is demonstrated in this study(12).

The research results prove that there is an effect of Service Quality on the Satisfaction of Royal Prima Hospital inpatients, in line with the first hypothesis (H2). This can be seen from the partial test results (t-test) where the t-count> t-table value (5,231> 1.66) and a significance value of 0.000 <0.05 so that the research results reject H0 accept Ha.The results of this study are supported by Kartikasari (2014), with the title The Effect of Service Quality on Satisfaction and Trust at BundaKandangan Surabaya Hospital. The results showed that service quality affects patient trust both directly and indirectly. Service quality affects confidence indirectly through satisfaction as an intervening variable. Service quality affects satisfaction directly. The direct effect of service quality on trust has a more excellent value than service quality on satisfaction(13).

They were also supported by research by Mongkaren (2013) titled Facilities and Service Quality Influence on Satisfaction of Advent Manado Hospital Service Users. The results showed that facilities and service quality simultaneously and partially significantly affected customer satisfaction. Advent Manado Hospital provides facilities to the community to make it easier if they need Advent Hospital services immediately. Likewise, good service quality certainly creates service user satisfaction. Adventist Hospital Manado always tries to focus on customer satisfaction and be responsive to patients who come and provide health services by using skilled and professional people to meet patients' expectations(14).

IV. CONCLUSION
Based on the results of the research and discussion described in the previous chapter, the following conclusions can be drawn:
1. Partial testing of the results shows that Brand Image partially has a positive and significant effect on the satisfaction of inpatients at Royal Prima Hospital.
2. Partial testing of the results shows that Service Quality partially has a positive and significant effect on Patient Satisfaction at Royal Prima Hospital.
3. Partial testing of the results shows that the Facility partially has a positive and significant effect on Patient Satisfaction of inpatients of Royal Prima Hospital.
4. Simultaneous testing of results shows that Brand Image, Service Quality, and Facilities simultaneously have a positive and significant effect on Patient Satisfaction of medical personnel in the Emergency Room of Royal Prima Hospital Medan.

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