Influence of Service Quality and Hospital Image on Patient Loyalty with Patient Satisfaction

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Abstract
Everyone has the dream of having a healthy body with which all the life activities can run effectively. Health is also a very important need for every individual because it is valuable and expensive. One of the efforts to improve health is to choose the health service facilities that are used. Salem SIMS hospital provided the Inpatient services are the main concern of hospital management because the number of inpatients is more than other treatments. The purpose of this study was to analyze the effect of service quality and hospital image through patient satisfaction on patient loyalty in Hospital services. This type of research is an associative study and the population in this study was all inpatients at Hospital in Salem city, Tamilnadu. The sampling method used is purposive sampling. Service Quality and hospital image have been taken as independent variables. Patient loyalty towards the hospital considered as dependent variable and patient satisfaction taken as intermediate variables. Path analysis has been used. The results showed that the quality of service, hospital image and satisfaction had a positive and significant effect on patient loyalty. Then service quality has a positive and significant effect on patient loyalty through hospital image. Hospital image has a positive and significant effect on patient loyalty.

Keywords: Brand Loyalty, Service Quality and Patient Satisfaction.

Introduction
Basically, having a healthy body is everyone's dream, because with a healthy body, life activities can run effectively. Health is also a very important need for every individual because it is valuable and expensive. One of the efforts to improve health is to choose the health service facilities that are used. Along with rapid technological advances and increasing public knowledge about health and the increasing number of disease cases, people tend to be more selective in choosing health care facilities. One of the government's efforts to support health for the community is by providing health facilities In the era of globalization that occurred moment this, bring impact positive and negative on all sector including sector health and magnate the Global Health Security Agenda meeting, it was stated that globalization cause happening trend service health in Indonesia will characteristic international, so user service service health will have Lots very choice.

For face it, ministry health in Indonesia must quick organize self for can give quality and satisfactory service. According to WHO, definition or Hospital meanings something part comprehensive of organizational and medical, functioning give service health complete to public Good curative nor rehabilitative, where is the service output reach service family and environment, Hospital is also center training power health as well as For biosocial research.

As growth amount population in India, needs service health the more also increased. Existence Hospital considered very important For give service health For Indian society. Popping up its a private hospital a number of year lately This give very positive impact for Indian people in need service medical quality, easy, fast and cheap. However, for Hospital administrator, with exists phenomenon the become challenge Because raises very tight competition. Hospital Managers must Work hard face climate competition with a fast and precise business strategy. on the rate enough competition high, then only Hospital with service quality and possession image good can survive and excel compared to with others.

Hospital must can provide service quality with price compete with objective For achievement satisfaction customers and will impact on emergence faithfulness customer. Besides maintaining customers, Hospitals also have to capable get customer loyal new one his efforts related increase faithfulness customer is with build strong image where the Hospital is sued For always notice the image it has For get position top in choice customer one efforts made by the Hospital in form customer loyalty is with build a very strong image, where the Hospital is sued must Keep going notice image he has in order to get position highest in choice customers.

Hospital that has good image in the eye's customers, products and services his relatively more Can accepted by society. Employees working at the Hospital with good image will have a sense of pride so that can trigger motivation they For Work more productive compared to with the Hospital with image bad in society. Good image in the eyes society will too profitable in a manner business, that is own opportunity For can increase sales, market share and rates growth his. In times of crisis like Now Currently, there are many hospitals in Indonesia, especially in cities big experience crisis trust, then need For build Hospital image be very important For built since early.

In addition to a good image in the eyes community, quality service is also one factor important for the Hospital for Can give patient satisfaction so that Can creation loyalty to customers. Hospital must Can evaluate is services provided. Already in accordance with hope customer because that, the Hospital must always can guard trust patient with increase quality service. Service quality health is service possible health satisfying every user service health in accordance with level the average satisfaction of the population as well as the maintenance in accordance with standards and codes ethics profession that has set. With fulfillment hope patient, with so they will feel satisfied and will arise loyalty to the Hospital. Besides that costs required for interesting customer new too far more big compared to cost For maintain loyal customers to the company.

Review of literature
Hermawan (2018) stated that service quality is a series of special forms of a production or service that can provide the ability to satisfy the needs and desires of the community. The service quality as a form of consumer assessment of the level of service received with the level of service expected. The service quality as the overall characteristics and characteristics of a product or service that affect its ability to satisfy stated and implied needs. From this statement, it is stated that the quality of service is a measure of the level of difference between the reality and the patient's expectations of the services received or perceived. The quality of service is an important aspect that must be considered by hospitals in providing services to patients, so that they can be of interest to patients and lead to repurchase behavior towards hospital services. Hospitals have quality services that focus on health service providers consisting of very diverse structures.

Kotler (2017) suggested that the notion of image as the public's perception of the services provided. That image is the overall perception of a brand that is formed by processing information from various sources over time, brand image is a situation where patients think and feel an attribute of a brand so that patients can properly stimulate purchase intentions and increase brand value and brand image reflects the feelings that patients and businesses have about the entire organization as well as individual products or product lines. Thus, it can be said that the hospital image is the patient's perception which is shown through the patient's view or impression of hospital services.

Griffin (2017) explained that, loyalty is defined as non-random purchase expressed over time by some decision making unit, which is defined as loyalty is an attitude/behavior that shows routine purchases of services based on the decision making unit. Loyalty is a commitment to repurchase or subscribe to a particular service in the future despite the influence of situations or marketing efforts that can cause behavioral changes. The latest definition of loyalty is expressed by Purnomo (2019) who says that loyalty is a manifestation of customer satisfaction received after using services.

Tjiptono (2017) defined patient satisfaction as a post-purchase evaluation, where the perception of the performance of the selected service alternative meets or exceeds expectations before purchase. The patient satisfaction is a person's feelings of pleasure or disappointment arising from comparing the perceived performance of the service (or outcome) against their expectations.

Furthermore, Daryanto and Setyobudi (2018), state that patient satisfaction is an emotional assessment of the patient after the patient uses the service where the expectations and needs of the patient who uses it are met. Patient satisfaction as a result of the patient's assessment of health services by comparing what is expected in accordance with the reality of health services received in hospitals. So it can be concluded that, patient satisfaction is the patient's feelings that arise after using health services in hospitals that are in accordance with their expectations. Patient satisfaction is one of the determinants of patient loyalty, so when a patient is satisfied with a health service he uses, he will repurchase the health service without being affected by the services of a competitor hospital. Patient satisfaction has a close relationship with service quality, namely the quality of service is able to provide encouragement to patients to establish strong ties with the hospital. This bond makes the hospital better understand the expectations and needs of its patients. So that hospitals can increase patient satisfaction by maximizing pleasant experiences and minimizing or eliminating unpleasant experiences.

Research Problem
In today's sophisticated and rapidly revolutionized world, healthcare organisation such as clinic and hospital is one of the fields in the service-based sector which provide healthcare service and become the attention and focus of community. With the growing demand on the healthcare service, issues such as customers' satisfaction and loyalty have become a significant topic for the management team and customer. The most vital problematic and arising issue towards several

previous researches was concerned with the hospital's service from the patient's point of view but, debate on the hospital's service evaluation from the point of view of health officer.

The quality of healthcare service at emerging countries and recommended a solution for healthcare problem by increasing the quantity and quality of the health expert and resource (doctor, nurse, and other healthcare-related employee) through providing trainings and health department should monitor all employees' activities. as stated by Meirovich et al. (2011) suggested that the hospital management department must be able to manage and build-up the hospital's performance and the service quality provided to the patient.

The outcome of this study indicated that the higher the level of hospital's service quality, the higher the level of satisfaction and behavioural acquired by the patient. Furthermore, a study accomplished by Wang and Shieh (2006) explained that the dimension of trustworthiness could positively affect the hospital's service. Therefore, in conjunction to achieve a competitive and driven quality, it can be attained by escalating the quality provided by the service-provider. Feedback, suggestion and consideration obtained from the patients' satisfaction is a significant element in the hospital management system all around the world and also as an important requirement towards the healthcare supplier.

The effort led by the government in the healthcare service sector is currently seen as ineffective and unable to achieve the satisfactory level if compared with the patient's desire and anticipation. Found a total of 233 complaint cases from the patients received by the hospital through several ways which consist of 46.35% verbal complaints, 31.34% written complaints and 22.31% telephone (indirect) complaints. For the customer loyalty evaluation, it becomes an essential mechanism which needs to be given a full attention and concerned. Customer loyalty has become the primary focus key during the discussion in the marketplace. Part of the organisation priorities customer loyalty since adequate profit margin level is gained from loyal customer. Insists that customer loyalty is an important issue and must be protected because a loyal customer is the important asset to the organisation.

Objectives of this study
To know the influence of quality of service and hospital image on patient loyalty with patient satisfaction in Salem SIMS hospital, Tamil Nadu.

Research Methodology
The type of research in this research is associative research with quantitative techniques. Sugiyono (2018), associative research is a research problem formulation that asks for the relationship between two or more variables. Meanwhile, quantitative techniques are research techniques that have clear elements that are detailed from the start, systematic research steps, use samples whose research results are applied to the population, have hypotheses if necessary, have clear designs with research steps and expected results, require data collection. data that can represent, and there is a data analysis carried out after all data is collected. The independent variables studied in this study were service quality and hospital image, while the dependent variable was patient loyalty and patient satisfaction as an intervening variable. The population in this study was all inpatients at Hospital. This study uses a purposive sampling technique which is one of the non- probability sampling techniques. The purposive sampling technique is determined through sampling, namely by determining special characteristics that are in accordance with the research objectives so that it is expected to be able to answer research problems (Sugiyono, 2019).

The sample criteria in this study were patients who made inpatient visits for a maximum of consecutive days. The number of samples in this study was determined by the Slovin formula so that the number of samples was 317 patients. Data analysis in this study used PLS-SEM analysis.

Results and discussion
The following table presents the path coefficient values and P-Values values for testing the significance of the direct effect and indirect effect.

Tabel 1 Path Coefficients.

Variable analysis	Original Sample(O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics(|O/ STDEV|)	P Values
Service_Quality->Patient_Loyalty	0,962	0,861	0,046	13,347	0.001
Quality_Service->Patient_Satisfaction	0,853	0,745	0,035	14,220	0.001
Image_Hospital_Hospital->Patient_Loyalty	0,171	0,169	0,065	2,617	0.001

Image_Hospital_Hospital ->Patient_Satisfaction	0,963	0,960	0,033	29,474	0.001
Patient_Satisfaction->Patient_Loyalty	0,849	0,850	0,057	14,940	0.001
Service_Quality -> Patient_Satisfaction ->Patient_Loyalty	0,763	0,864	0,054	11,384	0.001
Hospital_Image -> Patient_Satisfaction ->Patient_Loyalty	0,817	0,816	0,059	13,765	0.001

The Effect of Service Quality on Patient Loyalty

Based on the results of data analysis shows that the influence of service quality on patient loyalty (p = 0.000 <0.05) then H0 is rejected H1 is accepted. There is a positive and significant influence between service quality and patient loyalty. Kotler (2017) defines service quality as a form of consumer assessment of the level of service received with the level of service expected. The high and low quality of service depends on how the patient's assessment of the health services he feels is in accordance with his expectations. Service quality is an absolute thing that must be owned by a hospital in offering health services, because with the quality of service, the hospital can measure the level of performance that has been achieved.

Sumiyati and Syah (2016) stated that the better the quality of service provided, the more patient loyalty will be increased. This is because, quality service will have an influence in maintaining customer loyalty. This is in accordance with the research which state that service quality has a positive and significant effect on patient loyalty. However, this is not in line with the research which state that service quality does not have a positive and significant effect on patient loyalty.
The Effect of Hospital Image on Patient Loyalty

Based on results it explains that the influence of hospital image on patient Llyalty (p = 0.004 < 0.05) then H0 is rejected H1 is accepted, meaning that there is a positive and significant effect between hospital image and patient loyalty.
The image is the public's perception of the company or its services. A good hospital image will shape the mindset of the community that if the community has health problems, the community does not need to think twice about where they will get health services, because it is based on their own experience or based on the information they get. This is supported by Bicer's research which states that the image of the hospital affects loyalty. However, this is not in line with Asnawi's research (2019) which states that the image of the hospital has no effect on patient loyalty.

The effect of service quality on patient loyalty through patient satisfaction There is an indirect effect of service quality on patient loyalty through Patient Satisfaction is 0.126, with a p-value of 0.007 <0.005. The boostrap results indicate that this indirect effect is significant.

Findings of the Study
Based on the analysis and discussion, several conclusions and suggestions can be drawn as follows:
Service Quality has a positive and significant impact on patient loyalty.
Service Quality has a positive and significant impact on patient satisfaction hospital. Image has a positive and significant impact on patient loyalty.
Hospital image has a positive and significant impact on patient satisfaction.
Patient Satisfaction has a positive and significant impact on patient loyalty.
Service Quality has a positive and significant impact on patient loyalty through Patient Satisfaction.
Hospital image has a positive and significant impact on patient loyalty through Patient Satisfaction.

Conclusion
Based on results research and discussion about influence image and quality service stage satisfaction patient impact on loyalty patient with use Partial Lease Square data analysis, then obtained conclusion as following. There is influence significant between dimensions image to satisfaction patients in the study this. This means increasingly image good mind patient, then satisfaction patient will the more high. There is influence significant quality service to satisfaction patients in the study this. means the more Good quality service so satisfaction patient will the more increase. There is influence significant between variable satisfaction patient to loyalty patients in the study this means increasingly patients satisfied naturally will influence their emotions so that trust that is formed in the patient to house sick the will

strong so that will increase loyalty.

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