

The Effect Of Brand Image, Trust On Patient Satisfaction In Installation In Haji Hospital, South Sulawesi Province

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Abstract

Satisfaction is the level of sensation after comparing product performance or perceived results with what was expected. This study aims to analyze the effect of Brand Image and Trust on Patient Satisfaction in the Outpatient Installation of Haji Hospital, South Sulawesi Province in 2022. The type of research conducted is a quantitative study using an observational study with a cross sectional study design. The sample in this study were patients in the Outpatient Installation of Haji Hospital, South Sulawesi Province, amounting to 160 respondents. The results showed that there was an effect of brand image on patient satisfaction, there was an effect of trust on patient satisfaction and brand image variable was the variable that most influenced patient satisfaction in the Outpatient Installation of Haji Hospital, South Sulawesi Province and the variable. It is recommended to the hospital management to be able to use various media to carry out promotions in order to further expand information about the big names of the hospital, increase trust in hospital services provided / carry out according to the promises given, increase patient satisfaction by implementing and making policies and reviewing things that are still lacking, especially making improvements by adding the latest equipment and maintaining the hospital's physical facilities.

Keywords: Brand Image, Trust, Satisfaction, Patient, Hospital.

Introduction

According to Kotler it is stated that in general satisfaction is a feeling of pleasure or disappointment that arises from consumers after comparing consumer perceptions of the results or performance of a product or service along with their expectations [1]. If the consumer's perception of the product or service is equal to the expectations given by the consumer, it can be said that the consumer is satisfied, but if the consumer's perception is below the expectations given by the consumer, it can be said that the consumer is dissatisfied or disappointed.

Patient satisfaction referred to in this study is a response to the evaluation of perceived suitability or discrepancy after using/receiving services at a certain focus and a certain time [2]. Overall satisfaction affects customer loyalty which implies that marketers should focus on the benefits of brand image to achieve customer loyalty [3].

Research conducted by Stan et al, states that there is an influence of brand image on customer satisfaction [4]. Customers who consume products, both goods and services with a good brand image, will get more satisfaction. The hospital's good brand image in the eyes of the patients in this study is especially possible because the hospital has been providing health services for a long time and continues to develop values that have high integrity.

Brand image plays a very important role in obtaining patient satisfaction, because a strong brand image will gain the trust of the public. Through the strength of the brand image, the hospital will get various benefits and advantages because patients are willing to pay more for a strong brand image than other hospitals. In addition, patients who view the strength of the brand image as more important, will assume that the price or hospital costs are not a problem in getting hospital services if it comes from the hospital's perceived brand image [5].

Patient trust is a kind of emotional reflection for the world of health. It depends on the level of fulfillment of the expected product or service benefits, as well as the level of consistency of expectations and actual results. If the patient expects a service at a certain level, and feels that the service received is higher than what he expected and continues to use the product or service, then the patient can be said to believe. Likewise, if the patient expects a certain level of service, and in fact the patient feels that the service he receives is in accordance with his expectations, then the patient will be satisfied. On the other hand, if the quality of service received is lower than the expected service quality, the patient is dissatisfied and distrusted. Research conducted by [6] shows that trust has a direct and positive impact on loyalty and that commitment is a partial mediator of the trust-loyalty relationship.

RSUD Haji is a class B hospital owned by the government of South Sulawesi Province which has been established for many years and has a brand image that is widely known by the public. The image of this hospital as a hospital with Islamic character can be seen from the name and physical form of the interior building. This is indeed one of the main attractions for consumers in the Makassar area, where the majority of the population is Muslim.

Based on reports on the frequency of patient visits in the Haji Hospital, South Sulawesi Province in 2018-2021, researchers obtained data on the Outpatient Installation based on the frequency of old and new visits, showing that the proportion of old visits has decreased in the last four years in 2018-2021 at the Haji Hospital. South Sulawesi Province with an average of 11,809 old patients (66%), in 2018 as many as 17,577 patients (69%), in 2019 as many as 14,550 patients (66%), in 2020 as many as 6,992 patients (64%), in 2021 as many as 8,115 patients (63%) while the proportion of new visits increased with an average of 5,982 new patients (34%), in 2018 as many as 7850 patients (31%), in 2019 as many as 7523 patients (34%), in 2020 as many as 3887 patients (36%), in 2021 as many as 4667 patients (37%). For the results of trend analysis, it is known that there was a decrease in the number of visits in 2018-2019 by 13%. In 2019-2020 there was a decrease of 51% and in 2020-2021 there was an increase of 17%. So it is known that the average trend of patient visits from 2018-2021 is -15%.

This means that outpatient visits have decreased over the last four years so that it can affect hospital income and have an impact on decreasing along with the number of patients visiting the hospital.

For hospital services, patients cannot be distinguished between PBI and non-PBI. Some of the most common BPJS patient complaints are related to the speed and friendliness of health workers in treating patients. Although such a disease is rare in the average patient in a hospital.

For this reason, this study focuses on general patients who do not use BPJS services. Some of the complaints that often arise for BPJS patients regarding the speed and friendliness of health workers in serving patients. While such complaints are rarely encountered for general patients in hospitals. Because of that, the focus in this study is general patients who do not use BPJS services. The researcher wants to see whether general patients have received good service from the hospital, considering that general patients pay for all medical and hospital care costs themselves.

Therefore, based on the problem data obtained and supported by several previous studies, the researchers looked from the perspective of marketing management, namely brand image and trust, on patient satisfaction in the Outpatient Installation of Haji Hospital, South Sulawesi Province. This is important to be raised and researched because it has an impact on hospital performance.

Methods

Research Location and Design

This research was conducted at Haji Hospital, South Sulawesi Province. The type of research conducted is quantitative research using an observational study with a Cross Sectional Study approach.

Population and Sample

The population of this study were all patients who received services at the Outpatient Installation of the Haji Hospital, South Sulawesi Province, namely 2921 people. The sample in this study was taken using proportional sampling as many as 170 respondents.

Method of Collecting Data

The instrument used in data collection is a questionnaire. The contents of the questionnaire include independent variables, namely brand image, trust, while the dependent variable is satisfaction

Data Analysis

Univariate analysis was conducted to obtain an overview of the research problem by describing each variable used in the study and the characteristics of the respondents. Univariate

analysis consisted of descriptive analysis of respondents' characteristics, descriptive analysis of research variables and crosstabulation analysis between respondents' characteristics and research variables. Bivariate analysis was carried out to see the relationship between two variables, namely between the independent variable and the

dependent variable by using a statistical test, namely the Chi Square test. Multivariate analysis using logistic regression analysis.

Results and Discussion

Table 1. Characteristics of Respondents

Characteristics	Research Sample	
	N	%
Age		
17-25	15	9.4
26-35	57	35.6
36-45	66	41.3
46-55	16	10.0
>55	6	3.8
Total	160	100.0
Gender		
Man	52	32.5
Female	108	67.5
Total	160	100.0
Last Education		
Primary School	21	13.1
Junior High School	39	24.3
Senior High School	48	30
Bachelor Degree	52	32.5
Total	160	100.0
Profession		
Entrepreneur	79	49.3
Employee	46	28.7
Doesn't Work	35	21.8
Total	160	100.0
Distance		
<5 Km	124	77.5
>5km	36	22.5
Total	160	100.0
Number Of Services		
2-3 Times	40	25.0
Infinity	120	75.0
Total	160	100.0

Source: Primary Data

Table 1 shows the frequency distribution based on the characteristics of the sample in the research location, most of the respondents are at the age level of 36-45 years, as many as 66 respondents (41.3%). In terms of gender, most of the respondents were female, as many as 108 respondents (67.5%). Based on the latest education, most of the respondents have an

undergraduate education, as many as 52 respondents (32.5%). In terms of occupation, most of the respondents were self-employed, namely 79 respondents (49.8%). Judging from the distance, most of the respondents <5 km, namely as many as 124 respondents (77.5%). Based on the number of services, most of the respondents came indefinitely as many as 120 respondents (75.0%).

Table 2. Research Variables

Variables	Research Sample	
	N	%
Brand Image		
Well	136	76.1
Not Good	24	24.9
Total	160	100.0
Trust		
Well	134	75.8
Not Good	27	27.2
Total	160	100.0
Satisfaction		
Satisfied	138	77.6
Less Satisfied	22	22.4
Total	160	100.0

Source: Primary Data

Table 2 describes the percentage of respondents' assessment of the research variables. The results of the research, some respondents said they were good at Haji Hospital, South Sulawesi Province,

namely Brand Image as many as 136 respondents by 75.1%, Trust as many as 134 respondents by 75.8%, satisfaction expressed satisfaction as many as 138 respondents by 77.6%.

Table 3. Effect of Independent Variables on Dependent Variables

Brand Image	Satisfaction				Total		P
	Satisfied		Less Satisfied		N	%	
	n	%	n	%			
Well	110	85,9	10	14,1	120	100.0	0.000
Not Good	10	32,7	30	67,3	40	100.0	
Total	120	71,2	40	28,8	160	100.0	

Trust	Satisfaction				Total		P
	Satisfied		Less Satisfied		N	%	
	n	%	n	%			
Well	101	81,5	19	18,5	120	100.0	0.000
Not Good	19	47,2	21	52,8	40	100.0	
Total	121	71,2	40	28,8	160	100.0	

Table 3 shows the relationship between the independent variable and the dependent variable. Based on the results of the analysis, it can be seen that there is a statistically significant relationship on the brand image variable with patient

satisfaction at Haji Hospital with a value of $\alpha = 0.000 < 0.05$. There is a statistically significant relationship on the trust variable with patient satisfaction in the Haji Hospital with a value of $\alpha = 0.000 < 0.05$.

Table 4. Results of Logistic Regression Analysis of Independent Variables on Patient Satisfaction in the Outpatient Installation of Haji Hospital, South Sulawesi Province in 2021

Variable	B	S.E.	Wald	Sig.	Exp(B)
Step 1					
Brand image	.389	.076	.459	5.113	.000
Trust	.141	.067	.190	2.115	.036
Constant	3.864	2.846		1.358	.177

Source: Primary Data

Table 4 shows that the influence of three research variables, namely brand image, trust and satisfaction which are included in the multivariate analysis, these three variables have an influence on satisfaction because they have a sig value <0.05 . The results of the analysis also show that brand image variable is the variable that has the most dominant influence on satisfaction at the Haji Hospital in South Sulawesi Province with an Exp (B)/odd ratio of 12,176.

Research hypothesis 1 (H1) states that brand image has an effect on patient satisfaction in the Outpatient Installation. Based on statistical analysis, it is known that brand image has an effect on patient satisfaction in the Outpatient Installation at Haji Hospital, South Sulawesi Province. A significant effect is also shown by a significance value of 0.0 so that in this case research hypothesis 1 (H1) is accepted. The brand image referred to in this study is the hospital's activities in designing the name and characteristics of a product, tariff and service published through various media so that the brand can be remembered by consumers.

Haji Hospital of South Sulawesi Province is one of four Hajj Hospitals in Indonesia after Medan Hajj Hospital, Jakarta Hajj Hospital, Surabaya Hajj Hospital. These four Hajj Hospitals are known as hospitals with religious and Islamic images and were built as a manifestation of the idea in the community, especially the Hujjaj/Hajj Brotherhood to establish a "Monument" to commemorate the tragedy of the Al-Muaisin Mina tunnel which swallowed more than 600 pilgrims. Indonesia in 1990/1410 H.

Overall, the results of this study indicate that the brand image indicator most respondents agree on the statement "Hospital Hajj offers a variety of products and services" by 66.3%, the statement "Hospital Hajj is a health service that benefits the community" by 61.9%, the statement agrees that "Hospital Hajj is very committed to patients/community" by 76.3% and the statement "Hospital Hajj provides friendly service to patients" amounted to 75.0%. The hospital's good brand image in the eyes of the patients in this study is especially possible because the hospital has been providing health services for a long time and continues to develop values that have high integrity.

Brand image also plays a very important role in obtaining patient satisfaction, because a strong brand image will gain the trust of the public. Through the strength of the brand image, the hospital will get various benefits and advantages

because patients are willing to pay more for a strong brand image than other hospitals. In addition, patients who view the strength of the brand image as more important, will assume that hospital prices or costs are not a problem in getting hospital services if they come from the hospital's perceived brand image. The results of Anbori's research state that there is a direct significant positive effect between image on patient satisfaction [7]. Supporting research shows that patient satisfaction has a direct effect on hospital brand image [3]. Research conducted by [4] states that there is an influence of brand image on customer satisfaction. Customers who consume products, both goods and services with a good brand image, will get more satisfaction.

Research hypothesis 2 (H2) states that trust has a direct effect on patient satisfaction in the Outpatient Installation. Based on the statistical analysis conducted, it is known that trust has an effect on patient satisfaction in the Outpatient Installation at Haji Hospital, South Sulawesi Province. A significant effect is also shown by a significance value of 0.000 so that in this case research hypothesis 2 (H2) is accepted.

Based on the results of the study, it was obtained information that the trust variable had a significant positive effect on outpatient satisfaction. The creation of trust is one of the successes of the marketing process, because basically good trust can be considered as an acknowledgment and appreciation from consumers for the usefulness of products or services provided by service providers in accordance with customer expectations.

Overall, the results of this study indicate that most respondents agree on the statement "Timeliness of action/treatment as agreed" by 64.4%, the statement "Hospital Hajj is frank and open about the situation faced by the patient" by 68.1%, the statement agrees, namely "Hospital Hajj is very committed to patients/community" by 76.3% and the statement "Doctors are always on time" by 61.9%. Based on the results of the study, it was obtained information that the trust variable had a significant positive effect on outpatient satisfaction. The creation of trust is one of the successes of the marketing process, because basically good trust can be considered as an acknowledgment and appreciation from consumers for the usefulness of products or services provided by service providers in accordance with customer expectations.

A successful business is demonstrated through trust and a high level of customer satisfaction.

Trust is a certain party's belief in the company in conducting transactions based on a belief that the person he trusts will fulfill all his obligations properly and as expected. Consumer trust is expected to create good customer relationships. The customer must be able to feel that he can rely on the company. Consumer trust is also allegedly able to lead to consumer satisfaction, where if consumers already have confidence in both the product and the company, where trust develops after an individual takes risks in dealing with what he has used and consumers believe that the company will try to minimize the risks arising from a product or service. transactions and trying to satisfy consumers.

Patient trust is a kind of emotional reflection for the world of health. It depends on the level of fulfillment of the expected product or service benefits, as well as the level of consistency of expectations and actual results. If the patient expects a service at a certain level, and feels that the service received is higher than what he expected and continues to use the product or service, then the patient can be said to believe. Likewise, if the patient expects a certain level of service, and in fact the patient feels that the service he receives is in accordance with his expectations, then the patient will be satisfied. On the other hand, if the quality of service received is lower than the expected service quality, the patient is dissatisfied and distrusted.

Distrust can be resolved by the health management, if there is a commitment to quality. Patient-oriented services are the main prerequisite in supporting business success, especially in the service industry. Therefore, the service patient is very dependent on who and how the service is provided. Because the success of the service production process is very dependent on the patient's assessment of the service quality of a service, the quality and service improvement carried out by a health clinic business company must be in accordance with the wishes of the patient.

Research hypothesis 3 (H3) states that brand image variable is the variable that has the most influence on patient satisfaction in the Outpatient Installation. A significant effect is also shown by the value of Exp (B)/odd ratio of 12,176 so that in this case research hypothesis 3 (H3) is accepted.

A company that has a good image or reputation will encourage consumers to buy the products offered, enhance competitiveness, encourage employee morale, and increase customer loyalty [9]. Hospital image has an impact on patient

attitudes and behavior towards the hospital, therefore understanding the relationship between hospital image and its effect on patient intentions is very necessary.

Based on the results of interviews with patients, it was concluded that most of the patients who came to the Haji Hospital who had performed services at the hospital stated that they liked all the existing services, they also saw the hospital's brand image which was related to Islamic nuances, but there were also some patients who stated that they still wanted to come. to other health services such as Bhayangkara Hospital. This is in accordance with what was stated by [9] that hospital image has an impact on patient attitudes and behavior towards hospitals, therefore understanding the relationship between hospital image and its influence on patient intentions is very necessary. A good image will be able to increase the success of an organization and vice versa a bad image will reduce the stability of an organization.

Brand image that is known by many people with guaranteed product quality can provide satisfaction then that satisfaction has a major influence on consumer loyalty, therefore when brand image can provide satisfaction, satisfaction will directly affect consumer loyalty. This means that the satisfaction given from a good brand image can be mediated into loyal consumers through satisfaction.

Conclusion

The results showed that there was an effect of brand image on patient satisfaction, there was an effect of trust on patient satisfaction and brand image variable was the variable that most influenced patient satisfaction in the Outpatient Installation of Haji Hospital, South Sulawesi Province and the variable. It is recommended to the hospital management to be able to use various media to carry out promotions in order to further expand information about the big names of the hospital, increase trust in hospital services provided / carry out according to the promises given, increase patient satisfaction by implementing and making policies and reviewing things that are still lacking, especially making improvements by adding the latest equipment and maintaining the hospital's physical facilities.

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