

# THE EFFECT OF SERVICE QUALITY AND HOSPITAL FACILITIES ON HOSPITAL IMAGE MEDIATED BY INPATIENT SATISFACTION AT S HOSPITAL BOGOR

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## Abstract

In the competitive hospital industry environment, patient satisfaction serves as an important benchmark for the quality of services and facilities provided by hospitals. Patient satisfaction becomes a key determinant of a hospital's image in the eyes of the public. The purpose of this study is to analyze the influence of the quality of services and hospital facilities on the hospital's image, with patient satisfaction acting as a mediating variable. The research design is cross-sectional, employing a quantitative research method. The population in this study includes the inpatients at Hospital S in Bogor. The sampling method used probability sampling with a simple random sampling technique. Data collection was conducted using a questionnaire. Data analysis was performed using SEM-PLS. The results of the study indicate that the quality of service, hospital facilities, and patient satisfaction have a positive and significant impact on the hospital's image. The study also shows patient satisfaction mediates the relationship between the quality of service and hospital facilities and the hospital's image. This means that good quality service and hospital facilities will enhance patient satisfaction, which also indirectly improves the hospital's positive image in the eyes of the public.

**Keywords:** *service quality, hospital facilities, patient satisfaction, hospital image*

## 1. INTRODUCTION

In today's competitive hospital industry environment, hospitals are facing increasing challenges in attracting and retaining patients. Globalization and advances in information technology have helped to increase patient expectations of healthcare services, leading to intense competition among hospitals, all of which are vying to win the hearts of consumers/patients to use their services. Patients now tend to play a more active role in determining the healthcare services they choose, making service quality a major determinant in shaping a hospital's image. This phenomenon requires hospitals to continue to develop their service quality over time<sup>1</sup>.

According to data from the Central Statistics Agency, in 2022 there were 3,072 hospitals in Indonesia. This number shows an increase of 0.99% compared to 2021, where there were 3,042 hospitals<sup>1</sup>. This means that patients have many options to choose health services that suit their needs. In this situation, hospitals that are able to offer the best quality of service will be superior in attracting patients. Patients who are dissatisfied with the service at one hospital can easily look for other alternatives that are expected to provide a more satisfying experience.

Patient satisfaction is a key indicator for assessing the quality of services provided by a hospital. Quality of service includes aspects such as the professionalism of medical staff, friendliness of hospital staff, punctuality of doctor's services, ease of access, fast administrative processes, good communication between medical staff and patients, speed of response in responding to patient needs and the overall patient experience while in the hospital<sup>2</sup>. Another factor that also affects patient satisfaction is hospital facilities. Good facilities can provide a unique experience and provide a sense of comfort and security for patients while in the hospital, which will ultimately increase their satisfaction with the services provided. The satisfaction felt by patients will contribute to the image and reputation of the hospital in the eyes of the public<sup>3</sup>. Currently, the image of health services in Indonesia seems to be declining, as seen from the increasing interest of people to seek

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treatment abroad. Generally, the tendency of people to choose to seek treatment abroad is likely due to more complete facilities and quality of service that meets patient expectations<sup>4</sup>. RS S is one of the private type C hospitals located in the city of Bogor. This hospital has 100 beds equipped with the most sophisticated technology including 1.5 Tesla MRI, 128 slice CT scan and Cath Lab facilities and is supported by services from various specialist doctors that are quite complete. Based on the inpatient satisfaction survey conducted by the business development and quality division during the period 2022 to 2024, the NPS (Net Promoter Score) level of patients in the new inpatient unit began to increase, in 2024, where in 2022 the NPS value was only 60.76 and in 2023 it was 60. In 2024, the NPS value began to increase, namely 70. When viewed from the input obtained from the customer satisfaction survey, most of the patient complaints were still related to the quality of hospital services and facilities, such as unfriendly doctor services, patients felt that doctors did not want to hear patient complaints and questions, doctor services were less thorough and rushed, nurses who were less responsive in responding to patient complaints, long administrative services, and damaged facilities in the inpatient room (hot water off, leaking AC, dirty bathroom). Patient perceptions of the quality of hospital services and facilities provided certainly greatly affect the image of the S Bogor Hospital.

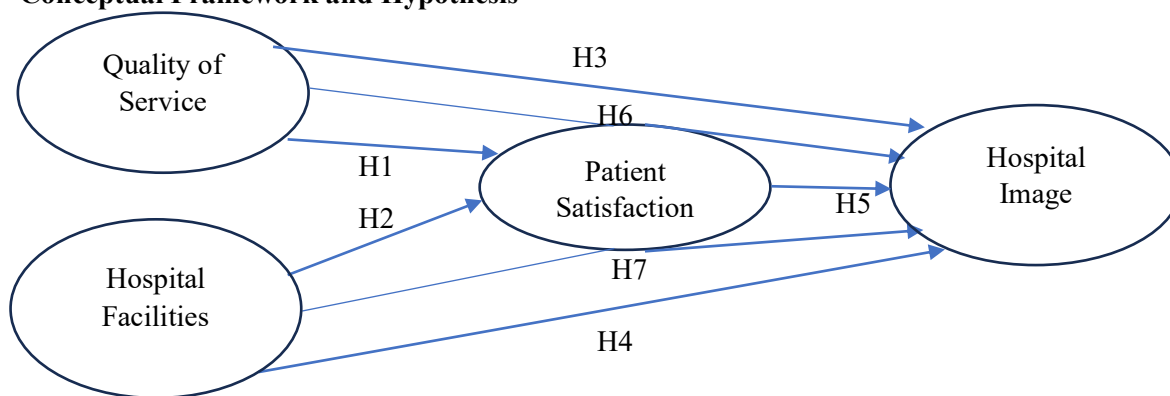
Based on Google reviews, here is a picture of the image of several private hospitals in the city of Bogor in 2024:

**Table 1.1 Google Ratings of Several Private Hospitals in Bogor**

Hospital	Google Rating
RS S	4.7 / 5.0
Hospital A	4.4 / 5.0
RS M	4.7 / 5.0
RS E	4.9 / 5.0
RS MP	4.4 / 5.0

From the following table, it can be seen that in 2024, RS S has begun to have a good image in the eyes of the public, this is in line with the NPS value which began to increase in 2024, where the Google rating value of Siloam Hospital in 2022 was only 3.8 / 5.0, and 4.6 / 5.0 towards the end of 2023. Based on this table, it can also be seen that most private hospitals in the city of Bogor have a fairly good image. Therefore, in order to survive in the competitive world, it is important for RS S to improve its quality both in terms of service and facilities so that it is expected to maintain and improve the existing image.

**Conceptual Framework and Hypothesis**



- Hypothesis 1: Service quality has a positive effect on patient satisfaction.
- Hypothesis 2: Hospital facilities have a positive effect on patient satisfaction.
- Hypothesis 3: Service quality has a positive effect on hospital image.
- Hypothesis 4: Hospital facilities have a positive effect on hospital image.
- Hypothesis 5: Patient satisfaction has a positive effect on hospital image.
- Hypothesis 6: Service quality has a positive effect on hospital image which is mediated by patient satisfaction.
- Hypothesis 7: Hospital facilities have a positive effect on hospital image mediated by patient satisfaction.

## **2. LITERATURE REVIEW**

### **Quality of Service**

Service quality is defined as the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs.<sup>5</sup> Service quality in health services consists of consumer quality (which relates to the extent to which the service provided meets the patient's desires and expectations), professional quality (regarding whether the health service meets appropriate professional medical standards of diagnostics and treatment), and management quality (referring to the efficiency and effectiveness of resource management in the delivery of health services).<sup>6</sup>

According to Parasuraman, service quality assessment includes five main dimensions. namely: Tangible evidence involving the physical aspects of the service that can be seen and assessed by consumers. Empathy that focuses on personal attention to customers, including the ability to understand their needs and desires, good communication and showing a caring attitude towards individuals, Assurance related to the knowledge, abilities and characteristics of service staff that can build consumer trust and confidence, Responsiveness, namely the willingness and ability of employees to help customers and provide fast and appropriate service when needed, and Reliability, the company's ability to provide services as promised consistently and accurately, without errors<sup>7</sup>.

### **Hospital Facilities**

Hospital facilities are everything related to the facilities and infrastructure and equipment (both medical and non-medical equipment) needed by the hospital in providing the best possible service to patients.<sup>8</sup> These facilities must always be in a condition that meets cleanliness and comfort standards, so that they are effective in supporting the health care process, and help improve the overall experience for patients and hospital visitors. When the facilities offered are of high quality, this can increase customer/patient satisfaction and loyalty. According to Tjiptono, there are several facility indicators, namely: spatial considerations/planning, room planning, equipment/furniture, lighting and color arrangements, messages conveyed graphically, and supporting elements<sup>9</sup>.

### **Patient Satisfaction**

According to Kotler and Keller, satisfaction is a feeling of pleasure or disappointment experienced by someone after they compare the perceived performance of a product or service with their initial expectations. If the performance of a product or service exceeds expectations, consumers tend to feel satisfied or even very satisfied. Conversely, if the results they receive are lower than their expectations, they will definitely feel disappointed<sup>5</sup>. According to Supriyanto and Ernawati, customer satisfaction, especially in the context of health services, is a condition in which the needs, desires, and expectations of patients can be met through the products or services they receive. In this case, patient satisfaction can be viewed as the ratio between the quality perceived by patients and their needs, desires, and expectations<sup>10</sup>. In the context of measuring customer satisfaction, there are six core concepts that are often used, namely overall customer satisfaction, dimensions of customer satisfaction, confirmation of expectations, repurchase intention, willingness to recommend, and customer dissatisfaction<sup>11</sup>.

### **Hospital Image**

According to Kotler and Keller, image is the overall perception of an object that is formed through continuous processing of information from various sources<sup>12</sup>. In order for a company to have a good image, the company must pay attention to the factors that form the company's image. Several indicators regarding the company's image include the following: Personality, Reputation, Value, Corporate Identity, Physical environment, and service offering.<sup>12</sup> Building a positive image in the eyes of the public is an important part of a hospital's long-term strategy. By building a positive image, hospitals can increase patient trust, build strong and sustainable relationships with the community<sup>13</sup>.

## **3. RESEARCH METHODS**

This research method uses quantitative analysis that relies on the calculation and measurement of variables, as well as the interpretation of the results of the analysis. The data collection method used is the questionnaire method. which is given directly to the research subjects using the Likert measurement scale.

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## Population and Sample

The population in this study were inpatients at RS S Bogor without distinguishing gender whose number is not known for certain. The sampling method was probability sampling with simple random sampling technique with the following inclusion criteria:

- Inpatients who have undergone treatment (general/obstetrics/surgery) for at least 1 (one) day or 24 hours.
- age  $\geq 17$  years
- Respondents are conscious and can communicate well
- Willing to participate in research by filling out the informed consent form and filling out the evaluation questionnaire in full.

Exclusion criteria:

- Respondents were hospital employees or their families
- Not willing to participate in research

The number of samples is determined using the formula 5 to 10 times the number of indicators<sup>14</sup>. In this study there are 20 indicators, so the ideal number of samples is between 100 to 200 respondents. In this study, the researcher chose to take a sample of 120 respondents.

## Data Processing and Analysis

Processing of data collected from the questionnaire, using the Microsoft Excel application, then the data was analyzed using the Structural Equation Modeling (SEM) approach. SEM analysis was conducted using the Smart-Partial Least Square (SmartPLS) program. In conducting the analysis, the model evaluation is divided into two main components, namely the outer model and the inner model. The outer model evaluates the relationship between latent variables and their indicators. The aim is to check the validity and reliability of the latent variable measurement indicators. The inner model evaluates the relationship between latent variables or model structures based on the hypothesis path<sup>14</sup>.

## 4. RESULTS AND DISCUSSION

### Respondent Characteristics

Based on the number of samples collected, the characteristics of respondents related to gender, age, education and occupation can be identified, namely one hundred and twenty (120) respondents who were divided equally into thirty (30) samples from each class of care (VIP/VVIP, Class 1, Class 2, Class 3).

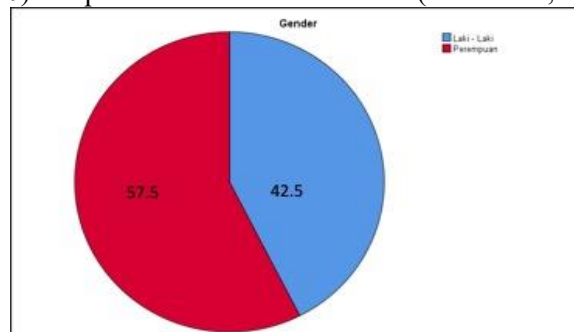


Figure 4.1

Respondent Characteristics Based on Gender

Based on Figure 4.1, the results show that there are more female respondents than male respondents, namely 69 or 57.5% for females, while only 51 or 42.5% for males.

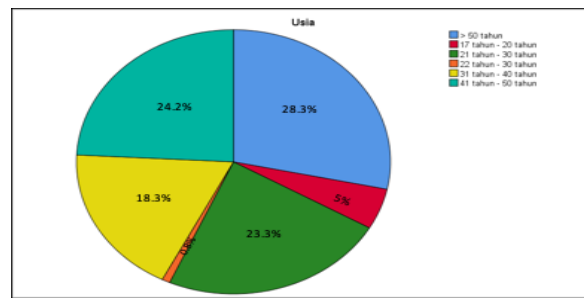


Figure 4.2  
Respondent Characteristics Based on Age

Based on Figure 4.2, it was found that the majority of respondents were > 50 years old with a total of 34 or 28.3%, the respondents were aged 22 - 30 years, namely only 1 or 0.8%.

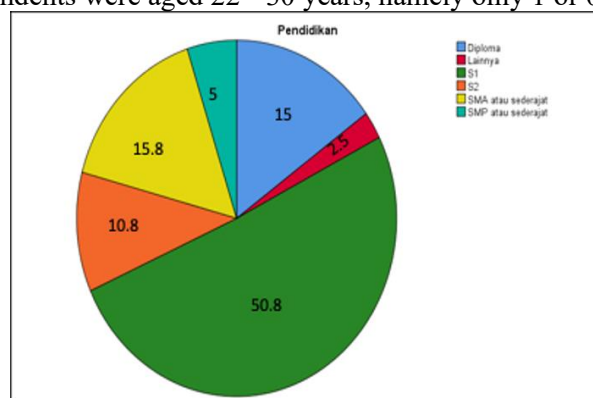


Figure 4.3  
Respondent Characteristics Based on Education

Based on Figure 4.3, it was found that most of the respondents were highly educated, where 61 or 50.8% of respondents had a Bachelor's degree, and respondents with other levels of education had the smallest number, namely only 3 or 2.5%.

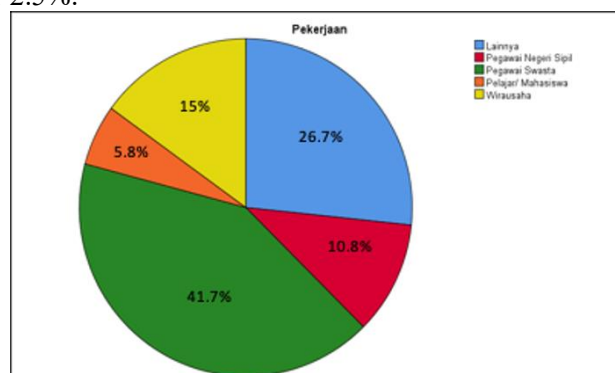


Figure 4.4  
Respondent Characteristics Based on Occupation

Based on Figure 4.4, it is found that more respondents work as private employees with a total of 50 or 41.7% compared to student education, namely 7 or 5.8%. From the results of respondent characteristics based on work, it was found that the majority of respondents were workers.

## Data analysis

### Measurement Model Testing (Outer Model)

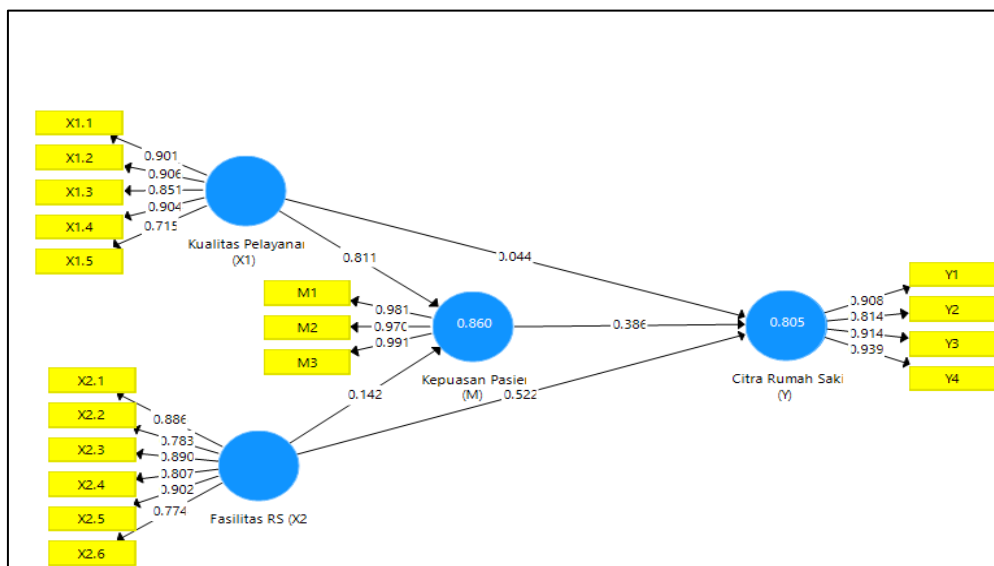
#### 1. Validity Test

##### Convergent Validity

The external pressure value is used to measure convergent validity. If the indicator test result is more than 0.7, the indicator is considered valid, but if it is less than 0.7, the indicator is considered invalid.

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**Figure 4.5 Path Diagram with Loading Factors**

	Quality of Service	Facility	Image	Satisfaction
X1.1	0.901			
X1.2	0.906			
X1.3	0.851			
X1.4	0.904			
X1.5	0.715			
X2.1		0.886		
X2.2		0.783		
X2.3		0.890		
X2.4		0.807		
X2.5		0.902		
X2.6		0.774		
Y1			0.908	
Y2			0.814	
Y3			0.914	
Y4			0.939	
M1				0.981
M2				0.970
M3				0.991

**Table 4.1 Convergent Validity Test Results**

Based on the results of the outer loading test, it is stated that all variables are declared valid with a number > 0.7. These results indicate that all items or indicators in the research instrument are valid and can be used for research.

**Discriminant Validity**

Discriminant validity can be indicated by the AVE (Average Variance Extracted) value. An AVE value of 0.5 indicates good validity; conversely, an AVE value less than 0.5 is considered invalid. The AVE (Average Variance Extracted) values are as follows:

	<i>Average Variance Extracted(AVE)</i>
Service Quality (X1)	0.737
Hospital Facilities (X2)	0.709
Hospital Image (Y)	0.801
Patient Satisfaction (M)	0.961

**Table 4.2 AVE (Average Variance Extracted)**



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Based on the results of the AVE test, it is stated that each variable is valid because the AVE number is > 0.5. This value indicates that all variables meet discriminant validity.

Next, in this section, the results of the discriminant validity test using the cross loading value will be described. An indicator is declared to meet discriminant validity if the indicator's cross loading value on its variable is the largest compared to other variables,

	Service Quality (X1)	Hospital Facilities (X2)	RS Image (Y)	Patient Satisfaction (M)
X1.1	<b>0.901</b>	0.663	0.631	0.841
X1.2	<b>0.906</b>	0.625	0.716	0.887
X1.3	<b>0.851</b>	0.730	0.712	0.745
X1.4	<b>0.904</b>	0.722	0.745	0.843
X1.5	<b>0.715</b>	0.641	0.676	0.622
X2.1	0.654	<b>0.886</b>	0.739	0.629
X2.2	0.522	<b>0.783</b>	0.542	0.583
X2.3	0.655	<b>0.890</b>	0.747	0.678
X2.4	0.679	<b>0.807</b>	0.694	0.703
X2.5	0.703	<b>0.902</b>	0.835	0.640
X2.6	0.727	<b>0.774</b>	0.734	0.696
Y1	0.701	0.839	<b>0.908</b>	0.698
Y2	0.846	0.688	<b>0.814</b>	0.919
Y3	0.682	0.762	<b>0.914</b>	0.688
Y4	0.653	0.772	<b>0.939</b>	0.657
M1	0.920	0.774	0.824	<b>0.981</b>
M2	0.888	0.751	0.801	<b>0.970</b>
M3	0.907	0.768	0.827	<b>0.991</b>

**Table 4.3 Cross Loading**

For each study variable, each indicator has the highest cross-loading value on the variables it forms. In table 4.4. Based on the results, it can be said that the indicators used in this study each have good discriminant validity when compiling their variables.

## 2. Reliability Test

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
<b>Hospital Image (Y)</b>	0.916	0.941
<b>Hospital Facilities (X2)</b>	0.917	0.936
<b>Patient Satisfaction (M)</b>	0.980	0.987
<b>Service Quality (X1)</b>	0.909	0.933

**Table 4.4 Composite Reliability, Cronbach's Alpha**

Based on table 4.5, The composite reliability value and Cronbach's Alpha for each variable have met the standards and are above 0.70, indicating that the results are acceptable and valid. In addition, the composite reliability value is greater than the Cronbach's Alpha value, which shows that all research variables have met the appropriate reliability criteria for SEM research that can be conducted with SmartPLS.

## Structural Model Testing (Inner Model)

### 1. Coefficient of Determination Test (R-Square)

The coefficient of determination is used to determine how much influence the exogenous variable has on the endogenous variable.

	<i>R Square</i>	<i>R Square Adjusted</i>
RS Image (Y)	0.865	0.862
Satisfaction (M)	0.576	0.569

**Table 4.5 R-Square**

Based on the test results, it is known that the influence of service quality and hospital facilities on hospital image obtained an R-square value of 0.865. This value indicates that the influence given is included in the good category. The amount of adjusted R-square is 0.862, which indicates that the magnitude of the

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influence of service quality and hospital facilities on hospital image is 86.2%. While 13.8% is influenced outside the model which is not a variable in this study. Based on the test results, it is also known that the influence of service quality and hospital facilities on patient satisfaction obtained an R-square value of 0.576. This value indicates that the influence given is included in the good category. The amount of adjusted R-square is 0.569 which indicates that the amount of service quality and hospital facilities on patient satisfaction is 56.9%. While 43.1% is influenced outside the model which is not a variable in this study.

## 2. Fit Model

	<i>Saturated Model</i>	<i>Estimated Model</i>
<b>SRMR</b>	0.078	0.078
<b>d ULS</b>	1,035	1,035
<b>d G</b>	0.995	0.995
<b>Chi-Square</b>	700,769	700,769
<b>NFI</b>	0.755	0.755

**Table 4.6 Model Fit**

Based on table 4.7, the SRMR value is 0.078 (less than 0.1) and the NFI value is 0.755 (approaching 1). The NFI value ranging from 0 to 1 is derived from the comparison between the hypothesized model and a certain independent model. The model has a high fit if the value is close to 1. Based on the table above, the NFI value is at 0.755 (approaching 1) which means it has a model fit that can be stated as good.

## 3. F Test (F-Square)

	<b>RS Image (Y)</b>	<b>Hospital Facilities (X2)</b>	<b>Patient satisfaction (M)</b>	<b>Service Quality (X1)</b>
<b>RS Image (Y)</b>				
<b>Hospital Facilities (X2)</b>	<b>0.592</b>		<b>0.169</b>	
<b>Patient satisfaction (M)</b>	0.058			
<b>Service Quality (X1)</b>	0.102		<b>0.371</b>	

**Table 4.7 F-Square**

Based on the results of the table above, Hospital facilities affect the image of the hospital with an F-Square value of 0.592 (large category), hospital facilities affect patient satisfaction with an F-Square value of 0.169 (moderate category), Patient satisfaction affects the image of the hospital with an F-Square value of 0.058 (small category), Service quality affects the image of the hospital with an F-Square value of 0.102 (small category), Service quality affects patient satisfaction with an F-Square value of 0.371 (large category)

## 4. Hypothesis Testing

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics ( O/STDEV )</i>	<i>P Values</i>
Service Quality (X1) -> Hospital Image (Y)	0.373	0.367	0.059	6,342	0.000
Service Quality (X1) -> Satisfaction (M)	0.511	0.498	0.152	3,370	0.000
Hospital Facilities (X2) -> Hospital Image (Y)	0.575	0.579	0.060	9.605	0.000
Hospital Facilities (X2) -> Satisfaction (M)	0.273	0.292	0.135	2,026	0.022
Satisfaction (M) -> Hospital Image (Y)	0.256	0.263	0.064	4.035	0.000

**Table 4.8 Direct Influence Value**

Based on the table above, the results of the hypothesis testing from the P Value state that each variable is valid and influences each other directly.

- Directly, service quality has a positive and significant effect on the image of the hospital.



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- Directly, service quality has a positive and significant effect on patient satisfaction.
- Hospital facilities directly have a positive and significant influence on the image of the hospital.
- Hospital facilities directly have a positive and significant influence on patient satisfaction.
- Directly, patient satisfaction has a positive and significant effect on the image of the hospital.

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
Service Quality (X1) -> Satisfaction (M) -> Hospital Image (Y)	0.131	0.131	0.052	2,526	0.006
Hospital Facilities (X2) -> Satisfaction (M) -> Hospital Image (Y)	0.070	0.076	0.038	1,820	0.035

**Table 4.9 Indirect Influence Value**

- Indirectly, service quality has a positive and significant effect on hospital image through patient satisfaction.
- Indirectly, hospital facilities have a positive and significant influence on hospital image through patient satisfaction.

## Discussion

### Service quality affects patient satisfaction

Service quality is one of the important factors that influence patient satisfaction in the context of health services. Quality service will increase the value for patients as consumers so that it will create a sense of satisfaction. The higher the quality of service provided, the patient satisfaction will also increase. This is in line with research conducted by Fadhila (2018) which states that service quality affects patient satisfaction<sup>15</sup>.

### Hospital facilities affect patient satisfaction

Hospital facilities are one of the crucial components that affect patient satisfaction. Patients will look for hospitals with complete and best facilities to support their healing, if patients come for treatment but the desired facilities are inadequate, of course patient satisfaction will decrease because patients have to move hospitals and are not completed in terms of their treatment. The better and more complete the facilities provided, the more satisfied patients will be with the services provided. This is in accordance with research conducted by Zulkarnaini (2022) that facilities have a positive and significant effect on customer satisfaction<sup>16</sup>.

### Patient satisfaction affects the image of the hospital

Patient satisfaction plays a vital role in shaping the image of a hospital and can have a significant impact on public perception and the overall success of the hospital. Patients who are satisfied with the services provided can lead to a strong increase in word of mouth, where word of mouth recommendations are one of the most effective forms of marketing. In addition, if the image of the hospital is good, then patients will certainly use the services of the hospital again if they want treatment. This is in line with Anfal's research (2020) that patient satisfaction with the image of the hospital is mutually influential<sup>17</sup>.

### Service quality affects the image of the hospital

High quality of service is the foundation for a good reputation of the hospital. Patients who receive quality care will give a positive impression of the experience, patients tend to trust the hospital and recommend it to others. This will strengthen the image of the hospital as a reliable health service provider. This is in line with Hasibuan's research (2020) that the quality of service on the image of the hospital influences each other<sup>18</sup>.

### Hospital facilities influence the image of the hospital

Hospitals with complete facilities will give a good impression in the eyes of patients and indirectly produce a good image for the hospital. Quality hospital facilities will improve the overall patient experience. When patients

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enter a hospital with modern and well-maintained facilities, this creates a positive first impression and contributes to a good perception of the hospital's standards. If the facilities contribute to overall satisfaction, this can result in positive reviews and a strong reputation, which are important components of a hospital's public image. This is in accordance with research conducted by Prasetyo (2016) that facilities have a significant positive effect on corporate image<sup>19</sup>.

## **Service quality mediated by patient satisfaction has an impact on hospital image.**

Patient satisfaction serves as a bridge between service quality and hospital image. A hospital with good service quality will provide satisfaction for every patient who comes for treatment, because patients feel well served and get solutions/healing from their illnesses, this patient satisfaction will give a good impression to the hospital. So that indirectly the quality of service can affect the image of the hospital. This study is in line with Wijaya's research (2021) which also states that the quality of service provided by the hospital will form a good image of the hospital so that patients who visit the hospital will feel satisfied<sup>20</sup>.

## **Hospital facilities mediated by patient satisfaction have an impact on the image of the hospital.**

Patient satisfaction acts as an intermediary that connects their experience with existing facilities and their views of the hospital's image. When patients are satisfied with the quality and completeness of the facilities provided, they are more likely to leave positive reviews, recommend the hospital to others, and choose the hospital again in the future if needed. This is in line with research conducted by (Jannah, 2024) that the quality of hospital services and facilities has a positive effect on the hospital's image mediated by patient satisfaction<sup>21</sup>.

## **5. CONCLUSION AND SUGGESTIONS**

### **Conclusion**

Based on the findings of the analysis discussed, the following can be concluded:

- The quality of hospital services has a positive effect on patient satisfaction. This means that if the hospital improves the quality of its services, it will increase patient satisfaction.
- Hospital facilities have a positive effect on patient satisfaction. This means that if the hospital improves its service facilities, it will increase patient satisfaction.
- The quality of hospital services has a positive effect on the image of the hospital. This means that good service quality will provide a positive image for the hospital.
- Hospital facilities affect the image of the hospital. This means that good hospital facilities will improve the positive image of the hospital in the eyes of the public.
- Patient satisfaction has a positive effect on the image of the hospital. This means that if the patient is satisfied, it will give a good image to the hospital.
- The quality of hospital services has a positive effect on the image of the hospital mediated by patient satisfaction. This means that good service quality will increase patient satisfaction which indirectly also increases the positive image of the hospital in the eyes of the public.
- Hospital facilities have a positive effect on the image of the hospital mediated by patient satisfaction. This means that good hospital facilities will provide satisfaction for patients, thus providing a positive impact on the image of the hospital in the eyes of the public.

### **Suggestion**

#### **Practical Advice**

- Ensure that the facilities provided meet health service standards and are always in good condition and well maintained by periodically evaluating the condition of existing facilities.
- Always improve hospital facilities that follow the developments of the times, investing in modern infrastructure and technology.
- Providing additional facilities, such as an entertainment area or canteen, to enhance the patient experience.
- Evaluate the quality of service periodically to ensure it meets patient expectations (routine evaluation of patient feedback, and periodic employee training)
- Implement clear and consistent standard operating procedures (SOPs) for all services.
- Improving interactions between hospital staff and patients to create a more personal service experience.

# THE EFFECT OF SERVICE QUALITY AND HOSPITAL FACILITIES ON HOSPITAL IMAGE MEDIATED BY INPATIENT SATISFACTION AT S HOSPITAL BOGOR

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## Theoretical Suggestions

- For subsequent researchers who will conduct similar studies, it is recommended to develop more specific research objectives and focus more on the aspects to be researched.
- The next researcher can also conduct research on variables that have not been studied in this study, namely price perception, so that they can find out patient satisfaction and the image of the hospital from the cost aspect.
- Researchers need to deeply understand the focus of the study to be researched by increasing references through literature studies that are relevant to the topic.
- For subsequent researchers, it is recommended to increase accuracy, especially in terms of the completeness of the data obtained.
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