PATIENT SATISFACTION MEDIATES THE INFLUENCE OF HEALTH SERVICES QUALITY AND BRAND IMAGE ON PATIENT LOYALTY

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Abstract

This research has the intention to see the influence of health service quality and and brand image on patient loyalty which is mediated by patient satisfaction. The respondents of this study were the patients at RS Murni Teguh Sudirman Hospital. The testing of the hypothesis was conducted using quantitative research method with the total sample of 100 patients. Data with college questionnaireare to the respondents. The analysis technique that was used was the Partial Least Square - Structural Equation Modeling (PLS-SEM) from the SmartPLS program. Based on the analyzed data, it was found that there was an influence of health service quality and brand image on patient loyalty, mediated by patient satisfaction. Based on research results, it was found that there is an influence of the quality of health service on patient satisfaction. The quality of health service does not have a direct effect on patient loyalty. Brand image has a positive effect on patient satisfaction. Brand Image has a positive effect on client loyalty. Patient satisfaction positive effect patient loyalty. Health service quality has a positive effect on patient loyalty which is mediated by patient satisfaction. Brand image has a positive influence on patient loyalty which is mediated by patient satisfaction. The hospital has provided health services and a good image at RS Murni Teguh Sudirman so increasing patient satisfaction which ultimately increases patient loyalty.

Keywords: *Health services quality; brand image; patient satisfaction; patient loyalty*

1. INTRODUCTION

Hospitals are the main referral health facilities for people who want to receive health services, both for treatment and for recovering their health. As a primary health center, hospitals are expected to be able to provide comprehensive services for everyone. Apart from that, with the creation of a health service that was previously only needed by sick people with the aim of treatment and healing, it has now become an industry in itself, even becoming a prerequisite for implementing a lifestyle and becoming a form of awareness of the importance of overall health (Suharno and Sagaf, 2021) . Based on Law no. 44 of 2009, hospital commercialization can be carried out by legal entities to obtain profits or profits. Therefore, hospitals, especially private hospitals, must compete to provide the best service and attract hospital customers so that they return to the hospital again and again.

Hospitals that are in an increasingly competitive environment will be increasingly aware and understand the need to offer the best quality to their customers. Service quality itself can be defined as the difference (gap) between customer expectations and the reality received. Satisfaction is a psychological statement resulting from the fulfillment or non-fulfillment of expectations by the services received in the process of buying and selling existing services. The service industry is an industrial sector that is different from manufacturing in that it achieves different customer satisfaction. In the health service industry, hospitals can provide the same type of service, but the quality of service for each hospital is certainly different. At the same time, customers are now more discerning in selecting the options offered and seeking the best level of service. In the world of health, patients are customers and they are a very important part in the development of this health sector. Users of hospital services, in this case patients, demand high quality services, which are not only related to the treatment of physical illnesses or improving the level of health, but also satisfaction with the workforce and environmental facilities and

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infrastructure that are always appropriate, which in turn can provide satisfaction for the patient. . Patient satisfaction depends on the quality of service provided. Service is everything that employees or company employees do to meet the needs of their customers through the services they offer (Zebua, 2018). The importance of quality health services has been declared throughout society as a way to achieve sustainable development (WHO, 2014).Handling hospital patient complaints is currently one of the main keys for hospitals to continue to improve their services and develop(Kurniawan, Y., Tj, HW, & Fushen, 2022).To measure the quality of health services, there are several tools used by hospitals, namely the HEALTHQUAL questionnaire. The HEALTHQUAL questionnaire was designed to provide a more appropriate representation of the quality of health services (Mosadeghard, 2012; Lee, 2017; Sharifi et al, 2021). HEALTHQUAL provides more detailed health service assessment components. This questionnaire was designed by Mossadegh-Rad (2018). To measure the quality of health services using 30 assessment points. The components or domains of HEALTHQUAL include the environment, empathy, efficiency and efficacy as well as the totality of health services (Nmemeti et al., 2020).

Brand image or brand image itself is a perception of a brand that reflects consumers' memories of associations with that brand (Ferrinadewi, 2008). Brand image components according to Ansary (2018) in Xian et al (in Junejo, 2022) consist of company image, user image and product image. Corporate image is the image of a company in the eyes of consumers, based on information, reactions and experiences that consumers have about the company in question. User or user image is a set of consumer characteristics that are related to the typical consumer characteristics of a brand. Meanwhile, product image is the image of the product in the eyes of consumers, based on consumer knowledge, reactions and experience with the product provided. These three components are important factors that shape a brand's image. According to Kottler (2021), brand image itself describes the image, idea and impression that a person has of an object where the attitude and impression that a person has of an object is very much conditioned by the person's past experiences. Brand image will greatly influence consumers' purchasing decisions or use of services.

Decisions to purchase or use services include an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them (Peter and Olson, 2017). This knowledge is obtained from consumer experience, but if there is no experience, consumers will definitely choose brands that they are already familiar with (Putri and Rahayu, 2022). Therefore, a company must strengthen its brand position and branding in order to create a positive image that encourages purchasing or use of services by consumers. The same thing also applies to hospitals. A good brand image will also increase patient trust and desire to be able to use outpatient or inpatient services, as researched by Aprianti (2019) and Prasetyo (2017). These things can then also give rise to patient or customer trust and loyalty. Brand image is one component that influences purchasing decisions in using its services. Competitive hospitals use brand image to attract attention and attract patient loyalty.

Loyalty is not only about customer satisfaction, but customer loyalty also provides an opportunity for companies or hospitals to build long-term relationships with customers. The relationship between customer satisfaction and loyalty is asymmetric because loyal customers are satisfied customers or patients, but not all satisfied customers are loyal (van Asperen, 2018). Loyalty describes loyalty and very enthusiastic devotion from someone, in this case a customer who will then be loyal in purchasing products or using services from related business entities (Lovelock and Wirtz, 2017). In this case, the patient's loyalty to continue receiving treatment at the relevant hospital. The importance of patient loyalty for hospitals is that it influences the survival of the hospital. Patient loyalty can be obtained by several factors, namely providing quality service to patients which is an important element in increasing patient satisfaction with the hospital. With the emergence of patient satisfaction, it will ultimately grow patient loyalty. Providing quality services is an absolute must for hospitals as service providers. Good service quality must be carried out to

obtain patient satisfaction. Patients who are satisfied, directly or indirectly, will create patient loyalty and encourage the hospital's brand image to improve.

Table 1.1 Outpatient Visit (Specialist Clinic) at Murni Teguh Sudirman Hospital
2019-2022

Month	2019	2020	2021	2022
January	540	624	485	826
February	583	646	504	554
March	657	643	640	793
April	642	360	613	766
May	681	285	497	703
June	493	422	572	928
July	658	487	503	958
August	539	436	635	928
September	520	470	806	1063
October	560	399	813	1227
November	509	444	823	1197
December	573	436	975	1247
AMOUNT	**6955**	**5652**	**7866**	**11190**

Source: Profile of Teguh Sudirman Murni Hospital, Jakarta, 2023

Table 1.2. Total Inpatients at Murni Teguh Sudirman Hospital, Jakarta
2019-2022

Month	2019		2020		2021		2022	
	Amount	DRILL	Amount	DRILL	Amount	DRILL	Amount	DRILL
January	85	11.0	137	21.64	134	50.13	143	19.82
February	95	18.0	127	26.66	121	39.70	159	36.73
March	90	16.52	113	20.61	139	32.11	142	20.65
April	98	16.99	91	19.13	140	32.30	111	15.12
May	100	15.18	77	17.47	114	37.80	118	14.70
June	77	10.63	86	17.01	201	48.24	176	20.62
July	110	18.17	90	21.77	167	62.20	189	23.69
August	87	11.57	102	39.58	99	26.93	211	20.94
September	99	12.51	97	43.79	137	21.59	242	20.70
October	115	15.66	79	30.31	128	18.31	218	20.55
November	109	15.42	95	46.11	139	19.09	237	21.10
December	109	18.10	133	43.53	162	22.42	217	16.00
TOTAL	**1174**	**15.48%**	**1227**	**18.80**	**1681**	**42.36**	**1709**	**22.53**

Source: Profile of Teguh Sudirman Hospital Jakarta, 2023

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Table 1.3.Total Visits to Teguh Sudirman Pure Hospital Jakarta 2019-2022

Month	2019	2020	2021	2022
January	1070	1369	934	1456
February	1156	1360	954	1514
March	1327	1367	1083	1333
April	1166	661	1075	1113
May	1196	545	944	1086
June	901	738	1437	1420
July	1192	740	1408	1613
August	1034	821	951	1563
September	1004	1020	1142	1727
October	1085	728	1198	1900
November	997	767	1228	1970
December	1158	855	1500	1888
AMOUNT	13286	10971	13854	18583

Source: Profile of Teguh Sudirman Hospital Jakarta, 2023

Based on visit data and several reviews regarding services, researchers received several complaints about nurses at Murni Teguh Sudirman Hospital, Jakarta. These complaints include nurses who work long hours, are not friendly, are rude, don't take it slowly when infusions, are arrogant, unprofessional, security officers are arrogant, and administrative officers serve for a long time. Management is aware that there are still many limitations in the facilities and infrastructure as well as human resources owned by the hospital. This situation triggered various complaints from patients and families. These results indicate that the service quality of Murni Teguh Sudirman Hospital Jakarta needs to be paid attention to and even improved, employees are the spearhead of service providers with several existing complaints which can affect patient satisfaction which in the end patient loyalty is not realized and affect the brand image of Murni Teguh Sudirman Hospital Jakarta.Based on the description above, researchers are interested in conducting research with the title "The Influence of Health Service Quality and Brand Image on Patient Loyalty as mediated by Patient Satisfaction at Murni Teguh Sudirman Hospital Jakarta"

2. RESEARCH METHOD
Object of research
In this research, the quality of health services and brand image were studied as independent variables, as well as patient satisfaction as a mediating variable and patient loyalty as the dependent variable. This research was carried out on patients at Murni Teguh Sudirman Hospital, Jakarta.
Population and Sample
The population consists of all subjects who wish to be studied in research to obtain the data needed for research. A large population will enable researchers to be able to identify research objects that can be used as samples from the population being studied. The population that will be analyzed in this study is all inpatients who visit Murni Teguh Sudirman Hospital, Jakarta, with the exception of patients who are unconscious. Researchers will distribute questionnaires to respondents from the research population who will then be used as samples. The population of this study is all inpatients at Murni Teguh Sudirman Hospital, Jakarta in July 2023, with the number still changing. Because the population size is not yet known with certainty and seen from the number of inpatient visits, the researchers quoted from Sugiarto (2017), the minimum sample size is 100 respondents with the maximum number not exceeding 400 respondents. The sample is part

of the population that meets the following criteria: inpatients aged > 17 years, patients who visited Murni Teguh Sudirman Hospital Jakarta > 2 times, patients who were conscious and able to communicate well.

Operational Variables

The object of analysis makes it easier to measure and understand variables. According to (Sugiyono, 2018), each has indicators. In this research, it consists of two independent variables in the form of health service quality and brand image and one dependent variable in the form of patient loyalty with mediation in the form of patient satisfaction.

Table 4 Variable Operations

Variable	Information	Indicator
quality of health services (Service quality) (X1)	Service quality is a reflection of the health services provided to patients which includes the 5 dimensions of the HEALTHQUAL method	HEALTHQUAL: Ease of access, ease of finding the location, comfortable hospital facilities, service as expected, service that does not disappoint.
Brand image (brand image) (X2)	Brand image is the perception of a brand, namely RS, which reflects consumers' memories of associations with the brand	Perceptions related to brand image include: awareness, promotion of decisions to use services
Patient satisfaction (Z)	Patient satisfaction is an assessment related to service performance whose results are related to customer expectations (Kotler and Keller, 2008)	Satisfaction with the facilities, satisfaction with the staff's service (speed, friendliness), the patient's hopes or desires are fulfilled, satisfaction with the price obtained, the patient feels proud to have treatment at MTSJ Hospital.
Patient Loyalty (Y)	Patient loyalty is defined as repeating themselves to come to MTSJ Hospital and continuing to visit the hospital for health checks.	MTSJ Hospital is the main choice, regular and repeated visits, patients only want to go to MTSJ Hospital, tell other people about the advantages of the hospital, patients refer the hospital to other people for treatment

Data collection technique

Primary data is data obtained directly by researchers through data collection instruments (Umar, 2015), which is direct and makes it a source of primary research data. This research uses a non-probability sampling method with the condition of the sample subjects unknown in the existing population. Researchers use question items in the form of a questionnaire which contains a number of questions to respondents. Data that is successfully filled in will be processed by researchers and can be monitored continuously. A list of questions to respondents as research objects consisting of columns and rows to be filled in. The answer asked is an explanation of the questionnaire. With the indicators that have been adjusted in this research, they are divided into several points according to the Likert scale, namely: strongly agree, agree, neutral, disagree and strongly disagree. With the following applicable points:

        Strongly Disagree (STS)   = score 1
        Disagree (TS)   = Score 2
        Neutral (N)   = score 3
        Agree (S)   = score 4
        Strongly Agree (SS)   = score 5

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Data analysis technique

In this research, the researcher will use quantitative research with SEM PLS (Structural Equation Modeling) technical analysis where data analysis is assisted by Smart PLS version 3.0 software. Structural Equation Modeling (SEM) is a statistical tool used to solve multilevel models over time which cannot be resolved using a linear regression equation. In this study, researchers used PLS-SEM to analyze the relationship between variables that will be tested using the SmartPLS 3.0 program. Path modeling has 2 models, namely: outer model and inner model.

Data Validity Test

The validity test contains a questionnaire that is tested in the form of content validity, face validity, construct validity and criterion validity. Internal validity tests are required to fulfill the forms of construct validity and content validity (Sugiyono, 2016).

Table 5 Validity Test Parameters, Saparso 2018

Validity test	Parameter	Role of thumbs
Convergent	Loading Factor	More than 0.7
	Average variance Extracted(AVE)	More than 0.5
	Communality	More than 0.5
Discriminant	AVE Roots and Correlation of latent variables	Root AVE > latent variable correlation
	Cross Loading	More than 0.7 in one variable

3. RESULTS AND DISCUSSION

Analysis

This chapter discusses the results of calculations using Partial Least Square (PLS). The analysis was carried out by evaluating the model from outer model measurements and evaluating the structural model (inner model). Outer PLS model to determine the validity and reliability of indicators that measure latent variables. Validity test criteria in research are the outer loading of each indicator on the latent variable. Researchers used SmartPls 3.0 in processing data.

1) Respondent Characteristics

This research used a questionnaire, which was given to 100 respondents with characteristics such as gender, age range, education level, type of work and number of hospital visits. The results of the descriptive test of respondents are as follows:

a) Characteristics by gender

Table 4.1 Description of Respondents Based on Gender

Gender	Frequency	Percentage
Man	48	48%
Woman	52	52%
Total	100	100%

Source: primary data processed by researchers in 2023

Based on the data above in table 4.1, the 100 respondents were divided into 48% men and 52% women or 48 men and 52 women. The results show that the majority of respondents are female.

2) Characteristics by Age range

Table 4.2 Description of Respondents Based on Age Range

Age Range	Frequency	Percentage
25-34 years old	7	7 %
35-49 years old	14	14%
50-64 years old	24	24%
>65 years	55	55%
Total	100	100%

Source: primary data processed by researchers in 2023

Based on the data in table 4.2, the 100 respondents were divided into 4 age groups, namely 25-34 years old, 7 people or 7%, 35-49 years old, 14 people or 14%, 50-64 years old, 24 people or 24%, and more. of 65 years old as many as 55 people or 55%. These results indicate that the majority of patients are elderly.

3) Characteristics Based on Education Level

Table 4.3 Description of Respondents Based on education level

Level of education	Frequency	Percentage
Finished middle school	5	5%
Completed high school/vocational school	35	35%
Diploma	48	48%
Bachelor degree	11	11%
Stratum 2	1	1 %
Total	100	100%

Source: primary data processed by researchers in 2023

Based on the data in table 4.3, the 100 respondents were divided into five categories of education level, namely 5 people had finished junior high school or 5%, 35 people had finished high school/vocational school or 35%, 48 people had a diploma or 48%, 11 people had a bachelor's degree or 11%, S2 is 1 person or 1%, and others are 20 people or 20%. The results show that the majority of respondents have a Diploma education level.

4) Characteristics by Job Type

Table 4.4 of Respondents Based on Type of Work

Work	Frequency	Percentage
Student/Students	2	2%
Civil servants	6	6%
Private employees	61	61%
IRT	14	14%
Self-employed	13	13%
Doesn't work	4	4%
Total	100	100%

Source: primary data processed by researchers in 2023

Based on the data in table 4.4, the 100 respondents were divided into 6 types of work, namely students as many as 2 people or 2%, civil servants as many as 6 people or 6%, private employees as many as 61 people or 61%, housewives as many as 14 people or 14%, entrepreneurs as many as 13 people or 13%, and not working as many

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as 4 people or 4%. The results show that the majority of patients work in the private sector.

5)   Respondent characteristics based on number of visits to MTSJ Hospital

**Table 4.5 Description of Respondents Based on the number of visits to the hospital**

Number of Visits	Frequency	Percentage
2- 3 times	23	23%
4-5 times	55	55%
>6 times	22	22%
Total	100	100%

Source: primary data processed by researchers in 2023

Based on the data above in table 4.5, the 100 respondents were divided into 3 categories: 2-3 visits, 23 people or 23%, 4-5 visits, 55 people or 55%, and more than 6 visits, 22 people or 22%. The results show that the majority of respondents visited MTSJ Hospital, namely 4-5 visits.

Data analysis

The results of data processing with smart pls 3.0 with the following chart:
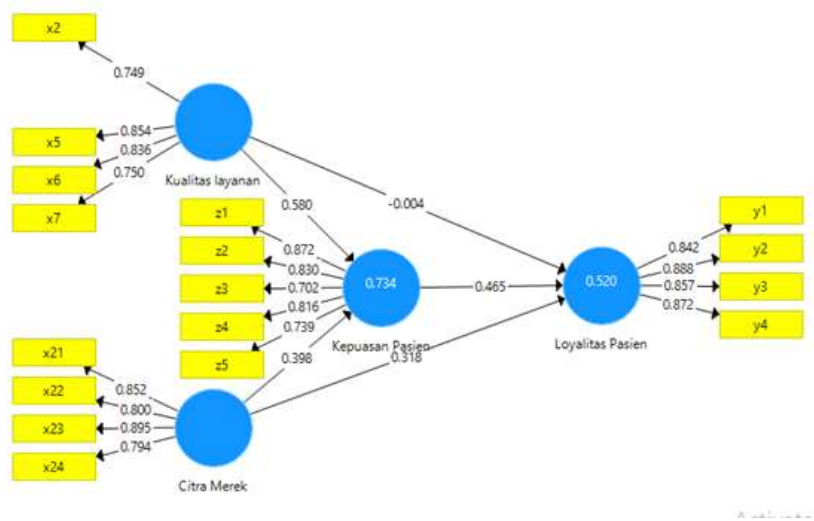
Figure 1
Smart Processing Results Pls

a)   Convergent Validity

Convergent Validitybased on the resultsloading factor with the correlation results of each question item with the result criteria > 0.700.

Table 4.6 Loading Factor Convergent Validity

Variable	Indicator	*Loading Factor*	*Rule of thumb*	Conclusion
Quality of Health Services (X1)	X2	0.749	0.700	Valid
	X5	0.854	0.700	Valid
	X6	0.836	0.700	Valid
	X7	0.750	0.700	Valid
Brand image (Brand Image)	X21	0.852	0.700	Valid
	X22	0.800	0.700	Valid

Variable	Indicator	Loading Factor	Rule of thumb	Conclusion
(X2)	X23	0.895	0.700	Valid
	X24	0.794	0.700	Valid
Patient Satisfaction (Z)	Z1	0.872	0.700	Valid
	Z2	0.830	0.700	Valid
	Z3	0.702	0.700	Valid
	Z4	0.816	0.700	Valid
	Z5	0.739	0.700	Valid
Patient Loyalty (Y)	Y1	0.842	0.700	Valid
	Y2	0.888	0.700	Valid
	Y3	0.857	0.700	Valid
	Y4	0.872	0.700	Valid

Source: primary data processed by researchers in 2023

b) Reliabilityand AVE (Average Variance Extracted)

In the reliability test and validity criteria can also be seen from the construct and A valueverage Variance Extractedof each construct. A construct is said to have high reliability if the value is 0.70 and the AVE is above 0.50.

Table 4.7
Composite Reliability, Cronbach Alphaand AVE

Variable	Composite Reliability	Average Variance Extracted	Cronbach alpha
Quality of Health Services (X1)	0.875	0.638	0.809
Brand image (Brand Image) (X2)	0.895	0.699	0.856
Patient Satisfaction (Z)	0.895	0.631	0.852
Patient Loyalty (Y)	0.922	0.748	0.888

Source: primary data processed by researchers in 2023

Based on table 4.7, it can be said that all constructs meet the reliability criteria, this is shown by the Composite Reliability results >0.70 and is strengthened by the Cronbach alpha value of each variable >0.7, so it can be concluded that all variables have a high level of reliability. .

c) Structural Model Hypothesis Testing (Inner Model)

The structural model in PLS processing is evaluated using R Square for the dependent variable and the path coefficient value for the independent variable.
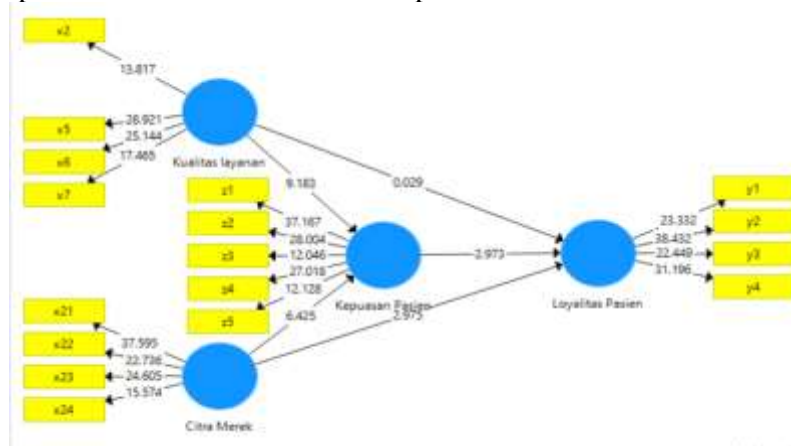

Figure 3. Boothstrapping (Inner Model)

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To see the significance value of the model, see table 4.8 as follows:

Table 4.8 Path Coefficients (Original sample, T-Statistic, P-Value)

Hypothesis	Influence	*Original Sample*	*T-Statistics*	*P-Value*	Results
H1	Quality of Health Services on patient satisfaction	0.580	9,183	0,000	Accepted
H2	Quality of Health Services on Patient Loyalty	-0.004	0.029	0.977	Not accepted
H3	*Brand Image*(Brand image) on patient satisfaction	0.398	6,425	0,000	Accepted
H4	*Brand Image*(Brand image) on patient loyalty	0.318	2,975	0.004	Accepted
H5	Patient satisfaction towards patient loyalty	0.465	2,973	0.004	Accepted
H6	Patient satisfaction mediates the quality of health services on patient loyalty	0.270	3,230	0.002	Accepted
H7	Patient satisfaction mediates brand image on patient loyalty	0.185	2,344	0.021	Accepted

Source: primary data processed by researchers in 2023

DISCUSSION
1. **The quality of health services influences patient satisfaction at Murni Teguh Sudirman Hospital, Jakarta.**
   The results of hypothesis testing in table 4.8 (H1) were accepted as shown by a p value of 0.000 < 0.05, this shows that there is a positive influence of health service quality on patient loyalty. So it can be interpreted that increasing the quality of health services will increase patient satisfaction. The research findings support research conducted by (Dewi, 2016) that service variables have a positive and significant effect on BPJS patient satisfaction at Slamet Riyadi Hospital. In line with research (Nuriyanti, 2019) the influence of service quality on BPJS patient satisfaction at Pangkep Regency Regional Hospital is 80.7%. This shows that high service quality will also be seen in higher patient satisfaction. Based on the results of this research, it is proven that the quality of health services provided at Murni Teguh Sudirman Hospital, Jakarta, can increase patient satisfaction. Of course, all employee staff at Murni Teguh Sudirman Hospital, Jakarta, must continue to improve. The Influence of Price Perception on Patient Satisfaction
2. **The quality of health services does not affect patient loyalty at Murni Teguh Sudirman Hospital, Jakarta.**
   Based on the output of the H2 hypothesis testing results which are shown with a value of 0.977 > 0.05, this shows that there is no influence between the quality of health services on patient loyalty, meaning that the quality of the services provided cannot directly influence patient loyalty at Murni Teguh Sudirman Hospital, Jakarta. This is not in accordance with Bajamal, Fullrton, and Taylor's research that the quality of health services is closely related to patient loyalty in returning to visit. However, this is different from the conditions at Murni Teguh Sudirman Hospital, Jakarta, even though the health services provided are good, it still cannot influence the increase in patient

loyalty to visit. These results support research conducted by Suratno et al. (Suratno, 2016) which states that service quality has no effect on service customer loyalty. This is also in accordance with research by Lili et al (Lili N, 2016) that the quality of health services does not have a direct effect on patient loyalty at Medika Permata Hijau Hospital, Jakarta.

3. **Brand Image has a positive effect on patient satisfaction at Murni Teguh Sudirman Hospital, Jakarta**

The results of research data processing show that Hypothesis (H3) shows a p value of 0.000 <0.05, which means that there is an influence of the Brand Image of MTSJ Hospital on patient satisfaction. These results support previous research conducted (Gunika, 2017) which stated that brand image had a significant effect on patient satisfaction at RSU Sinar Husni Medan. Research at the Wonogiri Amal Sehat Hospital (Yunida, 2016) also states the significant positive influence of hospital image on customer satisfaction, Dewanto et al. (Dewanto, 2014) in his research in Malang also found a significant relationship between brand image and patient satisfaction. (Yulianto, 2021) states that hospital image partially and significantly influences patient satisfaction.

4. **Brand Image has a positive effect on patient loyalty at Murni Teguh Sudirman Hospital, Jakarta**

The results of data processing show that Hypothesis (H4) shows a p value of 0.004 <0.05, meaning that there is an influence of brand image on patient loyalty at Murni Teguh Sudirman Hospital, Jakarta. This research supports what was previously carried out by RSUD in Madiun (Wahyuni, 2018) which showed the influence of brand image on interest in repeat visits to the hospital. Prasetyo et al. (Prasetyo, 2017) shows a significant positive relationship between brand image and patient loyalty. A good brand image will trigger patients to have more trust in the hospital, resulting in high loyalty.

5. **Patient satisfaction influences patient loyalty at Murni Teguh Sudirman Hospital, Jakarta.**

The results of the research processing output show that the p value is 0.004 <0.05, which means that there is an influence of patient satisfaction on patient loyalty at Murni Teguh Sudirman Hospital, Jakarta. This also supports previous research conducted by Haryeni et al. (Haryeni, 2019) shows that patient satisfaction has a significant positive effect on patient loyalty at RSUD in the city of Padang. Sha et al. (Sha, 2021) in China also found similar results. Listyorini et al. (Listyorini, 2021) also reported a significant relationship between patient satisfaction and patient loyalty.

6. **The quality of health services influences patient loyalty through patient satisfaction as a mediating variable at Murni Teguh Sudirman Hospital, Jakarta.**

This research shows the results of Hypothesis (H6) with a p-value of 0.021<0.05, which means that the quality of health services indirectly influences patient loyalty through patient satisfaction as a mediating variable. This shows that the quality of health services provided at Murni Teguh Sudirman Hospital Jakarta will further increase patient satisfaction which will have an impact on patient loyalty in making repeated visits to Murni Teguh Sudirman Hospital Jakarta. The results of this research support research (Alber, 2017) that customer satisfaction is a mediating variable between the two. Research by Situmorang and Jushermidan (2017) shows that there is a very strong indirect influence of service quality on customer loyalty with consumer satisfaction as a mediating variable.

7. **Brand Image(Brand Image) influences patient loyalty through patient satisfaction as a mediating variable at Murni Teguh Sudirman Hospital, Jakarta.**

The research results show that Brand Image has an indirect effect on patient loyalty with patient satisfaction as a mediating variable. Hypothesis results (H7) p value 0.002<0.05. The good image of RS Murni Teguh Sudirman Jakarta will increase patient satisfaction which has a significant impact on patient loyalty.

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This research supports previous research conducted by (Yunida, 2016) a study at Amal Sehat Wonogiri Hospital, the hospital image is known to have a positive effect on customer satisfaction and patient loyalty with similar things between satisfaction and loyalty. Research by Vimla et al. (Vimla, 2020) states that brand image has a significant direct and indirect relationship to loyalty.

4. CONCLUSION

The influence of health service quality and brand image on patient loyalty is mediated by patient satisfaction, at Murni Teguh Sudirman Hospital, Jakarta, the following conclusions can be drawn:1) The quality of health services has a positive effect on patient satisfaction, meaning that the better the quality of services provided, the patient satisfaction at Murni Teguh Sudirman Hospital Jakarta will increase. 2) The quality of health services does not influence patient loyalty, meaning that the quality of services provided cannot directly influence patient loyalty at Murni Teguh Sudirman Hospital, Jakarta. 3) Brand Image has a positive effect on patient satisfaction, meaning that a good brand image in the eyes of patients will increase patient satisfaction at Murni Teguh Sudirman Hospital, Jakarta. 4) Brand Image has a positive effect on patient loyalty, meaning that the better the brand image, the greater the loyalty of patients at Murni Teguh Sudirman Hospital, Jakarta. 5) Patient satisfaction has a positive effect on patient loyalty, meaning that increasing patient satisfaction at Murni Teguh Sudirman Hospital Jakarta has an impact on increasing patient loyalty. 6) The quality of health services has a positive effect on patient loyalty through patient satisfaction as a mediating variable at Murni Teguh Sudirman Hospital Jakarta, meaning that good quality health services will increase patient satisfaction which will ultimately have an impact on patient loyalty. 7) Brand Image has a positive effect on patient loyalty through patient satisfaction as a mediating variable at Murni Teguh Sudirman Hospital Jakarta, meaning that the better the brand image, the better the brand image can have an impact on patient satisfaction which ultimately increases patient loyalty at Murni Teguh Sudirman Hospital Jakarta.

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