Hospital Brand Image, Service Quality, and Patient Satisfaction in Pandemic Situation

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INDEXING

Keywords:

Hospital Brand
Image;
Service Quality;
Patient Satisfaction;

ABSTRACT

The aim of this research was to analyze the effect of hospital brand image, service quality and patient satisfaction on hospital service user in Denpasar, Bali. This study was conducted during the current pandemic. This study aimed at testing the important mediation role of service quality in relation to hospital brand image on patient satisfaction. This study took the research samples of 81 respondents who used medical services at hospitals in Denpasar. The simple random sampling technique was used to collect the data. The hypothesis test results show that hospital brand image positively, significantly influences patient satisfaction. Hospital brand image positively, significantly influences service quality. Service quality positively, significantly influences patient satisfaction.

Kata kunci:

Citra Merek Rumah
Sakit;
Kualitas Layanan;
Kepuasan Pasien;

Penelitian ini bertujuan untuk menganalisis pengaruh hospital brand image, kualitas pelayanan dan kepuasan pasien pengguna jasa rumah sakit di Denpasar Bali. Studi ini dilakukan pada saat masa pandemic saat ini. Studi ini juga bertujuan untuk menguji peran mediasi penting kualitas pelayanan dalam hubungan hospital brand image pada kepuasan pasien. Studi ini mengambil sampel penelitian sebanyak 81 responden yang menggunakan jasa pelayanan medis di Rumah sakit di Bali. Teknik sampling menggunakan simple random sampling dalam pengumpulan data. Hasil pengujian hipotesis menunjukkan bahwa hospital brand image berpengaruh positif signifikan pada kepuasan pasien. Hospital brand image berpengaruh positif signifikan pada kualitas pelayanan. Kualitas pelayanan berpengaruh positif signifikan pada kepuasan pasien.

INTRODUCTION

Research on customer behavior is still an interesting topic of study, thus it is necessary to study it more thoroughly in line with the development of pattern and interaction of customer with brand (Park, MacInnis, & Priester, 2006). Consumer behavior covers consumer's activities before purchase, during purchase process and after purchase and company's exploration of potential customer. One of the topics studied in learning consumer behavior is the relationship of service quality with brand image (Papista & Dimitriadis, 2012).

Brand image affects customer decision (Wu, 2011a). Brand image inherent in consumer is a continuous process created by organization and a creation of value for customer (Rajagopal, 2007). The digital era, as marked with good technology utilization, and the availability of services easily accessed by customer make service provider gives superior services. The effort carried out by company in building good brand image includes through understanding the types of company's customers (Tanford, Raab, & Kim, 2011). Good brand image also encourages organization to create service quality. The study conducted by Hess and Story (2005) states that customer will have satisfaction higher than what company expects if the organization provides better services.

The study conducted by Sahin, Zehir, and Kitapçı (2011) shows the results that brand trust, brand experience and satisfaction affect brand loyalty. Meanwhile, Eric Aysel, Sevtap, Candan, and Hatice (2012) in their study find that brand satisfaction and brand trust affect the commitment and desire to repurchase a product, thus it affects loyalty. Patient satisfaction becomes service company's focus in developing its business (Abekah-Nkrumah, Yaa Antwi, Braimah, & Ofori, 2020).

This study focuses on health services. Patient satisfaction is the variable tested in this study with hospital brand image and hospital service quality as the antecedents. This study also empirically proves the effect of hospital brand image on service quality and patient satisfaction. The test on important mediation role of hospital service quality in empirically proving the relationship of hospital brand image with patient satisfaction is also empirically proven in this study.

Brand is a valuable intangible asset that is difficult to imitate, and helps organization achieve excellent continuous performance (Roberts & Dowling, 2002). Brand image is a combination of quality felt and dimensions of brand. Brand image is also perception of brand retained by customer's memory that reflects customer's whole impression. Positive brand image is an important part of company's capability of maintaining its market position. This study measures the brand image of hospital. Hospital brand image is the accumulation of patient's belief, ideas, and impression of the services given by hospital. The brand inherent in hospital is also determined by medical examination process and treatment experience (Kim, Kim, Kim, Kim, & Kang, 2008). Furthermore, hospital brand image has strategic function. Through marketing strategy, brand image inherent in hospital can be used to help improve organization's relative position (Wu, 2011a). Therefore, beneficial hospital brand image helps strengthen patient's intention to choose hospital.

Brand image affects customer satisfaction. Satisfaction is customer response to fulfillment of their needs. Satisfaction is the assessment of products or services that successfully satisfy their needs at satisfactory level, either below or above expectation (Oliver, 1999). The affective experience approach views that satisfaction level is influenced by positive and negative feeling that customer associates with certain service after it has been chosen by the customer (Hasan, 2008). It is further explained that satisfaction is an affective response to buy a situation. Satisfaction is also a positive affective reaction for the result of previous experience, since satisfaction is derived from the attitude formed partially from previous experience. Based on previous theoretical studies and research, the following hypothesis can be developed.

H1: Hospital brand image positively, significantly influences patient satisfaction.

Service quality is closely related to service attitude and decision in fulfilling customer's expectation (Guo & Wang, 2015). Service quality is also organization's choice of decision that is related to service superiority. The concept of service quality is viewed as the level and direction of compatibility between consumer's perception and expectation. Customer forms expectation before they obtain service that they will choose. Consumer develops perception during service delivery process, and compares the perception with the expectation that will be received, and then evaluates the result of the service (Wu, 2011b). Tan, Wong, Lam, Ooi, and Ng (2010) define service quality as a process of service delivery that must meet customer's

requirements and expectation. In this perspective, service quality can be viewed as the measure of how good the level of service delivered according to customer's expectation.

Kotler and Keller (2012) explain that service quality must start with customer's needs and end with customer's perception. The concept of service quality is closely related to good service quality given by organization. Good service quality is not viewed from service provider's perception, but based on customer's perception. Customer's perception of service quality is a thorough assessment of the superiority of service provided by organization to customer. This study tests the concept of service quality given by hospital. The context of service quality given by hospital in this case is health care service. The study conducted by Woodside, Frey, and Daly (1989) explains hospital service quality as the gap between the expectation of and perception received by patient. Expectation is treated when patient thinks of what is offered by hospital, such as medical service. Perception can be viewed as evaluation of medical service for patient and relative attribute of the expectation received by patient. Hospital service quality depends on the balance between patient's perception and expectation. Based on previous theoretical studies and research, the following hypothesis can be developed.

H2: Hospital brand image positively, significantly influences hospital service quality.

Satisfaction is the focus of organization's strategy in maintaining customers. Satisfaction can be achieved through, among others, customer trust, so that it will lead to loyalty to the product or service chosen. If organization gives better satisfaction than what customer expects, trust will be created in service quality felt by customers. The study conducted by Sahin et al. (2011) shows the results that customer satisfaction affects loyalty. Meanwhile, Eric Aysel et al. (2012) explains that satisfaction can affect customer's commitment and desire to repurchase a product. Customer satisfaction is the focus of organization in developing the choice of strategy for development in facing the change in quite strict competition. The study conducted by Padma, Rajendran, and Sai Lokachari (2010) explains that customer satisfaction is organization's strength, objective and driver in making strategy creativity, so as to lead to loyalty customer and excellent performance. Customer satisfaction can be examined when customer has used company's product or service.

This study tests the relationship between hospital service quality and patient satisfaction. In some previous researches, service quality is commonly called SERQUAL. Parasuraman (1998) explains five dimensions SERVQUAL consisting of, first, responsiveness, that is organization's capability to quickly and appropriately respond to customer. Second, tangibles, that is organization's capability to prepare physical facilities and infrastructure to serve customer. Third, reliability, that is organization's capability to provide reliable service to customers. Fourth, assurance, that is assurance from organization in delivering knowledge, and employees' capability to create customer trust in organization. Fifth, empathy, that is organization's concern about customer, understanding of customer's needs and the convenience of customers of service provided by organization.

Some other researchers study the relationship of service quality with satisfaction. The research results find that high service quality is strongly correlated with customer satisfaction, such as that in the study conducted by (George & Kumar, 2014; Rashid, Rani, Yusuf, &

Shaari, 2015; Sanyal & Hisam, 2016). This study tests service quality and satisfaction in health service sector, particularly the relationship between service quality and patient satisfaction. Woodside et al. (1989) in their study find that patient satisfaction serves to intervene service quality and behavioral intention. Meanwhile, Anderson and Sullivan (1993) find satisfaction as a certain factor in determining loyalty customer. Meanwhile Sanyal and Hisam (2016) proves that there is a close relationship between service quality and customer satisfaction. Based on the literature review and previous researches and study, the following hypothesis can be developed.

H3: Hospital service quality positively, significantly influences patient satisfaction.

Based on figure 1. previous study and literature review, the empirical research model can be developed

Figure 1. The Empirical Research Model

RESEARCH METHOD

This study used quantitative approach, that is used to test the causality of relationship between research variables and measure the concept and as the base of hypothesis making. The data collection technique used was survey. The instrument used in the survey was questionnaire. This study was conducted on the patients of hospitals in Denpasar, Bali. The samples in this study were taken through survey using link on Google Form with out-patients of public hospitals in Denpasar Bali. The number of samples studied was 81 patients, who were sampled using simple random sampling. Hospital brand image, according to Kim et al. (2008), is the accumulation of patient's belief, ide, and impression of services provided by hospital. The hospital brand image was measured in this study using Likert scale 1 - 5.

Scale 1 shows strongly disagreeing response, and scale 5 shows strongly agreeing response. The indicators in measuring hospital brand image in this study were, among others: hospital's good reputation, superiority of hospital's facilities, hospital's convenient environment, and hospital's excellent service. Service quality is the difference obtained from comparing the expectation of and the reality received by patient (Zeithaml, Parasuraman, & Malhotra, 2001). Hospital service quality in this study was measured using five dimensions reflected in the indicators of each dimension. The five indicators were measured using Likert scale 1 - 5. Scale 1 shows strongly disagreeing response, and scale 5 shows strongly agreeing response. The five indicators of hospital service quality are, among others: availability of sufficient physical facilities and equipment, speed of service provision for patient, reliability

of medical workers and doctors, hospitality of service provided by medical workers and good care for patient.

Satisfaction is the level of feeling in which a person states the result of comparison between the performance received and his expectation (Kotler & Keller, 2012). Patient satisfaction in this study was measured using Likert scale 1 – 5. The indicators of patient satisfaction in this research are, among others: satisfaction of nurse service, satisfaction of the use of medical instruments, satisfaction of administrative service, and desire to reuse hospital's service..

RESULT AND DISCUSSION

Validity and Reliability Tests

This study tests the research hypotheses using SPSS program. The initial test was carried out by viewing validity and reliability tests. SPSS program was used to test the hypotheses using path analysis. The first test was instrument test, carried out to view the validity and reliability of an instrument. The result of validity and reliability tests on the instruments was examined using SPSS by viewing the loading factor value on the rotated component matrix of each instrument. The results of validity test show that each instrument has loading factor value > 0.6 , thus we may conclude that the instruments were statistically valid. Meanwhile, the reliability test shows that the Cronbach alpha value of each variable shows > 0.6 , thus we may conclude that each variable was statistically reliable. The results of validity and reliability tests on the hospital brand image, hospital service quality and patient satisfaction variable are explained in table 1 below.

Table 1. Result of validity and reliability test

	Component			Cronbach alpha
	1	2	3	
image1			0.814	0.848
image2			0.795	
image3			0.755	
image4			0.749	
servqual1	0.601			0.887
servqual2	0.875			
servqual3	0.895			
servqual4	0.885			
servqual5	0.877			
satis1		0.769		0.880
satis2		0.865		
satis3		0.848		
satis4		0.828		

Hypothesis Test Result

The empirical test on hypothesis 1 through hypothesis 3 in this study was conducted using path analysis. Path analysis tests the role of mediation regression, as explained in table 2, table 3, and table 4. The results of test on hypothesis 1 through hypothesis 3 are explained below.

Table 2. Regression for hospital brand image on patient satisfaction

Hospital brand image and patient satisfaction	Predictor Variables	β unstd.	β std.	t	Sig
Dependent variable : Patient satisfaction Adj. R ² 0.328 - sig 0.000	Hospital brand image	0.549	0.580	6.331	0.000

Table 3. Regression for hospital brand image on hospital service quality

Hospital brand image and hospital service quality	Predictor Variables	β unstd.	β std.	t	Sig
Dependent variable : hospital service quality Adj. R ² 0.489 - sig 0.000	Hospital brand image	0.876	0.704	8.810	0.000

Table 4. Mediating Regression for hospital brand image, hospital service quality on patient satisfaction

Path analysis	β unstd.	β std.	Result
Hospital brand image - Hospital service quality	0.876	0.704	H1 supported
Hospital brand image - patient satisfaction	0.549	0.580	H2 supported
Path analysis Hospital brand image - Hospital service quality - patient satisfaction	0.704 x 0.580 = 0.408		H3 supported

The result of *H1* test on the influence of hospital brand image on patient satisfaction is shown in Table 2. Table 2 shows the result of regression coefficient value of the influence of hospital brand image on patient satisfaction of 0.580 ($t = 6.331 > 1.96$) with significance value ($0.000 < 0.05$). The test on *H1* indicates that hospital brand image positively, significantly influences patient satisfaction. Hypothesis 1 is accepted. The result of *H2* test on the influence of hospital brand image on hospital service quality shows the result of regression coefficient value of 0.704 ($t = 8.810 > 1.96$) with significance value ($0.000 < 0.05$). The result of *H2* test indicates that hospital brand image positively, significantly influences hospital service quality. Hypothesis 2 is accepted.

The result of *H3* test on the influence of hospital brand image on patient satisfaction with hospital service quality as mediation shows the result of regression coefficient value of 0.408. The result of *H3* test indicates that hospital service quality positively, significantly mediates the relationship of hospital brand image with patient satisfaction. Hypothesis 3 is accepted.

Discussion

This research result supports the finding of previous study that brand is determined by service provided by medical workers (Kim et al., 2008). Furthermore, the finding of this study is also in line with previous finding stating that hospital has strategic function through its ability to build brand image in improving organization's relative position (Wu, 2011a). The test on other hypothesis finds that hospital brand image positively, significantly influences service quality. This research finding supports previous study that service quality is closely related to customer's expectation (Guo & Wang, 2015). This study result confirms previous study that consumer will develop their perception in the process of service delivery and then evaluate the result of service (Wu, 2011b).

The result of hypothesis test also finds that hospital service quality positively, significantly affects patient satisfaction. This study finding supports previous study conducted by Woodside et al. (1989) that patient satisfaction intervenes service quality and behavioral intention. This study also supports the result of research conducted by Anderson and Sullivan (1993) that satisfaction is the determinant factor in determining customer loyalty. The study conducted by Sanyal and Hisam (2016) is also in line with the result of this study that there is a close relationship between service quality and customer satisfaction.

The results of this study indicates that it is necessary to improve hospital brand image through improving hospital's good reputation, improving hospital's excellent facilities and provision of hospital's convenient environment. Theoretically, this proves the dimensions of SERVQUAL developed by (Parasuraman, 1998). The dimensions are, among others, tangibles, reliability, responsiveness, emphatic and assurance. The results of this study recommend development of more comprehensive empirical research model, the concept of brand image, service quality and satisfaction so that later it can be tested in different scope of samples, considering that this study was conducted during the current Covid-19 Pandemic. It is also necessary to consider the limitation of the number of samples and sampling technique of the research.

CONCLUSION

This study empirically proves the influence of hospital brand image on service quality and patient satisfaction. In addition, this study also tests the role of important mediation of hospital service quality in proving empirically the relationship of hospital brand image with patient satisfaction. This research gives an important contribution to testing the influence of hospital brand image on service quality and patient satisfaction. The results of this study also have practical and theoretical implications. Practically, the results of this study recommend hospital management to continuously improve their image through provision of good services, so that patient satisfaction will be maintained. The results of this study also recommend that hospital brand image directly and indirectly improves patient satisfaction.

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