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## Influence of Brand Image and Relationship Quality on Patient Satisfaction (Survey of Outpatients of Hermina Pasteur Hospital Bandung)

**Aji Ramadhan<sup>1</sup>, Feby Febrian<sup>2</sup>, Agus Mulyana<sup>3</sup>**

<sup>1</sup>Universitas Winaya Mukti, Jawa Barat, Indonesia, [febunwim@gmail.com](mailto:febunwim@gmail.com)

<sup>2</sup>Universitas Winaya Mukti, Jawa Barat, Indonesia, [obelix9008@gmail.com](mailto:obelix9008@gmail.com)

<sup>3</sup>Universitas Winaya Mukti, Jawa Barat, Indonesia, [amalagusmulyana@gmail.com](mailto:amalagusmulyana@gmail.com)

Corresponding Author: [obelix9008@gmail.com](mailto:obelix9008@gmail.com)<sup>2</sup>

**Abstract:** Aji Ramadhan, 2023. The Influence of Brand Image and Relationship Quality on Patient Satisfaction (Survey on Outpatients of Hermina Pasteur Hospital Bandung), Thesis of the Winaya Mukti University Postgraduate Program, Master of Management Study Program, under the guidance of Dr. Nut Wuri Andayana, Apt., MMRS and Dr. Annisa Fitri Anggraeni, SE, MM, CISA. The development of the service industry sector, including health services, is inseparable from the demands of the community to continue to get quality health services. Various efforts have been made to improve health development that is better and more efficient and efficient, so that it can reach all levels of society. This study aims to determine and analyze the effect of brand image and relationship quality on the satisfaction of outpatients of Hermina Pasteur Bandung Hospital. The results of this study are expected to be input for Hermina Pasteur Hospital in organizing health services, especially in increasing satisfaction. The research method used is descriptive and verification analysis. The data collection used is an interview using a questionnaire accompanied by observation and literature techniques, sampling using consecutive sampling. Data collection in the field was carried out in 2023. Data analysis techniques using Path Analysis. The results showed that in general, brand image, relationship quality, and patient satisfaction tended to be quite good. There is an influence of brand image and relationship quality on patient satisfaction both simultaneously and partially at Hermina Pasteur Hospital. Hermina Pasteur Hospital must carry out service recovery for patient complaints or complaints quickly, so as not to cause dissatisfaction from patients, to handle patient complaints quickly the hospital can form a customer care program.

**Keywords:** Brand Image, Quality Relationships, Patient Satisfaction

### INTRODUCTION

Nowadays, companies, in this case hospitals, are facing an era of intense competition. Rapid developments in all fields have bring changes to people's lives. Development will have

difficulty running smoothly If condition its people Which not enough Healthy so that government demanded to be able to run quality and quality health services so that they can be relied on by the community when needed. A high ratio of sick people in a population will reduce the competitiveness and productivity of the area when compared to areas with a low ratio of sick people (Cole & Neumayer, 2017). Therefore, efforts to maintain a healthy state in the population are very important and are an inseparable part of the role of nurses and doctors in hospitals.

Today's society is more educated and knowledgeable. This is a challenge as well as an opportunity for hospitals engaged in the service sector to not only satisfy consumers but also listen to what consumers want in this case called patients. According to the Regulation of the Minister of Health of the Republic of Indonesia Number 69 of 2014 about Obligation House Sick And Obligation Patient, in Chapter 24 containing "The Hospital's obligation to respect and protect patient rights by enforce regulation And standard House Sick, do services that are oriented towards patient rights and interests, as well as monitoring and evaluating their implementation.

Hospital business management, including Hermina Hospital, is required to make continuous adjustments in line with changes that occur in the business environment. Health institutions such as hospitals must also be able to act as institutions that provide health services to the community who need them and are also required to improve quality health services. Quality health services must also be supported by affordable prices. In other words, the costs incurred by patients to obtain good quality health services must be in accordance with what is expected so that satisfaction arises for customers or patients.

The competitive situation in serving patients at several hospitals in Bandung City requires Hermina Hospital to be able to provide quality services and can satisfy the expectations desired by patients. Therefore, its management must be carried out properly because of the involvement of various elements such as physical appearance, personal contact services (doctors, nurses/therapists, laboratory staff, radiology, pharmacy, administration and finance including vehicle parking conditions) that influence a patient's choice to come and use the services offered. Service quality greatly determines the level of consumer satisfaction. Satisfaction is a feeling of pleasure or disappointment of a consumer that arises from comparing the perceived performance of the service to consumer expectations (Kotler And Keller, 2016). The more tall quality of service so the higher it gets satisfaction Which accepted consumer. Consumer must satisfied because if they No satisfied will leave company And become competing consumers will have a negative impact on the company's development (Tjiptono, 2020).

The more Lots House Sick moment This Which offer service health preventive (prevention) and promotive (improvement), such as: inspection For *check up, pap smear, And fitness center*. With thus, service health on A House Sick moment This to front No only accept person Sick will but the target is society Which with consciously carry out prevention, by conducting regular checks routine. Matter This in line with opinion Trisnantoro (2017:346), that philosophy House Sick is No expect person Sick, but increase preparation to possibility Sick And increase public health.

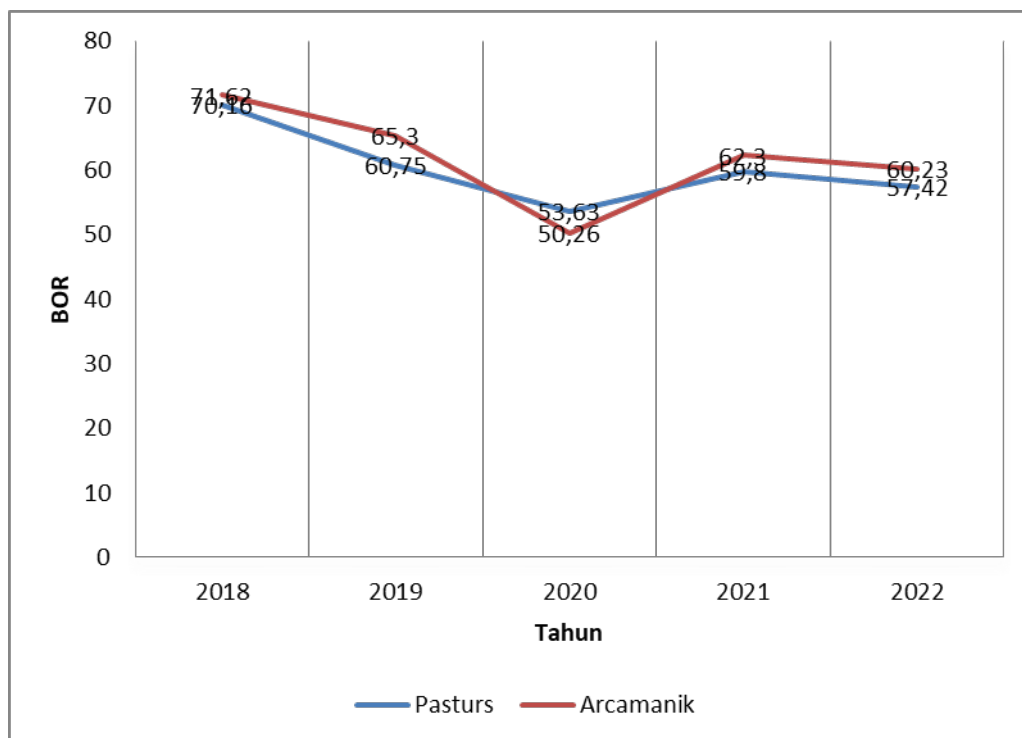
The development of the service industry sector, including health services, is inseparable from the demands of the community to continue to obtain quality health services. Various efforts have been made to improve better, more effective and efficient health development, so that it can reach all levels of society. For this reason, efforts are needed to improve the quality of resources, improve equipment and medicines and improve the appearance of the Hospital.

General hospitals as one of the health service institutions, play a very important role in health development. General hospitals have a mission to provide quality and affordable health services. by public in frame increase degrees Health community, and special missions are aspirations that are set and desired to be achieved by the owners of public hospitals.

General hospitals are hospitals that provide health services for all types of diseases from basic to specific. According to the Decree of the Minister of Health of the Republic of Indonesia No. 983 of 1992, the main task of general hospitals is to carry out health efforts in an efficient and successful manner with prioritize effort healing (curative) And recovery (rehabilitative) which implemented in harmony and integrated with effort improvement (promotive) and prevention (preventive) and implementing referral efforts. In order to organize the general hospital service system, improvement and development of health services and the function of general hospitals. The Indonesian Ministry of Health determines hospital service standards which contain the following criteria important about type discipline the service that related especially with the structure and process of service. In addition, improving health services is not solely determined by the availability of good physical facilities. But what is more important is the mental attitude and quality of professionalism of the personnel who serve it.

Patient visits to Hermina Hospital in the last 5 years based on BOR (*Bed Occupancy Rate*) or bed usage figures vary greatly, this can be seen from the efficiency of Hermina Pasteur and Arcamanik Hospitals in Bandung City as follows

**Data Visit Patient House Sick Hermina Based on BOR (*Bed Accupancy Rate*)**



Part Record Medical House Hermina's illness, 2022

This study chose Hermina Pasteur Hospital as the object of research based on the fact that the use of beds (BOR) tends to decrease compared to Hermina Arcamanik Hospital. RSIA Hermina Pasteur Bandung, located in Bandung, is one of the private hospitals in West Java class B, in order to maintain the accreditation recognition. In 2016, this hospital changed into a general hospital with the consideration of further expanding the scope (*captive market*) along with the entry of the National Health Insurance era. Hermina Pasteur Hospital's existence is needed to provide health services to the community. Hermina Pasteur Hospital continues to make efforts to improve quality as an initial step in the *continuous quality improvement process* in health services. This is a manifestation of providing the best service with applicable service standards, both standards set by the government and professional organizations, which prioritize *excellent service* in ensuring the quality and quality of general hospital services and

the quality of professional medical personnel services, so doctors and nurses are required to have good and quality performance.

Relationship *quality* very important observed by the house Sick, Because existence interaction between patient And House Sick, approach marketing that only transactional *marketing* with the target of high sales in the short term becomes less supportive of business practices. Relationship quality emphasizes customer recruitment and maintenance (retaining) through improving the company's relationship with its customers. As stated by Chen, Chiu, Chen, and Liao (2017:17) state that quality relation is approach comprehensive to create, maintain and enhance relationships with consumers.

*Brand image* is an important factor for patients that forms consumer perceptions about service quality. Impressions or what is in Consumers' minds will influence consumers' assessment of service quality. *Brand image* of a service can be positive or negative, depending on personal experiences or stories from others about a service in this case hospital services. (David, et al. 2018).

Image the brand will become factor determinant existence satisfaction customers who will increase customer loyalty, so they will become loyal customers. *Brand Image* is a collection of brand associations that are formed and attached to the minds of consumers. Consumers who are accustomed to using a particular brand tends to have consistency towards *the brand image*. Brand image is the perception and belief carried out by consumers, such as reflected in association Which happen in memory consumer (Kotler and Keller, 2016:346).

In addition to influencing the perception of service quality, *brand image* also influences satisfaction. Andreassen and Lindestad (2018) stated that *brand image* is one of the factors that influences satisfaction. Satisfaction is a feeling of pleasure or disappointment after someone compares the performance (results) of a product that is thought to the expected performance (or results) (Kotler and Keller, 2016). Furthermore, *brand image* not only influences patient satisfaction and patient perceptions of hospital service quality, but also influences patient loyalty. Setiyowati, et al. (2018) stated that brand image is one of the factors that influences patient loyalty in reusing hospital health facilities. Loyalty can be interpreted as repeated reuse of services by patients. Tjiptono (2020) stated that loyal customers are very valuable to a business and competitors will find it difficult to win them.

Based on the background presented above, the researcher is interested to find out and research further about *brand image*, *customer satisfaction* and *relationship quality* . The title of the proposed research is "**The Influence of Brand Image, Customer Satisfaction and Relationship Quality**". **Brand and Quality Relation to Patient Satisfaction (Survey on Outpatients at Hermina Pasteur Hospital, Bandung)**.

## METHOD

This research method uses a survey, namely research that... conducted on large or small populations, but the data studied is data from samples taken from the population, so that relative, distributive events and relationships between sociological and psychological variables are found (Sugiyono, 2018:7), the survey used is descriptive in nature and verification. The descriptive survey method is a method research that aims to obtain an overview of the characteristics of variables.

The existence of a hypothesis that will be tested for its truth through this research, then the type of research used is *explanatory research* , namely research that intends to explain the position of the variables studied and the relationship between one variable and another (Sugiyono, 2018: 11). Research This is of a verifiable nature, basically it wants to test the truth of a hypothesis which is carried out through data collection and data processing, so that the relationship or influence between the variables studied is known.

In this study, there are three main variables to be studied, namely variables X1 , X2 , and Y. These variables are as follows:

1. Image brand as a free variable ( *independent* ) (X<sub>1</sub>). The *independent variable* (X<sub>1</sub> variable) free) is the variable that influence or Which become due to changes or the emergence of dependent variables.
2. Quality relation as a free variable ( *independent* ) (X<sub>2</sub>). The *independent variable* (free variable) is a variable that influences or causes changes or the emergence of the dependent variable.
3. Satisfaction patient as a *dependent variable* (bound variable) (Z) is a variable that is influenced or is the result of the presence of an independent variable.

According to Sugiyono (2018;115) population is "A generalization area consisting of objects or subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn". In this study, the population is all outpatients who seek treatment at Hermina Pasteur Hospital. Based on secondary data, outpatient visits to Hermina Pasteur Hospital per month are 5,016 people.

A sample is a part of the number and characteristics possessed by the population. If the population is large and the researcher cannot study all of the population, for example due to limited funds, manpower and time, then the researcher can use a sample taken from that population. What is learned from the sample, the conclusion will be applied to the population. For that reason, the sample that must be taken is truly *representative* (representative). The sample taken in this study was outpatients at Hermina Pasteur Hospital.

The sampling technique in this study was *consecutive sampling*. In *consecutive sampling* , all subjects who come and meet the selection criteria are included in the study until the required number of subjects is met. *Consecutive sampling* is the best type of *nonprobability sampling*, and is often the easiest, using technique the, so population own chance Which The same to conduct research that meets the inclusion criteria is used as a research sample Sugiyono (2018:314).

The sample used for questionnaire measurement is part from patient population take care the way in House Sick Hermina Pasteur. Meanwhile, to determine the number of samples (n) taken from the number of outpatient visits per month, the average is 5,016 people. To take the number of samples, the author uses the Slovin formula, which is as follows:

$$n = \frac{N}{1 + N(d)^2}$$

Information :

- n = Size Sample
- N = Size Population
- d = Level distrust Which wanted

So calculation sample with level trust Which wanted of 10% is as follows:

$$n = \frac{N}{1 + N(d)^2}$$

$$n = \frac{5.016}{1 + 5.016 (0.1)^2}$$

$$n = \frac{5.016}{51.16}$$

$$n = 98.04$$

Based on calculation in on can mentioned that amount sample for study This is as much as 98.04 respondents. In study This, 100 respondents were taken with the consideration of avoiding *sampling error*, meaning the more big the sample that taken, the more small *standard*

error , Also If the sample taken is larger, the population distribution will be more normal (Trihendradi, 2016: 27).

Based on calculation on, obtained sample minimum as much as 100 outpatients at Hermina Pasteur Hospital.

Based on the purpose of this study, the variables analyzed are independent variables, namely brand image and relationship quality (variable X) while the dependent variable is patient satisfaction (Y). In this study, what will be tested is how much influence competence and motivation have on the performance of paramedics.

The main hypothesis proposed in this study is as follows "brand image and relationship quality have an effect on patient satisfaction". Based on the conceptual hypothesis proposed, it can be seen that the relationship between variables can be a causal relationship and multiple regression or regression. simple. With thus equality regression multiple is

:  $y = f(X_1, \dots, X_k, \beta)$  and the simple regression equation is:  $y = f(X; \beta)$ . Through the paradigm and regression equation, the conceptual hypothesis will be tested through path analysis . In this case  $\rho_{YX1}, \rho_{YX2}$  , is the path coefficient. The structure of the relationship between these variables can be expressed in the equation, namely :  $Y = \beta_{yx1} \cdot X_1 + \beta_{yx2} \cdot X_2 + \epsilon$

The major hypothesis of this research as stated above is that brand image and relationship quality have an effect on patient satisfaction. If the research hypothesis is stated in a statistical hypothesis, then:

$H_0 : \rho_{YX1} = \rho_{YX2} = 0$  image brand And quality relation No have an impact on patient satisfaction

$H_1 : There is at least a \rho_{YXi} \neq 0, i \neq 1, 2,$  brand image and relationship quality affect patient satisfaction.

## RESULTS AND DISCUSSION

In this sub-chapter, the results of research on the influence of brand image and relationship quality on patient satisfaction will be presented. (survey on patients Outpatient Care at Hermina Pasteur Hospital Bandung).

### Perception Outpatient About Brand Image at Hermina Pasteur Hospital

Every company has an image that is consciously or unconsciously attached to the company. There are many goods or services produced by the company. so strong image in mind its consumers. Image No come by itself but rather formed by society, from the company's communication and openness efforts in an effort to build the expected positive image. Efforts to build an image cannot be done haphazardly at a certain time, but are a long process. Brand image variables are measured using four dimensions, namely awareness of brand image. company, introduction image company, impression quality, and brand associations with the number of indicators (question items) that as many as six question items were used in the form of a questionnaire. given to 100 respondents to answer it.

The following are the results of respondents' answers to the brand image variable in outpatient care at Hermina Pasteur Hospital. as measured by the dimension of awareness of corporate image, introduction image company, impression quality, And associations brand can be seen in the following table:

Recapitulation Answer Variables Image Brand in Outpatients at Hermina Pasteur Hospital (n=100)

No	Statement	Frequency Answer					Score	Ave rage
		STS (1)	TS (2)	KS (3)	S (4)	SS (5)		
1	Whether You know that Hermina Pasteur Hospital Bandung is a general hospital	17	4	6	32	41	376	3.76
2	Hermina Hospital Health Services Pasteur Bandung has a reputation that Good in public	0	23	26	34	17	345	3.45
3	Hermina Hospital always be the first health service appear in thought I and I choose, if I want get medical treatment or treated	9	8	26	49	8	339	3.39
4	I am very impressed with the health service in RS Hermina Pasteur Bandung which satisfying	18	13	31	32	6	295	2.95
5	I will tell you about my good impressions during the service I received. health in RS to person other	19	22	22	34	3	280	2.80
6	I would recommend to others for treatment to Hermina Pasteur Hospital Bandung	9	16	17	44	14	338	3.38
Total answer		72	86	128	225	89	3.29 (65.80 )	
Total weight		72	172	384	900	445		
Percentage (%)		3.65	8.72	19.46	45.62	22.55		
		31.83			68.17			
Total Score		1973						
Average Score		328.83						

Source : Questionnaire Which processed, 2023

Based on the table above, it can be seen that for the brand image variable in outpatient care at Hermina Pasteur Hospital, the total score is 1973 with an average score of 328.83 , and the details of the results are as follows:

- a. Respondents Which answer scale 1 (very No agree) as big as 3.65%.
- b. Respondents Which answer scale 2 (No agree) as big as 8.72%.
- c. Respondents Which answer scale 3 (not enough agree) as big as 19.46%.
- d. Respondents Which answer scale 4 (agree) as big as 45.62%.
- e. Respondents Which answer scale 5 (very agree) as big as 22.55%.

Outpatient patient response recapitulation results about Brand image at Hermina Hospital Pasteur Bandung Which measured with dimensions awareness will image company, introduction image company, impression quality, And associations brand show index average variable as big as 3.29 or 65.80% Which means image brand in take care road House Sick Hermina Pasteur according to part big patient interpreted is at on enough category Good.

The highest score was on the questionnaire regarding knowing that Hermina Hospital is House Sick general, And service health RS Hermina own good reputation in society, while the lowest value was on the questionnaire about No will tell impression Which Good during get service health in RS Hermina Pasteur Bandung to person other, And not enough impressed with service health in RS Hermina Pasteur Bandung.

**Quality Relation in House Sick Hermina Pasteur**

Marketing that adheres to *transaction marketing* views the marketing process as having ended when a sale and purchase transaction occurs. While in relationship marketing, it pays attention to ongoing transactions, establishing, maintaining and strengthening the value of relationships with customers as a basis for relationships. Several studies have proven the importance of building relationship quality *by* companies through several dimensions, namely trust, commitment ( *commitment* ), And satisfaction ( *satisfaction* ) Which hold role key for the success of long -term *relationships* between sellers and buyers which will ultimately create customer loyalty.

The following are the results of respondents' answers to the quality variable. Relationship at Hermina Pasteur Hospital which is measured by the dimensions of communication, trust, adaptation, commitment, implementation, cooperative, and comfort can be seen in the following table:

Recapitulation Answer Variables Quality Relationship at Hermina Pasteur Hospital (n=100)

No	Statement	Frequency Answer					Score	Ave rage
		STS (1)	TS (2)	KS (3)	S (4)	SS (5)		
7	System Which enforced in the hospital can be done with easy	6	15	17	40	22	357	3.57
8	Information Which delivered Already clear	3	18	12	37	30	373	3.73
9	Service Which given fair without looking at socio-economic status	4	15	9	46	26	375	3.75
No	Statement	Frequency Answer					Score	Ave rage
		STS (1)	TS (2)	KS (3)	S (4)	SS (5)		
10	Process diagnosis disease the patient was treated according to procedure Which set	7	30	25	26	12	306	3.06
11	Doctor take care road skilled in Work	0	6	25	30	39	402	4.02
12	Nurse skilled in Work	6	19	10	38	27	361	3.61
13	Staff House sick to have competence Which adequate	4	15	12	41	28	374	3.74
14	Doctor behave polite in doing inspection	5	13	14	37	31	376	3.76
15	Procedure reception patient take care simple way	5	29	19	33	14	322	3.22
16	Information Which given to patient accurate	4	19	25	43	9	334	3.34
17	Timetable inspection the right doctor time (in accordance with Which scheduled)	5	17	20	46	12	343	3.43



18	Handling administrative affairs Already in accordance procedure	6	18	16	40	20	350	3.50
19	Facility Supporter which is available in outpatient care adequate	4	23	7	47	19	354	3.54
20	Appearance physique officer take care road interesting	6	17	17	41	22	359	3.59
21	Equipment medical Which there is according to the standard House Sick	3	21	9	52	15	355	3.55
22	Supply drugs what is needed is available with complete	7	16	40	31	6	313	3.13
23	Officer service registration provides services with fast	6	29	19	31	15	320	3.20
24	Doctor fast responsive in resolve patient complaints	6	26	17	35	16	329	3.29
25	Nurse fast responsive in resolve patient complaints	4	28	12	41	15	335	3.35
26	Officer Which serve the payment process provide services with fast And responsive	7	34	18	30	11	304	3.04
27	Timetable inspection doctor in the outpatient room always appropriate	11	19	26	42	2	305	3.05
28	Speed get service Already fast	11	15	17	45	12	332	3.32
No	Statement	Frequency Answer					Score	Ave rage
		STS (1)	TS (2)	KS (3)	S (4)	SS (5)		
29	Speed in process administration payment	2	17	48	27	6	318	3.18
30	Speed For get service doctor	6	13	37	37	7	326	3.26
31	Speed patient to get results inspection support	11	13	38	26	12	315	3.15
32	Condition room check patient in House comfortable sick	5	8	12	51	24	381	3.81
33	Condition of the room where the room is located Wait patient Already clean	5	16	4	45	30	379	3.79
34	Room Wait patient in a comfortable hospital	11	13	19	41	16	338	3.38
Total answer		160	522	544	1079	498	3.44 (68.80 )	
Total weight		160	1044	1632	4316	2490		
Percentage (%)		1.66	10.83	16.92	44.76	25.82		
Total Score		9642						

Average Score	344.36	
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Source : Questionnaire Which processed, 2023

Based on Table 4.45 in on can seen that For The variable of relationship quality in outpatient care at Hermina Pasteur Hospital has a total score of 9642 with an average score of 344.36 , and the details of the results are as follows:

- a. Respondents Which answer scale 1 (very No agree) as big as 1.66%.
- b. Respondents Which answer scale 2 (No agree) as big as 10.83%.
- c. Respondents Which answer scale 3 (not enough agree) as big as 16.92%.
- d. Respondents Which answer scale 4 (agree) as big as 44.76%.
- e. Respondents Which answer scale 5 (very agree) as big as 25.82%.

Outpatient patient response recapitulation results about quality relationships at Hermina Pasteur Hospital as measured by the dimensions of communication, trust, adaptation, commitment, implementation, cooperative, And comfort shows an average variable index of 3.44 or 68.80% which means the quality relationship at Hermina Pasteur Hospital according to most patients interpreted to be in the good category.

Mark highest is at on questionnaire about doctor take care road skilled in working, and the condition of the patient examination room in the hospital is comfortable, while the lowest value is in the questionnaire regarding officers who serve the payment process providing fast and responsive services, and the doctor's examination schedule in the outpatient room is always on time.

**Satisfaction Patient Take care Road in House Sick Hermina Pasteur**

Satisfaction is a feeling of pleasure and disappointed someone who emerged after comparing his perceptions/impressions of performance with their expectations. The higher the quality of the products and services provided, the higher the satisfaction felt by customers. If customer satisfaction is higher, it can generate profits for the company. Satisfied customers will continue to make purchases at the company. Likewise, if there is no satisfaction, it can cause customers to move to other products. Customer satisfaction can be seen that the company's goal is to produce products, either goods or services, that have a value for customers who consume them and it is hoped that the goods or services consumed will ultimately result in a level of satisfaction for customers. When viewed from the customer's side, customers need and want a product to consume, the product will have an expectation in the customer's mind.

In this study, patient satisfaction was measured by the dimensions of speed, accuracy, friendliness and comfort. The results of respondents' responses to patient satisfaction for each dimension in each statement item can be described in the following analysis:

The following are the results of respondents' answers to the customer satisfaction variable at RSIA Hermina Pasteur Bandung which is measured by the dimensions of speed, accuracy, friendliness and comfort can be seen in the following table:

Recapitulation Answer Satisfaction Patient Take care Road In House Sick Hermina Pasteur (n=100)

No	Statement	Frequency Answer					Score	Ave rage
		STS (1)	TS (2)	KS (3)	S (4)	SS (5)		
35	Time Wait For registration fast	9	19	24	40	8	319	3.19
36	Doctor in fast responsive in serve patient	20	41	22	14	3	239	2.39
37	Patient waiting time for taking drug fast	9	18	29	36	8	316	3.16

38	Drug officer at Hermina Pasteur Hospital Bandung fast responsive in serve patient	18	26	24	25	7	277	2.77
39	Services at Hermina Pasteur Hospital Bandung Already appropriate time	10	16	28	36	10	320	3.20
40	Service at Hermina Pasteur Hospital Bandung Already in accordance timetable	18	25	27	25	5	274	2.74
41	Procedure service in RS Hermina Pasteur Bandung Already clear	1	6	31	51	11	365	3.65
42	Doctor in serving patients always politely, friendly, carefully and trustworthy	11	16	24	42	7	318	3.18
43	Attitude <i>staff</i> in in give the service is friendly	18	33	20	24	5	265	2.64
No	Statement	Frequency Answer					Score	Ave rage
		STS (1)	TS (2)	KS (3)	S (4)	SS (5)		
44	Room Wait patient comfortable	18	32	15	29	6	273	2.73
45	Room check patient in RS Hermina comfortable	27	48	23	2	0	200	2.00
46	Toilet patient in room Wait Already clean	7	18	20	31	24	347	3.47
Total answer		174	316	311	383	116	2.96 (59.20)	
Total weight		174	632	933	1532	580		
Percentage (%)		4.52	16.41	24.23	39.78	15.06		
		45.20			54.80			
Total Score		3851						
Average Score		320.92						

Source : Questionnaire Which processed, 2023

Based on Table 4.45 above, it can be seen that for the patient satisfaction variable in outpatient care at Hermina Pasteur Hospital, the total score is of 3851 with an average score of 320.92, and the details of the results are as follows:

- a. Respondents Which answer scale 1 (very No agree) as big as 4.52%.
- b. Respondents Which answer scale 2 (No agree) by 16.41%.
- c. Respondents Which answer scale 3 (not enough agree) as big as 24.23%.
- d. Respondents Which answer scale 4 (agree) as big as 39.78%.
- e. Respondents Which answer scale 5 (very agree) as big as 15.06%.

Outpatient patient response recapitulation results about patient satisfaction in Hermina Pasteur Hospital Bandung is measured by the dimensions of speed, accuracy, friendliness And comfort show index average variable as big as 2.96 or 59.20% of patient satisfaction at Hermina Pasteur Hospital Bandung according to most of the patients interpreted to be in the fairly good category.

The highest score was on the questionnaire regarding service procedures at Hermina Pasteur Hospital. Bandung Already clear, And toilet patient And toilet in room Wait it's clean

Meanwhile, the lowest score was in the questionnaire regarding the patient examination room at Hermina Pasteur Hospital, Bandung, which felt uncomfortable and the doctors were less responsive in serving patients.

## CONCLUSION

Based on the results of the research that has been conducted to determine "The Influence of Brand Image and Relationship Quality on Patient Satisfaction (Survey) On Patient Take care Road House Sick Hermina Pasteur Bandung)", then the following conclusions can be drawn:

1. The brand image of Hermina Pasteur Hospital Bandung is measured by the dimensions of awareness of the company's image, recognition corporate image, impression quality, And associations brand interpreted is at on category is quite good. There are several indicators suggested to be the focus of improvement, namely not telling other people about the good impression during receiving health services at Hermina Pasteur Hospital Bandung.
2. Quality The relationship at Hermina Pasteur Hospital as measured by the dimensions of communication, trust, adaptation, commitment, implementation, cooperative, and comfort is interpreted to be in the good category. There are several indicators suggested to be the focus of improvement, namely officers who serve the payment process are not fast enough and not responsive enough.
3. Satisfaction Patients at Hermina Pasteur Hospital, Bandung, as measured by the dimensions of speed, accuracy, friendliness and comfort, are interpreted as being in on category Enough satisfied. There is a number of indicator recommended the focus of improvement is that the patient examination room is considered lacking comfortable, and doctors are less responsive in serving patients.
4. Brand image and relationship quality simultaneously influence outpatient satisfaction at Hermina Pasteur Hospital and the influence is positive. Partially, the quality of the relationship has a more dominant influence on patient satisfaction than brand image. And partially, the influence of brand image brand and quality relation to satisfaction patient are as follows:
  - a. Brand image influences patient satisfaction, so that if the brand image is perceived well, patient satisfaction in outpatient care at Hermina Pasteur Hospital will increase.
  - b. Quality Relationships affect patient satisfaction, so if the quality of relationships felt is good, patient satisfaction in outpatient care at Hermina Pasteur Hospital will increase.

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