E-ISSN: 2986-559X, P-ISSN: 2986-6103
DOI: https://doi.org/10.38035/gijtm.v1i1
Received: 15 February 2023, Revised: 1 March 2023, Publish: 14 March 2023
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The Influence of Service Quality and Image on Outpatient Loyalty at Yos Sudarso Hospital, Padang

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Abstract: This study aims to analyze (1) the effect of service quality on patient loyalty at Yos Sudarso Padang Hospital , (2) the effect of service quality through image on patient loyalty at Yos Sudarso Padang Hospital, (3) the effect of image on patient loyalty at Yos Hospital sudarso padang. This research was a caseative study. The population in this study were patients who had been treated at Yos Sudarso Hospital, Padang. Sampling used the *Accidental Sampling method. instrument* testing was carried out by testing the validity and reliability tests, data analysis using path analysis. The results showed that (1) service quality had a significant effect on the image of Yos Sudarso Padang Hospital, (2) service quality had a significant effect on patient loyalty at Yos Sudarso Padang Hospital, (3) image had a significant effect on patient loyalty on Yos Sudarso Padang Hospital.

Keywords: Physical Evidence, Reliability, Responsiveness, Assurance, Empathy, Image, Loyalty.

INTRODUCTION

Along with the increasingly advanced times, public awareness of the meaning of health is also increasing. This is indicated by the increasing number of businesses in the health sector nowadays, especially in the field of hospital services. and the categories of hospitals are also very diverse. Starting from the middle class to the elite class with facilities equal to a five star hotel . According to the Indonesian Wikipedia, the Free Encyclopedia, a hospital is a professional health care institution whose services are provided by doctors, nurses and other health professionals. The role of the hospital is increasingly prominent given the emergence of changes in disease epidemiology, changes in demographic structure, developments in science and technology, and changes in the socio-economic structure of society today. This results in an increasingly high level of competition in the health services sector, especially in hospital services.

The world of hospital services is a business that prioritizes safety and customer satisfaction, so hospitals are required to always try to improve their services and innovate continuously so that the relationship of trust between hospitals and customers is maintained. Employees are required to show competence, caring attitude, resulting in a very big difference in terms of customer satisfaction. The end goal is to get loyal customers. This customer loyalty has an important role in a company, retaining them means improving financial performance and maintaining the company's survival.

The concept of customer loyalty is also defined as "a deep commitment to rebuy/repeat a product or service preference pattern in the future, which results in repeated use of the same service, despite the involvement of situational factors and efforts to switch services" (Oliver, 1999) .

For this reason, the health service business also requires good management which is reflected in good planning. Good planning is determined by good planning tools and knowledge of good management. Good planning is then implemented properly and comprehensively by competent human resources with systematic control procedures. Thus, it is hoped that the hospital will be able to provide excellent, superior and quality services. This condition will help achieve hospital customer satisfaction. Customer satisfaction, in turn, is expected to make loyal customers use certain hospital services when they need health services at a later time.

Patient loyalty is very important for the hospital. Loyal customers are defenders of the company. They will try to defend our products and will always voluntarily try to recommend them to others. Automatically *word of mouth* will work. Rewards from loyalty are long and cumulative, especially for private hospitals such as Yos Sudarso Padang Hospital.

LITERATURE REVIEWS

Customer loyalty

Meanwhile Barnes (2003) argues that loyalty is "Evidence of emotion that transforms repeated buying behavior into a relationship". Based on the above sentence, it can be seen that a very important aspect of customer loyalty that is often overlooked is the emotional relationship between loyal customers and the company. If the customer feels the closeness of love or closeness to a company, then the relationship that exists between the customer and the company has the characteristics of a relationship. It is this emotional bond that keeps customers loyal and encourages them to continue doing business with the company and making recommendations.

Loyalty according to Oliver in Kotler and Keller (2009) is "a deeply held commitment to rebuy or re-support a preferred product or service in the future even though situational influences and marketing efforts have the potential to cause customers to switch."

Customers who are loyal to a company are customers who will use products or services from that company and these customers are not interested in products or services from competitors even though competitors offer the same products or services.

According to Griffin (2005) A customer is “someone who has become accustomed to buying from you. Habits are formed through frequent purchases and interactions over a period of time. Without a *track record* of strong relationships and repeat purchases, those people aren't your customers but buyers. True customers grow over time.”

From all the opinions of the experts above, it can be concluded that customers are individuals who buy needs that can be satisfied by comparing several aspects such as product, price, promotion and distribution.

Customer loyalty is customer loyalty to an item or service by repurchasing the item or service continuously. For customer-oriented companies, customer satisfaction is the company's goal and strategy for creating customer loyalty. Observing customer expectations,

knowing the company's performance as perceived by customers, and providing customer satisfaction is a challenge for companies that want to win in today's competition.

Loyal customers are customers who have a positive attitude towards the products or services offered by the company. Loyal customers will tend to consume the product or service continuously and will suggest other customers to take part in consuming the same product or service.

The experts above, explained that loyalty is oriented to a product or brand. Consumers are said to have loyalty to a product if they are willing to buy the same product and do not want to exchange other products, whatever the consequences, they will still buy products that are considered good for them.

Griffin (2005), argues that indications of loyal customers are customers who exhibit purchasing behavior which is defined as *nonrandom purchases* or purchases that are not random events. A loyal customer has specific preconceptions about what to buy and from whom. In addition, loyalty shows conditions of a certain duration of time where the purchase action occurs more than once.

Factors Affecting Loyalty

There are various ways to form or build customer loyalty. Kotler (2005) suggests that " efforts to generate customer loyalty/loyalty can be done by providing high customer value". The company must design a superior value proposition (the entire group of benefits promised to be provided by the company) so that it is able to compete especially against the targeted market segment.

According to Tjiptono (1997) that "Customer loyalty arises from satisfaction, then loyalty is a combination of consumer satisfaction, switching barriers, suppliers and complaints." Simply stated:

Loyalty = f (*customer satisfaction, switching barriers, voice*)

Customer loyalty is determined by the ability to satisfy customers (*customer satisfaction*), switching barriers (*switching barriers*), the ability to handle customer aspirations (*voice*).

Satisfied customers will say positive things and provide recommendations to others and make continuous purchases so that loyalty is formed.

The company's goal of creating switching barriers *is* to make customers feel reluctant, lose money or incur large costs to change suppliers. Switching barriers that are built can address high search costs, new transaction costs, price discounts, emotional costs, as well as financial, psychological and social risks.

Handling complaints and customer aspirations (voice of customers) must be carried out effectively, the Company as much as possible provides a way or an easy way for customers to submit complaints. Companies must carefully listen to customer complaints, suggestions, wishes and quickly respond to them. The fast reaction and response will be able to increase the number of customers who make repeat purchases. This will increase the chances that customers will become loyal customers while at the same time raising the company's image, satisfied customers will share their satisfaction with others.

According to Mardalis (2005) there are 4 factors that influence loyalty as follows:

1. Customer satisfaction

   Basically customer satisfaction includes the difference between expectations and perceived achievements or results. Besides that, customer satisfaction is a feeling of liking or disliking someone after comparing the product with their expectations.
2. Service quality

Is one important factor that can create customer satisfaction. To be able to increase customer loyalty, it must first improve the quality of services. If service quality is considered, then customer loyalty will be more easily obtained.

3. Corporate Image

Defining image as "a set of beliefs, ideas, and impressions that a person has of an object". The image owned by the company can influence consumers in deciding whether to use the company's products or not. If the image of a company will have a positive impact on the company and so on can increase sales. Conversely, if the image of a company is bad, the number of sales will decrease and ultimately suffer losses.

Another factor that affects loyalty is the size of the barrier to switching. These switching barriers consist of costs, financial, emotional costs, social costs, discounts for loyal customers and others. The greater the barrier to switching, the more loyal the customer will be.

According to Andreassen and Lintestad (1998), there is a relationship between customer loyalty, customer satisfaction and corporate image. The theoretical framework can be formulated as follows.

Customer loyalty = f(corporate image, customer satisfaction)

Customer loyalty is a function of corporate image *and* customer *satisfaction* . Oliver (2000) argues that both practitioners and academics understand that customer loyalty and satisfaction are related, although not always together. Kotler (2002) states that "satisfaction is an important step in the formation of loyalty. If the customer is satisfied with the service provided, the customer will automatically do positive *word of mouth to other people so that a positive image is formed in the eyes of the customer.* At the company level, image is people's feelings towards the company or its products. As a consequence of the influence of image, image can support or undermine the value consumers feel towards goods and services. So that a good image will be able to improve the service deficiencies felt by consumers and vice versa, a bad image will worsen the service perceived by consumers.

Service quality

Basically it is difficult to define quality precisely and universally. Many experts provide definitions of service quality. According to Tjiptono (2005), "service quality is a measure of how good the level of service provided is in accordance with the wishes of the customer." Kotler and Keller (2006) define quality as "the totality of all the features and characteristics of a product and service that are able to satisfy the needs of its consumers".

Based on the definition above, it can be concluded that basically there are two factors that affect services, namely the expected service and services that must start from customer needs and end with customer satisfaction and positive perceptions of service quality.

Image

Regarding image (Lupioyadi, 2001) states that "customers will feel proud and gain confidence that other people will be amazed at them if they can use products and use services with certain brands that tend to have a higher level of satisfaction". Satisfaction is obtained not only because of the quality of service and products, but also the social value that makes customers satisfied with the brand. According to Aeke and Keller (2009), "Image is the consumer's perception of quality related to the brand/company name".

In the view of Kotler (2002) is the feeling of society towards the company or its products, and an effective image is shown in three things, namely:

1) Strengthen product character and value proposition.

2) Convey the character differently so that it is not confused by competitors.

3) Providing emotional strength is more than just a mental image.

Davidoff and Davidoff in Maulana (2007) state image as a "consumer's mental image of a company/product". Malhotra (2004) defines image as "consumers' perception of a company and its products. But apart from the company and its products, the object of an image is also built by mutual interaction between consumers and company staff. As a result, personal/interpersonal bonds will be created.

Gronroos (1990) states that "a positive corporate image can enhance or compensate for service deficiencies. Conversely, a negative image will exacerbate the perceived service. "This is because a positive image will be a " buffer " to poor service" (Zeitham and Bitner , 1996). A positive image makes consumers more tolerant.

Zeitham and Bitner (1996) define image as "an impression of a product or brand from a company that is stored in the memory of a person or group that is produced through past experiences". Thus if the experience of the service received by consumers is good, it will form a good image of the company, conversely if the service received is bad then it will also form a bad image.

Based on these opinions, the image shows the impression of an object on another object that is formed by processing information every time from various reliable sources.

METHODS

Based on the formulation of the problem that has been put forward, the following hypotheses can be proposed:

H_1 : Service Quality has a significant effect on the Image of Yos Sudarso Padang Hospital.

H_2 : Service Quality has a significant effect on Patient Loyalty at Yos Sudarso Hospital, Padang.

H_2 : Hospital image has a significant effect on Patient Loyalty at Yos Sudarso Hospital Padang.

RESULTS AND DISCUSSION

The Effect of Service Quality on the Image of Yos Sudarso Hospital Padang .

From the analysis conducted, it can be seen that the path coefficient of the variable service quality on hospital image is 0.580 which is also an indirect variable between the effect of service quality on hospital patient loyalty through hospital image which contributes 6.93 % . This identified that the quality of services provided proved to have a significant effect on the image of Yos Sudarso Padang Hospital. This means that the better the quality of service provided by Yos Sudarso Hospital, the better the image of Yos Sudarso Padang Hospital .

In relation to service quality, Tjiptono (2005) states that superior and consistent service quality can foster customer satisfaction which in turn will provide various benefits, one of which is a better corporate reputation/image in the eyes of customers. This is also reinforced by research conducted by Andreassen (1994) which suggests that image is an important factor and is interconnected with consumer satisfaction and loyalty.

Meanwhile, Smith (2001) states that corporate image is created by various sources of ordinary communication tools and service quality which include physical evidence of the company, reliability, employee responsiveness, empathy, assurance, ethical policies to services using products and services. Everything creates influence and evokes the image of a company and organization.

The Influence of Service Quality on Hospital Loyalty Yos Sudarso Padang

From the analysis conducted, it can be seen that the magnitude of the path coefficient for the variable quality of service is 0.175 with the indicators used being satisfaction with physical evidence, reliability, response speed, assurance and empathy.

Based on the results of path analysis it is known that the total effect of the service quality variable (X1) on the loyalty variable (Y) is 9.99 % consisting of a direct effect of 3.06% and an indirect effect of 6.93%. This means that the direct effect of service quality on loyalty is smaller than the effect of service quality on loyalty through image. This identifies that the quality of service to loyalty through image is very important. This means that the better the quality of service provided by the hospital, the image tends to be better and the patient will remain loyal to Yos Sudarso Hospital, Padang.

The results of this study are in line with the opinion put forward by Tjiptono (2000) which states that quality has a close relationship with customer satisfaction, quality provides an incentive for customers to form bonds like this, enabling companies to understand carefully customer expectations and customer needs. Thus the company can increase customer satisfaction where the company maximizes the less pleasant customer experience. In turn, customer satisfaction can create customer loyalty or loyalty to companies that provide satisfactory quality.

Furthermore, Tjiptono (2000) states that customer loyalty *is* a function of customer satisfaction, *switching barriers* and customer complaints (*repeat*) in the future and notification to others of product or service performance. felt.

This is also in accordance with the opinion of Parasuraman (2005) in the service business, the attitude or way of employees in serving customers satisfactorily plays a major role in creating service *excellence* . Excellence like this is formed through four pillars that are closely related to each other , namely: speed, accuracy, friendliness and convenience of service. Each employee must have specific skills, including understanding products and services in depth, looking neat and attractive, being friendly and welcoming, showing commitment and responsiveness in serving customers, and being able to handle customer complaints in a professional manner.

The Influence of Image on Patient Loyalty at Yos Sudarso Hospital, Padang

From the analysis conducted, it can be seen that the path coefficient of the hospital image variable on patient loyalty is 0.683. Based on the path analysis of the hospital image variable, it is known that the total influence of the hospital image variable (X2) on loyalty (Y) is 46.64 % . This means that this image variable contributes 46.64 % to Patient Loyalty at Yos Sudarso Hospital, Padang.

The image variable shows that Yos Sudarso Padang Hospital patients are quite satisfied with the Image of Yos Sudarso Padang Hospital. This means that with a good image, Yos Sudarso Hospital will get loyal customers.

This is in line with the opinion of Mardalis (2005) who defines image as "a set of beliefs, ideas and impressions that a person has of an object". Furthermore, he stated "a person's attitude and actions towards an object are highly conditioned by the image of the object". This means that a person's beliefs, ideas, and impressions greatly influence the attitudes and behavior that might be carried out. Someone who has high impressions and trust in a product/service will not think long about buying and using the product, maybe he will even become a loyal customer .

While Selnes (1993) states that image is expected to be an important factor of loyalty. A strong image will have a positive influence on a company, causing customer loyalty to be achieved.

CONCLUSION

From the results of this study, we can see that there are 2 variables that affect loyalty, namely service quality and image where the influence of service quality and image variables on patient loyalty at Yos Sudarso Padang Hospital is 56.63%, while 43.37% is determined by other factors. which were not included in this study. Another factor that causes this loyalty may come from *the switching barrier* of the Yos Sudarso hospital. Switching barrier can be interpreted as a barrier that is felt by the customer when he switches from one product to another. According to Jones MA (2004) states that " *switching barrier* is a number of factors that make it difficult for consumers to switch to other service providers".

In addition to *switching barriers* , factors that can cause loyalty may come from the advantages of existing products. The results of this study are in line with Kotler (1992) that a product is one that is offered to a market that can satisfy wants and needs. This means that if the product offered has the advantage of being able to satisfy and meet needs, then the product will encourage customers to be loyal. The results of this study also support research conducted by Aaker (1992) which states that product attributes that complement product superiority will become the basis for decision making by buyers or product users and have an influence in forming customer loyalty.

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