

ABSTRACT

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Title : The Impact of Service Quality and Hospital Brand Image to
Loyalty mediated by Patient Satisfaction

The increasing number of hospitals pose a tight competition. Hospitals with high quality service and good brand image will survive and excel, as it will affect the achievement of patient satisfaction and increased the intention to revisit. The increasing number of revisit is a reflection of the increasing patient loyalty and increased growth and profitability. This study discuss about the impact of service quality and hospital brand image to patient loyalty mediated by patient satisfaction. This study was performed to patients taking outpatient polyclinic service in a hospital located in Jakarta Selatan with total 155 samples. This study is a quantitative study using SEM (Structural Equation Modeling) method. The result from this study confirmed previous study result stating that there is significant and positive impact between service quality and hospital brand image with patient satisfaction. This study also showed that patient satisfaction will increase patient loyalty, because loyalty is the end result of patient satisfaction. There are two out of five hypotheses proposed that were rejected which are the service quality and hospital brand image will increase patient loyalty. This is supported by the theory that good service quality and good hospital brand image do not guarantee that patients will be loyal, because there is other external factor which is the customer's motive to switch brand and related to competitor hospital brand image.

Keywords: service quality, brand image, satisfaction, and loyalty