The Influence of Brand Image, Marketing Mix and Satisfaction Towards Loyalty of General Patients at Stella Maris Hospital, Makassar

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ABSTRACT

Loyalty is one of the keys to success in winning today's business competition. Loyal customers can indirectly help promote services to those closest to them. This study aims to analyze the effect of brand image, marketing mix and satisfaction on general patient loyalty at Stella Maris Hospital Makassar. This type of research is a quantitative study using an observational study with a cross sectional study design. The sample in this study were nurses in the outpatient installation of Stella Maris Hospital Makassar, totaling 187 respondents. The results showed that there was a brand image, marketing mix had a direct effect on patient loyalty, brand image and marketing mix had no effect on loyalty through satisfaction. It is recommended that the hospital management design various strategies for marketing the existing health services at the hospital, pay attention to patient waiting times because the average patient complains about the waiting time for doctors who are often late arriving, pay attention to various health brands or services such as superior products. so that it becomes a differentiator between the health services offered by other hospitals.

Keywords: brand image, marketing mix, satisfaction, patient loyalty, hospital

INTRODUCTION

Loyalty is one of the keys to success in winning today's business competition. Loyal customers can indirectly help promote services to the people closest to them. Loyal customers tend to be reluctant to move places, in other words someone who is loyal to a product will be loyal to the product even though there are price increases. In the field of hospital, the loyalty shown by the customer is by returning to the same hospital for treatment if he / his family is sick. Customer Loyalty is a loyalty that is shown by regular buying behavior which over a long period of time goes through a series of customer decisions (Rinaldi, 2018).

The high competition among hospitals has made companies compete to increase patient loyalty so as not to move to another hospital. Tight competition will indirectly affect a hospital in maintaining market share, the hospital must work hard in maintaining patient loyalty. Because of that, maintaining patient loyalty is an important thing that must always be done by the hospital. Retaining consumers is an important thing that must always be done by the hospital. Loyalty or patient loyalty is based on patient satisfaction and behavior. Patient loyalty to a hospital is one of the things that becomes a measure of the success of a process of providing health services. Loyal consumers will bring other consumers to use the same product (Kotler, 2019).

Image is a set of beliefs, ideas, and impressions that a person holds about an object, influenced by many factors that occur outside the company's control (Abdullah, 2015). Image is a representation of the assessment of consumers, both potential consumers and disappointed consumers, including other groups related to companies such as investors, agents and investors. This assessment varies, both between groups and between individuals (Jaspar, 2015).

Brand image will have a direct effect on high customer satisfaction which will have an impact on visits to a hospital. Rapid market developments require companies to increase customer satisfaction by

encouraging consumers to pay more attention to brand image than the physical characteristics of a product in purchasing decisions and loyalty (Candra Setyawati, 2015).

Apart from brand image, marketing mix can also affect customer loyalty. Marketing mix is a combination of 4 or more variables or activities which are the core of the company's marketing system. The marketing mix commonly used by hospitals in Indonesia is 7P, namely: product, price, place, promotion, people, physical evidence and process. From a patient's point of view or a patient's point of view Marketing mix is a solution for patient problems, costs that must be incurred by patients, obtaining pleasant, comfortable service and good communication from the hospital to customers (Jaspar, 2015).

Every patient wants good health services because health care is one of everyone's needs. Quality if the service offered to customers is what you desire, so it will provide satisfaction. At this time health service users, especially those who use quality public services, do not want to see the end result in the form of healing, but they also assess what they see and feel during treatment (Indah Zil Arsy S, 2008).

Based on data on the problem, the number of visits to the Stella Maris Hospital in Makassar has decreased in the last three years, namely 2017-2019. The decrease in the number of visits was due to a gap in the quality of health services expected by patients with those provided by the hospital. The decrease in the number of old and new patient visits shows that the interest in patient visits to resume services at the hospital will also decrease. This illustrates that the patient's decision to use inpatient services at RSSM Makassar is still low. Utilization of inpatient care that has not been optimal by the community has resulted in inpatient utilization that has not been in accordance with management expectations, which has an impact on patient loyalty to return to the hospital for treatment if he / his family is sick.

Therefore, the researcher hopes to carry out further analysis regarding the influence of brand image, marketing mix and decision on patient loyalty at RSSM Makassar.

METHODS

Research design

This type of research is a quantitative study using an observational study with a cross sectional study approach. This research was conducted at Stella Maris Hospital.

Population and sample

The population of this study were all patients who provided services and in the outpatient installation, namely 6530 people. The sample in this study using proportional sampling is 187 respondents.

Method of collecting data

The instrument used in data collection is a questionnaire, regarding the independent variables in the form of brand image, marketing mix and decisions, while the dependent variable is patient loyalty.

Data analysis

Univariate analysis was conducted to obtain an overview of the research problem by describing each variable used in the study and the characteristics of the respondent. Univariate analysis consisted of descriptive analysis of the characteristics of the respondents, descriptive analysis of the research variables and analysis of the crosstabulation between the characteristics of the respondents and the research variables. Bivariate analysis was carried out to see the relationship between two variables, namely between the independent variable and the dependent variable. The statistical test used was the Chi Square test. Mulitavriat analysis uses path analysis.

RESULTS

Table 1. Characteristics of Patients at Stella Maris Hospital Makassar in 2021

No	Characteristics of Respondents		Amount (n)	Percentage (%)	Total
1.	**Sex**	Male	41	21.9	187
		Female	146	78.1	
2.	**Age**	15-19	9	4.8	187
		20-24	20	10.7	
		25-29	18	9.6	
		30-34	22	11.8	
		35-39	18	9.6	
		40-44	25	13.4	
		45-49	15	8.0	
		50-59	15	8.0	
		60-64	13	7.0	
		>65	32	17.1	
3.	**Las Education**	SD	-	-	187
		SMP	-	-	
		SMA	9	4.8	
		D3	49	26.2	
		S1	98	52.4	
		S2	31	16.6	
		Others	-	-	
4.	**Employment**	Students	-	-	187
		University Students	9	4.8	
		Self employed	26	13.9	
		Private Employees	31	16.6	
		Civil Servants	-	-	
		Unemployed	34	18.2	
		Others	87	46.5	
5.	**Treatment Class**	Class I	19	10.2	187
		Class 2	56	29.9	
		Class 3	47	25.1	
		VIP	65	34.8	
6.	**Distance to HOSPITAL**	<5 KM	40	21.4	187
		>5 KM	147	78.6	
7.	**Number of Visits**	>1 Time	36	19.3	187
		Infinite	151	80.7	

Source: Primary Data, 2021

Table 1 shows the frequency distribution based on the characteristics of the sample at the research location, most of the respondents at Stella Maris Hospital based on the type of sex, the most were female, namely 146 people (78.9%) with ages> 65 as many as 32 people (17.1%). The latest S1 education is as many as 98 people (52.4%). The most occupations were entrepreneurs, namely as many as 87 people (46.5%). VIP treatment class, namely as many as 65 people (34.8%). Hospital distance> 5 KM as many as 147 people (78.9%) and the number of visits was infinite, namely as many as 151 people (80.7%).

Table 2. Variable Research RS Stella Maris Makassar Year 2021

Brand Image	Amount	%
Good	116	62.0
Bad	71	38.0
Total	**187**	**100.0**
Marketing Mix	**Amount**	**%**
Good	130	69.5
Bad	57	30.5
Total	**187**	**100.0**
Kepuasan	**Amount**	**%**
Good	115	61.5
Bad	72	38.5
Total	**187**	**100.0**
Kepuasan	**Amount**	**%**
Good	116	62.0
Bad	71	38.0
Total	**187**	**100.0**

Source: Primary Data, 2021

Table 2 explains the percentage of respondents' assessment of the research variables. The results of most respondents stated that they were in a good brand image of 62.0%, in the good marketing mix category of 69.5%, in the high satisfaction category of 69.5% and in the high loyalty category of 62.0%.

Table 3. The Influence of Research Variables at Stella Maris Hospital Makassar in 2021

The influence of Brand Image on Loyalty at Stella Maris Hospital Makassar in 2021							
Brand Image	**Loyalty**				**Total**		**p-value**
	Good		**Bad**				
	N	**%**	**N**	**%**	**n**	**%**	0,001
Good	103	88.8	13	11.2	116	100,0	
Bad	13	18.3	58	81,7	71	100,0	
Total	**116**	**62.0**	**71**	**38.0**	**187**	**100,0**	

The Influence of Marketing Mix on Loyalty at Rs Stella Maris Makassar in 2021							
Marketing Mix	**Loyalty**				**Total**		**p-value**
	Good		**Bad**				
	N	**%**	**N**	**%**	**n**	**%**	0,001
Good	111	85.4	19	14.6	130	100,0	
Bad	5	8.8	52	92.1	57	100,0	
Total	**116**	**62.0**	**71**	**38.0**	**187**	**100,0**	

The Effect of Satisfaction on Loyalty at Stella Maris Makassar Hospital in 2021							
Satisfaction	**Loyalty**				**Total**		**p-value**
	Good		**Bad**				
	N	**%**	**N**	**%**	**n**	**%**	0,001
Good	101	87.8	14	12.2	115	100,0	
Bad	15	20.8	57	79.2	72	100,0	
Total	**116**	**62.0**	**71**	**38.0**	**187**	**100,0**	

Source: Primary Data, 2021.

Table 3 shows the relationships of independent variables and dependent variables. Based on the results of the analysis can be known the influence of variable brand image, marketing mix and satisfaction affects loyalty in outpatient installations Stella Maris hospital. The results of the bivariate analysis showed that there is an influence of brand image variables on loyalty with a value of $p = 0.001 < 0.05$, there is an influence of marketing mix variables affect loyalty with a value of $p = 0.001 < 0.05$, there is an influence of variable satisfaction on loyalty with a value of $p = 0.001 < 0.05$.

Table 4. Results of Line Analysis between, Brand Image, Marketing Mix through Satisfaction and loyalty in Hospital Stella Maris Makassar Year 2021

Variabel	Coefficient	P Value	Description
Brand Image→ Satisfaction	0.467	0.000	Direct
Marketing Mix→ Satisfaction	0.322	0.000	Direct
Brand Image → Loyalty	0.197	0.041	Direct
Marketing Mix→ Loyalty	0.376	0.000	Direct
Satisfaction→ Loyalitas	0.256	0.001	Direct
Brand Image→ Satisfaction → Loyalty	0.119	-	Indirect
Marketing Mix→ Satisfaction → Loyalty	0.082	-	Indirect

Source: Primary Data

Table 4 shows the analysis of the path between variables based on hypotheses. The influence of brand image to satisfaction obtained a value of p (0.000) < 0.05 which means there is a direct influence between the brand image to satisfaction with a large influence of 0.467 which means that if the brand image rises by 1 point then satisfaction will increase by 0.467 points. On the influence of marketing mix to satisfaction obtained value p (0.000) < 0.05 which means there is a direct influence of marketing mix to satisfaction with a large influence of 0.322 which means if the marketing mix rises 1 point then satisfaction will rise by 0.322 points. While the influence of brand image to loyalty obtained a value of p (0.041) < 0.05 which means there is a direct influence of brand image to loyalty with a large influence of 0.197 which means that if the brand image rises by 1 point then patient loyalty will increase by 0.197 points. On the influence of marketing mix to loyalty obtained value p (0.000) < 0.05 which means there is a direct influence of marketing mix to loyalty with a large influence of 0.376 which means if the marketing mix goes up 1 point then the patient loyalty will increase by 0.376 points. On the influence of satisfaction to loyalty obtained a value of p (0.001) < 0.05 which means there is a direct influence of satisfaction to loyalty with a large influence of 0.256 which means that if the marketing mix goes up by 1 point then patient loyalty will increase by 0.256 points.

DISCUSSION

Research hypothesis 1 (H1) stated brand image towards patient loyalty in outpatient installations. Based on the statistical analysis carried out, it is known that the brand image of patient loyalty in the Outpatient Installation at Stella Maris Hospital Makassar. A significant effect is also indicated by a significance value of 0.001 so that in this case the research hypothesis 1 (H1) is accepted.

The brand image referred to in this study is the response of patients in the Outpatient Installation of the Haji Prov. Sulsel and Stella Maris Hospital with indicators of Coporate Identity, Physical Environment and Service Offering. Researchers want to see how the name and characteristics of a product or service are published through various media so that the brand can be remembered by consumers.

Brand image, which is a description of the association and consumer confidence in certain brands Tjiptono, 2005 in (Damayanti & Wahyon, 2015). Consumers who are accustomed to using certain brands tend to have consistency with the brand image. Brand image itself has a meaning to a mass image of a product in the minds of consumers. Everyone will have the same image of a brand. The stronger the brand image in the mind of the customer, the stronger the customer's confidence to stay loyal or loyal to the products they buy so that it can lead a company to continue to benefit from time to time. (Damayanti & Wahyon, 2015).

Research results of Purba, (2017) shows that the company image from the four dimensions studied (characteristics, reputation, value, and corporate identity) together shows a significant result on

customer loyalty, which means that the dimensions of corporate image have a real influence on customer loyalty. Research result Sektiyaningsih, Haryana, et al (2019) shows that brand image has a positive and significant effect on loyalty. This supports the statement Safitri et al (2020) that the hospital brand image significantly affects patient loyalty. The better the brand image attached to the product, the more interested consumers will be to buy, because consumers think that a product with a trusted brand provides a more secure feeling when the consumer uses the product to be purchased (Anshori & Hariwan, 2016).

Research hypothesis 1 (H1) states that the marketing mix for patient loyalty in the outpatient installation. Based on the statistical analysis carried out, it is known that the marketing mix of patient loyalty in the Outpatient Installation at Stella Maris Hospital Makassar. A significant effect is also indicated by a significance value of 0.001 so that in this case the research hypothesis 1 (H1) is accepted.

The marketing mix referred to in this study is the response of patients at the Stella Maris Hospital Outpatient Installation with indicators of Product, Price, Promotion, People and Physical Evidence. Researchers want to see how a collection of controllable variables in marketing can be combined to get a response that suits the target market.

In today's globalization, business competition is getting tougher. Many companies go bankrupt because they do not have the right strategy to compete with other companies. To realize product innovation and creativity, it is possible to retain consumers from seizing consumers from competitors. For this reason, the company must be able to analyze existing conditions, so as not to lose to companies that are competitors due to increasingly fierce competition, changing consumer desires and environmental uncertainty (Atalia, 2013).

Research of Rifai, (2016) shows that there is a significant relationship of marketing mix to patient loyalty. This supports the opinion of Sulistiadi, (2018) which shows that there is a relationship between the marketing mix and patient loyalty. Along with the times and technology, it also demands progress in the field of health services, one of which is the hospital. Currently more and more hospitals (RS) are established in Indonesia so that competition between hospitals is increasing. For this reason, the hospital must have a strategy in marketing its products in order to attract consumer interest. Marketing activities in today's business era are an important factor for maintaining and developing a business. The higher the level of competition in business, requires management to innovate in an effort to retain its customers. This activity is to create loyal hospital customers. Loyalty from customers is very important for the continuity and growth of a company. Tjahjaningsih, (2013) stated that satisfaction is as a variable mediation between the variable image to customer loyalty Influence Marketing Mix on Loyality in Hospital Stella Maris Makassar.

The hypothesis in this study is to see how the direct and indirect influence between brand image and marketing mix on loyalty through patient satisfaction. The results show that there is no

indirect effect between brand image and marketing mix on loyalty through patient satisfaction at Stella Maris Hospital Makassar.

Customer Loyalty is a loyalty that is shown by regular buying behavior over a long period of time through a series of customer decisions. Customer loyalty will be the key to success, not only in the short term, but a sustainable competitive advantage. Customers who are loyal because they are satisfied and will continue the buying relationship. Customer loyalty is a customer who not only repurchases goods and services, but also has a positive commitment and attitude towards service companies, for example by recommending other people to buy it. While loyal customers according to Griffin have the following characteristics: make purchases regularly, buy products other than the usual product or service lines, provide recommendations to other parties, show resistance or resistance to competitor products (Ika & Hari, 2009).

Based on the results of the analysis carried out, it means that without satisfaction, brand image and marketing mix can directly affect patient loyalty at Stella Maris Hospital Makassar. This is supported by previous research which states that customer satisfaction functions as an intervening variable on brand image and marketing mix. The attachment of brand image to loyalty through satisfaction has been proven by research Shinta Ksatriyani, (2019) This shows that the brand image (brand image) has a positive and insignificant effect on customer loyalty, which indicates that the relationship between these two variables is too weak because the sample data collected is not successful in proving the relationship between the variables brand image (brand image) and loyalty. customer. This indicates that the brand image does not always directly affect customer loyalty. Research result of Mahyardiani et al (2020) pointed out that the results showed that the variables of the marketing mix that affect patient satisfaction and loyalty are price, person, process, and physical evidence.

CONCLUSION

The results showed that there was a brand image, marketing mix and loyalty which had a direct effect on patient loyalty, brand image and marketing mix had no effect on loyalty through satisfaction. It is recommended that the hospital management design various strategies for marketing the existing health services at the hospital, pay attention to patient waiting times because the average patient complains about the waiting time for doctors who are often late arriving, pay attention to various health brands or services such as superior products. so that it becomes a differentiator between the health services offered by other hospitals.

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