

THE INFLUENCE OF HOSPITAL IMAGE AND SERVICE QUALITY ON PATIENT LOYALTY AT SITTI KHADIJAH MOTHER AND CHILD HOSPITAL, GORONTALO

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ABSTRACT

This study aims to determine the effect of hospital image and service quality on patient loyalty at the Sitti Khadijah Mother and Child Hospital, Gorontalo City. This study aims to determine whether there is an effect of hospital image and quality of service on patient loyalty in inpatient pediatric, internal and postpartum rooms, as seen from human resources, health services and also the facilities in RSIA. This type of research uses a quantitative approach.

The type of data used Cross- *sectional* which aims to analyze the influence between the independent variables consisting of (hospital image and quality of service) and the dependent variable (patient loyalty) at RSIA Sitti Khadijah, Gorontalo City. The sample of this study was 40 people consisting of patients and their families. Data collection used a questionnaire which was then analyzed using the *chi-square test*

The results showed that the influence of hospital image and service quality on patient loyalty obtained a pvalue of 0.04 because it was significantly less than 0.05 ($0.04 < 0.05$). So it can be concluded that H1 is accepted and H0 is rejected because the significant value obtained is less than < 0.04 from the results above that hospital image and service quality affect patient loyalty in the inpatient ward of Sitti Khadijah Mother and Child Hospital, Gorontalo City.

Keywords: : Hospital Image, Service Quality, HR

INTRODUCTION

The growth of technology and data that gives rise to insights for the community in determining service facilities that are generally taken by the community by using tools and from other people regarding the services provided, this is a consideration for the community to obtain service facilities, one of which is health services. Basically, someone really wants a fresh body in carrying out their daily activities so that maximum health services are needed. Willingness and desire is the basis for the world of health

which has the goal of achieving customer satisfaction or happiness by indirectly strengthening the quality and loyalty of the services provided [5].

The hospital is a form of organization engaged in health services where one of its efforts is to become a referral destination for lower level services, such as Community Health Centers (Puskesmas), private practice doctors and other hospitals [1].

The hospital is a medical device that provides health services to the community and has a very important role in

accelerating the level of public health status. Hospital is a health service institution that is organized in a plenary individual health service that provides inpatient, outpatient and emergency services. (Permenkes RI No. 3 of 2020) [8].

In the world of health, hospitals have an important role in helping the health of every community. With the role of the Hospital, the Hospital is required to provide quality services in accordance with established standards and can reach the entire community.

be if they seek treatment again at the hospital[6].

a. Hospital Duties and Functions
According to Law no. 44 of 2009 concerning Hospitals The function of the Hospital is [8].

1. Providing medical treatment and health recovery services in accordance with hospital service standards.
2. Maintenance and improvement of individual health through second and third level plenary health services according to medical needs.
3. Organizing education and training of human resources in order to increase capacity in providing health services.
4. Implementation of research and development as well as screening and technology in the health sector in order to improve health services by taking into account the ethics of science in the health sector

b. The Benefits and Uses of the Hospital areasfollowing :

1. Providing medical treatment and health recovery services in accordance with hospital service standards.
2. Maintenance and improvement of individual health through the second and third phases of perfect health services according to medical needs.

3. Organized human resources education and training in order to increase capacity in providing health services.

Image is a valuable *intangible asset* of the Hospital. Image enables a Hospital to gain reputational value and competitive advantage. A good image will increase patient satisfaction, service quality, loyalty, and repurchase intention [5].

Imaging is an important stage for hospitals because it can encourage customer loyalty. Citra Hospital has a function as a liaison and maintenance of harmonious relations with their customers [11].

The image of the hospital is very dependent on the patient's perception of the quality of services provided. Image is a differentiator between one hospital and another. Thus, understanding and managing the relationship between hospital image and patient intention to be hospitalized is very necessary considering that the patient's experience of hospitalization will be more attached to the patient's perception of the hospital. Hospitals with a positive image attached to them in the eyes of patients, relatively have products that are more acceptable to patients. On the other hand, a positive image can also influence employee feelings. Where employees will feel proud when working in a company that has a good name. Thus, employees are increasingly motivated to improve their performance, be more productive, and try to serve customers with *excellent service*. In an effort to produce a positive image on an ongoing basis, the orientation of the Hospital needs to be directed at patients who are basically service buyers. One of the keys is trying to meet the patient's health needs so that the patient feels satisfied and happy with the experience of being treated at the hospital [3].

The role of the hospital is also inseparable from the good name or image

of the hospital which is a place to provide health services to the community, the better the image of the hospital in the community, the community will feel satisfied and feel loyal if they repeat treatment [6].

Hospital image has both direct and indirect influence on patient loyalty. This indicates that a good hospital image not only increases patient satisfaction through direct patient loyalty, but also increases patient satisfaction through an increase in perceived service quality, which in turn increases patient intention to revisit [11].

A good image will increase or cover the service deficiencies felt by consumers, on the other hand, if a bad image will worsen the service perceived by consumers. Thus it is clear that an image, both positive and negative will affect consumers towards service providers [9].

Service quality is one of the most important things to do for customers so that they remain loyal using the products and services provided. Service quality is a must that must be done to be able to survive and still earn customer trust. The service itself will be carried out properly if there is awareness from employees in providing services and meeting the needs and satisfaction of customers or patients. The basic principle that service providers need to do is to provide optimal service, so that patients feel satisfied. Feelings of customer satisfaction are perceptions received by patients where the services received are close to reality or in accordance with the patient's own expectations [8].

As a provider of health services, the Hospital provides health services to all people without discrimination. Because health is a human right, so that every community has the right to receive health services in a fair, equitable and quality manner that can reach all Indonesian people. And also guaranteeing the fulfillment of everyone's right to obtain

information and education about health, especially in hospitals, as well as guaranteeing the implementation of complete services, it is necessary to carry out health promotion in hospitals in an optimal, effective, efficient, integrated and sustainable manner [7].

Improving the quality of health services in Hospitals contributes to customer retention and loyalty. Therefore, the quality of service perceived by patients will affect patient loyalty. So, customer loyalty cannot be ruled out by the hospital because this will affect the profitability of the hospital. The intention to return to the patient is of course not necessarily carried out by the patient without reason. On the basis of quality that is above their expectations or expectations, the community will make a commitment to visit or use the services of the same hospital.

Service quality can be identified by comparing the perceptions of service recipients of the services they actually receive. Service quality as a method for measuring service quality, meaning whether the services carried out in an organization give satisfaction to users. The services provided are evaluated whether they provide user satisfaction. Implementation of quality service is very important in this era of competition. The higher the quality of service performed, the more service recipients are satisfied [13].

Service quality is closely related to customers. The better the quality of service provided will encourage customers to establish cooperative relationships in the long term and can even attract other consumers to seek treatment at the hospital. The emergence of private hospitals and even government-owned hospitals and health clinics has tightened competition in providing health services. One strategy that is commonly

carried out by hospitals is to provide quality health services.

a. Service Quality Indicators

The following are five indicators of service quality, namely:

1. *Tangibles* (real facilities/direct evidence), including physical appearance such as the building and *front office space*, availability of parking lots, cleanliness, tidiness and comfort of the room, completeness of communication equipment, and employee appearance.
2. *Reliability*, namely the ability to provide services in accordance with the promises offered.
3. *Responsiveness*, namely the response or alertness of employees in helping customers or customers and providing fast and responsive service, including: alertness of employees in serving customers or customers, speed of employees in handling transactions and handling customer or customer complaints.
4. *Assurance* (certainty/guarantee), which includes the employee's ability to know the product correctly, the quality of hospitality, attention and courtesy in providing services, skills in providing security in utilizing the services or services offered, and the ability to instill customer or customer trust against the company.
5. *Empathy*, namely individual attention given by the company to customers or patients such as the convenience of contacting the company, the ability of employees to communicate with customers or patients to understand the wants and needs of their customers or patients

b. Assessment of the quality of health services

Factors that influence a service are *expected service* (expected service) and

perceived service (received service). If the service received is appropriate and can even meet what is expected, then the service is said to be good or positive. If the *perceived service* exceeds the *expected service*, then service quality is perceived as an ideal quality. Conversely, if the *perceived service* is worse than the *expected service*, then the service quality is perceived as negative or bad. Therefore, whether or not the quality of service depends on the ability of the company and its characteristics to consistently meet customer expectations [13].

Patient loyalty is a psychological condition (*attudinal and behavioral*) that is closely related to actions on different product or service attributes so that consumers form beliefs and decide to make repeat purchases, purchase between product and service lines, recommend to others and show immunity to competitor pull [3].

Of the total number of respondents who the researchers interviewed for initial data acquisition, almost all respondents agreed that the waiting time at the Sitti Khadijah Mother and Child Hospital was in accordance with the SOP (Standard Operating Procedure) at the Hospital, but there were some the problem with the waiting time is that the patient or the patient's family who come to the hospital do not complete the files needed by the patient for treatment or hospitalization so that it can require a slightly longer waiting time. As for other results from initial observations that have been carried out by researchers it was found that almost all patients and their families agreed to be in the hospital, and so on [2].

Based on the results of observations, it has been found that there are 64 rooms in the Sitti Khadijah Mother and Children Hospital which include inpatient, outpatient and administrative or

office rooms. For human resources at the Sitti Khadijah Women's and Children's Hospital totaling 102 which include medical personnel, paramedics and medical support staff, DPJP Services researchers found from observations that patients received services in accordance with the SOP for Sitti Khadijah Mother and Child Hospital. As for the total BOR amounted to 42.7%, for LOS 3, & TOI 4.

Problems related to the image of the hospital and service quality were also experienced by the Sitti Khadijah Gorontalo Mother and Child Hospital. The large number of patients at the Sitti Khadijah Women's and Children's Hospital has caused problems with patient service time. Patients wait for a doctor's service for 30 minutes to 40 minutes, the authors also found that the Sitti Khadijah Gorontalo Mother and Child Hospital does not have a suggestion box that supports hospital facilities and infrastructure in terms of identifying image and service quality . which is in accordance with the Regulation of the Minister of Health of the Republic of Indonesia Number 31 of 2018. As we all know that the existence of this suggestion box can make it easier for the hospital to be able to evaluate what things can affect the image of the hospital and the quality of service. So that the hospital can easily identify problems as well as solutions that will also be found by the hospital. Therefore, the Sitti Khadijah Mother and Child Hospital needs to pay attention to what things can affect the image of the hospital as well as the quality of service.

The general objective of this study is to find out things that can affect the image of the hospital and service quality on patient loyalty at Sitti Khadijah Gorontalo Mother and Child Hospital.

RESEARCH METHODS

The approach used in this research is quantitative. a quantitative approach is

research based on the philosophy of *positivism* to examine certain populations or samples and random sampling by collecting data using instruments, data analysis is statistical [6].

RESEARCH RESULT

Based on the results of research with the influence of hospital image and service quality on patient loyalty at the Sitti Khadijah Mother and Child Hospital with quantitative methods in terms of hospital image, service quality and patient loyalty.

The research results in this chapter were obtained from the results of a questionnaire conducted in the inpatient room. The questionnaire distributed in the room has three (3) indicators or variables to be examined, namely the image of the hospital, service quality and patient loyalty that is owned or provided by health service workers when providing services to patients. The following are the results of the questionnaire data obtained in the inpatient room which were examined.

From the results of the data on the influence of hospital image and service quality on loyalty in inpatients, the first thing to look at is hospital image on patient loyalty for a good hospital image level of 21 respondents, while a bad hospital image level on patient loyalty is 19 respondents. then the good quality of service to patient loyalty amounted to 23 respondents, while the level of service quality to patient loyalty which was not good amounted to 17 respondents. And for the Asymp. Sig. (2-sided) with the chi square test, the Pvalue is 0.04. So it can be concluded that h_1 is accepted and h_0 is rejected because the significant value obtained is <0.04 from the results above that hospital image and service quality affect patient loyalty in the inpatient room at Sitti Khadijah Gorontalo Mother and Child Hospital, to further enhance the

home image hospitalization and service quality in the inpatient setting.

Table 1. Based on the patient's age

Room	Age	Frequency (N)	Percentage (%)
Inpatient	17-24 Years	6	15
	25-34 Years	15	37
	35-49 Years	17	42
	50-64 Years	2	5
	65	-	-
Total		40	100

Source: Primary data (Processed, 2022)

Based on the distribution of the age indicator table for respondents in the inpatient room, for ages 17-24 years there were 6 respondents (15%), for ages 25-34 years there were 15 respondents (37%), for ages 35-49 years there were 17 respondents (42 %), and for ages 50-64 years there were 2 respondents (5%) out of 40 respondents.

Table 2. By occupation

Room	Work	Frequency (N)	Percentage (%)
Inpatient	Student / Student	1	2
	civil servant	3	7
	Private Employee	9	22
	Laborer	1	2
	Trader	1	2
	Other	25	62
Total		40	100

Source: Primary data (Processed, 2022)

Based on the distribution of respondents' work indicator tables in inpatient rooms, respondents as students amounted to 1 respondent (2%),

respondents as civil servants amounted to 3 respondents (7%), respondents as private employees amounted to 9 respondents (22%), respondents as laborers amounted to 1 respondent (2%), respondents as traders amounted to 1 respondent (2%), and other employed respondents amounted to 25 respondents (62%), out of 40 respondents.

Table 3. Based on length of stay

Room	Long cared for	Frequency (N)	Percentage (%)
Inpatient	Less than 3 days	20	50
	3-6 days	20	50
	Total	40	100

Source: Primary data (Processed, 2022)

Based on the distribution of the indicator table for the length of time the respondents were treated in the inpatient room, for less than 3 days there were 20 respondents (50%) and for 3-6 days there were 20 respondents (50%) out of 40 respondents.

Table 4. Effect of Hospital Image, Service Quality on Patient Loyalty

Hospital Image	Lack of Loyalty	Loyalty	Total	Pvalue
Not enough Well Total	9	10	19	0.04
	10	11	21	
	19	21	40	

Source: Primary data (Processed, 2022)

Table 5. The Effect of Service Quality on Patient Loyalty

Service quality	Lack of Loyalty	Loyalty	Total	Pvalue
Not	8	9	17	

enough	11	12	23	0.04
Well	19	21	40	
Total				

Source: Primary data (Processed, 2022)

DISCUSSION

From the results of the research above, the researcher conducted research at RSIA Sitti Khadijah, Gorontalo City with the title the influence of hospital image and service quality on patient loyalty. At the time of conducting the research, the samples in this study were patients or families of patients who were treated or who visited. Researchers need 40 respondents who are willing to fill out a questionnaire provided by researchers, and also respondents who can communicate, read well are also old patients and new patients. In this study, the researcher distributed *informed consent* or a statement of consent before the respondents filled out the distributed questionnaires. This study used the SPSS for Windows program, univariate analysis was used to describe the data performed on each variable from the results of the study, variable distribution and frequency, bivariate analysis to see the relationship of variables with the *chi-Square test*.

Table 6. Based on Hospital Image Variables

Hospital Image	frequency	Valid Percent
Not good	19	47.5%
Well	21	52.5%
Total	40	100.0%

Source: Primary data (Processed, 2022)

1. Hospital Image

Based on data on the hospital image variable, there were 19 respondents with a presentation (47.5%) in the inpatient room for the bad image of the hospital. Then for the level of a good hospital image there were 21 respondents with a

presentation (52.5%) of the 40 respondents (patients) studied.

According to research by Zeitami and Bitner [7], in the journal (Margita Enno Yunida,) [6] states that a good image will improve or cover the service deficiencies felt by patients, on the contrary, if a bad image will worsen the service felt by patients . So from this statement adjusted for the variable that a good hospital image will improve the quality of service from the hospital. Therefore it is hoped that the hospital, especially in the related management fields, can pay more attention to the image of the hospital.

Table 7. Based on Service Quality Variables

Service quality	frequency	Valid Percent
Not good	17	42.5%
Well	23	57.5%
Total	40	100.0%

Source: Primary data (Processed, 2022)

2. Service quality

Based on data on Service Quality, in the inpatient room for Service Quality, 17 respondents with a presentation (42.5%) were unfavorable. Then for a good level of service quality, there were 23 respondents with a presentation (57.5%). of the 40 respondents (patients) studied.

Quality of service is the key to achieving quality service quality Whether or not the quality of hospital services depends on the ability of the hospital to consistently meet the expectations and needs of patients [7] .

It can be seen from the results of the variable quality of service from a total of 40 respondents, the majority were of a neutral opinion that the

quality of service in the hospital was able to meet the expectations of the respondents, even though some respondents stated that the hospital also had to further improve the quality of service.

Table 8. Based on Patient Loyalty Variables

Patient Loyalty	frequency	Valid Percent
Not Loyal	19	47.5%
Loyal	21	52.5%
Total	40	100.0%

Source: Primary data (Processed, 2022)

3. Patient Loyalty

Based on data on Patient Loyalty, in the inpatient room for Patient Loyalty, there were 19 respondents with a presentation (47.5%). Then for the loyalty level of loyal patients, there were 21 respondents with a presentation (52.5%) of the 40 respondents (patients) studied.

Loyalty is a combination of psychological functions and patient behavior that makes them loyal to certain services or services provided by the hospital. It can also be said that loyalty is a commitment to stay in depth or re-subscribe with services provided consistently in the future.

The influence of hospital image, quality of service and patient loyalty From the results of the data obtained in the study at Sitti Khadijah's mother and child's home, more precisely in the inpatient room which includes the children's, internal and postpartum rooms. In this study, researchers used the *SPSS program* to obtain results obtained from data collected by distributing questionnaires to patients or patient families. For this reason, the results obtained show that the influence between hospital image and

service quality on patient loyalty is very influential to one another. Starting from a good hospital image will also lead to a good perception of the patient, patient's family, and the local community regarding the quality of services provided so that the patient and patient's family will be loyal or loyal to use the services provided by the hospital, and are willing to recommend to others.

The factors that affect the image of the hospital and the quality of service to patient loyalty are the health human resources at Sitti Kahidija Hospital, for example, health workers at inpatient registration are less friendly in providing services to patients and families of patients who are carrying out the registration process at hospitalization [5].

Then the factors that affect the quality of service to patient loyalty are the existing facilities at Sitti Khadijah Hospital, for example, such as lacking buildings and rooms, inadequate parking spaces, waiting rooms for patients and patient families are also inadequate, these factors can affect the image of the house. hospitalization and service quality on patient loyalty, causing a decrease in patient loyalty at Sitti Khadijah Hospital. For this reason, human resources at the Sitti Khadijah Gorontalo Mother and Child Hospital must further enhance a good image and quality towards patient loyalty, so that patients and their families who visit the hospital can receive good health services in terms of human resources or health workers and facilities and infrastructure that have been provided to visitors to the Sitti Khadijah Gorontalo Mother and Child Hospital.

So that the results of the research conducted by Margita Enno Yunida[5] have similarities with the current

research that there is an influence between hospital image and service quality on customer or patient loyalty.

The results also support Ariyani and Rosinta's research which found that service quality has a direct effect on patient loyalty through satisfaction. A good image will form the mindset of the community that if the community has health problems, the community does not need to think twice about where to get health services, because it is based on their own experiences or based on the information they obtain. Likewise with the implementation of service quality carried out by a company is to provide the best service for patients with the aim of creating patient satisfaction and ultimately will form loyalty. The quality of services provided by the company will lead to patient perceptions. A good perception of the quality of service received and a good image of the hospital, the greater the patient's expectations are met, the greater the patient satisfaction. High patient satisfaction will also lead to high patient loyalty [6].

The difference between the results of this study and previous research is that the results of previous studies have an influence on service quality on customer satisfaction, obtained a path coefficient of 0.474 with a significance of 0.000 because it is significantly less than 0.05 ($0.000 < 0.05$), so it can be concluded that service quality significant effect on customer satisfaction at the Wonogiri Amal Hospital, so the hypothesis is proven.

While the research obtained in this study that from the results of the data on the influence of Hospital Image and service quality on Loyalty in inpatients, the first look at the Hospital image on patient loyalty for a good level of hospital image is 21 respondents, while the level of hospital

image is not good on patient loyalty amounted to 19 respondents. then the good quality of service to patient loyalty amounted to 23 respondents, while the level of service quality to patient loyalty that was not good amounted to 17 respondents. And for the Asymp. Sig. (2-sided) with the chi square test, the P -value is 0.04.

So it can be concluded that H_1 is accepted and H_0 is rejected because the significant value obtained is <0.04 . From the results above, hospital image and service quality affect patient loyalty in the inpatient room at the Sitti Khadijah Mother and Child Hospital, Gorontalo. hospital and service quality in the inpatient ward.

CONCLUSION

Based on the results of research on the Effect of Hospital Image and Quality of Service on Patient Loyalty at the Sitti Khadijah Mother and Child Hospital, researchers can conclude that Hospital Image and the quality of staff services greatly influence patient loyalty at the Sitti Kahdijah Mother and Child Hospital.

1. Hospital Image Level

At the Hospital Image level, the results showed that the Hospital Image level was not good enough for 19 respondents with a presentation (47.5%). Then for the level of a good hospital image there were 21 respondents with a presentation (52.5%) of the 40 respondents (patients) studied. So it can be concluded that the level of hospital image has an effect on service quality and patient loyalty which is obtained with a pvalue <0.05

2. Service Quality Level

At the level of service quality, the results obtained with a poor level of service quality amounted to 17 respondents with a presentation (42.5%). Then for a good level of

service quality there were 23 respondents with a presentation (57.5%) of the 40 respondents (patients) studied. So it can be concluded that the level of service quality affects the image of the hospital and patient loyalty which is obtained with a pvalue <0.05.

3. Patient loyalty level

In the results of the data with the level of Patient Loyalty, there were 19 respondents who were not loyal with a presentation (47.5%). Then for the loyalty level of loyal patients , there were 21 respondents with a presentation (52.5%) of the 40 respondents (patients) studied. So it can be concluded that the level of patient loyalty affects the image of the hospital and the quality of service obtained with a p-value <0.05.

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