

THE INFLUENCE OF IMAGE, PATIENT SATISFACTION AND SERVICE QUALITY ON PATIENT LOYALTY AT JEUMPA HOSPITAL BIREUEN DISTRICT

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Abstract

This research aims to analyze the influence of image, patient satisfaction and service quality on patient loyalty at Jeumpa Hospital, Bireuen Regency. The problem in this research is that there are still many patients who do not have a good level of loyalty to the hospital, this is because many patients complain about very slow service, unfriendly employees and doctor visiting hours that do not comply with hospital regulations and attendance. doctors who sometimes don't care about patient complaints. The method used is a quantitative method with a primary data approach. The number of respondents was 140 patients. The instruments in this research use validity, reliability, classical assumption tests such as normality tests, heteroscedasticity tests, multicollinearity tests. This research was conducted on inpatients at Jeumpa Hospital. In this study, data was obtained from the results of distributing questionnaires directly to respondents who were found at Jeumpa Hospital and those who were close to the Jeumpa Hospital location. The data analysis technique used is multiple linear regression analysis with the help of SPSS. The research results show that the image variable has a positive and significant effect on patient loyalty at Jeumpa Hospital, Bireuen Regency. The patient satisfaction variable has a positive and significant effect on patient loyalty at Jeumpa Hospital, Bireuen Regency. The service quality variable has a negative and insignificant effect on patient loyalty at Jeumpa Hospital, Bireuen Regency.

Keywords : *Image, Patient Satisfaction, Quality Service, Patient Loyalty*

INTRODUCTION

A hospital is an organization that provides health services carried out by organized professional medical personnel including permanent medical infrastructure, medical services, continuous nursing care, diagnosis and treatment of diseases suffered by patients. Comprehensive, integrated and sustainable health services provided by hospitals aimed at the community are the spearhead of the health service system in Indonesia.

Health services are a very important service sector in people's lives because they involve public health and safety. The community as users of health services will feel comfortable and satisfied if the health services are in accordance with the community's expectations and needs. Hospitals are one of the services which, in carrying out their activities, cannot be separated from developments in science and technology. Both of these things increase public awareness and demand for better health services. This also causes people's *values* to change towards higher quality health services, which can lead to competition between service companies (Roni, 2017).

One of the hospital service companies is currently experiencing intense competition with the increasingly easy licensing for the establishment of private hospitals. Locations now no longer take into account the distance between hospitals, so competition relies heavily on the quality of service, treatment costs and medical personnel offered. As a result of this intense competition, hospitals are required to create innovations and strategies to get patients. Competition in the hospital services industry includes competition for inpatient care, doctor services and pharmaceutical services, so that the competitive dynamics that occur are multipoint competition. Where multipoint competition is a situation where a company faces the same competitors in more than one place, for example there is another hospital that has a good image like Jeumpa Hospital, so that between Jeumpa Hospital and the other hospital there is competition that makes the two

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hospitals compete. -competition to provide good service so that patients are satisfied and loyal to the hospital. The hospital continues to make changes to be better than its competitors. This change is a challenge for hospitals which are faced with a changing business environment. The level of comfort provided by a service provider greatly influences both consumer satisfaction and consumer dissatisfaction with the service process received by the consumer. Service is one of the product strategies provided by hospitals to their patients. Services are defined as activities or results that an institution can offer to others that are usually invisible and the results cannot be owned. Patients who feel satisfied and comfortable with health services will develop trust and be loyal to the hospital that provides these health services (Kotler, 2017). Patient loyalty is a level of psychological tendency of positive, consistent and repeated consumer attitudes and behavior to carry out an activity that has the strength of loyalty to the various references they face to continue to choose things that are in the form of or at least different from the attributes that have been mentioned. have (Kotler, 2017). This is in line with research by Bahrudin & Siti (2016) which states that loyalty is determined based on consumer behavior, whether in terms of consumer satisfaction, quality of service received by consumers and so on.

Jeumpa Hospital is a private hospital which has an obligation to provide excellent health services to the community. The hospital is also known to the public because it provides adequate media equipment for patients who need it. One of the superior services at Jeumpa Hospital is inpatient services, so this led the author to undertake research at this hospital. Jeumpa Hospital is also a Type C hospital, namely a hospital that is able to provide specialist medical services, namely internal medicine services, surgical services, children's health services and obstetrics and gynecology services. According to Trimumpuni (2012) inpatient care is one of the services available in a hospital to treat patients. A place can be used as an inpatient facility, measured by the number of beds, if the place can provide more than 6 beds used to treat patients with a length of stay of up to 24 hours. In providing inpatient services, hospitals are very open and willing to accept patient complaints about health facilities and services. This is intended for hospitals to continually improve services and strive to minimize patient complaints.

Table 1.Number of Patient Visits at Jeumpa Hospital in 2021-2023

No	Year	Total Visitors
1	2021	12,564
2	2022	13,763
3	2023	9,141

Source: Jeumpa Hospital Hospital Reporting Unit

Based on data table visit patient on can known that amount visit patient experiencing increases and decreases. In 2021 there will be as many visits as 12,564 patients, experience the increase in 2022 will be 13,763 patients. However, in 2023 there will be a decline with a total of 9,141 patient visits. This decrease in patients was caused by the service and instability of health examination equipment at the hospital, so that many patients were referred to other places.

survey consisted of 30 patients at the hospital explained that patients did not have a good enough level of loyalty to the hospital , namely 24 patients , this was because many patients complained that the parking space provided by the hospital was inadequate and also very narrow, then patients also complained about the services provided. very slow, unfriendly employees and doctor visiting hours that do not comply with hospital regulations and the presence of doctors who sometimes don't care about patient complaints . This problem can also reduce patient loyalty. This is in accordance with research by Nindi et al., (2023) which states that service quality has a significant effect on patient loyalty.

Another factor that can influence patient loyalty is image. Image is the public's perception of a company or its products. Image is influenced by many factors outside the company's control. If the information is good, it will create a positive image, but conversely, if the information received

is bad, it will create a negative image. The information obtained is, for example, about the services provided by the hospital, how complete the medical equipment is, what the quality of human resources, namely doctors and nurses in the hospital, is, and so on (Kotler, 2017). If the image is good, the company will be successful, on the other hand, if the image is bad, the company will be shunned by its customers. Image is an important element for increasing patient loyalty, where a patient's response and desire for a hospital depends on the image of the hospital. The image will change a different perception of the hospital from other hospitals and will also be assessed by a patient. (Lumenta, 2017).

Previous research results from the journal Eftitath (2023) stated that image influences loyalty. This is in line with the author's research, where the author found that many patients stated that the image of hospitals in Bireuen Regency was not as expected, where many patients had seen and felt how the services were provided, giving rise to a negative image. So the image of the hospital greatly influences the level of loyalty.

Another factor that supports increased patient loyalty is patient satisfaction with health services. According to Kotler & Armstrong (2017), patient satisfaction is the result felt by buyers who experience a company's performance in the form of goods or services that meet their expectations. Leviana (2018) states that satisfaction is a person's feeling of joy or disappointment that arises after comparing their perception or impression of the performance or results of a product and their expectations. Patient satisfaction can be interpreted as a consumer attitude, namely some degree of liking or disliking the service that has been felt, therefore consumer behavior can also be interpreted as a model of consumer/patient behavior.

Patient satisfaction is a post-purchase evaluation where the alternative chosen is at least the same or exceeds expectations. Satisfaction is a person's feeling of pleasure that comes from a comparison between enjoyment of a product's activities and services and their expectations, namely satisfaction. Patient satisfaction can be created through good service by medical personnel in health institutions. Satisfaction has a close relationship with loyalty, where satisfied patients are a very valuable asset because if patients feel satisfied they will continue to use the service of their choice, but if patients feel dissatisfied they will tell other people twice as much about their bad experience. . To create patient satisfaction, hospitals must create and manage a system to obtain more patients and the ability to retain patients.

The survey results found that a large number of patients stated that they did not feel satisfied with the services provided by the Jeumpa Hospital in Bireuen Regency, where patient satisfaction was determined by whether the house was friendly or not and whether or not they provided medicines and treated emergency patients more quickly. or not, it turns out it's still not optimal. This is in accordance with research by Sholeh & Yanto (2022) which states that patient satisfaction has a significant effect on patient loyalty. The results of the author's research are also in line with research by Siregar et al., (2023) which states that patient satisfaction has a significant effect on loyalty, where the more satisfied the patient feels with the services provided by the hospital, the more loyal the patient is to the hospital.

The next factor that can influence patient loyalty is service quality. Service quality is the expected level of excellence and control over the level of excellence to fulfill customer desires. If the service received is as expected, then the quality of the service is perceived as good and satisfactory. If the service received exceeds customer expectations, then the quality of the service is perceived as ideal. Conversely, if the service received is lower than expected, then the quality of the service is considered poor (Tjiptono, 2017).

Service quality has a close relationship with loyalty, where factors that can create patient loyalty are good service quality. If the quality of hospital service is good, it will make patients feel comfortable and make patients use health services again. This was also found during a survey, where patients stated that they were not satisfied with what was provided by the hospital, the quality of service was not optimal and the staff looked arrogant and did not want to know about patients. This is in line with research by Asnawi et al., (2019) which states that service quality has a relationship and influence on patient loyalty. This research is also in line with previous research examined by Hasan et al., (2018) where professional and quality health services will make patients

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feel satisfied and will return to the hospital if they experience illness. Patient loyalty will be created when patients feel satisfied with the quality of hospital services. This research is based on several empirical studies related to patient satisfaction, hospital image and patient loyalty. Patient satisfaction will have an impact on patient trust. This can be interpreted as the quality of service felt by patients will increase patient satisfaction in using health services.

IMPLEMENTATION METHOD

Objects and Locations Study

The objects of research are patients at Jeumpa Hospital in terms of Loyalty, Image, Satisfaction and Service Quality. The research location is Bireuen Regency.

Types and Sources Data

This research uses quantitative data in the form of primary data, namely data originating from original or first sources, which researchers collected to answer problems found in research obtained directly from sources, either interviews or through direct distribution of questionnaires (Sugiyono, 2016). The data source is data obtained directly from research subjects using direct data collection techniques (Sugiyono, 2016). The data source used in this research was obtained from the results of distributing questionnaires and respondents' answers by patients who had visited for treatment at Jeumpa Hospital.

Analysis Method Data

The data analysis method in this research is using the Multiple Linear Regression test to see the influence of the independent variable on the dependent variable. The method for testing hypotheses and analyzing data is to use *Multiple Linear Regression* from the SPSS program . Multiple Linear Regression Analysis was used by researchers with the aim of testing the influence of image, patient satisfaction and service quality on patient loyalty. The independent variable as a predictor factor is manipulated (increased or decreased in value). So, Multiple Linear Regression Analysis is used if the number of independent variables in a study is more than one (minimum two independent variables) (Ghozali , 2018) . The formulation of multiple regression analysis in this research is as follows: $Y = b_0 + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$

RESULTS AND DISCUSSION

Testing Research Instruments

Validity Testing Results

This validity test is intended to test the research instrument. The measured variables are said to be valid if the *Pearson correlation value is > r-table* , Ghozali (2018) . If the *Pearson correlation value is > r-table*, then each instrument in the research questionnaire is declared valid. On the other hand, if the *Pearson correlation value is < r-table*, then the instrument in the research questionnaire is declared invalid (not feasible) and must be replaced with a new question/instrument.

Table 2. Validity Test Results

o	Statement Indicator	r _{count}	r _{table}	Information
	(X ₁)			
1	- Indicator 1	0.273	0.167	Valid
	- Indicator 2	0.392	0.167	Valid
	- Indicator 3	0.488	0.167	Valid
	(X ₂)			
2	- Indicator 1	0.520	0.167	Valid
	- Indicator 2	0.376	0.167	Valid
	- Indicator 3	0.311	0.167	Valid

		(X ₃)		
3	- Indicator 1	0.506	0.167	Valid
	- Indicator 2	0.478	0.167	Valid
	- Indicator 3	0.465	0.167	Valid
	- Indicator 4	0.485	0.167	Valid
	- Indicator 5	0,313	0.167	Valid
		(Y)		
4	- Indicator 1	0.324	0.167	Valid
	- Indicator 2	0.245	0.167	Valid
	- Indicator 3	0.224	0.167	Valid

Source: Research results, processed data, 2024

Based on Table 2, it can be explained that each statement item has a *Pearson correlation value* greater than 0.167 with a significance level of less than 0.05 ($\text{sig} < 5\%$). So a conclusion can be drawn, this shows that all existing items do not need to be replaced and are suitable for use because they meet the eligibility standards (valid). For the Validity Test, what you see is the Item-Total Statistics table. Each variable item is declared valid if $r_{\text{count}} > r_{\text{table}}$. The calculated r value can be in the *Corrected Item-Total Correlation column*. Meanwhile, the r table can be seen in the r Product Moment table, number 136, which comes from $140 - 4 = 136$ respondents. The r table value is 0.167. This means that the calculated r for each variable item is declared to be overall valid (Sugiyono, 2016).

Reliability Testing Results

Reliability or reliability testing shows the extent to which a measurement can provide results that are no different if the measurement is carried out again on the same subject. Determining the reliability of a measuring instrument can be seen from the alpha value. If the alpha value is greater than the r_{table} value, then it can be said to be reliable. The scale is grouped into five classes with the same range, then the alpha stability measure can be interpreted as follows (Noor, 2018) :

1. Cronbach's alpha value of 0.00 to 0.20 means less reliable.
2. Cronbach's alpha value of 0.21 to 0.40 means somewhat reliable.
3. Cronbach's alpha value of 0.41 to 0.60 means quite reliable
4. Cronbach's alpha value of 0.61 to 0.80 means reliable .
5. Cronbach's alpha value of 0.81 to 1.00 means very reliable .

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Information
X ₁	,571	3	Quite Reliable
X ₂	,589	3	Quite Reliable
X ₃	,623	5	Reliable
Y	,653	3	Reliable

Source: Research results, processed data, 2024

Based on the test results in Table 3, it can be explained that for reliability testing, pay attention to the Statistical Reliability table. Reliable data if the Cronbach Alpha results are between Cronbach's alpha value of 0.41 to 0.60, meaning it is quite reliable and Cronbach's alpha value is 0.61 to 0.80, meaning it is reliable .

Classic Assumption Test Results

Data Normality Test Results

The normality test aims to test whether in the regression model, the dependent variable, independent variable or both have a normal distribution or not. Normality testing in this research is

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used by looking at the normal probability plot which compares the cumulative distribution of actual data with the cumulative distribution of normal data.

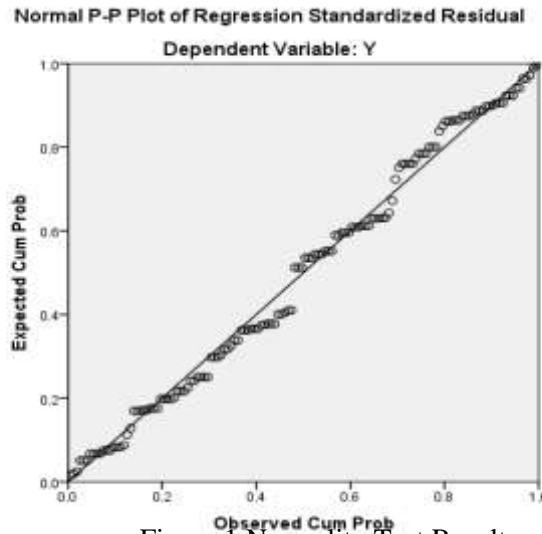


Figure 1 Normality Test Results

From the picture above, it can be explained that the data is spread around the diagram and model lines, right above the normal line. This means that all the data obtained is normally distributed and can be used to determine the results of this research.

If seen based on the Kolmogorov Smirnov test, the criteria are as follows:

1. If the significance value test Kolmogrov-Smirnov $> \alpha$ (0.05) , then model regression distribute normal .
2. If the significance value test Kolmogrov-Smirnov $< \alpha$ (0.05) , then model regression not distributed normal .

Table 4 Results Normality Test with Kolmogorov-Smirnov

N		140
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	1.06577298
Most Extreme Differences	Absolute	,070
	Positive	,070
	Negative	-.064
Statistical Tests		,070
Asymp. Sig. (2-tailed)		,094 ^c

Source: Research results, processed data, 2024

Based on Table 4, it is known that the significance value of the test Kolmogorov-Smirnov that is 0.094 or more big from α (0.05), so can concluded that residuals data model regression distribute normal (assumption normality fulfilled).

Heteroscedasticity Test

Ghozali (2011) states that heteroscedasticity testing aims to find out whether in the regression model there is inequality of variance from the residuals of one observation to another. If the variance of one observation to another is constant then it is called homoscedasticity, and if it is different it is called heteroscedasticity. A way to detect whether heteroscedasticity is present or not can be done by looking at the Scatterplot graph between the predicted value of the independent variable (ZPERD) and the ratio (SRESID).

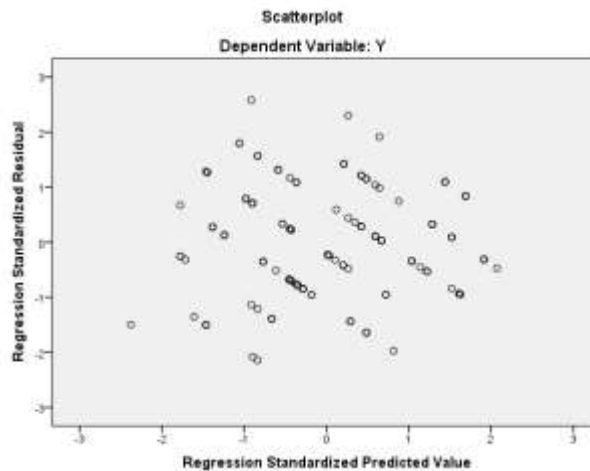


Figure 2 Heteroscedasticity Test Results

The image above explains that the points are spread randomly above and below the number 0 on the Y axis . The results show that the regression model is suitable for measuring influence between variables in research.

Multicollinearity Test

Ghozali (2018) aims to test a model whether in a regression model a correlation is found between independent variables . . The *cut off* value used is a tolerance value above 0.1 or equal to a VIF value below 10.

Table 5. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
	B	Std. Error	Beta	Tolerance	VI	
					F	
(Constant)	5,645	1,188				
Image	,361	,108	,437	,210		4,765
Patient Satisfaction	,244	,106	,299	,210		4,762
Service Quality	,087	,067	,078	,993		1,007

Source: Research results, processed data, 2024

Table 5 shows that all the variables used as predictors of the regression model show quite small VIF values, all of which are below 10 and tolerant > 0.1. This means that the independent variables used in the research do not show any symptoms of multicollinearity. So it can be concluded that multicollinearity does not occur.

Analysis of Multiple Linear Regression Equations

From table 4.13 below are the results of data testing using multiple linear regression with the help of SPSS . The output results can be seen in the attachment and summary, the results can be seen in the table below:

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Table 4. 13 Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		Q	Sig.
	B	Std. Error	Beta			
(Constant)	5,645	1,188			4,751	,000
Image	,361	,108	,437		3,358	,001
Patient Satisfaction	,244	,106	,299		2,297	,023
Service Quality	,087	,067	,078		1,806	,194

Source: Research results, processed data, 2024

Based on Table 4.8 , the multiple linear regression equation that can be prepared in this research is as follows:

$$Y = 5.654 + 0.361 X_1 + 0.244 X_2 + 0.087 X_3$$

1. The constant $b_0 = 5.654$, this result shows that if image, patient satisfaction and service quality are zero, then patient loyalty remains 5.654.
2. The value of b_1 (the regression coefficient value of the image variable) has a positive value of 0.361 which means that if the image variable As it increases, patient loyalty will increase.
3. The b_2 value (the regression coefficient value of the patient satisfaction variable) is positive at 0.244, meaning that if patient satisfaction increases, patient loyalty will increase.
4. b_3 value (the regression coefficient value of the service quality variable) is positive at 0.087, meaning that if the service quality variable increases, then patient loyalty will also increase.

Correlation Coefficient (R) and Determination Coefficient (R²)

The Correlation Coefficient is used to see how much the dependent variable is related to the independent variable. The results can be seen in the table below:

Table 6, Correlation Coefficient (R) and Determination Coefficient (R²) values

Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,719 _a	,517	,506	1,077

Source: Research results, processed data, 2024

Based on Table 6, above, it is known that the correlation coefficient value is 0.719 . Which means that the relationship that occurs between the image variables, patient satisfaction and service quality on patient loyalty was 71.9%. So it can be concluded that there is a relationship between image, patient satisfaction and service quality patient loyalty is strong . Meanwhile, the coefficient of determination (R²) is 0.506. This shows that image, patient satisfaction and service quality on patient loyalty is 50.6%. Meanwhile, the remaining 49.4% was influenced by other variables not included in this research.

Hypothesis Testing

Partial Test Results (t Test)

According to Ghozali (2018), Test statistics t on basically show how much Far influence One variables independent in a way individual in explains the dependent variable. With a significance level of 0.05 (α=5%). The criteria:

1. If mark significant > 0.05 so hypothesis rejected,

2. If mark significant ≤ 0.05 so hypothesis accepted.

If you look at the t distribution table with a percentage value of 5% or 0.05 then the t table value is 1.656 13. Proof is carried out using the t test or partial testing of all observed variables with the t test. Testing is carried out by comparing the calculated t value $>$ t table in degrees error 5% ($\alpha = 0.05$). Data processing calculations using IBM SPSS statistics 20, shown on the following table :

Table 7. Partial Test (t-test)

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	Q	
(Constant)	5,645	1,188		4,751	,000
Image	,361	.108	,437	3,358	,001
Patient Satisfaction	,244	.106	,299	2,297	.023
Service Quality	,087	,067	,078	1,806	,194

Source: Research results, processed data, 2024

Based on the partial regression results contained in Table 7 above, it is known that the image variable (X_1) has a calculated t value of 3.358 while the t_{table} is 1.65613, so it can be concluded that partially the image variable has a significant effect on patient loyalty. The patient satisfaction variable (X_2) has a calculated t value of 2.297 while the t_{table} is 1.656 13 , so it can be concluded that partially the patient satisfaction variable has a significant effect on patient loyalty. The service quality variable (X_3) has a calculated t value of 1.806 while the t_{table} is 1.656 13 , so it can be concluded that partially the service quality variable has a positive and insignificant effect on patient loyalty .

Discussion

This research aims to determine the influence of image, patient satisfaction and service quality on patient loyalty at Jeumpa Hospital, Bireuen Regency . From the results of the multiple linear regression test carried out, it can be seen that:

The Influence of Image on Patient Loyalty

research results show that variable image in a way has a significant positive effect on patient loyalty. Matter the proven with results -t test ,Where $t_{count} > t_{table}$, where the calculated t value is 3,358 while the t_{table} is 1.65613 . This means that the better the service provided to patients, the greater patient loyalty will increase. Because the services provided by the hospital attract the attention of patients. The results of this research are in accordance with research conducted by Ardiyanto & Tabrani (2018) and research by Asnawi et al., (2019) which found that hospital image has a significant effect on loyalty. This means that the higher the image of the hospital according to patient perception, the higher the loyalty of hospital patients.

The Influence of Patient Satisfaction on Patient Loyalty

Results show that variable satisfaction patient in a way significant positive effect on loyalty. Matter the proven with results -t test , where $t_{count} > t_{table}$, where the t - calculated value is 2.297 while the t - t_{table} is 1.656 13 . Matter This means that the higher it is satisfaction patient who received at this hospital, so loyalty patient Also will increase. The results of this study support previous research conducted by Eftitah et al., (2023) and research by Haryadi (2023). prove that Satisfaction the patient as a whole is largely affected by the treatment, Eat, room patient as well as enter And service administration. Patient satisfaction and loyalty are positively related. So you can concluded that overall patient satisfaction improved loyalty patient.

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The results show that the service quality variable is significant positive influence on loyalty patient. Matter the proven with the results of the t-test where $t_{\text{calculated}} > t_{\text{table}}$, where the $t_{\text{calculated}}$ value is 1.806 while the t_{table} is 1.656 13 . This is meaningful that either or good quality the services provided by the hospital will not influence patient loyalty. Where is the house Sick try understand desire And need patient based on what the patient thinks. The results of this study support results study previously Which done by by Eftitah et al., (2023) and research by Haryadi (2023). prove that Service quality has a positive effect on loyalty.

CONCLUSION

Based on the research results, the following conclusions can be drawn Image has a positive and significant effect on patient loyalty at Jeumpa Hospital, Bireuen Regency. Variable has a positive and significant effect on patient loyalty at Jeumpa Hospital, Bireuen Regency. Variable has a positive and insignificant effect on patient loyalty at Jeumpa Hospital, Bireuen Regency . Based on the research results above, the author's recommendations are as follows : For hospitals, based on the research results, it is known that there are still several respondents with low assessments of the hospital's image and service quality.

Therefore, hospitals are advised to be communicative and always interact with patients. This is because good service quality will create loyalty and warmth in the eyes of consumers, whether or not the service quality of a service is very relative. For patients, every patient is aware of the relative relationship between the quality of service and the level of their expectations about a service that will be used. Furthermore, the quota for the quality of service provided can be compared with consumer experience and expectations, so that the quality of service can be accepted. It is recommended for future researchers to increase the number of censuses used so that the results are more representative of the selected population. It is hoped that the variables used in future research will be more complete and varied by adding other independent variables, be they measures or other factors

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