

The Influence of Brand Image Perception, Facility Perception, And Nursing Service Perception On Consumer Decisions Through Customer Satisfaction Using Health Services at RSI PKU Muhammadiyah Tegal

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The Influence of Brand Image Perception, Facility Perception, And Nursing Service Perception On Consumer Decisions Through Customer Satisfaction Using Health Services at RSI PKU Muhammadiyah Tegal

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Abstract. Generally has often been argued that customer satisfaction can contribute significantly to a company's success in a variety of ways. This study aims to analyze the effect of brand image, facilities and nursing service on consumer decision and customer satisfaction. The method of data collection is convenience sampling. The samples of this research are collected from 100 respondents, who are the customers in one of the biggest hospital in Tegal. The technique of data analysis used in this study was regression analysis. The result is: the relationship between brand image, facilities and nursing service have a significant and positive impact toward consumer decision and customer satisfaction.

Keywords : Brand Image, Facilities, Nursing Service, Consumer Decision, Customer Satisfaction

1. Introduction

Indonesia as one of the developing countries with the fourth largest population in the world. The total population of Indonesia reached 273,879,750 people in 2021, an increase from 270,203,917 people in 2020. The increasing number of people in Indonesia will affect efforts to improve their standard of living. One of the basic needs that must be considered by humans is health, where health is a state of well-being of the body, soul, and social that allows everyone to live a socially and economically productive life. As a basic need, the government is responsible for ensuring the health of the Indonesian people through various health service providers, such as clinics, community health centers, and hospitals. These health service providers are required to provide quality health services, including by providing adequate facilities. All health service institutions always strive to provide services in the form of outpatient, inpatient, healing of various diseases, disease prevention, and public health consultations. In addition, health service providers also try to provide satisfaction for patients as users. [1]

The increasingly modern growth of science and technology makes hospitals as one of the health service provider institutions have an important role in efforts to improve health services, both from the facilities provided and the quality of their services. Hospitals must be able to create excellence in terms of quality of services, facilities, innovation, and speed in responding to patient needs. With increasingly fierce competition, various hospitals in Indonesia strive to

provide excellent health services to their patients. For example, through the provision of complete facilities, both physical and non-physical, to help overcome various health problems.

The facilities provided by the hospital can influence consumers' decisions in using health services. Facilities can be said to be physical and non-physical instruments that patients feel in both inpatient and non-in-hospital. The more complete the facilities owned by a hospital, the higher the confidence of consumers (prospective patients) to buy and use the health services provided. An example of a physical facility is having an adequate building, comfortable rooms, security guarantees, maintained cleanliness, neat administrative services, comfortable resting rooms, and adequate parking spaces. Meanwhile, non-physical facilities such as surgery services, inpatient, outpatient, Computerised Tomography Scan (CT Scan), Ultra Sonography (USG), 24-hour Emergency Installation (IGD), antigen swab, Genose, and various other services. All of them can provide satisfaction for patients according to their health care needs. [2]

Patient satisfaction is basically not the result of hard work alone but is created through a culture of quality in the hospital. Consumer satisfaction can provide benefits for hospitals, namely generating patient loyalty. Patient satisfaction can create patient loyalty or loyalty to a hospital that provides satisfactory service quality. Improving the quality of service in an effort to maintain patient loyalty is a demand that must always be met. Patients who are loyal to the hospital will take advantage of the health services they have felt and can also provide recommendations to their family, friends, and neighbors for treatment to the hospital. [3]

Several things need to be improved in the hospital owned by the Muhammadiyah Association, one of which is the patient satisfaction index for services which has been recorded not too high. Data obtained from the Public Relations and Marketing Department shows that the average patient satisfaction index from January 2022 to April 2022 is only 75.77 percent. Details of the patient satisfaction index of RSI PKU Muhammadiyah Tegal in the period are presented in Table 1.

Table 1. Patient Satisfaction Index of RSI PKU Muhammadiyah Tegal
Period January - April 2022

No.	Month	Patient Satisfaction Index (%)
1.	January	75,01
2.	February	76,05
3.	March	76,04
4.	April	76
Average		75,77

Source: Public Relations and Marketing Department of RSI PKU Muhammadiyah

A person's decision to use health services is basically a complex process and is influenced by various factors. In addition to excellent service, hospitals must have various service advantages, such as setting competitive rates. Patients will usually choose a hospital with health costs that are proportional to the quality of services provided. The patient will conduct a thorough evaluation of the services received, based on his perception of a number of benefits that will be received compared to the costs incurred. The presentation of excellent service can create favorable patient loyalty for the hospital. Patient satisfaction depends on the

quality of health services that are in accordance with the abilities possessed by health workers, especially nurses, in providing excellent service. With quality service, the patient will feel satisfied, will maintain and inform others about the service he has felt.

One of the services in hospitals that needs special attention because it is directly related to patients is nursing services. Nursing services are rights that are carried out holistically based on the needs of the client. Nursing services in the future must be "consumer minded" in order to always be able to adapt to changes and increasingly fierce competition [1,2,4]. A competitive hospital will prioritize quality in providing services to its patients.

If the health services that are felt to provide comfort to patients will automatically affect the quality of customer satisfaction, on the contrary, if the services provided are low, it will affect the quality expected by the hospital. Expectations that match the perception will form a strong positioning in the minds of hospital patients. The patient in question will then tell others both family, relatives, and friends. With this story, the patient will carry out direct marketing activities. A good personal story or experience about a hospital service, will make the patient to the stage of recommending the services he has used to others. Good information like this will certainly bring a good brand image.

Brand image for hospitals is one of the tools to convince patients of the health services received. A brand image is a picture of the entire perception of a service and is formed by information and past experiences of that brand.[5] suggests that brand image refers to the memory scheme of a brand, which contains a patient's interpretation of the use, situation, advantages, attributes, and characteristics of the maker of the brand or product.

The method that the hospital uses is to understand the conditions and development of the market as well as the needs and desires of patients. With this strategy, patients will feel fulfilled their expectations by using marketed product accessories. The important thing in the process of feeling the service is that the patient will consider before going to the hospital by paying attention to the brand. If the brand image of a hospital service is considered to have good quality, then the patient has the desire to buy or use the product.

Purchase intention is an important stage that must be considered by marketing. This also applies to the context of marketing health services by hospital management [5]. purchase intention is an early diagnosis in predicting consumer behavior. [5] found that brand equity has a significant and positive effect on purchase intention. However, [6] concluded a different thing, namely that brand equity does not affect purchase intention.

In Tegal City and Regency there are several hospitals that have been established or are in the development stage, including:

1. Tegal City: Rsud Kardinah, RSUI Harapan Anda, RS Mitra Keluarga, RSIA Kasih Ibu, RSIA Siti Hajar
2. Tegal Regency: DR Soeselo Hospital, Suradadi Hospital, PKU Muhammadiyah Tegal Hospital, Mitra Siaga Hospital, DKT Pagongan Hospital, Pala Raya Hospital, Harapan Sehat Hospital, Hawari Esa Hospital, Mitra Keluarga II Hospital (development stage) and Mitra Siaga II Hospital (development stage)

RSI PKU Muhammadiyah Tegal which is located at Jl. Singkil Km 0.5 Adiwerna Tegal, where the peculiarity of this hospital is that it operates by providing Islamic services to its patients. For example, all employees are required to close their lives while providing services to patients, religious consultations for patients, and spiritual guidance for patients during examinations and treatments.

The management of RSI PKU Muhammadiyah Tegal always strives to provide quality services to its patients by providing various physical and non-physical facilities. This effort will be a consideration for patients as consumers in using health services at RSI PKU Muhammadiyah Tegal. Data from the last 5 years shows that the number of patients treated has increased, both patients from the general patient group, patients of the Social Security Organizing Agency for Contribution Assistance Recipients (BPJS PBI), BPJS Non-PBI, and insurance patients.

Table 2. Number of Patients of RSI PKU Muhammadiyahs Year 2017-2021

Year	Hospitalization (person)	Outpatient (person)
2017	17.908	51.074
2018	21.761	84.465
2019	26.033	118.698
2020	22.783	117.557
2021	21.881	137.651

Source: Medical Record Data RSI PKU Muhammadiyah, 2022.

Many things can affect a customer's loyalty to a health institution such as a hospital. However, researchers will only focus studies on aspects of brand image, facilities, nursing services, consumer decisions, and patient satisfaction. Meanwhile, the customers who were appointed and became the subject of analysis were patients who had undergone treatment at RSI PKU Muhammadiyah Tegal.

The Satisfaction Index data shows that there is a gap between the expectations that patients want and the reality they get, thus affecting the patient's assessment of the hospital image [7] that one of the problems faced by hospitals is the negative image and physical facilities as a hospital which is also a referral hospital, which is still not on par with other hospitals of the same type in Central Java.

2. Method

This research was conducted at the PKU Muhammadiyah Tegal Islamic Hospital. The data collection time is for 1 month from May 18 - June 17, 2022. The study population was the number of inpatient visits in the Zam-zam, Multazam 1 and Multazam 2 rooms and the study sample was 350 people. The sampling used is a Non Probability Sampling sampling technique. This study used a Cross-Sectional Study design. Data collection was obtained in two ways, primary data was obtained using questionnaires and secondary data in the form of data on the number of inpatient visits at the PKU Muhammadiyah Tegal Islamic Hospital in 2022. The data was processed and analyzed using the AMOS program on the computer by conducting univariate analysis, bivariate analysis, and multivariate analysis of each independent variable

with dependent variables using the Logistic Regression test with a significant level of alpha (α) 0.05. [8–11]

2.1. Instrument Validity Testing

The validity test in this study was carried out using product moment correlation from Pearson. The number of instruments to be tested for the variables of brand image, facilities, nursing services, patient decisions and patient satisfaction is 25 items. The instrument was tested on 30 respondents with a significant level of 0.05. The calculation that can be seen states that all items pernyataan used have a correlation coefficient greater than $r_{table} = 0.361$ so that all instruments are declared valid.

2.2. Instrument Reliability Testing

Reliability testing is carried out to test the consistency of respondents' opinions when given statements through questionnaires. The tool used in measuring reliability in this study was the cronbach alpha test. If the alpha cronbach result ≥ 0.60 , then the research instrument is said to be reliable. The results of the reliability test of the research instrument showed that all variables have an alpha coefficient value greater than 0.60 so that all variables are declared reliable and can be used for further analysis.

Normality tests are performed to analyze the distribution of data in a group of data. This is intended to find out whether the distribution of data is normally distributed or not. The test was carried out by looking at the value of the critical ratio (c.r.) to determine the kurtosis (collapse) and skewness (distortion) of the distribution of data. Normality tests can be carried out univariately or multivariately. If the value of c.r. is between -1.96 to +1.96, then the data distribution is said to be normal (for $\alpha = 5$ percent). Meanwhile, if the number c.r. is below -1.96 or above +1.96, then the data distribution is abnormal.

The results of the normality test showed that the data were univariately distributed normally, because all c.r. values were in the range between -1.96 to +1.96. Meanwhile, normality is multivariately not met, because the total value of the resulting c.r. is greater than 1.96, which is 12.65. Nevertheless, taking into account that all indicators have met the assumption of univariate normality, then the data analysis can be continued.

2.3. Outlier Test

Outliers can be detected by looking at the p1 and p2 values in the mahalanobis distance output in the AMOS software. The data is said to be outlier when the values of p1 and p2 are greater than 0.05. The results of data processing show that all p1 and p2 values are smaller than 0.05 so that it can be concluded that there is no outlier. The results of the mahalanobis distance output in this test can be seen through The Presented Amos output

2.4. Confirmatory Factor Analysis

2.4.1. Construct Validity Test

This test was carried out by analyzing the construct validity for the main sample, namely as many as 350 respondents using Confirmatory Factor Analysis (CFA). It is necessary to pay attention to the loading factor of the standardized regression weights value for each variable. The loading factor is said to be significant if the standardized loading estimate is ≥ 0.50 . Based on the results of the standardized loading estimate shown in appendix 6, it is known that all loading factors are valued above 0.50 so that the construct compiled is valid.

2.4.2. Construct Reliability Test

The construct reliability test is carried out using the Construct Reliability (CR) formula. If the resulting CR value is greater than 0.60, then the construct is declared reliable, and vice versa. The CR formula is as follows:

$$\text{Construct Reliability} = \frac{(\sum \text{standardized loading})^2}{(\sum \text{standardized loading})^2 + \sum E_j}$$

where:

\sum - standardized loading is the result of estimated standardized loading for each indicator;

E_j is the measurement error of each indicator obtained from 1 - standardized loading.

The results of the reliability construct test can show that the CR value for all variables is greater than 0.6 so that the construct is declared reliable.

2.5. Test of Goodness of Fit

The structural model conformity test aims to test the suitability of the hypothesis model based on the theories with the research data that has been collected. Structural models developed in this study.

2.6. Model Evaluation

Model evaluation is performed to ensure the matching of the model with the overall data. Evaluation of the model will compare the results from Goodness-of-Fit (GOF) with the cut-off values. The GOF value is obtained from the confirmatory factor analysis (CFA) using AMOS 25 software. If the GOF value does not successfully meet the cut-off value, a model specification will be carried out. The results of the model evaluation are presented in the table below.

Table 1. Model Evaluation Results with Goodness-of-Fit

Jenis GOF	Value Cut-off	Result	Information
χ^2 Square	Semakin kecil semakin baik	273,978	Good fit
Probabilitas	>0.05	0,054	Good fit
CMIN/DF	< 2,00	1,151	Good fit
RMSEA	< 0,08	0,025	Good fit
GFI	> 0,90 = good-fit 0,80 < GFI < 0,90 = marginal fit	0,917	Good fit
AGFI	> 0,90 = good-fit 0,80 < AGFI < 0,90 = marginal fit	0,896	Marginal fit
TLI	> 0,90 = good-fit	0,975	Good fit

	$0,80 < TLI < 0,90 = \text{marginal fit}$		
	$CFI > 0,90 = \text{good-fit}$		
CFI	$0,80 < CFI < 0,90 = \text{marginal fit}$	0,979	51 Good fit
RMR	$< 0,05 = \text{good fit}$	0,032	Good fit
	$> 0,90 = \text{good-fit}$		
IFI	$0,80 < IFI < 0,90 = \text{marginal fit}$	0,979	Good fit

Source: [12]

45 The results of the model evaluation in the table above show that some GOF parameters do not meet the cut off value, so it is necessary to modify the model so that the next stage of analysis can be continued.

2.7. Model Modifications

Model modifications can be done by eliminating indicators and comparing intervariables or indicators that have a high *Modification Indices* (MI) value as recommended by the AMOS software. Any eliminated or co-opted error will be able to correct the size of the goodness of the model. The result of the calculation of the MI value which is the output of the AMOS software.

2.8. Model Modification Evaluation

Evaluation of model modifications is performed to reassure the model's compatibility with the overall data. It shows the intervariability of variables or indicators, and it can also be seen that several indicators have been eliminated in each variable. The results of testing the goodness of fit criteria on the modified model showed that the values of the Chi-Square, Probability, CMIN/DF, RMSEA, GFI, TLI, CFI, RMR, and IFI indices met the requirements. Meanwhile, AGFI qualifies marginally. Thus, it can be said that the model is accepted for further analysis, that is, hypothesis testing.

1 Table 2. Evaluation Results of Goodness of Fit Modified Model

Kind GOF	Value Cut-off	Result	Information
11 Chi Square	Semakin kecil semakin baik	273,97 8	Good fit
Probabilitas	21 >0,05	0,054	Good fit
CMIN/DF	< 2,00	1,151	Good fit
RMSEA	< 0,08	0,025	Good fit
GFI	4 > 0,90 = good-fit $0,80 < GFI < 0,90 = \text{marginal fit}$	0,917	Good fit
AGFI	> 0,90 = good-fit $0,80 < AGFI < 0,90 = \text{marginal fit}$	0,896	Marginal fit

TLI	> 0,90 = <i>good-fit</i> 0,80 < TLI < 0,90 = <i>marginal fit</i>	0,975	41 <i>Good fit</i>
CFI	CFI > 0,90 = <i>good-fit</i> 0,80 < CFI < 0,90 = <i>marginal fit</i>	0,979	<i>Good fit</i>
RMR	< 0,05 = <i>good fit</i>	0,032	<i>Good fit</i>
IFI	> 0,90 = <i>good-fit</i> 0,80 < IFI < 0,90 = <i>marginal fit</i>	0,979	40 <i>Good fit</i>

3. Result

3.1. Characteristics of Respondents

Table 1 shows that based on gender, the largest proportion of sex is female at 60%, for the proportion of respondents' age, the highest distribution is in the age group of 30 - 34 years, namely 14 respondents (14%), for the most jobs, namely civil servants (Civil Servants) at 28 people (28%), for income most earn 1,000,000 - 2,999,000 and 3,000,000 - 4,999,000 each - 33 people (33%), judging from the type of payment, most of them were Askes patients at 73% and most of the respondents were patients who visited more than twice, namely 68 people (68%).

3.1. Univariate Analysis of Inpatient proportion

PKU Muhammadiyah Tegal Islamic Hospital based on research variables to utilize health services obtained results as shown in Table 2. From the table, it can be seen that 93% of interested in patients who were interested returned while respondents who were not interested returned as much as 7%. Corporate image is measured through reputation, product innovation and updates, concern for customers, and ease of collecting information related to hospitals. The proportion of respondents who think a positive corporate image is higher than the negative one, which is 93%. User image is measured through the similarity between self-concept and brand personality, brand liking, brand experience, brand satisfaction, and peer support. The highest proportion of respondents who have a positive user image is 96%. Product image is measured through personnel services (medical personnel, paramedics, and non-medical personnel), facilities, waiting times, environment, and tariffs. The highest proportion of respondents who had a positive product image was 96%.

3.2. Bivariate Analysis

The relationship between the dependent variable (re-interest in utilizing health services) and the independent variable (corporate image, user image, product image) can be seen in table 3 of them as follows. The assessment of corporate image, out of 93 respondents who had a positive corporate image, was found to be 91 (97.8%) who were interested in returning. Meanwhile, of the 7 respondents who had a negative corporate image, there were 2 (28.6%) who were interested in returning. From the results of statistical tests obtained the value of $p = 0.000$ ($p < 0.05$). This means that there is a relationship between corporate image and re-interest. The assessment of user image, out of 96 patients who had a positive user image, was 92 (95.8%) respondents who were interested in returning. Meanwhile, of the 4 respondents with negative user image but interested in returning as many as 1 (25%) respondents. From the results of statistical tests obtained the value of $p = 0.001$ ($p < 0.05$).

This means that there is a relationship between the user image and the return interest. The assessment of product image, out of 96 patients who had a positive product image, was 92 (95.8%) respondents who were interested in returning. Meanwhile, of the 4 respondents with a negative product image but interested in returning as many as 1 (25%) respondents. From the results of statistical tests obtained the value of $p = 0.001$ ($p < 0.05$). This means that there is a relationship between the product image and the return interest. All three variables have a p-value of < 0.25 so all three are eligible for inclusion in the logistic regression test.

Multivariate Analysis The meaning between dependent variables (re-interest in utilizing health services) and independent variables (corporate image, user image, product image) can be seen in table 4 of which are as follows. The result of logistic regression cannot be directly interpreted from its coefficient value as in linear regression. Interpretation can be done by looking at the value of $\exp(B)$ or the exponent value of the coefficient of the regression equation formed. From the results of the logistic regression mentioned above, it can be concluded that the variable that greatly affects the interest in returning to utilizing health services starts from the corporate image variable with an influence value of 0.037. This indicates that the corporate image variable has an effect of 0.037 times on the dependent variable. Since the value of $p < 0.05$ then H_0 is rejected and H_a is accepted. So there is a significant influence between the corporate image and the interest in reuse at Hasanudin University Hospital. The next influential variable is the product image with an influence value of 0.020. This indicates that the product image variable has an effect of 0.020 times on the dependent variable. Because the value of $p < 0.05$, H_0 is rejected and H_a is accepted, thus it can be concluded that there is a significant influence between the product image and the interest in reuse at Hasanuddin University Hospital.

The user image variable also affects interest again, namely with an influence value of 0.007. This indicates that user image has only a fairly small influence on dependent variables. Since the p value < 0.05 , H_0 is rejected and H_a is accepted, thus it can be concluded that there is a significant influence between the user image and the interest in reuse at Hasanuddin University Hospital. To see the influence of the three independent variables simultaneously, namely from the value of R square where the value of the influence is 74%. This means that overall this model predicts that the return interest in utilizing health services at Hasanuddin University Hospital is 74% influenced by corporate image, user image, and product image together while the remaining 26% is influenced by other factors.

4. Conclusion

Testing was carried out on 8 hypotheses proposed. There are 6 hypotheses that link independent variables with direct variables and 2 indirect relationships. Testing the direct relationship hypothesis was carried out by looking at the probability value (p) and the c.r. value at the regression weight of the fit model. If the p-value ≤ 0.05 and c. r. greater than 1.95 ($\alpha = 5$ percent), then it can be concluded that there is a relationship between variables, so the hypothesis is accepted, and vice versa. The results of regression weight can be seen in the results.

Hypothesis testing to determine whether there is an independent intervariable relationship with dependent variables is indirectly carried out by looking at the value of

Standardized Indirect Effects. If the ¹²p-value < 0.5 then it can be concluded that the intermediate variable is able to mediate the free variable against the bound variable. The results of the calculation of standardized indirect effects can be seen in the results.

Hypothesis 1

Hypothesis 1 in this study is that brand image¹² affects patient vaginal discharge. The results of the data processing presented are known that the P value is 0.037. This value is lower than 0.05. Meanwhile, the resulting CR value is 2,089 which is greater than 1.96. The result has the meaning that hypothesis 1 is declared accepted.

Hypothesis 2

Hypothesis 2 is that the facility influences the patient's decision. The Nilai P on the relationship between the facility and the patient's decision was lower than 0.05 which was 0.025. Then for CR, a value of 2.238 is obtained which is greater than 1.96, so that hypothesis 2 is acceptable.

Hypothesis 3

Hypothesis 3 is that nursing services affect patient decision-making. The data processing results found a P value of 0.035 which means it is lower than 0.05. The CR value was also found to be greater than 1.96, which is 2.111. This implies that hypothesis 3 is accepted.

Hypothesis 4

Hypothesis 4 is that brand image affects patient satisfaction. This hypothesis is stated to be accepted because the P value is greater than 0.05 which is 0.035. In addition, the CR value is greater than 1.96, which is 2.607.

Hypothesis 5

Hypothesis 5 is that the facility affects patient satisfaction. The hypothesis is stated to be accepted because the value of P indicates a value of 0.00 which is lower than 0.05. Similarly, the nilai CR is known to be greater than 1.96 which is 6.615.

Hypothesis 6

¹⁶Nursing services to address patient satisfaction is the 6th hypothesis in this study. The hypothesis is stated to be rejected because the P value on the relationship between the two variables is 0.546, which means it is higher than 0.05. The CR value is also lower than 1.96, which is 0.603.

Hypothesis 7

¹⁶Decision-making affecting patient satisfaction is the 7th hypothesis in this study. This hypothesis is stated to be rejected because the value of P in the relationship between the two variables is 0.661 and CR is 0.439. The P value is greater than 0.05 and the CR value is lower than 1.96.

Hypothesis 8

Hypothesis 8 in this study is that brand image affects patient satisfaction. The hypothesis was stated to be rejected because the P value showed the number 0.885, while the CR value was 0.144. The P value is higher than 0.05 and the CR value is smaller than 1.96.

²³The Effect of Brand Image on Patient Delivery

The results of the study concluded that the brand image affects the patient's satisfaction. Based on the conclusions of the research above, the advice given is as follows: To the hospital to maintain and improve corporate identity, physical environment (physical environment),

employees (contact personnel), and services (service offering). This is based on the findings of a study in which the four elements of brand image have been shown to affect patient interest in utilizing health services. To the next researcher to conduct similar research in different locations so that the results of research on the influence of brand image on the interest in utilizing health services can be ingeneralisir.

The Effect of Facilities on Patient Decisions

A direct influence was found on the relationship between the facilities to the patient recovery. Regarding the facilities owned by RSI PKU Muhammadiyah Tegal, there are still many things that need to be repaired and equipped. As well as adding beds, and specialist doctors. In order to increase Patient Satisfaction, it is better to provide facilities both orally and in writing so that patients can submit complaints, criticisms, and suggestions for the hospital. These tools can be in the form of criticism sheets and suggestions that are shared regularly (for example: once a week) in order to provide better services.

The effect of nursing services on patient care.

This study found a direct influence of nursing services on patient satisfaction. According to that good service is usually associated with recovering from illness quickly, friendly staff, fast and precise service and cheap rates. Thus, it can be concluded that services, especially nursing services, are closely related to patient care.

The effect of Brand image on patient satisfaction

Research has found a relationship between brand image and patient health. The customer loyalty construct is formed by indicators that the brand has a positive image, the brand has distinctive features, and the brand of the product is widely known. Based on the results of data analysis obtained, product quality results have a significant positive influence both directly and indirectly on customer loyalty with the value of the path coefficient is 0.367 and 0.589 respectively so that the magnitude of the total influence is 0.386. Direct influence means product quality directly affects customer loyalty without any intermediaries, while direct influence means product quality can affect customer loyalty through intervening variables, which in this study used consumer satisfaction. This means that the better the brand image is formed in the eyes of consumers, then consumers feel proud and satisfied in using the product, and they will be happy to advise others to use the company's products so that it will have an impact on loyalty.

The effect of the facility on the patient's satisfaction

Facilities are known to affect patient satisfaction. Based on the results of research that has been carried out on facilities for customer satisfaction, the hospital can make it as a study material to increase the quality of hospital services to patients, both by adding facilities and by improving services from nurses. With that, the service products provided will be satisfaction by customers, so as to be able to increase the reputation of the hospital.

The effect of nursing services on patient satisfaction.

Nursing services are known to affect patients' satisfaction. If the nursing services received by the patient turn out to be proportional to the patient's expectations, the patient feels satisfied (happy). Patient satisfaction is a priority that will help nurses in providing nursing services so that patients are willing to participate during treatment

The effect of decision-making on patient satisfaction.

The relationship between the patient's decisions and the patient's satisfaction is concluded to have an influence. Consumersatisfaction can occur as a consumer response to

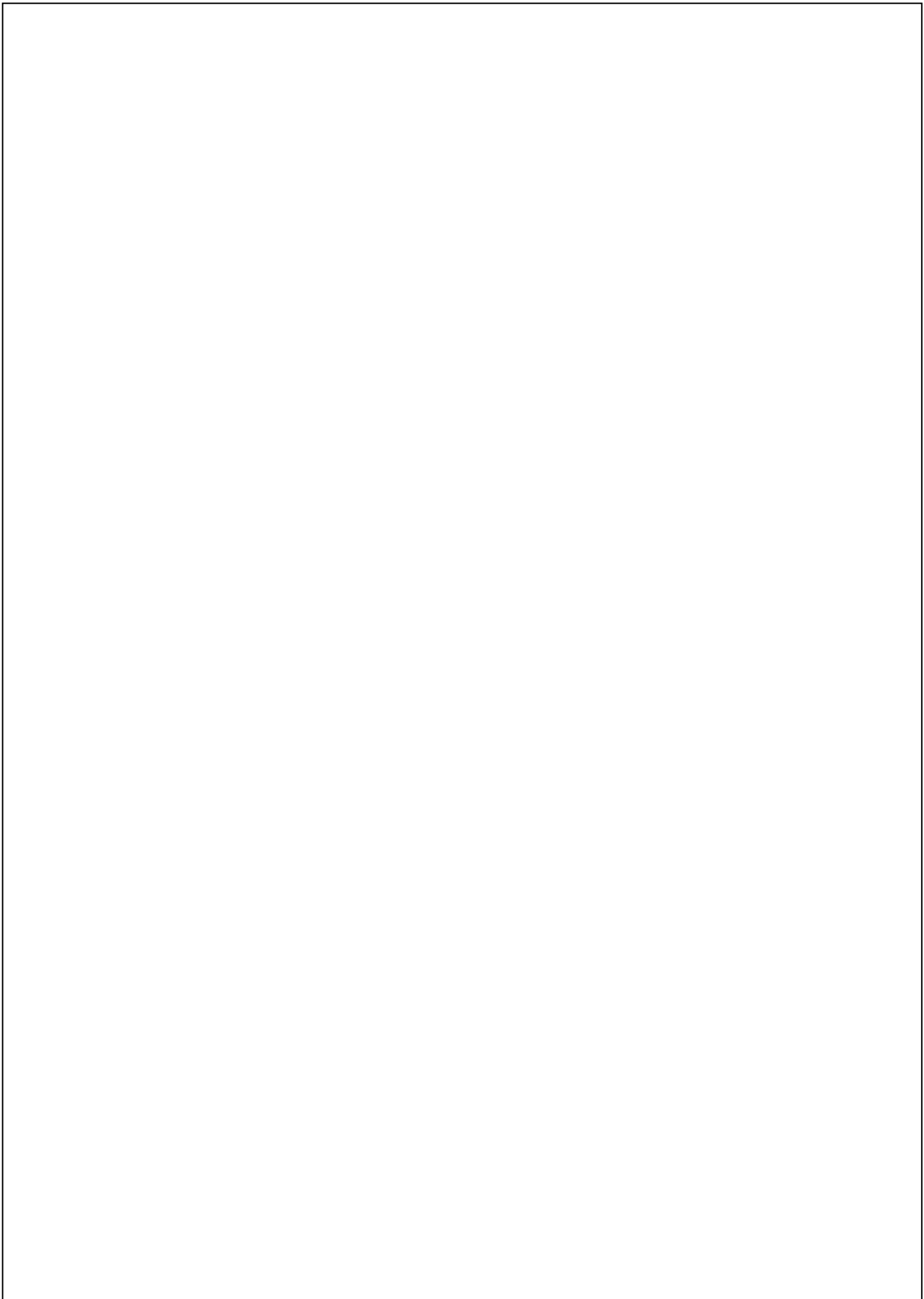
an evaluation of the perceived fit between the initial expectations before the purchase decision occurs. Opinion a process of making a purchase decision does not only end with a purchase transaction, but is also followed by a stage of buyer behavior. In this stage the commentary feels a certain level of satisfaction or dissatisfaction that will affect the subsequent behavior. Satisfied consumers tend to say good things about the service and the hospital in question to others, patients who feel unsatisfied will react with different actions. Some are just keeping quiet and some are making complaints. Kotler (2009) states that the satisfaction of a patient after making a purchase depends on the performance of the offer in the fulfillment of buyer expectations.

The effect of patient satisfaction on patient satisfaction.

9 Patient satisfaction and patient decisions are concluded to have no direct relationship. Patient satisfaction is related to the quality of hospital services. By knowing the level of patient satisfaction, hospital management can improve the quality of service.

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