

The Effect of Service Quality on Customer Satisfaction with Brand Image as a Moderating Variable in Harapan Insani Hospital Pangkalan Bun

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Abstract. *This study aims to analyze the effect of service quality on customer satisfaction with brand image as a moderating variable at Harapan Insani Hospital in Pangkalan Bun. Increasing competition in the healthcare sector requires hospitals to provide quality services to improve customer satisfaction and maintain a good brand image in the public eye. Good service quality is expected to increase customer satisfaction, while brand image plays a role in strengthening the relationship between service quality and customer satisfaction. This study employed a quantitative approach with a survey method through the distribution of questionnaires to patients at Harapan Insani Hospital in Pangkalan Bun. The population in this study was all hospital patients, with an unknown number of patients. Therefore, the sample was determined using the Lemeshow formula with 100 respondents. The sampling technique used purposive sampling with the criteria of respondents who had used the hospital's services. Data analysis was conducted using regression analysis and moderation tests to examine the influence of service quality, brand image, and customer satisfaction variables. The results of the study indicate that service quality has a positive effect on customer satisfaction. Furthermore, brand image also influences customer satisfaction and moderates the relationship between service quality and customer satisfaction. This suggests that the better the service quality and the stronger the hospital's brand image, the higher the level of customer satisfaction. Therefore, Harapan Insani Hospital in Pangkalan Bun needs to continuously improve its service quality and strengthen its brand image to provide a better service experience for patients and continuously increase customer satisfaction.*

Keywords: *Brand Image; Customer Satisfaction; Hospital; Moderation; Service Quality.*

1. Introduction

Customer satisfaction will be achieved if the quality of the product provided meets their needs. In the last decade, service quality has received increasing attention from companies. Quality is no longer just a competitive weapon but has become a "paid ticket" to enter the business world. This is because service quality can be used as a tool to achieve competitive advantage (Foster, 2018: 1).

Good service quality can foster customer loyalty and attract new customers, as this will ensure their needs are met. Ultimately, it is through customer satisfaction that a company achieves long-term profits and stability in its survival. Management always strives to provide the best quality service to customers. In the current era of globalization, communication and information technology is driving the increasingly rapid development of the service sector. This has resulted in service companies experiencing significant growth and development, becoming highly complex (Ningsi & Putriyani, 2019).

The increasing public demand for healthcare services has also led to an increase in the number of healthcare service companies competing to meet this need. Each healthcare service company Healthcare offers many advantages in terms of facilities, service, and price. Therefore, having the right strategy can enable any company to survive, grow, and win the competition (Ningsi & Putriyani, 2019).

Evaluating the impact of sustained service quality on customer retention will help companies estimate the financial impact of implementing service quality. Reducing service deficiencies to customers is highly beneficial for companies. In fact, research shows that this is a more profitable strategy than increasing market share or reducing costs. If customers receive poor (inferior) service, this is an indication that they will leave the company or spend less money with it.

Research on customer satisfaction has been carried out by several researchers, including Tresiya (2018) who stated that service quality does not affect customer satisfaction, while this research differs from research conducted by Ade Syarif Maulana (2018) who stated that service quality affects customer satisfaction.

Research conducted by Harfika and Abdullah (2017) on the Influence of Service Quality and Facilities on Patient Satisfaction at the General Hospital of Southwest Aceh Regency. The results of the study based on partial tests indicate that the service quality variable influences patient satisfaction at the Teuku Peukan General Hospital, Southwest Aceh Regency, and Facilities influence public satisfaction at Teuku Peukan General Hospital, Southwest Aceh Regency. Meanwhile, research results based on simultaneous tests indicate that the variables of service quality and facilities simultaneously influence public satisfaction at Teuku Peukan General Hospital, Southwest Aceh Regency.

Research conducted by Ade Syarif Maulana (2018) regarding the Influence of Service Quality and Price on Customer Satisfaction at PT. TOI. The results of the study concluded: There is an influence of Service Quality on Customer Satisfaction at PT. TOI. Second, there is an influence of Price on Customer Satisfaction at PT. TOI. Third, there is an influence of Service Quality and Price together on Customer Satisfaction at PT. TOI. All three show that Service Quality and Price contribute to Customer Satisfaction at PT. TOI.

Research conducted by Sinaga (2020) on the influence of service quality, facilities, and price on customer satisfaction of Damri bus users. The results showed that service quality, facilities, and price influenced customer satisfaction.

Research conducted by Sintya (2018) showed that price and service quality influence customer satisfaction. Similar results were also demonstrated by research conducted by Sinaga (2020), which found that price and service quality influence customer satisfaction. However, the results differed.

Shartykarini's (2018) research found that price had no effect on customer satisfaction, while Maimunah's (2019) research showed that service quality had a negative effect on customer satisfaction. These differences in research findings motivated the need for research on the influence of price and service quality on customer satisfaction.

2. Research Methods

The type of data in this study is primary data, that is, data collected directly by the researcher or a third party. The primary data used in this study are customer responses obtained through questionnaires regarding service quality, brand image, and customer satisfaction (Sugiyono, 2018).

The data sources used in this study are primary data, which are data and information obtained directly from the source, namely customers regarding customer responses to service quality, brand image and customer satisfaction (Sugiyono, 2018).

3. Results and Discussion

3.1. The Influence of Service Quality on Customer Satisfaction

The results of the study showed that the quality of service at Harapan Insani Hospital (RSHI) obtained an average score of 3.85, which is included in the high category. This finding indicates that patients generally assess the services provided by the hospital as good, both in terms of facilities, cleanliness, and employee attitudes during service delivery. The indicator with the highest score was the ability of employees to provide services according to patient needs (average 4.14). This confirms that patients feel the services they receive are targeted, professional, and meet their expectations as healthcare recipients.

Statistically, the t-test results show that service quality has a calculated t-value of 4.259 with

a significance level of 0.000, indicating that this variable has a positive and significant effect on customer satisfaction. In other words, the better the quality of service provided by RSHI, the higher the level of satisfaction experienced by patients. This finding aligns with the respondents' assessment patterns, where aspects of employee appearance, room cleanliness, and staff responsiveness to complaints were consistently rated highly.

The results of this study are consistent with recent findings from various academic journals. A study by Lestari & Wibowo (2023) showed that service quality significantly influences patient satisfaction in type C hospitals in Indonesia, with factors such as friendliness, attentiveness of medical staff, and facility conditions being the dominant factors in determining satisfaction.

Another study by Putra et al. (2024) in outpatient settings also confirmed that the five dimensions of service quality—tangibles, reliability, responsiveness, assurance, and empathy—collectively contribute to increasing patient satisfaction. Furthermore, a systematic review by Rahman (2024) confirmed that service quality is a major determinant of patient satisfaction in various healthcare facilities, both clinics and hospitals.

The alignment of the RSHI research findings with these recent findings demonstrates that service quality remains the most important factor in determining patient satisfaction. When service is prompt, friendly, facilities are adequate, and staff understand patient needs, the hospital experience is more positive. However, several aspects, such as personal attention and the completeness of facilities, can still be improved to maximize patient satisfaction and strengthen patient loyalty.

3.2. The Influence of Brand Image on Customer Satisfaction

The results showed that RSHI's brand image obtained an average score of 4.09, which is in the high category. This figure illustrates that the majority of patients have a positive perception of Harapan Insani Hospital's image as a trusted, professional healthcare facility with superior service compared to other hospitals. The indicator with the highest score was the statement that RSHI is known as a trusted hospital, with a score of 4.14. This indicates that patient trust has been established through the consistency of service and the reputation built by the hospital.

Statistically, the t-test results show that brand image has a t-value of 3.735 with a significance level of 0.000, which means this variable has a positive and significant effect on customer satisfaction. This means that the stronger the hospital's image in the public eye, the higher the level of patient satisfaction after receiving services. A positive brand image makes patients feel more confident in the quality of service, the quality of medical personnel, the safety of medical procedures, and the results of treatment provided by RSHI.

The results of this study align with various recent studies. A study by Sari & Handayani (2023) explained that hospital image is a crucial factor influencing patient satisfaction because

patients' perceptions of the institution's reputation and professionalism can increase trust and comfort during treatment. Research by Wijaya et al. (2024) also found that a strong brand image—particularly one reflecting reliable service and professional medical personnel—directly increases patient satisfaction in regional hospitals in Indonesia. Furthermore, a systematic review by Rahmawati (2024) confirmed that a positive hospital image not only increases satisfaction but also encourages follow-up behaviors such as recommendations to others and intention to revisit services.

The findings at RSHI further emphasize that brand image is more than just a perception, but a crucial part of the healthcare experience. A positive image creates a sense of security, reduces patient anxiety, and provides assurance that medical care is provided according to standards.

The superior services that define a hospital's identity can also strengthen this positive perception. Therefore, RSHI must continue to maintain service quality, consistent public communications, and build its reputation through innovation and transparency. This will ensure a positive brand image is maintained and contribute to increased patient satisfaction.

3.3. Moderating Influence between Service Quality and Customer Satisfaction

The results of the study indicate that brand image acts as a moderating variable, strengthening the relationship between service quality and customer satisfaction. This is evidenced by the moderation coefficient (MOD) value of 2.492 and a significance level of 0.001, which is less than 0.05. Therefore, it can be concluded that brand image can strengthen the influence of service quality on customer satisfaction at Harapan Insani Hospital (RSHI).

Simply put, these findings demonstrate that good service quality not only directly impacts patient satisfaction, but its influence is even stronger if patients have a positive perception of the hospital's image. Patients who perceive RSHI as a trustworthy, professional, and reputable hospital tend to be more satisfied even when experiencing the same service as patients who don't have such a positive perception. In this case, brand image serves as a "psychological reinforcement" that makes patients more confident that the services provided are indeed high-quality and meet their expectations.

This finding aligns with recent research by Wijaya & Kurniawan (2023), which states that brand image can strengthen the influence of service quality on patient satisfaction because a positive image leads to more stable patient expectations and a higher sense of trust. Similar research by Nabila et al. (2024) also found that in the healthcare industry, a positive hospital image strengthens the relationship between service quality and satisfaction through trust and perceived safety. Patients who trust a hospital's reputation tend to rate services better and are more satisfied, even when service quality is relatively the same.

Furthermore, a systematic review by Rahman (2024) showed that brand image often serves

as a psychological variable that reduces patient perceptions of risk, particularly in sensitive and uncertain healthcare settings. When patients have a positive image of a hospital, they tend to receive services more comfortably, are more optimistic about treatment outcomes, and are less likely to complain about minor deficiencies in the service process.

Thus, the research findings at RSHI reinforce that brand image not only directly impacts patient satisfaction but also strengthens the influence of service quality itself. A hospital with a positive image will more easily satisfy patients because the service is perceived as more credible and trustworthy. Therefore, RSHI needs to continue to maintain consistent service quality while strengthening the hospital's image through information transparency, professionalism of medical personnel, service innovation, and facility improvements to optimize the moderating effect of brand image on satisfaction.

4. Conclusion

Based on the research results, data analysis, and discussion regarding the Influence of Service Quality on Customer Satisfaction with Brand Image as a Moderating Variable at Harapan Insani Hospital, Pangkalan Bun, several conclusions can be drawn as follows: 1. Service quality has a positive and significant effect on customer satisfaction. The t-test results show a significance value of $0.000 < 0.05$, indicating that the better the service quality provided by RSHI, the higher the level of patient satisfaction. This finding is supported by descriptive results, which show an average service quality score of 3.85 (high category). This means that patients are satisfied with the facilities, cleanliness, employee responsiveness, and the ability of medical personnel to provide services according to their needs. 2. Brand image has a positive and significant influence on customer satisfaction. Brand image obtained a t-value of 3.735 with a significance level of $0.000 < 0.05$ and an average value of 4.09 (high category). This indicates that a hospital's image of trustworthiness, professionalism, and service excellence directly contributes to increased patient satisfaction. A positive image creates a sense of security, trust, and confidence that the hospital's services are reliable. 3. Brand image moderates the relationship between service quality and customer satisfaction. The moderation results show a significance value of $0.001 < 0.05$, thus concluding that brand image strengthens the influence of service quality on customer satisfaction. This means that when service is good and the hospital's image is also positive, patient satisfaction levels increase more strongly than when service quality stands alone. Brand image acts as a psychological reinforcement that enhances patients' perceptions of the quality of service they receive. 4. Overall, this study confirms that service quality and brand image are important factors shaping patient satisfaction at Harapan Insani Hospital. If these two variables are managed well, patient trust and loyalty can continue to increase.

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