



## The Relationship of Brand Image and Brand Trust to Patient Loyalty at Intan Medika Lamongan Hospital

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### ABSTRACT

**Introduction:** Brand image is a consumer's response to a brand based on the good and bad of the brand that consumers remember. Patient Loyalty is not only built through brand image but also brand trust, Trust arises as a result of the reliability and integrity of partners shown through the attitude of consistency, competence, integrity and benevolence. The purpose of this study is to determine the relationship between brand image and brand trust to patient loyalty at Intan Medika Lamongan Hospital.

**Methods:** This study is quantitative analysis with a cross sectional design, using a nonprobability sampling technique with an incidental sampling method obtained from 100 respondents. The independent variable is brand image and the dependent brand trust is patient loyalty. The three variables in this study used a closed questionnaire as the instrument.

**Results:** This study obtained the results of some (57%) patients rated brand image Good and (43%) patients rated Very Good, some (82%) patients rated brand trust Good (7%) patients rated Very Good while (11%) patients rated Poor, and some (56%) patients had High loyalty (6%) patients had Very High loyalty (38%) patients had Low loyalty. To test the correlation coefficient, this study used the SPSS 16.0 For Windows program using the Searman Rank test, in testing the relationship between brand image and loyalty, a value of  $r_s=0.097$  and a value of  $p=0.333$  were obtained, meaning that there was no relationship between brand image and loyalty, while in testing brand trust with loyalty, a value of  $r_s=0.419$  and a value of  $p=0.000$  were obtained, meaning that there was a relationship between brand trust and patient loyalty.

**Conclusion:** It is hoped that the results of this study can increase Brand Trust in order to increase patient loyalty at Intan Medika Hospital.

**Keywords:** Health worker, Knowledge, Occupational Health and Safety (K3)

## INTRODUCTION

A hospital is an organization carried out by medical professionals who are organized both from permanent medical infrastructure, medical services, continuous nursing care, diagnosis and treatment of diseases suffered by patients (Supartiningsih, 2017). The Indonesian Health Profile in 2020 states that the number of hospitals in Indonesia from 2016-2020 has increased by 12.86%. In 2016, the number of hospitals was 2,601, increasing to 2,985 in 2020. It is clear that hospitals in Indonesia are experiencing fierce competition. Therefore, hospital managers began to look at marketing in the hope of answering the existing challenges (Lestari & Rindu, 2018).

There are several researchers who have studied, Fanany (2015), stated that some of the benefits of loyalty that exist in consumers are: (1) the cost of service for a customer is much less compared to new consumers (2) loyal customers who are willing to pay a higher price and (3) loyal consumers will become good salesmen with their word-of-mouth. Brand loyalty comparison is able to support products expressed through customer experience where positive word-of-mouth will be able to distinguish these customers from competitor company or brand strategies (Retno Sugiarto, Yanuar Jak et al., 2018).

This also makes the performance of the marketing unit which will improve its marketing strategy so that the number of patients does not decrease much and an increase in the number of patients is achieved every year. The decrease in the number of old patient visits shows that the interest in patient visits to resume services in hospitals will also decrease. In a hospital, building an image and trust in the hospital brand is not easy, and of course requires indicators to support the success of the brand, one of which is brand image and brand trust which will affect patient loyalty in the hospital.

According to Kotler and Keller (2018), brand image is a consumer's response to a brand

based on the good and bad brands that consumers remember. Brand image is a belief formed in the consumer's mind about the object of the product that he has felt. A good image will increase customer satisfaction, service quality, loyalty, and repurchase intent (Paradilla, 2021). A good image will be able to increase the success of a company and vice versa a bad image will worsen the stability of a company. The image of the hospital has an impact on the attitude and behavior of patients in the hospital (Dewi & Sukesu, 2022).

According to Morgan & Hunt (in Purwa & Ardani 2018) stated that Trust arises as a result of the reliability and integrity of partners which is shown through the attitude of consistency, competence, integrity and benevolence (helpful and caring). Commitment is also the highest level in building the strength of a relationship and will provide a long-term benefit for both parties who are related where commitment describes the extent to which the consumer chooses the service and its goals, as well as intends to choose the service (Sihombing, 2021). In the selection of a hospital distance, distance is the main factor of consideration in the selection of a hospital. The next factor is BPJS or health insurance owned by each individual in the selection of a hospital because it will be related to the tariff. Hospitals that affect the production of sick individuals. The insurance is a problem-solving that can be overcome by individuals related to economic problems. Another consideration in choosing a hospital is service because the service has important indicators such as the quality of doctors, the completeness of facilities, and the classification of the hospital in the process of improving sick individuals according to the type of disease, not all hospitals have complete facilities in supporting the recovery process of sick individuals. These things are what individuals consider in choosing a hospital (Mayasari et al., 2020).

The existence of a hospital is very determined by the ability to carry out a professional business and a very well-planned

strategy, one of the strategies that greatly determines the success of a hospital is the marketing strategy. According to Griffin (2016), loyal patients are patients who are very satisfied with a certain product or service, so they have the enthusiasm to introduce it to anyone the patient knows.

The image of the hospital has an impact on the attitude and behavior of patients in the hospital. Thus, understanding the relationship between hospital image and its effect on patient intentions is essential. Therefore, researchers are interested in conducting research on the relationship between brand image and brand trust to declining patient visits at Intan Medika Hospital.

## METHOD

The method used by the researcher is a quantitative method, which means a research process using numbers as a tool to analyze what the author wants to know. (Millena & Jesi, 2021) This study is a quantitative analysis with a cross sectional design that aims to analyze the relationship between independent variables (Brand Image & Brand Trust) and dependent variables (Patient loyalty) through hypothesis testing. The population in this study is all old patients who are visiting the outpatient unit with an average number of 1935 patients in 1 month.

The instrument in this study was in the form of a closed questionnaire and used the Likert scale. The data collected in the study will be used to test hypotheses or answer questions on problem formulations and will then be used as a basis for making conclusions or decisions (Danilo Gomes de Arruda, 2021).

## RESULTS

Table 1. Characteristics of Research Respondents

Features	Frequency	Presentase
<b>Gender</b>		
Women	58	58%

Men	42	42%
<b>Total</b>	<b>100</b>	<b>100%</b>
<b>Age</b>		
17-25	13	13%
26-35	26	26%
36-45	42	42%
45-55	15	15%
>55	4	4%
<b>Total</b>	<b>100</b>	<b>100%</b>
<b>Jobs</b>		
Students	4	4%
Peggawai Negri	2	2%
Self-employed	44	44%
Employees	17	17%
Not Working	9	9%
Not Working	9	9%
Others	24	24%
<b>Total</b>	<b>100</b>	<b>100%</b>
<b>Jobs</b>		
Students	4	4%
Peggawai Negri	2	2%
Self-employed	44	44%
Employees	17	17%
Not Working	9	9%
Not Working	9	9%
Others	24	24%
<b>Total</b>	<b>100</b>	<b>100%</b>
<b>Final Education</b>		
SD	6	6%
SMP	12	12%
High School/Vocati onal School	65	65%
D3	3	3%
S1	14	14%
<b>Total</b>	<b>100</b>	<b>100%</b>
<b>Distance from Home to RSIM</b>		
<5KM	48	48%
>5KM	52	52%
<b>Total</b>	<b>100</b>	<b>100%</b>

<b>Number of Visits</b>		
2x	45	45%
3x	28	28%
4x	9	9%
>4x	18	18%
<b>Total</b>	<b>100</b>	<b>100%</b>

Based on the data above in table 4.1, it shows that most (58%) of the patients are female, while some (42%) are male as many as 42 patients. Most of the respondents were aged 36-45 years (42%), which was 42 people, and a small number of respondents were >55 years old (4%), which was 4 people. Most (44%) of respondents are self-employed as many as 44 people, a small percentage (2%) of respondents work as state employees. Most (65%) of respondents with the last education of high school/vocational school were 65 people, and a small percentage (3%) of respondents with D3 education were 3 people. Most (52%) of the distance from the patient's residence to Intan Medika Hospital was more than 5KM, which was 52 people, while some (48%) the distance from the patient's residence to Intan Medika Hospital was less than 5KM, which was 48 people. Most (45%) of respondents had made 2 visits to Intan Medika Hospital, namely 45 people, a small percentage (9%) of respondents had made 4 visits to Intan Medika Hospital as many as 9 people.

#### **Test the validity of the question indicator on the variable**

Validity test is a test that functions to see whether a measuring instrument is valid (valid) or invalid. The measuring tools referred to here are the questions in the questionnaire. A questionnaire is said to be valid if the question on the questionnaire can reveal something that the questionnaire measured. Validity testing correlates between the scores of each indicator item with the total construct score. The significance level used is 0.05. If the significance value is less than 0.05, it is

declared valid and if the significance value is greater than 0.05, it is declared invalid (Herianto, 2021). The questionnaire in this study has been tested for validity by previous research conducted by (Sudirman, 2022) by obtaining the following scores:

#### **Reliability Test on Research Variables**

Reliability test is defined as determining the consistency of an instrument in collecting research data. In instrument reliability testing, the instrument that is often used is the Alpha formula. This formula is usually used for questionnaires (Erida, 2021). The Reliability Test needs to be carried out using the Alpha Cronbach test formula. Listen to Cronbach's Alpha Formula is:

- If the alpha value is  $>0.7$  (greater than 0.70) it means that reliability is sufficient.
- If the alpha  $>0.80$  has strong reliability. Or there are also those who interpret it as follows:
- If the alpha is  $>0.90$  then the reliability is perfect
- If the alpha is between 0.70–0.90 then the reliability is high
- If the alpha is between 0.50–0.70 then the reliability is moderate
- If the alpha is  $<0.50$  then the reliability is low.

Based on the data above in table 4.4, it shows that most (57%) of the 57 respondents rated the Brand Image at Intan Medika Hospital in the Good category, and almost half (43%) of 43 respondents rated the Brand Image at Intan Medika Hospital in the Very Good category. Most of the respondents assessed that the brand image in Intan Medika Hospital was very good, this was seen from the questionnaire (X1) which had a high value leading to the number of products and services offered, concern for the hospital environment, communication and response to patients, and the attitude of the officers.

Most (82%) of 82 respondents rated Brand Trust at Intan Medika Hospital in the Good Category, A small part (7%) of which as many as 7 respondents rated Brand Trust at Intan Medika Hospital as Very Good, while some respondents rated Brand Trust at Intan Medika Hospital as Not Good. Most of the respondents considered that the brand trust in Intan Medika Hospital was good, this was because the questionnaire (X2) which had a high value led to credibility and close interaction between doctors and officers to patients, while some people stated that brand trust in Intan Medika Hospital was not good, this was because professionalism and punctuality at Intan Medika Hospital was considered low, Many patients complain because the long process of the service process and the doctor's practice schedule are often not on time.

Most of them (56%) namely as many as 56 respondents have High loyalty and (6%) namely as many as 6 respondents have Very High Loyalty, this can be seen from the high value of the variable questionnaire (Y1) leading to the patient's perception of the Hospital, while many respondents also have Low loyalty, this can be seen from the low level of patient satisfaction and causing low interest in patient revisits.

### **The Relationship Between Brand Image and Brand Trust to Loyalty**

Based on the results of the calculation using the Spearman Rank correlation test and analyzed using SPSS 22 for windows, the Brand Image with patient loyalty at Intan Medika Lamongan Hospital obtained a spearman correlation coefficient value ( $r_s$ ) = 0.097 and a sig value of 2 tailed ( $p$ ) = 0.333 where  $p > 0.05$  then H1 is rejected, meaning that there is no relationship between Brand Image and patient loyalty at Intan Medika Hospital. Meanwhile, the results of Brand Trust with patient loyalty at Intan Medika Lamongan Hospital obtained a spearman correlation coefficient value ( $r_s$ ) = 0.419 and a sig value of 2 tailed ( $p$ ) = 0.000 where  $p < 0.05$  then H2 is

accepted, meaning that there is a relationship between Brand Trust and patient loyalty at Intan Medika Hospital.

Cross-tabulation obtained the score of most respondents having high loyalty and assessing brand image in the good category, which is as many as 34 people, and a small number of respondents have high loyalty and rating brand image in the bad category, which is only 1 person. Most of the respondents had high loyalty and rated brand trust in the good category, which was 53 people, and a small number of respondents had low loyalty and rated brand trust in the very good category, which was only 1 person.

## **DISCUSSION**

### **Brand Image at Intan Medika Hospital**

Based on the results of the research at Intan Medika Lamongan Hospital, it was found that most of the respondents rated the brand image at Intan Medika Hospital as good and a small number considered it very good. A high brand image is shown by several indicators, one of the indicators that stands out in the brand image at Intan Medika Hospital is the services offered according to the needs of the patient.

Some patients who are satisfied with the various services offered according to their needs, besides that the appearance and attitude of the officers also get high marks. When viewed from the job characteristics of the respondents, almost half of the respondents, as many as 44%, are self-employed, this is associated with the image of Intan Medika Hospital which is famous for being cheap. Therefore, most patients choose to use the services at Intan Medika Hospital because of its affordable price for all groups.

Brand image is a person's idea, impression, or even belief in a brand, the brand image / image of the hospital has a direct or indirect influence on patient loyalty, this identifies that a good hospital image not only increases patient satisfaction through direct patient loyalty, but also increases patient

satisfaction through improving the quality of perceived service, which in turn increases the re-intention of patient visits (Ardiyanti et al., 2022). The results of this study are supported by previous research findings that brand image empirically affects the quality of service and patient satisfaction (Raka Sukawati, 2021).

### **Brand Trust at Intan Medika Hospital**

Based on the researcher, observing brand trust at Intan Medika Lamongan Hospital showed that most respondents rated it as good and a small number rated it very well, but there were some patients who rated brand trust at Intan Medika Hospital as not good. Brand trust is being proven by several indicators that make the value of brand trust at Intan Medika Hospital high, one of the prominent indicators is rated low by patients, namely reliability and professionalism, patients often complain about doctor's schedules that are not on time with the arrival of doctors during practice hours, besides that the length of the service process and the agreed action taking are also considered not good by patients.

### **Patient Loyalty at Intan Medika Hospital**

Based on the results of the study, it shows that most patients have high loyalty and a small number have very high loyalty, while not a few patients also have low loyalty. According to the analysis of questionnaires of indicators with high values that affect high patient loyalty, namely patient perception of the hospital which is rated well by some respondents, this is in line with previous research (Hidayah & Setianingsih, 2022) concluding that there is a relationship between patient perception of physical evidence and patient loyalty.

While some patients have low loyalty, this is judged by the low interest in revisiting patients and some patients who are not satisfied with the service process. The results of this study are in line with previous research (Sari et al., 2020) showing that service quality affects patient satisfaction and patient satisfaction

affects the recurrence of patient visits, and service quality affects the recurrence of patient visits.

Patient loyalty is obtained by increasing the satisfaction of each patient and maintaining that level of satisfaction in the long term. Forming patient loyalty is generally considered a basic task for hospital managers. Patient loyalty is key to success for healthcare providers. The recognition of patients' right to freely choose health services has encouraged fierce competition among healthcare providers (Zhou et al., 2017).

Based on this study, it was found that patients who had high loyalty were influenced by good patient perception of the hospital and patients who had low loyalty were considered less satisfied with the process and quality of hospital services. In addition, highly educated patients tend to be more loyal than poorly educated patients because they are not easily persuaded, in addition to age education can also affect patient loyalty, it was found that adults are more loyal and conventional than adolescents because they have more mature considerations in making decisions.

### **The Relationship of Brand Image to Patient Loyalty at Intan Medika Hospital**

Based on the results of the study from table 4.11 shows that brand image (X1) has no relationship with patient loyalty (Y1) from the results of the spearman rank correlation test analysis obtained a value ( $p \text{ sig} = 0.333$ ) and a value of  $r_s = 0.097$ , then H1 is rejected or it can be said that there is no significant relationship between brand image and patient loyalty at Intan Medika Hospital, This is in line with research conducted by Siti Hertiwi et al. which stated that brand image or Brand Image Wardah has no effect on customer loyalty (Hertiwi et al, 2021). Research conducted by Nurfadila et al also states that brand image or brand trust does not have an influence on loyalty to the Honda motorcycle brand (Nurfadila et al., 2015).

This is because the brand image at Intan Medika Hospital has been considered

good by highlighting superior services so that there is no relationship with low patient loyalty to the hospital, low patient loyalty can be influenced by several other factors.

With the number of services offered will also affect the high loyalty of patients, this can be seen from the characteristics of the distance of the patient's home from the hospital, the patients who visit are not only domiciled <5KM from the hospital but also many are domiciled >5KM from the hospital. Patients who have experienced services that are suitable and in accordance with their needs will continue to use the hospital's services even though the distance from the hospital is far from where the patient lives.

### **The Relationship of Brand Trust to Patient Loyalty at Intan Medika Hospital**

From the results of the spearman rank correlation test, it shows that the variable of brand trust (X2) with loyalty (X1) is obtained with a value ( $p \text{ sig} = 0.000$ ) and a value of  $r_s = 0.419$ , then  $H_2$  is accepted or it can be said that there is a significant relationship between brand trust and patient loyalty at Intan Medika Hospital with a moderate relationship. This is in line with previous research conducted by Retno Sugiarto et al at Linggajati Kuningan Hospital which stated that Trust has a positive and significant influence on patient loyalty, This shows that the higher the trust of patients, the more it will be followed by an increase in patient loyalty (Retno Sugiarto, Yanuar Jak et al., 2018). This research is also supported by previous research conducted by Siti nur Hayati on Wardah products stating that brand trust has a positive effect on customer loyalty (Nurhayati, 2020).

As explained by (Agustina et al., 2018) that customer loyalty depends on brand trust. Brand trust is the ability of the brand to be trustworthy, which comes from consumer belief that the product is able to meet the promised value, as well as brand intention which is based on consumer belief that the brand is able to prioritize consumer interests.

Consumer trust in brands will then have an impact on consumer loyalty or behavior towards a brand. Respondents who made 4x revisits were 9%, this shows that patients' interest in continuing to use hospital services is categorized as low, almost half of the number of respondents, namely 45%, made repeat visits 2x.

### **CONCLUSION**

Based on the results of the research and discussion, it can be concluded that more than some of the respondents assessed the Brand Image at Intan Medika Baik Hospital. Most respondents rated the Brand Trust at Intan Medika Hospital as Good and some rated it as Not Good. There is no relationship between Brand Image and patient loyalty at Intan Medika Hospital. There is a relationship between Brand Trust and patient loyalty at Intan Medika Hospital.

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