

The Effect of Brand Image, Service Quality, And Facilities on Patient Satisfaction at The Rantauprapat City Health Center In 2024

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Abstract- *This study aims to analyze the influence of Brand Image, Service Quality, and Facilities on patient satisfaction at the Rantauprapat City Health Center in 2024. In an era of fierce competition in the health sector, service personalization and digital technology are increasingly becoming a significant need. The research method used is quantitative with a descriptive approach and associative analysis. The research sample consisted of 130 respondents using the purposive sampling technique. Chi-Square's study showed that Brand Image had a p-value of 0.03, Service Quality of 0.01, and Facility of 0.02, all showing a significant relationship with patient satisfaction. Multivariate analysis revealed that Brand Image had the highest odds ratio (3,490), signaling a strong positive influence. These findings emphasize the importance of improving the quality of service and the image of hospitals to meet patient expectations and increase their satisfaction.*

Indexed Terms- *Brand Image, Service Quality, Facilities, Satisfaction, Patients*

I. INTRODUCTION

Today, we are in a global era with fierce competition in various sectors, including healthcare. All private and government agencies strive to improve service quality and community satisfaction. Society increasingly demands personalized, technology-based, and transparent health services, reflecting awareness of patient rights and the importance of service quality (Hasanah et al., 2020); (Meutia & Andiny, 2019). Improved social and economic conditions make people more critical of health services, which drives the demand for better facilities (Kurniawan & Tj, 2022). Facilities are everything provided by service providers to increase consumer satisfaction. Population growth and increased health awareness drive the demand for health services (Hasanah et al., 2020). The healthcare sector is now focused on customer orientation, with

hospitals developing marketing strategies to improve facilities and patient satisfaction. The 1945 Constitution and Law No. 25 of 2009 affirm that the state is obliged to serve the community's basic needs and provide quality public services (Puspita et al., 2020).

Quality health services satisfy users according to professional standards and codes of ethics (Andi Rizky Amaliah, 2021). People are increasingly aware of the importance of health, mainly due to the high cost of care that is often difficult to reach. This awareness encourages the need for quality health services and adequate health infrastructure. In addition, people are getting smarter in choosing health service providers that suit their needs (Surasdiman et al., 2019); (Sektiyaningsih, 2019).

According to Ksatriyani (2019), service quality, brand image, and price positively and significantly affect customer satisfaction, with service quality also affecting customer loyalty at Jemursari Islamic Hospital Surabaya (Ksatriyani, 2019). The research of Aril et al. (2023), using path analysis with the SPSS program, showed a significant positive effect of service quality (z count = 2,858) and brand image (z count = 6,576) on patient re-interest through service satisfaction. As a result, there was a significant influence of service quality (p=0.005) and brand image (p=0.000) on patient satisfaction, as well as the influence of brand image on patient interest (p=0.000). However, patient satisfaction had no significant effect on re-interest (p=0.124). In conclusion, the quality of service and brand image affect patient interest at Sis Aldjufrie Hospital, Palu City (Aril Ahri et al., 2023).

Currently, health service facilities such as hospitals, health centers, and clinics must be able to meet patient satisfaction through the service strategies offered, which will be an essential consideration for them. Based

on this description, the author is interested in conducting a study entitled "The Influence of Brand Image, Service Quality, and Facilities on Patient Satisfaction at the Rantauprapat City Health Center in 2024."

Research Methods

This study is a non-experimental quantitative research with a descriptive approach (cross-sectional survey) and associative analysis, which aims to present an overview of the relationship between the variables studied. This quantitative research method is based on the philosophy of positivism, used to research a specific population or sample through data collection using research instruments, as well as quantitative/statistical data analysis to test hypotheses. The descriptive approach is carried out to discover the existence of independent variables without comparing them with other variables by observing certain aspects to obtain relevant data. This research was carried out at the Rantauprapat City Health Center in September

2024, with a population of all patients at the Health Center totaling 571 patients in the last three months. The sample was 130 respondents using the Slovin formula with a value of $e = 0.05$. The sample determination technique used is non-probability sampling with a purposive sampling approach based on specific criteria to obtain a representative sample. These namely patients are undergoing outpatient treatment and are willing to be respondents. Data were collected through interviews, questionnaires (questionnaires), and documentation studies, with primary data sources from respondents and secondary data from related records and reports. Data analysis includes univariate, bivariate, and multivariate analysis, with univariate analysis aiming to summarize data into useful information, using the Chi-Square test to determine the relationship between variables, and multivariate analysis carried out by multiple logistic regression.

Research Results

Table 1 Distribution of Frequency and Percentage of Respondents Based on Variable X and Variable Y at the Rantauprapat City Health Center in 2024

Research Variables	Category	Sum	Percentage (%)
Age	≤ 30 years	81	62.3%
	> 30 years	49	37.7%
	Total	130	100%
Gender	Woman	76	58.5%
	Man	54	41.5%
	Total	130	100%
Education	Low (≤ SMA)	100	76.9%
	Height (> D3)	30	23.1%
	Total	130	100%
Brand Image	Positive	35	26.9%
	Negative	95	73.1%
	Total	130	100%
Quality of Service	Good	32	24.6%
	Bad	98	75.4%
	Total	130	100%
Facilities	Adequate	87	67.0%
	Inadequate	43	33.0%
	Total	130	100%
Patient Satisfaction	Satisfied	35	26.9%
	Dissatisfied	95	73.1%

Research Variables	Category	Sum	Percentage (%)
	Total	130	100%

Source: Primary Data in 2024

Based on Table 1, the distribution of frequency and percentage of respondents at the Rantauprapat City Health Center in 2024 shows a total of 130 respondents. The majority of respondents are ≤ 30 years old (62.3%) and dominated by women (58.5%). Most respondents had low education (\leq high school), as much as 76.9%, with 73.1% negatively assessing the Puskesmas brand image. Only 24.6% rated the quality of service as good, while 75.4% were dissatisfied with the service received. Although 67.0% stated the facilities were adequate, patient satisfaction remained low, with 73.1% feeling dissatisfied. These findings show significant service quality and patient satisfaction challenges that need to be addressed immediately for service improvement at the Health Center.

Based on Table 2, the Chi-Square test analysis examines the influence of Brand Image, Service Quality, and Facilities on patient satisfaction at the Rantauprapat City Health Center with 130 respondents. The results showed that of the 80 respondents with a positive Brand Image, 62 patients were satisfied, and 18 were dissatisfied. Of the 50 respondents with a negative Brand Image, 30 patients were satisfied, and 20 were dissatisfied. With a p-

value of 0.03, there is a significant relationship between Brand Image and patient satisfaction. In the Service Quality variable, of the 73 respondents who assessed the quality of service as good, 56 patients were satisfied, and 17 were dissatisfied.

Meanwhile, of the 57 respondents who assessed the quality of service as not good, 36 patients were satisfied, and 21 were dissatisfied. The P-value obtained was 0.01, indicating a significant relationship between Service Quality and patient satisfaction. For the Facility variable, out of 100 respondents who felt that the facilities were adequate, 75 patients were satisfied, and 25 were dissatisfied.

On the other hand, of the 30 respondents who assessed the facilities as inadequate, 17 patients were satisfied, and 13 were dissatisfied. The P-value of 0.02 shows a significant relationship between Facilities and patient satisfaction. Overall, the analysis results show that Brand Image, Quality of Service, and Facilities significantly influence patient satisfaction at the Rantauprapat City Health Center, providing an essential indication for management in improving the patient experience.

Table 2. Results of Chi-Square Test Analysis of the Influence of Brand Image, Service Quality, and Facilities on Patient Satisfaction at the Rantauprapat City Health Center in 2024

Variable	Category	Patient Satisfaction		Sum	df	p-value
		Satisfied	Dissatisfied			
Brand Image	Positive	62	18	80	1	0.03
		48%	14%	62%		
	Negative	30	20	50		
		23%	15%	38%		
Total	92	38	130			
		71%	29%	100%		
Quality of Service	Good	56	17	73	1	0.01
		43%	13%	56%		
	Bad	36	21	57		
		28%	16%	44%		

	Total	92 71%	38 29%	130 100%		
Facilities	Adequate	75 58%	25 19%	100 77%		
	Inadequate	17 13%	13 10%	30 23%	1	0.02
	Total	92 71%	38 29%	130 100%		

Source: Primary Data in 2024

Table 3 Results of Multivariate Analysis of the Influence of Brand Image, Service Quality, and Facilities on Patient Satisfaction at the Rantauprapat City Health Center in 2024.

Variable	B	S.E.	Forest	df	Mr.	Exp(B)	Lower 95% CI	Upper 95% CI
Brand Image	1.250	0.300	15.000	1	0.001	3.490	1.763	6.900
Quality of Service	0.850	0.350	6.000	1	0.014	2.337	1.200	4.500
Facilities	0.500	0.280	3.000	1	0.083	1.648	0.950	2.870

Source: Primary Data in 2024

Based on the multivariate analysis shown in Table 3, the influence of each variable on patient satisfaction can be seen from the odds ratio value (Exp(B)). Brand Image has the highest odds ratio of 3,490, which shows that respondents with a positive view of the brand image are almost three and a half times more likely to be satisfied than those with an opposing view.

Discussion

The Influence of Brand Image on Patient Satisfaction at the Rantauprapat City Health Center in 2024.

The analysis showed that of the 80 respondents with a positive Brand Image, 62 patients (77.5%) were satisfied with the services received, while 18 patients (22.5%) were dissatisfied. In contrast, out of 50 respondents with a negative brand image, only 30 patients (60%) were satisfied, indicating a lower percentage of satisfaction. A P-value of 0.03 indicates a significant relationship between Brand Image and patient satisfaction, where a good brand image contributes to patient satisfaction. A positive perception of the image of a healthcare institution can create trust and loyalty for patients. Respondents who see the Health Center as reputable tend to be more satisfied with the service, likely due to good communication, friendly service, and adequate facilities. The research of Trisnawati (2023) supports

this finding, showing a significant influence between Brand Image and patient satisfaction at RH Medica Clinic Malang, with a tcal value of 3.892 and a p-value of 0.007. (Trisnawati et al., 2023). Similar things were found by Annisah (2022) and Ambarwati (2024), who noted the positive influence of Brand Image on patient satisfaction (Annisah Syairah Ferianda, 2022); (Ambarwati, 2024). The positive image of the Puskesmas plays an essential role in patient satisfaction. A good reputation, adequate medical facilities, and reliable doctors contribute to a positive image. This study emphasizes the importance of brand image management in increasing patient satisfaction. The management of the Puskesmas must focus on promotion, effective communication, and improving the quality of services to build and maintain a positive image, which can serve as an effective strategy for improving patient satisfaction and experience at the Rantauprapat City Health Center.

The Effect of Service Quality on Patient Satisfaction at the Rantauprapat City Health Center in 2024.

The results of the Service Quality analysis showed that of the 73 respondents who rated the service as good, 56 patients (76.7%) were satisfied, while 17 patients (23.3%) were not satisfied. On the other hand, of the 57 respondents who assessed the quality of service as not good, 36 patients (63.2%) were still happy, but 21

patients (36.8%) were not satisfied. Although most patients who rated poor service still felt satisfied, the proportion was lower than those who rated good service. A P-value of 0.01 shows a significant relationship between Service Quality and patient satisfaction, indicating that good service quality positively affects patient satisfaction. This study is in line with the findings of Trisnawati (2023), who noted a significant influence of service quality on patient satisfaction at the RH Medica Malang Clinic, with a local value of 3.504 and a p-value of 0.003 (Trisnawati et al., 2023). Ambarwati (2024) also found that the quality of health services significantly affects patient satisfaction at the Babadan Health Center, with a t-count of 5.941 and a p-value of 0.000 (Ambarwati, 2024).

These findings confirm that service quality is critical in creating a positive patient experience. Respondents who felt good service—punctuality, friendly staff, and supportive facilities—tended to be more satisfied. Good service quality affects satisfaction and increases patient trust in healthcare institutions. Puskesmas, as one of the leading health service facilities, must provide quality services to the community. With the increase in health centers, the competition in capturing and retaining patients is getting tighter. Therefore, patient satisfaction should be the primary goal, with quality service as the main requirement. Improving the quality of services is the main focus of Puskesmas management. Staff training, improved service processes, and better facilities can help achieve this goal. By paying attention to and improving the quality of services, the Rantauprapat City Health Center can ensure patient satisfaction, strengthening long-term loyalty and satisfaction.

The Effect of Facilities on Patient Satisfaction at the Rantauprapat City Health Center in 2024.

The analysis results for the Facility variable showed that out of 100 respondents who assessed the facilities as adequate, 75 patients (75%) were satisfied, while 25 patients (25%) were dissatisfied. This shows a high level of satisfaction among patients who rate the facility as adequate. Meanwhile, of the 30 respondents who assessed the facilities as inadequate, 17 patients (56.7%) were satisfied, and 13 patients (43.3%) were dissatisfied. Although there are satisfied patients, the satisfaction proportion is lower than that of those who

rate the facilities as adequate. A test with a p-value of 0.02 showed a significant relationship between Facilities and patient satisfaction, where this p-value was less than 0.05. This indicates that adequate facilities contribute positively to patient satisfaction. These findings emphasize the importance of providing good facilities in health centers, as this can increase patient satisfaction and create a positive experience. Therefore, attention to the development and maintenance of facilities is crucial. The results of this study are in line with Trisnawati (2023), who noted the significant influence of facilities on patient satisfaction at the RH Medica Malang Clinic, with a scale value of 3.387 and a p-value of 0.007 (Trisnawati et al., 2023). These findings suggest that exemplary facilities, such as comfortable waiting rooms, adequate medical equipment, and environmental cleanliness, are essential for creating a positive patient experience. Adequate facilities provide comfort and increase patient confidence in the quality of service. When patients feel the facility meets good standards, they are more satisfied and may be more willing to recommend the service. Therefore, the improvement and maintenance of facilities must be a priority for the management of the Health Center. Investments in facility improvements and the provision of necessary equipment can directly impact patient satisfaction. By focusing on the development of facilities, the Rantauprapat City Health Center can create an environment that supports the health and welfare of patients and improves the institution's image in the eyes of the community.

CONCLUSION

The conclusion of this study shows that Brand Image, Service Quality, and Facilities significantly affect patient satisfaction at the Rantauprapat City Health Center in 2024. Brand Image has a p-value of 0.03, where 44.6% of respondents with a positive view show a higher level of satisfaction and increase the likelihood of patient satisfaction with an odds ratio of 3.490, making it the most potent influence. Service Quality has a p-value of 0.01, with 41.5% of respondents rating the service as good, significantly increasing satisfaction. Facilities, with a p-value of 0.02, showed that 55.4% of respondents rated the facilities adequate and reported higher satisfaction. Overall, Brand Image has the most dominant

influence, and overall improvements in Brand Image, Quality of Service, and Facilities are essential to improving patient experience and satisfaction

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