

The Effect Of Service Quality And Hospital Image, Patient Trust And Patient Values On Patient Satisfaction And Loyalty In Sakura / Teratai Pavilion Of A.W. Sjahranie Hospital

Muksin K Karsilan ¹, Sukisno S Riadi ², Sri Mintarti ², Sugeng Hariyadi ²

1. Student of Doctoral Program in the Faculty of Economics, Mulawarman University, Samarinda, Indonesia

2. Lecturers of Doctoral Program, Faculty of Economics, Mulawarman University, Samarinda Indonesia

Corresponding Author: ucin.bowo64@gmail.com

ABSTRACT : *The purpose of this study was to analyze the effect of service quality on patient satisfaction, hospital image on patient satisfaction, trust influences patient satisfaction, patient value influences patient satisfaction, service quality influences patient loyalty, hospital image influences patient loyalty, trust influence patient loyalty, patient value influences patient loyalty, and patient satisfaction affects patient loyalty in hospitalization. Population in this research is patient in sakura/teratai pavilion of A.W. Sjahranie Hospital with total of 230 respondents. Data collection techniques using Questionnaire with Likert scale, and data analysis techniques using the Structural Request Model - Partial Least Square (SEM-PLS) approach to determine the effect between indicators and constructs and the result variance of the dependent variable. The results showed that service quality has no significant effect on patient satisfaction. Hospital image has no significant effect on patient satisfaction. Patient trust has no significant effect on patient satisfaction, patient value has a significant effect on patient satisfaction, service quality has no significant effect on patient loyalty, hospital image has a significant effect on loyalty, trust service has no significant effect on patient loyalty, service value has a significant effect on patient loyalty, patient satisfaction has no significant effect on patient loyalty in sakura/teratai pavilion of A.W. Sjahranie Hospital*

KEYWORDS : *service quality, hospital image, trust, patient value, patient satisfaction, and patient loyalty.*

Date of Submission: 12-11-2018

Date of acceptance: 26-11-2018

I. INTRODUCTION

Consumer loyalty is a condition in which customers have a positive attitude towards health services at the hospital, and intend to repeat the use of health services, especially inpatient care in the future, consumer loyalty also indicates the existence of customer relationships on consumers' willingness to recommend the hospital to friends, their family members and colleagues. According to Barnes (2003), aspects of loyalty include the proportion of spending. When we measure consumer loyalty, we must consider what part of the entire consumer business is spent on our product or service. An understanding of why or how loyalty is developed in different market situations is an important issue for both marketing managers and academics (Oliver, 1999). Satisfaction is the antecedent variable of loyalty most recommended in the marketing literature, but several recent studies have introduced some antecedents of satisfaction and loyalty, such as perceived trust (Chiou and Droge, 2006), customer value (Shun Yin Lam et al. (2004) Some studies also examined using moderator variables that influence the relationship between satisfaction and loyalty, such as consumer characteristics (Homburg and Geiring, 2001) ambivalence (Olsen, 2005) and product involvement (Olsen, 2007; Seiders et al., 2005).

Yunus et al. (2009: 67), services that are less satisfactory will cause a reduction in customers or even disappear because customers move to other services, so there is not the slightest doubt about the importance of improving Service Quality (quality of service, instilling Corporate Image (Hospital image), Trust, Customer Value, due to the increasingly intense competition of hospitals both public and private.

Platform Theory and Hypothesis

Development Service quality, Explanations about the service quality dimensions of Zeithaml et al. (1996), are as follows: the first dimension, tangibles is the tangible display given by a hospital to customers such as physical facilities, office equipment, employee appearance, and other facilities; the second dimension of reliability is the ability to provide promised services accurately and satisfactorily; the third dimension, responsiveness is related to the willingness of employees to provide good services and willingness and ability of employees to help resolve everything related to employee needs when receiving services; the fourth dimension, assurance is the ability of employees towards the field in which they are assigned, so that it can lead to a feeling

of freedom from danger, risk or customer doubt; and the fifth dimension, empathy is related to the friendly attitude and behavior of employees who always respect, hear, and give attention to customers. Service Quality (quality of service), as a whole includes the process, both the environment, supporting facilities and humans as health care workers must be correct - It is really worth noting that the quality of health service offerings can really provide customer / patient satisfaction. Parasuraman, et al. (1998) define service quality as a concept that precisely represents the core of a service's performance, namely the comparison of the excellence carried out by consumers.

Hospital Image. The role of Image greatly influences the success of an institution's activities such as a hospital. A positive corporate image will help in the current era of competitive conditions, a good corporate image is an asset for most companies, because image can have an impact on perceptions of quality, value and satisfaction, Zeithaml (1990). While the brand can create a positive image / image and consumer confidence in a product, so it will create a brand image in the minds of consumers. According to Kotler and Keller (2007; 332) states "A brand is a product or service that adds dimensions in a certain way to differentiate it from other products or services designed to satisfy the same needs". So the brand is an image that is a description or concept of an abstract thing, thus the image exists but is not real or cannot be described physically, because the brand image is only in the mind. Brand image presents the overall perception of the brand and is formed from information and past experience on the brand. While a good brand image is expected to influence consumer attitudes and behavior, especially in terms of the process of purchasing decisions. Trust (Trust) is a belief in which one of the parties involved in service users has reliability and integrity that can provide positive results, in other words that trust arises because there is a belief that the parties involved in the exchange will provide consistent quality, honest, and responsible, and these beliefs will lead to good relations between parties involved in the exchange, according to: Morgan and Hunt (1994) defines trust as a condition in which one of the parties involved in the exchange process believes in the reliability and integrity of the other party . Customer value Kotler (2000), describes the value (value) of consumer estimates of product capacity to satisfy a set of goals. Customer value received by consumers is defined as the difference between the total value received by consumers of products and services and the total costs incurred to obtain and use goods and services (Zeithaml, 1988; Lovelock, 1991). Customer Value, Every Hospital realizes that there is a consumer consideration regarding the product or service in terms of the greater value given by the company to the customer, because the customer is always looking for the highest value of some of the existing products or services. They form expectations about the value to be obtained and the value can then be measured by the satisfaction of the customer. Value concept: Zeithaml (1988), which identifies four consumer definitions regarding the value of products or services that are still relevant: 1) Value is a low price; 2) Value is whatever I want in a product or service; 3) Value is the quality that I get for the price I pay; and 4) Value is what I get for what I give.

Customer satisfaction

Understanding satisfaction. According to Kotler et al. (2007: 177), namely: "Satisfaction is a feeling of pleasure or disappointment of someone who appears after comparing the performance (results) of the product that is borne by the expected performance (or outcome)". Furthermore Oliver (1997), in the long run satisfaction will have an impact on the formation of customer loyalty. Satisfaction is the key to knowing the response of consumers who feel "favorable" with the offer of the organization. And the real need of the organization to satisfy customers is to "enlarge" the business, to get "repeat & referral business. Patient Loyalty Customer Loyalty variables in this study will illustrate the commitment given by the customer to reuse the services provided in the future. High loyalty from the community will save some costs for the hospital. Furthermore Wu (2011) revealed in his research that when products or services exceed customer expectations, their repurchase intention will increase (Boulding et al.(1993). Improving the quality of health services in hospitals contributes to customer retention and loyalty. Based on the description, the following hypotheses can be formulated:

H.1: Service quality significantly influence to patient satisfaction in Sakura / Teratai pavilion of A.W Sjahranie Hospital. In connection with the statement of Parasuman et al. (1998) the dimensions that represent consumers' perceptions of a service quality include the empathy aspect, where this aspect is the willingness of officers to care and give personal attention to service users. Empathy service really requires personal touch / feeling. The empathy aspect is an aspect that provides a great opportunity to create a surprise service which is something that the service user does not expect but instead is provided by the service provider. According to Lehtinen, J.R. and Lehtinen, U. (1982): States that: "Quality service is produced in the interaction between the consumer and the elements in a service organization, the quality of the physical, the quality of the company and the quality of interactive with respect to personal contract " If translated in Indonesian: Service can be defined as any form of activity / activity provided by one or more parties to another party that has a relationship with the aim of being able to provide satisfaction to the second party concerned for the goods and services provided. According to Gerson (2002: 17). if translated in Indonesian: providing high quality and excellent service is a cornerstone if you want to achieve the goals of satisfied and loyal customers. Some

research results above can be said that the quality of service has a close relationship with customer satisfaction. quality will provide an encouragement for patients to establish strong relationships with health care providers. In the long run this bond allows health care providers to understand patients' expectations and their needs carefully. In the face of increasingly fierce competition between hospitals (companies), the hospital must compete to attract so that its customers remain loyal in utilizing the hospital health services provided. One aspect that needs to get important attention is the quality of services provided by hospitals. Service quality is centered on efforts to meet the needs and desires and the delivery accuracy to offset customer expectations. There are two factors that influence the quality of service, namely expected service and perceived service. Quality must start from customer needs and think to customer perceptions. The quality of service must begin with the needs of consumers and end in consumer perceptions. This means that the perception of good service quality is not based on the point of view or according to the service provider, but based on the point of view or perception of consumers, and the quality of service is an attitude or way of employees in serving consumers satisfactorily. A way for a company to continue to be competitive is to provide services of a higher quality than its competitors consistently. Consumer expectations are shaped by past experiences, word of mouth talks conducted by service companies, then compared.

H.2: Hospital image significantly influence to patient satisfaction in Sakura / Teratai pavilion of A.W Sjahranie Hospital. According to Kotler and Keller (2007: 332) states: A brand is a product or service that adds dimensions in a certain way to differentiate it from other products or services designed to satisfy the same needs". So a brand is an image that is an illustration or concept of an abstract thing, thus the image exists but is not real or cannot be described physically, because the brand image is only in the mind. brand image presents the overall perception of the brand and is shaped by information and past experience of the brand. A good brand image is expected to influence consumer attitudes and behavior, especially in the process of purchasing decisions. Herbig and Milewicz, (1993). In his research stated: The image is an award obtained by the company because of the superiority that exists in the company, such as the capabilities possessed by the company, so that the company will continue to develop itself to continue to be able to create new things for meeting the needs of consumers. kinds of images, such as quality image, marketing image, product innovation image, and so on. Weiss et al, (2003), in Yoestini (2003) states that corporate image is a public view of a company that is considered good or not that is viewed globally by things such as openness, quality and others so that it can be said as a view of the company's move . image is an intangible asset or good company will have a positive effect on market valuation of the company. Companies that have a good image can generate trust, confidence and support from companies that have a bad image, (Dowling: 2004).

H.3: Customer trust significantly influence to patient satisfaction in Sakura / Teratai pavilion of A.W Sjahranie Hospital. Mowen and Minor (2002: 322) states: Trust is all knowledge possessed by consumers and all conclusions that consumers make about objects, attributes and benefits. Since trust is our cognitive knowledge of an object, the attitude is a feeling or affective response that we have against the object. First of all, consumers form trust in a product and then develop an attitude towards it and ultimately buy it or first, consumers do product buying behavior and then form trust and attitude towards the product. Barnes (2008: 149) states: that there are several important elements of trust, namely: (a) Trust is a development and experience and past actions. (b) Character that is expected from the partner, as trustworthy and reliable. (c) Trust involves a willingness to put yourself at risk. (d) Trust involves feeling safe and confident in the partner. Lita (2009: 72) explains some of the benefits of trust, including: (a) Trust can encourage marketers to try to maintain the relationships that exist by working with trading partners. (b) Trust rejects short-term choices and prefers the long-term benefits expected by retaining existing partners. (c) Trust can encourage marketers to view attitudes that bring great risk wisely because they believe that their partners will not take the opportunity that can harm marketers.

H.4: Customer value significantly influence to patient satisfaction in Sakura / Teratai pavilion of A.W Sjahranie Hospital. According to Kotler, (2005: 103): customer value is the difference in total customer value and total customer costs where the total customer value is a set of benefits expected by customers of a particular product or service and total customer costs are a set of costs expected by consumers issued to evaluate, obtain, use and dispose of products or services. Vanessa, (2007: 65) if translated in Indonesian that: Value is a cheap price, whatever is desired from a product, the quality received by consumers for the costs that have been incurred and what is obtained by consumers from what they have given. Customer value is the preference that is felt by the customer for product attributes, performance, and consequences that arise from the use of facilities to meet the goals and intentions. The consumer's defined value as the price of a number of goods or services received will be strongly influenced by the perceived quality of the goods and services provided. If consumers perceive the quality of a high service, the consumer will be willing to pay more for quality service because consumers feel that the value of perceived service is also high. Conversely, if the quality of service perceived by consumers is low, of course consumers are not willing to pay more for the service because he also perceives that the value of the service is low. Buchori, (2007: 295) states that customer value is the difference

between the total value added obtained by consumers compared to the total costs incurred. Kotler (2007: 177). Value is the difference between benefits and sacrifices. Value is a consideration of someone's decision to buy or not buy. At the same perceived quality, cheaper products / services have higher value (Zeithaml and Bitner, 1996), so that the value received by the customer matches / exceeds what they want, the customer will be satisfied / very satisfied.

H.5: Service quality significantly influence to patient loyalty in Sakura / Teratai pavilion of A.W Sjahranie Hospital. In connection with Parasuraman's statement et al (1988) the dimensions that represent consumers' perceptions of a service quality include the empathy aspect, where this aspect is the willingness of officers to care and give personal attention to service users. Empathy service really requires personal touch / feeling. The empathy aspect is an aspect that provides a great opportunity to create a surprise service which is something that the service user does not expect but instead is provided by the service provider. Wykof, in Tjiptono (2006: 59), states: Quality of service is an expected level of excellence and control over the level of excellence to meet customer desires, consumers will do the same consumption or activity as before or will use a larger service so that Long-term relationships with consumers for the long term will be achieved. In addition, consumers will tend to reject hospital products or services from competitors, as well as provide references to company products to others. The existence of a relationship between service quality to customer satisfaction and loyalty is expressed by Zethaml in Ponirin (2005; 30) that: Customer satisfaction and loyalty depend on the level of service quality provided to consumers and they believe that there is a positive relationship between consumer service and loyalty consumer

H.6: Hospital image significantly influence to patient loyalty in Sakura / Teratai pavilion of A.W Sjahranie Hospital. The image itself is defined as "The set of belief, ideas, and impressions a person holds regarding an object", attitudes and actions to the object are very conditioned by the image of the object itself (Kotler, 2000: 553). Gronroos (1990: 170), states that: a positive corporate image will improve

H.7: Patient trust significantly influence to patient loyalty in Sakura / Teratai pavilion of A.W Sjahranie Hospital. Mulyo and Ukudi (2007) revealed that the connectedness behavior that occurs between companies and partners - partners are largely determined by trust and commitment, so it can be estimated that trust will have a positive relationship with repeated intentions and loyalty. Trust has an important role in marketing relationships with both consumers and suppliers. Most researchers support that trust is the basis for building consumer loyalty. Chow and Holden in Morganosky and Cude (2003) define trust when translated in Indonesian: as words, promises, verbal or written statements that can be held and relied upon by individuals or groups. Chow and Holden (2003) in Tsiros et al, (2000) also found that trust is not only antecedent to products but also consumer loyalty.

H.8: Customer value significantly influence to patient loyalty in Sakura / Teratai pavilion of A.W Sjahranie Hospital. According to Gale in Alida (2007: 74) customer value is the consumer's perception of the value of the quality offered is relatively higher than competitors will affect the level of consumer loyalty, the higher the perceived value perceived by the customer, the greater the likelihood of a relationship (transaction), and the desired relationship is a long-term relationship, because the business and costs incurred by the company are believed to be much greater if it has to attract new customers or customers who have left the company, rather than retain it.

H.9: Satisfaction significantly influence to patient loyalty in Sakura / Teratai pavilion of A.W Sjahranie Hospital. Kotler (2005: 121) explains that companies that always improve the quality of their services and are aware of consumers' willingness can provide encouragement to consumers to establish strong relationships with the company and increase consumer loyalty. Griffin (2005: 31) defines loyalty as follows: loyal customers are assets for the company, and to know loyal customers the company must be able to offer products or services that can meet customer expectations and can satisfy its customers. Oliver (1997), states: in the long run satisfaction will have an impact on customer loyalty. Satisfaction is the key to knowing the response of consumers who feel "favorable" with the offer of the organization, and the real need of the organization to satisfy customers is to "enlarge" the business, to get "repeat and referral business". Stevenson, (1996) studied 700 patients and 200 nursing staff members in 1000 third-level treatment rooms in Midwest hospitals, to reveal the relationship between worker satisfaction and patient loyalty, where the results of this study show a strong relationship between nurse satisfaction and patient interest. to return to treatment in the future or recommend a hospital to others. The main treatment summary shows a strong correlation of hospital quality and describes moderate correlations or being in the behavior to return and recommend to others. This shows that if nurses at work feel satisfied, then they will provide good service to patients, which ultimately the patient will feel satisfied and will produce patient loyalty. Empirically the results of this study are not in line with previous studies conducted by: Joyeph Cronin. JR (1992) in a measuring service quality journal: A reexamination and extension, conducted in the banking industry, pest control, laundry, fast food. The research is to measure service quality and the relationship between service quality, customer satisfaction and intensity of purchase. The results showed that service quality had a significant effect on customer satisfaction, customer

satisfaction had a significant effect on loyalty and service quality had an effect on loyalty Selnes's (1993) study states that customer satisfaction influences buyer behavior which satisfied customers tend to be loyal. Consumer satisfaction will have a positive impact on the hospital. If consumers feel satisfied with hospital services, will create an assessment that the hospital has been able to provide maximum service to the community. In a review of previous research, loyalty can be the result of customer satisfaction (Lai et al., 2009).

Based on the development of the above hypothesis model, the following research model can be formulated:

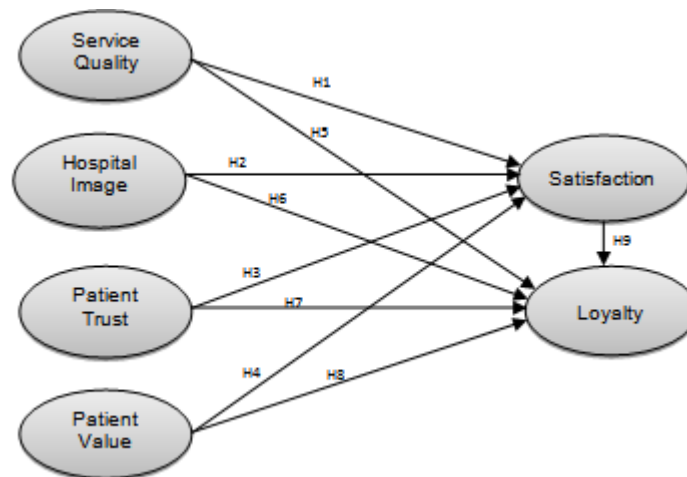


Figure 1. Research model

II. RESEARCH METHODS

The population in this study were inpatients in the sakura / lotus pavilion room of RSUD A Wahab Sjahranie Samarinda. The size of the sample (sample size) was determined according to his opinion Hair (1975), providing several guidelines for determining the sample size in multivariate research (including multiple regression analysis). The sample size in this study should be 10 x the number of variable indicators in the study, which are 230 patients taken by accidental sampling method. Data analysis methods used in this study, namely descriptive analysis and inferential statistics with Smart-PLS.

Research Analysis And Discussion Results

Discriminant Validity Test Discriminant analysis is one of the statistical techniques that can be used in the dependency relationship (the relationship between variables where it can be distinguished which response variable and which are explanatory variables). Discriminant analysis is useful in situations where the total sample can be divided into groups based on the characteristics of variables known from several cases. The main purpose of discriminant multiple analysis is to find out the differences between groups, "(Hair, Anderson, Tatham, Black, 1995). Through the results of the analysis above, it can be seen that the construct correlation of each latent variable with the indicator is greater than the other latent variables. The table above shows that cross loading service quality (X1) = 0.675, hospital image (X2) = 0.704, and patient trust (X3) = 0.739, and patient value (X4) = 0.567, greater than the intended variable, namely cross loading Y1. that is 0.698, Y2 which is 0.960, thus it can be explained that the model meets discriminant validity.

The second rating is via Average Variance Extracted (AVE). AVE values 0.50 and higher indicate an adequate level of convergent validity, which means that the latent variable explains more than half of the indicator variance. The test results show that the AVE value in all constructs is greater than 0.50 so that it is adequate in terms of convergent validity. Next, based on the square root of average variance extracted (root AVE) all variables designed in this study are greater than the correlation between latent variables so that it can be explained that all indicators have good convergent validity

Reliability Composite Reliability

To find out the reliability of all constructs can be seen from the composite reliability value. Reliable construction if the values above > 0.70. Can be explained in the table as follows: service quality (X1) = 0.912, hospital image (X2) = 0.876, and patient trust (X3) = 0.919, and patient value (X4) = 0.839, greater than the intended variable, namely cross loading Y1. that is 0.874, Y2 is 0.990 The output shows all constructs in the reliable variable because the composite reliability value is > 0.70, so it can be explained that the construct has good reliability.

Cronbach's Alpha

Reliability tests can also be strengthened by cronbach's alpha where the smart PLS Version 3 output provides the following results of service quality (X1) = 0.886, hospital image (X2) = 0.794, and patient trust (X3) = 0.883, and patient value (X4) = 0.770, greater than the intended variable, namely cross loading Y1. that is 0.784, and Y2 is 0.986, the output of Composite Reliability and Cronbach Alpha all have values > 0.70 indicating that discriminant validity has been reached. Thus it can be stated that all latent variables have a good level of reliability.

Evaluation of Inner Model (Goodness of Fit Model)

Testing of the structural model is done by looking at the R-Square value which is the Goodness of Fit Model test (Ghozali (2014: 66) Because the purpose of the SEM-PLS approach is oriented to explain the variant of endogenous latent variables, the R² level must be high. Putting Patient Satisfaction (Y1) as an endogenous variable, while service quality (X1), hospital image (X2), and patient trust (X3), as well as patient value (X4), are placed as exogenous variables, R2 value is 0.182, so that it can be interpreted that: variability in patient satisfaction (Y1) is the variability of service quality (X1), hospital image (X2), and patient trust (X3), as well as patient value (X4) of 18.20% and the remaining 81.80% explained by other variables outside the study, and structural model 2 which places patient loyalty (Y2) as endogenous variables, while service quality (X1), hospital image (X2), and k patient trust (X3), as well as patient value (X4), as an exogenous variable.

The analysis shows R2 value of 0.865 so that it can be interpreted that the variability of patient loyalty (Y2) is the variability of service quality (X1), hospital image (X2), and patient trust (X3), and patient value (X4) of 86

Hypothesis testing

Hypothesis testing will be carried out after testing the model and path analysis that will be used in the trimming model, to improve the path analysis structure model by issuing a variable whose path coefficient is insignificant. Hypothesis testing aims to determine the direct and indirect effects between variables. The hypothesis proposed will then be concluded through the calculation of the path coefficient and significance for each pathway studied. T test is a test to see whether the middle value (eg average value) of a variable data from one group sample is significantly different (significant) from the middle value of the sample data of the sub-samples of other groups in the same variable. The Smart PLS program is carried out with a T-test on each path. Hypothesis test parameters using a comparison of the value of t, that is if the t-count value > from t-table (> 1.96) or p-value (<0.05), then H0 is rejected, and Ha is accepted. Test results can be seen in the table below:

VARIABEL	Original Sample (O)	Sample Mean (M)	(STDEV)	T Statistic (O/STD V)	P Values	Sig/ Not Sig.
Quality of service -> patient satisfaction	0,049	0,066	0,091	0,533	0,594	not significant
Hospital image ->patient satisfaction	0,116	0,107	0,089	1,306	0,192	not significant
Patient trust -> patient satisfaction	-0,059	-0,061	0,113	0,524	0,601	not significant
Patient value -> patient satisfaction	0,405	0,412	0,132	3,074	0,002	significant
Service quality ->patient loyalty	0,058	0,054	0,034	1,680	0,094	not significant
Hospital image -> patient loyalty	-0,062	-0,059	0,034	1,811	0,071	not significant
Patient trust -> patient loyalty	-0,750	-0,742	0,077	9,676	0,000	significant
Patient value -> patient loyalty	1,463	1,461	0,088	16,666	0,000	significant
Patientsatisfaction -> patient loyalty	0,001	-0,001	0,028	0,021	0,983	not significant

Tabel 1. Research model

III. DISCUSSION

Service quality has no significant effect on patient satisfaction, This insignificant coefficient value is predicted that patients in sakura/teratai pavilion of A.W Sjahranie Hospital has not prioritized the quality of service, it is possible there are other reasons that make customers treated, besides an urgency. However the quality of service provided must be truly considered so that service quality offerings can provide patient satisfaction. The results of this study are not in line with previous research conducted by: Jacobucci and Ostrom (1995), Liao (2012), Gronroos (1984), SHafeez (2012), Kumasey (2014), Naik (2010), Ravichandran (2010), Lee (2000), Grayson (1995), Kim (2016), Mohsan (2011) their research shows that service quality has a significant effect on consumer satisfaction.

Hospital image has no significant effect on patient satisfaction in sakura/teratai pavilion of A.W Sjahranie Hospital. These results support the research of Kaihatu (2012), Halim et al. (2014), which said that brand image has no significant effect on customer satisfaction. Patient trust has no significant effect on patient satisfaction in in sakura/teratai pavilion of A.W Sjahranie Hospital. It indicates that patient trust does not give meaning to patient satisfaction. These results support the research of Susanti (2017), Harnoto (2013), which said

that customer trust has no significant effect on customer satisfaction. Patient value has a significant effect on patient satisfaction in sakura/teratai pavilion of A.W Sjahranie Hospital. This positive and significant coefficient value indicates that the higher the Customer Value, it will have implications for increasing patient satisfaction towards the hospital. These results support the research of Wagiarto et al, (2016), Cronin (2000) which said that customer value has a significant effect on customer satisfaction.

Service quality has no significant effect on patient loyalty in sakura/teratai pavilion of A.W Sjahranie Hospital. This insignificant coefficient value means that increasing service quality does not have an impact on increasing patient loyalty. Empirically the results of the study support the research of Yaacob and Ismail (2008), Wu (2011) with the results of Service quality does not have any correlation with loyalty. Hospital image has a significant effect on patient loyalty in sakura/teratai pavilion of A.W Sjahranie Hospital. These results support the research of Herizen and Maylina (2003), Pramudyo (2012), which said that brand image has no significant effect on customer loyalty. Patient trust has significant effect on patient loyalty in sakura/teratai pavilion of A.W Sjahranie Hospital. This significant coefficient value means that increasing customer trust has an impact on increasing patient loyalty significantly. These results support the research of Fasochoh(2013), which said that customer trust has significant effect on customer loyalty.

Patient value has a significant effect on patient loyalty. in sakura/teratai pavilion of A.W Sjahranie Hospital. This positive and significant coefficient value indicates that the higher the Customer Value, it will have implications for increasing patient loyalty towards the hospital. These results support the research of penelitian Assoc and Kushi (2013), Cronin (2000), Munisih (2015) which said that customer value has a significant effect on customer loyalty. Patient satisfaction has no significant effect on patient loyalty in sakura/teratai pavilion of A.W Sjahranie Hospital. This insignificant coefficient value means that increasing patio satisfaction does not have an impact on increasing patient loyalty. Empirically the results of the study support the research of Selnes (1993), Lai et al., (2009)with the results of Service quality does not have any correlation with loyalty.

IV. CONCLUSIONS

Based on the results of the analysis can be concluded as follows:

1. Service quality has no significant effect on patient satisfaction
2. Hospital image has no significant effect on patient satisfaction
3. Patient trust has no significant effect on patient satisfaction
4. Patient value has a significant effect on patient satisfaction
5. Service quality has no significant effect on patient loyalty
6. Hospital image has a significant effect on patient loyalty
7. Patient trust has a significant effect on patient loyalty
8. Patient value has a significant effect on the loyalty
9. Patient satisfaction has no significant effect on patient loyalty

V. LIMITATIONS

The results of the analysis of this study regarding the effect of service quality, hospital image, and trust, as well as patient value on patient satisfaction and loyalty in Sakura / Teratai inpatient hospitals. A Wahab Sjahranie Samarinda, has answered the problems that have been hypothesized, but there are limitations to the study, among others: 1. This study was conducted only in Sakura / Teratai Pavilion of A.W. Sjahranie Hospital. 2. Research only discusses service quality, hospital image, patient trust, patient value, and patient satisfaction, 3. Three months research time. 4. Qualitative research methods, through Purposive surveys.

REFERENCES

- [1]. Assoc. And Evis Kushi (2013) Service Quality, Customer Satisfaction, Perceived Value and Brand Loyalty: A Critical Review of the Literature, Jurnal ISSN 2281-1993, Vol 2 No
- [2]. AldaiganandButtle (2002), SYSTRA-SQ: a new mesuare of bang service quality, International journal of service industri, vol 13 No3-4, pp,362-82
- [3]. Anderson, Eugene W., Claes Fornell and Donald R. Lehmann (1994), "Customer Satisfaction, Market Share and Profitability FindingFrom Sweden", *Journal of Marketing*, Vol. 58.
- [4]. Andreassen, For Wallin (1994), "Satisfaction Loyalty and Reputation Indicators of Customer Orientation in the Public Sector", *International Journal of Public Sector Management*, Vol 7. Kepuasan Pasien 154 *Jurnal Sains Pemasaran Indonesia*
- [5]. Bagozzi, R.P, H., Baumgartner, Y.Yi.(1992), State VS, Action –Orientation and The Theory Of Reasoned Action:An Applicationto CouponUsage, *Journalof Consumer Reseach*, 18(1), pp.505-518
- [6]. Babin, Barry J., Yong–Ki Lee, Eun– Jun Kim and Mitch (2014) *administrasi bisnis.student journal.ub.ac.id* 10
- [7]. Barger and Alacia, (2006: 1229). *Fundamental of nursing: collaborating for optimal health*, USA: Apleton & Lange.
- [8]. Barnes, J.G. (2008:149), *Secrets of Customer Relationship Management*.ANDI.Yogyakarta.
- [9]. Babakus, E. and Boller, G.W. (1992), "An empirical assessment of the SERVQUAL scale", *Journal of Business Research*, Vol. 24, No4, pp. 253-68.
- [10]. Berman and Evans (2007:35) *Retail Management*, New Jersey: Prentice
- [11]. Buttle, F. (Ed.) (1996),, *SERVQUEL: Review, Critique, Research agenda*, journal of Marketing, Vol 30.No 1,PP.8-32

- [12]. Buchari, (2007:296), Manajemen Pemasaran dan Pemasaran Jasa, CETAKAN KE 5, Bandung, cv Alfabeta,
- [13]. Bolton, R. and Drew, J.H. (1991). "A multistage model of customers' easements of service quality and value". *Journal of Consumer Research*, 17(4), 375-84.
- [14]. Bloemer, Josee, Ko de Ruyter, Pascal Peeters, (1998), "Investigating Drivers of Bank Loyalty: The Complex Relationship Between Image, Service Quality, and Satisfaction", *International Journal of Bank Marketing*, Vol 16, Issue 7 Date.
- [15]. Boulding, W., Kalra, A. Staelin, R., dan Zeithaml, V.A. (1993). A Dynamic Process Model of Service Quality: from Expectations to Behavioral Intentions. *Journal of Marketing Research* (Feb): 7-27.
- [16]. Brown (1988), Devising quality in service businesses, *Quality*, Vol.27 N0 1, pp.56-8
- [17]. Cooper, D.R & Emory, C.W. (1999). *Metodologi Penelitian Bisnis*. Jilid I, Erlangga. Jakarta
- [18]. Chen, Cheng- Nan, (2007), The Relation among Social Capital, Entrepreneurial Orientation, Organizational Resources and Entrepreneurial Performance for New Ventures, *Contemporary Management Research*, National Cheng Kung University
- [19]. Cue, Mc and Gerasimas, A. Gianakis, (1997), "The Relationship Between Job Satisfaction and Performance". *Public Productivity Management Review*. Vol.21 No 2.
- [20]. Choi, Kui-Son et al, (2004), The Relationships among Quality, Value, Satisfaction and Behavioral Intention in Health Care Provider Choice: A South Korean Study, *Journal of Business Research*, 57: 913-21.
- [21]. Chow and Holden dalam Tsiros, M.,Mittal,V, (2000), regret: A Model of its antecedents and consequences in consumer decisionmaking. *Journal of Consumer research*, 1930 401-17
- [22]. Crosby et al, dikutip Budi (2014) Kepercayaan dan Loyalitas Konsumen. *Jurnal Fokus Ekonomi* 9(1): 96-108.
- [23]. Creswell, Jhon W, (2003), *Research Design, Quantitative & Qualitatif Approach*, Terjemahan oleh Angkatan III & IV KIK-UI dan bekerjasama dengan Nur Khabibah, KIK Press
- [24]. Cronin, J J. and Taylor, S. A. (1992), "Measuring Service Quality: A Reexamination and Extension", *Journal of Marketing*, 56 (July) pp.55-68.
- [25]. Dann and Danne (2007:29), *Competitive Marketing Strategi* (Australia: pearson Prentice Hall. Francis BUTtle, Costomer Relationship Managemen: Concept and Tools Malang: banyumedia Publisng
- [26]. Day (1969), A two Dimensional Concept of Brand Loyalty, *Journal of Advertising Research*, 9(3),29-35
- [27]. Dowling, G.R. and Uncles, M. (1997), "Do customer loyalty programs really work?" *Sloan Management Review*, Vol. 38 No. 4
- [28]. Duffy & Alice A. Ketchand, (1998), "The Importance of Job Content and Social Information on Organizational Commitment and Job Satisfaction : A Study in Australian and Malaysian Nursing Contexts", *Asia Pacific Journal of Human Resources*, 36 (3)
- [29]. Egan,J.(2001:313).*Relationship Marketing: Exploring Relational Strategies in Marketing*, Financial Times, Prentice Hall, Harlow. Pp 87-98
- [30]. Engel, JF, RD Blockwell, D.W Miniard, (1994), *Perilaku Konsumen*, Edisi Keenam, Bina Rupa Aksara, Jakarta. Andhy Sutomo, SE *Jurnal Sains Pemasaran Indonesia* 155
- [31]. Fasochah Harnoto (2013) Analisis Pengaruh Kepercayaan Dan Kualitas Layanan Terhadap Loyalitas Pelanggan Dengan Kepuasan Konsumen sebagai Variabel Mediasi (Studi Kasus Pada RS Darul Istiqomah Kaliwungu Kendal), *Jurnal ISSN 0853-8778*, N0 14/Th XX/April 2013
- [32]. Fraenkel, et al (1993) *How to Design and Evalute Researche in Education*. New York: Mc Graw-Hill Inc.
- [33]. Ferrell et al,(2011:377), *Marketing Strategy Fifth Edition*. USA: South-Western Cengage Learning.
- [34]. Fowdar (2005), Identifying health care quality attributes, *journal of Health and Human services Administrasion*, Vol,27.No.3-4, pp.428-44
- [35]. Gary Amstrong dan Phillip Kotler (2009,8). *Principles of Marketing*" Eleventh Edition. New Jersey:Pearson Prentice Hall.
- [36]. Gale dalamAlida (2007:74), PengaruhNilaiPelanggan, KepuasanterhadapLoyalitasNasabah Tabungan Perbankan Di Sulawesi Selatan.DosenFakultasEkonomiUniversitasHaluoleoKendari, Sulawesi Selatan
- [37]. Gerson (2002:17). *Mengukur Kepuasan Pelanggan*, Terjemahan, PPM, Jakarta.
- [38]. Genestre and Herbig (1996), Service Expectations ang perceptions revisitet: adding product quality to SERVQUAL, *Journal of Marketing Theory and Practice*, Vol 4.No.4,pp.72-82
- [39]. Griffin, Jill, (1995), *Customer Loyalty: How to earn it, How to keep it*, new York, USA, Lexington Books
- [40].(2003:113). *Customer Loyalty: Menumbuhkan Dan Mempertahankan Pelanggan*. Jakarta, Airlangga
- [41].(2005). *Modeling Consumer Satisfaction and Word of Mouth : Restaurant Patronage in Korea*.*Journal of Service Marketing* 19,pp. 133 – 139
- [42]. Gronroos, C.(1984), "A service quality model and its marketing implications", *European Journal of Marketing*, Vol. 18 No. 4, pp.36-44.
- [43]. (1988). "Service Quality: The Six Criteria of Good Service Quality", *Review of Business*, No. 3, St John's University
- [44].(1990). *Service Management And Marketing : Managing The Moment Of Truth In Service Competition*. Massachusetts: Lexington
- [45].(2000). *Service Management and Marketing: A Customer Relationship Management Approach*, 2nd ed. Chichester.John Wiley & Sons, Ltd
- [46].(2001), The Perceived Service Quality Concept a mistake ? " *Managing Service Quality*, Vol 11,No 3, pp150.2
- [47]. Haywood, et al. (1988),A Conceptual Model of service quality International, *journal of Oportions& Production Management*, 8 (6): 19-29
- [48]. Harte and Dane (1995), Total Quality management in Profesional Service: an Examination, Part 2" *Managing Service Quality: An International Journal*: Vol Issue:5 pp 43-48
- [49]. HerbigandMilewicz,John.(1993). The Relationshipof reputation and credibility to brand success. *Journal of Consumer Marketing*, 10 (3),pp18-24
- [50]. HerizonandWennyMaylina. (2003). Faktor-Faktor Yang MempengaruhiKesetiaanTerhadapMerekPadaKonsumen Pasta Gigi Pepsodent Di Surabaya.*Jornal Ventura* Vol 6 No. 1.
- [51]. Johnston and Chestnut, (1996)Thedeteminants of service quality: satisfiers and dissatisfiers, *International journal of servive industry management*, Vol.6, No.5, pp.53-71
- [52]. Kang and James (2004)Service quality dimentions: an eamination of Gronroos's service quality model, *Managing Service Quality*, Vol.14 No4,pp 266-77
- [53]. Kim, M.,Klinger, D., Vale,B (2003), estimating Switching Cost: The Case Of Banking", *Journal of Financial Intermediation*, Vol.12 No.1,pp.25-56
- [54]. Kotler, Philip and A.B Susanto. (2000:29). *Manajemen Pemasaran Jasa Di Indonesia*, Analisis Perencanaan, Implementasi Dan Pengendalian (Edisi Pertama). Jakarta : Salemba Empat

- [55]. Kotler, Philip. (1997). *Manajemen Pemasaran : Analisis, Perencanaan, Implementasi dan Pengendalian*. Edisi Bahasa Indonesia, Jilid 2. Salemba Empat–Prentice Hall, Jakarta
- [56]. Kotler, Philip and Keller, K.L (2005:72), *Manajemen Pemasaran (Terjemahan)*. Jilid I. PT Indeks Kelompok Jakarta : Gramedia
- [57]. Kotler, Philip and Keller, K.L, (2007: 177) *Manajemen Pemasaran : Analisis, Perencanaan Implementasi dan Kontrol* alih bahasa oleh Hendra Teguh, Jilid 1. Jakarta : Erlangga.
- [58]. Kotler, Philip, and Kevin Lane Keller. (2009:139), *Manajemen Pemasaran*, Jilid Satu, Edisi Ketiga. Jakarta : Erlangga
- [59]. Kotler, Philip and A.B Susanto. (2000:29) *Manajemen Pemasaran Jasa Di Indonesia, Analisis Perencanaan, Implementasi Dan Pengendalian (Edisi Pertama)*. Jakarta : Salemba Empat
- [60]. Kotler, Philip and Keller, K.L (2003), "Marketing Management", 11th edition. Prentice Hall.
- [61].(2005: 18) *Manajemen Pemasaran*. Alih Bahasa: Juhardi. Edisi 11. Jilid 1. Jakarta: PT. Prehalindo .
- [62].(2006: 57). *Marketing Management*. 12th ed. New Jersey: Pearson Prentice Hall
- [63].(2007:55) . *Manajemen Pemasaran*, Edisi Kedua Belas Jilid 1. Edisi Bahasa Inggris. Pearson Education, Inc. Upper Saddle River, New Jersey, 07458, Edisi Bahasa Indonesia, pada PT. INDEKS
- [64]. Kui, Son Choi, (2005), "The Service Quality Dimensions and Patient Satisfaction Relationships in South Korea", *Journal of Services Marketing Emerald Insight*, Vol.19 Iss:3, pp 140-149
- [65]. Laudon, K. C., & Laudon, J. P (1993) *Consumer Behavior*, New York, MC. Grow, hell
- [66]. Lai, et. al, (2009), How Quality, Value, Image, and Satisfaction Create Loyalty at a Chinese Telecom. *Journal of Business Research* 62 (2009) 980–986
- [67]. Lai, ER. (2011) Motivation: a literature review. *International Journal of Management*. 11(1) 324-331
- [68]. Lin et al (2000), *Manajemen Biaya*, Buku 1, Jakarta, Salemba Empat
- [69]. LeBlanc and Nguyen (1988), Customers perceptions of service quality in financial institutions, *International journal of Management*, Vol.22 No.3, pp.426-37
- [70]. Lee and Zeiss (1980), "Behavioral Commitment to the Role of Sport Consumer: An Exploratory Analysis," *Sociology and Social Research*, 64 (April), 405-419.
- [71]. Lehtinen, J.R. and Lehtinen, U. (1982), "Service quality: a study of quality dimensions", unpublished Working Paper, Service Management Institute,
- [72]. Lings, I.N. and Brooks, R.F. (1998), "Implementing and measuring the effectiveness of internal marketing", *Journal of Marketing Management*, Vol. 14, pp. 325-51
- [73]. Lovelock, Christopher (2004) and a Evert Gummesson. *Whither Services Marketing : In Search of a New Paradigm and Fresh Perspectives*. *Journal of Service Research* 7: 20
- [74]. Lopez and Poole (1998). *Social Anxiety Among Adolescents: Linkages With Peer Relations And Friendships*. *Journal Of Abnormal Child Psychology*, 26 (2), 83-94
- [75]. Lucas and Robert (2012,363), *Customer Service: Skills For Success*. Fifth Edition (New York: McGraw-Hill Companies
- [76]. Luschet et al (2011:72), *Manajemen Pemasaran dan Pemasaran Jasa*, Bandung : Alfabeta Hawkins (2010:23)
- [77]. Mowen, J. C., & Minor, M. (2002:322). *Perilaku konsumen*. Alih Bahasa Lina Salim, Jilid 1 dan 2 Edisi Kelima. Jakarta: PT. Erlangga.
- [78]. Murphy et al (1992) *Industrial Wages and The Resing Infortance of skill " Uneven Tides: Resing inequality in the 1980's* P.Gottachal and S. Danziger, eds (New York: Russel.
- [79]. Moleong Lexy J. M.A. (2010), dalam Sugiono (2011) *Metodologi Penelitian Kualitatif*. PT Remaja Rosdakarya. Bandung
- [80]. Morgan, Robert M. and Shelby D. Hunt. (2004). *The Commitment Trust Theory of Relationship Marketing*. *Journal of Marketing*.
- [81]. Morganosky and Cude (2003), " Trust, Loyalty, and Food Retailers: The Consumer Perspective", Working Paper
- [82]. Manickaset al (1997), "Hotel Complaint Behavior and Resolution: A Content Analysis", *Journal of Travel Research*, p. 68-73.
- [83]. Miles and Covin., (2000), *Environmental Marketing : A Source of Reputational, Competitive and Financial Advantage*. *Journal of Business Ethics*.
- [84]. Mullins et al (2010:450), *Marketing Management: A strategic Decision-Making Approach*, Seventh Edition, New York: McGraw-Hill Companies
- [85]. Malik et al, (2012). *Impact of Brand Image, Service Quality and Price on Customer Satisfaction in Pakistan*
- [86]. Olson, Peter, 1993, *Consumer Behavior and Marketing Strategy*, Richard D. Irwin Inc, Boston, Third Edition.
- [87]. Oliver (1997), *Satisfaction: A Behavior Perspective on Consumer*. McGraw Hill, New York.
- [88]. Odekerken-Schroder dalam Kurtz, David L, Boone. (2010:316). *Principles Of Contemporary Marketing*. 14th Edition. USA: Cengage Learning.
- [89]. Parasuraman, A., and Grewal, D. (2000). The impact of technology on the quality-value-loyalty chain: A research agenda. *Journal of Academic of Marketing Science*, 28, 168–174
- [90]. Parasuraman, A., Zeithaml, V.A., dan Berry, L.L. (1985). A Conceptual Model of Service Quality and its Implications for Future Research. *Journal of Marketing* 49: 41-50.
- [91].(1988), *Delivering Service Quality : Balancing Customer Perceptions and Expectation*, The Free Press, New York.
- [92].(1997), "Reflections on gaining competitive advantage through customer value", *Journal of the Academy of Marketing Science*, Vol. 25 No. 4, pp. 332-42.
- [93].(1998), *SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality*. *Journal of Retailing* Vol. 64, No. 1, p.p. 12-40
- [94]. Paul J. et al (2010: 387)), *Consumer Behavior and Marketing Strategy*, Ninth Edition, New York: McGraw-Hill Companies
- [95]. Peter, J, Paul dan Jerry C Olson. (1996). *Edisi Keempat. Consumer Behavior (perilaku konsumen dan strategi pemasaran)*. Jakarta: Erlangga.
- [96]. Peter et al. (2014). *The Influence of Product Quality, Brand Image, and Quality of Service to Customer Trust and Implication on Customer Loyalty (Survey on Customer Brand Sharp Electronics Product at the South Kalimantan Province)*. *Journal of business and Management*. Vol 6, No 29.
- [97]. Richard Gerson (2002:17), *Manajemen Edisi Kelima Jilid Satu*. Jakarta : Erlangga
- [98]. Roscoe (1975) dalam Sekaran (1992:252). *Metode Penelitian Bisnis*. Jakarta : Salemba Empat
- [99]. Roberts and Dowling (2002), *Performance Management*. Terjemahan Surya Dharma, Yanuar Irawan. Jakarta: Gramedia Pustaka Utama.
- [100]. Ruyter and Wetzel dalam Joshua, T dan Haryadi, E. (2013). *Analisis Pengaruh Brand Image, Price perception, dan Service Quality Terhadap Customer Loyalty pada pelanggan Urban Kitchen*. *Journal Manajemen*. 1 (1): 13-27
- [101]. Ryan and Bohlin (1999), *Building Karakter in School*, San Fransisco: Josey- Bass, 1999
- [102]. Sasser, W.E. Olsen, R.P. & Wyckoff, D.D. (1978). *Management of Service Operation: Text and Cases*, Allyn & Bacon, Boston

- [103]. Santos (2003), "E-service quality: a model of virtual service quality dimensions," *Managing Service Quality*, 13(3), pp.233-246
- [104]. Selnes, Fred., 1993. An Examination of The Effect of Product Performance on Brand Reputation, Satisfaction, and Loyalty, *European journal of Marketing*, vol. 27, no 9
- [105]. Suresh chandar et al, (2002), Management's Perception of Total quality service in the Banking sector of Developing Economy-A Critical Analysis, *The International journal of Bank marketing*, Vol.3 (2),pp.16-24
- [106]. Suit andAlmasdi (2012:88), *AspekSikap Mental DalamManajemenSumberDayaManusia*. Jakarta: Syiar Media
- [107]. Storbacka, et al (2001: 121) *Customer Relationship Management: Creating Competitive Advantage Through Win-Win Relationship Strategies*. McGraw-Hill. Singapore;
- [108]. Stambaugh (2003). Liquidity Risk and Expected Stock Returns. *Journal of Political Economy*, 111 642-685
- [109]. Smith et al(2002)The Effect of Customers' Emotional Responses to Service Failures on Their Recovery Effort Evaluations and Satisfaction Judgments. *Journal of the Academy of Marketing Science*, 30 hal.5-23
- [110]. Stevenson, William J, (1996) *Production/ operation Management*.5th Edition. McGraw-Hill, united State of America.
- [111]. Srikatanyoo, N danGnoth, J. (2005). QualityDimention in International tertiary Education: A Thai Prospective Students' Perfective, *The Quality Manajement journal Vol 5 No.1*
- [112]. Thomas S Kaihatu (2012), Kaihatu, Thomas S. 2006. Good Corporate Governance danPenerapannya di Indonesia. *JurnalManajemendanKewirausahaan*, Vol .8, No. 1, Maret 2006: 1-9
- [113]. Thai V V, (2008): Service Quality in Maritime Transport: Conceptual Model and Empirical Evidence, *Asia PasificJournsl of marketing and logistic*, Vol 20, No.4,(2008,pp 493-518).
- [114]. Vanessa (2007:65), *Customer Relationship Management ang Marketing Public Relations*" Bandung: Alfabeta
- [115]. Westbrook, K. W. and Peterson, R. M. (1998), "Business-to-business selling determinants of quality", *Industrial Marketing Management*, Vol. 27 No. 1, pp. 51-62.
- [116]. Weiss et. al,dalam Arum, DiahCempaka sari danYoestini (2003) " StudiMengenaiPengembanganHubunganJangkaPanjang Perusahaan danPengecer" *JurnalSainspemasaran Indonesia VolumeII*, No 1, Halaman 67-84
- [117]. Woodruff and Robert (1997), "Customer Value: The Next Source for Competitive Advantage,"*Journal of the Academy of Marketing Science*, **25** (Spring): 139-153.
- [118]. White and Galbraith (2000) "SIGTTO- Liquefied Gas Handling Principles On Ships and in Terminals ", Witherby& Co Ltd, England.
- [119]. WykofdalamFandyTjiptono (2006;59),*ManajemenJasa*, Yogyakarta: Penerbit ANDI
- [120]. Wu.C (2011), The Impact of Hospital Brand Image on service Quality patient Satisfaction and Loyalty, *Journal of Business Management Vol 5 (12)*, pp 4873-4882
- [121]. Yi, Y (1990), "A Critical Review of Customer Satisfaction", in Zeithaml V. A (Ed), *Review of Marketing*, American Marketing Association, Chicago IL,p.68-123
- [122]. Yagci et al (2009), Effect of comparative advertising format on consumer response: The moderating effect of brand Image and attribute relevance. *Journal of Bussiness Research*, 62, 768-774
- [123]. Yang, Zhilin., and., Robin T. Peterson,(2004), "Customer Perceived Value, Satisfaction and Loyalty: The Role of Switching Costs", *Psychology & Marketing*, Vol. 21 (10), p.799-822
- [124]. Zeithaml, V. A.,andBinter, M.J. (1996) : *Service Marketing*, New York. NY: The McGraw-Hill Companies, INC
- [125]. Zeithaml, Valarie A., Parasuraman, A., and Berry, Leonard L. (1990).*Delivering Quality Service (Balancing Customer Perceptions and Expectations)*. The Free Press A Division of MacMillan, Inc. New York-Oxford-Sidney.
- [126]. Zeithaml, V. A. (2000), "Service quality, profitability and the economic worth of customers: what we know and what we need to learn", *Journal of the Academy of Marketing Science*, Vol. 28, No.1, pp. 67-85.

Muksin K Karsilan "The Effect Of Service Quality And Hospital Image, Patient Trust And Patient Values On Patient Satisfaction And Loyalty In Sakura / Teratai Pavilion Of A.W. Sjahranie Hospital "International Journal of Business and Management Invention (IJBMI) , vol. 07, no. 11, 2018, pp 71-80