

The Influence of Brand Image and Marketing Mix on Inpatient Loyalty Through Patient Satisfaction as an Intervening Variable

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ABSTRACT

This study aimed to analyze the effects of brand image, marketing mix, and patient satisfaction on inpatient loyalty at Hospital X. A quantitative approach was employed involving 116 respondents, with data analyzed using path analysis. Descriptive analysis indicated that brand image, marketing mix, patient satisfaction, and patient loyalty were rated from good to very good. The results of the verification analysis showed that brand image significantly affected patient satisfaction, with a path coefficient of 0.585 and a t-value of 7.097, exceeding the t-table value of 1.981. Marketing mix also significantly affected patient satisfaction, with a path coefficient of 0.252, a t-value of 3.058, and a p-value of 0.003. Simultaneously, brand image and marketing mix significantly affected patient satisfaction, as indicated by an F-value of 89.156, exceeding the F-table value of 2.686, with a significance value of 0.000. Brand image significantly affected patient loyalty, with a coefficient of 0.412, a t-value of 6.254, and a p-value of 0.000. Marketing mix also significantly affected patient loyalty, with a coefficient of 0.379, a t-value of 4.977, and a p-value of 0.000. Patient satisfaction significantly affected patient loyalty, with a path coefficient of 0.183, a t-value of 2.529, and a p-value of 0.013. The Sobel test confirmed that patient satisfaction mediated the effects of brand image and marketing mix on patient loyalty, with p-values of 0.019 and 0.024, respectively.

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INTRODUCTION

Healthcare is a crucial sector in national development as it is directly linked to the community's quality of life. A hospital is a healthcare institution serving as a center for medical services where the sick can be accommodated and properly treated (Hutagalung, 2022). The WHO states that a hospital is an integral part of a social and medical organization whose function is to provide comprehensive healthcare services—both curative and preventive—to the community, extending its reach to families and their home environments; hospitals also serve as centers for training healthcare personnel and for conducting bio-psycho-socio-economic-cultural research (Yulianto-harinugroho et al., 2023). According to Law No. 44 of 2009, a hospital is a healthcare institution that provides comprehensive individual healthcare services, including inpatient, outpatient, and emergency care (Sondakh et al., 2022).

As healthcare institutions, hospitals are required to provide services that are not merely curative but also centered on patient satisfaction. Amidst the increasingly competitive landscape of the healthcare industry, patient loyalty has emerged as a crucial indicator of a hospital's success in sustaining its operations. Brand image serves as a key asset for attracting and engaging service users. According to Chalil (Rina et al., 2025), brand image represents the overall perception or assessment of a brand, shaped by information regarding the product and its developmental history. When consumers perceive a brand positively, they are more likely to make a purchase; furthermore, if the brand aligns with their beliefs, they are likely to make repeat purchases (Arianti & Andira, 2021).

The marketing mix can also influence customer loyalty. It is a unique sales, promotion, and pricing strategy designed to generate mutually beneficial exchanges with a target market (Kasenda et al., 2021). From the patient's perspective, the marketing mix represents a solution to their problems and addresses the costs they incur, while also ensuring they receive pleasant, comfortable service and effective communication from the hospital.

To establish an effective hospital management system, sound and measurable management approaches offer a solution amidst the fierce competition among private hospitals. Enhancing patient loyalty through improved service quality plays a crucial role, as the success of any service provider is inextricably linked to maintaining positive relationships with its customers—in this case, the patients.

Every patient desires quality healthcare, as it is a fundamental human need. Service is considered high-quality when it meets the customer's expectations, thereby fostering satisfaction. Today, healthcare service users—particularly those utilizing general services—are not solely focused on the final outcome of recovery; they also evaluate what they see and experience throughout the course of their treatment. Research by Chriswardani Suryawati (2024) highlights that patient satisfaction is a critical factor in assessing a hospital's service quality. Four quality aspects serve as indicators for this assessment: 1) professional performance within the hospital (clinical aspects); 2) the efficiency and effectiveness of service delivery regarding resource utilization; 3) aspects of patient safety, security, and comfort; and 4) the satisfaction of the patients served. According to Hermawati, loyalty is a deep-seated customer commitment to consistently renew subscriptions or repurchase selected products or services in the future, even though situational influences and marketing efforts have the potential to cause customers to switch (Hermawati, 2023). Yolanda et al. define customer loyalty as a customer's commitment to a brand, store, or supplier based on a positive attitude, reflected in consistent repurchasing (Yolanda, 2023). Curatman describes loyalty as behavior characterized by repeat purchases and the recommendation of a company's products to friends or associates (Curatman, 2020).

Research by Sitepu and Kosasih (2024) indicates that patient loyalty is a direct result of the level of patient satisfaction. A loyal patient is one who consistently chooses and utilizes healthcare services from a specific facility or provider. Patient loyalty is a strategic goal for healthcare facilities due to its positive impact on operational sustainability, reputation, and financial stability. The first indicator of customer loyalty is trust—specifically, the trust held by the customer (in this context, the patient) in the company or hospital. Another indicator is emotional commitment, representing a patient's psychological bond with the hospital. Switching costs refer to the patient's response to changes and the associated burdens they might incur. Word-of-mouth involves patients verbally sharing their reviews with others. Finally, cooperation refers to the collaboration between the patient and the hospital.

Preliminary survey results regarding the public and visitors of Hospital X identified several issues potentially affecting patient satisfaction and loyalty. These issues include delayed or inconsistent doctor visit schedules, suboptimal medication availability, the hospital's susceptibility to flooding during rain, and healthcare staff responses to patient calls that were perceived as slow. Such issues can influence public perception of the hospital's image, the quality of care received, and patients' decisions regarding future use of the hospital's services.

This situation indicates challenges in maintaining patient loyalty and suggests the presence of factors influencing patients' decisions to return to the hospital. This phenomenon warrants examination through the perspectives of brand image and the marketing mix. In the healthcare context, brand image shapes patients' perceptions, trust, and confidence regarding the hospital's quality. Meanwhile, the marketing mix—particularly in healthcare services—encompasses aspects such as service, price, promotion, human resources, and physical evidence, all of which can influence the overall patient experience. However, the influence of brand image and the marketing mix on patient loyalty is not always direct. Patient satisfaction is hypothesized to act as an intervening variable bridging this relationship; patients who hold a positive perception of the hospital and receive care that meets their expectations tend to be satisfied, which ultimately fosters loyalty.

METHOD

This study employs a quantitative research design utilizing descriptive and verificative analytical approaches, specifically path analysis. The research was conducted at X Ambon Hospital between June, 2026. Accidental sampling was used as the sampling technique, involving 116 respondents. The research instrument consisted of a questionnaire comprising 45 statements. The variables examined in this study include Brand Image (X1), Marketing Mix (X2), Patient Loyalty (Y), and Patient Satisfaction (Z). Data analysis encompassed descriptive analysis, verificative analysis, correlation coefficient analysis, and determination analysis (R^2). Hypothesis testing using T test, F test, and Sobel test.

RESULTS

Respondent Profiles

The respondent profiles in this study include gender, age, highest level of education, and occupation. Presented below are the demographic data obtained from the 116 study respondents

Table 1. Respondent Profiles	
Respondent Profiles	Percentage
Gender	
Female	69.8
Male	30.2.
Age	
12 th – 25 th	22,4
26 th– 35 th	27,6
36 th – 45 th	14,7
46 th – 55 th	12,9
56 th – 65 th	16,4
≥ 66 th	6
Education	
SD	6
JHS	6
SHS	68,1
Bachelor	19,8
Employment	
Civi servant	10,3
Private sector employee	15,5
Self – Employed	6
Farmer	4,3
Doesn't Work	58,6
Other	5,2

Based on Table 1, the distribution of respondents by gender shows that female respondents predominate, accounting for 69.8%, while male respondents account for 30.2%. the distribution of respondents by age shows that the majority fall into the 26–35 age group, accounting for 27.6%. the distribution of respondents by education level shows that the majority fall into the senior high school (SHS) education group, accounting for 68.1%. the distribution of respondents by occupation shows that the majority fall into the "unemployed" category, accounting for 58.6%

Descriptive Analysis

In this descriptive analysis, the interpretation of the values for each variable can be determined using the continuum line presented below.

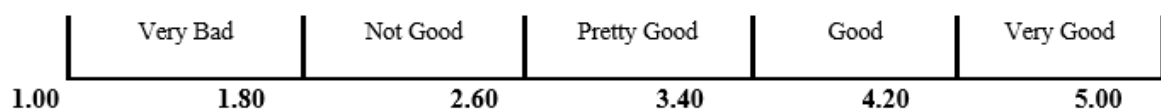


Figure 5. Service Quality Continuum

Table 2. Brand Image

Variable	Total Score	Average	Category
Brand Image Dimensions of Corporate Identity	1537	4.41	Very Good
Brand Image Dimensions of Physical Environment	1565	4.49	Very Good
Brand Image Dimensions of Service Offering	4.41	4.41	Very Good

Source: Primary Data Processing Results, 2026

The calculation results, it can be concluded that respondents' perceptions of brand image are in the very good category.

Table 3. Marketing Mix

Variable	Total Score	Average	Category
Marketing Mix Dimensions of Product	1511	4.33	Very Good
Marketing Mix Dimensions of Price	1535	4.40	Very Good
Marketing Mix Dimensions of Promotion	1510	4.33	Very Good
Marketing Mix Dimensions of Physical Evidence	1539	4.41	Very Good

Source: Primary Data Processing Results, 2026

Therefore, from the calculation results, it can be concluded that respondents' perceptions of marketing mix are in the very good category.

Tabel 4. Patient Satisfaction

Variable	Total Score	Average	Category
Patient Satisfaction Dimensions of Interpersonal Manner	1602	4.60	Very Good
Patient Satisfaction Dimensions of Continuity	1576	4.52	Very Good
Patient Satisfaction Dimensions of Availability	1573	4.51	Very Good
Patient Satisfaction Dimensions of Outcome	1582	4.54	Very Good

Source: Primary Data Processing Results, 2026

The results of these calculations, it can be concluded that respondents' perceptions regarding patient satisfaction are in the very good category.

Table 5. Patient Loyalty

Variable	Total Score	Average	Category
Patient Loyalty Dimensions of Repeat Purchase	1457	4.18	Good
Patient Loyalty Dimensions of Play More	1483	4.25	Very Good
Patient Loyalty Dimensions of Retention	1449	4.16	Good
Patient Loyalty Dimensions of Advocate	1497	4.29	Very Good

Source: Primary Data Processing Results, 2026

The results of these calculations, it can be concluded that respondents' perceptions regarding the Patient Loyalty are in between good and very good category.

Verification Analysis (Path Analysis)

Table 6 Model Summary of the Effect of Brand Image and Marketing Mix on Patient Satisfaction

Model	R Square	Adjusted R Square	Std. Error of the Estimate
1	.782 ^a	.612	.605

^a Predictors: (Constant), Marketing Mix, Brand Image

Source: Primary Data Processing Results, 2026

The coefficient of determination (R^2) is 0.612, indicating that 61.2% of the variance in patient satisfaction is explained by brand image and marketing mix. The remaining 38.8% is explained by other variables that are not included in the research model.

Table 7. Model Summary of the Effect of Patient Satisfaction on Patient Loyalty

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.879 ^a	.773	.766	3.99940

^a Predictors: (Constant), Patient Satisfaction, Brand Image, Marketing Mix

^b Dependent Variable: Patient Loyalty

Source: Primary Data Processing Results, 2026

The coefficient of determination (R^2) is 0.773, indicating that 77.3% of the variance in patient loyalty is explained by patient satisfaction, brand image, and marketing mix. The remaining 22.7% is

Hypothesis Test of the Effect of Brand Image on Patient Satisfaction

Table 8. Effect Of Brand Image On Patient Satisfaction

Hypothesis	Variable	Path Coefficient	t-Statistic	p-Value	Description
H1	Brand Image → Patient Satisfaction	0.585	7.097	0.000	$p \leq 0.05$ = Significant

Source: Primary Data Processing Using SPSS, 2026

Based on the table above, the path coefficient for brand image is 0.585, indicating a positive relationship. This means that an increase in brand image will lead to an increase in patient satisfaction. Based on the table, the p-value is 0.000, which is less than or equal to $\alpha = 0.05$. In addition, the calculated t-value of 7.097 is greater than the t-table value of 1.981 for $n = 116$. Therefore, H01 is rejected and Ha1 is accepted, indicating that brand image has a significant effect on patient satisfaction. Thus, the hypothesis stating that brand image has a significant effect on patient satisfaction is accepted.

Hypothesis Test of the Effect of Marketing Mix on Patient Satisfaction

Table 9. Effect of Marketing Mix On Patient Satisfaction

Hypothesis	Variable	Path Coefficient	t-Statistic	p-Value	Description
H2	Marketing Mix → Patient Satisfaction	0.252	3.058	0.003	$p \leq 0.05$ = Significant

Source: Primary Data Processing Using SPSS, 2026

Based on the table above, the path coefficient for the marketing mix is 0.252, indicating a positive relationship. This means that an increase in the marketing mix will lead to an increase in patient satisfaction. The table shows a p-value of 0.003, which is less than or equal to $\alpha = 0.05$. The calculated t-value of 3.058 is also greater than the t-table value of 1.981 for $n = 116$. Therefore, H02 is rejected and Ha2 is accepted, indicating that the marketing mix has a significant effect on patient satisfaction. Thus, the hypothesis stating that the marketing mix has a significant effect on patient satisfaction is accepted.

Hypothesis Test of the Simultaneous Effect of Brand Image and Marketing Mix on Patient Satisfaction

Table 10 Simultaneous Effect of Brand Image And Marketing Mix On Patient Satisfaction

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3797.636	2	1898.818	89.156	.000
Residual	2406.636	113	21.298		
Total	6204.272	115			

a. Dependent Variable: Patient Satisfaction

b. Predictors: (Constant), Marketing Mix, Brand Image

Source: Primary Data Processing, 2026

Based on the calculation results, the calculated F-value is 89.156, with a significance value (Sig.) of 0.000. When compared with the alpha value ($\alpha = 0.05$), the significance value is lower than the alpha value. This indicates that brand image and marketing mix have a significant simultaneous effect on patient satisfaction. Based on the predetermined criteria, the calculated F-value of 89.156 is greater than the F-table value of 2.686. Therefore, H0 is rejected and Ha is accepted, indicating that brand image and marketing mix have a significant simultaneous effect on patient satisfaction. Thus, Hypothesis 3 is accepted.

Table 11. Effect Of Brand Image On Patient Loyalty

Hypothesis	Variable	Path Coefficient	t-Statistic	p-Value	Description
H4	Brand Image → Patient Loyalty	0.412	6.254	0.000	$p \leq 0.05$ = Significant

Source: Primary Data Processing Using SPSS, 2026

Based on the table above, the path coefficient for brand image is 0.412, indicating a positive relationship. This means that when brand image increases by one unit, patient loyalty will increase by 0.412 units. The table shows a p-value of 0.000, which is less than or equal to $\alpha = 0.05$. The calculated t-value of 6.254 is greater than the t-table value of 1.981 (t-table value for $n = 116$ and three independent variables). Therefore, H04 is rejected and Ha4 is accepted, indicating that brand image has a significant effect on patient loyalty. Thus, the hypothesis stating that brand image has a significant effect on patient loyalty is accepted. Therefore, Hypothesis 4 is accepted.

Hypothesis Test of the Effect of Marketing Mix on Patient Loyalty

Table 12. Effect of Marketing Mix On Patient Loyalty

Hypothesis	Variable	Path Coefficient	t-Statistic	p-Value	Description
H5	Marketing Mix → Patient Loyalty	0.379	4.977	0.000	$p \leq 0.05$ = Significant

Source: Primary Data Processing Using SPSS, 2026

Based on the table above, the path coefficient for the marketing mix is 0.379, indicating a positive relationship. This means that when the marketing mix increases by one unit, patient loyalty will increase by 0.379 units. The table shows a p-value of 0.000, which is less than or equal to $\alpha = 0.05$. The calculated t-value of 4.977 is greater than the t-table value of 1.981 (t-table value for $n = 116$ and three independent variables). Therefore, H05 is rejected and Ha5 is accepted, indicating that the marketing mix has a significant effect on patient loyalty. Thus, the hypothesis stating that the marketing mix has a significant effect on patient loyalty is accepted. Therefore, Hypothesis 5 is accepted.

Hypothesis Test of the Effect of Patient Satisfaction on Patient Loyalty

Table 13. Effect Of Patient Satisfaction On Patient Loyalty

Hypothesis	Variable	Path Coefficient	t-Statistic	p-Value	Description
H6	Patient Satisfaction → Patient Loyalty	0.183	2.529	0.013	$p \leq 0.05$ = Significant

Source: Primary Data Processing Using SPSS, 2026

Based on the table above, the path coefficient for patient satisfaction is 0.183, indicating a positive relationship. This means that when patient satisfaction increases by one unit, patient loyalty will increase by 0.183 units. The table shows a p-value of 0.013, which is less than or equal to $\alpha = 0.05$. The calculated t-value of 2.529 is greater than the t-table value of 1.981 (t-table value for $n = 116$ and three independent variables). Therefore, H06 is rejected and Ha6 is accepted, indicating that patient satisfaction has a significant effect on patient loyalty. Thus, the hypothesis stating that patient satisfaction has a significant effect on patient loyalty is accepted. Therefore, Hypothesis 6 is accepted.

Hypothesis Test of the Effect of Brand Image on Patient Loyalty through Patient Satisfaction

The hypothesis tested is the effect of brand image on patient loyalty through patient satisfaction. To examine this relationship, the Sobel test was used to determine the calculated t-value and p-value, with the following results.

Input:		Test statistic:	Std. Error:	p-value:
a	0.631	Sobel test: 2.33081451	0.05576849	0.01976314
b	0.206	Aroian test: 2.30552977	0.0563801	0.02113692
s _a	0.101	Goodman test: 2.35694982	0.05515009	0.01842574
s _b	0.082	Reset all Calculate		

Figure 1. Effect of Brand Image on Patient Loyalty through Patient Satisfaction

Source: Sobel Test Calculator Data Processing, 2026

The Sobel standard error is calculated using the following formula:

$$Sab = \sqrt{(b^2sa^2 + a^2sb^2 + sa^2sb^2)}$$

$$t = ab/Sab$$

$$t = (0.631 \times 0.206) / 0.056$$

$$t = 2.321$$

Based on the results above, the Sobel test produces a t-value of 2.33081451 and a p-value of 0.019. Since the p-value $\leq \alpha = 0.05$ and the calculated t-value is greater than the t-table value of 1.981, H07 is rejected and Ha7 is accepted. This indicates that patient satisfaction significantly mediates the relationship between brand image and patient loyalty. Thus, the hypothesis stating that brand image has a significant effect on patient loyalty through patient satisfaction is accepted. Therefore, Hypothesis 7 is accepted.

Hypothesis Test of the Effect of Marketing Mix on Patient Loyalty through Patient Satisfaction

The hypothesis tested is the effect of the marketing mix on patient loyalty through patient satisfaction. To examine this relationship, the Sobel test was used to determine the calculated t-value and p-value, with the following results.

Input:		Test statistic:	Std. Error:	p-value:
a	0.459	Sobel test: 2.24379515	0.04214021	0.02484558
b	0.206	Aroian test: 2.20868161	0.04281015	0.02719679
s _a	0.092	Goodman test: 2.28063846	0.04145944	0.02256985
s _b	0.082	Reset all Calculate		

Figure 2. Effect of Marketing Mix on Patient Loyalty through Patient Satisfaction

Source: Sobel Test Calculator Data Processing, 2026

The Sobel standard error is calculated using the following formula:

$$Sab = \sqrt{(b^2sa^2 + a^2sb^2 + sa^2sb^2)}$$

$$t = ab/Sab$$

$$t = (0.459 \times 0.206) / 0.043$$

$$t = 2.198$$

Based on the results above, the Sobel test produces a t-value of 2.2243 and a p-value of 0.024, while the calculated t-value is 2.198. Since the p-value $\leq \alpha = 0.05$ and the calculated t-value is greater than the t-table value of 1.981, H08 is rejected and Ha8 is accepted. This indicates that patient satisfaction significantly mediates the relationship between the marketing mix and patient loyalty. Thus, the hypothesis stating that the marketing mix has a significant effect on patient loyalty through patient satisfaction is accepted. Therefore, Hypothesis 8 is accepted. Based on the hypothesis testing results, it through patient satisfaction. The final path analysis model is presented in the following figure.

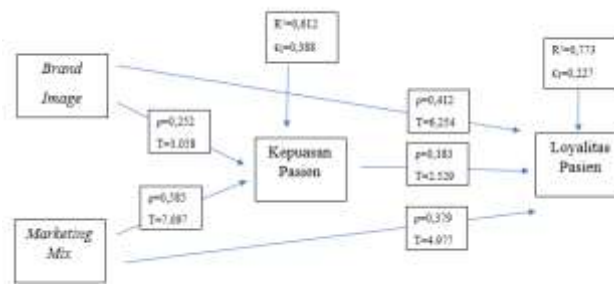


Figure 3. Final Model of the Path Analysis

Source: Primary Data Processing, 2026

Direct and Indirect Effects of Brand Image and Marketing Mix on Patient Loyalty

The calculation of direct and indirect effects was conducted to determine the magnitude of the effect of brand image and marketing mix on patient loyalty, both directly and indirectly through patient satisfaction as an intervening variable. The results of the direct and indirect effect calculations based on the SPSS output are presented below:

- Path coefficient $X1 \rightarrow Z = 0.252$
- Path coefficient $X2 \rightarrow Z = 0.585$
- Path coefficient $Z \rightarrow Y = 0.183$
- Path coefficient $X1 \rightarrow Y = (0.412)^2 = 0.169 = 16.9\%$
- Path coefficient $X2 \rightarrow Y = (0.379)^2 = 0.143 = 14.3\%$
- Path coefficient $X1 \rightarrow Y$ through $Z = 0.252 \times 0.183 = 0.046 = 4.6\%$
- Path coefficient $X2 \rightarrow Y$ through $Z = 0.585 \times 0.183 = 0.107 = 10.7\%$
- **Total Direct Effect = $16.9\% + 14.3\% = 31.2\%$**
- **Total Indirect Effect = $4.6\% + 10.7\% = 15.3\%$**

Based on these calculations, the direct effect is greater than the indirect effect, namely $31.2\% > 15.3\%$. This indicates that brand image and marketing mix have a greater direct effect on patient loyalty than their indirect effects mediated through patient satisfaction as an intervening variable.

DISCUSSION

Descriptive Analysis

Brand Image

The descriptive analysis results show that the brand image variable at Hospital X achieved an average score in the very high category. This finding indicates that patients generally have a very good perception of the hospital's image. This perception reflects that Hospital X has been able to build a positive image through its organizational identity, physical environment, and the services provided to patients during treatment. Based on the analysis results for each dimension, the Corporate Identity dimension scored very high. These results indicate that Hospital X's identity is well-known and well-perceived by patients. This identity is reflected in the hospital's reputation, the professionalism of its healthcare staff, the credibility of the institution, and the trust placed in the services received by patients. This indicates that the hospital has succeeded in building a strong organizational identity, thereby fostering patient confidence in utilizing the available healthcare services. A strong organizational identity is also a factor that differentiates the hospital from other healthcare institutions and strengthens its position amidst the competitive healthcare market.

The analysis results for the physical environment dimension also showed a very high score. This indicates that the hospital's physical environment is considered to meet patient expectations. Cleanliness, comfort of treatment rooms, complete facilities, environmental layout, and a hospital atmosphere that supports the healing process are all aspects that create a positive impression for patients. In the service industry, particularly healthcare, the physical environment is a form of tangible evidence that can be directly felt by service users. A clean, safe, and comfortable environment not only enhances patient comfort during treatment but also reinforces the perception that the hospital is committed to providing quality care. Meanwhile, the service offering dimension also received a very high rating. This result indicates that the services provided by Hospital X are deemed to meet patient expectations. Fast, accurate, friendly, and responsive service, supported by competent healthcare personnel, provide a positive experience for patients during their treatment. Furthermore, the hospital's ability to provide services tailored to patient needs also strengthens its positive

image. These findings indicate that the quality of service perceived by patients is a crucial factor in shaping a hospital's brand image.

Overall, high ratings across these three dimensions indicate that Hospital X's brand image has been positively formed in the eyes of patients. This positive image not only reflects the hospital's success in building its institutional identity and reputation but also demonstrates a high level of patient trust in the services provided. This trust is crucial for hospitals in maintaining long-term relationships with patients, as patients with positive perceptions of a hospital tend to feel more confident in returning to its services and recommending it to others.

The results of this study align with the theory proposed by Kotler and Keller in Kiswanto et al., which states that brand image is a consumer's perception of a brand formed through experience and information received. The more positive a consumer's perception of a brand, the higher their level of trust and preference for that brand. In the context of healthcare, a positive hospital image is one factor that can increase patient confidence in the quality of services provided (Kiswanto et al., 2023).

The findings of this study are also supported by research by Solo et al. (2025), which showed that a positive hospital brand image plays a role in increasing patient satisfaction and loyalty. Hospitals with a good reputation, a strong identity, a comfortable service environment, and consistent service quality are more likely to gain patient trust. This trust will then encourage patients to return to the hospital and recommend it to family and others.

Based on this description, it can be understood that the high brand image score in this study indicates that Hospital X has successfully built a positive perception among patients. Therefore, the hospital needs to maintain and even enhance this positive image through continuous improvement of service quality, strengthening of institutional identity, maintenance of hospital facilities and environment, and enhancement of human resource competencies to maintain patient trust and continuously enhance patient loyalty.

Marketing Mix

The results of the descriptive analysis indicate that the Marketing Mix variable obtained an average score in the very high category. This finding indicates that respondents gave a very good perception of the implementation of the marketing mix at Hospital X. This high rating indicates that the hospital's marketing strategy has been able to provide positive value to patients, both through the products offered, pricing, promotional activities, and physical evidence of the hospital. According to Kotler and Keller, as cited in Purbohastuti AW, the marketing mix is a set of marketing tools used by organizations to create value (customer value) and achieve marketing objectives. In service organizations, including hospitals, the marketing mix serves not only to introduce services to the public but also to build a positive perception of the institution, thereby increasing patient trust. Therefore, implementing an appropriate marketing mix is a crucial strategy for increasing hospital competitiveness (Ardianti et al., 2025).

Based on the analysis results for each dimension, the product dimension received a very high category. These results indicate that patients gave excellent ratings to the services offered by Hospital X. According to Kotler and Keller (in Purbohastuti, 2021), a product is anything that can be offered to the market to meet consumer needs or desires. In the hospital context, products are not limited to medical procedures but also encompass all types of healthcare services available to patients. A high rating on this dimension indicates that the services provided are deemed to be appropriate to patients' needs and therefore provide benefits according to their expectations. The analysis also showed a very high rating for the price dimension. This finding indicates that patients have a very good perception of the pricing of services at Hospital X. According to Kotler and Kettler (2016) in Hafifah et al., 2025, price is the amount consumers must pay to obtain the benefits of a product or service. In healthcare, perceptions of price are determined not only by the amount of costs incurred but also by the appropriateness of those costs to the benefits experienced by patients. Therefore, the high rating on the price dimension indicates that patients view the service fees set by the hospital as reasonable and in accordance with the value they receive.

The promotion dimension also received a very high rating. These results indicate that Hospital X's promotional activities provided clear information about the hospital's services. Kotler and Keller (Mamonto et al., 2021) explain that promotion is a marketing communication activity aimed at informing, persuading, and reminding consumers about the products or services offered. In healthcare, promotion plays a role in increasing public awareness of available facilities, programs, and services, thereby fostering a positive perception of the hospital. Therefore, a high rating for the promotion dimension indicates that the hospital's communication strategy has been well-received by patients. Furthermore, the physical evidence dimension received a very high rating. Physical evidence is all tangible evidence that consumers can see and feel when using a service. In hospitals, physical evidence includes the building, environmental cleanliness, supporting facilities, comfortable service rooms, and the appearance of staff (Apriyana et al., 2026). Because services are intangible, patients often use physical evidence as a basis for forming their perceptions of the hospital. Therefore, the high rating

for this dimension indicates that Hospital X's physical condition has been able to create a positive impression and increase patient confidence in the hospital.

Overall, the analysis results show that all marketing mix dimensions—product, price, promotion, and physical evidence—scored very high. These findings indicate that Hospital X's marketing mix strategy has been optimally implemented and aligned with patient expectations. These four dimensions complement each other in shaping positive patient perceptions of the hospital. Products and services tailored to patient needs, reasonable pricing, informative promotions, and adequate physical evidence are a combination of marketing strategies that create value for patients.

Based on these results, it is clear that Hospital X has successfully implemented its marketing mix strategy effectively. Therefore, the hospital needs to maintain consistency in managing each element of the marketing mix and continuously adapt to patient needs and expectations to maintain the positive perception that has been formed.

Patient Satisfaction

The descriptive analysis results indicate that patient satisfaction at Hospital X falls within the "very good" category. This finding indicates that patients generally give a positive assessment of the services they receive during their treatment. This high level of satisfaction reflects that the hospital's services have met patient expectations in terms of interpersonal relationships with healthcare workers, continuity of care, availability of care, and perceived outcomes after treatment. The interpersonal manner dimension received a "very good" rating. This result indicates that healthcare workers are able to build good relationships with patients through friendly, polite, respectful attitudes, and easy-to-understand communication. In healthcare, interpersonal relationships play a crucial role because they create a sense of comfort and increase patient trust in healthcare workers. When patients feel well-treated during the care process, their satisfaction with healthcare services also increases. This finding is supported by research by Hamdiah and Budiyanto (2024), which demonstrated a significant relationship between healthcare workers' interpersonal communication and patient satisfaction. This study confirms that healthcare workers' ability to communicate effectively and professionally is a factor influencing patient satisfaction.

The continuity dimension also fell within the "very good" category. This indicates that the services patients receive are continuous, from the examination process and medical procedures to follow-up care. Continuity of care provides reassurance to patients because information and treatment are provided consistently. This condition can reduce patient uncertainty during treatment and increase trust in hospital services. The results of this study align with research by Chen and Cheng (2023), which demonstrated that continuity of care has a positive effect on patient satisfaction. Patients who receive continuous care tend to have higher levels of satisfaction than those who receive poorly coordinated care.

The availability dimension also received a very good rating. This finding indicates that patients considered services at Hospital X to be easily accessible and meet their needs, both in terms of the availability of healthcare personnel, facilities, and other supporting services. Service availability is a factor influencing satisfaction, as patients can receive timely care without encountering significant obstacles. The better the availability of services provided by a hospital, the greater the likelihood of patients having a satisfactory service experience. In the outcome dimension, the study results showed a very good rating. This indicates that patients experienced tangible benefits after receiving care at Hospital X, including improved health, reduced complaints, and increased confidence in the treatment process. Outcome is the ultimate goal of healthcare, so successful care significantly contributes to patient satisfaction. Overall, high scores across all dimensions indicate that patient satisfaction at Hospital X is shaped by a comprehensive service experience. Good interpersonal relationships between healthcare personnel and patients, maintained continuity of care, the availability of services as needed, and perceived beneficial outcomes are all contributing factors in shaping patient satisfaction. These findings indicate that Hospital X's services are not solely focused on patient recovery but also on the patient experience during the treatment. This is crucial for the hospital to maintain patient satisfaction and build long-term relationships that can ultimately increase patient loyalty.

Patient Loyalty

The results of the descriptive analysis indicate that patient loyalty at Hospital X falls within the good to excellent category. This finding indicates that patients generally have a strong commitment to continue using Hospital X's services in the future. This loyalty is demonstrated not only by a desire to return for treatment, but also by a tendency to utilize more available services, maintain a relationship with the hospital, and provide recommendations to others based on positive experiences. According to Paradilla (2021), customer loyalty is a customer's commitment to consistently use a product or service over the long term. Loyalty is reflected not only in repeat purchase behavior but also in the customer's tendency to increase product or service use (purchase more), maintain a relationship with the service provider (retention), and provide positive

recommendations to others (advocate). In the context of healthcare, patient loyalty is an important indicator because it reflects the hospital's success in building long-term relationships through services that meet patient expectations, reflecting the formation of a long-term relationship between patients and the hospital.

The repeat purchase dimension scored in the good category. These results indicate that patients have a strong desire to return to Hospital X if they need healthcare services in the future. The desire to revisit reflects a patient's perception that the service they received met their expectations, thus fostering trust in the hospital. In the healthcare industry, revisiting is a key indicator of loyalty because it demonstrates patient confidence in the quality of the service they received. The results of this study align with those of Putri et al. (2025), who stated that service quality and patient satisfaction positively influence revisit intention, leading patients to return to the same hospital.

The "play more" dimension also ranked very good. This indicates that patients not only intend to return for treatment but also utilize other healthcare services available at Hospital X as needed. This indicates that patients have a high level of trust in the overall quality of hospital services, not just one specific type of service. When patients have a satisfactory service experience, they tend to expand their use of the services provided rather than seeking other healthcare providers.

The "retention" dimension ranked good. This result indicates that patients are committed to continuing to choose Hospital X as their healthcare provider despite the availability of alternatives. High patient retention indicates that the hospital has successfully built sustainable relationships through consistent service and the ability to meet patient needs. In an increasingly competitive healthcare environment, patient retention is one indicator of a hospital's success in creating long-term value. This finding is supported by Saadi and Junadi (2024) through a systematic literature review, which concluded that patient satisfaction, service quality, and trust are the dominant factors influencing outpatient loyalty at the hospital.

The advocate dimension also received a very good rating. This finding indicates that patients are willing to provide positive recommendations about Hospital X to family, friends, and the community. Patients' willingness to recommend a hospital is a form of high loyalty because patients voluntarily use word-of-mouth promotion based on their personal experiences. Recommendations based on real-life experiences generally command a higher level of trust than promotions conducted by the hospital. This study's findings align with those of Liedapraja and Winoto (2024), which showed that patient satisfaction and trust positively influence word-of-mouth intention and revisit intention. Satisfied patients are more likely to recommend a healthcare facility to others and are more likely to use the service again.

Overall, the results of the study indicate that patient loyalty at Hospital X has been very well established. The high desire of patients to return to services, utilize the various health services available, maintain relationships with the hospital, and provide recommendations to others indicates that Hospital X has succeeded in building long-term relationships with patients. This condition indicates that the services provided are not only able to meet the needs of patients when receiving services, but also create trust and commitment that encourage patients to continue to choose Hospital X in the future. Patient loyalty is a strategic asset for hospitals because it contributes to the sustainability of service utilization, strengthens the hospital's image, and increases the number of new patients through positive recommendations from patients who have experienced good service quality.

Verification Analysis (Path Analysis)

The Influence of Brand Image on Patient Satisfaction

The results of the verification analysis indicate that brand image has a positive and significant effect on patient satisfaction at Hospital X. Therefore, the hypothesis that brand image influences patient satisfaction is accepted. This finding indicates that the better the hospital image perceived by patients, the higher the patient's level of satisfaction with the services received.

These results indicate that patient satisfaction is influenced not only by the experience during medical care but also by the perceptions they have formed about the hospital. A positive hospital image fosters hope and trust before patients receive care. When the service they receive meets or even exceeds these expectations, patients will rate the service higher, increasing their satisfaction. Conversely, if the hospital's image is unfavorable, patients tend to have doubts from the outset, making it more difficult to achieve satisfaction even if the service provided is relatively good (Rahmanani, Sulistyowati, 2026). The findings of this study align with the theory of Kotler and Keller (Rahmanani, Sulistyowati, 2021; Tonis et al., 2024), which states that brand image is a collection of perceptions, beliefs, and impressions inherent in consumers' minds about a brand.

Research by Alfiannor (2024) found that brand image has a positive and significant effect on patient satisfaction at H. Abdul Aziz Marabahan Hospital. This study explains that hospitals with a good image can increase patient trust, resulting in more satisfactory service. This finding is also supported by research conducted by Sanggarwati and Laily (2023), which found that brand image significantly influences customer satisfaction. A positive brand image can shape patient expectations regarding the quality of service they will receive.

The Effect of the Marketing Mix on Patient Satisfaction

The results of the verification analysis indicate that the marketing mix has a positive and significant effect on patient satisfaction, thus accepting the research hypothesis. This finding suggests that the better the implementation of the marketing mix in a hospital, the higher the patient satisfaction.

Patient satisfaction reflects the service performance received and directly perceived in relation to a service product (Sambodo et al., 2021). Empirically, these results indicate that patient satisfaction is influenced by a hospital's ability to manage the elements of the marketing mix: product, price, promotion, and physical evidence. A service product that meets patient needs, a price deemed commensurate with the benefits received, promotions that provide clear information, and physical evidence in the form of comfortable and representative facilities will create an experience that aligns with patient expectations. When this experience meets or exceeds expectations, patients tend to evaluate the service positively, increasing satisfaction.

This finding aligns with the Expectation-Disconfirmation Theory proposed by Oliver (1980) in (Nabilah and Sutrisna, 2025). This theory explains that satisfaction arises from a comparison between customer expectations before receiving a service and the experience experienced after receiving the service. If the perceived performance meets or exceeds expectations (positive disconfirmation), customers will be satisfied. In the context of this research, the appropriate implementation of the marketing mix through product, price, promotion, and physical evidence can meet patient expectations, thus positively influencing patient satisfaction.

The results of this study align with research by Alfiannor (2024), which showed that the marketing mix had a positive and significant effect on patient satisfaction at H. Abdul Aziz Marabahan Hospital. The study concluded that appropriate marketing mix management can improve patient satisfaction by meeting patients' needs and expectations regarding hospital services. Similar findings were also reported by Islamiyah and Wuisan (2024), who demonstrated that the marketing mix had a positive and significant effect on patient satisfaction. This study explained that a marketing mix strategy tailored to patient needs will increase positive assessments of the hospital, thereby increasing patient satisfaction. Paaradilla and Janna (2022) found that the marketing mix had a significant effect on satisfaction.

The Influence of Brand Image & Marketing Mix on Patient Satisfaction

The results of the hypothesis test indicate that brand image and marketing mix simultaneously have a positive and significant effect on patient satisfaction. This finding suggests that patient satisfaction is not only shaped by perceptions of the hospital's image but is also influenced by the hospital's marketing strategy through the marketing mix elements focused on in the study: product, price, promotion, and physical evidence. In other words, the more positive the hospital's image and the better the marketing mix implementation, the higher the patient's perceived level of satisfaction.

Simultaneously, these two variables play complementary roles in shaping patient satisfaction. Brand image serves to build patient confidence and expectations about the hospital before receiving care, while the marketing mix provides the tangible implementation experienced by patients during their healthcare experience. If a positive hospital image is supported by products and services tailored to patient needs, prices perceived as commensurate with the benefits received, informative promotions, and a comfortable and representative physical hospital environment, the patient experience will increasingly align with expectations, resulting in higher satisfaction.

These findings align with the Expectation-Disconfirmation Theory proposed by Oliver (1980) and the definition of satisfaction by Kotler and Keller (Asyani, 2022). This theory explains that satisfaction is the result of an evaluation or feeling that arises when a consumer's perceived performance meets or even exceeds initial expectations. In the context of this research, brand image plays a role in shaping patient expectations before receiving care, while the marketing mix determines how these expectations are realized through actual experiences during healthcare. When the perceived experience meets or exceeds expectations, patients will feel satisfied.

These research findings are supported by research by Alfiannor (2024), who found that brand image and the marketing mix simultaneously had a positive and significant effect on patient satisfaction at H. Abdul Aziz Marabahan Hospital. This study explains that a positive hospital image will further increase satisfaction when supported by the implementation of effective marketing strategies. These findings reinforce the findings of this study, which demonstrate that both variables contribute complementarily to improving patient satisfaction. These findings align with those of Satiti, Purwadhi, and Wahyudi (2023), who found that the marketing mix had a positive and significant impact on patient satisfaction at the Sarodja Pratama Clinic. This study demonstrated that implementing marketing mix elements tailored to patient needs can enhance positive perceptions of service, resulting in higher levels of satisfaction. These findings support the findings of this study, which argue that marketing strategy is a crucial factor in enhancing patient satisfaction in healthcare facilities.

Furthermore, these findings are further supported by Hoşgör and Sevim (2022) through a meta-analysis, which demonstrated a consistent positive relationship between brand image and patient satisfaction across various studies in the hospital sector. The meta-analysis revealed that the better the hospital's image in the eyes of patients, the higher the perceived level of satisfaction. This reinforces the study's findings that brand image is a crucial factor supporting patient satisfaction when combined with effective marketing mix implementation.

The Influence of Brand Image on Patient Loyalty

The results of the hypothesis test indicate that brand image has a positive and significant effect on patient loyalty. These results indicate that the more positive a hospital's image is in the eyes of patients, the more likely they are to return to the hospital and recommend it to others. Therefore, the hypothesis that brand image influences patient loyalty is accepted.

These findings indicate that patient loyalty is influenced not only by the experience of receiving care but also by the perceptions they have formed about the hospital. A positive hospital image can foster trust, confidence, and preference among patients, making the hospital a primary choice for future healthcare needs. In the high-risk healthcare industry, trust in a hospital's reputation is a crucial factor in patients' decisions to revisit.

The results of this study align with the Customer-Based Brand Equity (CBBE) Theory proposed by Keller (1993) and in research by (Alvina et al., 2025). This theory explains that a strong brand image will form an emotional connection and consumer trust in a brand, thereby increasing preference and loyalty. In the hospital context, a positive brand image gives patients confidence that the hospital is capable of providing services tailored to their needs. This positive perception encourages patients to continue choosing the same hospital despite the availability of various healthcare alternatives.

This research finding is also supported by Oliver's Four-Stage Loyalty Model (Haryanti et al., 2026), which explains that loyalty develops through cognitive, affective, conative, and action stages. Brand image plays a role in the initial stages of loyalty formation by creating positive perceptions and preferences for the hospital. These perceptions then develop into a commitment to reuse services and recommend the hospital to others, a form of behavioral loyalty.

The results of this study align with those of Nurfitriani (2023), who found that brand image has a positive and significant effect on patient loyalty at the Haji Hospital Outpatient Unit in South Sulawesi Province. The study explained that a good hospital image can increase patient trust, thus encouraging repeat visits and maintaining long-term relationships with the hospital. This finding supports the study's finding that brand image is a crucial determinant in building patient loyalty. The results of the Dewi and Sukesi (2022) hypothesis test showed that brand image has a positive and significant effect on patient loyalty. This is evident from the CR value of 3.140, which is greater than 1.96.

The Effect of the Marketing Mix on Patient Loyalty

The results of the hypothesis test indicate that the marketing mix has a positive and significant effect on patient loyalty. These results indicate that the better the implementation of marketing mix elements, including product, price, promotion, and physical evidence, the higher the patient's loyalty to the hospital. Therefore, the hypothesis that the marketing mix influences patient loyalty is accepted.

These findings indicate that patient loyalty is influenced not only by the decision to use a service at a specific time, but also by the overall experience patients receive through a hospital's marketing strategy. Products and services tailored to patient needs, prices perceived as commensurate with the benefits received, promotions that provide clear and reliable information, and a comfortable and representative hospital environment can increase patient confidence in returning to hospital services. In other words, the appropriate implementation of the marketing mix can build long-term relationships between hospitals and patients, thus encouraging loyalty.

The results of this study align with the Relationship Marketing Theory proposed by Berry (1983) and developed by Grönroos (1994) in Purwanti and Mawardiningrum (2021). This theory explains that the primary goal of a marketing strategy is not only to acquire new customers but also to build and maintain long-term relationships with customers by providing consistent benefits and experiences. In the context of this study, optimal implementation of product, price, promotion, and physical evidence demonstrates the hospital's efforts to meet patient needs while strengthening ongoing relationships. A well-maintained relationship will increase the likelihood of patients continuing to choose the same hospital when requiring healthcare services in the future.

This finding is also supported by the Customer Value Theory proposed by Zeithaml (1988), which explains that customer loyalty is formed when customers perceive a higher value than the costs or sacrifices incurred. In this study, the combination of appropriate product and service, perceived reasonable prices, informative promotions, and adequate physical facilities increases patients' perceived value. When patients

assess the benefits received as greater than the costs or sacrifices incurred, they are more likely to return to the hospital and recommend it to others.

Research by Arum Fatma Sari et al. (2023) showed that the marketing mix (7Ps) was significantly related to patient loyalty in the outpatient unit of St. Carolus Hospital, Summarecon Serpong. Although that study used the 7Ps concept, the results remain relevant to this study because the elements of product, price, promotion, and physical evidence are key elements of the marketing mix that influence patients' decisions to continue using hospital services.

The Effect of Patient Satisfaction on Patient Loyalty

The results of the verification analysis indicate that satisfaction has a positive and significant effect on patient loyalty. This indicates that the higher the patient's satisfaction, the higher their loyalty to the hospital. This loyalty is reflected in patients' willingness to return to the hospital when in need and to recommend the hospital to family and others.

These results indicate that patient satisfaction is influenced not only by the success of medical procedures but also by the patient's experience during the treatment. Based on the research instrument, patient satisfaction is shaped by the polite and caring attitude of healthcare workers (interpersonal manner), coordinated service and continuous information provision (continuity), ease of access to services and speed of healthcare worker response (availability), and the patient's perceived service outcomes after treatment (outcome). If these four aspects are consistently met, patients will have a positive service experience, encouraging a desire to return to the hospital in the future.

These research findings align with research by Selvi Mayang Sari (2021), which showed that patient satisfaction has a positive and significant impact on patient loyalty at Bhayangkara Hospital Class II Sartika Asih Bandung. The study explained that patients who are satisfied with the service they receive tend to make repeat visits and continue to choose the same hospital when seeking healthcare services. These results reinforce the finding that satisfaction is a factor driving patient loyalty.

These research findings are also consistent with research by Ardoni (2022) at the West Sumatra Lung Hospital, which demonstrated that patient satisfaction has a positive and significant impact on patient loyalty. The study explains that patients who receive services that meet their expectations are more committed to continuing to use the hospital and are more likely to provide positive recommendations to others. These consistent results indicate that satisfaction plays a crucial role in building long-term relationships between patients and hospitals.

The Influence of Brand Image on Patient Loyalty Through Patient Satisfaction

The results show that brand image significantly influences patient loyalty through patient satisfaction as an intervening variable. This suggests that patient loyalty is not formed directly from the perception of the hospital's image, but rather through a process of evaluating the experience, which first results in patient satisfaction.

Theoretically, this relationship can be explained through the concept of brand image as a factor shaping consumer perceptions and expectations of a service. A positive brand image creates initial confidence in patients that the hospital has credibility, reliability, and a good reputation. This initial perception then influences patient evaluations of the service experience. If the experience meets or exceeds expectations formed from the brand image, patient satisfaction will increase. Furthermore, patient satisfaction acts as a psychological factor that drives loyalty. Satisfied patients are more likely to intend to use the service again and recommend the hospital to others. Thus, satisfaction serves as a mediating variable that bridges the influence of brand image on patient loyalty.

Research by Dewi and Sukesi (2023) and Sanggarwai and Laily (2023) also shows that brand image has a positive and significant influence on patient satisfaction, which in turn positively and significantly influences patient loyalty. Furthermore, brand image significantly influences patient loyalty through patient satisfaction. Therefore, it can be concluded that improving a hospital's brand image will increase patient satisfaction, which ultimately strengthens patient loyalty. Patient satisfaction, in this case, is a key variable that bridges the relationship between brand image and patient loyalty.

The Effect of the Marketing Mix on Patient Loyalty Through Patient Satisfaction

The results of the hypothesis testing indicate that the marketing mix has a positive and significant effect on patient loyalty through patient satisfaction as an intervening variable. This finding indicates that patient satisfaction acts as a mechanism explaining how the implementation of the marketing mix can increase patient loyalty. Thus, patient loyalty is not formed solely by the marketing strategy implemented by the hospital, but rather by the strategy's ability to create a satisfying service experience for patients.

Theoretically, the results of this study align with the marketing mix concept proposed by Kotler and Keller (2016), which states that the marketing mix is a set of marketing tools used by organizations to create value for consumers and build long-term relationships. Although the service marketing mix concept consists of seven elements (product, price, place, promotion, people, process, and physical evidence), this study operationalizes it through four dimensions: product, price, promotion, and physical evidence, in accordance with the characteristics of the research object. These four dimensions are the aspects most easily perceived and evaluated by patients during inpatient care at the hospital.

Interpretation of the research results indicates that products and services tailored to patient needs, prices perceived as commensurate with service benefits, promotions that provide clear and convincing information, and physical evidence in the form of comfortable hospital facilities and environments will shape positive patient perceptions of the services received. This positive perception increases patient satisfaction because patients feel that the service received has met their expectations and provided value commensurate with the sacrifices made. High satisfaction then encourages patients to return to the hospital when they need healthcare and recommend it to family and others. Thus, patient satisfaction serves as a pathway that strengthens the influence of the marketing mix on patient loyalty.

These research findings are supported by Oliver's (1980) satisfaction theory, which explains that satisfaction is the result of consumer evaluation after comparing expectations before receiving a service with perceived performance after receiving the service. In the context of this research, implementing a marketing mix that meets patient expectations will result in satisfaction, and this satisfaction forms the basis for patient loyalty. In other words, the influence of the marketing mix on loyalty will be stronger if patients first experience satisfaction with the hospital's services.

The results of this study align with those of Budiman and Achmadi (2023), who found that the marketing mix positively impacts patient satisfaction and subsequently significantly impacts inpatient loyalty. Furthermore, research by Islamiyah and Wuisan (2024) also showed that the marketing mix positively impacts patient satisfaction and loyalty, with satisfaction acting as a mechanism that strengthens these relationships. These findings underscore the importance of focusing on improving patient-centered services to foster long-term patient loyalty.

CONCLUSION

It can be concluded that perceptions of brand image, marketing mix, patient satisfaction, and patient loyalty based on patient perceptions at the Inpatient Unit of Hospital X are all in the good to excellent category. Brand image has a positive and significant influence on patient satisfaction. Marketing mix has a positive and significant influence on patient satisfaction. Brand image and marketing mix simultaneously have a positive and significant influence on patient satisfaction.

Brand image has a positive and significant influence on patient visits, and marketing mix has a positive and significant influence on patient visits. Patient satisfaction has a positive and significant influence on patient loyalty. Patient satisfaction positively and significantly mediates the influence of brand image on patient loyalty. Patient satisfaction positively and significantly mediates the influence of marketing mix on patient loyalty.

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