

ABSTRACT

The Influence of Service Quality and Image toward Patient's Satisfaction and Trust And The Loyalty of Inward Patient to Regional Public Hospital in Special Territory of Yogyakarta

Service quality, image, patient's satisfaction, trust and loyalty are important variables in the success of an organization such as hospital. Those variables can internally be strived by hospital management for the attainment of success. The hospital management must be able to build good images and give the best service so that the patients feel satisfied. If they feel satisfied, they will trust the hospital, and finally they will be loyal to the hospital.

How much is the influence of service quality and image toward patient's satisfaction, trust, and loyalty? The research proposes 9 hypotheses which are going to be tested and proven.

The data was collected using questionnaires so that they were called perceptual. Using descriptive statistic analysis and hypothesis using SPSS and AMOS 4.01, the finding shows that: (1) service quality (X1) has positive and significant influence on patient's satisfaction (X3), shown by direct effect coefficient value 0,429 and significant value $p < 0,000$; (2) service quality (X1) has positive but not significant influence on trust (X4), proven by direct effect coefficient value 0,030 and has positive sign with significant value $p < 0,832$ meaning that it is not significant; (3) image (X2) has significant influence on patient's satisfaction (X3), shown by direct effect coefficient value 0,501 and significant value $p < 0,000$; (4) image (X2) has positive and significant influence on trust (X4), shown by direct effect coefficient value 0,355 and has positive sign with significant value $p < 0,025$; (5) patient's satisfaction (X3) has not positive and significant influence on trust (X4), shown by direct effect coefficient value 0,314 and has positive sign with significant value $p < 0,056$; (6) service quality (X1) influenced the patient's loyalty (Y), shown by direct effect coefficient value -0,050 and has negative sign with significant value $p < 0,658$, not significant; (7) image (X2) influenced the patient's loyalty (Y) significantly, shown by direct effect coefficient value 0,201 and has positive sign with significant value $p < 0,132$, not significant; (8) patient's satisfaction (X3) influenced the patient's loyalty (Y), shown by direct effect coefficient value 0,053 and has negative sign with significant value $p < 0,695$, not significant; (9) trust (X4) influenced the loyalty significantly (Y), shown by direct effect coefficient value 0,844 with significant value $p < 0,000$, significant.

Another finding, indirect effect shows that image has significant influence on patient's trust, with patient's satisfaction as the intervening variable. Indirect effect value and indirect effect coefficient value are 0,156, and has positive sign with significant value $p < 0,132$, significant.

Keywords: service quality, image, patient's satisfaction, trust, and loyalty