

The Influence of Corporate Image and Service Quality on Customer Loyalty through Customer Satisfaction as an Intervening Variable in the Physiotherapy Poly Rs. Bhakti Husada

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Abstract : Indonesia is known as a developing country that is very concerned about health factors at this time. This condition causes intense competition in the world of health. Customer Loyalty is the most important component for the company's marketing strategy, so the marketing strategy must be implemented properly through Corporate Image and Service Quality components mediated by Customer Satisfaction in physiotherapy poly at the Rs. Bhakti Husada. However, there are some things do not indicate the success and marketing power of physiotherapy poly products. Rs. Bhakti Husada tries to measure Customer Satisfaction as an intervention. Determination of this strategy can increase customer loyalty service products. RS. Bhakti Husada will be better than other hospital service products. The current strength of Customer Satisfaction is expected to be able to use the Physiotherapy Poly Rs. Bhakti Husada as a tool to win the competition in the hospital services market in Indonesia.

Keywords: Corporate Image, Service Quality, Customer Satisfaction, Customer Loyalty

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I. Introduction

Indonesia is known as a developing country that is very concerned about health factors at this time. This condition causes intense competition in the world of health, especially between hospitals. Each company competes to offer superior products and services with the aim of gaining profits by growing consumer loyalty towards the company both in terms of products and services offered. To face this competition, the company's management must be careful in creating marketing that is able to provide bonds with consumers. Companies are required to be able to determine the right marketing strategy in order to survive and be able to win the competition, so the company's goals can be achieved.

RS. Bhakti Husada became one of the pioneers of health services are sheltered by PT. Rolas Medika Nusantara and became one of the best private hospitals in the city of Banyuwangi. Through several services offered by RS. Bhakti Husada, including inpatient and outpatient services. One of the outpatient poly in the hospital. Bhakti Husada is a medical rehabilitation unit with Physiotherapy Poly. This poly is a rehabilitation service action to avoid or minimize physical limitations due to injury or disease. Physiotherapy can be performed on patients of all age ranges with various purposes, poly physiotherapy is aimed at patients who need road care such as stores, after accidents, or other physical limitations. Poly physiotherapy prioritizes patient comfort so that patients are satisfied with the level of service provided by health workers. This is done because the treatment of physiotherapy patients takes a long time compared to inpatients and others

The empirical phenomenon in this study, namely patient visits to the Physiotherapy Poly from 2017 to 2019 the number of patient visits to the physiotherapy poly has increased and had decreased in 2020, this is due to the pandemic factor that poses a threat to all sectors of the company and individual communities themselves. In 2021, visits to poly physiotherapy patients have increased again. From the data in table 1, it becomes a factor of consideration and evaluation for hospitals. Bhakti Husada for how to determine strategies to be able to increase patient awareness for post-treatment therapy and also after accidents that occur.

II. Literature Review

Lozada (2000) defined Corporate Image as the application of marketing tools to facilitate change that satisfies organizational and individual goals in maintaining, protecting, and conserving the physical environment. Gede Bayu, et al (2012) in his research argues that Corporate Image refers to the satisfaction of customer needs, desires, and desires in relation to the maintenance and preservation of the environment.

Hawkins & Mothersbaugh (2020:94) said that Corporate Image is an activity to market products in an environmentally friendly way, including modifying products, changing production processes, changing packaging and even changing promotion methods.

According to Tjiptono (2006:59), service quality consists of the expected level of excellence and control over the level of excellence to meet customer desires. In other words, there are two main factors influencing service quality, namely expected service and perceived service or the quality of service expected and the quality of service received or perceived. If the service received or perceived is as expected, then the service quality is perceived as good and satisfactory. If the service received or perceived exceeds customer expectations, then the service quality is perceived as the ideal quality. Conversely, if the service received is lower than expected, the service quality is perceived as poor quality.

According to Tjiptono (2000) consumer loyalty is a customer's commitment to a brand, store or supplier based on a very positive nature in long-term purchases. Another opinion defined consumer loyalty as a deep commitment to repurchase or subscribe to a service or product, consistently in the future, thereby it cause the repeat purchases of the same brand even though it is influenced by situations and marketing efforts that have the potential to cause switching actions to other parties. (Kotler and Keller, 2009:138). Gede Suparna, et al (2020) in his research stated that loyalty can be built positively by creating customer delight.

Kotler and Keller (2009:138), stated that satisfaction is a person's feelings of pleasure or disappointment arising from comparing the perceived performance of the product or result against their expectations. Umar (2000: 20) that customer satisfaction is the level of consumer feelings after comparing with their expectations. If a customer is satisfied with the value that is provided by the product or service, it is very likely to be a customer for a long time. Dwi Apriliani, et al (2020) in his research stated that customer satisfaction occurs when there is a satisfied customer attitude for services that are as expected and in accordance with prices with services.

III. Conceptual Model

The conceptual framework of this study aims to determine the relationship between the independent variables of Corporate Image and Service Quality, the intervening variable of Customer Satisfaction, and the dependent variable of Customer loyalty. So, based on the background description above which explains the influence of Corporate Image and Service Quality on Customer Loyalty through Customer Satisfaction, the conceptual framework of this research can be described as in the following figure:

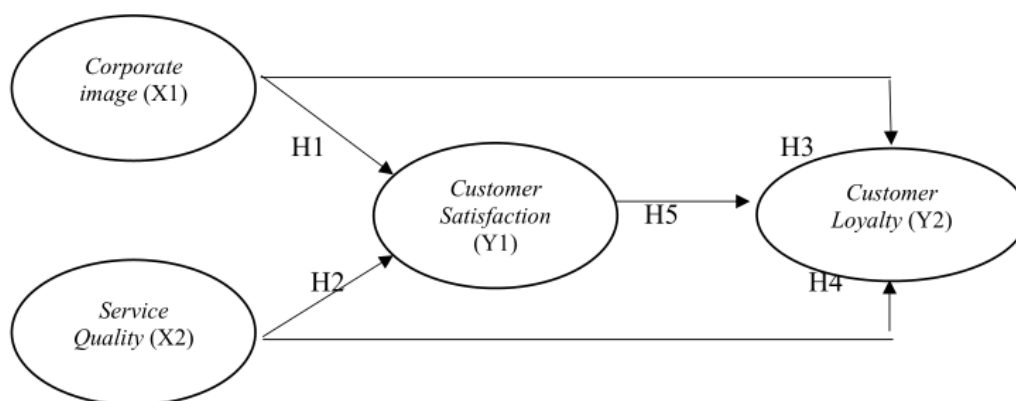


Figure 1. Conceptual Model

HYPOTHESIS

The Effect of Corporate Image on Customer Satisfaction

Grewal and Levi (2010) said that Corporate Image is a strategic effort made by companies to provide goods and services that are environmentally friendly for their consumers. The explanation above is strengthened by research from Arry Widodo (2021) concluded that Corporate Image has a significant positive effect on customer satisfaction.

H1: Corporate Image has a positive effect on Customer Satisfaction.

The Influence of Service Quality on Customer Satisfaction

Tjiptono (2006) service quality is the level of excellence expected and control over the level of excellence to meet customer desires. This explanation is reinforced by research from Daniel Pereira (2016) concluded that service quality has a significant positive influence on customer satisfaction.

H2: Service Quality has a positive effect on Customer Satisfaction.

The Effect of Corporate Image on Customer Loyalty

Grewal and Levi (2010) said that Corporate Image is a strategic effort made by companies to provide goods and services that are environmentally friendly for their consumers. The research from Gede Bayu Rahanatra (2019) concluded that Corporate Image has a significant positive effect on customer loyalty.

H3: Corporate Image has a positive effect on Customer Loyalty.

The Influence of Service Quality on Customer Loyalty

Tjiptono (2006) service quality is the level of excellence expected and control over the level of excellence to meet customer desires. The research of Gede Suparna's (2020) concluded that service quality has a significant positive effect on customer loyalty.

H4: Service Quality has a positive effect on Customer Loyalty.

The Influence of Customer Satisfaction on Customer Loyalty

Kotler and Keller (2009: 138) stated that satisfaction is a person's feelings of pleasure or disappointment arising from comparing the perceived performance of the product or result against their expectations. The research that is conducted by Dwi Apriliani (2020) stated that customer satisfaction has a significant positive effect on customer loyalty.

H5 : Customer Satisfaction has a positive effect on Customer Loyalty

IV. Conclusion

Intense competition for hospital services in Indonesia makes companies have to be more competitive in presenting health care products that meet patient expectations. One of the changes that occur in the fierce competition era is a decrease in customer loyalty. The advantages of Corporate Image and service quality have the impact of such a big change. The development of customer satisfaction also affects the customer loyalty of health care products in Rs. Bhakti Husada, this showed that the concept of brand satisfaction has become a necessity to show the work of the company or organization entity. Strategic planning and complex utilization within the company are needed as a solution to face the uncertain changes that occur in the fierce competition era.

In the fierce competition era, Rs. Bhakti Husada needs an effective and efficient concept of a health service product sales strategy. With the concept of product sales strategy, it becomes the main subject in overcoming threats and opportunities. For this reason, further research is needed to determine the role of Corporate Image and Service Quality in increasing Customer Loyalty through Customer Satisfaction.

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