

## Relationship Between Hospital Image and Patient Satisfaction at Wiyung Sejahtera Hospital Surabaya

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### Abstract

**Background:** A hospital with a good reputation will influence the thoughts and behavior of the public or patients toward it. In addition to providing a competitive advantage for the hospital, a good reputation can increase patient satisfaction, service quality, competitiveness, morale, patient loyalty, and willingness to return. The purpose of this study was to analyze the relationship between hospital image and patient satisfaction level of Wiyung Sejahtera Hospital Surabaya.

**Method:** This study used an observational quantitative methodology with the application of analytical observation. Cross-sectional design with a sample of 99 outpatients at Wiyung Sejahtera Hospital Surabaya selected by simple random sampling in August to October 2024. The dependent variable was related to outpatients' satisfaction at Wiyung Sejahtera Hospital Surabaya. The independent variable was associated with the hospital's image towards outpatients at Wiyung Sejahtera Hospital Surabaya. Univariate and bivariate analysis using Spearman correlation.

**Results:** The results of bivariate analysis with the Spearman correlation test show that hospital image variables have a significant relationship with patient satisfaction ( $p = 0.000$ ,  $p < 0.050$ ), hospital personality variables have a significant relationship with patient satisfaction ( $p = 0.000$ ,  $p < 0.368$ ), hospital association variables have a significant relationship with patient satisfaction ( $p = 0.000$ ,  $p < 0.431$ ), hospital attitudes-behaviors variables have a significant relationship with patient satisfaction ( $p = 0.000$ ,  $p < 0.492$ ), benefits and advantages of hospital variables have a significant relationship with patient satisfaction ( $p = 0.000$ ,  $p < 0.577$ ).

**Conclusion:** There was a significant relationship between hospital image variables and patient satisfaction at Wiyung Sejahtera Hospital Surabaya.

**Keywords:** Brand, Hospital image, Patient satisfaction, Service quality

### INTRODUCTION

A hospital is a health service institution that provides comprehensive individual health services and inpatient, outpatient, and emergency services.<sup>1</sup> Hospitals have a role as strategic health service providers in providing health services, accelerating the improvement of public health, and paying attention to patient satisfaction and needs as customers of health services.<sup>2</sup>

Patient satisfaction can only be achieved if the hospital can meet all patient needs with quality, fair, and equitable services.<sup>3</sup> Factors driving patient satisfaction are product quality, service quality, price, emotional factors, costs, and convenience. So, patient needs will differ from one another according to the role of driving patient satisfaction.<sup>4</sup> Reliability, responsiveness, assurance, empathy, and tangible facilities are indicators used in fulfilling patient satisfaction.<sup>5</sup>

According to previous research conducted by Oktoriani, et al. in 2023 regarding the influence of hospital image, service quality on satisfaction and loyalty of Social Security Agency (BPJS-Ind) for inpatient patients, the study found that image, service quality on satisfaction and loyalty has a positive

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Received: December 22, 2024  
Accepted: May 12, 2025  
Published: May 13, 2025

and significant effect on patient satisfaction. Hospital image has a significant and positive effect on patient satisfaction, proving that the better the hospital image, the higher the patient satisfaction will be. Conversely, the worse the hospital image, the lower the patient satisfaction.<sup>6</sup> Hospital image has a significant and positive effect on patient satisfaction, proving that the better the hospital image, the higher the patient satisfaction will be. Conversely, the worse the hospital image, the lower the patient satisfaction.<sup>6</sup>

A brand's image is the perception held by the general public and customers, which reflects how they view it.<sup>7</sup> Brand identity, brand personality, brand associations, brand attitudes-behaviors, brand benefits, and advantages are indicators used in fulfilling the hospital image. This study was conducted at Wiyung Sejahtera Hospital because it is a developing hospital and has the potential to increase the number of customers through patient satisfaction. Based on data obtained from outpatient installations in 2022 of 79.25% and in 2023 of 84.33%, inpatient installations in 2022 of 73.55% and 2023 of 82.20%, then emergency department in 2022 of 65.13% and 2023 of 65.09% shows that patient satisfaction values are still below the minimum service standard set by the Ministry of Health and in the last 3 (three) years there has been a decrease of 3.5% from the target set by the hospital management. Therefore, the purpose of this study is to identify the image of Wiyung Sejahtera Hospital Surabaya, to find out the satisfaction of Wiyung Sejahtera Hospital Surabaya patients, and to find out the relationship between image and patient satisfaction at Wiyung Sejahtera Hospital Surabaya.

## METHOD

### Participants and Study Design

This study was an observational quantitative study with a cross-sectional design to identify the relationship between hospital image and patient satisfaction at Wiyung Sejahtera Hospital Surabaya during the period from August to October 2024. The study population was outpatient polyclinic patients based on visit data in 2023, totaling 112,507 people, with a sample of 99 people calculated using the Slovin formula and taken by random sampling. Inclusion criteria included outpatients at Wiyung Sejahtera Hospital Surabaya during the study period who were willing to be respondents, could communicate cooperatively, and had a history of hospitalization at least three times. Exclusion criteria included patients with severe motor nerve disorders, stroke, or mental disorders that hinder communication. The dependent variable in this study was outpatient satisfaction, including reliability, responsiveness, assurance, empathy, and physical facilities. Meanwhile, the independent variables were aspects of hospital image, including brand identity, brand personality, brand associations, brand attitudes and behaviors, and brand benefits and advantages.

### Measurements and Procedure

Data was collected using a survey method, a questionnaire filled out by outpatients at Wiyung Sejahtera Hospital. The measurement instrument in this study is based on the concept of brand image, as explained in Kotler and Keller's theory, which states that the brand image of a hospital can affect patient satisfaction. To measure patient satisfaction, the SERVQUAL dimension was used because factors such as reliability, responsiveness, assurance, empathy, and physical facilities remain an important part in shaping the perception of the hospital's image. The questionnaire used in this study was compiled based on brand image and satisfaction indicators tested to ensure their validity and reliability.

### Statistical Analysis and Ethical Clearance

This study used univariate and bivariate analysis, where univariate analysis was used to see the image of Wiyung Sejahtera Hospital Surabaya. Bivariate analysis was carried out to find whether or not there is a relationship between image as an independent variable and patient satisfaction levels as dependent variables. To determine the correlation between hospital image and patient satisfaction levels, this study used Spearman correlation data processing using a statistical application. Before filling out the questionnaire, respondents were given informed consent as a form of approval, and the researcher guaranteed the confidentiality of the subject's identity. This study met research ethics with the ethics letter 147 / EC / KPEK-FKUC / VII / 2024.

## RESULT

### Relationship between Brand Identity and Patient Satisfaction.

Based on the results of the Wiyung Sejahtera Hospital Surabaya brand identity description, 51 (51.50%) were good, 47 (47.50%) were sufficient, and one (1.00%) was bad. Based on the hypothesis test of the brand identity variable with the patient satisfaction variable, a p-value of 0.000 was obtained, indicating a significant relationship between brand identity and patient satisfaction. In the correlation test, an r value of 0.500 was obtained, meaning the two variables had a moderate relationship.

### The Relationship Between Brand Personality and Patient Satisfaction.

Based on the results of the description of the hospital brand personality, it shows that 35 (35.40%) patients stated that the personality of Wiyung Sejahtera Hospital is good, 61 (61.60%) stated that the identity is sufficient, and 3 (3.00%) stated that the hospital's personality is bad. Based on the results of the hypothesis test of the brand identity variable with the patient satisfaction variable, a p-value of 0.000 was obtained, indicating that there is a significant relationship between brand identity and patient satisfaction. In the correlation test, an r value of 0.368 was obtained, meaning there is a low relationship between the two variables.

### Relationship between Brand Association and Patient Satisfaction.

The description of hospital brand attitudes and behavior obtained is as follows: 31 (31.30%) good, 67 (67.70%) sufficient, one (1.00%) poor. Based on the results of the hypothesis test of the brand identity variable with the patient satisfaction variable, a p-value of 0.000 was obtained, indicating that there is a significant relationship between brand identity and patient satisfaction. In the correlation test, an r value of 0.492 was obtained, meaning that there is a moderate relationship between the two variables.

**Table 1. Distribution of Brand Identity Variables, Brand Personality, Brand Association, Brand Attitude-Behavior, Brand Benefits and Advantages**

Variable	Category	Total	Percentage (%)
Brand Identity	Bad	1	1.00
	Quite	47	47.50
	Good	51	51.50
Brand Personality	Bad	3	3.00
	Quite	61	61.60
	Good	35	35.40
Brand Association	Not supportive	3	3.00
	Quite supportive	63	63.70
	Very supportive	33	33.30
Brand Attitudes-Behaviors	Bad	1	1.00
	Quite	67	67.70
	Good	31	31.30
Benefits and Advantages of Brands	Low	1	1.00
	Quite	68	68.70
	High	30	30.30

**Table 2. Analysis of relationship between Brand Identity, Brand Personality, Brand Association, Brand Attitude-Behavior, Brand Benefits and Advantages with Patient Satisfaction**

Independent Variables	Patient Satisfaction	
	Correlation coefficient	p-value
Brand Identity	0.500	0,000
Brand Personality	0.368	0,000
Brand Association	0.431	0,000
Brand Attitudes-Behaviors	0.492	0,000
Benefits and Advantages of Brands	0.577	0,000

### Relationship between Brand Attitude-Behavior and Patient Satisfaction

The description of hospital brand attitudes and behavior obtained is as follows: 31 (31.3%) good, 67 (67.7%) sufficient, and 1 (1%) poor. Based on the results of the hypothesis test of the brand identity variable with the patient satisfaction variable, a p-value of 0.000 was obtained, indicating that there is a significant relationship between brand identity and patient satisfaction. In the correlation test, an r value of 0.492 was obtained, meaning that there is a moderate relationship between the two variables.

### Relationship between Brand Benefits and Superiority with Patient Satisfaction

An overview of the benefits and advantages of hospital branding obtained from Wiyung Sejahtera Hospital Surabaya patients showed that 30 (30.30%) were high, 68 (68.70%) were sufficient, and 1 (1.00%) was low. Based on the results of the hypothesis test of the brand identity variable with the patient satisfaction variable, a p-value of 0.000 was obtained, indicating that there is a significant relationship between brand identity and patient satisfaction. In the correlation test, an r value of 0.577 was obtained, meaning that there is a moderate relationship between the two variables.

## DISCUSSION

### Brand Identity

The hospital brand identity generally becomes a consistent message received by patients or the public and can be known, recognized, and felt, facilitating recognition and distinguishing it from other hospitals.<sup>8</sup> The brand identity in the image of Wiyung Sejahtera Hospital Surabaya includes the location of the hospital, which is easily accessible by transportation, the hospital that is already known to many people, and the hospital sign that is readable on the road. This makes it easier for patients to know, recognize, and trust Wiyung Sejahtera Hospital Surabaya.

Based on the data obtained regarding patient satisfaction at the Wiyung Sejahtera Hospital Surabaya polyclinic, it was found that 51 (51.5%) patients stated that the identity held by Wiyung Sejahtera Hospital Surabaya was good, 47 (47.5%) stated that the identity was sufficient and 1 (1%) stated that the identity of Wiyung Sejahtera Hospital Surabaya was poor. Results of the analysis prove that there is a significant correlation between brand identity elements and patient satisfaction. This result is by previous research conducted by Karmita et al, which showed that there is a relationship between brand identity and patient decisions in utilizing health services at Dr. Tadjuddin Chalid Hospital, Makassar.<sup>9</sup>

### Brand Personality

Brand personality is a characteristic of a brand by forms a specific personality, so patients can easily distinguish one product from another.<sup>10</sup> The form of brand personality in Wiyung Sejahtera Hospital Surabaya services is that it can be relied on to solve patient problems, and the environment is clean and comfortable. Based on the data obtained regarding patient satisfaction at the Wiyung Sejahtera Hospital Surabaya polyclinic, it was found that 35 (35.4%) patients stated that the brand personality of Wiyung Sejahtera Hospital Surabaya was good, 61 (61.6%) were sufficient, and 3 (3.0%) were poor. The results of the analysis prove that there is a significant correlation between brand personality elements and patient satisfaction. This aligns with previous research conducted by Pangerapan et al.<sup>11</sup> which showed a relationship between attention and outpatient satisfaction at the internal medicine polyclinic of Pancaran Kasih Hospital Manado.

### Brand Association

A brand has an obligation to express and socialize this personality in the form of advertising.<sup>12</sup> Brand associations must be developed to be more innovative, varied, and produce physical changes, always to be the first choice for patients in choosing health services.<sup>13</sup> Based on the data obtained regarding patient satisfaction at the Wiyung Sejahtera Hospital Surabaya polyclinic, it was found that 33 (33.3%) patients stated that the brand association owned by Wiyung Sejahtera Hospital Surabaya was very supportive, as many as 63 (63.7%) were quite supportive and 3 (3.0%) were not supportive. Wiyung Sejahtera Hospital Surabaya supports the association, including a strategic location, a large parking area, a comfortable and clean waiting room, and a toilet.

The results of the analysis prove that there is a significant correlation between brand association elements and patient satisfaction. This is in line with previous research conducted by

Ulfah, which showed that there is a correlation between the brand association of Muhammadiyah Lamongan Hospital with brand equity and clinic utilization decisions.<sup>14</sup> This study is also in line with research conducted in 2023 by Wartiningsih et al. that there is a significant relationship between brand association elements and patient satisfaction levels at Wiyung Sejahtera Hospital Surabaya.<sup>15</sup>

### **Brand Attitudes-Behaviors**

Brand attitudes and behavior are the attitudes or behaviors of interaction between a brand and a patient in offering services or values owned by a brand. Good service and patient concern will form a good perception of the attitude and behavior of communication and attributes attached to a brand when dealing with patients or the community, including the behavior of health workers, staff, and brand owners.<sup>16</sup> Based on the data obtained regarding patient satisfaction at the Wiyung Sejahtera Hospital Surabaya polyclinic, it was found that 31 (31.3%) patients stated that the brand attitude and behavior owned by Wiyung Sejahtera Hospital Surabaya was good, 67 (67.7%) were sufficient, and one (1.0%) were bad. In this study, brand attitude and behavior not only refer to the attitudes and behavior of health workers at Wiyung Sejahtera Hospital, but also reflect the overall image and interaction of the hospital as a brand.

This includes how the hospital is perceived by patients based on their experience of the services provided. The results of the analysis prove that there is a significant correlation between brand attitude-behavior elements and patient satisfaction. This is in line with previous research conducted by Akbar, which showed that there is a correlation between the relationship between communication, attitude, and nurse performance and the level of patient satisfaction in the internal care room of Lasinrang Pinrang General Hospital.<sup>17</sup>

### **Benefits and Advantages of Brands**

In this study, the provision of Wiyung Sejahtera Hospital Surabaya services is analyzed based on the benefits and advantages of the hospital brand towards patient satisfaction. The benefits and advantages of the brand are the values offered by the brand to patients. By making patients feel that their benefits and desires come true, the value of a brand becomes positive.<sup>10</sup> Based on the data obtained regarding patient satisfaction at the Wiyung Sejahtera Hospital Surabaya polyclinic, it was found that 30 (30.3%) patients stated that the benefits and advantages of the Wiyung Sejahtera Hospital Surabaya brand were high, 68 (68.7%) were sufficient, and one (1.0%) was low.

The results of the analysis prove that there is a significant correlation between the elements of benefits and brand advantages with patient satisfaction. This is in line with previous research conducted by Nurlin et al., which showed that there is a significant relationship between the quality of health services and patient satisfaction at Dr. Tadjuddin Chalid General Hospital, Makassar.<sup>18</sup> In addition to hospitals, a study conducted at community health centers showed that comprehensive holistic services and customer value influence patient satisfaction and loyalty. Furthermore, satisfaction has a direct impact on loyalty.<sup>19, 20</sup>

In addition to the benefits, this study has several limitations that must be considered in interpreting the results. First, the scope of the research area is limited to one hospital only, so the findings obtained cannot be generalized as a whole for the Surabaya City area or other areas with different characteristics. Second, time constraints in implementing the study hampered tracing the community participation dynamics, so the study's results only represent the conditions when the data were collected. Third, the limited number and scope of respondents can affect the representativeness of the data, considering that not all levels of society are involved as research subjects. Therefore, these findings should be viewed as initial indications that can be expanded through further research with a broader scope.

### **CONCLUSION**

The analysis showed a significant relationship between hospital image indicators and patient satisfaction at the Wiyung Sejahtera Hospital Surabaya outpatient clinic. Elements of hospital image, namely brand identity, brand personality, brand association, brand attitude-behavior, and brand benefits and advantages, have a moderately significant relationship to patient satisfaction at the Wiyung Sejahtera Hospital Surabaya Surabaya outpatient clinic.



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