



INFLUENCE DIGITAL MARKETING, SERVICE QUALITY, AND BRAND IMAGE ON PATIENT SATISFACTION OF CHARITAS HOSPITAL

Muhammad Raffy Anugra Alsha, Siti Komariah Hidayanti²⁾, Budi Setiawan³⁾

Faculty of Management and Business, Indo Global Mandiri University

raffyanugraalsha@gmail.com¹, hidayanti@uigm.ac.id²,
budi.setiawan@uigm.ac.id³

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ABSTRACT

Purpose - This study aims to analyze the effect of digital marketing, service quality, and brand image on patient satisfaction at Palembang Charitas Hospital.

Novelty - In previous studies the brand only focuses on the influence of digital marketing on patient satisfaction. Whereas in this study it was further developed, namely the influence of digital marketing service quality, and brand image on patient satisfaction of Charitas Hospital.

Methods - This research uses the [quantitative/qualitative] approach, with data obtained from [data sources]. The analysis technique used is [the name of the analysis method, for example linear regression, descriptive analysis, or in-depth interview] to test the relationship between variables or phenomena under study.

Findings - The approach used is quantitative with the survey method. Data was collected from 97 patient respondents through a questionnaire, supported by literature studies, interviews, and documentation. Data analysis was carried out using multiple linear regression with SPSS, after the validity, reliability, and classic assumptions were conducted.

Limitations and Implications - In this study is only limited to the patient satisfaction sector at Palembang Charitas Hospital, so the results of this study cannot be generalized to sectors such as services or other industries in general. The contribution of this research can make practical references for Palembang Charitas Hospital employees in designing patient satisfaction in digital marketing, service quality, and brand image.

Keywords: digital marketing, service quality, brand image, patient satisfaction

INTRODUCTION

Marketing is an important factor in meeting consumer needs. In a company the role of marketing is one of the main activities in maintaining its survival to develop and get a profit or profit, but no less important than profit is how the company can provide satisfaction to consumers in meeting their needs (Putri, 2024).

Research Abdullah et al., (2020) argues that marketing is an overall system of business activities aimed at planning to determine prices, promotions and

distribution of goods and services that can satisfy needs both existing consumers and potential consumers. Nurlette et al. (2024). Delivering the definition of marketing which is a social process in which there are individuals and groups who get what they need and want by creating, offering and freely exchanging products that are valuable with other parties.

In an increasingly developing digital era, conventional marketing began to shift towards digital marketing or digital marketing. Digital marketing is one of the important strategies used by various sectors, including hospitals, to reach the community more broadly and effectively. Charitas Hospital as one of the health service institutions in Indonesia also faces challenges to continue to improve the quality of its services and build a positive brand image in the eyes of the community. Good service quality and strong brand image will form positive perceptions that ultimately affect patient satisfaction. Therefore, it is important to examine how the three factors are digital marketing, service quality, and brand image together to have an influence on the patient's satisfaction in Charitas Hospital, which is an important indicator in maintaining patient loyalty and the sustainability of health services (Deniswara et al., 2024).

Patient satisfaction is the main indicator in assessing the quality of services in the health sector. This reflects the extent of the patient's expectations to be fulfilled through their interaction with hospital services. Patient satisfaction not only includes clinical aspects, but also includes overall experience during the maintenance process, from registration to follow -up after treatment (Hidayah et al., 2024).

In the context of hospitals, patient satisfaction is influenced by various factors, including the quality of service provided, hospital brand image, and marketing strategies applied. Research by (Sukesi, 2022). At Bhakti Dharma Husada Surabaya Regional Hospital, it shows that brand image and service quality have a positive and significant influence on patient satisfaction. Patient satisfaction, in turn, has a positive impact on the patient's loyalty to the hospital.

In addition, research by Sanggarwati and Laily (2023) at Husada Utama Hospital in Surabaya found that brand image and service quality affect patient loyalty through patient satisfaction as intervening variables. This confirms that



patient satisfaction plays an important role in forming patient loyalty to the hospital. Patient satisfaction is also influenced by their perception of the quality of service received. Research by Tanaka and Darmawan (2021) at P Cicendo Hospital in Bandung showed that service quality had a significant influence on the satisfaction of inpatients. With the coefficient of determination of 72.9%, this study confirms that improving service quality can directly increase patient satisfaction.

In the current digital era, digital marketing strategies also play an important role in shaping patient satisfaction. Although not many studies have directly examined the effect of digital marketing on patient satisfaction, The use of digital technology in conveying information, facilitating the registration process, and providing online consulting services can improve patient experience as a whole (Windarti et al., 2024).

Literature review

Marketing and digital marketing

Marketing definition

Marketing is an important component in business activities that function to bridge companies with consumers. According to Rendellangi et al. (2023) Marketing is a whole system of business activities aimed at planning, determining the price, promotion, and distribution of goods and services that can satisfy the needs of both existing consumers and potential consumers. This opinion shows that marketing is not only oriented to sales, but also on the creation of values for customers on an ongoing basis.

Meanwhile, according to Windarti, et al. (2024), marketing is a social process in which there are individuals and groups who get what they need and want by creating, offering, and freely exchange products that are valuable with other parties. This definition emphasizes more on social interaction and exchange value that is the core of marketing activities in a modern context.

Service quality

Definition of service quality

Service quality is the extent to which the services provided are able to meet or exceed customer expectations. In the context of health services, service quality includes aspects such as reliability, responsiveness, guarantees, empathy, and physical evidence. According to (Ananda et al., 2023), service quality is a consumer perception of the advantages and reliability of a service that includes dimensions such as speed, accuracy, friendliness, and the ability to provide a sense of security and comfort for service users.

High service quality will provide a positive experience to patients, which ultimately increases their level of satisfaction and loyalty to health service institutions. In hospital services, aspects of empathy and rapid responses to patient needs are important indicators that shape the perception of service quality.

Brand image (brand image)

Brand Image Definition (Brand Image)

Brand image or brand image is a mental representation or consumer perception of a brand based on their experience, information, and interaction on the products or services offered. Brand image is not just a logo, slogan, or visual symbol, but reflects the overall perception of consumers about the quality, credibility, and reputation of an organization or institution.

According to Firdaus et al. (2024) Brand image is formed through accumulation of customer experience, marketing communication, and direct interaction with the services provided. In the context of hospitals, brand image is very important because it involves the level of public confidence in the quality of health services, the professionalism of medical personnel, and institutional commitment to the safety and comfort of patients.

Patient satisfaction

Definition of patient satisfaction

Patient satisfaction is a form of subjective evaluation carried out by patients on the health services they receive, both in terms of medical quality, administrative services, and emotional experiences that are felt during the treatment process. This satisfaction arises when the patient's expectations of health services are met or even surpassed. In the world of health services, patient



satisfaction is an important indicator for assessing the success of an institution in providing quality services.

According to (Marzuq and Andriani, 2022) customer satisfaction is an emotional response to certain service experiences. In the health context, this definition is expanded to include satisfaction with medical services, interactions with health workers, as well as the convenience of available facilities. Meanwhile, (Suciati and time, 2023) states that satisfaction is a level of one's feelings after comparing the performance (or results) that are felt with his expectations.

Framework

The conceptual framework of thought is an explanation of how existing theories can be used to connect various factors that are considered relevant in a research problem. This framework serves to describe the relationship and relationship between the variables studied, especially the relationship between the independent variables as a factor that affects and the dependent variable (dependent) as a factors that are affected. With the framework of thought, researchers can compile the flow of logic about how the interaction between these variables occurs in the context of the research conducted.

In the world of modern health services, patient satisfaction is a crucial factor that not only acts as an indicator of service success, but also as an important foundation in building long -term patient loyalty. Patient satisfaction does not appear just like that, but rather is the result of various factors that interact with each other and influence each other simultaneously. Based on the basis of previous theories and research that has been described, there are three main factors assumed to have a significant influence on patient satisfaction in hospitals, especially in Palembang Charitas Hospital, namely digital marketing, service quality, and brand image. These three variables were chosen not without reason, but because of their increasingly central role in dealing with the demands of information technology based on information technology in the current digital era.

Digital marketing as a form of evolution of conventional marketing has become a very effective strategic tool in reaching the wider community, building two -way communication relationships, and providing rapid, accurate, and interactive health service information. Digital marketing in the context of hospital

services is not only limited to service promotion, but also includes educational efforts, dissemination of information about doctor schedules, online registration features, online consultations, to the control schedule reminder system. All of these features provide ease of access for patients who directly have the potential to improve patient experience of hospital services. A number of studies, as conducted by Windarti et al. (2024), has proven that digital marketing which includes accessibility of information, credibility of content, and digital interactivity significantly increase patient satisfaction. Therefore, hospitals that apply digital marketing effectively will be able to build positive perceptions among patients, while strengthening brand images and increasing patient satisfaction with the overall service.

Furthermore, service quality is another important variable that affects patient satisfaction. In the context of health services, service quality has a more complex dimension than other business sectors because it is directly related to patient health and safety. Based on servqual theory introduced by (Niartiningsih et al., 2025), service quality is measured through five dimensions, namely tangible (physical evidence), reliability (reliability), responsiveness (responsive power), assurance (guarantee), and empathy (empathy). Each of these dimensions has a crucial role in forming patient perceptions of the quality of hospital services. Research conducted by Laila (2024) shows that all dimensions of service quality have a significant influence on patient satisfaction, where the dimensions of empathy are the biggest contribution. This finding emphasizes the importance of the humanist approach in hospital services, where health workers not only provide medical services, but also show attention and emotional concern for patients.

Then, brand image or brand image is the third factor that is assumed to affect patient satisfaction. Brand image is defined as a patient's collective perception of reputation, identity, credibility, and hospital professionalism that is built through the accumulation of experience, marketing communication, and the quality of services received. A positive brand image will provide a sense of security and trust to patients to entrust their treatment at the hospital. Research by Sanggarwati and Laily (2023) proves that the brand image has a significant effect on patient satisfaction and can even mediate patient loyalty. Factors that make up



brand image include consistent quality of service, communication and promotion, hospital reputation, and modern and comfortable physical facilities. In Charitas Hospital itself, brand image that has been built since 1926 as a hospital with a spirit of affection and professional services is an important capital in attracting patients' trust from various circles.

Conceptually, these three variables, namely digital marketing, service quality, and brand image do not stand alone, but interact with each other and simultaneously affect the level of patient satisfaction. Digital marketing can build brand awareness and strengthen brand image, as well as provide easy access to services which ultimately increases the perception of service quality. Conversely, good service quality can strengthen the hospital brand image in the patient's eyes, which then has an impact on increasing patient satisfaction. Thus, the three variables form a causal relationship that strengthens each other, where digital marketing, service quality, and brand image simultaneously have an influence on patient satisfaction at Palembang Charitas Hospital.

This framework of thinking illustrates the flow of logic of how effective digital marketing is able to increase the accessibility of information and interactivity with patients, which has an impact on positive perceptions of brand images and service experience. Furthermore, the quality of services that meet patient expectations in terms of reliability, responsiveness, guarantees, empathy, and physical evidence will also increase patient satisfaction. A strong brand image, which was built through patient experience, institutional history, and consistent digital promotion, helped strengthen positive perceptions of hospital services. In the end, patient satisfaction becomes a key indicator that determines the success of the integration of these three factors in creating optimal service experiences.

Method e Research

Scope of research

This study has a scope specifically focused on the analysis of the influence of digital marketing, service quality, and brand image on patient satisfaction at RK Charitas Hospital in Palembang. The main focus of this research is to understand how hospitals in the digitalization era of health services are able to adapt to

technological developments, as well as how these factors can affect the perception and satisfaction of patients which is an indicator of the success of the Windarti et al health service institution. (2024). The scope of research is not only limited to theoretical aspects, but also includes empirical contexts that reflect the real conditions in the field through the distribution of questionnaires to patients who have received services at the Charitas Hospital in Palembang.

This study was conducted on outpatients and inpatients who have received hospital services, especially those who have felt the application of digital marketing (such as the ease of obtaining information through social media or hospital website, online registration, and online consultation), the quality of medical services provided by health workers, as well as perceptions of the image or reputation of Charitas Hospital as a health service provider. Therefore, this research targets aspects of the experience of patients who interact directly with hospital systems and resources, so that scope covers the scope include digital service interactions, direct service aspects, as well as the perception of hospital institutions (Putri et al., 2024).

Type and source of data

Type of data

The type of data used in this study is quantitative data. Quantitative data is data in the form of numbers and can be statistically processed. In this study, data was collected through the distribution of questionnaires that measure respondents' perceptions of digital marketing, service quality, brand image, and patient satisfaction. The data obtained was then analyzed to determine the relationship and influence between the variables studied.

Data source

a. Primary data

Primary data obtained directly from respondents through the distribution of questionnaires to patients with Palembang Charitas Hospital who have received hospital services. The questionnaire is arranged based on the indicators of each research variable.

b. Secondary data



Secondary data are obtained from documents, institutional reports, scientific journals, articles, and books that are relevant to the research topic. This data is used as a basis for theory and supporting in analyzing and comparing research results.

Population and sample

Population

The population in this study were all patients who had used services at Palembang RK Charitas Hospital, both outpatients and inpatients. This population was chosen because they were those who directly experienced and assess hospital services, including digital marketing aspects, service quality, and brand image that became the focus of this study.

Sample

The sample in this study was taken using a purposive sampling technique, which is a sampling technique based on certain considerations relevant to the research objectives. The criteria used in determining the sample include:

- a. A minimum age of 17 years
- b. Once received a service from RK Charitas Hospital in the last six months,
- c. Willing to fill in the research questionnaire voluntarily.

To determine the number of samples, the Lemeshow formula is used, which is commonly used for population research is not known with certainty (infinite population), namely:

Information:

N = Minimum number of samples

Z = z value at a certain level of trust (for 95% = 1.96)

p = proportion of events in the population (if unknown, used 0.5)

D = Margin of error (desired precision, for example 0.1 or 10%) by entering the value:

- $z = 1.96$
- $p = 0.5$
- $D = 0.1$

Then the calculations are as follows:

$$n = \frac{(1,96^2) \times 0,5 \times (1-0,5)}{(0,1)^2} = \frac{3,8416 \times 0,25}{0,01} = 96,04 = 97$$

Thus, the minimum sample number needed in this study is 97 respondents, namely patients who meet inclusion criteria.

Data collection technique

The data collection techniques used in this study are as follows:

Questionnaire

The questionnaire technique is the main data collection technique in quantitative research as used in this study. The questionnaire is a list of written questions given to respondents to obtain data according to research variables, such as digital marketing, service quality, brand image, and patient satisfaction. The questionnaire can be distributed directly (*paper-based*) or through digital media such as Google Form, making it easier to collect large amounts of data. Questions in the questionnaire usually use a certain scale, for example the Guttman scale or a Likert scale, to measure the level of approval or satisfaction of respondents to the statement submitted. Before use, the questionnaire should be tested for validity and reliability to ensure that the instrument really measures what should be measured and consistent in the results.

Table 3.1 Questionnaire Description

Information	Mark
Strongly agree (ss)	5
Agree (s)	4
Disagree (ks)	3
Disagree (ts)	2
Strongly Disagree (STS)	1

Source: Processed Researcher (2025)

RESULTS AND DISCUSSION

3.1. Research result

Characteristics of Respondents

Respondents who were the object of this study were based on questionnaires that had been distributed to Charitas Hospital employees. Presentation of data regarding respondents' identity is intended to provide an overview of the state of



the respondent, which includes age, gender, last education and how long treatment at Charitas Hospital.

Testing data analysis requirements

Descriptive staste test

Descriptive statistical measurements in this study were conducted to provide a general picture of the variables studied, such as the average value (mean), the highest value (max), the lowest value (min), and the standard deviation of each variable, namely digital marketing (X1), service quality (X2), brand image (X3) and patient satisfaction (Y) at the Charity Hospital. Descriptive statistical test results for each of these variables are presented in the table below, which aims to provide initial information about the distribution of data and variable characteristics used in this study.

Table 4. 5 Descriptive Statistics Results

Descriptive Statistics					
	N	Minimum	Maximum	Mean	STD.deviation
Digital Marketing	97	10	30	24.47	3.932
Service quality	97	26	50	41.23	5.347
Brand image	97	12	30	24.70	4.253
Patient satisfaction	97	30	50	40.66	5.068
Valid N (ListWise)	97				

Source: Data Processed SPSS, 2025

Table 4.5 shows the overall descriptive statistical test results for question items in this study entitled "The Effect of Digital Marketing, Service Quality, and Brand Image on Patient Satisfaction of Charit Hospital". From the research data, the number of respondents was 97 people (N). For the digital marketing variable (X1), the minimum value is 10, the maximum value is 30, the mean (mean) of 24.47, and the standard deviation is 3,932. Meanwhile, for the service quality variable (X2), the minimum value is 26, the maximum value is 50, the mean (mean) of 41.23, and the standard deviation is 5,347.

In the brand image variable (X3), the minimum value is 12, the maximum value is 30, the mean (mean) of 24.70, and the standard deviation is 4,253 and the

patient satisfaction variable (Y), the minimum value of 30, the maximum value of 50, the mean (mean) of 40.66, and the standard deviation of 5,068. These results provide a general picture of the minimum, maximum, mean, and standard deviation values of each variable used in this study.

Research instrument testing

Validity Test

Validity test is used to measure the validity of whether or not a questionnaire. It is said to be valid if the question or statement in the questionnaire is able to express something that will be measured by the questionnaire. A statement in the questionnaire is considered valid if the value of r count is greater than the r table; Conversely, if R count is smaller than the R table, then it is considered invalid. With the degree of freedom is (DF) = n-2 and the significance level of 0.05, so it is found that the value of R table obtained is 0.199. In this study, the determination of the level of validity was carried out with 32 statements divided into two independent variables and one dependent variable. The digital marketing variable (X1) has 6 statements, the service quality variable (X2) consists of 10 statements and brand image variables (X3) consisting of 6 statements of patient satisfaction variables (Y) containing 10 statements.

Reliability test

The reliability test is used to measure the consistency of an instrument in measuring variables. The reliable instrument will give consistent results even measured in different times. The reliability test was carried out using Cronbach's Alpha, where a construct was said to be reliable if the value of $\alpha \geq 0.70$. The higher the Cronbach's Alpha value, the better the reliability of the instrument. The results of reliability testing using SPSS can be seen as follows:

Table 4. 7 Reliability Test Results

Variable	Alpha coefficient	Significance level	Information
Digital Marketing (X1)	0,802	0,70	Reliable
Service Quality (X2)	0,768	0,70	Reliable
Brand Image (X3)	0,868	0,70	Reliable
Patient satisfaction (Y)	0.711	0,70	Reliable



Source: Data Processed SPSS, 2025

Based on the data contained in Table 4.7, it can be concluded that all constructs meet the reliability criteria. This can be seen from the fact that all Cronbach's Alpha values have a value above 0.70. Therefore, each variable in this study can be considered reliable.

4.2 Discussion

The influence of digital marketing (X1) on patient satisfaction

Based on the data analysis, a positive regression coefficient was obtained by 0.404 with a tcount for digital marketing (X1) of 3,973, which was greater than a 1,985 ttable. The error rate when comparing the significance value is 5%, where the significance value obtained is 0,000, which is smaller than 5%. Thus, it can be concluded that the Digital Marketing (X1) variable has a positive and significant effect on the satisfaction of Charitas Hospital patients (H1 accepted).

The influence of service quality (X2) on patient satisfaction

Based on data analysis, a positive regression coefficient was obtained by 0.366 with a tcount for service quality (X2) of 4,000, which was greater than a 1,985 ttable. The error rate when comparing the significance value is 5%, where the significance value obtained is 0,000, which is smaller than 5%. Thus, it can be concluded that the service quality variable (X2) has a positive and significant effect on the satisfaction of Charitas Hospital patients (H2 accepted).

Effect of Brand Image (X3) on Patient Satisfaction (Y)

Based on the data analysis, a positive regression coefficient was obtained by 0.267 with a tcount for service quality (X2) of 2,529, which was greater than a 1,985 table. The error rate when comparing the significance value is 5%, where the significance value obtained is 0.013, which is smaller than 5%. Thus, it can be concluded that the brand image variable (X3) has a positive and significant effect on the satisfaction of Charitas Hospital patients (H3 is accepted).

Effect of Digital Marketing (X1) Service Quality (X2) and Brand Image (X3) on Patient Satisfaction (Y)

Based on the results of the analysis obtained, it can conclude that Digital Marketing (X1) service quality (X2) and Brand Image (X3) have a simultaneous effect on patient satisfaction (Y). (H4 is accepted). Simultaneous test results have Fcount of 51,850 greater than Ftable 2.14. The significance results show the number of 0,000 which is smaller than 0.05 so that the Digital Marketing (X1) service quality (X2) and Brand Image (X3) have a simultaneous effect on patient satisfaction.

CONCLUSION

This study aims to determine the effect of digital marketing (X1) service quality (X2) and Brand Image (X3) on patient satisfaction (Y) at Charitas Hospital. The sample in this study was a patient at Charitas Hospital. Based on the results of the research that has been done, conclusions can be drawn, as follows:

1. Variable Digital Marketing (X1) has a positive and significant effect on patient satisfaction (Y) at Charitas Hospital. This is evidenced by a partial test value with a tcount value with ttable showing the results of $3,973 > 1,985$, with a significant value of $0,000 < 0.05$. Thus H_01 is rejected and HA_1 is accepted, meaning there is a significant influence on digital marketing (X1) on patient satisfaction.
2. Service Quality Variables (X2) have a positive and significant effect on patient satisfaction (Y) at Charitas Hospital. This is evidenced by a partial test value with a value of $4,000 > 1,985$, with a significant value of $0,000 < 0.05$. Thus HO_2 is rejected and Ha_2 is accepted, meaning there is a significant influence on service quality (X2) on patient satisfaction.
3. Brand Image (X3) variable has a positive and significant effect on patient satisfaction (Y) at Charitas Hospital. This is evidenced by a partial test value with a value of $2,529 > 1,985$, with a significant value $0.013 < 0.05$. Thus HO_3 is rejected and HA_3 is accepted, meaning there is a significant effect of brand image (X3) on patient satisfaction.
4. Variable Digital Marketing (X1) Service Quality (X2) and Brand Image (X3) simultaneously have a positive and significant effect on patient satisfaction (y) at Charitas Hospital. This is evidenced by a simultaneous



test value by showing the Fcount value of 51,850 greater than Ftable 2.14 and a significance value of 0,000 smaller than 0.05. Thus HO4 is rejected and Ha4 is accepted, meaning there is a significant influence on Digital Marketing (X1) service quality (X2) and Brand Image (X3) on patient satisfaction.

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