

Marketing Strategy Can Determine Employee Loyalty of PT MCU Participants Through Trust Variables

Agusdini Banun¹, Imelda, Natsir Nugroho, Mohd Haizam Saudi

Abstract: *People who don't feel sick are not necessarily healthy. The act of preventing or treating a disease before it becomes severe will also be easier and cheaper. This is where the main benefits of doing Medical Check Up (MCU), to detect health problems as early as possible and provide information needed for further treatment. This research aims to analyze the effect of the marketing strategy plan and the brand image of Permata Keluarga Hospital on the loyalty of PT employees participating in medical check-up (MCU) with employee trust as an intervening variable. The design of this research is Explanatory Research (Explanatory Research) with a sample of 220 employees from PT who have done MCU examination at Permata Keluarga Hospital 2x.*

Marketing strategy and brand image are independent variables. Patient trust is the intervening variable and employee loyalty is the dependent variable. This study uses a questionnaire using a Likert scale. Testing data analysis using SEM-AMOS. The results showed that marketing strategy had a positive and significant effect on brand image. The marketing strategy has a positive and significant effect on loyalty. The marketing strategy has a positive and significant effect on trust. Brand image has no significant effect on loyalty. Brand image has a positive and significant effect on trust, trust has a positive and significant effect on loyalty. And the marketing strategy and brand image of Permata Keluarga Hospital influences loyalty which is mediated by the trust of the employees of PT participants of medical check-up (MCU).

Keywords: *Employee Loyalty, Marketing Strategy, Brand Image, Patient Trust.*

I. INTRODUCTION

Health is important for everyone's life, because all activities depend on healthy body conditions. Many people will always try to keep their physical health in top condition, but not a few people who ignore it. Health problems can arise due to lifestyle, food factors, or environmental influences. Diseases such as hypertension, diabetes, and heart disease can basically be detected early, and when it is detected there are still many ways so that the disease does not arise or does not become more severe.

People who don't feel sick are not necessarily healthy. The act of preventing or treating a disease before it becomes severe will also be easier and cheaper. This is where the main benefits of doing Medical Check Up (MCU), to detect health problems as early as possible and provide information needed for further treatment.

In connection with this in carrying out its function as a forum for health promotion and disease prevention, hospitals realize it in the provision of a health inspection program called Medical Check Up (MCU) for people who realize that "prevention is better than cure". Medical Check Up or abbreviated as MCU is one of the hospital's health services

¹ (agusdini.banun@esaunggul.ac.id)
(imelda@esaunggul.ac.id)
(natsirnugroho@esaunggul.ac.id)
(haizam@widyatama.ac.id)
Universitas Esa Unggul, Jakarta^{1,2,3} Widyatama University⁴

departments which is an important part of hospital operations because it will be one of the gateways for patients to enter the hospital. In the development of increasingly complex community needs, accompanied by rapid growth in economic growth, at this time the MCU does not only serve individual participants / individuals but also serves participants from companies and insurance with all the varied needs of these agencies.

This change in orientation leads to competition between hospitals in increasing the number of hospital service users. This competition requires the management to make a marketing plan that focuses on service users so that the hospital will have an advantage that can be used to deal with the current competition. Marketing strategies are made to guide managers how to get the products / services reached consumers and how to motivate consumers to buy them. Hospitals need to design marketing programs so that products get a response from the target market (George, 2019).

As competition develops between hospitals, MCU-RSPK always tries to meet the needs of its customers and improve its marketing strategy and brand image and provide confidence to each MCU participant in order to increase the MCU participant's loyalty to Permata Keluarga Hospital.

Loyalty of hospital MCU participants is reflected in the trust of participants to use a sense of health in the hospital, one of which is in the MCU section. The MCU-RSPK market segment is general, recruitment and annual. In this case the most MCU customers are obtained from recruitment and annual. An annual health examination sent from the company is a physical examination of partner company employees accompanied by medical and diagnostic support checks and is carried out routinely. A recruitment health check on prospective employees is also carried out as a condition for hiring employees at the company.

Based on data from the visit of MCU patients in Permata Keluarga Hospital in 2016, for PT recruitment patients were 8,094 people, PT employees for annual MCU were 8,937 people and general MCU participants were 99 people. In 2017, for PT MCU recruitment candidates were 7,766 people, PT MCU annual employees were 10,976 people and general MCU participants were 132 people. In 2018 for PT MCU recruitment as many as 8,542 people, PT MCU annual employees were 12,571 people and general MCU employees were 81 people. When looking at the visit data of MCU participants it can be seen that the MCU participants for the public and PT both for recruitment and annual look very much different. The majority of MCU participants are from universities, the increase in visits of PT participants to conduct MCU to Permata Keluarga Hospital in the past 3 years has increased. The concept of marketing strategy in services is very interesting to learn, because the concept, can provide a better direction in terms of how companies or organizations including the Permata Keluarga Hospital to market their products or services.

The survey results on 15 MCU-RSPK participants to find out how the current image of the MCU-RSPK brand is. The results showed that 33% or 5 participants had used the MCU-RSPK service, 27% or 4 participants agreed that the MCU at the RSPK was already very well known in the area around Lippo Cikarang, and 40% or 6 participants always used the MCU-RSPK for choices in conducting MCU examination. Then we can know that the majority of MCU participants said they did not know MCU-RSPK brand image well.

Meanwhile, to find out the current picture of the trust of MCU participants, which is based on the results of a survey with 15 MCU-RSPK participants currently it is known that 27% or 4 participants who agree that the MCU in the RSPK results are very accurate and 40% or 6 participants feel safe when conducting an examination MCU at the RSPK. Then we can know that the majority of MCU participants said they did not believe in the MCU-RSPK.

The results of research conducted by Bahari (2019) showed that marketing mix strategies consisting of products, prices, distribution, promotion, human resources, physical evidence, and processes simultaneously had a positive and significant influence in determining patient loyalty at Petrochemical Hospital. Gresik In a study conducted by Ondang (2018), it was found that the marketing mix had a significant impact on the image of temporary hospitals. While the results of Aditya's research (2017) showed that there was an influence of brand image on loyalty re-visit intention. In a study conducted by Sukma (2019), experiential marketing has a significant effect on customer trust. And Subaebasni research (2019) can be

concluded that the results of data analysis found that brand image has a positive and significant effect on customer trust. And with Junaedi's research (2019), it was found that there is also the influence of the trust variable having a significant influence on the Interest in Visiting Dr. Outpatient Hospital Soepraoen Malang.

The MCU-RSPK uses services for medical examinations consisting of expert doctors who are also supported by other medical supports. Each hospital also specialized in the MCU is required to improve employee performance in order to be better. In addition, a good brand image makes it easy to transact from the speed of response and handle complaints are factors that are highly considered by patients in choosing services for patient health. Moreover, this is directly related to the health of the patient's body, of course safety and comfort are important factors for patients because many current hospital malpractices are very worrying for patients. Security and comfort are also included in a hospital service (Saudi, 2018).

Seeing these conditions, it is important to do research at Permata Keluarga Hospital to evaluate whether marketing programs or activities related to marketing strategies are effective or not. Therefore a good marketing strategy and brand image plan is needed to create patient confidence in the services provided in order to increase patient loyalty to Permata Keluarga Hospital. Based on this, it motivates researchers to conduct a study entitled "Analysis of the Influence of Marketing Strategies and Brand Image of Permata Keluarga Hospital on the Employee Loyalty of PT Medical Check Up Participants (MCU) with Employee Trust as an Intervening Variable".

II. RESEARCH PURPOSES

The purpose of this study is to analyze the effect of the marketing strategy plan and brand image of Permata Keluarga Hospital on the loyalty of PT employees participating in medical check-up (MCU) with employee trust as an intervening variable

III. METHOD

The design of this study uses the explanatory causality research design (Explanatory Research). The approach used in this study is a survey method. Data collection is done by surveying by distributing questionnaires. The collected data is processed using descriptive and quantitative analysis tools. The results of the analysis are then interpreted and the final step concluded and given advice. The measurement method of this study uses measurements through the Likert scale method. The data used in this study are primary data.

The population in this study were employees of PT who had conducted MCU examinations in Permata Keluarga Hospital as much as 2x. Due to the large population, samples are used. The number of samples taken in this study was 220 people.

Data analysis uses SEM (Analysis of Moment Structure) AMOS. Total index value using the criteria of 3 boxes (Three-box Method).

Theory Study

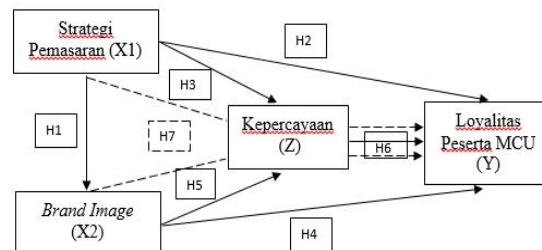
Customer loyalty is the promise of customers in a brand, service, store / supplier, product category, and activity (Christopher, 2005). Marketing mix is a unique product, promotion and pricing strategy that is designed to produce a mutually beneficial exchange with the intended market (Lamb, Hair, and Mc Daniel (2006). Brand image is the customer's perception of a brand, reflected by brand associations held in the customer's memory (Keller, 2013) and trust is the behavior of individuals, who expect someone to provide positive benefits (Deutsch, 2009).

Hypothesis Development

Based on the description above, the hypothesis is arranged as below:

1. H1: There is a significant influence between marketing strategies on the RSPK brand image
2. H2: There is a significant influence between the marketing strategy plan on the loyalty of employees of PT MCU participants
3. H3: There is a significant influence between marketing strategies on the trust of the employees of PT MCU participants

4. H4: There is a significant influence between brand image and employee loyalty of PT MCU participants
5. H5: There is a significant influence between brand image on the trust of employees of PT MCU participants
6. H6: There is a significant influence between patient confidence in the loyalty of employees of PT MCU participants
7. H7: There is a significant influence between the marketing strategy and the brand image of Permata Keluarga Hospital on loyalty which is mediated by the trust of the employees of PT medical check-up (MCU) employees.



Research Constellation

Chart 1

Research Constellation

Result and Disussion

Description of Respondent Characteristic

Most respondents were female, namely 53%, aged 21-30 years ie 50%, and the last education at Higher Education (PT) was 87%.

Instrument Test Results

Table 1. The Validity Test and Realibility

No	Variabel	Loading	Construct	Notes
		tor Total	reliability	
1	Marketing Strategy	6,9367	0,961	Reliabel
2	Brand Image	5,358	0,960	Reliabel
3	Trust	2,681	0,923	Reliabel
4	Employee loyalty	4,393	0,945	Reliabel

Based on table 1 above, it is known that the questions of all variables, have a loading factor > 0.5 so that it can be concluded that all questions are declared valid and means that this indicator is good for measuring latent variables appropriately. And from the table above it is known that all variables have a construct reliability value > 0.900 so that it is stated that all the question items in each variable are declared to be very reliable or reliable.

Hypothesis Test Result

Based on statistical analysis using the AMOS version 24 program, the results of hypothesis testing are obtained which is a test of the causality of each research variable as presented in table 2. below:

Table 2. Hypothesis Test Results

Hypothesis	C.R.	P	Conclusion
	T count	Value	
There is an influence of marketing strategy on brand image	12,820	0,000	Positive and significant effect

Hypothesis	C.R. T count	P Value	Conclusion
There is an influence of marketing strategies on loyalty	2,028	,043	Positive and significant effect
There is an influence of marketing strategies on trust	3,093	,002	Positive and significant effect
There is no effect Brand Image on loyalty	1,394	,163	Positive and significant effect
There is an influence of brand image on Trust	3,520	,000	Positive and significant effect
There is an influence of trust on loyalty	2,694	,007	Positive and significant effect

Mediation Hypothesis Testing Results

The direct effect of this research model as presented in table 4.9, is as follows:

Table 3. Standardized Direct Effects

	Marketing strategy	Brand image	Trust	Loyalti
Brand Image	,938	,000	,000	,000
Trust	,453	,511	,000	,000
Loyalti	0,305	0,217	,452	,000

Based on table 3 above, it is known that the effect of the marketing strategy variable on the brand image variable is 0.938, the effect of the marketing strategy variable on loyalty is 0.305, the effect of the marketing strategy variable on trust is 0.453, the influence of the brand image variable on loyalty is 0.217 and the influence of the brand image variable on trust of 0.511. So it can be concluded that the variable that has the greatest direct influence is the variable of marketing strategy to the brand image variable of 0.938.

The indirect effect of this research model as presented in table 4, is as follows:

Table 4 Standardized Indirect Effects

	Marketing Strategi	Brand image	Trust	Loyalti
Brand Image	,000	,000	,000	,000
Trust	,479	,000	,000	,000
Loyalti	0,624	0,231	,000	,000

Based on table 4 above, it is known that the indirect effect between marketing strategies on loyalty through trust that is equal

to 0.624. And it is known that the indirect effect between brand image on loyalty through trust is 0.231. So it can be concluded that the biggest indirect effect is the indirect effect between marketing strategies on loyalty through trust that is equal to 0.624. Looking at tables 4.9 and 4.10, it can be seen that the direct influence of the marketing strategy variable on loyalty is 0.305 and the brand image variable on loyalty is 0.217. While the indirect role is the variable of marketing strategy on loyalty through trust that is equal to 0.624. And the variable between brand image on loyalty through trust is 0.231. Then it can be concluded that the direct effect is still inferior when compared to the indirect effect, so that marketing strategies and brand image influence on loyalty is more on the indirect effect.

Based on the results of data processing analysis, it can be seen that the construct used to form a research model (Full Model), in the process of full model SEM analysis meets the established goodness of fit criteria. Thus the overall measure of goodness of fit in the research model can be stated good, so that the research model has met the criteria for goodness of fit.

Discussion

1. Effect of marketing strategy on Permata Keluarga Hospital brand image for medical check-up (MCU) employees

The results of the test of the marketing strategy variable on brand image shows that there is a significant positive effect between marketing strategy on the brand image of Permata Keluarga Hospital.

This result shows that in the marketing strategy variable, the highest indicator is in the statement of results from the MCU-RSPK examination which is proven to be accurate. As for the brand image variable, the highest indicator contained in the MCU-RSPK name and logo statement has its own charm compared to other hospitals.

The marketing strategy is a marketing mix that is a unique product, promotion and pricing strategy that is designed to produce a mutually beneficial exchange with the intended market (Lamb, Hair, and Mc Daniel, 2006). And brand image is the customer's perception of a brand, which is reflected in brand associations held in the customer's memory (Keller, 2013).

The results of this study are in line with research conducted by Ondang (2018), it was found that the marketing mix had a significant impact on the image of temporary hospitals. As well as competitiveness research (2019), the results of the study show that partially, marketing strategies have a positive effect on brand image.

With a good marketing strategy, it is hoped that the MCU brand image in RS Hospital can be well-known in the eyes of the surrounding community. So that Permata Hospital is better known for its MCU section.

2. Influence Between marketing strategies on employee loyalty of PT MCU participants

The test results on the marketing strategy variables on employee loyalty shows that there is a significant positive effect between marketing strategies on loyalty.

The results showed the marketing strategy variable, the highest indicator contained in the statement of the results of the MCU-RSPK examination proved its level of accuracy. As for the employee loyalty variable, the highest indicator contained in my statement would recommend the MCU-RSPK section to friends and family.

Kotler and Armstrong (2012) suggest a marketing strategy implies that a set of tactical marketing tools that integrate companies to produce the desired response in the target market. While Olson (2010) defines that employee loyalty is a behavioral impetus to make purchases repeatedly and to build customer loyalty to a product or service produced by the business entity that requires a long time through a buying process that occurs repeatedly.

The results of this study are also strengthened by previous research conducted by Bahari (2019), getting results that mean the variable marketing mix strategy consisting of products, prices, distribution, promotion, HR, physical evidence, and processes simultaneously have a positive and significant effect in determining patient loyalty at Gresik Petrochemical Hospital. And research conducted by Sawitri (2016), shows that there is a positive influence of marketing mix (products, promotions, places, people, processes) on loyalty through customer satisfaction.

Basically, if the hospital can do a good marketing strategy that serves to introduce the product or service so that the community is indirectly attracted to the product or service offered repeatedly, so that customer loyalty is expected by the Permata Keluarga Hospital.

3. The influence of marketing strategy on the trust of the employees of PT MCU participants

The results of the test of the marketing strategy variables on employee trust indicate that there is a significant influence between marketing strategies on employee trust.

The results showed the marketing strategy variable, the highest indicator contained in the statement of the results of the MCU-RSPK examination proved its level of accuracy. While the employee confidence variable, the highest indicator contained in the statement of health workers in the MCU section provides a guarantee of trust and security of medical service procedures performed.

Marketing strategies are marketing components that are utilized by management in sales activities (Amrin, 2007). Whereas Danesh, Nasab and Ling (2012) interpret trust as the willingness of others to be vulnerable to the actions of others based on the expectation that others will take certain actions that are important to that trust, regardless of their ability to monitor or control others.

The results of this study are consistent with research conducted by Sawitri (2016) that there is a significant and positive influence on marketing mix (products, promotions, places, people, processes) and satisfaction with customer satisfaction. With the marketing strategy about MCU services in hospitals, the public will get to know more about MCU in the hospital so that it will indirectly affect patient satisfaction at the hospital. And research conducted by Sukma (2019) states that experiential marketing has a significant effect on customer trust.

By doing this marketing strategy, it will indirectly instill a sense of employee confidence in products or services that will be marketed continuously. The marketing strategy is carried out by spreading information that will influence and remind the intended target of the products and services that will be offered.

4. The influence of brand image on the loyalty of employees of PT MCU participants

Test results on brand image variables on employee loyalty shows that there is no significant effect between brand image on employee loyalty.

The results showed the brand image variable, the highest indicator contained in the MCU-RSPK name and logo statement has its own charm compared to other hospitals. While the employee loyalty variable, the highest indicator contained in the statement I would recommend the MCU-RSPK to friends and family.

Brand image is a node of information related to the brand in memory and includes the meaning of the brand for customers. These associations come in various forms and reflect various product characteristics (Swasty, 2016). While employee loyalty is that they will repeatedly buy products or use services at the same company, continue to use the product or service even if there is a product or service offer from another company, and participate in promoting others about the satisfaction obtained from using the product or service from the company (Griffin, 2005).

The results of this study are in line with research conducted by Dyah (2012), found that the image of the maker has a negative and not significant (fluctuating) effect on consumer loyalty. Unlike the case with the results of research conducted by Aditya (2017), the results of this study indicate that there is an influence of brand image on the intention of a loyalty visit. And the results of Lingavel's (2016) research show that customer relationship management results have an impact on brand equity.

In this research, brand image has no effect on employee loyalty, this can be caused by the employees here are not concerned with the brand image of a product but the quality and quantity of a perceived product or service in this case is related to the MCU of Permata Keluarga Hospital. Even though there is a big-name indicator in a well-known hospital, if there is a service that is felt to be ineffective and inefficient it will not be able to make a customer loyal to a product or

service. This can happen because it is not always a consumer or customer choosing a product based on a name, logo or well-known brand. Therefore, they will still be loyal consumers without seeing a brand in a product or service.

5. The influence of brand image on the trust of employees of PT MCU participants

Test results on brand image variables on employee trust indicate that there is a significant influence between brand image on employee trust.

The results showed the brand image variable, the highest indicator contained in the MCU-RSPK name and logo statement has its own charm compared to other hospitals. While the employee confidence variable, the highest indicator contained in the statement of health workers in the MCU section provides a guarantee of trust and security of medical service procedures performed.

Brand image is a description of the association and consumer confidence in certain brands (Rachmat, 2013). While Deutsch (2009), defines trust as individual behavior, which expects someone to provide positive benefits.

The results of this study are in accordance with research conducted by Subaebasni (2019), it can be concluded that the results of data analysis found that brand image has a positive and significant effect on customer trust. So it is proven that the brand image variable significantly influences the customer trust variable. Whereas in the Ondang study (2018), it was found that the image of the hospital significantly affected patient loyalty.

Trust will arise because there is a belief that the parties involved in the exchange will provide consistent, honest, and responsible qualities. This belief will lead to good relations between parties involved in the exchange. If one party believes that the other party's actions will bring positive results for the first party, trust can be developed. With a good brand image, it will indirectly bring up a sense of trust in hospitals that already have a good brand image, in this case related to RS Permata Keluarga.

6. Effect of trust on employee loyalty of MCU participants

The results of the test of the variable confidence in employee loyalty shows that there is a significant influence between trust and employee loyalty.

The results showed the variable trust, the highest indicator contained in the statement of health workers in the MCU provides assurance of trust and safety of medical service procedures performed. While the employee loyalty variable, the highest indicator contained in the statement I would recommend the MCU-RSPK to friends and family.

Trust is the foundation of a relationship. A relationship between two or more parties will occur if each trusts each other (Yousafzai, 2003). While loyalty is used to describe the loyalty of customers to continue to use products or services at certain companies continuously and customers voluntarily participate in promoting the company's products or services to others (Christopher, 2005).

The results of this study are consistent with research conducted by Junaedi (2019), showing that there is also the influence of the trust variable having a significant influence on the interest in visiting Dr. Outpatient Hospital. Soepraen Malang. And the study of Muzahid and Parvez (2009), found that customer trust and satisfaction positively and significantly affected customer loyalty.

This explains that trust and commitment are needed to achieve repurchase and, ultimately, loyalty will be formed in every consumer who will use the product or service.

7. Effect of marketing strategy and brand image of Permata Keluarga Hospital on loyalty mediated by the trust of the employees of PT MCU participants

The results of the test of marketing strategy variables and brand image on loyalty mediated by employee trust indicate that there is an influence between marketing strategy and brand image on loyalty mediated by trust.

The results showed the marketing strategy variable, the highest indicator contained in the statement of the results of the MCU-RSPK examination proved its level of accuracy. Variable brand image, the highest indicator contained in the MCU-RSPK name and logo statement has its own charm compared to other hospitals. While the employee loyalty variable, the

highest indicator contained in the statement I would recommend the MCU-RSPK to friends and family. For employee confidence variables, the highest indicator contained in the statement of health workers in the MCU section provides assurance of trust and safety of medical service procedures performed.

Marketing strategies are marketing components that are utilized by management in sales activities (Amrin, 2007). Brand image is a node of information related to the brand in memory and includes the meaning of the brand for customers. These associations come in various forms and reflect various product characteristics (Swasty, 2016). While employee loyalty is that they will repeatedly buy products or use services at the same company, continue to use the product or service even if there is a product or service offer from another company, and participate in promoting others about the satisfaction obtained from using the product or service from the company (Griffin, 2005). Then Danesh, Nasab and Ling (2012) interpret trust as the willingness of others to be vulnerable to the actions of others based on the expectation that others will take certain actions that are important to that trust, regardless of their ability to monitor or control others.

The results of this study are in accordance with research conducted on research competitiveness (2019) shows that indirectly the marketing strategy and brand image have a positive but not significant effect on purchasing decisions through customer satisfaction.

Consumer loyalty to a product towards a brand is influenced by a good marketing strategy so that the brand image of a product can be well remembered by consumers and can create a sense of confidence in consumers towards the brand image so that they want to make a purchase or interest in a return visit to a product or these services.

IV. RESEARCH FINDINGS

Brand image does not have a significant effect on loyalty. Even though brand image does not have a direct effect on loyalty, it must go through an intervening variable, namely trust

V. CONCLUSION

Based on the results of the research that has been done, the following conclusions are obtained:

The marketing strategy has a positive and significant effect on brand image. Through a good marketing plan, it will indirectly introduce a positive brand image at Permata Keluarga Hospital, so that Permata Permata Hospital will be better known.

The marketing strategy has a positive and significant effect on loyalty. Good marketing strategy to introduce and use products or services from the hospital, so that indirectly a company or organization will be able to achieve customer loyalty.

The marketing strategy has a positive and significant effect on trust. With the marketing strategy of MCU services at the hospital, the public will get to know more about the MCU at the hospital so that it will indirectly affect the patient's trust in the Permata Keluarga Hospital.

Brand image has no significant effect on loyalty. For some consumers, it is not always a consumer or a customer choosing a product based on a name, logo or well-known brand. Therefore they will still be loyal consumers without seeing a brand in a product or service.

Brand image has a positive and significant effect on trust. Trust will lead to good relations between the parties involved, so trust can be developed so that a good brand image will indirectly bring a sense of trust in Permata Keluarga Hospital.

Trust has a positive and significant effect on loyalty. Trust arises because there is a belief that the parties involved will provide quality that is consistent, honest, and responsible. So that it will increase consumer loyalty at Permata Keluarga Hospital.

Marketing strategy and brand image have a positive and significant effect on loyalty mediated by the trust of the employees of PT medical check-up (MCU) participants. Consumer loyalty at Permata Keluarga Hospital is influenced by a good marketing strategy so that the brand image of a product can be well remembered by consumers and can bring up a sense of confidence in consumers so that it will affect the purchase or interest in a return visit at Permata Keluarga Hospital.

Implication

With a good marketing strategy and right on target it will increase trust in customers, because trust is very important, especially in the field of services perceived by customers, with honesty, openness, clear information and mutual trust between customers and hospitals will make consumers loyal to the hospital. Marketing strategy in this case because the hospital is in the industrial area must be able to provide a facility.

Recommendation

Permata Keluarga Hospital can apply ISO (an internationally recognized quality management standard), so that services can run effectively and efficiently. In addition, the application of ISO will also improve the image and public trust in Permata Keluarga Hospital so that it will bring the interest of returning consumers to Permata Keluarga Hospital.

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