

The Determinant Factors of Customer Satisfaction: Promotion, Service Quality and Brand Image

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ABSTRACT

Purpose: The purpose of this study is to analyze the effect of promotion, service quality and brand image partially on customer satisfaction, and also to analyze which variables have dominant influence on customer satisfaction.

Design/methodology/approach: The population in this study were 2,155 customers of RSUD Kertosono and the technique for determining the sample size was using the Slovin formula and obtained 96 people as sample. Questionnaire was used to obtain the data and data analysis technique used was Partial Least Square (PLS).

Findings: The results indicated that promotion, service quality and brand image partially influence on customer satisfaction, and promotion had a dominant influence on customer satisfaction.

Research limitations/implications: This research is limited to doing in RSUD Kertosono, East Java, Indonesia. For generalization so that further research can be carried out in different organizations or companies and in different regions (cities).

Practical implications: The results of this research can be used as a reference to increase customer satisfaction in a hospital.

Originality/value: The results of the research show that among the variables of promotion, service quality and brand image, promotion has a dominant influence on customer satisfaction. This is a new phenomenon that needs to be implemented in a hospital.

Paper type: This paper can be categorized as research paper.

Keywords: Customer Satisfaction, Promotion, Service Quality, Brand Image.

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I. INTRODUCTION

At this time people are increasingly aware of their rights as customers, including their right to get good health services from a hospital that is a customer. People as customers of a hospital always expect to get high satisfaction when they go to their hospital for treatment. The importance of customer satisfaction for a hospital is to maintain the survival of the company in the long term. Customer satisfaction is a top priority for every hospital because the continuity of a hospital will depend on the customer. For that every hospital must try to improve customer satisfaction. Satisfied customers will become loyal customers and this loyal customer is a very important thing for a hospital or other organization. For this reason, every hospital must strive to improve customer satisfaction so that they become loyal customers and do not move to competitors. Basically, customer satisfaction is a response from customers on the performance of products (goods and services) that have been purchased and consumed by customers. Customer satisfaction is a level where the needs, desires and expectations of customers can be met which will result in repeat purchases or continued loyalty.

Customer satisfaction is very important in this increasingly fierce business competition, where customer demands are increasing and diverse. Customer satisfaction is very important for every company. Satisfaction can be interpreted as a feeling of satisfaction, pleasure and relief for someone due to consuming a product or service to get the service of a service (Aaker, 2013). Supranto (2017) defines that satisfaction as the level of

one's feelings after comparing the performance or results he feels with his expectations. Customer satisfaction is a benchmark for companies of how they must change to anticipate changes in customer demands that are increasing or even have to improve organizational performance because customers are dissatisfied. When a customer is dissatisfied, of course, the customer will not come back again and may complain of his dissatisfaction to other customers or to his friends. This of course will be a threat to the company. Wedarini (2013) states that someone who is satisfied will buy again, and will tell his friends about his good experience with the product or service. The level of satisfaction is a function of the difference between perceived performance and expectations. If the performance is below expectations, the customer will be very disappointed. If the performance matches expectations, the customer will be satisfied. Meanwhile, if the performance exceeds expectations, the customer will be very satisfied.

From several previous studies it can be seen that there are several factors that influence customer satisfaction, including promotion (Nasir et al., 2019; Rahmansyah, 2017), service quality (Dawi et al., 2018; Elisabeth et al., 2019; Rahmansyah, 2017; Sholeha et al., 2018) and brand image Chaniago (2016). According to Tjiptono (2015) promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products. Tjiptono & Chandra (2017), service quality as a measure of how well the level of service provided can be realized according to customer expectations. As stated by Tjiptono (2015), the quality of service itself is determined by the company's ability to meet customer needs and desires in accordance with customer expectations. Brand image can be defined as a perception that arises in the minds of consumers when remembering a brand of a particular product. Tjiptono (2015) argues that the notion of a mark is a sign in the form of a picture, name, word, letters, numbers, color arrangement or a combination of these elements which have distinguishing features and are used in goods or services trading activities.

Based on the description above, the problems formulated are whether promotion, service and brand image partially have an influence on customer satisfaction, and which variables have the dominant influence on customer satisfaction. While the purpose of this study is to analyze the effect of promotion, service and brand image partially on customer satisfaction, and to analyze which variables have a dominant influence on customer satisfaction.

II. LITERATURE REVIEWS AND HYPOTHESES

A. Customer Satisfaction

Customer satisfaction is one thing that has an important role in business. Customer satisfaction is a major milestone in the success of a company. Therefore, in an effort to fulfill customer satisfaction, companies must be observant in knowing the shifts in customer needs and desires that change from time to time. If companies can produce products and services in accordance with what the customer wants and needs, the customer will be satisfied. Every customer has a different level of satisfaction. According to Armstrong & Kotler (2014), customers can experience one of three general levels of satisfaction, namely if performance is below expectations, customers will feel disappointed but performance is in line with expectations, customers will feel satisfied and if performance can exceed expectations, customers will feel very satisfied. According to Tjiptono (2015) satisfaction means quite good or adequate. Satisfaction can be interpreted as an effort to fulfill something or make something adequate. According to Kotler & Keller (2016) customer satisfaction is the level of a person's feelings after comparing the performance or results he feels compared to his expectations. According to the above understanding, it can be concluded that customer satisfaction is an attitude, assessment and emotional response shown by consumers after the purchase/consumption process that comes from a comparison between the actual performance of a product and their expectations as well as an evaluation of the experience of using a product or service. Satisfied customers will become loyal customers, buy products in large quantities, are not so sensitive to price increases, and will promote the product to others. Customer satisfaction is the main key of the marketing concept and marketing strategy. This means that the process taken by a company can vary according to the capabilities and characteristics of each company, but the end goal will still be focused on achieving customer satisfaction which will ultimately increase company profits.

Tjiptono (2015) expressed several indicators of customer satisfaction consisting of:

1. Conformance of expectations. It is the level of conformity between the product performance expected by the customer and that perceived by the customer, including:
 - c. The product obtained matches or exceeds expectations.
 - d. The services provided by employees match or exceed what is expected.
 - e. The supporting facilities obtained are in accordance with or exceeding what is expected.

2. Interest in visiting again. It is a customer's willingness to visit again or make a repeat purchase of related products, including:
 - a. Have to visit again because the service provided by employees is satisfactory.
 - b. Have to revisit because of the value and benefits obtained after consuming the product.
 - c. Have to visit again because the supporting facilities provided are adequate.
3. Willingness to Recommend. It is a customer's willingness to recommend a product that he has felt to friends or family, including:
 - a. Giving advice to friends or relatives to buy the products offered because of the satisfactory service.
 - b. Giving advice to friends or relatives to buy the products offered because the supporting facilities provided are sufficient.
 - c. Giving advice to friends or relatives to buy the products offered because of the value or benefits obtained after consuming a product or service.

B. Promotion

Promotion is an activity carried out to convey a certain message about products, whether goods or services, trademarks or companies and so on to consumers so that they can help marketing increase sales. According to Tjiptono (2015) promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products. According to Alma (2016) promotion is one element in the company's marketing mix that is empowered to inform, persuade, and remind about the company's products. Meanwhile, according to Alma (2016), promotion is a kind of communication that provides explanations and convinces potential consumers about goods and services with the aim of getting attention, educating, reminding and convincing potential consumers. Based on this explanation, it can be concluded that promotion is a very important activity in marketing a product or service so that it can be interesting to buy the product, promotional activities must be designed as attractive as possible and the information conveyed must be easily understood by the public so that people who read it can be interested and easy to understand.

The promotion mix is a company's total marketing communications program consisting of advertising, personal selling, sales promotion, and public relations that the company uses to achieve its advertising and marketing objectives. According to Armstrong & Kotler (2014), the promotional mix is a special formulation of personal advertising, sales promotion, and public relations that the company uses to achieve its advertising and marketing objectives, while according to Wijaya (2017), the promotional mix is the best combination of strategies from the variables -variable advertising, personal selling, and other promotional tools, all of which are planned to achieve the objectives of the sales program. Thus it can be concluded that the promotional mix is the marketing elements that are interrelated, blended, organized and used appropriately, so that the company can achieve marketing objectives effectively, while satisfying the needs and desires of consumers. Assauri (2017) argues that basically, there are four variables in the promotional mix, include:

1. Personal selling. Personal selling is an oral presentation in a conversation with one or more prospective buyers aimed at achieving a sale. In personal selling there is direct interaction, face to face between buyers and sellers. Communications made by both parties are individual and two-way, so that the seller can immediately get a response as feedback about the wishes and preferences of the buyer. The delivery of news or conversations that they do is very flexible because it can adapt to the existing situation. This personal selling activity does not only occur at the place of purchase, but can also be done at the customer's place.
2. Advertising. Advertising is a form of non-personal presentation and promotion of ideas, goods and services that is paid for by a particular sponsor. The communication carried out by sponsors is mass because it uses mass media such as radio, television, newspapers, magazines, postal letters, signboards, and so on. Advertisements placed on these media can provide feedback to sponsors even though within a certain time frame or not as fast as personal selling.
3. Sales Promotion. Sales promotion is a marketing activity other than personal selling, advertising, and publicity that encourages consumer purchases and the effectiveness of the retailer. These activities include: demonstrations, performances, exhibitions, demonstrations, and so on. Usually, this activity is carried out together with other promotional activities, and the cost is relatively cheaper than advertising and personal selling, besides that sales promotion is also more flexible because it can be done at any time with available costs and anywhere. The purpose of sales promotion is to encourage customers to buy, get new customers, maintain contact interaction with customers, introduce new products, sell more to old customers and educate customers.
4. Publicity. Publicity is the non-personal driving of demand for a product, service, or idea by using commercial news in the mass media and sponsors. Publicity is part of a broader function, called public relations, and includes efforts to create and maintain profitable relationships between organizations, dealers,

and potential buyers. This communication with the wider community can affect the impression of an organization or the products or services offered.

Kotler & Keller (2016) argue that there are several promotion indicators that are often used as a measure, include:

1. Frequency of promotions. Promotion frequency is the number of promotions that are run at a time through promotional media.
2. Promotional quality. Promotion quality is a parameter of how well the promotion is executed.
3. Promotion quantity. Promotional quantity is the value or number of sales promotions given to consumers.
4. Promotion time. Promotion time is the length of promotion carried out by the company.
5. Accuracy or suitability of promotional objectives. Accuracy of promotion is a factor needed to achieve the company's desired target.

Several previous studies on promotion and its effect on customer satisfaction have been proven by several researchers such as (Nasir et al., 2019; Rahmansyah, 2017; Septian & Saputra, 2020), which state that promotions on customer satisfaction. Thus, a hypothesis can be made as follows:

H1: promotion influences customer satisfaction.

C. Service Quality

According to Tjiptono & Chandra (2017), "service quality is a measure of how well the level of service provided is able to be realized according to customer expectations". As stated by Tjiptono (2015), the quality of service itself is determined by the company's ability to meet customer needs and desires in accordance with customer expectations. Furthermore, Tjiptono (2015) stated that there are several factors that affect the quality of a service, namely in the form of expected service and perceived service. If the service received is in accordance with what is expected, then the service is said to be good or positive. If the perceived service exceeds the expected service, then the service quality is perceived as an ideal quality. On the other hand, if the perceived service is worse than the expected service, then the service quality is perceived to be negative or bad. Therefore, whether or not the quality of service depends on the ability of an organization and its staff to consistently meet customer expectations. From several opinions, it can be concluded that service quality is the ability of a company to meet consumer expectations by providing services to consumers during and after the transaction takes place.

To evaluate the quality of service to customers generally use five dimensions, namely Tjiptono & Chandra (2017):

1. Tangibles. Tangibles are direct evidence of the care and attention given by service providers to consumers. The importance of this tangibles dimension will develop the image of service providers, especially for new consumers in evaluating service quality. Companies that do not pay attention to their physical facilities will lose and even damage the company's image.
2. Reliability. Reliability is the company's ability to carry out services in accordance with what has been promised in a timely manner. The importance of this dimension is that customer satisfaction will decrease if the services provided are not in accordance with what was promised, so the component or element of this reliability dimension is the company's ability to deliver services correctly and charge fees appropriately.
3. Responsiveness. Responsiveness or responsiveness is the company's ability carried out by employees directly to provide services quickly and responsively. Responsiveness can foster a positive perception of the quality of services provided. This includes if there is a failure or delay in the delivery of services, the service provider tries to repair or minimize consumer losses immediately.
4. Assurance. Assurance is knowledge and behavior that builds trust and confidence in consumers in consuming the services offered. This dimension is very important because it involves the consumer's perception of the risk of high uncertainty on the ability of service providers. The company builds consumer trust and loyalty through employees who are directly involved in dealing with consumers. So the component from another dimension consists of employee compensation which includes skills, knowledge possessed by employees to carry out services and company credibility which includes matters relating to consumer trust in the company such as company reputation, achievements and others.
5. Empathy. Empathy is the company's ability that is carried out directly by employees to pay attention to individual consumers, including sensitivity to consumer needs, so the component of this dimension is a combination of access, namely the ease of utilizing the services offered by the company, communication is the ability to convey information. to consumers or get input from consumers and understanding is an attempt to know and understand the needs and desires of consumers.

Several studies on service quality on customer satisfaction have been carried out by several previous researchers, including by (Cristo et al., 2017; Dawi et al., 2018; Elisabeth et al., 2019; Nasir et al., 2019; Rahmansyah, 2017; Rondonuwu, 2013; Septian & Saputra, 2020; Sholeha et al., 2018; Triyadi, 2020). Where

the results of this study indicate that the quality of service affects customer satisfaction. Thus, a hypothesis can be made as follows:

H2: service quality influences customer satisfaction.

D. Brand Image

Brand image can be defined as a perception that arises in the minds of consumers when remembering a brand of a particular product. Tjiptono (2015) argues that the notion of a mark is a sign in the form of a picture, name, word, letters, numbers, color arrangement or a combination of these elements which have distinguishing features and are used in goods or services trading activities. Kotler & Keller (2016) define a brand as "a name, term, sign, symbol, or design, or a combination thereof, which is intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors". According to Armstrong & Kotler (2014), a brand is "a name, term, sign, symbol or design, or a combination of these that identifies the product or service of one seller or group of sellers and differentiates that product from those of competitors". Ginting (2015) defines a brand as a name, term, sign, symbol, design or a combination thereof to mark the products or services of one seller or group of sellers and to differentiate them from competitors. In accordance with the above understanding, it can be concluded that brand image is a name, term, symbol, sign, and design used by a company to differentiate its products from competitors.

Firmansyah (2019) explained that the crane can provide benefits to customers, intermediaries, producers, and the public, including:

1. For buyers, brand benefits are:
 - a. Brand relates to quality.
 - b. Helping buyers' attention to new products that are useful for consumers.
2. For the seller, the benefits of the brand are:
 - a. Make it easier for sellers to process orders and track problems that arise.
 - b. Provide legal protection for product features or characteristics.
 - c. It is possible to attract a loyal and profitable group of buyers.
 - d. Helping sellers to segment the market.
3. For society, brands are useful in terms of:
 - a. Branding allows for safer and more consistent product quality.
 - b. Increases buyer efficiency because brands can provide information about products and where to buy them.
 - c. Increased innovation of new products, because manufacturers are encouraged to create new uniqueness to prevent imitation by competitors.

Rangkuti (2016) explains that there are several factors as forming a brand image, including the following:

1. Recognition (recognition). Recognition is the level of recognition of a brand by consumers, if a brand is not known then products with that brand must be sold by relying on the lowest prices such as logo recognition, taglines, product designs and other things as the identity of the brand.
2. Reputation (reputation). Reputation is a fairly high level of reputation or status for a brand because it has a better track record, a brand that consumers like will be easier to sell and a product that is perceived to have high quality will have a good reputation. Such as the perception of consumers and product quality.
3. Affinity (Attractiveness). It is an Emotional Relationship that arises between a brand and its consumers, it can be seen from the price, customer satisfaction and the level of association.
4. Loyalty (loyalty). Loyalty is related to how much consumer loyalty is to a product that uses the brand in question.

The results of research conducted by Chaniago (2016); Kusuma & Marlina (2021) prove that brand image affects customer satisfaction. The better the brand image, the higher customer satisfaction. Thus, the following hypothesis can be made:

H3: brand image influences customer satisfaction

H4: promotion has the dominant influence on customer satisfaction

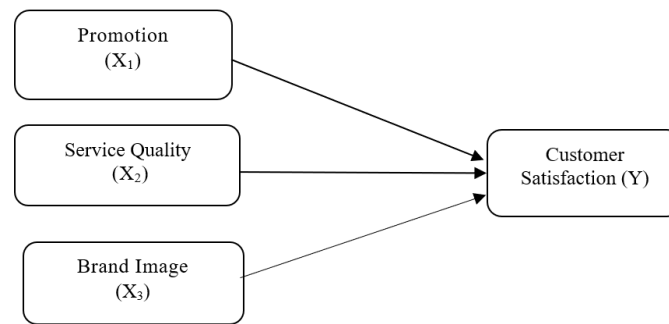


Figure 1: The research model and hypotheses

III. METHODS

The population in this study were 2,155 customers of RSUD Kertosono and the technique for determining the sample size was using the Slovin formula and obtained 96 people. The sampling technique used was non-probability sampling with purposive sampling, namely sampling based on certain criteria. The criteria for the sample in this study were at least 19 years old and had been treated at the Kertosono Hospital. The questionnaire technique is used to obtain data related to the research variables. The questionnaire is arranged in the form of a closed statement with 5 (five) alternative answers using a Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Data analysis technique used to analyze questionnaires that have been filled out by respondents is Partial Least Square (PLS).

IV. RESULTS AND DISCUSSION

A. Outer Model Evaluation

1. Convergent Validity

To test convergent validity, the outer loading value or loading factor is used. An indicator is declared to meet convergent validity in a good category if the outer loading value is > 0.7 . The following is the value of the outer loading of each indicator on the research variable:

Table 1. Outer Loading

Variable	Indicator	Outer loading
Promotion	P1	0.859
	P2	0.812
	P3	0.894
	P4	0.775
	P5	0.809
Service Quality	SQ1	0.795
	SQ 2	0.801
	SQ 3	0.837

	<i>SQ 4</i>	<i>0.880</i>
	<i>SQ 5</i>	<i>0.851</i>
<i>Brand Image</i>	<i>BI1</i>	<i>0.763</i>
	<i>BI2</i>	<i>0.879</i>
	<i>BI3</i>	<i>0.878</i>
	<i>BI4</i>	<i>0.792</i>
<i>Customer Satisfaction</i>	<i>CS1</i>	<i>0.847</i>
	<i>CS2</i>	<i>0.831</i>
	<i>CS3</i>	<i>0.752</i>

The data presented in the table above shows that each research variable indicator has an outer loading value > 0.7. According to Ghazali (2016), the outer loading value between 0.5 - 0.6 is considered sufficient to meet the convergent validity requirements. The data above shows that there is no variable indicator whose outer loading value is below 0.5, so all indicators are declared feasible or valid for research use and can be used for further analysis.

2. Discriminant validity

Discriminant validity can be known by looking at the average variant extracted (AVE) value for each indicator and it is required that the value must be > 0.5 for a good model (Ghozali, 2016).

Table 2. Average Variant Extracted (AVE)

<i>Variable</i>	<i>AVE</i>
<i>Promotion</i>	<i>0.691</i>
<i>Service Quality</i>	<i>0.694</i>
<i>Brand Image</i>	<i>0.688</i>
<i>Customer Satisfaction</i>	<i>0.657</i>

The data presented in table 2 above shows that the AVE value of the promotion, service quality, brand image, and customer satisfaction variables is > 0.5. So it can be stated that each variable has good discriminant validity.

3. Composite Reliability

Composite Reliability is the part that is used to test the reliability value of indicators on a variable. A variable can be declared to meet composite reliability if it has a composite reliability value > 0.6 (Ghozali, 2016). The following is the composite reliability value of each variable used in this study:

Table 3. Composite Reliability

Variable	Composite Reliability
Promotion	0.918
Service Quality	0.919
Brand Image	0.898
Customer Satisfaction	0.852

Based on the data presented in table 2 above, it is known that the composite reliability value for the variables of promotion, service quality, brand image and customer satisfaction > 0.6. Thus, it can be stated that each variable has a good composite reliability.

B. Cronbach Alpha

The reliability test with the composite reliability above can be strengthened by using the Cronbach alpha value. A variable can be declared reliable or fulfills Cronbach alpha if it has a Cronbach alpha value > 0.7 (Eisingerich & Rubera, 2010). The following is the Cronbach alpha value of each variable:

Table 4. Cronbach Alpha

Variable	Cronbach Alpha
Promotion	0.887
Service Quality	0.890
Brand Image	0.848
Customer Satisfaction	0.740

Based on the data presented above in table 4.19, it can be seen that the Cronbach alpha value of each research variable is > 0.7. Thus, these results can indicate that each research variable has met the requirements of the Cronbach alpha value. So, it can be concluded that all variables have a high level of reliability.

C. Inner Model Evaluation

The following is an inner model involving promotion, service quality, brand image and customer satisfaction variables.

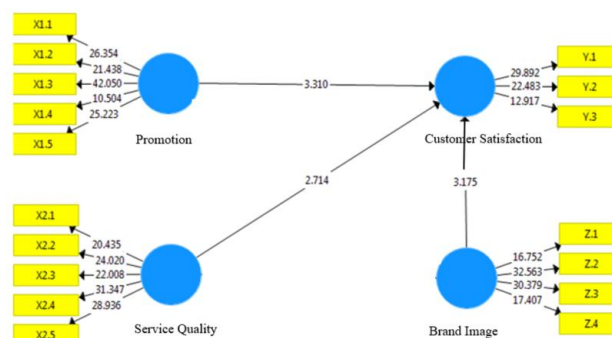


Figure 1. Inner Model

The schematic of the inner model that has been shown in figure 1 above can be explained that the greatest value is shown by promotion to customer satisfaction of 3.310. Then the smallest effect is the quality of service on customer satisfaction of 2.714.

D. Hypothesis Testing

In accordance with the data processing that has been done, the results can be used to answer the hypothesis in this study. Hypothesis testing in this study was carried out by looking at the T-Statistics value and the P-Values value. The research hypothesis can be declared accepted if the P-Values value < 0.05. The following are the results of hypothesis testing obtained in this study through the inner model:

Table 4. Hypothesis Testing

Hypothesis	Influence	T-statistics	P-Values	Result
H1	Promotion → customer satisfaction	3.310	0.001	Accepted
H2	Service quality → customer satisfaction	2.174	0.007	Accepted
H3	Brand image → customer satisfaction	3.175	0.002	Accepted

Referring to the data presented in table 4 above, it can be seen that from the hypotheses proposed in this study, it can be concluded that the influence of promotion on customer satisfaction has a P value of 0.001 or less than 0.05. This means that the promotion variable has a significant influence on customer satisfaction. The result of this study is in line with research by (Nasir et al., 2019; Rahmansyah, 2017; Septian & Saputra, 2020), which states that promotion of customer satisfaction.

The influence of service quality on customer satisfaction has a P value of 0.007 or small and large from 0.05. This means that service quality has a significant influence on customer satisfaction. The result of this study is reinforced by research by (Cristo et al., 2017; Dawi et al., 2018; Elisabeth et al., 2019; Rahmansyah, 2017; Rondonuwu, 2013; Septian & Saputra, 2020; Sholeha et al., 2018; Triyadi, 2020). Where the results of their research indicate that service quality affects customer satisfaction.

The influence of brand image on customer satisfaction has a P value of 0.002 or less than 0.05. This means that brand image has a significant influence on customer satisfaction. Chaniago (2016); Kusuma & Marlina (2021) prove that brand image affects customer satisfaction. The better the brand image, the higher customer satisfaction.

From the T-statistic it can be seen that the influence of promotion on customer satisfaction has the value of 3.310, the influence of service quality on customer satisfaction has the value of 2.174, and the influence of brand image on customer satisfaction has the value of 3.175. Thus, it can be seen that among the promotion variables, service quality and brand image which have a dominant influence on customer satisfaction is the promotion variable. This is because the promotion variable has a T-statistic value that is greater than the service quality and brand image variables.

V. CONCLUSION

Based on the results of statistical hypothesis testing, the effect of promotion on customer satisfaction has a p-value of 0.001 which is smaller than 0.05 so that the hypothesis which states "Promotion has an effect on customer satisfaction" is accepted. Thus, it can be stated that the better the promotion, the better customer satisfaction. On the other hand, if the promotion is bad, then the customer satisfaction of RSUD Kertosno will be worse. Customers are generally interested in promotions carried out by a company. Attractive promotions will attract more customers. If the promotion is done well, then the customers who use the products or services offered by the company will be satisfied. Conversely, if the promotion carried out by the company is not attractive, the customer will be dissatisfied. The results of this study are in accordance with the results of research by Nasir et al. (2019; Rahmansyah (2017); Septian & Saputra (2020) which prove that there is a

positive influence between promotions on customer satisfaction. So that the higher the promotion is expected to have a positive impact on customer satisfaction.

Based on the results of statistical hypothesis testing, the effect of service quality on customer satisfaction has a p-value showing a value of 0.007 which is smaller than 0.05 so that the fourth hypothesis which states "Service quality has an influence on customer satisfaction" is accepted. Thus, it can be stated that the better the service quality, the better customer satisfaction. On the other hand, if the service quality is poor, the customer satisfaction will be worse at Kertosono Hospital. Customers are very sensitive to the quality of service provided by a company. Good service quality, consistent, responsive, as promised, and friendly will make customers satisfied because they have used the services offered by the company. Conversely, if the customer receives poor service quality, the customer will be disappointed and reduce customer satisfaction. The results of this study are in accordance with the results of research conducted by Cristo et al. (2017); Dawi et al. (2018); Elisabeth et al. (2019); Nasir et al. (2019); Rahmansyah (2017); Septian & Saputra (2020); Sholeha et al. (2018); Triyadi (2020) which state that service quality affects customer satisfaction. The better the quality of service, the higher the customer satisfaction.

Based on the results of statistical hypothesis testing, the effect of brand image on customer satisfaction has a p-value showing a value of 0.002 which is smaller than 0.05 so that the statement "brand image has an influence on customer satisfaction" is accepted. Thus it can be stated that the better the brand image, the better customer satisfaction. On the other hand, if the brand image is bad, then the customer satisfaction of RSUD Kertosono will be worse. The results of this study are in accordance with the statement of Lupiyoadi and Hamdani (2014) that brand image can change customer expectations, if it turns out that the brand image is perceived badly by the customer, the level of customer satisfaction will be low, and vice versa. The brand image embedded in the customer's mind will lead to greater confidence experienced by the customer in using the product purchased by the consumer (Batari et al., 2019). The results of this study are also strengthened by the results of research conducted by Chaniago (2016); Kusuma & Marlina (2021) which prove that brand image affects customer satisfaction. The better the brand image, the higher customer satisfaction.

Based on the results of the T-statistic test it can be seen that the influence of promotion on customer satisfaction has the value of 3.310, the influence of service quality on customer satisfaction has the value of 2.174, and the influence of brand image on customer satisfaction has the value of 3.175. Thus, it can be seen that among the promotion variables, service quality and brand image which have a dominant influence on customer satisfaction is the promotion variable. This is because the promotion variable has a T-statistic value that is greater than the service quality and brand image variables. For this reason, Kertosono Hospital is expected to further increase promotions such as sales promotion, advertising, personal selling, public relations and direct marketing. This is because promotion is proven to be a variable that has a dominant influence on customer satisfaction at RSUD Kertosono.

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