Analysis Of The Influence Of Human Resource Competency, Price, And Hospital Image On Patient Satisfaction In General, That Impact Patient Loyalty At Karya Husada Hospital

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***Abstract**.*

To increase patient satisfaction and loyalty, not only are superior human resource competence and prices appropriate to the health services provided to patients needed, but the hospital image also influences patient satisfaction and loyalty. This research aims to analyze the influence of human resource competence, price, and hospital image on general patient satisfaction, which impacts loyalty at Karya Husada Hospital. The type of research used is analytical, quantitative research. The sample used in this study was 200 patients, and the analysis used was univariate, bivariate, and multivariate. The research results showed that most patients felt satisfied with the human resources, prices, and image of Karya Husada Hospital—as many as 178 (89%), and the majority of patients felt loyal to Karya Husada Hospital, as many as 184 (92%). There is an influence of human resource competency on general patient satisfaction at Karya Husada Hospital, there is an influence of price on general patient satisfaction at Karya Husada Hospital, there is an influence of hospital image on general patient satisfaction at Karya Husada Hospital, there is an influence of human resource competency on general patient loyalty at Karya Husada Hospital, there is an influence of price on the loyalty of general patients at Karya Husada Hospital, there is an influence of hospital image on the loyalty of general patients at Karya Husada Hospital. The variable that most influences patient satisfaction is the price variable (X2). The variable that most influences patient loyalty is the hospital image variable (X3).

***Keywords:** Satisfaction; Loyalty; HR Competence; Price and Hospital Image.*

I. INTRODUCTION

Health care is now a top priority for every community. Everyone strives to maintain good health since people's health is seen as a precious and costly commodity. Because of this, the government has made numerous attempts to ensure the entire community's health, including providing medical services like hospitals [1]. From a regulatory supervision and professional duty perspective, as well as an operational and technological standpoint, a hospital is a very institutionalized and controlled setting [2]. Hospitals offer a wide range of medical services, including inpatient care, outpatient care, and emergency medical treatment, to give the finest service possible and satisfy their clients [3], [4], [5], [6].Hospitals, as places of healthcare with the mission of enhancing community wellness, have contributed to the upkeep and enhancement of public health [7], [8]. As the health sector undergoes rapid technological and scientific advancements, hospitals are under increasing pressure to live up to the high expectations of the community and government. This is particularly true regarding the quality of care they provide to patients, as the satisfaction of these patients is directly correlated to the level of professionalism and dedication displayed by the hospital [7], [9].The National Health System in Indonesia is an essential subsystem for health development and an implementer of health efforts. It supports the achievement of comprehensive health coverage, also known as Universal Health Coverage (UHC), which is enshrined in the Sustainable Development Goals (SDGs). Several factors contribute to patients' satisfaction with health services, and improving this subsystem is one [10].

The World Health Organization states that health service quality measures how well a service meets the needs of its clients, whether those clients are individuals or members of a larger community. Good health outcomes, including higher levels of health and lower rates of illness, are measurable and should evolve with

the body of medical knowledge [11]. Patients' acceptance from when they arrive to when they depart or return is the beginning of patient satisfaction. There is a clear correlation between the competence of a hospital's human resources—doctors, nurses, and other medical staff—and the quality of care patients receive from the facility. The quality of service provided is a key factor in ensuring patient happiness [12].Patient satisfaction is a level of patient feelings arising from the performance of health services obtained after the patient compares it with what he expected [13]. Patient satisfaction is a health service's output regarding improving the quality of health services [14]. Patient satisfaction is defined as a level of patient feelings arising from the performance of health services obtained after the patient compares it with what he expected. Understanding patient needs and desires is essential to patient satisfaction [15]. Satisfied patients are a valuable asset because if they are satisfied, they will continue to use the services of their choice. Still, dissatisfied patients will tell others twice as much about their bad experiences [16], [17].If hospitals want their patients to be happy, they need to figure out how to get more patients and keep the ones they already have. Patient billing and payment processing are two of these areas. Patients will go elsewhere for healthcare if the prices are too high or inappropriate. Thus, the prices must be reasonable in their opinion. Price can be defined as the monetary value that customers are willing to pay for a good or service, or the value that people are willing to exchange for the health advantages of owning or using a product or service [18].

Patient satisfaction and loyalty are increased by exceptional human resource competence, costs that match health services, and hospital image. Hospital brand image influences patient consumption of health care. Thus, knowing the relationship between Hospital Brand Image and patient desire to return to health services is crucial. The hospital's image maintains customer interactions. A good Brand Image should impact patients' attitudes and behavior, notably their decision to use health services again. The patient decides to reuse health services at this stage. Patients may also pledge to use preferred health services. Brand image is a meaningful collection of associations. Consumer memory for a product and brand feelings form brand image [1].The quality of care a hospital provides is positively and significantly affected by its reputation. In addition, we found that service quality is associated with patient satisfaction but has no bearing on revisit intention. That hospital image favorably affects both patient satisfaction and revisit intention. High levels of trust among patients are positively and significantly correlated with hospital image. Their public image greatly impacts the public's faith in hospitals [19], [20]. Public trust in hospitals was found to be unaffected by their public image, according to Sumeliani's research [20]. Based on the background description above and previous research results, the researcher is interested in conducting research entitled "Analysis of the Influence of Human Resource Competence, Price, and Hospital Image on General Patient Satisfaction, which Impacts Patient Loyalty at Karya Husada Hospital."

II.   METHODS

The type of research used is analytical, quantitative research. Quantitative research works with numbers whose data is in numbers (scores, values, rankings, or frequencies). It is analyzed using statistics to answer specific research questions or hypotheses and predict that a particular variable affects other variables. Quantitative research has three characteristics in the field. First, research from beginning to end is fixed to experience the exact title of the research report. Developing problems that have been found previously. And the problem will be different when in the field because it has been confirmed with the reality found [21]. Variables can also be interpreted as an element, nature, or value of a character and objects or activities, with certain variations to be studied and conclusions drawn. In a study, there are several types of variables; the main ones that are very important to understand are independent and dependent variables [22]. The independent variables of this study are human resources, price, and hospital image, and the dependent variables are patient satisfaction and patient loyalty. This research design uses cross-sectional research. A cross-sectional study studies risk factors and effects using an approach, observation, or data collection at once.

III. RESULT AND DISCUSSION

Result

The following are the characteristics of respondents in this study based on age, gender, education, and occupation.

Table 1. Frequency Distribution of Respondent Characteristics

Age	n	%
17-24 Years	21	10,5
25-34 Years	143	71,5
35-49 Years	35	17,5
50-64 Years	1	0,5
Total	**200**	**100**
Gender	**n**	**%**
Man	73	36,5
Woman	127	63,5
Total	**200**	**100**
Education	**n**	**%**
Junior High School	1	0,5
Senior High School	125	62,5
Diploma	46	23
Bachelor degree	28	14
Total	**200**	**100**
Work	**n**	**%**
Students	15	7,5
Government employees	11	5,5
Private employees	79	39,5
Self-employed	46	23
Doesn't work	49	24,5
Total	**200**	**100**

Source: Primary Data processed 2024

This study's frequency distribution of respondent characteristics is shown in Table 1. There were 200 responders, 21 (10.5%) aged 17-24, 143 (71.5%), 35-49 (17.5%), and 1 (0.5%) aged 50-64. Out of 200 responses, 73 (36.5%) were male and 127 (63.5%) were female. Education distribution: junior high school: 1 (0.5%), high school: 125 (62.5%), diploma: 46 (23%), bachelor's: 28 (14%), from 200 respondents. Students/college students make up 15 (7.5%), civil servants 11 (5.5%), private employees 79 (39.5%), self-employed 46 (23%), and unemployed 49 (24.5%) of 200 respondents.

Table 2. Validity Test Results

Question X1	r count	r table	Information
P1	0,607	0,361	Valid
P2	0,683	0,361	Valid
P3	0,791	0,361	Valid
P4	0,741	0,361	Valid
P5	0,798	0,361	Valid
P6	0,815	0,361	Valid
P7	0,830	0,361	Valid
P8	0,782	0,361	Valid
P9	0,702	0,361	Valid
P10	0,850	0,361	Valid
Question X2	**r count**	**r table**	**Information**
P1	0,884	0,361	Valid
P2	0,740	0,361	Valid
P3	0,696	0,361	Valid

P4	0,603	0,361	Valid
P5	0,910	0,361	Valid
P6	0,942	0,361	Valid
P7	0,909	0,361	Valid
P8	0,871	0,361	Valid
P9	0,860	0,361	Valid
P10	0,926	0,361	Valid
Question X3	**r count**	**r table**	**Information**
P1	0,592,	0,361	Valid
P2	0,828	0,361	Valid
P3	0,827	0,361	Valid
P4	0,552	0,361	Valid
P5	0,755	0,361	Valid
P6	0,535	0,361	Valid
P7	0,787	0,361	Valid
P8	0,779	0,361	Valid
P9	0,668	0,361	Valid
P10	0,553	0,361	Valid
Question Y1	**r count**	**r table**	**Information**
P1	0,765	0,361	Valid
P2	0,613	0,361	Valid
P3	0,671	0,361	Valid
P4	0,521	0,361	Valid
P5	0,778	0,361	Valid
P6	0,800	0,361	Valid
P7	0,748	0,361	Valid
P8	0,510	0,361	Valid
P9	0,746	0,361	Valid
P10	0,520	0,361	Valid
Question Y2	**r count**	**r table**	**Information**
P1	0,574	0,361	Valid
P2	0,796	0,361	Valid
P3	0,677	0,361	Valid
P4	0,712	0,361	Valid
P5	0,855	0,361	Valid
P6	0,695	0,361	Valid
P7	0,672	0,361	Valid
P8	0,712	0,361	Valid
P9	0,722	0,361	Valid
P10	0,607	0,361	Valid

Source: Primary Data processed 2024

Table 2 explains the validity test results for each questionnaire question in this study. The results show that all calculated r values are > r table, which means that all questions in each variable in this study are valid [21].

Table 3. **Reliability Test Results**

Variables	*Cronbach's Alpha*	Information
X1	0,917	Reliable
X2	0,953	Reliable
X3	0,865	Reliable
Y1	0,862	Reliable
Y2	0,884	Reliable

Note: (X1) human resources competence, (X2) price, (x3) hospital image, Y1 (patient satisfaction), Y2 (patient loyalty). Source: Primary Data processed 2024

Table 3 explains the reliability test results. The research results show that all variable questions in this study have a Cronbach Alpha value > 0.60, which means that all questions are reliable [21].

Univariate Analysis Results

1. **Patient Satisfaction**

The following are the results of respondents' answers regarding patient satisfaction with human resources, prices, and the image of Karya Husada Hospital, which can be seen in Table 4. below:

Table 4. Patient Satisfaction

Patient Satisfaction	n	%
Satisfied	178	89
Less Satisfied	22	11
Total	**200**	**100**

Source: Primary Data processed 2024

Table 4 explains the respondents' answers about patient satisfaction with human resources, prices, and the image of Karya Husada Hospital. The results of the study showed that respondents who were satisfied with human resources, prices and the image of Karya Husada Hospital were 178 people with a percentage of 89% and respondents who were less satisfied with human resources, prices and the image of Karya Husada Hospital were 22 people with a rate of 11%.

2. **Patient Loyalty**

The following are the results of respondents' answers regarding loyalty to Karya Husada Hospital, which can be seen in table 5:

Table 5. Patient Loyalty

Patient Loyalty	n	%
Loyalty	184	92
Less Loyalty	16	8
Total	**200**	**100**

Source: Primary Data processed 2024

Table 5 explains the results of respondents' answers about loyalty to Karya Husada Hospital. The study results showed that 184 people felt loyal to Karya Husada Hospital, with a percentage of 92%, and 16 people felt less loyal to Karya Husada Hospital, with a rate of 8%.

3. **Human Resources Competence**

The following are the results of respondents' answers regarding human resources competence at Karya Husada Hospital, which can be seen in Table 6:

Table 6. Human Resources Competence

Human Resources Competence	n	%
Good	146	73
Less Good	54	27
Total	**200**	**100**

Source: Primary Data processed 2024

Table 6 explains the results of respondents' answers about human resource competency at Karya Husada Hospital. The study showed that 146 people said that human resource competency at Karya Husada Hospital was good (73%), and 54 people said that it was not good (27%).

4. **Price**

The following are the results of respondents' answers about prices at Karya Husada Hospital, which can be seen in Table 7:

Table 7. Price

Price	n	%
Good	155	77,5
Less Good	45	22,5
Total	**200**	**100**

Source: Primary Data processed 2024

Table 7 explains the results of respondents' answers about prices at Karya Husada Hospital. The study showed that 155 people said the prices at Karya Husada Hospital were reasonable, with a percentage of 77.5%, and 45 people said the prices at Karya Husada Hospital were not reasonable, with a rate of 22.5%.

5.   Hospital Image

The following are the results of respondents' answers regarding the hospital image at Karya Husada Hospital, which can be seen in Table 8:

Table 8. Hospital Image

Hospital Image	n	%
Good	154	77
Less Good	46	23
Total	**200**	**100**

Source: Primary Data processed 2024

Table 8 explains the results of respondents' answers about the hospital image at Karya Husada Hospital. The study results showed that 154 people said the hospital image at Karya Husada Hospital was good, with a percentage of 77%. Respondents who said the hospital image at Karya Husada Hospital was not good were 46 people, with a rate of 23%.

Bivariate Analysis Results

1.   The Influence of Human Resource Competence on General Patient Satisfaction at Karya Husada Hospital

The following are the results of a bivariate analysis of the influence of human resource competence on general patient satisfaction at Karya Husada Hospital.

Table 9. The Influence of Human Resource Competence on General
Patient Satisfaction at Karya Husada Hospital

Human Resources Competence	Patient Satisfaction				Total		Information
	Satisfied		Less Satisfied				
	n	%	n	%	n	%	
Good	139	69,5	7	3,5	146	73	0,001
Less Good	39	19,5	15	7,5	54	27	
Total	178	89	22	11	200	100	

Source: Primary Data processed 2024

Table 9 explains the influence of human resource competence on general patient satisfaction at Karya Husada Hospital, from the results of the cross table, it can be seen that if the human resource competence at Karya Husada Hospital is good, then 139 (69.5%) patients feel satisfied and 7 (3.5%) patients feel dissatisfied. If the human resource competence at Karya Husada Hospital is not good, 39 (19.5%) patients and 15 (7.5%) patients feel dissatisfied. The results of the chi-square test obtained a p-value of 0.001 < 0.05, which means that there is an influence of human resource competence on general patient satisfaction at Karya Husada Hospital.

2.   The Influence of Price on General Patient Satisfaction at Karya Husada Hospital

The following are the results of a bivariate analysis of the influence of price on general patient satisfaction at Karya Husada Hospital.

Table 10. The Influence of Human Price on General Patient Satisfaction at Karya Husada Hospital

Price	Patient Satisfaction				Total		Information
	Satisfied		Less Satisfied				
	n	%	n	%	n	%	
Good	150	75	5	2,5	155	77,5	0,000
Less Good	28	14	17	8,5	45	22,5	
Total	178	89	22	11	200	100	

Source: Primary Data processed 2024

Table 4.10 explains the effect of price on general patient satisfaction at Karya Husada Hospital. From the results of the cross table, it can be seen that if the price at Karya Husada Hospital is reasonable,

then the satisfied patients are 150 (75%). The patients who feel less satisfied are 5 (2.5%); if the price at Karya Husada Hospital is not reasonable, then the patients who feel satisfied are 28 (14%). The patients who feel less satisfied are 17 (8.5%). The results of the chi-square test obtained a p-value of 0.000 < 0.05, which means that there is an effect of price on general patient satisfaction at Karya Husada Hospital.

3. The Influence of Hospital Image on General Patient Satisfaction at Karya Husada Hospital

The following are the results of a bivariate analysis of the influence of hospital image on general patient satisfaction at Karya Husada Hospital.

Table 11. The Influence of Hospital Image on General Patient Satisfaction at Karya Husada Hospital

| Hospital Image | Patient Satisfaction | | | | Total | | Information |
| | Satisfied | | Less Satisfied | | | | |
	n	%	n	%	n	%	
Good	146	73	8	4	154	77	0,005
Less Good	32	16	14	7	46	23	
Total	178	89	22	11	200	100	

Source: Primary Data processed 2024

Table 11 explains the influence of hospital image on general patient satisfaction at Karya Husada Hospital. From the results of the cross table, it can be seen that if the hospital image at Karya Husada Hospital is good, then the patients who feel satisfied are 146 (73%). The patients who feel less satisfied are 8 (4%), if the hospital image at Karya Husada Hospital is not good, then the patients who feel satisfied are 32 (16%), and the patients who feel less satisfied are 14 (7%). The results of the chi-square test obtained a p-value of 0.005 <0.05, which means that there is an influence of hospital image on general patient satisfaction at Karya Husada Hospital.

4. The Influence of Human Resource Competence on General Patient Loyalty at Karya Husada Hospital

The following are the results of a bivariate analysis of the influence of human resource competence on general patient loyalty at Karya Husada Hospital.

Table 12. The Influence of Hospital Image on General Patient Loyalty at Karya Husada Hospital

| Human Resources Competence | Patient Loyalty | | | | Total | | Information |
| | Loyalty | | Less Loyalty | | | | |
	n	%	n	%	n	%	
Good	141	70,5	5	2,5	146	73	0,000
Less Good	43	21,5	11	5,5	54	27	
Total	184	92	16	8	200	100	

Source: Primary Data processed 2024

Table 12 explains the influence of human resource competence on general patient loyalty at Karya Husada Hospital. From the results of the cross table, it can be seen that if the human resource competence at Karya Husada Hospital is good, then the patients who feel loyal are 141 (70.5%). The patients who feel less loyal are 5 (2.5%). If the human resource competence at Karya Husada Hospital is not good, then the patients who think they are loyal are 43 (21.5%), and the patients who feel less loyal are 11 (5.5%). The results of the chi-square test obtained a p-value of 0.000 < 0.05, which means that there is an influence of human resource competence on general patient loyalty at Karya Husada Hospital.

5. The Effect of Price on General Patient Loyalty at Karya Husada Hospital

The following are the results of a bivariate analysis of the effect of price on general patient loyalty at Karya Husada Hospital.

Table 13. The Effect of Price on General Patient Loyalty at Karya Husada Hospital

| Price | Patient Loyalty | | | | Total | | Information |
| | Loyalty | | Less Loyalty | | | | |
	n	%	n	%	n	%	
Good	150	75	5	2,5	155	77,5	0,007

Less good	34	17	11	5,5	45	22,5
Total	184	92	16	8	200	100

Source: Primary Data processed 2024

Table 13 explains the effect of price on general patient loyalty at Karya Husada Hospital. The cross-table results show that if the price at Karya Husada Hospital is reasonable, then the number of patients who feel loyal is 150 (75%). The patients who feel less loyal are 5 (2.5%), if the price at Karya Husada Hospital is not reasonable, then the patients who think they are loyal are 34 (17%), and the patients who feel less loyal are 11 (5.5%). The results of the chi-square test obtained a p-value of $0.007 < 0.05$, which means that there is an effect of price on general patient loyalty at Karya Husada Hospital.

6. The Influence of Hospital Image on General Patient Loyalty at Karya Husada Hospital

The following are the results of a bivariate analysis of the influence of hospital image on general patient loyalty at Karya Husada Hospital.

Table 14. The Influence of Hospital Image on General Patient Loyalty at Karya Husada Hospital

Hospital Image	Patient Loyalty				Total		Information
	Loyalty		Less Loyalty				
	n	%	N	%	n	%	
Good	149	74,5	5	2,5	154	77	0,000
Less Good	35	17,5	11	5,5	46	23	
Total	184	92	16	8	200	100	

Source: Primary Data processed 2024

Table 14 explains the influence of hospital image on general patient loyalty at Karya Husada Hospital, From the results of the cross table, it can be seen that if the hospital image at Karya Husada Hospital is good, then patients who feel loyal are 149 (74.5%) and patients who feel less loyal are 5 (2.5%); if the hospital image at Karya Husada Hospital is not good, then patients who feel loyal are 35 (17.5%) and patients who feel less loyal are 11 (5.5%). The results of the chi-square test obtained a p-value of $0.000 < 0.05$, which means that there is an influence of hospital image on general patient loyalty at Karya Husada Hospital.

Multivariate Analysis Results

Multivariate analysis aims to determine the influence of more than one independent variable on the dependent variable and to see which independent variable has the most dominant influence on the dependent variable from several variables in this study. The following are the complete results of the variables for multivariate analysis on the dependent variable of patient satisfaction, which can be seen in Table 15 below.

Table 15. Selection of Variables for Multivariate Analysis of Patient Satisfaction

Variables	P-Value	Candidate
Human Resources Competence (X1)	0,001	Yes
Price (X2)	0,000	Yes
Hospital Image (X3)	0,005	Yes

Source: Primary Data processed 2024

From Table 15, it can be seen that all independent variables in this study have a p-value < 0.05. From these results, all independent variables in this study enter the multivariate testing model of patient satisfaction in Table 16:

Table 16. Results of Multivariate Analysis of Patient Satisfaction

Variables	F	*Sig*
Human Resources Competence (X1) Price (X2) Hospital Image (X3)	30,516	0,000

Source: Primary Data processed 2024

Table 16 explains the results of the multivariate analysis on the variables of human resource competence, price, and hospital image on general patient satisfaction at Karya Husada Hospital. The table shows that the significance value is $0.000 < 0.05$, which means that the independent variables of human

resource competence, price, and hospital image in this study together or simultaneously influence general patient satisfaction at Karya Husada Hospital.

Table 17. Independent Variables That Have the Most Influence on the Dependent Variable of Patient Satisfaction

Variables	*t*
Human Resources Competence (X1)	3,381
Price (X2)	6,112
Hospital Image (X3)	3,832

Source: Primary Data processed 2024

Table 17 explains the results regarding the independent variables that most influence the dependent variable. The research results show that the highest t-value is in the price variable (X2), 6.112. Thus, it can be concluded that the independent variable that most influences the dependent variable in this study is the price variable (X2).

Table 18. Selection of Variables for Multivariate Analysis of Patient Loyalty

Variables	P-Value	Candidate
Human Resources Competence (X1)	0,000	Ya
Price (X2)	0,007	Ya
Hospital Image (X3)	0,000	Ya

Source: Primary Data processed 2024

From Table 18, it can be seen that all independent variables in this study have a p-value < 0.05. From these results, all independent variables in this study enter the multivariate testing model of patient loyalty in Table 19:

Table 19. Results of Multivariate Analysis of Patient Loyalty

Variables	F	*Sig*
Human Resources Competence (X1)		
Price (X2)	17,117	0,000
Hospital Image (X3)		

Source: Primary Data processed 2024

Table 19 explains the results of the multivariate analysis on the variables of human resource competence, price, and hospital image on general patient loyalty at Karya Husada Hospital. The table shows that the significance value is 0.000 < 0.05, which means that the independent variables of human resource competence, price, and hospital image in this study together or simultaneously influence general patient loyalty at Karya Husada Hospital.

Table 20. Independent Variables That Have the Most Influence on the Dependent Variable of Patient Loyalty

Variables	*t*
Human Resources Competence (X1)	2,790
Price (X2)	3,671
Hospital Image (X3)	3,707

Source: Primary Data processed 2024

Table 20 explains the results regarding the independent variables that most influence the dependent variable. The research results show that the highest t value is found in the hospital image variable (X3), equal to. These results suggest that the independent variable that has the most influence on the dependent variable in this study is the hospital image variable (X3).

Discussion

A.   The Influence of Human Resource Competence on General Patient Satisfaction at Karya Husada Hospital

The results of the study on the influence of human resource competence on general patient satisfaction at Karya Husada Hospital show that from the results of the cross table, it can be seen that if the human resource competence at Karya Husada Hospital is good, then 139 (69.5%) patients are satisfied and 7 (3.5%) patients are dissatisfied; if the human resource competence at Karya Husada Hospital is not good, then 39 (19.5%) patients are satisfied and 15 (7.5%) patients are dissatisfied. The results of the chi-square test obtained a p-value of 0.001 < 0.05, which means that there is an influence of human resource

competence on general patient satisfaction at Karya Husada Hospital. Competence is the work ability possessed by each employee in working; various competitive advantages are obtained from learning, training, and experience, then reduced to a person's character in the form of attitudes, behavior, skills, and knowledge that are used to complete work optimally, efficiently, and effectively as expected together [23], [24].The results of this study align with the research conducted by Resni (2019), which found a positive and significant influence of medical personnel's competence on patient satisfaction. This can be interpreted as meaning that the competence of medical personnel in hospitals significantly influences efforts to increase patient satisfaction. Therefore, health workers need to try to improve their competence so that in the future they can increase patient satisfaction with the competence of health workers [25].

B. The Influence of Price on General Patient Satisfaction at Karya Husada Hospital

If the prices are reasonable, 150 patients (75%) are satisfied with the service they receive at Karya Husada Hospital, while five patients (2.5%) are dissatisfied. On the other hand, 28 patients (14% of the total) are satisfied with the service they receive if the prices are not reasonable, and 17 patients (8.5%) are dissatisfied. The p-value of $0.000 < 0.05$ obtained from the chi-square test indicates that general patient satisfaction at Karya Husada Hospital is influenced by pricing. Results from the study by Natasja (2019) and the study by Nugraha (2020) corroborate this idea that pricing is a significant factor in buyers' happiness [26], [27]. The term "price" refers to an item or service's monetary or non-monetary value based on its benefits to an individual or group at a specific location and time. A product's or service's pricing is a currency exchange rate that reflects its high or low value. The economic concept of pricing can refer to the market value of a product or service. While the quality of service is paramount in ensuring customer happiness, price is still a significant consideration [26]. This factor can influence patients' out-of-pocket expenses; typically, patients have higher expectations when treatment costs more. The determined cost must be reasonable or compatible with the patient's financial situation. Patients will go elsewhere for their healthcare needs if the price is too high or incorrect. The community's preferred health service provider is a hospital. As a result, the pricing is reasonable given the community's financial situation. Patients will be vocal about dissatisfaction if the price is too high. Patients' expectations of the hospital's service quality will rise [27]. Complaints and disappointment from patients will ensue if these expectations are not satisfied.

C. The Influence of Hospital Image on General Patient Satisfaction at Karya Husada Hospital

In a study conducted at Karya Husada Hospital, researchers examined how the hospital's image affected overall patient satisfaction. The results showed that when the hospital's image was good, 146 (73% of patients) were satisfied, while 8 (or 4%) were dissatisfied. On the other hand, when the image was bad, 32 (16%) of patients were satisfied, and 14 (or 7%) were dissatisfied. A p-value of $0.005 < 0.05$ was obtained using the chi-square test, indicating that the hospital's image impacts the general patient satisfaction at Karya Husada Hospital. A hospital's reputation is an essential intangible asset since it affects patient happiness. According to Choi (2020), a positive reputation boosts customer happiness, service quality, loyalty, and intent to return. A hospital can boost its reputation and edge over competitors by maintaining a pleasant image. Its public image shapes patients' perceptions and experiences at the hospital [28]. Therefore, it is crucial to comprehend how the hospital's image affects patient intention. As a result of positive associations, community members will be more likely to seek medical attention when they need it, either from personal experience or from reliable sources [29].

D. The Influence of Human Resource Competence on General Patient Loyalty at Karya Husada Hospital

The results of the study on the influence of human resource competence on general patient loyalty at Karya Husada Hospital show that from the cross table results it can be seen that if the human resource competence at Karya Husada Hospital is good, then patients who feel loyal are 141 (70.5%) and patients who feel less loyal are 5 (2.5%), if the human resource competence at Karya Husada Hospital is not good. Patients who think they are loyal are 43 (21.5%), and patients who feel less loyal are 11 (5.5%). The results of the chi-square test obtained a p-value of $0.000 < 0.05$, which means that there is an influence of human resource competence on general patient loyalty at Karya Husada Hospital.Patients who are satisfied with

using health services in hospitals that have highly competent human resources will tend to maintain their loyalty to the hospital. Patients who receive services according to their expectations will use these experiences to continue using health services, encouraging them to increase interaction with hospitals with highly competent human resources. In other words, patients will be loyal to hospitals with highly competent human resources. Suwarno's research theoretically assesses the relationship between CPV Healthcare and SERVQUAL Healthcare. It is necessary to consider consumer experience, hospital staff (nurses & doctors) experience and job satisfaction, patient ethnicity, and hospital image to increase patient loyalty [30].

E. The Influence of Price on General Patient Loyalty at Karya Husada Hospital

The results of the study on the effect of price on general patient loyalty at Karya Husada Hospital show that from the results of the cross table it can be seen that if the price at Karya Husada Hospital is reasonable, then patients who feel loyal are 150 (75%) and patients who feel less loyal are 5 (2.5%), if the price at Karya Husada Hospital is not reasonable, then patients who feel loyal are 34 (17%) and patients who feel less loyal are 11 (5.5%). The results of the chi-square test obtained a p-value of 0.007 < 0.05, which means that there is an effect of price on general patient loyalty at Karya Husada Hospital. Price suitability is the quality of service, namely the patient's response to the hospital's pricing aspect. This is determined by the quality of service that the patient can obtain. Price affordability is the patient's expectation before registering in the registration room. Patients will look for affordable services. This study has stated that price contributes to patient loyalty. However, it differs from Carolina's survey because price does not affect patient loyalty at the Proklamasi Hospital in Jakarta. Patient loyalty is a benchmark related to reuse [31]. The concept of patient loyalty is often associated with patient behavior. If the patient is a customer, he will show repeated and regular health service use behavior when he needs health services.

F. The Influence of Hospital Image on General Patient Loyalty at Karya Husada Hospital

The results of the study on the influence of hospital image on general patient loyalty at Karya Husada Hospital show that from the results of the cross table, it can be seen that if the hospital image at Karya Husada Hospital is good, then patients who feel loyal are 149 (74.5%) and patients who feel less loyal are 5 (2.5%), if the hospital image at Karya Husada Hospital is not good, then patients who feel loyal are 35 (17.5%) and patients who feel less loyal are 11 (5.5%). The results of the chi-square test obtained a p-value of 0.000 < 0.05, which means that there is an influence of hospital image on general patient loyalty at Karya Husada Hospital. This study's results align with several studies that show an influence of product image on interest in reusing services. This means that the more positive the hospital brand image in patients' minds, consisting of company image, user image, and product image, the higher the patient's interest in reusing services [32], [33], [34]. Hospital image is a perception given to an object, related to a product or service, which is formed by processing information from various sources. Hospital image is related to attitudes that include beliefs about a brand. A positive hospital image embedded in the patient has a greater likelihood of using health services. Hospital image is a collection of beliefs, ideas, and impressions that a person has of an object [32]. In addition, image can be considered as one of the factors influencing patient loyalty because the image of the hospital reflects its reputation and competitive advantage, which can then increase the success of the hospital's performance [33].

IV. CONCLUSION

The study on the influence of human resource competence on patient satisfaction at Karya Husada Hospital found that good human resource competence leads to 139 (69.5%) patients being satisfied, while poor competence results in 39 (19.5%) and 15.5% dissatisfaction. Competence is the workability of employees, derived from learning, training, and experience. The study found a positive and significant influence of medical personnel's competence on patient satisfaction. Price is another factor influencing patient satisfaction at Karya Husada Hospital. If prices are reasonable, 75% of patients are satisfied, while 2.5% are dissatisfied. However, if prices are not sensible, 14% of patients are satisfied, and 8.5% are unhappy. The hospital's image also affects patient satisfaction. A good hospital image leads to 73% of patients being satisfied, while a bad image results in 16% being satisfied and 7% being dissatisfied.

A positive hospital reputation boosts customer happiness, service quality, loyalty, and intent to return. Understanding how the hospital's image affects patient intention is crucial, as it influences community members' willingness to seek medical attention.The study reveals that good human resource competence at Karya Husada Hospital leads to a higher rate of patient loyalty (70.5%). Patients satisfied with health services in hospitals with competent human resources are more likely to maintain loyalty. The study also found that price affects patient loyalty at Karya Husada Hospital. If the price is reasonable, patients feel loyal (75%) and less loyal (2.5%). However, if the price is not sensible, patients are likelier to be faithful (17%) and less loyal (5.5%).Patient loyalty is a benchmark related to reuse and is often associated with patient behavior. The study also found that a positive hospital brand image in patients' minds, including company, user, and product image, increases their interest in reusing services. A hospital image is a perception of an object related to a product or service, formed by processing information from various sources. A positive hospital image embedded in a patient has a greater likelihood of using health services. Hospital image can be considered a factor influencing patient loyalty, as it reflects the hospital's reputation and competitive advantage, which can increase the success of the hospital's performance.

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