The Influence of Service Quality and Brand Image on Customer Satisfaction and Customer Loyalty at the Pratama Marga Ayu Clinic in Badung, Bali

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Article Info	ABSTRACT
	This research investigates the impact of service quality and brand image on customer satisfaction and customer loyalty at the Pratama Marga Ayu Clinic in Badung, Bali. Using SPSS and Smart-PLS for analysis, the study reveals that both service quality and brand image significantly and positively affect customer satisfaction, which in turn influences customer loyalty. Additionally, customer satisfaction mediates the relationship between service quality and customer loyalty. The findings highlight the importance of enhancing service quality and brand image to foster higher customer satisfaction and loyalty. The research concludes with practical suggestions for improving service and brand image, including increasing healthcare personnel, enhancing branding efforts, and implementing customer loyalty programs. Future studies are recommended to explore other influencing factors such as product reviews, location, and social media marketing to further enrich the understanding of customer decision-making.

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1. INTRODUCTION

Measuring satisfaction is an important part of the performance evaluation process, where the ultimate goal is to provide better, more efficient and more effective services based on the needs of the visiting public. A service is said to be satisfactory if the service is in accordance with health service standards. Social satisfaction can also be used as a reference for the success or failure of program implementation in public service institutions. As a health service provider, the Pratama Marga Ayu Badung Clinic, Bali, which operates in the health and economic sectors, must provide services in accordance with the general principles of health services. With the increasing demands of health service users, existing health services must be evaluated and continuously improved to achieve excellent service to the visiting public.

Throughout Indonesia in general and at the Pratama Marga Ayu Badung Bali clinic in particular, the bureaucratic reform process is proceeding very quickly. At the same time, societal demands continue to grow. Visitors do not hesitate to complain when they receive bad service. Therefore, all work units must meet health service standards. One strategy to meet public health standards is to evaluate service quality management and determine its strengths and weaknesses. Increasing public service satisfaction requires good service quality in the agency. When people are satisfied with the services received, people compare the services offered. If people are truly satisfied, customers will continue to visit other health services and recommend visiting the same place. Therefore, agencies must start to think more carefully about service quality, because it is increasingly understood that service is important for agencies.

KQuality of service in terms of health service standards for the community can be realized if the services provided to the community by health workers need to continue to be improved. Therefore, the policy of utilizing health workers in an effort to improve services to the community must be implemented consistently by taking into account the needs and expectations of the visiting community.

Service quality is one of the important policies to improve the performance of an agency so that services can be provided to every community who attends the Pratama Marga Ayu Badung Clinic, Bali in particular. The public expects to receive maximum service from service providers, so that it matches what is expected or even exceeds their expectations. Therefore, services need to improve the quality of service to the community. It is hoped that improving the quality of service will also improve the image of an agency, because the image can be strengthened when the public receives high quality service and can decrease if the public receives low quality service.

Quality can influence public perception and satisfaction through timeliness of service delivery, service when needed, truth of promises, suitability of messages, security and safety, and availability of service facilities. Research by Zeithaml, Bitner, and Gremler (2018) [1] highlights the importance of understanding service quality dimensions such as reliability, responsiveness, assurance, empathy, and physical evidence.

A perception of quality related to an agency is a manifestation of reputation in an agency. Agencies operating in the service sector try to show the image of their agency, because a good image will provide added value to the agency and also make the public feel happy if the condition of the agency's location provides a comfortable atmosphere. The image of an agency is a reflection of the identity of that agency.

The development of the economy, technology and people's thinking power is based on the right to fulfill needs and desires in accordance with expectations, so that in order to fulfill these needs and desires, it must be accompanied by a level of satisfaction (Akil, 2013). Service quality is centered on fulfilling needs and desires as well as accuracy of delivery to balance the needs of the people present at an agency.

Apart from service quality, brand image can also influence service satisfaction, because brand image represents the general image of the brand and consists of previous knowledge and experience with each brand. Brand image refers to attitudes, which are beliefs and preferences about a brand. According to [2], brand image is a representation of the overall perception of the brand and the form of information and past experiences of the brand.

Customer satisfaction is the part related to customer value creation. Because creating customer satisfaction means providing benefits for the company, namely, including the relationship between the company and its customers becoming harmonious [3], providing a good basis or creating customer satisfaction and forming a word of mouth recommendation that is profitable for the company, so that customer interest arises in buying or using the company's services [4].

Loyalty is a deeply held commitment to purchase or support a preferred product or

service again in the future even though situational influences and marketing efforts have the potential to cause customers to switch. Consumer loyalty is a consumer's effort to remain loyal with awareness, impression of quality, satisfaction and strong pride in a product followed by repeat purchases [4].

Health agencies that have direct relationships with the community, building an image so that the public can easily recognize it is a must. However, in its activities there are still several things that need to be improved in service, such as the number of health workers is still lacking, such as only 2 doctors, 1 dentist, 4 paramedics, 1 pharmacist, 1 physiotherapist and 2 admins so that the quality of service at the Pratama Marga Clinic Ayu is less than optimal.

Pratama Marga Ayu Clinic also provides general health services and also serves BPJS Health participants. Meanwhile, in terms of *Brand Image* It is still not accredited by Lafkespri, but from the responses of several patients, the brand image of the Pratama Marga Ayu Clinic is quite good in terms of service.

One important component in human life is health. Individuals often need medical care to stay healthy, and one of the main places they go is a clinic. In the healthcare industry, patient loyalty is very important. This is because patient loyalty shows how satisfied patients are with the services they receive and how willing they are to continue using those services. Therefore, research on patient loyalty to health clinics is very important for today's health industry.

Table 1. Number of Patient Visits at the Pratama Marga Ayu Badung Clinic, Bali 2023 in the Last 3 Months

No.	Month	Number of Visits
1	October	282
2	November	367
3	December	370

Source: (HR Clinic PRatama Marga Ayu, 2023)

In the background of the material described, i.e. There are problems related to service quality and brand image that are lacking in community satisfaction, further research is carried out regarding. "The Influence of Service Quality and Brand Image on Customer Satisfaction and Loyalty at the Pratama Marga Ayu Badung Clinic, Bali".

2. GRAND THEORY

Planned behavior occurs when someone decides or shows interest in buying a product. The theory of planned behavior is used to predict and investigate future consumer behavior. This theory uses common sense to analyze the motivational influence of consumer behavior and to explain certain behaviors of a person in carrying out actions implicitly or explicitly by considering the consequences of these behaviors [5].

3 components form the Theory of Planned Behavior. They are attitudes that indicate an individual's feelings (negative or

positive) to carry out a certain behavior, subjective norms produce social pressure that is felt by the individual by other people important to him who believe that he should or should not carry out that behavior, and behavioral control (perceived behavioral control) shows the ease or difficulty faced by individuals when carrying out the behavior [6]

This theory also explains that behavior is not completely under the control of the individual; examples are behavior related to achieving goals; consumers want to achieve their goals by purchasing products that are useful and fulfill their needs [7] . This means that consumer behavior is not only subject to their individual control, but can also be influenced by their wants and needs, leading to planned behavior to achieve certain goals.

3. METHODOLOGY

The location of this research was carried out at the Pratama Marga Ayu Clinic,

which is located in Badung district, Bali, Indonesia. This research was carried out in November 2023 - February 2024 taking place at the Pratama Marga Ayu Badung Clinic, Bali. Research Design In this research, quantitative research methods were used with a survey approach. This method allows researchers to collect numerical data that can be analyzed statistically to test research hypotheses.

Data collection was carried out by means of questionnaires, observation, interviews and documentation. The scope of this research is limited to patients or customers who have visited the Pratama Marga Ayu Badung Clinic, Bali to measure service quality and brand image on customer satisfaction and loyalty at the Pratama Marga Ayu Badung Clinic, Bali. The sample that will be used in this research is 82.26 or 83 respondents.

The research sample will be selected using the purposive sampling method, namely selecting samples that have certain criteria that are in accordance with the research objectives. The number of samples required will be determined based on consideration of statistical needs and availability of respondents.

Based on the research conceptual framework, the appropriate analysis used in this research is path analysis. This can be seen from the existence of an indirect relationship between the independent variable and the dependent variable due to mediation from the mediator variable and a direct relationship between the independent variable and the mediator variable. Path analysis was developed as a method for studying the direct and indirect influence of independent variables on dependent variables. This analysis is one option in order to study the dependence of a number of variables in the model. In path analysis, the measure of association used is the β coefficient (standardized) with an assessment of the goodness of fit value using the Root Mean Square Error of Approximation (RMSEA).

4. RESULT AND DISCUSSION
4.1 Result
a. Validity Test Results

A valid instrument means that the measuring instrument used to obtain the data is valid. Items that have a positive correlation with the total score and a high correlation value indicate that the item also has high validity. Usually, the minimum requirement to qualify is a value of r = 0.30. So, if the correlation between the items and the total score is less than 0.30 then the items in the instrument are declared invalid (Sugiyono, 2020: 126). The results of the validity test can be seen in table 4.3 as follows:

Table 1. The Validity Test

NO	Variable	Indicator	*Pearson Correlation*	Information
1	Service Quality (X1)	X1.1	0.801	Valid
		X1.2	0.883	Valid
		X1.3	0.918	Valid
		X1.4	0.839	Valid
		X1.5	0.810	Valid
2	Brand Image (X2)	X2.1	0.875	Valid
		X2.2	0.820	Valid
		X2.3	0.860	Valid
		X2.4	0.821	Valid
		X2.5	0.871	Valid
3	Customer Satisfaction (Y1)	Y1.1	0.865	Valid
		Y1.2	0.889	Valid
		Y1.3	0.907	Valid
		Y1.4	0.904	Valid
4	Customer Loyalty (Y2)	Y2.1	0.801	Valid

		Y2.2	0.715	Valid
		Y2.3	0.767	Valid
		Y2.4	0.860	Valid
		Y2.5	0.808	Valid

Based on the table above, all variables have a correlation above 0.30 so that all instruments used in this research are declared valid.

b. **Reliability Test Results**

A reliable instrument is an instrument that, when used several times to measure the same object, will produce the same data (Sugiyono, 2020: 125) [11]. According to Ghozali (2018:46) [12]a construct or variable is said to be reliable if it provides a Cronbach Alpha value > 0.70. The results of the reliability test can be seen in the table as follows:

Table 2. The Reliability Test

Variable	Cronbach's Alpha	Information
Service Quality (X1)	0.902	Reliable
Brand Image (X2)	0.899	Reliable
Customer Satisfaction (Y1)	0.912	Reliable
Customer Loyalty (Y2)	0.844	Reliable

Based on the table above, it can be seen that the research instruments for all variables are declared reliable because they have a reliability coefficient greater than 0.70. This shows that if the research is carried out again it will produce the same conclusions.

c. **Classic Assumption Test Results**

According to [11], there are conditions that must be met when using regression analysis. This condition is often known as the classical assumption test. If you want to get good, smooth, accurate and unbiased regression results (BLUE: Best linear unbiased estimation), then they must be free from multicollinearity, heteroscedasticity and the data must be normally distributed. For this reason, several tests need to be carried out, namely:

d. **Normality test**

The normality test aims to test whether in the regression model the two independent variables have a normal distribution or not. A good regression model has a normal or close to normal data distribution. To test whether the data distribution is normal or not.

The way to detect normality is to use the Kolmogrov-Smirnov (KS) non-parametric statistical test. If the KS value is above 0.05 then it is normally distributed, but if it is below 0.05 then it is not normally distributed according to Ghozali (2018: 161) [12]. The results of the normality test are as follows:

Table 3. Normality Test Results Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		80
Normal Parameters, b	Mean	,0000000
	Std. Deviation	1.59997637
Most Extreme Differences	Absolute	,075
	Positive	,075
	Negative	-,066
Statistical Tests		,075

Asymp. Sig. (2-tailed)	,200c,d

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Based on the normality test using the One-Sample Kolmogorov-Smirnov Test shown in the table, it shows that the Kolmogorov-Smirnov value is 0.050. The Kolmogorov-Smirnov value is greater than the table Kolmogorov-Smirnov value of 0.05, so H0 is accepted, which indicates that the data used in this study is normally distributed, so it can be concluded that it meets the normality assumption.

e. **Multicollinearity Test**

The multicollinearity test aims to test whether the regression model found any correlation between independent variables. A good regression model should have no correlation between independent variables. Multicollinearity can be seen from the tolerance value and variance inflation factor (VIF) value. Tolerance measures the variability of a selected independent variable that cannot be explained by other independent variables. The cut off value that is commonly used to indicate the presence of multicollinearity is a tolerance value > 0.10 or the same as a VIF value < 10. The results of the multicollinearity test can be explained as follows:

Table 4. Multicollinearity Test Results
Coefficientsa

Model	Collinearity Statistics	
	Tolerance	VIF
1 X1	,305	3,280
X2	,219	4,564
Y1	,193	5,176

a. Dependent Variable: Y2

From this table it can be seen that the tolerance value for each variable is greater than 0.10 and the VIF value for each variable is above 10, so it can be concluded that there is no multicollinearity relationship between the independent variables Service Quality (X1), Brand Image (X2) and the mediating variable Customer Satisfaction (Y1).

f. **Heteroscedasticity Test**

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance and the residuals from one observation to another are constant. If the variance and residuals from one observation to another are constant, it is called homoscedasticity and if it is different, it is called heteroscedasticity. Detecting the presence or absence of heteroscedasticity can be done using the Glejser test. The Glejser test proposes to regress the absolute value of the residual against the independent variable. If the independent variable statistically significantly influences the dependent variable, then there is an indication of heteroscedasticity. The condition that does not contain heteroscedasticity is known if the probability of significance is above the 5% confidence level. The results of the heteroscedasticity test are as follows:

Table 5. Heteroscedasticity Test Results with the Glejser Test

Coefficientsa

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-,043	,269		-,161	,873
	x.1	-,094	,106	-,148	-,886	,380
	x.2	-,022	,109	-,034	-,197	,845
	y.1	,007	,065	,019	,102	,919

a. Dependent Variable: res_absolute

Based on this table, it is shown that each model has a significance value greater than 0.05 (5%). It can be concluded that this did not happen heteroscedasticity in the regression model, so that the regression model is suitable to be used to predict (Y2) Customer Loyalty based on independent variable input, namely Service Quality (X1), Brand Image (X2) and Customer Satisfaction (Y1).

g. Descriptive Analysis Results

Table 6. Characteristics of Research Subjects

Variable	n = 80
Age	
17-25	15 (18.8%)
26-35	46 (57.5%)
36-45	18 (22.5%)
46-55	1 (1.3%)
Gender	
Man	45 (56.3%)
Woman	35 (43.8%)
Type of patient	
BPJS	53 (66.3%)
General	27 (33.8%)

Table 5.6 explains the characteristics of research subjects based on age, gender and type of patients who were respondents in the study. Respondent characteristics are presented in the form of numbers and percentages. Based on the age range, the most research respondents were in the 26-35 year age range with 46 (57.5%) followed by the 36-45 year age range totaling 18 (22.5%) respondents, 17-25 year olds totaling 15 (18.8%) respondents and 46-55 years old amounted to 1 (1.3%) respondent. Most of the respondents were male, numbering 45 (56.3%) and then female, numbering 35 (43.8%) respondents. Respondents for this study were taken from patients or visitors to the Pratama Marga Ayu Clinic who were divided into 2 types of patients, namely BPJS participating patients totaling 56 (66.3%) respondents and general patients totaling 27 (33.8%) respondents.

h. Research result

This research uses a path analysis model to see the relationship between service quality and *brand image* on customer loyalty which is mediated by customer satisfaction.

Table 7. Calculation Results of Direct, Indirect and Total Variable Effects

Relationship between variables	Direct	Indirect	Total
	P value	P value	P value
Service quality→customer satisfaction	0.003	-	0.003
Service quality→customer loyalty	0.001	-	0,000
Brand image→customer satisfaction	0,000	-	0,000
Brand image →customer loyalty	0.048	-	0,000
Customer satisfaction→customer loyalty	0,000	-	0,000
Service quality→customer satisfaction→Customer loyalty	-	0.010	-
Brand image →customer satisfaction→Customer loyalty	-	0,000	-

Path analysis also assesses the indirect influence of the independent variable on the dependent variable through the presence of mediating variables. In the indirect relationship between service quality and customer loyalty, it was found that consumer satisfaction could mediate this relationship because p = 0.010 <0.05. Customer satisfaction can also mediate the relationship between brand image and customer loyalty with p=0.000<0.05.

The total effect of direct influence and indirect influence is obtained if consumer satisfaction has a direct (p=0.000) or indirect (0.010) effect on customer loyalty because the p value is less than 0.05. Apart from that, consumer satisfaction also has a direct effect on consumer satisfaction because p=0.003<0.05. Brand image has a direct (p=0.000) or indirect (0.000) effect on customer loyalty because the p value is less than 0.05 and has a direct effect on consumer satisfaction with p=0.000<0.05. Apart from that, customer satisfaction has a direct influence on customer loyalty (p=0.000) because the p value is less than 0.05.
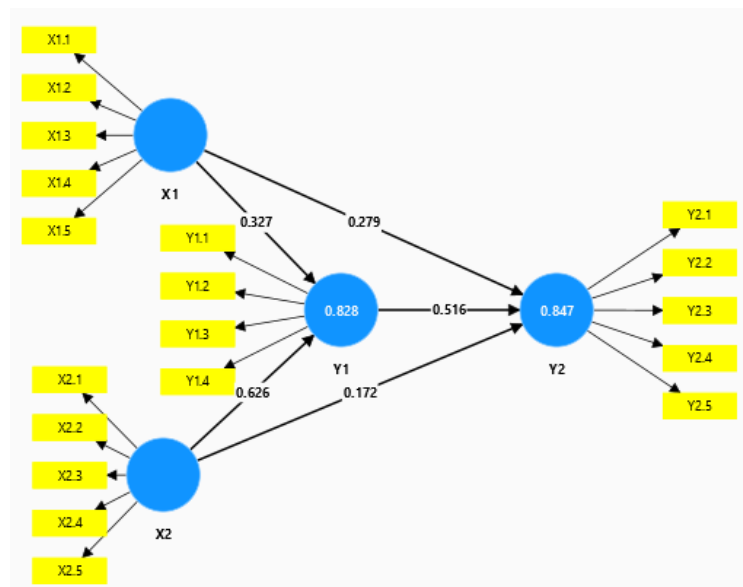

Figure 1. Image of the Relationship Value of Service Quality and Brand Image on Customer Loyalty Which is Mediated by Customer Satisfaction

Table 8. Variable Relationship Value Test Results

Variable	Path Coefficient
Service quality→customer satisfaction	0.327
Service quality→customer loyalty	0.279
Brand image→customer satisfaction	0.626

Brand image →customer loyalty	0.172
Customer satisfaction→customer loyalty	0.516
Service quality→customer satisfaction→Customer loyalty	0.169
Brand image →customer satisfaction→Customer loyalty	0.323

Based on figure 5.2 and table 5.12, it can be seen that service quality has a positive relationship with customer satisfaction (0.327) and customer loyalty (0.279). Apart from that, brand image has a positive relationship with customer satisfaction (0.626) and customer loyalty (0.172). Customer satisfaction has a positive relationship with customer loyalty with a path coefficient of 0.516. Apart from that, customer satisfaction is able to positively mediate the relationship between service quality and customer loyalty (0.169) and the relationship between brand image and customer loyalty (0.323).

The following are the results of research hypothesis testing based on the pictures and calculation results in figure 5.1, figure 5.2, table 5.11 and table 5.12. Of the 7 hypotheses proposed, all hypotheses were accepted.

Table 9. Hypothesis Test Results

Hypothesis	Information	Test result
H1	There is an influence of service quality on customer satisfaction at the Pratama Marga Ayu Badung Clinic, Bali.	ACCEPTED
H2	There is an influence of brand image on customer satisfaction at the Pratama Marga Ayu Badung Clinic, Bali.	ACCEPTED
H3	There is an influence of service quality on customer loyalty at the Pratama Marga Ayu Badung Clinic, Bali.	ACCEPTED
H4	There is an influence of brand image on customer loyaltyPratama Marga Ayu Badung Clinic, Bali	ACCEPTED
H5	There is an influence of customer satisfaction on customer loyalty at the Pratama Marga Ayu Badung Clinic, Bali.	ACCEPTED
H6	There is an influence of service quality and brand image on customer satisfaction at the Pratama Marga Ayu Badung Clinic, Bali.	ACCEPTED
H7	There is an influence of service quality and brand image on customer loyalty at the Pratama Marga Ayu Badung Clinic, Bali.	ACCEPTED

4.2 *Discussion of Research Results*

a. **The Influence of Service Quality on Customer Satisfaction**

The research results show that there is a significant and positive influence between service quality on customer satisfaction. This means that the better the quality of service provided by the Pratama Marga Ayu Clinic, the higher the satisfaction felt by its customers. Service quality is the result of comparing what is expected with what is received, so that if customers receive quality service, customer satisfaction will be created.

In the results of this research, it can be seen that in treating their customers, Pratama Marga Ayu Clinic employees provide excellent service so that customers feel a sense of satisfaction after receiving service at Pratama Marga Ayu Clinic.

In research conducted by [13], [14] And [15] shows that service quality has a positive and significant effect on customer satisfaction. Obtaining customer satisfaction is the goal of high quality service. Apart from that, service must be carried out in accordance with standards that are up to date with customer needs

because service quality encourages customers to create a sense of satisfaction which will build a strong relationship with the company.

b. The Influence of Brand Image on Customer Satisfaction

The research results show that brand image has a positive and significant influence on customer satisfaction. This shows that the better the brand image that Pratama Marga Ayu Clinic has, the higher the satisfaction felt by customers. Brand image can be defined as the perception that appears in the minds of consumers regarding a brand of a particular product, so that if the perception that consumers have about a product is good, the higher the sense of satisfaction that customers will have.

Research conducted by [16] And [17] shows the results if brand image has a significant and positive influence on consumer satisfaction. The perception that consumers have of the brand owned by the company must meet the needs and desires of consumers in order to increase customer satisfaction as a medium for the company's approach to customers.

c. The Influence of Service Quality on Customer Loyalty

The research results show that service quality has a positive and significant influence on consumer loyalty. Quality and excellent service can increase customer loyalty to continue to receive health services at the Pratama Marga Ayu Clinic. This means that the higher the quality of service provided by the Pratama Marga Ayu Clinic, the higher the loyalty of its customers. Good service quality will increase the level of customer loyalty, where loyal customers assess the quality of service in proportion to whether it meets their expectations or not.

In research conducted by [18] and [19]shows the results if service quality has a positive and significant effect on customer loyalty. Service quality has an important role because it can increase customer loyalty. Consumer perceptions of the services actually received by customers foster customer loyalty.

d. The Influence of Brand Image on Customer Loyalty

The research results show that brand image has a positive and significant effect on customer loyalty. This shows that Pratama Marga Ayu Clinic's brand image has an important influence on customer loyalty. This means that the better the brand image that Pratama Marga Ayu Clinic has, the more loyalty its customers will have. Pratama Marga Ayu Clinic needs to strengthen its brand name and instill customer awareness of the brand owned by the clinic.

In research conducted by [20] and [21] obtained the results that brand image has a positive and significant effect on customer loyalty. Brand image is an asset for companies to generate customer loyalty. Companies must have the ability to instill their brand in the minds of their customers to create a good image so that it can function as a tool to measure the value of the company in the eyes of its customers by collecting various customer responses or perceptions to evaluate strategies for improving the company's image.

e. The Influence of Customer Satisfaction on Customer Loyalty

This research shows that customer satisfaction has a positive and significant effect on customer loyalty. This means that the higher the satisfaction felt by customers, the higher customer loyalty will be towards the Patama Marga Ayu Clinic. Having loyal customers is the goal of all companies which can be achieved by creating customer

satisfaction. Customer satisfaction is a reference for assessing customer loyalty so that there is continuity in business processes which will benefit both parties, the company and the customers themselves.

In line with research conducted by [22] And [23] shows that customer satisfaction has a significant and strong effect on customer loyalty. A high level of customer satisfaction will gradually grow customer loyalty and encourage customers to return to using the services offered.

f. **The Influence of Service Quality on Customer Loyalty Through Customer Satisfaction**

The results of this research show that customer satisfaction can mediate the relationship between service quality and customer loyalty significantly and positively. This means that the higher the satisfaction felt by customers, the more it will influence the relationship between service quality and customer loyalty. Customer satisfaction can be achieved in part because of the quality of service provided by the Pratama Marga Ayu Clinic which will foster customer loyalty who use the health services provided by the Pratama Marga Ayu Clinic.

In line with the results of this research, research conducted by [24] And [19] shows that customer satisfaction can mediate the relationship between service quality and customer loyalty significantly and positively. This shows that service quality is very important for consumer satisfaction, because consumer satisfaction can increase customer loyalty.

g. **The Influence of Brand Image on Customer Loyalty Through Customer Satisfaction**

The research results show that customer satisfaction can mediate the relationship between Brand Image and customer loyalty. This means that the higher the satisfaction felt by customers, the more it will influence the relationship between brand image and customer loyalty at Pratama Marga Ayu Clinic. Customer satisfaction can be formed if management must know the factors that can provide satisfaction to customers, one of which is the company having a good brand image. A good brand image can increase customer satisfaction so that high customer loyalty can be achieved.

In line with the results of this research, research conducted by [16], [16] And [20] shows that customer satisfaction can mediate the relationship between brand image and customer loyalty. If the company's brand image is good, consumer satisfaction will increase because customers have the perception that a good brand image will give them satisfaction so that customers will loyally use the products or services offered by the company.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

This research explains the influence of service quality and brand image on customer satisfaction and customer loyalty at the Pratama Marga Ayu Clinic in Badung, Bali. Analysis was carried out using SPSS and Smart-PLS. Based on the results of hypothesis testing in this research, the following conclusions can be drawn:

1. Service quality on customer satisfaction at the Pratama Marga Ayu Clinic in Badung, Bali has a significant and positive effect, this is proven by P value = 0.003 < 0.05. This means that the better the quality of service provided by the Pratama Marga Ayu Clinic in Badung, Bali, the greater the customer satisfaction at

the Pratama Marga Ayu Clinic in Badung, Bali.

2. *Brand image* on customer satisfaction at the Pratama Marga Ayu Clinic in Badung, Bali has a significant and positive effect. This is proven by P value = 0.000 < 0.05. This means that the better the brand image carried out by the Pratama Marga Ayu Clinic in Badung, Bali, the greater the customer satisfaction at the Pratama Marga Ayu Clinic in Badung, Bali.

3. The influence of service quality on customer loyalty at the Pratama Marga Ayu Badung Clinic, Bali has a significant and positive effect. This is proven by P value = 0.000 < 0.05. This means that the better the quality of service provided by the Pratama Marga Ayu Clinic in Badung, Bali, the greater the customer loyalty at the Pratama Marga Ayu Clinic in Badung, Bali.

4. The influence of brand image on customer loyalty in Pratama Marga Ayu Badung Clinic, Bali has a significant and positive influence. This is proven by P value = 0.000 < 0.05. This means that the better the brand image carried out by the Pratama Marga Ayu Clinic in Badung, Bali, the more customer loyalty will increase at the Pratama Marga Ayu Clinic in Badung, Bali.

5. The influence of customer satisfaction on customer loyalty in Pratama Marga Ayu Badung Clinic, Bali has a significant and positive influence. This is proven by P value = 0.000 < 0.05. This means that the better customer satisfaction carried out by the Pratama Marga Ayu Clinic in Badung, Bali, the greater the customer loyalty at the Pratama Marga Ayu Clinic in Badung, Bali.

6. Customer satisfaction can influence service quality on customer loyalty in Pratama Marga Ayu Badung Clinic, Bali. This is proven by P value = 0.010, this means that the better customer satisfaction at the Pratama

Marga Ayu Badung Clinic, Bali can influence the relationship between service quality and customer loyalty.

5.2 Suggestion

Based on the results of the research that has been carried out, there are several suggestions from researchers:

1. From the results of the descriptive statistical test of the Service Quality variable, X1.1 got the smallest average value, namely 3.79. Looking at the research results, it can be suggested to improve service quality so that customer satisfaction and customer loyalty are also better and more balanced. This can be done by increasing the number of health workers, providing training for health workers and conducting performance monitoring and evaluation of health workers at the Pratama Marga Ayu Clinic in Badung, Bali.

2. From the results of the descriptive statistical test for the Brand Image variable, X2.4 got the smallest average value, namely 3.83. Looking at the research results, it can be recommended to improve product quality at the Pratama Marga Ayu Badung Clinic, Bali. This can be done by strengthening communication and branding, improving responses to complaints, increasing engagement on social media at Pratama Marga Ayu Clinic Badung, Bali.

3. From the results of descriptive statistical tests for the Customer Satisfaction variable, Y1.2 and Y1.4 got the smallest average values, namely 3.76 respectively. Looking at the research results, it can be suggested to identify the causes of dissatisfaction or comparative analysis with competitors. This can be done by

conducting a customer satisfaction survey which is accompanied by direct feedback from customers regarding service aspects that customers consider inappropriate at the Pratama Marga Ayu Badung Clinic, Bali.

4. From the results of the descriptive statistical test of the Customer Satisfaction variable, Y2.4 got the smallest average value, namely 3.62. Looking at the research results, it can be recommended to implement loyalty and incentive programs. This can be done by developing a loyalty program that rewards loyal customers and offers incentives such as discounts, special offers or prizes to encourage repeat purchases at the Pratama Marga Ayu Badung Clinic, Bali.

5. For further research, it is recommended that further research combine or influence other variables, such as product reviews, brand image, location, and social media marketing, which have an impact on decision making. This will add novelty and accuracy to the research and change the research variables.

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