

The Role of Customer Engagement Influenced Brand Image, Advertising, and Patient Experience on Customer Delight of Outpatients in Hospital X

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Abstract

Background: This research originates from a preliminary survey indicating that while most BSD area residents are aware of Hospital X, there is potential to enhance both the quality of its services and the extent of its utilization within the community.

Objective: The aim of this study was to examine brand image, advertising, and patient experience on customer delight, with customer engagement serving as a mediating variable among Hospital outpatient population. **Method:** The study employed a quantitative approach using a cross-sectional design. The target population included all patients who had received care at Hospital X's Internal Medicine outpatient department in the past six months, though the exact number of patients is unknown. Using purposive sampling and the Lemeshow formula, 99 respondents were selected. Data was gathered through questionnaires and analyzed using the three-box method combined with multiple linear regression. **Result:** The findings demonstrate that brand image, advertising, and patient experience influence customer delight, with customer engagement as a mediating factor. However, brand image and advertising do not significantly affect customer engagement or customer delight among Hospital X's outpatients. Conversely, patient experience has a notable direct impact on both customer engagement and customer delight. Additionally, customer engagement directly enhances customer delight. **Conclusion:** Patient experience emerges as the most influential factor in boosting customer engagement and delight, whereas advertising is the least impactful in achieving these outcomes.

Keywords: advertising, brand image, customer delight, customer engagement, patient experience

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INTRODUCTION

In the healthcare industry, hospitals play a crucial role in providing quality medical services to patients (1). The new paradigm in healthcare that positions patients as the center of care is the concept of Patient Centered Care, which is a healthcare service that respects and responds to the choices, needs, and values believed in by patients (2). Since its inception, the Picker Institute has strived to promote and disseminate the idea of person-centered care. Picker's principles of Patient Centered Care - developed based on early research on patients, their families, and staff - establish a framework for understanding what matters most to most people, and what constitutes high-quality person-centered care (3). Patient Centered Care includes respect, emotional support, physical comfort, information and communication, coordination of care, involvement of families and providers, and access to care (4).

The implementation of Patient Centered Care emphasizes the value of the patient as an individual who becomes a guide for all decisions. Pickter Institute establishes 8 dimensions of PCC, namely: respecting patient choices, moral support, physical comfort, IEC (Communication, Information and Education), continuity and transition, coordinated services, family and relative's involvement, access to services (3).

At the end of 2023, RS X has successfully achieved full accreditation, which is the highest recognition for a hospital in Indonesia. Full accreditation indicates that RS X has met all established health service standards, starting from hospital management, patient safety, service quality, to continuous improvement. This achievement shows RS X's commitment to providing quality

assurance and safety for the patients served.

A preliminary survey conducted on 30 residents living in the BSD area showed several interesting things related to the existence of Hospital X. As many as 6 people (20%) of respondents did not know about the existence of the hospital. Meanwhile, only 1 person (3.3%) had ever been treated at Hospital X. However, the majority of respondents, namely 23 people (76.7%), knew about the existence of this hospital even though they had never used its services. A preliminary survey conducted on 19 patients in the internal medicine outpatient at Hospital X also showed that of the 19 patients interviewed, 7 patients (36%) lived outside the BSD area, 5 patients (26%) did not use social media, 5 patients (26%) felt that the name of the hospital was not easy to remember, 2 patients (10%) felt that the hospital's services were still lacking, 10 patients (53%) had never seen social media or hospital advertising, 1 patient (5%) still felt that the hospital employees were not yet optimal in providing services.

The results of this survey indicate that although most residents of the BSD area are aware of the existence of Hospital X, there is still room to improve the quality of service and the level of utilization of the hospital's services among the community. Promotion and education efforts to the local community may need to be carried out to encourage increased use of health services provided by Hospital

X. In addition, in 2023, Hospital X has also added 2 new floors to the inpatient room area. This addition was made to increase capacity and meet the increasing demand of patients. Not only that, but Hospital X has also expanded the parking area. With the expansion of the parking area, it is expected to reduce traffic congestion and facilitate access in and out for visitors and patients. Overall, the efforts made by Hospital X will certainly have

a positive impact on patients and the community who need health services.

Based on the description above, the author is interested in analyzing the Influence of Brand Image, Advertising, and Patient Experience on Customer Delight with Customer Engagement as an intervening variable in outpatients at Hospital X. The results of this study are expected to provide theoretical and practical contributions for the management of Hospital X in improving Brand Image, Advertising, Patient Experience, Customer Engagement and Customer Delight.

METHOD

Design

This research employs a quantitative approach with a cross-sectional design, examining the dependent variable (customer delight), independent variables (brand image, advertising, and patient experience), and the intervening variable (customer engagement) simultaneously at a single point in time.

Sample, sample size, & sampling technique

The study population consisted of all patients who had received services at the Internal Medicine outpatient unit of Hospital X within the past six months, with the exact population size unknown. The sampling method used was purposive sampling, where participants were selected based on specific criteria. The sample size, determined using the Lemeshow formula (5), required a minimum of 99 participants

Criteria for selecting participants might include: patients who visited the outpatient unit within the past six months. Patients who met certain demographic or health-related conditions as defined in the study.

Data collection process

Questionnaires or Surveys: Structured forms may have been used to gather data about variables such as brand image, advertising, patient experience, customer engagement, and customer delight. Interview or Observation: Supplementary methods might be used to capture detailed responses or clarify survey answers.

Patients were approached during their visit or contacted afterward, ensuring they understood the purpose of the study and provided informed consent. Data collection could have been conducted online, face-to-face, or via phone interviews, depending on logistical considerations and patient preferences

Data Analysis

The data collection instrument used in this study was a questionnaire sheet to test the hypothesis regarding the influence of brand image, advertising, patient experience, on customer delight and customer engagement as intervening variables in patients with internal medicine outpatient at Hospital X. The analysis method of this study used the three-box method analysis, multiple regression analysis and path analysis.

Ethical consideration

Patient confidentiality and anonymity were maintained throughout the process. Approval from an ethics committee ensured adherence to ethical research standards

RESULTS

Characteristic of respondents

In this study, the grouping of respondent profiles based on the following categories: the results of the analysis of 99 respondents studied, in the category of female gender is more dominant, namely 78 respondents (78.8%), the age category >55 years is more dominant, namely 34 respondents (34.3%), the category of the last

education of elementary school / junior high school / high school is more dominant, namely 39 respondents (39.4%), the category of distance of residence with X Hospital >5 km is more dominant, namely 47 respondents (47.5%), and the category of Gastro disease is more dominant, namely 41 respondents (41.4%). the most in the range >36.

Before conducting further research, validity and reliability tests were carried out to determine the quality of each instrument used as a data collection tool

Direct effect

Direct Influence Path Analysis is conducted to directly see the influence given by the variables brand image (X1), experience (X3), and customer engagement (Z), as well as customer delight (Y). advertising (X2).

Structure	Influence	Coefficient	R
Structure 1	X1→Z	0.261	0.392
	X2→Z	0.217	
	X3→Z	0.259	
Structure 2	X1→Y	0.021	0.663
	X2→Y	0.029	
	X3→Y	0.178	
	Z→Y	0.257	

- In the results of structure analysis 1, it can be seen that the direct influence equation $Z = 0.261 (X1) + 0.217 (X2) + 0.259 (X3)$ with a coefficient of determination (R²) of 0.392. This means that if brand image, advertising, and patient experience are increased by one unit, customer engagement will increase by 26.1% through brand image, 21.7% through advertising, and 25.9% through patient experience. The contribution of these three variables is 39.2% in explaining customer engagement.
- In the results of the structure analysis 2, it can be seen that the direct influence equation $Y = 0.021 (X1) + 0.029 (X2) +$

$0.178 (X3) + 0.257 (Z)$ with a coefficient of determination (R²) of 0.663. This means that if brand image, advertising, and patient experience and customer engagement are increased by one unit, then customer delight will increase by 2.1% through brand image, 2.9% through advertising, and 17.8% through patient experience, and 25.7% through customer engagement. The contribution of these four variables is 66.3% in explaining customer delight.

Total Influence	F-value	p-value
Brand Image, Advertising, and Patient Experience -> Customer Engagement -> Customer Delight	46,183	0.000
Brand Image, Advertising, and Patient Experience -> Customer Delight	37,896	0.000
Direct Influence	T value	p value
Brand Image -> Customer Engagement	1.95	0.054
Advertising -> Customer Engagement	1,731	0.087
Patient Experience -> Customer Engagement	3.464	0.001
Brand Image -> Customer Delight	0.359	0.720
Advertising -> Customer Delight	0.622	0.603
Patient Experience -> Customer Delight	5.138	0.000
Customer Engagement -> Customer Delight	5,735	0.000

Multiple Regression Analysis

The multiple linear regression method in this study is used to see the model and the influence between independent variables on the dependent variable. The result explained that

- The influence of brand image, advertising, and patient experience on customer delight with customer engagement as an intervening variable

shows an F value of $46.183 > 2.470$ with p-value < 0.05 . This means that brand image, advertising, and patient experience have an effect on customer

- b. The influence of brand image, advertising, and patient experience simultaneously on customer delight shows an F value of $37,896 > 2,700$ p-value < 0.05 . This means that brand image, advertising, and patient experience have a simultaneous effect on customer delight.
- c. The influence of brand image on customer engagement shows a t value of $1.950 < 1.98$ with p-value > 0.05 . This means that brand image has no effect on customer engagement.
- d. The influence of advertising on customer engagement shows a t value of $1.731 < 1.98$ with p-value > 0.05 . This means that advertising has no effect on customer engagement.
- e. The influence of patient experience on customer engagement shows a t value of $3.464 > 1.98$ with p-value < 0.05 . This means that patient experience has an effect on customer engagement.
- f. The influence of brand image on customer delight shows a t value of $0.359 < 1.98$. This means that brand image does not affect customer delight. The p-value is > 0.05
- g. The influence of advertising on customer delight shows a t value of $0.622 < 1.98$. This means that advertising has no effect on customer delight.
- h. The influence of advertising on customer engagement shows a t value of $1.731 < 1.98$. This means that advertising has no effect on customer engagement. The p-value > 0.05 so H4 is rejected.
- i. The influence of patient experience on customer engagement shows a t value of $3.464 > 1.98$. This means that patient

delight with customer engagement as an intervening variable.

experience has an effect on customer engagement

DISCUSSION

Brand image, advertising, and patient experience has an effect on customer delight with customer engagement as an intervening variable

Based on the research results, it was found that brand image, advertising, and patient experience have an effect on customer delight with customer engagement as an intervening variable. Therefore, the hypothesis in this study namely "Brand image, advertising, and patient experience have an effect on customer delight with customer engagement as an intervening variable in outpatients at Hospital X" is declared accepted. The results of this study are in line with research conducted by Brodie, et al. (6) which revealed that Customer engagement strengthens the relationship between brand image and customer delight by encouraging active participation and emotional involvement of patients. In addition, research conducted by Van Doorn, et al. found that customer engagement strengthens the influence of advertising on customer delight by forming emotional attachment of patients to the hospital (7).

Brand image plays an important role in patient perceptions of the quality of service they will receive. In the context of hospitals, brand image includes the hospital's reputation, the quality of service provided, and the value perceived by patients (8). Brand image Positive, such as

a good hospital reputation and the impression of professionalism of medical personnel, can increase patient trust. This indirectly increases patient involvement in the services provided, because patients feel more comfortable and confident in the quality of the services they receive. Furthermore, advertising functions as one of the marketing tools used to increase consumer awareness and knowledge about the services offered by the hospital (9). Effective advertising can influence consumer perceptions and shape their expectations of the services they will receive (10). Good advertising not only provides information about the services available, but also creates emotional involvement that can influence patients to choose Hospital X services. With the right advertising approach, patients can become more involved in interacting, which ultimately increases involvement and results in customer satisfaction. And the existence of patient experience is a key factor in patient involvement. Patient experience refers to the totality of interactions experienced by patients while receiving health services, including emotional, physical, and administrative aspects (11). Positive experiences during treatment at an outpatient hospital can increase patient involvement. When this engagement is high, patients tend to feel more satisfied with the services they receive, which ultimately increases the level of customer satisfaction. Studies show that good patient experience can increase patient satisfaction and loyalty (12). Therefore, effective and positive brand image, advertising, and patient experience can have a significant impact on customer delight with customer engagement as an intervening variable.

Brand image, advertising, and patient experience have a simultaneous effect on customer delight

The results found that brand image, advertising, and patient experience have a simultaneous effect on customer delight with customer engagement as an intervening variable. A previous research found that a strong brand image has a significant effect on customer delight (13). Another study found that attractive and persuasive advertising can have a positive effect on customer delight (14).

In the healthcare industry, especially in hospitals, patient satisfaction that exceeds expectations or customer delight is an important indicator that reflects the quality of service. Brand image includes the reputation of the hospital, the quality of service provided, and the value perceived by patients (8). Positive perceptions of the hospital's brand image can encourage patients to feel more satisfied and even experience a feeling of great pleasure (delight) when receiving health services. When the combination of brand image, advertising, and patient experience can be considered well, it will bring up positive emotions from patients or in other words, customer delight can arise if the brand image is positive, advertising is attractive, and patient experience is good. Customer delight itself is a very pleasant and surprising complex emotion that consumers get when their expectations are exceeded, turning consumers into positive emotions and cognitions with extraordinary recovery (15). When health care providers meet these patient expectations, the result is a higher level of patient satisfaction (delight). By increasing patient involvement, hospitals can ensure that the positive influence of brand image, advertising, and patient experience on customer delight becomes stronger and more significant

Patient experience influence on customer engagement

The results found that patient experience has an effect on customer engagement. Therefore, the hypothesis in this study namely "Patient experience has an effect on customer engagement in outpatient unit at Hospital X" is declared accepted. The results of this study are in line with a study which revealed that positive patient experience significantly increases the level of patient involvement and satisfaction in the hospital (11). In addition, research conducted by Doyle, et al. found that patient experience is important in increasing customer engagement (16).

Patient experience encompasses all patient interactions with the hospital that can increase patient satisfaction and encourage them to be more involved in their care process. When patients feel valued and receive quality services, they tend to be more emotionally involved and active in communication and decision-making regarding their health. Patients who are satisfied with the services they receive are more likely to provide positive feedback and participate in satisfaction surveys. In addition, high patient commitment often comes from pleasant and satisfying direct experiences in healthcare organizations. Patient commitment is usually influenced by how much their expectations are met, or even exceeded, when they receive services. Studies show that good patient experience can increase patient satisfaction and loyalty (12). From the results of the three-box method analysis, it is known that absorption is the dimension with the highest score in the customer engagement variable, where respondents are willing to recommend hospital services to others, in line with the information & education dimension of the patient experience variable which has the highest score, namely the respondent's positive response because the hospital's

doctors and nurses provide clear information. When outpatients feel they receive personalized attention and care at Hospital X, they are more likely to interact further with the hospital, either through repeat visits, providing positive feedback, or recommending the service to others.

Patient experience influence on customer delight

Based on the research results, it was found that patient experience has an effect on customer delight. Therefore, the hypothesis in this study namely "Patient experience has an effect on customer delight in outpatient polypatients at Hospital X" is declared accepted.

Customer delights a concept in marketing management that refers to efforts to provide experiences that exceed customer expectations, thereby creating higher satisfaction and loyalty (8). When patients receive services that not only meet, but exceed their expectations, a deep sense of pleasure and satisfaction can be created. This positive experience can come from friendly, responsive, and efficient service, as well as a comfortable and safe environment (17). Furthermore, customer satisfaction often results from unexpected positive treatment or added value provided during the service experience. In the context of hospital X, if patients feel treated with respect, receive clear and transparent information, and feel cared for by the hospital, they are likely to feel greater customer satisfaction. According to Zeithaml, et al. found that customer delight can be achieved by understanding customer needs and desires in depth, then designing services that can provide a positive and enjoyable experience for customers (18). From the results of the three-box method analysis, the information & education dimension in the patient experience variable has the

highest score, namely the respondent's positive response because the hospital's doctors and nurses provide clear information. It is also in accordance with the esteem dimension of the customer delight variable in the statement "hospital staff are agile in helping and serving patient needs". The experience of getting clear information followed by an agile attitude in helping and serving patients is what makes the relationship between the two outcome variables influential.

CONCLUSION

Customer delight in the outpatient unit at Hospital X is positively influenced by patient experience and customer engagement, with customer engagement acting as an intervening variable. While brand image and advertising alone do not directly affect customer engagement or delight, they contribute when combined with a positive patient experience. Thus, enhancing patient experience and fostering interactive customer engagement are crucial for increasing customer delight

IMPLICATION

Hospital management, especially the marketing team, should explore alternative activities and more engaging content to increase patient involvement. Collaborating with local community groups and offering special benefits to nearby residents could improve outreach. Since most patients live more than 5 km from the hospital, efforts should focus on accessible and appealing programs. Additionally, communication methods should go beyond social media to accommodate patients from older generations, such as Generation X, many of whom do not use social platforms. Alternative tools are needed to share information about hospital activities, promotions, and benefits effectively.

SUGGESTION

Future research should explore the relationships between brand image, advertising, patient experience, and customer engagement as an intervening variable for customer delight. Additional variables influencing customer engagement and delight, as well as moderating variables, should be considered. Employing a mixed-method approach could provide a deeper understanding of patient perceptions at Hospital X.

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