

Analysis of the Influence of Brand Image and Servicescape On Patients' Repurchase Intention with Hospital Reliability as an Intervening Variable at Sumber Waras Hospital Jakarta

Krisma Kristiana¹, Rian Adi Pamungkas², Johannes³

Master's Program in Hospital Administration, Universitas Esa Unggul, Jakarta

| Article information | Abstract |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Article history: Received: September 25th, 2025 Revised: October 31th, 2025 Accepted: February 20th, 2026</p> <hr/> <p>Corresponding author: Name: Krisma Kristiana Address: Jl. Arjuna Utara No.9, Duri Kepa, Kec. Kebon Jeruk, Kota Jakarta Barat, Daerah Khusus Ibukota Jakarta 11510 E-mail: krismakristiana@student.esaunggul.ac.id</p> <hr/> <p>International Journal of Nursing and Health Services (IJNHS), Volume 9, Issue 1, February 20th, 2026 DOI: 10.35654/ijnhs.v9i1.913 E-ISSN: 2654-6310</p> | <p>This study aims to analyze the influence of brand image and servicescape on repurchase intention, with hospital reliability as an intervening variable. The background of this study is based on visit data showing a decline in the number of repeat patient visits at Sumber Waras Hospital as well as increasing competition among hospitals that demands improvement in service quality and trust-based marketing strategies. This study is a quantitative study with a cross-sectional design. Data were obtained through the distribution of questionnaires to 150 respondents who were outpatient consumers of executive polyclinic at Sumber Waras Hospital, Jakarta. The data obtained were analyzed using the Structural Equation Modeling (SEM) method with the assistance of AMOS. The results of the study show that brand image and servicescape have an influence on reliability and repurchase intention. Reliability has an influence on repurchase intention. In addition, reliability can also act as mediating variable between brand image and servicescape. These findings indicate that the better the hospital's brand image, the better the condition of the physical service environments, and the more reliable the services provided, the higher the consumers' intention to reuse the services. The practical implication of this study is the importance for the management of Sumber Waras Hospital to strengthen the hospital's positive brand image, improve the comfort of the physical environment (servicescape), and maintain consistency in providing the best services in order to create consumers repurchase intention that can increase patient loyalty.</p> <p>Keywords: brand image, services-cape, reliability, repurchase intention</p> |
|  | <p>This is an Open Access article distributed under the terms of the Creative Commons Attribution 4.0 International License CC BY -4.0</p> |

INTRODUCTION

The health service industry in Indonesia has undergone significant transformation along with globalization, technological development, and increasing public awareness of the importance of service quality. Hospitals as public service institutions now do not only function socially, but also have an economic function that demands efficiency, competitiveness, and marketing strategies oriented toward that demands efficiency, competitiveness, and marketing strategies oriented toward patient satisfaction. In the context of increasingly intense competition, hospitals are required not only to provide excellent medical services, but also to build a strong brand image and a comfortable servicescape in order to increase patient trust and loyalty.

Repurchase intention is an important indicator of patient loyalty and the sustainability of health services. According to Kotler and Keller (2012), repurchase intention is a behavior that arises in which consumers have the desire to purchase or choose a product, based on experience in choosing, using, and consuming or desiring a product to make a repeat purchase, which will subsequently form loyalty within the consumer. The Theory of Planned Behavior proposed by Ajzen (1991) explains that behaviors such as repurchase intention are formed from attitudes subjective norms, and perceived behavioral control, which in the context of hospital services are influenced by patients' perceptions of service quality and credibility. Repurchase intention is influenced by various factors, including brand image, servicescape, and service reliability. Several previous studies show that service reliability is an important dimension of service quality that affects trust and patients' repeat decisions. Therefore, hospital reliability in this study is viewed as an intervening variable that explains how brand image and servicescape influence patients repurchase intention.

Brand image plays a role as consumers' perception of the identity and reputation of a hospital. According to Keller (2009), brand image is consumers' perceptions and

preferences towards a brand, as reflected in various types of brand associations stored consumers' memory. A strong brand image can create positive associations and a sense of trust that impacts patients' intention to return for treatment. Meanwhile, servicescape according to Bitner (1992) is the physical environment in which services are delivered, which can influence customers' perceptions and behaviors. Servicescape includes physical elements such as cleanliness, comfort, layout, and environmental aesthetics that can influence patients' emotional experiences. Previous studies by Fitzsimmons and Fitzsimmons (2011) and Yun et al. (2022) show that a clean and well-organized hospital environment can increase patient trust and strengthen loyalty.

Sumber Waras Hospital Jakarta, as one of the Class B private hospitals that has been established since 1956, faces major challenges in retaining patients amid competition from other hospitals in the West Jakarta area. Based on Google review data up to May 2025, Sumber Waras Hospital obtained a rating of 3.8 out of 5, and this rating is lower compared to other hospitals of the same class. The results of a preliminary survey of outpatient patients at the executive polyclinic of Sumber Waras Hospital were the same as other hospitals and that the facilities were insufficient, 65% of respondents said that Sumber Watas Hospital was not yet modern According to 50% of respondents, the cleanliness and comfort of public facilities were not adequate. Meanwhile from the aspect of hospital reliability, 75% of respondents state that the services provided were not consistent over time. Based on data for the first quarter of 2025, outpatient visits at the executive polyclinic showed that 61.54% did not show a consistent increase in the number of visits from existing patients. These data indicate a decline in patients repurchase intention at Sumber Waras Hospital. This condition is in line with previous findings that patients' perceptions of service quality, especially service reliability, play an important role in shaping satisfaction and patients repurchase intention (Parasuraman et al., 1988; Zeithaml, V.A, et al., 2013). In

addition, fluctuations and a tendency toward a decrease in the number of existing patients indicated that brand image and the hospital's physical environment have not been fully able to guarantee the reliability of services perceived by patients. Therefore, the main problem in this study is how brand image and servicescape influence patients repurchase intention through hospital reliability as an intervening variable.

However, most previous studies have examined the influence of brand image and servicescape on satisfaction and consumers repurchase intention in the service sector, including health services (Kotler & Keller, 2012; Bitner, 1992). In addition, the reliability dimension has also been widely studied as part of service quality that influences customers' perceptions and trust (Parasuraman et al., 1988; Zeithaml, V.A., et al., 1996). However, most of these studies still position services reliability as an independent variable or a direct variable, not as mediating mechanism that explains the relationship between brand image, servicescape, and patients repurchase intention. On the other hand, empirical studies that integrate these three variables simultaneously in the context of private hospitals in Indonesia are still relatively limited.

OBJECTIVE

This study aims to analyze the influence of brand image and servicescape on patients repurchase intention, both directly and through hospital reliability as a mediating mechanism. Thus, this study is expected to provide an empirical contribution to the development of health service marketing studies, particularly related to the understanding of patient behavior in the context of private hospitals in Indonesia.

METHODS

This study is a quantitative study and uses cross-sectional research design, namely a study conducted to observe a variable at a certain point in time. This study aims to analyze the relationships among variables without any intervention or manipulation. The research was conducted at the executive outpatient clinic of

Sumber Waras Hospital, Jakarta, and data collection was carried out in August 2025.

The sample in this study consisted of patients/users of the executive outpatient clinic at Sumber Waras Hospital who had received services, were willing, and able to be interviewed and fill out the questionnaire. The sampling technique used was purposive sampling, which is a sampling determination technique based on certain considerations (Sugiyono, 2016). The number of samples in this study was 150 respondents. The analysis method used was Structural Equation Modeling (SEM) with AMOS.

The data collection technique used was an instrument in the form of a questionnaire that had been prepared in advance. The questionnaire was distributed along with a consent form that had been completed by the respondents. In this study, answers to the questions were measured using a Likert scale and had undergone validity and reliability test to ensure that the data produced were objective and quantitatively measurable.

This study involved four main variables, namely brand image, servicescape, repurchase intention, and reliability. Brand image is the perception and preference of consumer toward a brand, as reflected in various types of brand associations stored in consumers' memory (Keller, 2009). The brand image questionnaire consisted of 9 questions, with 3 dimensions, namely: 1) Strength, 2) Favorability, and 3) Uniqueness. Servicescape is the physical environment where services are delivered, which can influence customer perception and behaviors during service encounters (Bitner, 1992). The servicescape conditions, 2) Spatial layout and functionality, and 3) Signs, symbols, and artifacts. Reliability is the ability to provide services as promised promptly, accurately, and satisfactorily (Zeithaml, V.A., Bitner, M.J., and Gremler, D.D., 2013). The reliability questionnaire consisted of 10 questions, with 5 dimensions, namely: 1) Ability to provide services as promised, 2) Accuracy in service delivery, 3) Timeliness of service, 4) Consistency of service over time and 5) Fulfillment of service

commitments. Repurchase intention is a behavior that arises when consumers have the desire to buy or choose a product based on their experience in selecting, using, and consuming, or desiring a product based on their experience in selecting, using, and consuming, or desiring a product to make repeat purchases, which subsequently forms loyalty within the consumer (Kotler and Keller, 2012). The repurchase intention questionnaire consisted of 12 questions, with 4 dimensions, namely: 1) Transactional intention, 2) Referential intention, 2) Preferential intention, and 4) Explorative intention of repeat visits.

This study has obtained ethical approval from Sumber Waras Hospital, Jakarta. All respondents were given explanations regarding the objectives and procedures of the study, and the confidentiality of their identities and the information provided was guaranteed.

RESULT

The total number of respondents was 150 people. In this study, respondent characteristics were categorized based on gender, age, education, and occupation. Table 1 presents data on the characteristics of respondents in this study.

Table 1. Demographic Characteristics of Respondent Data (N=50)

| No | Respondent Characteristics | Frequency | Percentage (%) |
|----|----------------------------|-----------|----------------|
| 1 | Gender | | |
| | Male | 58 | 38.67 |
| | Female | 92 | 61.33 |
| 2 | Age | | |
| | < 19 years | 4 | 2.67 |
| | 19 - 30 years | 52 | 34.67 |
| | 31 - 40 years | 37 | 24.67 |
| | > 40 years | 57 | 38 |
| 3 | Education | | |
| | Elementary School | 4 | 2.67 |
| | Junior High School | 11 | 7.33 |
| 4 | Occupation | | |

| | | | |
|--|------------------|----|-------|
| | | | |
| | Student | 10 | 6.67 |
| | Housewife | 47 | 31.33 |
| | Private employee | 62 | 41.33 |
| | Entrepreneur | 15 | 10 |
| | Civil servant | 3 | 2 |
| | Retire | 8 | 5.33 |
| | Unemployed | 5 | 3.33 |

From Table 1, respondent characteristics are classified based on gender, age, level of education, and occupation. Most respondents were female (61.33%). Based on age, respondents were dominated by the age group above 40 years (38%), followed by the age group of 19-30 years (34.67%). The terms of education, the majority of respondents had a bachelor's degree (48.67%), while based on occupation, most respondents worked as private employees (41.33%).

The results of the validity test showed that all questions had r-count values greater than the r-table value (n= 150 respondents), so it can be concluded that all question items are valid. In addition, all variables obtained Cronbach's alpha reliability coefficients > 0.700, so it can be stated that all variables in this study are reliable.

The respondents' answers obtained were then analyzed descriptively. Questionnaire data were analyzed using the three-box method (Ferdinand, 2019). The categories used were low, medium, and high. The scoring technique used in this study was a maximum score of 5 and a minimum score of 1. Table 2 shows respondents' responses to repurchase intention, brand image, servicescape, and reliability at Sumber Waras Hospital. The results showed that the variables of brand image, servicescape, and reliability had responses in the medium category, while the repurchase intention variable had responses in the high category.

Table 2. Matrix of Three Box Method Analysis Results

| N | Variable | Response Position | | | |
|---|----------|-------------------|-------|-----|----------|
| | | Lo | Mediu | Hig | Behavior |
| o | | | | | |

| | | w | m | h | |
|---|----------------------|---|---|---|--------------------|
| 1 | Repurchase intention | | | * | Want to repurchase |
| 2 | Brand image | | * | | Dislike |
| 3 | Servicescape | | * | | Uncomfortable |
| 4 | Reliability | | * | | Inconsistent |

The measurement model was used to test the relationship between dimensions and latent variables, consisting of validity testing (CFA), construct reliability (CR), and average variance extracted (AVE). The results of CFA analysis for exogenous and endogenous variables indicate that all dimensions in each variables showed good reliability. However, for the average variance extracted (AVE) test, the reliability variable was slightly below the threshold, but it was still acceptable because the CR met the requirements.

The structural model states causal relationships to test the hypotheses. Structural model testing consists of normality testing, outlier testing, goodness-of-fit testing, and hypothesis testing. The results of the normality test in this study indicate that the data as a whole are normally distributed. The outlier test results indicate that there are no outliers in the research data. The goodness-of-fit results indicate that the model is considered fit.

Table 3. Testing of Direct Effect Hypotheses

| Structural | Estimate | S.E. | C.R.P | Description |
|------------|----------|-------|-----------------|-------------|
| NPU ← CM | 0.285 | 0.092 | 3.106 0.002 | Accepted |
| NPU ← S | 0.203 | 0.051 | 3.996 <0.001 | Accepted |
| KA ← CM | 0.293 | 0.047 | 6.279 <0.001 | Accepted |
| KA ← S | 0.181 | 0.024 | 7.504 <0.001 | Accepted |
| NPU ← KA | 0.648 | 0.216 | 3.000 0.003 | Accepted |

Table 3 shows the testing of direct and indirect effect hypotheses. Based on Table 3, the results of each direct effect hypothesis testing

are as follows:

a. The Effect of Brand Image on Repurchase Intention

The estimated parameter for testing the effect of brand image on repurchase intention was 0.285. Hypothesis testing showed a C.R. value of 3.106 with a significance (p-value) of 0.002. Because the C.R. (t-statistic) > t-table (3.106 > 1.976) and the significance (p-value) of 0.002 < 0.05, H₀ is rejected, and H_a is accepted. Thus, it can be concluded that there is a significant positive effect of brand image on repurchase intention at Sumber Waras Hospital.

b. The Effect of Servicescape on Repurchase Intention

The estimated parameter for testing the effect of servicescape on repurchase intention was 0.203. Hypothesis testing showed a C.R. value of 3.996 with a significance (p-value) < 0.001. Because the C.R. (t-statistic) > t-table (3.996 > 1.976) and the significance (p-value) < 0.001 < 0.05, H₀ is rejected, and H_a is accepted. Thus, it can be concluded that there is a significant positive effect of servicescape on repurchase intention at Sumber Waras Hospital.

c. The Effect of Brand Image on Reliability

The estimated parameter for testing the effect of brand image on reliability was 0.293. Hypothesis testing showed a C.R. value of 6.279 with a significance (p-value) < 0.001. Because the C.R. (t-statistic) > t-table (6.279 > 1.976) and the significance (p-value) < 0.001 < 0.05, H₀ is rejected, and H_a is accepted. Thus, it can be concluded that there is a significant positive effect of brand image on reliability.

d. The Effect of Servicescape on Reliability

The estimated parameter for testing the effect of servicescape on reliability was 0.181. Hypothesis testing showed a C.R. value of 7.504 with a significance (p-value) < 0.001. Because the C.R. (t-statistic) > t-table (7.504 > 1.976) and the significance (p-value) < 0.001 < 0.05, H₀ is rejected, and H_a is accepted. Thus, it can be concluded that there is a significant positive

effect of servicescape on reliability at Sumber Waras Hospital.

e. The Effect on reliability on Repurchase Intention

The estimated parameter for testing the effect of reliability on repurchase intention was 0.648. Hypothesis testing showed a C.R. value of 3.000 with a significance (p-value) of 0.003. Because the C.R. (t-statistic) > t-table (3.000 > 1.976) and the significance (p-value) of 0.003 < 0.05, H0 is rejected, and Ha is accepted. Thus, it can be concluded that there is a significant positive effect of reliability on repurchase intention at Sumber Waras Hospital.

Table 4. Testing of Indirect Effect Hypotheses

| Structural | C.R. | P | Description |
|------------------|-------|-------|-------------|
| CM → KA → NPU | 2.644 | <0.05 | Diterima |
| S → KA → NPU | 2.819 | <0.05 | Diterima |

Meanwhile, the results of indirect effect hypothesis testing shown in Table 4 are as follows:

a. Brand image has a significant positive effect on repurchase intention through reliability. This is indicated by a C.R. value of 2.644 (2.644 > 1.976) and a p-value < 0.05, so H0 is rejected and Ha is accepted.

b. Servicescape has a significant positive effect on repurchase intention through reliability. This is indicated by a C.R. value of 2.819 (2.819 > 1.976) and a p-value < 0.05, so H0 is rejected and Ha is accepted.

Table 5. R Square (R²) Value Testing of the Research Model

| Variabel | Estimation |
|----------------------|------------|
| Reliability | 0.615 |
| Repurchase Intention | 0.653 |

Furthermore, based on Table 5, the estimated value of the reliability variable (Z) is 0.615. This indicates that 61.5% of the reliability variable (Z) can be influenced by brand image and servicescape variables, while the remaining 38.5% is influenced by other variables outside

this study. The estimated value of the Repurchase Intention variable (Y) is 0.653. This indicates that 65.3% of the Repurchase Intention variable (Y) can be influenced by brand image, servicescape, and reliability, while the remaining 34.7% is influenced by other variables outside this study. The analysis results obtained R² values of 0.615 for the reliability variable and 0.653 for the repurchase intention variable. These R² values indicate that the level of determination of the exogenous variables (brand image and servicescape) on the endogenous variables is high.

The results of testing the standardized direct effect value show a value of 0.286 and the standardized indirect effect value of 0.189. It can therefore be concluded that in this study, the standardized direct effects are greater than the standardized indirect effects, meaning that the mediating variable of reliability has a direct influence between the independent variables (brand image and servicescape) and the dependent variable (repurchase intention).

Table 6. Simultaneous Hypothesis Testing (F Test)

| Model | Independent Variables | Dependent Variable | R ² | F-count | F-table | p-value | Description |
|-------|----------------------------------------|----------------------|----------------|---------|---------|---------|-------------|
| 1 | Brand Image, Servicescape | Reliability | 0.615 | 117.369 | 3.06 | < 0.001 | Accepted |
| 2 | Brand Image, Servicescape, Reliability | Repurchase Intention | 0.653 | 91.596 | 2.67 | < 0.001 | Accepted |

Based on Table 6, the results of simultaneous hypothesis testing indicate that both structural models in this study have significant simultaneous effects.

In the first model, the variables of brand image and servicescape simultaneously have a significant effect on reliability, with an F-count value of 117.369, which is much greater than the F-table value of 3.06. A p-value of less than 0.001

indicates a very strong level of significance, so it can be concluded that H₀ is rejected and H_a is accepted. This shows that brand image and servicescape are important factors that simultaneously shape perceptions of reliability at Sumber Waras Hospital.

In the second model, the variables of brand image, servicescape, and reliability simultaneously have a significant effect on repurchase intention, with an F-count value of 91.596, which is much greater than the F-table value of 2.67. The R² value of 0.653 indicates that the three independent variables are able to explain 65.3% of the variation in repurchase intention, which is considered substantial (Sugiyono, 2016). These results confirm that the research model has strong predictive power in explaining factors that influence patients' repurchase intention at Sumber Waras Hospital.

The findings of this simultaneous testing are consistent with the results of the partial tests conducted previously, where each independent variable was proven to have a significant effect on its dependent variable. The consistency between partial and simultaneous tests strengthens the validity of the structural model built in this study. The very high F-count values in both models indicate that the selected independent variables have strong theoretical and empirical relevance in the context of the healthcare service industry, particularly in building service reliability and encouraging repurchase intention.

DISCUSSION

a. The Effect of Brand Image and Servicescape on Repurchase Intention Through Reliability

Brand image is the perception and preference of consumers toward a brand, as reflected in various types of brand associations stored in consumers' memory (Keller, 2009). Servicescape is a concept used in service marketing to describe the physical environment in which services are delivered, which includes physical elements, atmosphere, and spatial design that influence customer perceptions of

service quality (Bitner, 1992). Reliability plays an important role in building customer trust and encouraging repurchase. Reliability is one of the dimensions of SERVQUAL (Parasuraman et al., 1988) that measures the extent to which services can be relied upon and delivered as promised.

In accordance with the research conducted by Ladhari (2009), reliability can act as a mediating variable in the relationship between service attributes and customer intention. Brand image and servicescape are important factors that shape perceptions of service reliability. Reliability itself then encourages customers' intention to make repurchases. Research conducted by Putri, D.A., and Nugroho, A. (2019) states that brand image has a significant effect on loyalty and repurchase intention, both directly and indirectly through satisfaction. Brand image creates positive perceptions that encourage repurchase. The results of research by Juliana (2020) show that the servicescape variable has a significant effect on consumer loyalty at Chakra The Breeze BSD Restaurant, with the design dimension being the variable that has the greatest influence on consumer loyalty.

The results of the study indicate that the brand image variable, servicescape variable, and reliability variable have a significant positive effect on the repurchase intention variable. In addition, the reliability variable significantly mediates the effect of brand image and servicescape on repurchase intention.

Based on the results of the three-box method analysis, all dimensions in the repurchase intention variable (transactional interest, referential interest, preferential interest, and exploratory interest) are in the high category. Meanwhile, all dimensions of the brand image, servicescape, and reliability variables are still in the medium category. This becomes a driving factor for hospitals to improve brand image, servicescape, and increase reliability.

b. The Effect of Brand Image on Repurchase Intention

Brand image is the perception and preference of consumers toward a brand, as

reflected in various types of brand associations stored in consumers' memory (Keller, 2009). Repurchase intention is a behavior that arises when consumers have the desire to buy or choose a product based on experience in choosing, using, and consuming or desiring a product to make a repurchase, which subsequently forms loyalty within consumers (Kotler & Keller, 2012).

The results of the study show that there is a significant positive effect of brand image on repurchase intention at Sumber Waras Hospital, meaning that the better the hospital's brand image, the more it will increase patients' repurchase intention to continue and remain loyal in using services and products originating from Sumber Waras Hospital. Similar research conducted by Ondang et al. (2018), in the *International Journal of Recent Advances in Multidisciplinary Research*, Vol. 05, Issue 07: How Hospital Brand Image Intervene The Impact Of Marketing Mix On Patient Loyalty at Hospital X, states that hospital brand image significantly affects patient loyalty. Agmeka et al. (2019) show that brand image has a significant effect on purchase intention. Lin and Chuang (2018) found that brand image is also a key factor in influencing consumer purchasing attitudes.

c. The Effect of Servicescape on Repurchase Intention

Servicescape is any physical attribute surrounding customers during the delivery of services (Hightower Jr. and Shariat, 2009). Servicescape plays an important role in shaping patient experience and can be one of the factors that contribute to increasing patients' repurchase intention. Comfortable, clean, and well-designed healthcare facilities not only increase satisfaction but also encourage patients to return and recommend the service to others. Servicescape includes elements such as interior design, cleanliness, comfort, and the atmosphere created by the service environment. Therefore, companies must target what customers want by forming the identity they wish to offer.

The relationship between servicescape and repurchase intention according to

Mehrabian and Russell (1974) is explained through the S-O-R (Stimulus-Organism-Response) model, which is a theoretical framework to understand how the environment influences human behavior, especially in the context of service consumption. The results of the study show that there is a significant positive effect of servicescape on repurchase intention at Sumber Waras Hospital, meaning that the better the servicescape, the more it will increase patients' repurchase intention to continue and remain loyal in using services and products originating from Sumber Waras Hospital.

d. The Effect of Brand Image on Reliability

A good brand image will be able to increase the success of a company. Brand image is the perception and preference of consumers toward a brand, as reflected in various types of brand associations stored in consumers' memory (Keller, 2009). Reliability is one of the main dimensions of service quality that refers to a company's ability to consistently provide services as promised accurately and reliably (Parasuraman et al., 1988).

Ryu, Han, and Kim (2008) found that brand image has a strong influence on perceptions of service quality, particularly the reliability aspect. The results of the study show that there is a significant positive effect of brand image on reliability at Sumber Waras Hospital, meaning that the better the brand image, the better the hospital's reliability, which will ultimately have an impact on consumer trust.

f. The Effect of Servicescape on Reliability

Servicescape is the physical environment where services are delivered, such as hospitals, clinics, or doctor practices. This factor has a major influence on patient trust, because a comfortable and professional environment not only improves patient experience but can also enhance positive perceptions of the quality of healthcare services provided. Customers often assess service reliability based on what they see and feel from the physical environment.

The results of the study show that there is a significant positive effect of servicescape on reliability at Sumber Waras Hospital, meaning

that the better the hospital's servicescape, the higher the hospital's reliability, which in turn will also increase patient trust. Similar research conducted by Wakefield and Blodgett (1999) found that a well-designed physical environment increases perceptions of trust and reliability of service providers.

g. The Effect of Reliability on Repurchase Intention

Reliability is one of the main dimensions of service quality that refers to a company's ability to deliver services in a timely, accurate, and consistent manner in accordance with what is promised (Parasuraman et al., 1988). Reliability is considered an important indicator of customer trust, because customers tend to perceive a service as high quality if their experiences are consistent with expectations. Meanwhile, repurchase intention is the desire or tendency of consumers to repurchase products or reuse services from the same brand or company in the future. Repurchase intention is a behavior that arises when consumers have the desire to buy or choose a product based on experience in choosing, using, and consuming or desiring a product to make a repurchase, which subsequently forms loyalty within consumers (Kotler & Keller, 2012).

The results of the study show that there is a significant effect of reliability on repurchase intention at Sumber Waras Hospital, meaning that the better the reliability, the more it will increase patients' repurchase intention to continue and remain loyal in using services and products originating from Sumber Waras Hospital. Research by Cronin and Taylor (1992) found that service reliability has a significant impact on satisfaction and repurchase intention. Reliability significantly influences customer loyalty and the desire to continue using services (Cheng et al., 2008). Meanwhile, Boulding et al. (1993) concluded that customers who receive reliable services are more likely to exhibit loyal behavior, including repurchase.

This study has strengths in the use of a comprehensive structural model to test direct and indirect relationships between brand image, servicescape, reliability, and repurchase intention in the context of healthcare services.

However, this study also has limitations, including the use of a cross-sectional design that is not yet able to capture changes in patient perceptions over time, as well as the limitation of the research location, which was conducted at only one hospital.

SUGGESTIONS

For the management of Sumber Waras Hospital, in order to maintain and increase repurchase intention, efforts can be made by improving the quality of service interactions, expanding promotion based on patient recommendations, and providing consistent positive experiences.

For future researchers, research respondents should include other units such as inpatients or users of supporting medical services, so that the research results can describe hospital conditions more comprehensively. The questionnaire should be made simpler and should not use neutral answer options, in order to obtain firmer and more accurate results in measuring respondents' perceptions of each research variable. In addition, research variables can be expanded, such as patient satisfaction, trust, and quality of service interaction.

ACKNOWLEDGEMENT

We would like to express our sincere gratitude to the management and all staff of Sumber Waras Hospital Jakarta for granting permission and providing support for the implementation of this study. We would also like to extend our appreciation to all respondents who were willing to take the time to participate and provide valuable data for this research. In addition, we appreciate all parties who provided input, guidance, and academic support throughout the process of preparing and refining this article.

REFERENCES

- (1) Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The influence of discount framing towards brand reputation and brand image on purchase intention and

- actual behavior in e-commerce. *Procedia Computer Science*, 161, 851-858.
- (2) <https://doi.org/10.1016/j.procs.2019.1.192>
- (3) Ajzen, I. (1991). The Theory of Planned Behavior. Organizational Behaviour and Human Processes. In *University of Massachusetts at Amherst Research (Vol.50)*. Academic Press, Inc.
- (4) Bitner, M. (1992). Servicescapes: dampak lingkungan fisik terhadap pasien dan karyawan. *J. Mark.*56, 57-71. doi: 10.1177//002224299205600205
- (5) Boulding, W., Kalra, A., Staelin, R., & Zeithaml, V.A. (1993). A dynamic process model of service quality: From expectations to behavioral intentions. *Journal of Marketing Research*, 30(1), 7-27.
- (6) Cheng, J.H., Yeh, C.H., & Tu, C.W. (2008). Trust and knowledge sharing in green supply chains. *Supply Chain Management: An International Journal*, 13(4), 283-295.
- (7) Cronin, J.J., & Taylor, S.A. (1992). *Measuring Service Quality : A Reexamination and Extension*. *Journal of Marketing*, 56 (3): 55 -68.
- (8) Ferdinand. (2019). *Metode Penelitian Manajemen: Pedoman Penelitian Untuk Skripsi, Tesis, dan Desertasi Ilmu Manajemen*. Semarang : Badan Penerbit Universitas Diponegoro.
- (9) Fitzsimmons, J.A., & Fitzsimmons, M.J. (2011). *Service Management : Operations, Strategy, Information Technology* (7th ed.). New York : McGraw - Hill.
- (10) Hightower Jr, R., & Shariat, M. (2009). Servicescapes Hierarchical Factor Structure Model. *Global Review of Business and Economic Research*, 5(2), p. 375-398.
- (11) Juliana., Themmy Noval. Maret 2020. Pengaruh *Servicescape* Terhadap Loyalitas Konsumen di Restoran Chakra The Breeze Bumi Serpong Damai. *Journal Ecodemica*, Vol. 4 No. 1. <http://ejournal.bsi.ac.id/ejurnal/index.php/ecodemica>
- (12) Keller, K.L. (2009). Building strong brands in a modern marketing communications environment. *Journal of Marketing Communications*, 15 (2-3), 139 – 155.
- (13) Kotler, P., & Keller, K.L. (2012). *Marketing Management* (14th ed.). Pearson Education.
- (14) Ladhari, R. (2009). Service quality, emotional satisfaction, and behavioural intentions: A study in the hotel industry. *Managing Service Quality: An International Journal*, 19 (3), 308 -331.
- (15) Lin, C. T. L., & Chuang,S. S. (2018). The Importance of Brand Image on Consumer Purchase Attitude: A Case Study of E-Commerce in Taiwan. *Studies in Business and Economics*, 13(3), 91-104. <https://doi.org/10.2478/sbe-20180037>
- (16) Mehrabian, A.,& Russell,J.A. (1974). *An Approach to Environmental Psychology*. Cambridge, MA: MIT Press.
- (17) Ondang, M. M., Yanuar, T., & Syah, R. (2018). Research Article How Hospital Brand Image Intervene The Impact of Marketing Mix On Patient Loyalty. *International Journal of Recent Advances in Multidisciplinary Research*, 05(07), 3959–3963.
- (18) Ryu, K., & Jang, S. (2008). A scale for customers' perception of dining environments. *Journal of Foodservice Business Research*, 11(1), 2 -22.
- (19) Sugiyono. 2019. *Statistika untuk penelitian*. Alfabeta. Bandung.
- (20) Wakefield, K.L.,& Blodgett, J.G. (1999). Customer response to intangible and tangible service factors. *Psychology & Marketing*,16(1), 51 – 68.
- (21) Zeithaml, V.A., Bitner, M.J., & Gremler, D.D. (2013). *Services Marketing:*

- a. *Integrating customer focus across the firm* (6th ed.). McGraw-Hill Education.