# THE EFFECT OF PERCEIVED QUALITY, CUSTOMER SATISFACTION ON PHYSICAL EVIDENCE, AND BRAND IMAGE ON PATIENT LOYALTY AT THE EMDEE SKIN CLINIC PALEMBANG BEAUTY CLINIC

Sheisa Marinka, Oscar Jayanagara
Universitas Pelita Harapan, Indonesia
Email: sheisamarinka@gmail.com, oscar.fe@uph.edu

**ABSTRACT**

*The beauty industry in Indonesia, including The Emdee Skin Clinic Palembang, is rapidly growing, yet faces challenges in maintaining patient loyalty, as evidenced by a 15.73% decrease in repeat visits from 2023 to 2024. This study investigates the influence of perceived quality, physical evidence, brand image, and customer satisfaction on patient loyalty. Using a quantitative approach with a Likert scale, 200 respondents who had undergone treatment more than once at the clinic were surveyed. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that perceived quality and physical evidence positively affect brand image and patient loyalty. Additionally, brand image significantly mediates the relationship between perceived quality and physical evidence on patient loyalty. This study highlights the importance for clinic managers to enhance service quality, improve facilities, and build a strong brand image to retain patient loyalty. Future research should focus on extending the data collection period, incorporating more variables, and involving a more diverse respondent pool.*

| KEYWORDS | *perceived quality; physical evidence; brand image; customer satisfaction; beauty clinic* |
|---|---|

## INTRODUCTION

Appearance is one of the things that are inseparable from the needs of men and women in modern times. In modern society, people who look attractive or beautiful according to aesthetic standards are highly regarded and considered a privilege in itself as well as a symbol of success and are referred to as *beauty* (Pratami et al., 2023)privileges. Based on Maslow's theory of needs, the highest hierarchy of needs is the need for self-actualization. One of the self-actualizations of individuals can be obtained by increasing confidence in the individual. Beauty clinics provide a means to build confidence by providing services that target physical appearance aspects. The beauty industry also plays an important role in shaping beauty standards as the spearhead of various groups to make themselves look the way they want. It's no wonder that beauty clinics are currently mushrooming in almost all over the world. According to the international market and consumer data portal Statista, in 2022 the beauty and personal care market realized a revenue of US\$581.87 billion worldwide, with personal care being its largest segment.(Poldma, 2017)(Statista, 2023)

The beauty industry is one of the fastest-growing markets in this era. In 2010, the beauty industry market reached nearly 10 billion US dollars and approximately 26% of the market is owned by Asian countries. Between 2012 and 2018, there was an increase in beauty procedures by up to 42%. The increase in beauty procedures is mainly driven by millennials. Based on a report from KIC or called the Katadata Insight Center and Sirclo in 2021, there has been a surge in transactions in health and beauty products where in that year was the year of the Covid pandemic, the surge reached 40.1%. This shows a significant increase compared to 2019 which was only 29.1%. So it can be concluded that this increase has exceeded the increase in FMCG transactions. The cause of the increase in transactions was a change in the lifestyle of people who were isolated at home at that time so that they realized that health was very important.(Łopaciuk & Łoboda, 2013)(Wang et al., 2020)(Mutia, 2022)

The increase in the number of beauty care facilities in Indonesia shows the high public demand for health services. As the number of beauty treatment facilities increases, the competition among beauty clinics is also getting tighter. Beauty clinics compete with each other to provide fast, precise, and efficient services, as well as ensure patient satisfaction in every interaction with patients. In the context of competition between beauty clinics, *perceived health quality* and facility quality are two key factors that can affect patient satisfaction and loyalty. (Puspitasari, 2019)

In Palembang, beauty clinics, including *The Emdee Skin Clinic Palembang*, compete by offering comfortable facilities, friendly service, advanced technology, and competitive pricing to maintain customer loyalty. Established in 2013, *The Emdee Skin Clinic Palembang* is recognized for its expertise in addressing facial skin issues, developing skilled medical personnel, and introducing innovative treatments supported by safe, advanced

technology. However, patient visit data reveals a significant 15.73% decline in repeat visits from 2023 to 2024, with monthly averages dropping from 348 to 294 returning patients. This downward trend suggests potential issues with patient loyalty, highlighting the need for further investigation into its causes so that the clinic can implement strategies—such as enhancing service quality, launching loyalty programs, or offering attractive promotions—to retain and increase loyal customers.

Loyalty is a key aspect in the success of the beauty industry. Loyal clients tend to promote services indirectly and remain loyal to certain service providers despite price changes or competitors. According to , Mowen & Minor (2002)*brand loyalty* shows a customer's commitment to continue using a certain product. indicates that loyalty is the choice of consumers where with their awareness they continue to use products or services from a company continuously and for a long period of time. Thus, loyalty is a product of continuous consumer satisfaction. has emphasized that customer loss could be a serious problem for the industry as fewer new consumers are increasing. Therefore, consumer satisfaction that is carried out continuously will eventually form a loyalty for a long time, so that it will eventually become capital for the company in building the strength of its business. He also explained that building consumer loyalty today will be a strategic approach in this modern era, because in addition to encouraging business success, it will also encourage companies to retain loyal customers for a long time. With more than 50% of people in Palembang City being selective in choosing health products, the researcher aims to conduct a study to find out how perceived Lovelock & Wright (2002)(Gamble & Blackwell, 2001)Išoraitė (2016)*quality, physical evidence,* and *brand image* affect *patient loyalty* at The Emdee Skin Clinic Palembang.

*Perceived quality* has a significant impact on patient loyalty, especially in the context of beauty clinics because the patient's subjective assessment of the quality of service influences the patient's decision to return. This assessment is subjective and influenced by experience and information received. When patients feel the services at the beauty clinic meet expectations, a positive perception is built that encourages a commitment to return. emphasizing the importance of understanding the quality dimensions that are relevant to patients, which in this context include product quality, staff skills, and the clinical environment. Research shows that (Zeithaml, 1988)(Kotler & Keller, 2016)Aaker (2009)Azzahra & Prapanca (2023) and Nguyen (2021)*perceived quality* can significantly affect patient loyalty through patient satisfaction. In a beauty clinic, the higher the perception of the quality of the service received, the higher the patient's chances in terms of using the clinic's services and will suggest to the people around him. Although the results of the study in some areas are limited, these findings provide important insights for the development of service strategies in beauty clinics to improve patient satisfaction and loyalty

In addition to *perceived quality,* another factor that contributes significantly to loyalty is *physical evidence. Physical evidence* plays an important role in building customer loyalty. Physical elements such as clinic facilities, cleanliness, spatial arrangement, and aesthetic equipment create the perception of the quality of the services provided. Beauty clinics that provide a comfortable and modern physical environment can increase customer satisfaction. This satisfaction also encourages customers to continue to choose the service in the future and will spread positive information to others, even though there are competitors in the market. Research has also found that clinic customers are willing to pay more for services that are considered more quality, especially when they feel that reliability and promised results are being met. Therefore, beauty clinic management should focus on improving the quality of services and physical evidence to increase loyalty and service value.(Kotler et al., 2016)(Hsu et al., 2021)

*Perceived quality* and *physical evidence* that are considered good will encourage a good reputation or *a positive brand image*, thus having an impact on loyalty. (Kotler & Keller, 2016), revealed that *brand image (BI)* is the customer's perception and view of a brand, which has a great influence in the beauty clinic industry. *Brand image* that will have a good impact that is able to foster customer confidence and satisfaction, thereby encouraging their loyalty to use the service repeatedly. Showing that a strong Griffin (1995)*brand image* encourages ADAR customers to use the service again and share their positive experiences with others. to make a repeat purchase and recommend the service to others. In beauty clinics, the development of a good *brand image*, through improving the quality of services and facilities, can increase customer satisfaction. It also found that attention to service quality and customer experience contributes to loyalty. emphasizing that a strong Paradilla et al. (2022)Vimla & Taneja (2021)*brand image* in beauty services is important to maintain customer loyalty. In addition, it indicates that consumers who have a good perception of the brand will have high loyalty, recommend clinics, and continue to choose services even though there are other options. Therefore, building and maintaining a good image of the company is a key strategy for beauty clinics to increase customer loyalty.Lin & Yin (2022)

From the previous explanation, it is concluded that perception of quality, *physical evidence*, and *brand image* can have an important role in building *patient loyalty. High perceived quality* encourages patients to return and recommend services, while *physical evidence*, including a physical environment and comfortable facilities, provides a positive experience for customers which ultimately drives loyalty and increases customer satisfaction which contributes to loyalty. In addition, a positive *brand image* creates trust and satisfaction, encouraging customers so that they are encouraged to use their services again so that in the future they will invite others to try them. Thus, this study will examine the influence of these three variables on *patient*

*loyalty* at The Emdee Skin Clinic Palembang to understand the various elements that can strengthen client loyalty to aesthetic services in Palembang.

Despite this expansion, competition among beauty clinics is intensifying. The Emdee Skin Clinic Palembang, a well-established clinic since 2013, has experienced a notable decline in patient visits, with a 15.73% drop in return visits from 2023 to 2024. This decline highlights an emerging problem of patient loyalty, a crucial factor for the clinic's sustained success. Previous studies have shown that perceived quality and physical evidence, such as the clinic's ambiance and service delivery, are essential factors influencing patient loyalty in the healthcare and beauty sectors (Kotler & Keller, 2016; Azzahra & Prapanca, 2023). However, there remains a lack of in-depth research into how these elements interact with brand image to shape loyalty in beauty clinics in Indonesia.

This study aims to examine how perceived quality, physical evidence, and brand image influence patient loyalty at *The Emdee Skin Clinic Palembang*, with a specific focus on the mediating role of brand image between these factors and patient loyalty. By empirically testing the impact of perceived quality and physical evidence on both brand image and patient loyalty, the research seeks to provide valuable insights into the dynamics that drive customer retention in a competitive market. The findings are expected to help the clinic develop targeted strategies to enhance customer satisfaction and loyalty, while also contributing to the broader understanding of these elements in the beauty industry.

**RESEARCH METHODS**

The research focused on examining all variables within the conceptual framework, specifically the independent variables (perceived quality or perceived value and physical evidence), the dependent variable (patient loyalty), and the mediating variable (brand image). The study aimed to understand how these variables interacted, particularly how brand image mediated the relationship between the independent variables and patient loyalty at *The Emdee Skin Clinic Palembang*.

The unit of analysis in this research was the individual respondent, with data collected from each person who participated in the study. This approach allowed the researcher to objectively observe and analyze the perspectives of each respondent regarding their experiences and loyalty to the clinic.

This study used a quantitative, non-intervention survey method, distributing questionnaires to gather data from patients. The measurement of variables relied on a 5-point *Likert* scale, enabling respondents to express their level of agreement with various statements. The research was conducted as a case study, focusing on patients of *The Emdee Skin Clinic Palembang*, and

aimed to provide insights into the factors influencing patient loyalty in the beauty clinic sector.

**Table 1.  Interpretation of the Likert Scale**

| Description | Score |
|---|---|
| Strongly Disagree | 1 |
| Disagree | 2 |
| Neutral | 3 |
| Agree | 4 |
| Strongly agree | 5 |

**Source: Chyung et al. (2017)**

Because the object of this study is patients, the population in question is all patients who the target of the study are. The population of this study is all patients of The Emdee Skin Clinic Palembang beauty clinic for the period March-April 2025.

**RESULTS AND DISCUSSION**

Each variable in this study is explained through descriptive analysis, which serves to present a statistical summary of the data, such as the highest, lowest, meanest, and standard deviation values. The average is used to show the general tendency of respondents' responses to each indicator in the variables studied. Furthermore, the average results are interpreted into specific categories based on a predetermined scale range. The process of calculating the maximum and minimum values of the scale is carried out using the following formula:

$$x = \frac{5 - 1}{5}$$
$$x = 0,8$$

From the results of the calculation using the previous formula, it was obtained that the category interval in this study was 0.8. These values are used to group respondents' answers into specific categories.

In this study, a five-point Likert scale was used, where each number represents the level of agreement of the respondents: the number 1 indicates a very high level of disagreement, the number 2 indicates disagreement, the number 3 indicates a neutral position, the number 4 means agree, and the number 5 reflects a very strong agreement with the statement given. (Sekaran & Bougie, 2016)

**Descriptive Analysis *of Perceived Quality***

If all indicators forming the *perceived quality variable* are averaged, then the average value of the perception of The Emdee Skin Clinic Palembang patients towards *perceived quality* is 4.0525; in other words, respondents tend

to agree with the statements related to the quality of the services received. Of the four indicators related to *perceived quality*, the PQ4 indicator ("Overall, the service provided at this beauty clinic is excellent") received the best response with an average of 4,075. On the other hand, the PQ2 indicator ("The services provided at this beauty clinic have high standards during the treatment period") gets the lowest approval rate with an average value of 4.005. Therefore, it can be concluded that Table 4.6 provides an indication that The Emdee Skin Clinic Palembang patients who are respondents have a positive perception of the quality of services they receive which can be seen from the tendency of average values that are close to the maximum scale and dominated by answers in the category of "Agree."

## Descriptive Analysis *of Physical Evidence*

If all indicators forming physical *evidence variables* are averaged, then the average perception of The Emdee Skin Clinic Palembang patients towards *physical evidence* is 4,144 which shows that respondents tend to agree with statements related to physical evidence at the beauty clinic. Of the eight indicators that measured *physical evidence*, the PE1 **indicator ("**Clinic building looks clean and well-maintained") received the best response with an average score of 4.195**.** The PE1 indicator shows that cleanliness and building care are the aspects most appreciated by patients. On the other hand, the PE7 indicator ("Hygiene of beauty care equipment is well maintained") obtained the lowest approval rate with an average of 4.055; however, the value still indicates a high level of approval from respondents. From the findings above summarized in Table 4.7, patients of The Emdee Skin Clinic Palembang have a very positive perception of the physical condition of the clinic**,** including the cleanliness of the facility, the neatness of the waiting room and treatment, to the appearance of the medical staff so as to support comfort during the treatment process.

## Descriptive Analysis *of Patient Loyalty*

If all indicators that form the *patient loyalty* variable are averaged, then the average perception of The Emdee Skin Clinic Palembang patients towards loyalty is 4,468 or respondents strongly agree with statements that reflect their loyalty to the beauty clinic. Of the four indicators that measure *patient loyalty*, the PL2 indicator ("I feel that I am a loyal patient at this beauty clinic") obtained the highest average score of 4,485 and indicates that the majority of patients have awareness and recognition of their loyalty to the clinic. Meanwhile, the indicator with the lowest average value is PL1 ("I plan to continue treatment at this beauty clinic") with a score of 4.455 so it still indicates a high approval rate. Based on the data summarized in Table 4.8, patients of The Emdee Skin Clinic Palembang have a very high level of loyalty which is characterized by the intention to continue treatment, feel loyal to patients, not be tempted by other clinics, and feel an emotional bond with the

clinic. A high negative *skewness* value also indicates the consistency of respondents' tendency to give high marks to each statement.

### Descriptive Analysis *of Brand Image*

If all indicators that form brand image variables are averaged, then the average perception of Emdee Skin Clinic Palembang patients towards the *brand image* reaches 4.32. The average figure shows that, in general, respondents agree with the statements regarding *the brand image* of The Emdee Skin Clinic Palembang. Of the three indicators that make up the *brand image* variable, the BI3 indicator ("I am sure that I will have a satisfactory experience from this beauty clinic") obtained the highest average value of 4.365, indicating that belief in positive experiences is the most powerful aspect in shaping brand perception in the eyes of patients. Meanwhile, the indicator with the lowest average value is BI1 ("This beauty clinic provides beauty treatment services and has complete and modern facilities") with a value of 4.265; Although this value is the lowest value, it still shows high approval from respondents. Based on the results of the questionnaire, it can be concluded that the brand image of The Emdee Skin Clinic Palembang is considered very positive by its patients, who appreciate the completeness and modernity of the facilities, the clinic's good reputation, and their belief in a satisfactory experience. A *negative skewness* value signifies that most respondents tend to give high marks, which reflects a positive and consistent perception of the clinic's brand image.

### PLS-SEM Analysis

This study applies a multivariate approach in inferential analysis by utilizing *the PLS-SEM technique.* This technique relies on a composite model approach in construct measurement, so it is considered appropriate to evaluate the relationship between the indicators and the constructs they represent. . Statistical analysis with (Hair et al., 2021)*PLS-SEM* is carried out with the help of *SmartPLS®4* software. The initial stage in the *SEM-PLS approach* begins with the evaluation of the measuring instrument through *the analysis of the outer model*, which aims to assess the validity and reliability of the indicators against their constructs. After that, structural or inner model testing is carried out to assess the strength and direction of the relationship between latent variables. The final stage includes an analysis of the influence and assessment of the path coefficient to test the hypothesis that has been formulated in the research.

### The Relationship *between Perceived Quality* and *Brand Image* in Patients of The Emdee Skin Clinic Palembang

The results of this study show that *the percevied quality* variable has a positive and significant effect on *brand image* in patients of The Emdee Skin Clinic Palembang. This shows that there is a strong positive relationship

between *perceived quality* and *brand image,* increasing *perceived quality* can have an impact on the level of *brand image* owned by clinics.

*Perceived quality* or perceived quality is the subjective perception of consumers of the advantages or privileges of the services they receive. Patient perception will be reflected in several factors, such as patient satisfaction with the quality of service at the clinic, assessment that services have high standards during the treatment period, comparison of service quality with other beauty clinics, and overall assessment of the services provided. When patients feel that the services received are very good and superior to other clinics, the perception will be formed that the clinic has a professional and trusted reputation. According to , consumer perception of high quality will create greater service value and strengthen a positive impression in consumers' minds. Patients tend to form a view of (Zeithaml, 1988)*the brand image* based on their experience with the services received. When the services provided are felt to be professional, safe, and effective, patients will trust the clinic more and associate quality services with a quality *brand image*. This is reinforced by findings that explain that a fast, precise, and friendly service experience can strengthen Aydin & Özer (2005)*brand image* in the eyes of consumers.

*The perceived quality* at The Emdee Skin Clinic Palembang is reflected in the clinic's ability to maintain a high standard of service through comfortable facilities, friendly staff, and satisfactory treatment results. All of these aspects create a positive experience that shapes a good perception of the clinic and strengthens *the brand image* that has been had. *The clinic's brand image* is also strengthened when patients are satisfied with the results of the treatment they receive so that patients trust the clinic.

This research is in line with research by those who stated that the perception of service quality has a significant relationship with the Vimla & Taneja (2021)*brand image* of hospitals. This research is also strengthened by research Batra & Taneja (2021) that states that the *perceived quality* of a hospital also strengthens the *brand image* of a hospital. This research is also supported by the finding that Lin & Yin (2022)*perceived quality* in dental clinics contributes to the formation of a strong *brand image*. This research is also in line with research that confirms that the quality of services, including attention from staff and physical facilities, plays an important role in shaping public perception of the brand image of healthcare institutions.AlOmari (2022) and Cham et al. (2021)

## The Relationship between *Physical Evidence* and *Brand Image* in Patients of The Emdee Skin Clinic Palembang

The results of this study show that the *physical evidence* variable has a positive and significant effect on *brand image* in patients of The Emdee Skin Clinic Palembang. These findings show that there is a strong relationship between *physical evidence* and *brand image*, where increasing *physical*

*evidence* in the service environment can have a positive impact on the clinic's *brand image* in the eyes of patients.

*Physical evidence* is physical evidence that is part of the overall service experience. In the context of beauty clinic services, aspects of cleanliness and maintenance of the building, the area and cleanliness of the parking lot, the neatness of the waiting room and treatment room, the completeness and cleanliness of beauty care equipment, to the neat and clean appearance of doctors and nurses contribute to shaping the *perceived quality* of patients towards the services provided. According to , the physical environment is a forum for interaction between service providers and consumers which is also an effective service communication tool.Tjiptono (2014)

Patients tend to form a view of *brand image* based on the physical experiences they feel firsthand. When clinics show attention to cleanliness, comfort, and professionalism through these physical aspects, patient trust increases and forms a positive association with the clinic's brand image. This is supported by the fact that clear Aaker (2009)*and easy-to-understand physical evidence can help consumers create* a strong and memorable *brand image*.

*The physical evidence* at The Emdee Skin Clinic Palembang is reflected in a clean and well-maintained clinic building, a spacious and garbage-free parking lot, a neat and comfortable waiting room, and a complete and hygienic beauty treatment room. The clean and tidy appearance of doctors and nurses also reinforces the impression of professionalism shown by the clinic. These elements create a positive perception that then contributes to the formation of a quality, modern, and trustworthy brand image. This research is in line with the statement that Mukherjee & Shivani (2013)*physical evidence* can affect *the brand image* and the service itself. This finding is also reinforced by the fact that Kotler & Keller (2016)*brand image* is formed by a collection of perceptions and beliefs. This research proves the theory put forward Setyowati et al. (2020) and which states that Coutinho et al. (2020)*physical evidence* affects the *brand image* of a hospital. In this process, physical experience has a great contribution to the process of forming *the brand image*.

**The Relationship *between Perceived Quality* and *Patient Loyalty* in Patients of The Emdee Skin Clinic Palembang**

The results of this study show that the *perceived quality* variable has a positive and significant effect on *patient loyalty* in patients at The Emdee Skin Clinic Palembang. These findings indicate that the higher the *perceived quality* of the services received, the greater the tendency of patients to remain loyal and continue treatment at the clinic in the future.

*Perceived quality* is a subjective assessment of patients that assesses the fulfillment of service expectations provided by patients. *Perceived quality* is reflected in the level of satisfaction with the quality of service, the service standards applied during the treatment period, the perception of service

excellence compared to other clinics, and the overall positive assessment of the clinic's services. stating that Zeithaml (1988)*perceived quality* is greatly influenced by the direct experience and information received by the patient. *High perceived quality* will give rise to trust, comfort, and satisfaction, which further encourages the formation of patient loyalty to service providers.

Kotler & Keller (2016) emphasizing that services that are able to meet or exceed the patient's expectations will form a positive perception that strengthens the intention to return to using the same service. In beauty clinic services, *perceived quality* is formed through satisfactory skin care results, punctuality of service, professionalism of medical personnel, and the empathy and friendliness of clinic staff. When *perceived quality* is well formed, patient loyalty will increase because patients continue their treatment at the clinic and get services equivalent to previous experience, thus giving rise to the belief that there is no other better clinic. At The Emdee Skin Clinic Palembang, patients' perception of quality is reflected in the success of treatment results, the friendliness of the staff, and the professionalism of doctors and nurses. All of these aspects contribute to the formation of high *perceived quality*, which ultimately has a positive impact on increasing *patient loyalty*.

This research is in line with the findings that Nguyen (2021)*perceived quality* has a significant influence on *patient loyalty* directly or through *patient satisfaction*. This research was also strengthened by Puspa Husada Hospital and Harran University Hospital, Turkey which showed that the perception of service quality has a great contribution in building patient loyalty to health facilities. This research is also in line with that Azzahra & Prapanca (2023)(Eris, 2022)El Garem et al. (2024) in Egypt which states that *perceived quality* has a significant effect on *patient loyalty* from private hospitals in Egypt.

**The Relationship *between Physical Evidence* and *Patient Loyalty* in Patients of The Emdee Skin Clinic Palembang**

The results of this study show that *physical evidence* has a positive and significant effect on *patient loyalty* in patients at The Emdee Skin Clinic Palembang. The results of this study show that the better the quality of the physical elements felt by the patient during the service process, the higher the patient's tendency to remain loyal and continue treatment at the clinic.

*Physical evidence* is physical evidence that is an integral part of the service experience, including facility cleanliness, equipment completeness, treatment room comfort, and medical staff appearance. In the context of a beauty clinic, good physical evidence will form a positive perception of the quality of service, which ultimately affects patient loyalty. stating that the condition of the facility, interior and exterior design, and cleanliness are important elements that affect the direct experience of the patient. Patients who feel physically comfortable when receiving services tend to form the perception that the service is of high standards and worthy of future reuse. At

The Emdee Skin Clinic Palembang, Tama et al. (2024)*physical evidence* is reflected in a clean and well-maintained clinic building, a spacious parking lot that is clean of garbage, a neat and comfortable waiting room and treatment room, the availability and cleanliness of complete treatment equipment, and the clean and professional appearance of doctors and staff. All of these elements form a positive physical experience and support the creation of *patient loyalty* to the clinic on an ongoing basis.

The results of this study are in line with research that found that facilities have a significant influence on patient loyalty. Similar findings were also conveyed by those who stated that the physical environment of hospitals significantly affected patient loyalty and intention to recommend services to others. In addition, in his research at Datu Pancaitana Hospital, it was found that Stanley & Sidharta (2023)Lacap & Alfonso (2022)Manshur et al. (2022)*physical evidence* elements such as facilities, cleanliness, and hospital appearance play an important role in shaping patients' perceptions of service quality and contributing to loyalty.

**The Relationship *between Brand Image* and *Patient Loyalty* in Patients of The Emdee Skin Clinic Palembang**

The results of this study show that the *brand image* variable has a positive and significant effect on *patient loyalty* in patients at Emdee Skin Clinic Palembang. These findings indicate that the more positive *the brand image* formed in the patient's mind towards the clinic, the greater the tendency of the patient to remain loyal and continue treatment at the clinic.

According to , Kotler & Keller (2016)*brand image* is a collection of beliefs, ideas, and impressions that customers have about a brand. In the context of the healthcare and beauty industry, a strong brand image creates positive perceptions, increases trust, and encourages satisfaction that leads to loyalty. Customers who have a positive view of a brand's image tend to make more frequent repurchases and recommend it to others. (Griffin, 1995)*The brand image* at The Emdee Skin Clinic Palembang is formed from various aspects, such as the reputation of the clinic known for its satisfactory skin care results, professionalism of medical personnel, friendly and communicative service, and a strong brand presence on social media and various digital platforms. This positive perception gives patients confidence that The Emdee Skin Clinic Palembang is a reliable choice for skin care, thereby increasing the patient's commitment to remain loyal and not move to another clinic.

This research is in line with the emphasis on the importance of developing Paradilla et al. (2022) and Vimla & Taneja (2021)*brand image* to increase patient satisfaction and loyalty. Research shows that positive perceptions of hospital brands contribute greatly to patient trust and loyalty. In addition, stating that a strong Vimla & Taneja (2021)Lin & Yin (2022)*brand image* significantly encourages patients' desire to continue using the clinic's services and recommends them to others, even in the midst of the many

healthcare alternatives. This research also corroborates Vimla & Taneja (2020) the fact that *brand image* affects *patient loyalty* from hospitals.

### Brand Image as a Mediator *of Perceived Quality* and *Patient Loyalty* in Patients of The Emdee Skin Clinic Palembang

The results of this study show that *brand image* mediates the influence *of perceived quality* on *patient loyalty* positively and significantly in patients at The Emdee Skin Clinic Palembang. This suggests that patients' perception of high quality of service will form a positive brand image, which ultimately increases their loyalty to the clinic.

*Perceived quality* is a patient's subjective assessment of the quality of services received. When *perceived quality* is high enough, trust and satisfaction will be formed which contributes to the formation of *a strong brand image*. According to , Kotler & Keller (2016)*brand image* reflects a customer's understanding of the brand and is an important element that influences repurchase and loyalty decisions. *A strong brand image* reflects the clinic's positive reputation based on the patient's experience of the quality of service provided. When *perceived quality is* felt to be very good, including the results of treatment, the friendliness of the staff, and the professionalism of medical personnel, the patient will have a positive perception of the Emdee brand. These factors drive the desire to return to the service thereby increasing *patient loyalty*.

*Perceived quality* indirectly affects *patient loyalty* through the formation of *brand image*. This means that even though good service quality has a direct impact on patient loyalty, the impact will be much stronger if the *perceived quality* also forms a positive *brand image* in the patient's mind. In other words, *brand image* is an important bridge that strengthens the influence of *perceived quality* on *patient loyalty*. Clinics that manage to maintain the quality of service will form a trusted brand, and this will increase the likelihood of patients being loyal on an ongoing basis.

This research is in line with the one that shows that Vimla & Taneja (2021)*brand image* is an important link between *perceived quality* and *patient loyalty*. also states that Lin & Yin (2022)*perceived quality* will form *a brand image* that will encourage *patient loyalty*. Therefore, in the context of The Emdee Skin Clinic Palembang, it is important to ensure that patients' perceptions of service quality are always positive in order to form a strong brand image and have an indirect impact on patient loyalty.

### Brand Image as a Mediator *of Physical Evidence* and *Patient Loyalty* in Patients of The Emdee Skin Clinic Palembang

The results of this study show that *brand image* plays a significant mediating variable in the relationship between *physical evidence* and *patient loyalty* in patients of The Emdee Skin Clinic Palembang. These findings show that tangible elements of service such as cleanliness, lounge comfort, staff

appearance, and clinic interior and exterior design not only directly affect patient loyalty, but also indirectly through their perception of the clinic's brand image.

*Physical evidence* has an important role in creating an initial impression and direct experience experienced by patients. When the physical facilities provided by the clinic are well maintained in terms of aesthetics, comfort, and cleanliness, this will form a positive *brand image* in the patient's mind.  states that Kotler & Keller (2016)*brand image* is formed from a collection of customers' impressions and perceptions of a brand based on their experience. So,  good *clinical physical evidence* will increase *a positive* brand image.

The influence of *physical evidence* on *patient loyalty* is strengthened by the existence of *brand image*. Patients who feel comfort and professionalism from the physical aspects of the clinic tend to form a positive assessment of the Emdee brand. This brand image then becomes the reason why patients decide to remain loyal, return to treatment, and recommend the clinic to others.

This research is in line with the findings and states that Becker & Douglass (2008)Mukherjee & Shivani (2013)*physical evidence* has an effect on *perceived quality*, satisfaction, and *patient loyalty*. *Physical evidence* is not only about the facility, but also the elements of atmosphere and appearance that shape the patient's perception of the *brand*. Thus, *the brand image* becomes a bridge that connects the physical experience of patients with their loyalty to the clinic.

**CONCLUSION**

The study found that both perceived quality and physical evidence had positive and significant effects on brand image and patient loyalty at *The Emdee Skin Clinic Palembang*. Additionally, brand image itself significantly influenced patient loyalty and served as a mediator in the relationships between perceived quality and patient loyalty, as well as between physical evidence and patient loyalty. These findings highlight the importance of enhancing service quality, physical facilities, and brand image to strengthen patient loyalty. For future research, it is recommended to explore additional variables, such as customer engagement or digital marketing strategies, to gain a deeper understanding of factors that can further improve patient loyalty in beauty clinics.

## REFERENCE

Aaker, D. A. (2009). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. The Free Press.

AlOmari, F. (2022). The mediating role of hospital image: The impact of care cost and service quality on patient satisfaction. *Journal of Innovation in Business and Economics*, *6*(01), 1–16. https://doi.org/10.22219/jibe.v6i01.18475

Aydin, S., & Özer, G. (2005). The analysis of antecedents of customer loyalty in the Turkish mobile telecommunication market. *European Journal of Marketing*, *39*(7/8), 910–925. https://doi.org/10.1108/03090560510601833

Azzahra, D., & Prapanca, Y. (2023). *The Influence Of Perceived Quality Of Service On Patient Loyalty In The Outpatient Installation Of Puspa Husada Hospital In 2023*. *2*, 1. https://ojs.transpublika.com/index.php/COMORBID/

Batra, M., & Taneja, U. (2021). Examining the effect of servicescape, perceived service quality and emotional satisfaction on hospital image. *International Journal of Pharmaceutical and Healthcare Marketing*, *15*(4), 617–632. https://doi.org/10.1108/IJPHM-04-2020-0026

Becker, F., & Douglass, S. (2008). The ecology of the patient visit: physical attractiveness, waiting times, and perceived quality of care. *Journal of Ambulatory Care Management*, *31*(2), 128–141.

Cham, T. H., Cheng, B. L., Low, M. P., & Cheok, J. B. C. (2021). Brand image as the competitive edge for hospitals in medical tourism. *European Business Review*, *33*(1). https://doi.org/10.1108/EBR-10-2019-0269

Chyung, S. Y. Y., Roberts, K., Swanson, I., & Hankinson, A. (2017). Evidence-Based Survey Design: The Use of a Midpoint on the Likert Scale. *Performance Improvement*, *56*(10), 15–23. https://doi.org/10.1002/pfi.21727

Coutinho, E. D., Vieira, P. R. da C., Mattoso, C. L. de Q., Troccoli, I. R., & Renni, M. J. P. (2020). Influence of service quality and corporate image on the satisfaction of patients with Brazil's National Cancer Institute. *International Journal of Pharmaceutical and Healthcare Marketing*, *13*(4), 447–468. https://doi.org/10.1108/IJPHM-07-2018-0036

El Garem, R. A. A., Fouad, A., & Mohamed, H. (2024). Factors associated with patient loyalty in private healthcare sector in Egypt. *Journal of Humanities and Applied Social Sciences*, *6*(2), 181–206. https://doi.org/10.1108/jhass-09-2023-0106

Eris, H. (2022). The relationship among perceived value, patient loyalty and patient satisfaction in the hospitals. *International Journal of Health Sciences*, 47374–47389. https://doi.org/10.53730/ijhs.v6ns7.13251

Gamble, P. R., & Blackwell, J. (2001). *Knowledge Management: A State of the Art Guide*. Kogan Page Publishers.

Griffin, J. (1995). *Customer Loyalty: How to Earn It and How to Keep It*. Jossey-Bass Publishers.

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer International Publishing. https://doi.org/10.1007/978-3-030-80519-7

Hsu, W., Yang, C.-H., & Fan, W.-P. (2021). A Study of Patients' Willingness to Pay for a Basic Outpatient Copayment and Medical Service Quality in Taiwan. *International Journal of Environmental Research and Public Health*, *18*(12), 6604.

Išoraitė, M. (2016). Customer loyalty: theoretical aspects. *Ecoforum Journal*, *5*(2), 292–299.

Kotler, P., Armstrong, G., & Wall, S. (2016). *Principles of Marketing* (16th ed.). Pearson Education.

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.

Lacap, J. P., & Alfonso, K. J. (2022). The Mediating Role of Patient Loyalty on the Relationship Between Satisfaction on Physical Environment and Intention to Recommend. *Asia-Pacific Social Science Review*, *22*(2), 83–99. https://doi.org/10.59588/2350-8329.1422

Lin, W., & Yin, W. (2022). Impacts of service quality, brand image, and perceived value on outpatient's loyalty to China's private dental clinics with service satisfaction as a mediator. *PLoS ONE*, *17*(6 June). https://doi.org/10.1371/journal.pone.0269233

Łopaciuk, A., & Łoboda, M. (2013). Global Beauty Industry Trends In The 21st Century. *Active Citizenship by Knowledge Management & Innovation: Proceedings of the Management, Knowledge and Learning International Conference*, 1079–1087.

Lovelock, C. H., & Wright, L. (2002). *Principles of Service Marketing and Management*. Prentice Hall.

Manshur, R., Nawawi, N., Purnomo, P., Jusuf, E., Ilyas, J. B., Putra, R. S. P., & Bin-Tahir, S. Z. (2022). The Effect of Tangible and Assurance Factors on Patient Loyalty through Patient Satisfaction in the Inpatient Unit of Datu Pancaitana Hospital, Bone Regency . *Proceedings of the First Australian International Conference on Industrial Engineering and Operations Management*, 2865–2873.

Mowen, J., & Minor, M. (2002). *Perilaku Konsumen* (5th ed.). Erlangga.

Mukherjee, S., & Shivani, S. (2013). Influence of Physical Evidence on Service Brand Image Dimensions and Brand Equity. *Indian Journal of Marketing*, *43*(6), 15. https://doi.org/10.17010/ijom/2013/v43/i6/36389

Mutia, A. (2022, December 5). *Makin Meroket, Pendapatan Produk Kecantikan dan Perawatan Diri di RI Capai Rp111,83 Triliun pada 2022*. Https://Databoks.Katadata.Co.Id/Produk-Konsumen/Statistik/66ea42a1ae6c6/Makin-Meroket-Pendapatan-Produk-Kecantikan-Dan-Perawatan-Diri-Di-Ri-Capai-Rp11183-Triliun-Pada-2022.

Nguyen, T. L. H. (2021). "The Relationship of Perceived Service Quality and Expectation on Customer Satisfaction and Loyalty." *Biomedical Journal of Scientific & Technical Research*, *40*(1). https://doi.org/10.26717/bjstr.2021.40.006396

Paradilla, M., Nurfitriani, N., & Awawiriam, S. (2022). The Effect of Brand Image on Loyalty through General Patient Satisfaction as an Intervening Variable in Makassar City Hospital. *Journal of Asian Multicultural Research for Medical and Health Science Study*, *3*(1), 67–75. https://doi.org/10.47616/jamrmhss.v3i1.239

Poldma, T. (2017). Hierarchy of Needs (Maslow). In *The Bloomsbury Encyclopedia of Design* (Vol. 2, p. 150). Bloomsbury Academic.

Pratami, V. T., Nuryani, R., & Lindasari, S. W. (2023). Tingkat Kepercayaan Diri pada Wanita Dewasa Awal dengan Adanya Tren Beauty Privilege. *Jurnal Keperawatan*, *15*(3), 1101–1108.

Puspitasari, A. Z. (2019). Hubungan Perceived Quality dengan Kepuasan Fasilitas Kesehatan Tingkat Pertama (FKTP) di Wilayah Surabaya Timur pada Pelayanan BPJS Kesehatan. *The Indonesian Journal of Public Health* , *13*(2), 197.

Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach.* John Wiley & Sons.

Setyowati, A., Djawoto, & Soekotjo, H. (2020). Effect of Service Marketing Mix on Hospital Selection Mediated With Brand Image on Hospital's Outpatients. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, *9*(4), 1207–1214.

Stanley, V., & Sidharta, H. (2023). Pengaruh Kualitas Pelayanan dan Fasilitas terhadap Loyalitas Pelanggan Rumah Kost Surabaya Barat. *PERFORMA*, *8*(4), 418–427. https://doi.org/10.37715/jp.v8i4.3793

Statista. (2023). *E-commerce worldwide - statistics & facts*. Https://Www.Statista.Com/Topics/871/Online-Shopping.

Tama, D. R., Hasyim, H., & Hilmy, M. R. (2024). Pengaruh Brand Image, Kualitas Pelayanan, dan Lingkungan Fisik Terhadap Keputusan Pasien Menggunakan Pelayanan Kesehatan di Instalasi Rawat Inap RSUP Dr Sitanala Tangerang. *Syntax Literate ; Jurnal Ilmiah Indonesia*, *9*(1), 473–488. https://doi.org/10.36418/syntax-literate.v9i1.14844

Tjiptono, F. (2014). *Pemasaran Jasa: Prinsip, Penerapan dan Penelitian*. Penerbit ANDI.

Sheisa Marinka, Oscar Jayanagara

Vimla, & Taneja, U. (2020). Navigating from Brand Image to Patient Loyalty: Mediating Effect of Service Quality and Patient Satisfaction. *Journal of Health Management*, *22*(3), 430–445. https://doi.org/10.1177/0972063420937940

Vimla, V., & Taneja, U. (2021). Brand image to loyalty through perceived service quality and patient satisfaction: A conceptual framework. *Health Services Management Research*, *34*(4), 250–257. https://doi.org/10.1177/0951484820962303

Wang, J. V., Akintilo, L., & Geronemus, R. G. (2020). Growth of cosmetic procedures in millennials: A 4.5-year clinical review. *Journal of Cosmetic Dermatology*, *19*(12), 3210–3212.

Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, *52*(3), 2–22.