Marketing Mix, Brand Image of Permata Keluarga Hospital Towards Brand Loyalty, Trust Intervening

Dr. Imelda Mulyawati T [1], Natsir Nugroho[2], Rokiah Kusumapradja[3], Endang Ruswanti[4]

[1, 2, 3, 4]Master Study Program of Hospital Administration, Faculty of Health Sciences of ESA Unggul University, Jakarta, Indonesia

Abstract: *The action of preventing or treating of diseases being severe will be easier even also cheaper. The small number of visit participants of general MCU at Permata Keluarga Hospital due to lack of promotion and information, and the small loyalty rate of general MCU participants has been becoming a problem in the hospital, thereby the research is conducted. This study aims to analyse the marketing mix and brand image of Permata Keluarga Hospital towards customer loyalty of medical check up (MCU) through the trust as a variable intervening. The method of this research is a causality explosive research with a research sample of 220 employees from the company (PT) that has been conducting MCU in Permata Keluarga Hospital as many as twice. The approach conducted in this research is survey method by giving the questionnaire. The collected Data was processed using a descriptive and quantitative analysis tool. Then, the result of analysis was interpreted and the final step was concluded and given recommendations. This measuring research method uses measurements through the method of Likert scale. The data used in this research is primary data. Testing data analysis uses SEM-AMOS. The study result is obtained a positive and significant Marketing strategy towards the brand image. Marketing strategy has a positive and significant effect on loyalty. Marketing strategy has a positive and significant effect on trust. Brand Image has no significant effect on loyalty. Brand image has positive and significant effect on trust, belief is positive and significant towards loyalty. Then, the marketing strategy and brand image of Permata Keluarga Hospital affect towards the loyalty which is mediated by the trust of employees of company (PT) medical check up (MCU) participant.*

Keywords: Marketing mix, Brand image, Trust, Customer loyalty

1. Introduction

Hospitals should provide satisfactory quality service as expected by patients thereby it can create the patient satisfaction, there will be the loyal patients. Due to the large cost of hospital operations, the effort of revenue increase is from healthcare services about medical, *non*-medical, or health services related matters. People who do not feel sick are not totally healthy. The action of preventing or treating the disease before being severe will be easier even also cheaper. Here is the main benefit *of Medical Check Up* (MCU) to detect health disorders as early as possible and provide the information needed for subsequent treatment.

In the increasing of complex needs of societies accompanied by advancing rapid economic growth, at this time MCU does not only serve to individual/individual participants but also serves participants from company and insurance with all variation needs of institutions.

This orientation change causes the competition among hospitals in increasing the number of hospital service users. This competition demands the management should create a marketing plan that focuses on service users then hospital will have a point that can be used to face the competition nowadays. A marketing strategy is created to instruct managers how the products/services they generate can reach consumers and how to motivate consumers to buy them. Hospitals need to design a marketing program for the product to get a response from the target market (George, 2019).

The essence of marketing is the social process in which individuals and groups in the community strive to fulfill their needs and what they want through the creation, bidding, swag of goods and services freedomly. Therefore, through the design of marketing strategies can help management to explore the needs and expectations of consumers (Kotler and Keller, 2009). The most universal and widely developed marketing strategy is the marketing mix (Assauri, 2014). Elements of the main marketing mix are *product, place, price, promotion* (Kotler, 2000).

Long-term orientation which emphasizes customer commitment is important and must be considered by the company. It can be concluded that loyal customers also give profit to the company because it can save costs to find new customers.

Therefore, the loyal patients are the asset to the hospital where the patient will come back when getting sick. Also, it will give an excellent effect to the hospital when there are issues that are not good to hear, usually the loyal patient will Deny and give clear input then the name of hospital is stay good. Patients who are loyal and satisfied with the hospital service will certainly describe to everyone when they need or seek (George, 2019).

Loyalty does certainly not just suddenly happen, the company should be able to regulate the strategy how to manage consumers by noticing and knowing what is the need of consumers with the expectation and consumers want to use the services offered by the company. One way to achieve competition and maintain customer loyalty is by forming a positive brand image in the eyes of consumers. Thereby it will arise trust in the consumer that this company is the best.

In addition, product quality and advertising partially affect the purchase decision (Ruswanti 2015).

Permata Keluarga Hospital is a class C hospital located in Lippo Cikarang area. MCU service at Permata Keluarga Hospital has been around since this hospital established and

is one of the services provided by hospitals and still going on. MCU at Permata Keluarga Hospital has three packages consisting of silver package, Gold Package and platinum package.

The loyalty of MCU participants is reflected in the participants' trust to use health care in one hospital in MCU. The MCU-RSPK market segment is general, recruitment and Annual. In this case, the most widely customer MCU is from recruitment and annual. Annual Health screening sent from the company is physical examination of the employees of the partner companies with medical and diagnostic support checks and carried out routinely. Recruitment health checks on prospective employees is also conducted as a condition of acceptance of employees at the company.

The concept of marketing strategy in the service is very interesting to learn, because the concept can provide a better direction in all terms of how the company or organization including Permata Keluarga Hospital to market products or services.

The result of pilot survey on 15 participants of MCU-RSPK was to find out how the brand image of MCU-RSPK now. The result showed that 33% or 5 participants have been using the MCU-RSPK service, 27% or 4 participants agreed that the MCU in RSPK has been very popular in the area around Lippo Cikarang, and 40% or 6 participants always have used the MCU-RSPK for the option of conducting MCU inspection. Then it can be known that the majority of participants of MCU does not know well BRAND image MCU-RSPK.

Whereas to obtain the idea of trust in the current MCU participants, based on the results of the survey with 15 participants MCU-RSPK is currently known that 27% or 4 participants who agree that the MCU in RSPK result is very accurate and 40% or 6 participants feel safe when conducting MCU inspection in RSPK. Then it can be concluded that the majority of participants in the MCU say they do not trust MCU-RSPK.

The result of research conducted by Bahari (2019) has beeb obtained the research result that the marketing mix strategy consisting of product, price, distribution, promotion, human resources, physical evidence, and simultaneous process has a positive and significant influence in determining patient loyalty in the Gresik Petrochemical Hospital. Looking at the condition, it is important to do research at Permata Keluarga Hospital to evaluate whether marketing programs or activities related to marketing strategy has been effective or not. Therefore, the plan of marketing strategy and good brand image is needed in order to create patient trust in the service provided in order to improve patient loyalty to the Permata Keluarga Hospital. Based on this, it motivates researcher to conduct research titled "The effect of marketing strategy and Brand Image of Permata Keluarga hospital to the loyalty of employees of PT participant Medical Check Up (MCU) through the trust of employees as an intervening variable ".

2. Research Objective

The research purpose is to analyze the effect of marketing strategy plan and brand image of Permata Keluarga Hospital towards employee loyalty of PT participant medical check up (MCU) through employee confidence as an intervening variable.

Use of Research Result
The results of this study are expected to provide the following benefits:
1) **Theoretical benefit**
   The results of this research are expected to provide benefits and strengthen the results of the research discussing the analysis of the effect of marketing strategy plan and the brand image of Permata Keluarga Hospital towards employee loyalty of PT medical check up (MCU) participant through employee trust as intervening variable.
2) **Practical Benefit**
   The results of this research are expected to be used as an evaluation material for the management of Permata Keluarga Hospital in managing the brand image of Permata Keluarga Hospital particularly in MCU. Then the results of the evaluation can be used as inputs thereby hospital has the proper marketing Strategy and has a good brand image. Hopefully it can improve the quality of service and consumers believe. Finally, the number visiting of general consumer increase and loyal to Permata Keluarga Hospital.

3. Literature Review

Development of hypotheses in this study is about marketing mix, Brand image, trust and brand loyalty. Marketing Mix is an integrated marketing activity and support one another. The Marketing mix is a term to describe all the marketing elements and non-marketing factors that are mixed into one and are taken to reach Lovelock and Wright (2005), asserting that the marketing mixes for the services consist of 8p, namely: product, price, place, promotion, people, physical proof, process, and productivity and quality.

Customers who believe are customers' trust arise because there is trust that the element involved in the exchange will provide consistent, honest, and responsible quality. This belief will lead to good relations between the element involved in the exchange.

Customer loyalty is a manifestation of consumer satisfaction in using facilities and services provided by the company, and remains a consumer of the company. Loyalty is the proof of consumers who have always been customers, who have the strength and positive attitude of the company. In research conducted by Ondang (2018), obtained the research results that the marketing mix brings a significant impact on the image of temporary hospitals. Also, the Competitiveness Research (2019) obtained results showed that in a partial, marketing strategy has a positive effect on the brand image. Then research conducted by Sawitri (2016), shows that there is a positive influence marketing mix (product, promotion, place, person, process) to loyalty through customer satisfaction. Research conducted by Aditya (2017) shows

that there is an influence of brand image on the intention of revisit loyalty. The results of Lingavel Research (2016) obtained that the results of customer relationship management have an impact on brand equity. The results of research conducted by Subaebasni (2019) can be concluded that data analysis results obtained that the brand image is positive and significant to the customer's trust. The research of Muzahid and Parvez (2009), gained that customer trust and satisfaction positively and significantly affects customer loyalty. Competitive Research (2019) obtained that Indirectly the marketing strategy and brand image are positive influence but not yet significant to the purchase decision through customer satisfaction.

4. Method

This research uses the research design of a causality Explanatory Research. The approach used in this research is the survey method. Data collection is done by survey through questionnaire. The collected Data is processed using a descriptive and quantitative analysis tool. The results of analysis are then interpreted and the final step is concluded and given recommendations. This method of measuring research uses measurements through the method of Likert scale. The data used in this research is primary data.

The population in this research is the employees of company (PT) who have Conducted MCU inspection in the Permata Keluarga Hospital as many as twice. Due to the huge number of populations, samples were used. The number of samples used in this study are 220 people.

Data analysis uses SEM analysis (analysis of Moment Structure) AMOS. Total index value by using criterion of 3 box (Three-Box Method) including process and productivity and quality

Customers believe because there is trust that the element involved in the exchange will provide consistent, honest, and responsible quality. This belief will lead to good relations between the involved element in the exchange.

Customer loyalty is a manifestation of consumer satisfaction in using facilities and services provided by the company, and remain being the customer.

Hypothesis Development
Based on the explanation above, the following hypothesis is compiled:
1) H1 : There is a influence of marketing mix towards brand image
2) H2 : There is a influence of marketing mix towards Employee Loyalty
3) H3 : There is a influence of marketing mix towards Employee Trust
4) H4 : There is a brand image influence towards employee loyalty
5) H5 : There is a brand image influence on employee Trust
6) H6 : There is an influence of patient confidence in employee loyalty
7) H7 : There is an influence of marketing mix, brand image, loyalty which is mediatied by Trust

The Way to Measure Variables
Lovelock and Wright (2005), asserted that the marketing mix for the service consisted of 8p, namely: product, price, promotion, people, physical Evidence, process, and productivity and quality. Kapferer (2010) conveys a brand model which opens up insight. He stated that the identities of most brands could be presented in six dimensions namely physical, reflection, connectedness, personality, culture and self-image. According to Mayer (2005) the factor which establishes a person's trust in the other is three, namely: ability, kindness and integrity. According to Rangkuti (2002), "Customer loyalty is the loyalty of consumers to companies, brands and Products. The loyalty dimensions are trust, emotion commitment, switching cost, word of mouth and cooperation.

5. Result and Discussion

Respondent Characteristic Descriptions
Most female-type respondents are 53%, aged 21-30 years of 50%, and the last education in college was 87%.

It is known that the question of all variables, has a value of loading factor > 0,5 then it can be concluded that all questions are valid and it means that the indicator is good for precise measuring of latent variables.

Hypothesis Testing Result
Test result towards the research model can be described as follows:
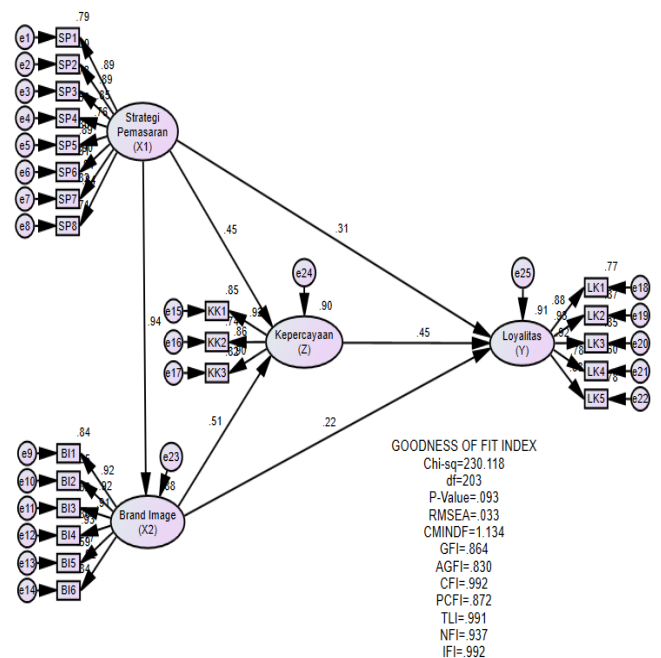
Figure 1: Research Model Result (Standardized Estimate)

Based on the hypothesis test results It is known that:
1) Marketing strategy has a positive and significant effect on Brand Image due to THE value of CR. (t count) = 12.820 where this value is bigger than t table = 1.96 but also p value is about 0.000 or smaller than 0.05
2) Marketing strategy has a positive and significant effect on loyalty because of the value of CR. (t count) = 2.028 where this value is bigger than t table = 1.96 but also p value is about 0.043 or smaller than 0.05

3) Marketing strategy has a positive and significant effect on trust due to the value of CR. (t count) = 3.093 where this value is bigger than t table = 1.96 but also p value is about 0.002 or smaller than 0.05

4) Brand Image has no significant effect on loyalty because of the value OF CR. (t count) = 1.394 where this value is smaller than t table = 1.96 but also p value is about 0.163 or bigger than 0.05

5) Brand Image has a positive and significant effect on the trust because of the value of CR. (t count) = 3.520 where this value is bigger than t table = 1.96 but also p value is about 0.000 or smaller than 0.05

6) Trust has a positive and significant effect on loyalty because of the value of CR. (t count) = 2.694 where this value is bigger than t table = 1.96 but also p value is about 0.007 or smaller than 0.05

Mediation Hypothesis Testing Result
Based on the result of test, it is known that the effect of variable marketing strategy to the brand image variable is about 0.938, the effect of variable marketing strategy towards loyalty is about 0.305, the influence of variable marketing strategy to the trust is about 0.453, the influence of the brand image variable to the loyalty is about 0.217 and the influence of brand image to trust is about 0.511. Thereby, it can be concluded that the variable which has the largest direct influence are the marketing strategy variable towards the brand image variable by 0.938.

Based on the result of the test, it is known that the indirect influence between marketing strategies on loyalty through trust is about 0.624. And it is known that indirect influence between brand image to loyalty through Trust is 0.231. It can be concluded that the biggest indirect influence is the indirect influence between marketing strategies on loyalty through trust about 0.624. It can be noted that the direct influence of the marketing strategy variables towards loyalty of 0.305 and the brand image variable to loyalty by 0.217. While the indirect role is a variable marketing strategy towards loyalty through trust of 0.624. The variable between the brand image to loyalty through Trust is 0.231. It can be concluded that the immediate influence is still inferior when compared with the indirect influence, then the marketing strategy and the brand image influence on loyalty tends to the indirect influence.

Based on data processing analysis is seen that the construct used to form a model of research (full model), in the process of full model SEM meets the criteria of the goodness of fit that has been set. Thus, the overall size of the goodness of fit in the research model can be expressed well, thereby this research model has fulfilled the criteria of goodness of fit.

6. Discussion

1) **Influence of marketing strategy on the brand image of Permata Keluarga Hospital for employees of PT medical Check up (MCU) participant**
The test result of a variable marketing strategy to the brand image shows that there is a significant positive influence between the marketing strategy of the image brand of Permata Keluarga Hospital.

The result indicates in the marketing strategy variable, the highest indicator found in the result statement from the MCU-RSPK examination proved to be the accuracy level. As for the variable brand image, the highest indicator found in the name Statement and logo of the MCU-RSPK has its own appeal compared to other Hospitals.

Marketing strategy which is a marketing mix is a unique product strategy, promotion, and pricing designed to generate mutually beneficial exchanges with the intended market (Lamb, Hair, and Mc Daniel, 2006). Then brand image is a customer's perception of a brand, reflected by brand associations held in the customer's memory (Keller, 2013).

The result of this research is in line with the research conducted by Ondang (2018), obtained that the marketing mix brings significant impact on the image of hospitals temporary. As well as the Saing Research (2019), the results of research showed that partially, the marketing strategy has a positive effect on the brand image.

By a good marketing strategy, it is expected to introduce the good brand image MCU in Permata Keluarga Hospital in the eyes of societies. Thereby Permata Keluarga Hospital is better known for its MCU.

2) **Effect of marketing strategy on the loyalty of employees of PT MCU participants**
The test result towards a variable marketing strategy on employee loyalty show that there is a significant positive influence between marketing strategies towards loyalty. The results showed in the marketing strategy variable, the highest indicator is found in the result statement of the MCU-RSPK examination proved the accuracy level. While for employee loyalty variables, the highest indicator is found in the statement would recommend the MCU-RSPK to friends and family.

Kotler and Armstrong (2012) convey a marketing strategy that contains the meaning of a set of tactical marketing tools that blends the company to produce the desired response in the target market. Meanwhile, Olson (2010) believes that employee loyalty is the impetus of behavior to make repeated purchases and to build customer loyalty to a product or service produced by the business entity that takes a long time through a repeated purchase process.

The result of this study is also strengthened by the previous research conducted by Bahari (2019), getting the result that means a variable marketing mix strategy consisting of products, price, distribution, promotion, human resources, physical evidence, and simultaneous processes have a positive and significant influence in determining patient loyalty at Gresik Petrochemical Hospital. Then research conducted by Sawitri (2016), shows that there is a positive influence marketing mix (product, promotion, place, person, process) to the bag Loyali through consumer satisfaction.

Basically, if the hospital can do a good marketing strategy that serves to introduce such products or services then the community is indirectly attracted to the products or services

offered in the repeatedly, and obtains Consumer loyalty that is expected by the Permata Keluarga Hospital.

3) Influence of marketing strategy towards the trust of employees of PT MCU participants

The test result towards a variable of marketing strategies on employee's trust shows that there is a significant influence between marketing strategies on employee's trust.

The result shows in the marketing strategy variable, the highest indicator is found in the result statement from the MCU-RSPK examination proved the accuracy level. While the employee trust variables, the highest indicator is found in the health worker statement in the MCU which provides the assurance of trust and security to the procedures of medical services conducted.

Marketing strategy is the marketing components utilized by management in sales activities (Amrin, 2007). While Danesh, Nasab and Ling (2012) define trust is as the willingness of others to be vulnerable to the actions of others based on the expectation that others will take a certain action that is essential to the belief, regardless of the ability to monitor or control the others.

The result of this research in accordance with the research conducted Sawitri (2016) mentions that there is a significant influence and positive marketing mix (product, promotion, place, person, process) and satisfaction to customer satisfaction. By the marketing strategy about MCU services in the hospital, the community will be more familiar with the MCU in the hospital so indirectly will affect the patient satisfaction in the hospital. The research conducted by SUKMA (2019) mentions that experiential marketing has significant effect on the customer's trust.

Trough this marketing strategy, it will indirectly instill a sense of trust in the employee's product or service that will be marketed continuously. The marketing strategy is done by spreading the information that will affect and remind the intended target of the products and services to be offered.

4) Effect of brand image towards the Loyalty of employees of PT MCU participants

The test result towards the brand image variable on employee loyalty shows that there is no significant influence between the brand image of employee loyalty.

The result shows in the variable brand image, the highest indicator is found in the name and logo statement of the MCU-RSPK which has its own appeal compared to other hospitals. While the employee loyalty variable, the highest indicator is found in the statement that they would recommend the MCU-RSPK to friends and family.

Brand Image is a brand-related information node in memory and includes brand meaning for customers. The association comes in many forms and reflects various product characteristics (Swasty, 2016). While employee loyalty is that they will repeatedly purchase products or use the services of the same company, keep using the product or service despite the offer of products or services from other companies, and participate in promoting to others about the

satisfaction gained because it uses products or services from the company (Griffin, 2005).

The result of this research is in line with the research conducted by Dyah (2012), it is found that the image of the maker is negatively and insignificant (fluctuating) towards consumer loyalty. Unlike the research result of Aditya (2017), the result of this research shows that there is a brand image influence on the intention of re-visit loyalty. Then the result of Lingavel Research (2016) are obtained the result of customer relationship management has impact on brand equity.

In this research, the brand image has no effect on employee loyalty, this can be because the employee here does not care about the brand image of a product but the quality and quantity of a product or service that is felt in this regard to the MCU Permata Keluarga hospital. Although there are indicators of the big name of a reputable Hospital, but if there is a service that is felt ineffective and efficient then it will not be able to make a consumer to be loyal to a product or service. This can happen because it is not always a consumer or a customer chooses a product based on a name, logo or even the famous brand. Therefore, they will remain loyal customers without seeing a brand in products or services.

5) Effect of brand image towards the Trust of PT MCU participants

The test result of brand image variable towards employee's trust shows that there is a significant influence between brand image and employee's Trust.

The result shows in the variable brand image, the highest indicator is found in the name and logo Statement of the MCU-RSPK which has its own appeal compared to other hospitals. While the employee trust variables, the highest indicators is found in the health worker statement in the MCU which provides the assurance of trust and security to the procedures of Medical services conducted.

Brand Image is a description of the association and consumer trust of certain brands (Rakhmat, 2013). While Deutsch (2009), defines the belief is as individual behaviour, which expects a human to provide positive benefits.

The result of this research in accordance with the research conducted by Subaebasni (2019) can be concluded that data analysis results are found that the brand image is positive and significant to the customer's trust. It is thus evident that the brand image variable significantly affects the customer's trust variables. Meanwhile, in the research of Ondang (2018), obtained the research result that the image of the hospital significantly affects patient loyalty.

Trust will arise because there is belief that the element involved in the exchange will provide consistent, honest, and responsible quality. This belief will lead to good relations between the element involved in the exchange. If one believes that the actions of the other will bring positive results to the first one, trust can be developed. By a good brand image then indirectly will bring a sense of trust to the

hospitals that have a good brand image, in this case related to the Permata Keluarga Hospital.

6) Effect of trust towards the loyalty of PT MCU participants

The test result towards a variable of trust in employee loyalty indicates that there is a significant influence between trust and employee loyalty.

The result shows in the trust variable, the highest indicator is found in the health personnel statement in the MCU which provides assurance of trust and security to the procedures of medical services conducted. While the employee loyalty variable, the highest indicator is found in the statement that they would recommend the MCU-RSPK to friends and family.

Trust is the foundation of a relationship. A relationship between two or more will occur when each one trusts each other (Yousafzai, 2003). While loyalty is used to describe the loyalty of customers to continue using the products or services in certain companies continuously and customers willingly contribute to promoting the company's products or services to others (Christopher, 2005).

The result of this study in accordance with the research conducted by Junaedi (2019), indicates that there is also the influence of variable trust has a significant influence on the interest of visiting the outpatient hospital Dr. Soepraoen Malang. Then the research of Muzahid and Parvez (2009), gained that customer's trust and satisfaction positively and significantly influenced customer loyalty.

This explains that trust and commitment are needed to achieve the buyback and, in the end, loyalty will be established in each consumer who will make use of the product or service.

7) Influence of marketing strategy and image brand the Permata Keluarga hospital towards the loyalty which is mediated by the Employees' Trust of PT MCU participants

The test result towards the variable marketing strategy and brand image variable to the loyalty which is mediated by the employee's trust indicates that there is an influence between the marketing strategy and the brand image towards loyalty which is mediated by trust.

The result shows in the marketing strategy variable, the highest indicator is found in the result statement from the MCU-RSPK examination proved the accuracy level. Brand image variable, the highest indicator is found in the name and logo statement MCU-RSPK which has its own appeal compared to other hospitals. While the employee loyalty variable, the highest indicator is found in the statement that they would recommend the MCU-RSPK to friends and family. For employee trust variable, the highest indicator is found in the health worker statement in the MCU which provides assurance of trust and security to the procedures of Medical services conducted.

Marketing strategy is the marketing components utilized by management in sales activities (Amrin, 2007). Brand Image

is a brand-related information node in memory and includes brand meaning for customers. The association comes in many forms and reflects various product characteristics (Swasty, 2016). While employee loyalty is that they will repeatedly purchase products or use the services of the same company, keep using the product or service despite the offer of products or services from other companies, and participate in promoting to others about the satisfaction gained because it uses products or services from that company (Griffin, 2005). Then Danesh, Nasab and Ling (2012) define trust as the willingness of others to be vulnerable to the actions of the others based on the expectation that others will carry out certain actions that are essential to the belief, regardless of the ability to monitor or control the other.

The result of this research in accordance with the research conducted in the Saing Research (2019) obtained the result that the marketing strategy and brand image are positively influential but not yet significant to the decision of the purchase through customer satisfaction.

Customer loyalty on a product to a brand is influenced by a good marketing strategy then the brand image of a product can be remembered well by the consumer and can bring a sense of confidence in the consumer to the brand image that want to make a purchase or interest in the return of a product or service.

7. Conclusion

Based on the results of the research that has been conducted, there are several conclusions as follows:

Marketing strategy has a positive and significant effect on brand image. Through a good marketing plan, it will indirectly introduce a positive brand image at the Permata Keluarga hospital, then the Permata Keluarga hospital will be better known.

Marketing strategy has a positive and significant impact on loyalty. A good marketing strategy is to introduce and use products or services from the hospital, then indirectly a company or organization will be able to achieve customer loyalty.

Marketing strategy has a positive and significant effect on trust. By the marketing strategy about MCU service in the hospital, the community will be more notice with MCU in the hospital. Thereby indirectly it will affect the patient's trust in the Permata Keluarga hospital.

Brand image has no significant effect on loyalty. For some consumers, it is not always a consumer to choose a product based on a name, logo or the famous brand. Therefore, they will remain loyal customers without seeing a brand in products or services.

Brand image has a positive and significant impact on trust. Trust will create a good relationship between the element involved, then the trust can be developed then the good brand image will bring a sense of trust in the Permata Keluarga hospital.

Trust has a positive and significant impact on loyalty. The belief arises because there is a belief that the element involved will provide consistent, honest, and responsible quality. Thereby it will increase the customer loyalty in the Permata Keluarga hospital.

Marketing and brand image Strategy have positive and significant impact on loyalty that is mediated by employee's trust of PT medical check-up (MCU) participants. Customer loyalty in the Permata Keluarga hospital is influenced by good marketing strategy thereby the brand image of a product can be remembered well by consumers and can bring out a sense of trust in the consumer. Thefore, it will affect the purchase or interest of return visit in the Permata Keluarga hospital.

8. Recommendation

Further studies are expected to expand the research population by using different research methods. Also, add other variables which do not exist in this study.

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