Patient Satisfaction After Stella Maris Hospital and Faisal Islamic Hospital Were Installed in Makassar City: An Examination of the Role of Brand Perception, Customer Perceived Value, and Customer Experience

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Abstract. *Patient satisfaction at inpatient installations at Stella Maris Hospital and Faisal Islam Hospital in Makassar City will be analyzed and compared with respect to brand image, customer perceived value, and customer experience. The research in question is a quantitative cross-sectional study that employs an observational methodology. A total of 190 replies were included in this study, all of which were from patients being treated at either RS Stella Maris or RS Islam Faisal Makassar. Bivariate and multivariate univariate analysis were used to examine the data. Based on the data collected, it was determined that there was a link between patient happiness and brand equity, customer value perception, and customer service quality. Brand image had a significance level of 0.0000.05, and its value was 0.126. Value as seen by customers had a 0.0000.05 significance level, and nilai equaled 0.424. We found a value of B = 0.376 for customer satisfaction at a significance level of 0.0000.05. Management at both RS Stella Maris and RSI Faisal Makassar City would do well to regularly assess the hospitals' brand values, customer perceptions of those values, and the quality of care their patients receive, with suggestions for ways to enhance these metrics including faster service, clearer communication, and more accommodating scheduling.*

Keywords: *Brand Image, Customer Perceived Value, Customer Experience, Patien Satisfaction*

INTRODUCTION

The hospital plays a crucial role in the local economy as a result of its importance in the service sector. The hospital's role as a social media platform and institution, which incorporates patient care, academic study, and scientific discovery. A hospital is "an organized professional medical personnel organization of patient care facilities and services," as defined by the American Hospital Association. Medical facilities and personnel are both available to patients at hospitals. Services such as hospitals are crucial to the well-being of its patients. There is increasing need for a reputable hospital that consistently delivers excellent treatment. This is evidence that the number of hospitals in

Indonesia is increasing. Competition between companies is heating up as a result of the rapid rate of change in the business world during this era of globalization. Healthcare, like other sectors, faces intense competition, but also a complicated and ever-evolving economic climate. Given the increasingly competitive nature of their field, it is essential for businesses to be able to ensure their survival if they are to continue expanding.

Health care, like with many other sectors of the economy, has seen the effects of increased local and international competition in the previous decade (Marvin E. Gonzalez , 2019). As more and more hospitals, both public and private, enter the market, competition among healthcare providers has heated up. Today's patients have many options, and hospitals are in a fierce competition to provide the best care possible. The organization's reputation will improve as a result of these actions. Hospitals may compete with one another through a variety of means, including but not limited to the services they offer, the amenities they provide, and the methods of marketing they employ. The current intense competition in the hospital sector is in no little part due to the ease with which licenses may be secured for the construction of private hospitals. Because distance from competing facilities is no longer a concern, hospitals now compete primarily on the basis of the quality and affordability of their services and the number of doctors and nurses on staff. Competition amongst hospitals is so fierce that they need to come up with innovative ways to entice patients. Competitors in the hospital services industry engage in multipoint competition due to the inherent nature of rivalry for inpatient care, medical services, and pharmaceutical services. These hospitals serve patients from all socioeconomic backgrounds, as well as the general public.

Hospitals may differentiate themselves from the competition by providing services that are focused on meeting the needs of their patients. Hospitals need to be able to identify and fully appreciate the needs of their patients because this is one of the most crucial variables in determining a person's degree of contentment. When describing what it means for a patient to be "satisfied," we look at how well their healthcare practitioner met their expectations and acted upon their wishes. Kotler argues that customer satisfaction plays a pivotal role in retaining current customers. Competitive pressures in today's corporate environment are greater than ever. The variety of readily accessible commodities and services is always growing. Since customers have more options as a result of rising competition, they may choose to switch suppliers, which might reduce the company's revenue. Given this, customers have good reason to believe the company can meet their needs. The firm has to know its customers inside and out if it wants to meet their needs and exceed their expectations (Kotler, 1999). By requiring companies to assess customer needs from the customer's point of view (Tangkas Sibarani, 2018) Patient satisfaction is a reliable indicator of treatment efficacy because it is grounded on both the patient's evaluation of the quality of care he received and his own impressions of the therapy's impact on his life. By attentively hearing the patient out and promptly meeting their needs, you may increase the patient's level of happiness and win the patient's loyalty (Meitha, 2019).

Customer happiness may be affected by a variety of factors, including price, perceived quality, brand image, customer perceived value, experience with customer service, and customer involvement. Brand loyalty and consumer involvement are two more important considerations. In determining a service's quality, the patient will take into account how well it meets their needs and how they perceive the treatment they have received. The most crucial part of this assessment is the patient's perspective on the quality of care they have received (satisfactory or disappointing, also including the length

of service time). The first step toward patient happiness is accepting the patient from the time he checks into the h'spital until the time he is discharged. Work hard to staff and run high-quality healthcare facilities to ensure patient satisfaction with care. In other words, the services provided by officers and institutions are of a high quality, efficacy, and efficiency (Alwy, 2018). One strategy hospitals may employ to win back patients is to strengthen their brand's reputation. In order to form a favorable impression and secure a prominent place in the memories of their patients and the general public, hospitals are urged to consistently build upon and cultivate the hospital's brand image. In doing so, we hope to create a scenic vista and get the best possible vantage point. Patient satisfaction can also be affected by the value the client perceives to be receiving. Perceived value (Parasuraman, et a l., 1994) is the customer's overall evaluation of the product's usefulness based on the customer's impression of what is received and what is supplied. The satisfaction of the patient population as a whole may be further improved by considering the customer's perspective. The impression the patient takes away from the treatment may have an impact on how satisfied they are with the service overall. Meyer & Schwager (2007) states the more positive a patient's experience, the more satisfied they will be with the service they received. Examining the relationships between brand image elements, customer perceived value, and patient satisfaction is crucial in the healthcare industry.

Patient satisfaction at the Stalla Maris Hospital in Makassar City has exceeded the achievement level of patient satisfaction, with an average in 2017–2019 that is 90.9% above 90% (the Ministry of Health Standard No. 129 of 2008 is 90%), while patient satisfaction at the Inpatient Installation of the Faisal Islamic Hospital in Makassar City has not met the achievement level of patient satisfaction, with an average of 69% below 90% in 2017 and 2019. Thus, the average satisfaction rate at Stella Maris Hospital in Makassar City from 2015-2017 was higher than 90%, while it was lower than 90% at Faisal Islam Hospital in their Inpatient Installations (the standard for patient satisfaction established by the Ministry of Health Standards No. 129 of 2008 is 90%). What this means is that the level of patient satisfaction is still below what is considered optimal. In light of these concerns, the current study set out to compare and contrast the inpatient facilities of Stella Maris Hospital and Faisal Islamic Hospital in Makassar City in terms of brand image, service experience, and perceived value in order to better understand how these factors affect patients' satisfaction.

METHODS

The type of research that has been conducted thus far is quantitative in nature, based on observational studies and a technique known as cross-sectional study. This research took performed at the Stella Maris Hospital and the Faisal Islamic Hospital in Makassar City. A total of 5159 patients who got care at the Stella Maris Hospital's inpatient facility and 1734 patients who were seen at the Faisal Islamic Hospital were included in the research. All of these people were part of the study's population. This study's sample included 95 participants from both the Stella Maris Hospital and the Faisal Islamic Hospital; the results from both facilities were combined. When gathering information, a questionnaire is typically used. The i'dependent variables here'Include brand perception, customer value, and customer service, all of which are probed by this survey. Patient satisfaction is the outcome being evaluated. Univariate, bivariate, and multivariate analysis are the three main ways in which information is examined. Univariate analysis was performed so that the researchers could get a feel for the issue at hand by providing more detail about the respondents and the variables they used. The

univariate analysis includes both a descriptive analysis of the respondents and a descriptive analysis of the study variables. A bivariate analysis was performed to compare Stella Maris Hospital with Faisal 1 Hospital Makassar and to determine the impact of brand image, customer perceived value, customer experience, and patient satisfaction. A linear regression test and an independent T-test using the Mann Whitney U-test are used to analyze the data. Multivariate analysis was used to compare B values for the variable strength test.

RESULTS AND DISCUSSION

Univariate Analysis

Table 1. Distribution of Respondents in the Inpatient Installations of Stella Hospital and Faisal Hospital in 2021 Based on Patient Characteristics

Characteristics	Stella Maris Hospital		Faisal Islamic Hospitasl		Total	
	N	%	n	%	N	%
Age						
< 25 Years	10	58,8	7	41,2	17	100
26-34 Years	25	46,3	29	53,7	54	100
35-44 Years	30	46,9	34	53,1	64	100
45-54 Years	16	53,3	14	46,7	30	100
> 54 Years	14	56,0	11	44,0	25	100
Total	95	50,0	95	50,0	190	100
Sex						
Male	41	48,8	43	51,2	84	100
Female	54	50,9	52	49,1	106	100
Total	95	50,0	95	50,0	190	100
Agama						
ISLAM	13	12,9	88	87,1	101	100
CHRISTIAN	44	86,3	7	13,7	51	100
HINDU	4	100,0	0	0,0	4	100
BUDDHA	7	100,0	0	0,0	7	100
CATHOLIC	27	100,0	0	0,0	27	100
Total	95	50,0	95	50,0	190	100
Pekerjaan						
civil servant	21	41,2	30	58,8	51	100
ENTREPRENEUR	41	50,0	41	50,0	82	100
DOES NOT WORK	20	54,1	17	45,9	37	100
ETC	13	65,0	7	35,0	20	100
Total	95	50,0	95	50,0	190	100
Characteristics	Stella Maris Hospita;		Faisal Islamic Hospital		Total	
	N	%	n	%	N	%
Income						
Nothing	10	71,4	4	28,6	14	100
< Rp1,000,000	22	44,0	28	56,0	50	100
Rp1,000,000-Rp2,500,000	39	54,2	33	45,8	72	100
Rp2,500,000-Rp5,000,000	10	31,3	22	68,8	32	100

Characteristics	Stella Maris Hospital N	%	Faisal Islamic Hospital n	%	Total N	%
> Rp5,000,000	14	63,6	8	36,4	22	100
Total	95	50,0	95	50,0	190	100
Education						
FINISHED HIGH SCHOOL	3	50,0	3	50,0	6	100
GRADUATE HIGH SCHOOL	33	45,2	40	54,8	73	100
END DIPLOMA	19	47,5	21	52,5	40	100
GRADUATE HIGH SCHOOL	35	53,8	30	46,2	65	100
S1 (Bachelor)	5	83,3	1	16,7	6	100
Total	95	50,0	95	50,0	190	100
Care Classes						
Grade 1	20	55,6	16	44,4	36	100
GRADE 2	31	50,8	30	49,2	61	100
GRADE 3	37	45,1	45	54,9	82	100
VIP	7	63,6	4	36,4	11	100
Total	95	50,0	95	50,0	190	100
Home Distance						
< 5 km	24	36,9	41	63,1	65	100
>5 km	71	56,8	54	43,2	125	100
Total	95	50,0	95	50,0	190	100

Characteristics	Stella Maris Hospita;		Faisal Islamic Hospital		Total	
	N	%	n	%	N	%
Number of visits						
1 TIME	20	51,3	19	48,7	39	100
2 TIMES	27	49,1	28	50,9	55	100
3 TIMES	31	54,4	26	45,6	57	100
4 TIMES	7	41,2	10	58,8	17	100
5 TIMES	3	60,0	2	40,0	5	100
OFTEN	7	41,2	10	58,8	17	100
Total	95	50,0	95	50,0	190	100

Table 1 shows that respondents in the age range of 35–44 make up around half of the total at both Stella Maris Hospital and Faisal Hospital, with this demographic making up as many as 30 people (46.9%) of Stella Maris Hospital respondents. Finally, when looking at the demographics of the respondents by gender, it was found that both Stella Maris and Faisal Hospitals had a skewed proportion of females. There were as many as 54 female responders (50.9%) at Stella Maris Hospital, and as many as 52 female respondents (49%). At Faisal Hospital. According to the findings, whereas the majority of respondents at Faisal Hospital were Muslims (88 out of a total of 87.1%), the majority of respondents at Stella Maris Hospital were Christians (44 out of a total of 86.3%). This was found by comparing the two hospitals through the lens of each faith.

Furthermore, Table 1 is displayed for your perusal. According to the characteristics of respondents based on occupation, it was found that both Stella Maris Hospital and Faisal Hospital are dominated by respondents who work as entrepreneurs, with the percentage of entrepreneurs working at Stella Maris Hospital being as high as 41 people (50.0%), and the percentage of entrepreneurs working at Faisal Hospital being as high as 41 people (50%) respectively. Based on the incomes of the respondents, it was found that the majority of patients at both Stella Maris and Faisal hospitals fall into the

range of IDR 1,000,000 to IDR 2,500,000 per month: 54.2% at Stella Hospital and 45.8% at Faisal Hospital, respectively. It was discovered that at Stella Maris Hospital, 35 respondents had completed college (representing 53.8% of the population) while at Faisal Hospital, 40 respondents had completed high school (representing 54.8% of the population). The degree of schooling had a role in making this determination.

The majority of responders who live more than 5 kilometers from either Stella Maris or Faisal hospitals commute by car. Stella Hospital had 56.8% of its respondents fall into this group, while Faisal Hospital saw 43.2% of its respondents fall into this category. It was discovered that 31 persons (54.4%) have visited Stella Maris Hospital at least three times. Nonetheless, of those that visited Faisal Hospital, almost half (50.9%) did so just twice.

Table 2. Research Done by Respondents at Stella Hospital's Inpatient Installation and RSI Faisal Shows a Variable Frequency Distribution Year 2021

Variable	Stella Maris Hospital		Faisal Islamic Hospital	
	n	%	n	%
Brand Image				
Tall	62	59,0	43	41,0
Low	33	38,8	52	61,2
Sum	95	50,0	95	50,0
Customer Perceived Value				
Tall	68	64,2	38	35,8
Low	27	32,1	57	67,9
Sum	95	50,0	95	50,0
Customer Experinece				
Tall	62	56,4	48	43,6
Low	33	41,3	47	58,8
Sum	95	50,0	95	50,0
Patient Satisfaction				
Tall	72	62,1	44	37,9
Low	23	31,1	51	68,9
Sum	95	50,0	95	50,0

Stella Maris Hospital has a high brand image, customer perceived value, customer experience, and patient happiness, as seen in table 2 of the aforementioned statistics. Stella Maris Hospital has a 59.0% brand image, a 64.2% customer perceived value, and a 56.4% customer experience, all of which contribute to this result. In contrast, RSI Faisal scores 41.0% for brand image, 35.8% for customer perceived value, 43.6% for customer experience, and 37.9% for patient satisfaction. That puts it in the worst category.

Bivariate Analysis

Brand Image

Since the Brand Image variable has a positive value of 0.216, as shown in table 3, we can conclude that there is a direct correlation between the Brand Image and the resulting patient satisfaction. A regression coefficient of 0.216 indicates that with every increased Brand Image, patient satisfaction will rise by 0.216. Thus, given the stability of all other variables, there is a positive correlation between patient happiness and brand perception. With a probability of 0.000 0.05, we can also conclude that H0 is false and H1 is accurate; hence, Brand Image significantly affects patients' levels of satisfaction.

Customer Perceived Value

According to the data in table 3, a customer perceived value of 0.424 indicates that a positive relationship exists between this variable and patient satisfaction. The correlation between customer perceived value and patient satisfaction is 0.424, meaning that for every one unit of improvement in customer perceived value, there will be a 0.424 point improvement in patient satisfaction. Under the assumption that all other independent variables remain same, there has to be a positive correlation between the value that customers perceive and the degree of satisfaction felt by patients. In addition, we may conclude that Hypothesis 0 is right and Hypothesis 1 is false, as the probability value for the customer perceived value indicator is 0.000 0.05, suggesting that customer perceived value does have a substantial influence on patient satisfaction.

Customer Experience

Table 3. The Influence of Brand Image Variables In 2021, Customer Perceived Value and Customer Experience will be Measured at Stella Hospital Inpatient Installation and RSI Faisal

	Unstadardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig
(Constant)	-.061	.052		-1.174	.242
Branda Image	.216	.028	.223	7.760	.000
Customer Perceived Value	.424	.028	.426	15.288	.000
Customer Experience	.376	.037	.391	10.291	.000

Table 3 shows a positive value of 0.376 on the customer experience variable, suggesting that there is a positive correlation between the amount of patient satisfaction attained and the quality of the customer experience. The regression coefficient of 0.376 suggests that for every additional 1 customer experience, patient satisfaction will increase by 0.376 units. With other factors considered independent being maintained constant, a favorable link between consumer and patient experiences can be expected. Based on the likelihood value of the customer experience indicator, which is 0.000 0.05, we may conclude that H0 is approved and Ha is rejected. That's a lot of weight to put on the customer service's shoulders when determining how satisfied a patient is.

Multivariate Analysis

Table 4. A comparison of the B values for the strength tests of the brand image dimensions and indicators that have the most significant impact on patient satisfaction at the inpatient installations of Stella Maris Hospital and Faisal Hospital in the year 2021

Dimensions/Indicators	Stella Maris Hospital		Faisal Islamic Hospital	
	B	Sig	B	Sig
Favorability of Brand Association	.183	.000	.168	.000
Strengt of Brand Association	.131	.000	-.003	.719
Uniqueness of Brand Association	-.036	.063	.006	.455

Following multivariate analysis, the indicators of the brand image variable at Stella Maris Hospital with the largest standard value of the Beta coefficient are favorable of brand association with a value of 0.183; thus, favorable of brand association is identified as the indicator of the brand image variable that has the most effect on patient satisfaction at the hospital.

According to the analysis, the indicator of the brand image variable with the greatest impact on patient satisfaction at RSI Faisal is the favorable of brand association, with a value of 0.168. Reason being, at RSI Faisal, the positive brand association measure had the highest Beta coefficient standard value of all the brand image variables.

Table 5. Stella Maris Hospital Inpatient Installations and RSI Faisal in 2021: A Comparison of Grade B for Dimension Strength Tests and Customer Perceived Value Indicators Most Influential on Patient Satisfaction

Dimensions/Indicators	Stella Maris Hospital		Faisal Islamic Hospital	
	B	Sig	B	Sig
Installation	.199	.000	.116	.000
Profesionalism	.108	.000	.126	.000
Quality	.132	.000	.150	.000
Emotional Value	.021	.405	.039	.005
Social Value	.018	.276	-.009	.285

Table 5 shows that after a multivariate analysis was performed, it was determined that installation was the indicator of the customer perceived value variable at Stella Maris Hospital that had the largest B value, with a value of 0.199. This means that installation had the greatest influence on patient satisfaction. Patient satisfaction was shown to be most strongly correlated with installation as a measure of consumer perceived value. We hail you, Stella Maris.

Quality, with a score of 0.150, was shown to be the measure of customer perceived value that most affected patient happiness at RSI Faisal. This is because, at RSI Faisal, quality has the highest B value of any indicator of the variable consumer perceived value.

Table 6. Stella Maris Hospital and RSI Faisal in 2021: A Comparison of Value B for Dimension Strength Tests and Customer Experience Indicators That Have the Greatest Impact on Patient Satisfaction

Dimensions/Indicators	RS Stella Maris		RSI Faisal	
	B	Sig	B	Sig
Sense	.473	.000	.246	.000
Feel	.124	.041	.313	.000
Think	.146	.046	.209	.000
Act	.009	.832	.065	.037
Relate	.217	.000	.056	.221

Stella Maris Hospital's sense indicators have a B value of 0.473, according to a multivariate study of the customer experience measure. As a consequence, the importance of sensation as a customer experience metric for patients at Stella Maris Hospital was determined. Table 6 (which may be accessed above) has this data.

At RSI Faisal, the indicator of customer experience variable with the highest B value is "feel," with a score of 0.313. Consequently, at RSI Faisal, we believe that how our customers are made to feel is the single most important factor in determining whether or not our patients are happy with their experience.

Table 7. simultaneous tests

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	28.227	3	9.409	1592.546	.000[b]
Residual	1.099	186	.006		
Total	29.326	189			

According to the data in table 7, the calculated value of f is 1592.546 > 2.65, but the value of the f table and the probability are both 0.000 0.05. More specifically, the computed F value is compared to the F table. If the F count is larger than the F table, then it may be inferred that brand image, customer perceived value, and customer experience all have a positive and statistically significant influence on the dependent variable, which in this case is patient satisfaction.

Since the value of Brand Image is 0.000 0.05, we may conclude that Ha should be approved and H0 rejected; this is because Brand Image has a significant effect on patient satisfaction. Supporting the results of this study is evidence from Lailatul Maghfiroh (2017) suggesting a link between a company's brand reputation and patient happiness. Another study by Witama & Keni, (2020) found that consumers' perceptions of the brand had a significant effect on their satisfaction. Research Wulur et al (2020) confirms this assertion by showing that consumers' perceptions of a company's brand have a major impact on their satisfaction with the company's products or services.

Kotler and Clarke state that "Patients' aggregate set of assumptions, expectations, and sentiments towards a certain hospital constitute its brand image. In the medical field, this meaning is applied." As a general rule, patients form opinions of a hospital based on their personal experiences with the facility's diagnostics and treatments. Maintaining a positive brand image can have a beneficial effect on patients' perceptions of the quality of treatment they get at a hospital (Vimla & Taneja, 2020).

Given that the indicator of customer perceived value has a probability of 0.000 0.05, we may conclude that Hypothesis 0 is true and that Hypothesis 1 is false; hence, customer perceived value significantly affects patient satisfaction. The findings of this study are supported by the work of Cuong & Khoi (2019) which claims that customers' perceptions of the value they receive from a product or service have a major impact on their level of happiness with that product or service. Patient impression of the hospital's value has been found to have a significant impact on patient satisfaction in private Jabodetabek hospitals (Novella et al., 2018). The same can be said for study that was carried out by Ozer et al. (2016), which indicated that the perceived value of the customer has a major effect on the degree of patient satisfaction at Turkish University Hospitals.

When choosing a hospital, it is important to take patient satisfaction into account. Satisfaction among customers is seen to be a multifaceted mental and emotional construct. This variable can help to attenuate the impact of customers' valuation of price on repeat purchases and other outcomes like customer loyalty. Most market research on hospitals has found that providing good service to patients increases their satisfaction. When a product's performance is seen by the customer to be on par with or better than what was expected, consumer satisfaction is attained. It is also maintained that a service or product is valued if and only if it meets the requirements of its intended consumers. Patients' happiness and loyalty may be increased by providing them with exceptional value.

The probability value for the indication of the customer's satisfaction is 0.000 0.05, thus we may conclude that H0 is approved and Ha is rejected. Therefore, the quality of the customer service provided has a substantial effect on the degree to which patients are satisfied. The findings of this study are supported by previous research conducted in Nigerian health clinics, which found that the quality of the customer's experience had a significant impact on the amount of pleasure the customer felt. In a similar line, Oriol

Iglesias's 2018 study finds that the quality of service offered to consumers has a substantial effect on patient satisfaction.

The term "customer experience" refers to the patient's reaction to the service's provided "stimuli" and the subsequent "event" that leaves a "experience" in the patient's mind (sometimes referred to simply as the customer experience). Customers' reactions of surprise, excitement, or disappointment may increase their satisfaction with the service (Schmitt, 1999). Sense, emotion, thought, action (physical/behavioral experience), and relationship (social experience) are all possible lenses through which to examine the consumer experience (Schmitt, 1999).

When comparing Faisal Islam Hospital with Stella Maris Hospital, there are some notable differences in the impact of each hospital's Brand Image. Multiple linear regression analysis results comparing the Brand Image indicator's B value provide credence to this distinction. Both Stella Maris Hospital and Faisal Islam Hospital identified Favorable Brand Association to be the most impactful factor. It's obvious to see that both of these hospitals have great equipment and facilities, as well as doctors, nurses, and midwives who are among the best in their fields.

Differences emerge when analyzing the impact of customers' perceptions of value at Faisal Islam Hospital and Stella Maris Hospital. Multiple linear regression study results corroborate this difference by showing that Installation is the most influential factor of Customer Perceived Value at Stella Maris Hospital, whereas Quality is the most influential indicator at Faisal Islam Hospital. This study aimed to compare hospitals based on their Customers' Perceived Value. A clean, spacious, and comfortable treatment room is clearly seen at Stella Maris Hospital. Additionally, the hospital's location is highly desirable, and the hospital's physical facility has undergone substantial enlargement and refurbishing. The personnel at Faisal Islamic Hospital is kind and fast to address any issues raised by patients, and the hospital itself provides high-quality care.

When comparing Faisal Islam Hospital with Stella Maris Hospital, there are key differences in how they prioritize their patients' experiences. Comparing the B value using multiple linear regression analysis supports this distinction. Stella Maris Hospital's Feel metric is the most important one, whereas Faisal Islamic Hospital's Sense metric is the most important one when it comes to Customer Experience. At the Faisal Islamic Medical Center, common sense is the most important factor. Patient satisfaction is excellent at Stella Maris Hospital, and the medical personnel and nurses have a reputation for being kind and compassionate toward their patients. Meanwhile, the Faisal Islamic Hospital has spotless scrubs, clean patient areas, and sufficient illumination. The hospital also enjoys an advantageous location.

CONCLUSION

Patients are more satisfied with their care at Makassar City's Stella Maris Hospital and Faisal Islam Hospital when there is a positive association between the hospital's name and its reputation. Brand image variables that have been demonstrated to positively and significantly impact patient interest include both the positivity and the strength of brand associations. However, patient satisfaction is not significantly affected by the distinctiveness of the brand association variable. Favorable brand association was identified as a key brand image variable in predicting patient satisfaction at Makassar City's Stella Maris Hospital and Faisal Islam Hospital. This was identified as a predictor of the most influential brand image variable.

Customer Perceived Value has a significant and favorable effect on patient satisfaction at both Stella Maris Hospital and Faisal Islam Hospital in Makassar City. Patient satisfaction is positively impacted by measures of consumer perceived value such as installation, professionalism, quality, and emotional worth. On the other hand, social worth has little impact on patients' levels of happiness. The quality of care provided is the most important factor in deciding whether or not patients are satisfied at both Stella Maris Hospital and Faisal Islam Hospital in Makassar City.

The quality of customer service given at both Stella Maris Hospital and Faisal Islam Hospital in Makassar City has a significant effect on patient satisfaction. Patient satisfaction is positively impacted by markers of customer experience qualities such as the capacity to sense, feel, think, and relate. Meanwhile, there is little to no obvious effect on happiness from taking this activity. Both the Stella Maris Hospital and the Faisal Islam Hospital are located in Makassar City. An indication of sense is the feature of a brand's visual identity that has the greatest impact on customer pleasure. Makassar is home to both of these medical facilities. All three of these elements—brand reputation, customer perception of value, and customer experience—play a role in determining whether or not a patient will be satisfied with their care.

Stella Maris Hospital and Faisal Hospital management should regularly assess brand awareness, customer loyalty, and satisfaction with the hospitals' services in order to enhance the quality of care, accessibility of information, efficiency of visits, and fair treatment of all patients. Both healthcare facilities and treatment sessions can benefit from frequent assessments of brand perception, customer value, and customer satisfaction.

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