

## HOSPITAL IMAGE FORMATION: ASSESING THE EFFECT OF WEBSITE AND SERVICE QUALITY AS MEDIATED BY PATIENT SATISFACTION

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### ABSTRACT

*With patient satisfaction as a mediating variable, this study investigates how website quality and service quality influence patient perceptions of hospitals. Conducted at Dr. Slamet Public General Hospital in Garut, Indonesia, the research employs a quantitative, explanatory design using structural equation modeling (SEM) to analyze data from 385 respondents. Website quality WEBQUAL is measured across seven dimensions usability, content, design, functionality, service interaction, trust, and interactivity while service quality is assessed using the SERVQUAL model. Patient satisfaction encompasses experience, communication, and accessibility, and hospital image includes perceived care quality, trust, brand reputation, and information accessibility. The results demonstrated that both website quality and service quality significantly enhance patient satisfaction. In turn, patient satisfaction positively influences hospital image, and also mediates the effects of website and service quality on hospital image. The study concludes that digital touchpoints, particularly hospital websites, play a strategic role in shaping patient perceptions and institutional reputation. Practical implications suggest that hospitals should integrate digital optimization with service excellence to foster patient satisfaction and build a competitive image. Limitations include the study's cross-sectional design and localized scope, with recommendations for broader sampling and longitudinal analysis in future research.*

**Keywords:** Hospital image; website quality of health service; service quality of health service; patient satisfaction.

### INTRODUCTION

The significance of website quality within the healthcare domain is paramount in the contemporary digital landscape. A hospital's online presence, particularly the quality of its website, exerts considerable influence on patient perceptions and satisfaction. A meticulously designed website, offering accurate, pertinent, and readily accessible information, enhances user experience and cultivates trust among prospective patients (Hartanto & Aprianingsih, 2022; Prasetya et al., 2023). This established trust is pivotal in influencing patient decisionmaking regarding healthcare provider selection. Research indicates that effective website quality, characterized by intuitive navigation and dependable information, mediates the connection between patient pleasure and service excellence (Dijis-Elsinga et al., 2010). Therefore, hospitals must prioritize both

website and service quality to develop a holistic strategy focused on augmenting patient satisfaction and, consequently, bolstering their institutional image.

Service quality emerges as a pivotal factor in this adaptation. The global proliferation of information technology necessitates hospitals' preparedness to integrate sophisticated, accessible IT infrastructure. A high-quality website, facilitating seamless service provision, becomes essential for comprehensive healthcare integration. The harmonization of these elements is anticipated to enhance patient experiences, thereby fostering positive growth in the hospital's image. Service quality encompasses multiple dimensions, including responsiveness, assurance, empathy, and tangibility, demonstrably influencing patient perceptions and satisfaction. Research indicates that superior service quality not only fulfills but frequently surpasses patient expectations, cultivating heightened satisfaction and loyalty towards healthcare providers (Amin & Zahora Nasharuddin, 2013; Fatima et al., 2018; Septiawan et al., 2023). Integrating service quality, website quality, and patient satisfaction is crucial for bolstering hospital image. Prioritizing these elements can yield improved patient experiences and a more favorable reputation within the competitive healthcare market (Asnawi et al., 2019; Ha & Lee, 2018).

The impact of service quality on patient satisfaction transcends immediate interactions, encompassing the totality of the patient experience. This includes the physical environment, staff interactions, and the affective responses evoked during care delivery (Amin & Zahora Nasharuddin, 2013; Chahal & Kumari, 2012; Fatima et al., 2018). For example, research indicates that the physical setting and the nature of interactions with healthcare personnel significantly affect patient loyalty and satisfaction (Chahal & Kumari, 2012; Fatima et al., 2018). This underscores the necessity for hospitals to adopt a comprehensive approach to service provision, ensuring the optimization of every facet of the patient experience to cultivate satisfaction and loyalty.

Moreover, There is reciprocity in the link between hospital image and patient satisfaction. A favorable hospital image augments patient satisfaction, as patients are more inclined to express confidence in their healthcare provider selection when the hospital is perceived positively (Aladwan et al., 2023; Dewi et al., 2023). Conversely, elevated levels of patient satisfaction contribute to a positive hospital image, given satisfied patients' increased propensity to discuss their experiences and suggest the hospital to others (Jain, 2020; Mammadov & Gasanov, 2017). This cyclical interplay underscores the necessity of sustaining great service and website quality to cultivate a robust and positive hospital image.

The deliberate and strategic execution of quality enhancement programs has the potential to significantly improve patient satisfaction. Institutions that invest in staff development, infrastructure modernization, and technological innovation often report notable advancements in the overall patient care experience (Kazley et al., 2015; Padma et al., 2010). These enhancements not only elevate patient contentment, but also bolster the hospital's standing within the community. With the increasing reliance on online

reviews and ratings, service quality and website efficacy become critical determinants of a hospital's public image (Hartanto & Aprianingsih, 2022; Jung et al., 2011).

Moreover, integrating patient feedback into service quality assessments is essential for continuous improvement. Hospitals actively soliciting and responding to patient feedback can identify areas requiring enhancement, thereby optimizing service delivery and patient satisfaction (Dhanaraj et al., 2020; Padma et al., 2010). This proactive approach addresses immediate patient concerns while fostering a culture of quality improvement, ultimately enhancing the hospital's image over time. The interplay between the quality of services, website quality, and patient satisfaction is pivotal in shaping hospital image. Prioritizing high-quality services and a robust online presence enables hospitals to enhance patient satisfaction, positively influencing their reputation and image. As the healthcare landscape evolves, comprehending and leveraging these relationships will be essential for hospitals striving to thrive within a competitive environment.

The goal of this study is to evaluate how patient satisfaction is influenced by hospital website quality and service delivery, and how all these elements collectively shape hospital image. A central focus is the mediating effect of patient pleasure in relating service quality and website quality to broader perceptions of hospital reputation. By analyzing the theoretical foundations of these relationships, the study aims to provide deeper insights into how hospitals can strategically utilize both digital and service dimensions to strengthen patient satisfaction and foster a positive institutional image.

Although prior studies have investigated the connection between service quality and patient satisfaction, as well as the independent impact of website quality on patient perceptions, limited attention has been given to their combined effects. In particular, the role of patient satisfaction as a mediator between these two quality dimensions and hospital image remains underexplored. This study addresses this gap by examining the dynamic interaction between website quality, service quality, and patient satisfaction in shaping hospital reputation. Through engagement with relevant theoretical frameworks, it offers a more holistic understanding of how hospitals can integrate online and offline quality initiatives to enhance patient experiences and build a favorable public image.

This dissertation examines the complex interplay between service quality, website quality, patient contentment and the hospital's reputation within the contemporary healthcare landscape. Given evolving patient expectations, understanding these dynamics is essential for optimizing hospital performance and reputation. Healthcare service quality encompasses multiple dimensions, including responsiveness, assurance, and empathy, which significantly influence patient satisfaction (Fatima et al., 2018; Subagja & Rosyidah, 2023). Furthermore, hospital website quality is pivotal in shaping patient perceptions and experiences, functioning as a primary interface for information access and service utilization.

Prior studies indicate that patient satisfaction works not only as a direct consequence of service quality but also as a mediating factor linking service quality to hospital image (AlOmari & A. Hamid, 2022). A favorable hospital image subsequently

strengthens patient loyalty and the likelihood of return visits, creating a reciprocal benefit for both patients and healthcare institutions (Asmaryadi et al., 2020). Nonetheless, divergent findings regarding the direct association between hospital image and patient satisfaction highlight the need for further exploration (Gunawan, 2023). To address this gap, the present study investigates the combined impact of the caliber of services and website quality on patient satisfaction and, in turn, hospital image. By applying a rigorous methodological approach, this research aims to deepen understanding of these interconnections and generate practical recommendations for healthcare managers seeking to improve service performance and patient engagement.

Therefore, researcher is conducting study in Impact of Website Quality and Service Quality on the Hospital Image of Dr. Slamet Public Hospital with Patient Satisfaction as a Mediating Variable. One commonly employed approach to assess the extent of patient experience during hospital service delivery is quantitative analysis utilizing structured questionnaires. These instruments are designed to capture the patient's perceptions of service quality, whereby negative experiences may indicate areas requiring improvement, while positive responses suggest that service standards are being met. The use of questionnaires facilitates the systematic collection of data and mitigates the challenges associated with openended responses, which tend to be lengthy and less quantifiable.

Despite the growing body of literature examining service quality, website quality, patient satisfaction, and hospital image, existing studies largely treat these constructs in isolation or examine only partial relationships among them. Prior research predominantly focuses on the direct implications of service quality on patient satisfaction or the standalone influence of website quality on patient perceptions, with limited empirical attention to their simultaneous and integrated impact within a single explanatory framework. Moreover, although patient satisfaction has been acknowledged as a potential mediating variable, its mediating role in linking both service quality and website quality to hospital image, particularly in public hospital settings within developing healthcare systems remains insufficiently explored and empirically undervalued. In addition, inconsistent findings regarding The direct correlation between hospital image and patient happiness further indicate a lack of theoretical and contextual clarity. Addressing these gaps, the present study advances the state of the art by putting out and verifying a thorough model experimentally that integrates service quality and website quality as antecedents of hospital image through the mediating mechanism of patient satisfaction, using evidence from Dr. Slamet Public Hospital. By simultaneously capturing digital and service-based quality dimensions in a public healthcare context, this research contributes novel insights into how hospitals can strategically align online and offline quality initiatives to enhance patient satisfaction and strengthen institutional image.

## **RESEARCH METHODS**

This study uses an explanatory, quantitative research design grounded in the positivist paradigm to examine the relationships among service quality, website

quality, patient contentment and hospital reputation. A survey that is cross-sectional approach is used to capture patient perceptions at a single point in time (Turner et al., 2020). The research tests seven hypotheses derived from SERVQUAL, WebQUAL, and hospital image theories, focusing on both direct and mediating effects, particularly the role of patient satisfaction. Structural Equation Modeling (SEM) using AMOS is applied to analyze these complex relationships.

The research is conducted at Dr. Slamet Public General Hospital (RSUD dr. Slamet) in Garut, West Java, Indonesia, a major secondary and tertiary public hospital with extensive medical services and a strong digital presence. The study population consists of patients who have utilized hospital services and interacted with the hospital's website within the past 12 months. Stratified random sampling is used to ensure proportional representation of inpatient, outpatient, and emergency patients (Sugiyono, 2019). Based on Cochran's formula, a sample size of 385 respondents is determined to ensure adequate statistical power.

Data are collected using a structured questionnaire adapted from validated instruments, including SERVQUAL for service quality and WebQUAL for website quality. Patient satisfaction and hospital image are measured through established dimensions such as overall experience, communication, accessibility, trust, and reputation. Responses are recorded using a four-point Likert scale to encourage clear and decisive answers. The questionnaire undergoes expert review, pilot testing, and refinement to ensure clarity, validity, and contextual relevance.

Average Variance Extracted (AVE), Composite Reliability (CR), Cronbach's Alpha, and Confirmatory Factor Analysis (CFA) are used to evaluate the instrument's validity and reliability. Data analysis follows a systematic SEM procedure, including assessment of the measurement model and structural model. Model fit is evaluated using goodness-of-fit indices such as Chi-square, CFI, TLI, GFI, and RMSEA. Bootstrapping techniques are applied to address non-normal data and to test the significance of direct and indirect (mediating) effects (Ghozali, 2016).

Ethical considerations are rigorously upheld throughout the study. All participants provide informed consent, participation is voluntary, and anonymity and confidentiality are guaranteed. Data collection is conducted through both online and offline surveys to ensure inclusivity. Overall, this methodology is designed to produce reliable and valid empirical evidence on how service quality and website quality influence patient satisfaction and hospital image, offering practical insights for improving healthcare service delivery and digital engagement.

Figure 1 shows the research paradigm and how the variables interact with each other::

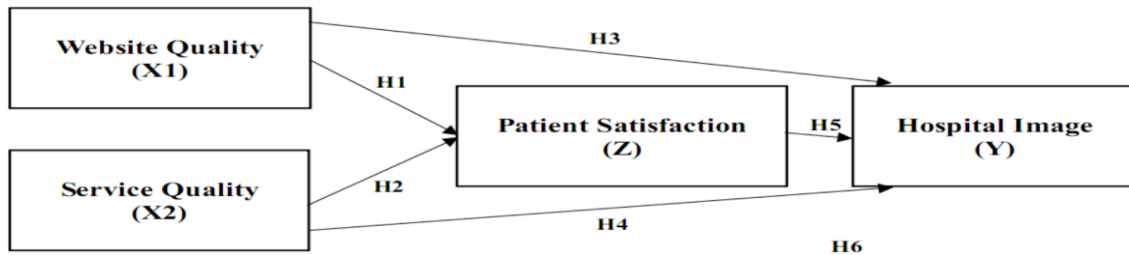


Figure 1. Research Paradigm

The independent variables for this study are the Website Quality (X1) variable consist of seven indicators: (X1.1) Usability, (X1.2) Content Quality, (X1.3) Design Quality, (X1.4) Functional Quality, (X1.5), Service Quality, (X1.6) Trust and Credibility, (X1.7), Interactivity, and second independent variable are the Service Quality (X2) variable consist of five indicators: (X2.1) Tangibles, (X2.2) Responsiveness, (X2.3) Assurance, (X2.4) empathy. The moderation variables are Patient Satisfaction (Z) variable consist of (Z1) Patient Experience, (Z2) Communication and Information Quality, (Z3) Accessibility and convenience The dependent variable is Hospital Image (Y) Quality of care (Y1) Trust and Credibility (Y2) Brand Image and Reputation (Y3) Communication and Information Accessibility

## RESULTS AND DISCUSSION

### Respondent Characteristics

The demographic profile of the study's respondents offers a compelling context for interpreting the structural relationships examined in this dissertation, particularly the influence of website quality and service quality on hospital image, mediated by patient satisfaction. The sample comprised 375 individuals, with a relatively balanced gender distribution—54.8% male and 45.2% female—indicating equitable representation across sexes and minimizing potential gender bias in perceptions of digital healthcare services. Age distribution reveals that the majority of participants fall within the economically productive range, with 35.6% aged 30–40 years and 32.5% aged 41–51 years, followed by 19.7% aged 52–62 years. Only 10.6% were under 30, and a mere 1.6% were over 62, suggesting that the sample predominantly consists of middle-aged adults who are likely to be active users of digital platforms and engaged in healthcare decision-making, and also may reflect their familiarity with digital platforms and online hospital services.

Marital status data shows that 94% of respondents were married, which may correlate with increased involvement in family health management and a higher likelihood of utilizing digital health services. Educational attainment was notably high, with 37.1% having completed high school, 33% holding diplomas, and 29.3% possessing bachelor's or graduate degrees. Only 0.6% reported no formal education, indicating a population with strong potential for digital engagement and comprehension. Employment status was overwhelmingly positive, with 93.5% of respondents employed, suggesting economic stability and consistent access to digital infrastructure. The occupational

composition was diverse, with entrepreneurs/business owners comprising the largest segment (49.9%), followed by private sector employees (16.9%) and freelancers (10.4%). The inclusion of healthcare professionals (4.7%) and educators (2.1%) further enhances the relevance of the sample, particularly in evaluating digital literacy within health-related contexts. The data can be presented in Table 1 below.

Table 1. Respondent Profile

Variables		Frequency	%
Sex	Male	211	54,8
	Female	174	45,2
Age	Below 30 years old	41	10,6
	30-40 years old	137	35,6
	41-51 years old	125	32,5
	52-62 years old	76	19,7
	Above 62 years old	6	1,6
Marital	Single	23	6,0
	Married	362	94,0
Education	No Formal Education	1	0,3
	Elementary School or Equivalent	1	0,3
	High School or Equivalent	143	37,1
	Diploma	127	33,0
	Bachelor's Degree (S1)	41	10,6
Employment Status	Graduate Studies	72	18,7
	Employed	360	93,5
	Unemployed	25	6,5
	Homemaker	14	3,6
	Civil Servant (PNS)	23	6,0
	Private Sector Employee	65	16,9
	Entrepreneur/Business Owner	192	49,9
Profession	Freelancer	40	10,4
	Healthcare Professional	18	4,7
	Educator/Teacher/Lecturer	8	2,1
	Farmer/Fisherman	1	0,3
	Laborer/Manual Worker	23	6,0
	Military/Police Officer	1	0,3
	Clergy/Religious Worker	-	-
	Artisan/Creative Professional	-	-
	Less than IDR 1,000,000	14	3,6
	IDR 1,000,000 - IDR 2,999,000	265	68,8
Income	IDR 3,000,000 - IDR 4,999,000	93	24,2
	IDR 5,000,000 - IDR 10,000,000	12	3,1
	IDR 10,000,001 - IDR 20,000,000	1	0,3
	More than IDR 20,000,000	-	-
	Digital Literacy	Feel confident and capable of using digital devices (such as smartphones, computers, or tablets) to search for health information or access hospital services online (e.g., through websites or mobile applications)	384

Variables		Frequency	%
And Device Used*	Feel not confident and capable of using digital devices (such as smartphones, computers, or tablets) to search for health information or access hospital services online (e.g., through websites or mobile applications)	1	0,3
Frequency of Internet Use**	Yes (daily or almost daily use)	377	97,9
	No (less than 3 times per week or irregular use)	8	2,1

Source: Primary data processed, 2025

\* UNESCO Survey / European Commission Survey

\*\* International Telecommunication Union (ITU) and the Global Digital Inclusion Partnership

Income distribution indicates that most respondents belong to lower-middle-income households, with 68.8% earning between IDR 1,000,000 and 2,999,000, and 24.2% earning between IDR 3,000,000 and 4,999,000. Only 3.4% reported earnings above IDR 5,000,000. This economic profile is critical when assessing the affordability and accessibility of digital health platforms, reinforcing the need for inclusive and user-friendly digital services. Regarding digital literacy, 99.7% of respondents expressed confidence and capability in using digital devices to search for health information or access hospital services online, indicating exceptionally high digital self-efficacy. Furthermore, 97.9% reported daily or near-daily internet usage, confirming that the population is digitally active and well-positioned to engage with online healthcare services.

Collectively, these demographic characteristics substantiate the theoretical framework of the study and affirm the validity of its findings. The high levels of digital literacy and internet engagement among respondents suggest that enhancements in website quality and service delivery are likely to exert a direct and measurable influence on patient satisfaction and hospital image. The demographic composition, characterized by middle-aged, educated, employed individuals with frequent internet use aligns with the target population for digital health transformation. These findings underscore the strategic imperative for hospitals, particularly public institutions such as Dr. Slamet General Hospital, to invest in digital infrastructure and service excellence as integrated pathways to improving patient satisfaction and strengthening institutional reputation.

These demographic attributes are particularly pertinent as they reflect a population of patients who demonstrate both active digital engagement and heightened awareness of service delivery standards, thereby rendering them well-positioned to assess the integrated influence of website quality and service quality on patient satisfaction and the formation of hospital image.

### **Hypothesis Testing Direct Influence**

Direct influence analysis focuses on the direct influence of Patient satisfaction is influenced by both website quality and service quality, Website Quality on Hospital Image, Service Quality on Hospital Image, Patient Satisfaction on Hospital Image.

### **Structural Model Testing (Inner Model)**

The structural model is evaluated by using R<sup>2</sup>. From the model generated R-square value (R<sup>2</sup>) is 74.2%, so from model for the independent Website Quality, Service

Quality and Patient Satisfaction explained 74.2% on Hospital Image, so the remaining 26.8% was given by other variables that were not included in this study.

Table 2. R-Square

Variable	R- Square
Hospital Image	0.742

Table 2. summarizes the indirect (mediated) effects of EMR adoption on the patient experience. The first track, EMR → Healthcare Quality → Patient Experience, had a very small coefficient (0.015) with  $t = 0.217$  and  $p = 0.828$ , which showed a positive but clearly insignificant indirect effect. This means that the quality of healthcare services does not serve as a mediator between EMR adoption and patient experience. In contrast, the second track, EMR → Patient Safety → Patient Experience, showed strong and statistically significant indirect effects, with coefficients of 0.536,  $t = 7.153$ , and  $p = 0.000$ . This indicates that higher adoption of EMRs substantially improves the patient experience through improved patient safety. Overall, Table 2 shows that patient safety, not the quality of healthcare, is a key mediating mechanism linking EMR adoption to improved patient experience in these private hospitals.

### Research Hypothesis Testing

Hypothesis testing with Amos was conducted by observing the magnitude of the structural path coefficients and the stability of the estimates, which were evaluated using the T-test with the bootstrapping method. Based on the original sample values and T-statistics. In this study, the path coefficient values can be seen in the following Table 3:

Table 3. Standardized Regression Weights

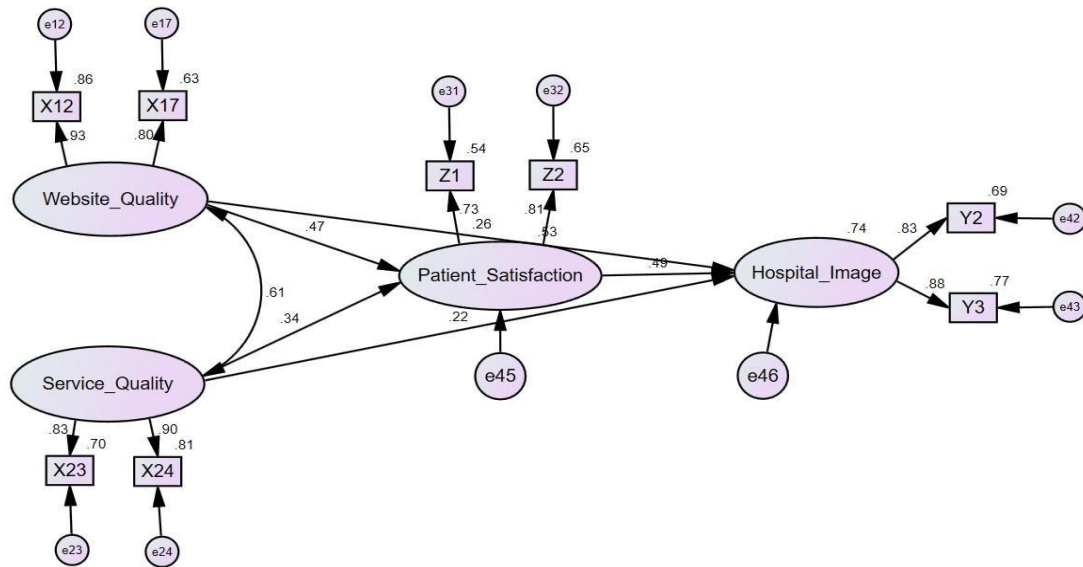
			Estimate / $\beta$
Patient Satisfaction	<---	Website Quality	0.473
Patient Satisfaction	<---	Service Quality	0.337
Hospital Image	<---	Patient Satisfaction	0.495
Hospital Image	<---	Service Quality	0.221
Hospital Image	<---	Website Quality	0.259

Source: Primary Data Processed, 2025

Table 3 presents the standardized regression weights obtained from the structural model analysis, illustrating the relationships among website quality, service quality, patient satisfaction, and hospital image. The results indicate that both website quality and service quality have positive effects on patient satisfaction, demonstrating that improvements in digital services and service delivery contribute to higher levels of patient satisfaction. Furthermore, patient satisfaction shows a strong positive influence on hospital image, confirming its central role in shaping public perceptions of the hospital. In addition to this indirect pathway, service quality and website quality also exert direct positive effects on hospital image, suggesting that both operational service excellence and

a strong digital presence independently contribute to enhancing the hospital’s overall image.

Below are the estimated parameters of the research model.



Critical Ratio (CR) using the bootstrap method produced significant results for all construct variables, as shown in table below:

Table 4. Results of the Direct Effect Hypothesis Test

**Regression Weights: (Group number 1 - Default model)**

		Estimate	S.E.	C.R.	P	Label
Patient_Satisfaction	<--- Website_Quality	.460	.071	6.461	***	par_3
Patient_Satisfaction	<--- Service_Quality	.202	.044	4.562	***	par_4
Hospital_Image	<--- Patient_Satisfaction	.456	.078	5.878	***	par_5
Hospital_Image	<--- Service_Quality	.122	.036	3.446	***	par_7
Hospital_Image	<--- Website_Quality	.233	.062	3.728	***	par_8

**Direct Effects - Two Tailed Significance (BC) (Group number 1 - Default model)**

	Service_Quality	Website_Quality	Patient_Satisfaction	Hospital_Image
Patient_Satisfaction	.001	.001	...	...
Hospital_Image	.015	.039	.002	...
Y3	...	...	...	.002
Y2	...	...	...	...
Z2	...	...	.002	...
Z1	...	...	...	...
X17	...	.001	...	...
X23	.002	...	...	...
X24	...	...	...	...
X12	...	...	...	...

Table 4 presents the results of the direct effect hypothesis testing based on the regression weights and two-tailed significance analysis of the structural model. The regression weights indicate that website quality and service quality both have positive and statistically significant effects on patient satisfaction. This finding suggests that improvements in hospital website performance, such as usability, information accuracy, and accessibility alongside consistent and reliable service delivery, play an important role in enhancing patient satisfaction. In addition, patient satisfaction shows a strong and significant direct effect on hospital image, confirming that satisfied patients are more likely to form positive perceptions of the hospital and contribute to a favorable institutional image.

Furthermore, the results demonstrate that service quality and website quality also have direct and significant effects on hospital image, independent of patient satisfaction. The significance values from the two-tailed bootstrap analysis support the robustness of these relationships, indicating that both operational service excellence and digital quality contribute directly to shaping hospital image. Overall, the findings summarized in Table 4 confirm that website quality, service quality, and patient satisfaction are key determinants of hospital image, both through direct effects and through their influence on patient satisfaction.

Table 5. Indirect Influence

**Indirect Effects (Group number 1 - Default model)**

	Service_Quality	Website_Quality	Patient_Satisfaction	Hospital_Image
Patient_Satisfaction	.000	.000	.000	.000
Hospital_Image	.092	.210	.000	.000

**Indirect Effects - Two Tailed Significance (BC) (Group number 1 - Default model)**

	Service_Quality	Website_Quality	Patient_Satisfaction	Hospital_Image
Patient_Satisfaction	...	...	...	...
Hospital_Image	.001	.001	...	...

Table 5 presents the results of the indirect effect analysis in the structural model. The findings show that service quality and website quality have indirect effects on hospital image through patient satisfaction, with indirect effect values of 0.092 and 0.210, respectively. This indicates that improvements in service quality and website quality enhance hospital image by first increasing patient satisfaction. The bootstrapping two-tailed significance test (bias-corrected) further confirms that these indirect effects are statistically significant, as indicated by p-values of 0.001 for both service quality and website quality.

## DISCUSSION

### *Hypothesis 1: Website Quality has a positive and significant effect on Patient Satisfaction*

The study confirms that website quality exerts a positive and significant impact on patient satisfaction. This finding reinforces the growing consensus that digital touchpoints have become vital components of healthcare service delivery. High-quality hospital websites defined by their usability, information accuracy, visual aesthetics, interactivity, and responsiveness directly shape patient perceptions and satisfaction levels (Verma et al., 2020; Prasetya et al., 2023). From the perspective of user experience (UX) theory, when digital interfaces minimize cognitive effort and provide seamless access to services such as appointment scheduling or teleconsultation, they enhance users' perceived ease of use and trust (Kumar & Lata, 2021). Moreover, a website that communicates professionalism through design consistency and reliable content fosters a sense of safety and confidence among patients navigating healthcare decisions online. Febriarizka et al. (2024) further highlight that well-managed digital interfaces act as extensions of hospital service quality, allowing patients to perceive efficiency and empathy even before physical interaction. Hence, maintaining superior website quality is not merely a technological requirement but a strategic determinant of patient satisfaction in the digital transformation of healthcare services.

Numerous recent studies demonstrate that website quality positively and significantly influences patient satisfaction in healthcare settings. For example, empirical research analyzing hospital website quality found that well-designed, informative, and user-friendly online platforms are associated with higher levels of patient satisfaction as reflected in online review ratings and patient perceptions of the hospital's digital services. Although some studies focus on broader e-service quality, the collective evidence indicates that technical quality, ease of use, and accessibility of digital health information significantly affect how patients evaluate their overall experience with a healthcare provider. Systematic reviews of e-service quality in hospitals also confirm that integrated digital services and elements such as user experience, trust, and ease of use positively shape patient satisfaction outcomes (Theresia & Syahrir, 2025).

In the healthcare digital transformation, studies on e-service quality, of which website quality is a core component highlight that digital service attributes such as efficient navigation, reliable information, and responsive online features contribute meaningfully to patient satisfaction. These findings align with broader e-service quality research that links high-quality online interfaces to increased satisfaction and loyalty in service sectors, including healthcare. As hospitals increasingly rely on their digital presence to communicate with patients, improving website quality becomes an essential strategy for enhancing patient satisfaction in both online interactions and the continuum of care (Wati et al., 2025).

### ***Hypothesis 2: Service Quality has a positive and significant effect on Patient Satisfaction***

Service quality was found to have a positive and significant effect on patient satisfaction (CR = 4.562,  $p \leq 0.05$ ). This result underscores that the human dimension of service delivery continues to be central to patient experiences, even in an increasingly digitalized healthcare context. According to Parasuraman et al.'s SERVQUAL framework, dimensions such as reliability, responsiveness, assurance, empathy, and tangibles collectively shape how patients evaluate service encounters (Batbaatar et al., 2017; Zarei et al., 2014). In hospitals, reliability in diagnosis, empathy in communication, and assurance in staff professionalism translate directly into emotional comfort and satisfaction (Fatima et al., 2018). Furthermore, service quality functions as a symbolic representation of institutional trustworthiness (Goodrich & Lazenby, 2023). Kim et al. (2017) and Ly et al. (2021) revealed that consistent excellence in healthcare service delivery not only improves patient satisfaction but also promotes organizational performance, retention, and competitive positioning. Therefore, continuous investment in staff competence, patient-centered communication, and operational efficiency becomes crucial for sustaining satisfaction and loyalty within healthcare institutions.

Prior research consistently demonstrated that service quality has a positive and significant impact on patient satisfaction in the context of healthcare services. Quantitative research using SERVQUAL's structural equations and framework demonstrates that aspects of service quality, such as reliability, responsiveness, assurance, empathy, and tangibility, significantly affect the level of patient satisfaction in hospital homes and outpatient clinics. For example, research at a hospital in Tangerang found that better service quality was positively and significantly associated with higher patient satisfaction, indicating that improvements in how services are delivered lead to greater patient contentment with care received (Apryani, 2025).

Similarly, other recent empirical studies in Indonesian healthcare contexts show that higher perceptions of service quality, assessed through factors like staff competence, access to services, and comfort during care correspond with higher levels of patient satisfaction. For instance, a study at the Internal Medicine Clinic of a general hospital reported significant relationships between service quality dimensions and patient satisfaction, reinforcing the conclusion that enhancing service quality is key to improving the patient experience (Tanjung & Putri, 2025).

### ***Hypothesis 3: Website Quality has a positive and significant effect on Hospital Image***

The study demonstrates that website quality has a positive and significant influence on hospital image (CR = 3.378,  $p \leq 0.05$ ). This supports the notion that a hospital's digital identity plays a crucial role in shaping its brand perception and institutional credibility. As Haque et al. (2021) suggest, hospitals are increasingly judged not only by clinical performance but also by the accessibility, transparency, and aesthetics of their online presence. Shin & Park (2019) emphasize that transparent and updated online information enhances patient trust, which subsequently strengthens institutional

image. In the digital branding literature, credibility and trust are closely tied to the consistency of online communication and perceived authenticity of content (Mahmood et al., 2022). A visually coherent, information-rich website signals professionalism and reliability, two pillars of a strong healthcare image. Thus, the hospital website functions as an extension of service quality and corporate identity, reinforcing the institution's reputation in the digital era where first impressions are often formed online rather than through physical visits.

Recent empirical research indicates that website quality has a positive and significant effect on hospital image, meaning that well-designed, user-friendly hospital websites can strengthen public perceptions and institutional reputation. For example, a quantitative study investigating digital marketing strategy found that website quality significantly and positively influenced the hospital's brand image, with higher perceived usability, information quality, and ease of access contributing to stronger, more favorable image evaluations among patients and prospective users. This research suggests that a high-quality hospital website functions not just as an information source but also as a credibility signal, helping to shape how the hospital is perceived in terms of professionalism, trustworthiness, and modernity (Kusumastuti et al., 2025).

These findings align with broader digital branding literature showing that digital touchpoints, including hospital websites contribute meaningfully to organizational image in the healthcare sector. High website quality supports positive associations with the institution by providing clear, accurate, and accessible information, which enhances patient trust and overall perceptions of the hospital's reputation. Studies within healthcare and other service industries underscore that website quality directly influences brand image and indirectly supports broader marketing and communication outcomes, reinforcing the importance of investing in robust, user-centric online platforms as part of strategic reputation management (Kusumastuti et al., 2025).

#### ***Hypothesis 4: Service Quality has a positive and significant effect on Hospital Image***

The positive and significant relationship between service quality and hospital image (CR = 3.446,  $p \leq 0.05$ ) reveals that consistent service delivery is a key driver of institutional reputation. Hospitals that provide empathetic, responsive, and reliable care generate trust and admiration among patients, which accumulate into a positive public image. Asnawi et al. (2020) and Diputri & Yusuf (2020) demonstrated that patients' perceptions of service excellence not only enhance satisfaction but also serve as symbolic endorsements that strengthen institutional credibility. Asmaryadi et al. (2020) further argue that a favorable hospital image encourages patient loyalty and word-of-mouth advocacy, forming a sustainable competitive advantage. From a strategic management perspective, Upadhyai et al. (2019) posit that service quality reflects both tangible (facilities, technology) and intangible (attitude, empathy) dimensions that collectively shape the hospital's brand identity. Therefore, a commitment to continuous service improvement through quality assurance programs, patient feedback systems, and staff

training serves as the foundation for maintaining and enhancing a hospital's positive image in a competitive healthcare landscape.

Recent empirical research indicates that service quality has a positive and significant effect on hospital image, meaning that when patients perceive healthcare services to be reliable, responsive, and empathetic, they are more likely to view the hospital's reputation and public image favorably. Quantitative studies conducted in hospital settings within the last few years report that higher service quality, measured through traditional SERVQUAL dimensions such as tangibles, reliability, responsiveness, assurance, and empathy contributes to stronger perceptions of a hospital's image among patients and healthcare consumers. Although some studies consider hospital image as part of broader outcome models (e.g., with patient satisfaction mediating), many show that service quality is an important antecedent to a positive institutional image in healthcare environments (Hidayat & Lubis, 2019).

Furthermore, research from various healthcare contexts supports the notion that improved service quality enhances trust, satisfaction, and the overall perception of healthcare institutions, which in turn strengthens the hospital's image among patients and the wider community. By delivering high-quality services that meet or exceed patient expectations, hospitals can cultivate a more positive image that enhances their competitiveness, encourages patient loyalty, and supports long-term utilization of their services. These findings underscore the strategic importance of investing in service quality improvement as a mechanism for enhancing institutional image in the increasingly patient-aware and quality-driven healthcare market (Jatmiko et al., 2018).

***Hypothesis 5: Patient Satisfaction has a positive and significant effect on Hospital Image***

The results indicate that patient satisfaction positively and significantly influences hospital image (CR = 4.562,  $p \leq 0.05$ ). This relationship suggests that satisfied patients act as brand ambassadors, contributing to the hospital's reputation through positive word-of-mouth and social endorsement. According to Shafei et al. (2019), patient satisfaction is not only a reflection of perceived quality but also a predictor of loyalty and favorable behavioral intentions. Singh and Dixit (2020) note that satisfaction transforms into emotional attachment, which reinforces institutional image and credibility in the long run. While Yanuarista et al. (2025) observe that brand image may sometimes function as a moderating rather than direct determinant of satisfaction, the prevailing evidence supports the notion that satisfaction strengthens institutional trust and reputation. Hospitals that consistently meet or exceed patient expectations cultivate not only higher satisfaction levels but also enhanced public perception and social legitimacy, underscoring the strategic importance of satisfaction in reputation management.

Recent empirical evidence from healthcare research indicates that patient satisfaction has a positive and significant effect on hospital image. For instance, a study examining patient satisfaction's impact on hospital brand image at a dental and oral hospital found that higher patient satisfaction was associated with stronger perceptions of

the hospital's brand image, with statistical results showing a positive and significant influence ( $\beta = 0.470$ ,  $p < 0.05$ ), suggesting that patients who are more satisfied tend to view the hospital's reputation more favorably (Sofia, 2023).

This positive relationship is supported by broader literature showing that satisfied patients contribute to a stronger institutional reputation, as their positive experiences shape perceptions of the hospital's credibility, trustworthiness, and overall quality. When patients express satisfaction with care, communication, outcomes, and service delivery, these experiences enhance the hospital's public image and can influence how the broader community perceives the facility's standing in the competitive healthcare environment (Ramli, 2017).

***Hypothesis 6: Service Quality has a positive and significant effect on Hospital Image as mediated by Patient Satisfaction***

The mediating analysis confirms that patient satisfaction serves as a critical conduit linking service quality to hospital image. This means that superior service quality enhances satisfaction, which subsequently leads to a more positive hospital image. Sulistyono and Gumilar (2019) describe satisfaction as the psychological bridge that translates operational excellence into reputational value. When patients perceive services as responsive, reliable, and empathetic, they experience emotional comfort that strengthens trust and satisfaction, eventually influencing their perception of institutional prestige. Thawesaengskulthai et al. (2015) argue that such satisfaction-driven image enhancement provides hospitals with a sustainable competitive advantage. In practice, this mediation underscores the need for healthcare managers to not only ensure service excellence but also to actively measure and manage satisfaction as a strategic variable. Hence, patient satisfaction functions as both an outcome of service quality and a catalyst for strengthening hospital reputation in the public eye.

Recent healthcare research indicates that service quality positively and significantly influences hospital image through the mediating role of patient satisfaction. In empirical studies conducted within hospital settings, service quality, including responsiveness, assurance, empathy, and tangible elements enhances patients' perceptions of care, which in turn elevates their satisfaction. Higher patient satisfaction has been shown to strengthen how patients perceive the image and reputation of a hospital, suggesting that the favorable effect of service quality on hospital image operates indirectly by first increasing patient satisfaction levels. Such studies emphasize that hospitals delivering high-quality care are more likely to cultivate satisfied patients, who then contribute to a stronger and more positive institutional image (Widiarti et al., 2025).

This mediated relationship underscores the importance of patient satisfaction as a key mechanism linking service quality to hospital image. When service quality improvements lead to greater patient satisfaction, this satisfaction helps shape positive perceptions of the hospital's credibility, trustworthiness, and overall reputation among patients and broader stakeholders. By systematically enhancing service quality, from clinical competence to interpersonal interactions and service delivery processes hospitals

not only satisfy patient needs but also indirectly build a stronger, more favorable image in the competitive healthcare environment (Widiarti et al., 2025).

***Hypothesis 7: Website Quality has a positive and significant effect on Hospital Image as Mediated by Patient Satisfaction***

The final finding reveals that website quality indirectly influences hospital image through patient satisfaction, emphasizing the pivotal role of digital interaction in shaping perceptions. A well-designed, informative, and user-friendly website increases patient satisfaction by facilitating convenience, reducing uncertainty, and fostering trust (Hartanto & Aprianingsih, 2022; Rangraz Jeddi et al., 2017). Aljabari et al. (2023) and Wijaya et al. (2021) assert that online interactivity and information credibility enhance patients' emotional and cognitive satisfaction, which subsequently elevates the perceived image of the institution. Conversely, poor website usability, outdated content, or low responsiveness may generate dissatisfaction and erode trust, damaging the hospital's public image. This mediation effect highlights that digital experience increasingly serves as a vital component of organizational reputation, complementing traditional service quality. Therefore, hospitals must adopt a proactive digital strategy that integrates user-centered web design, accurate information management, and feedback mechanisms to ensure that online satisfaction contributes to a stronger, credible, and competitive hospital image.

Recent research suggests that website quality can have a positive and significant effect on hospital image, particularly when this influence operates through the mediating role of patient satisfaction. Although direct empirical studies on this exact mediated relationship are limited, the broader literature supports a conceptual pathway in which a high-quality hospital website enhances patient satisfaction by improving user experience, access to information, and perceived credibility, which in turn strengthens the hospital's reputation in the eyes of patients and the public. High website quality, characterized by clear, accurate, and user-friendly information can increase patient engagement and satisfaction with the hospital's digital services, laying a foundation for a positive overall image. Conceptually, internet-based factors that influence patient satisfaction, such as online communication quality and ease of access to health information, are recognized as important components in broader studies linking digital interfaces to patient outcomes and satisfaction perceptions, which shape institutional reputation (Theresia & Syahrir, 2025).

Building on this theoretical linkage, patient satisfaction is widely documented as a key mediator that explains how quality signals, whether from service delivery or digital interfaces like websites translate into hospital image outcomes. Studies in healthcare service contexts have shown that patient satisfaction mediates the effects of quality perceptions on reputation and loyalty, indicating that when patients feel satisfied with the informational and functional quality of a hospital's online presence, they are more likely to hold a favorable view of the institution overall. This mediated process implies that website quality does not simply influence hospital image in isolation; its impact is

reinforced when patients internalize positive experiences (satisfaction), which then shape their perceptions of the hospital's competence, credibility, and reputation culminating in a stronger institutional image (Ford et al., 2013).

This study highlights new insights regarding the relationship between website quality, service quality, patient satisfaction, and *sakit citra* in the context of digital health services transformation. Conversely, traditional *layanan* quality theory (Parasuraman et al., 1988; Zeithaml, 2018) posits that satisfaction is primarily shaped by tangible and interpersonal service aspects, this research demonstrates that digital interface quality (represented by website quality) plays an equally strategic role. The results show that website quality exerts a stronger influence on patient satisfaction than service quality, suggesting that patients increasingly evaluate healthcare institutions based on their digital interactions and the usability, responsiveness, and trustworthiness of online information.

Furthermore, both website quality and service quality significantly affect hospital image, confirming that reputation in the healthcare sector is now co-constructed through both online and offline experiences. Patient satisfaction also serves as a key mediator, significantly strengthening the impact of both service quality and website quality on hospital image.

Specifically, the mediation effects (Service Quality → Patient Satisfaction → Hospital Image and Website Quality → Patient Satisfaction → Hospital Image) indicate that satisfaction is a psychological mechanism through which perceived excellence and digital experience translate into reputational value.

Overall, these findings enrich existing healthcare management theory by integrating digital experience as a core dimension of service evaluation. The study highlights that maintaining superior website quality is not merely a technical necessity but a strategic determinant of patient satisfaction and hospital image. Hence, hospitals should adopt an integrated service strategy that combines clinical and administrative excellence with usercentered web design, transparent information management, and digital feedback mechanisms to build a credible and competitive institutional reputation.

There's several linkage between research findings and recommendations has several points to reveal related to the statement of the problem. The findings from Chapter III reveal a robust and statistically significant relationship between website quality, service quality, patient satisfaction, and hospital image. Website quality particularly its usability, content richness, and visual appeal demonstrated a strong direct effect on patient satisfaction ( $\beta = 0.473$ ), underscoring the strategic role of digital platforms in shaping patient perceptions. Service quality, measured through SERVQUAL dimensions, also significantly influenced satisfaction ( $\beta = 0.337$ ), with tangibility and empathy emerging as key drivers. Patient satisfaction itself was a powerful mediator, amplifying the effects of both website and service quality on hospital image ( $\beta = 0.092$  and  $\beta = 0.210$ , respectively), and directly enhancing hospital image ( $\beta = 0.456$ ). These relationships validate the theoretical framework and confirm that digital and interpersonal touchpoints jointly contribute to institutional reputation. The SEM model's high explanatory power ( $R^2 = 74.2\%$ ) further reinforces the coherence and predictive strength of these constructs.

## CONCLUSION

This study concludes that website quality and service quality are critical determinants of patient satisfaction and hospital image, with patient satisfaction acting as a key mediating variable. High-quality digital platforms and empathetic, reliable services not only improve patient experiences but also strengthen trust, loyalty, and institutional reputation. The findings contribute theoretically by integrating digital experience into service quality frameworks in healthcare and offer practical guidance for hospital management to align digital engagement with service delivery. Despite limitations related to scope, methodology, and design, the study highlights important directions for future research, including broader institutional coverage, longitudinal approaches, and additional moderating variables, while recommending that hospitals and policymakers prioritize integrated digital strategies, continuous service improvement, and systematic patient feedback to enhance healthcare quality and hospital image sustainably.

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