

How Brand Image Affects Expected Quality, Perceived Quality, Perceived Value, and Patient Satisfaction and Their Effect on Attitudinal Loyalty and Behavior Loyalty (A Study Done in a Dentist in West Jakarta)

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Abstract

: This research was intended to analyze how brand image affects expected quality, perceived quality, perceived value, and patient satisfaction and how they affect attitudinal loyalty and behavior loyalty on a dentist's patients. Methods: this is quantitative research with surveys and cross-sectional data. The subjects are public dentist patients in West Jakarta, 2021. The sample was taken using purposive sampling, from which 290 respondents were deemed fit for the criteria. The data was then gathered through an online questionnaire and used a Likert 1-5 scale. The data was analyzed with PLS-SEM method using SmartPLS™ 3.3. Findings: This research had 11 supported hypotheses with a T-statistic value of >1.645 and alpha 0.05, while one hypothesis was not supported. Brand image has a significant positive effect on expected quality, perceived value, and patient satisfaction, while its effect was not significant on perceived quality. Perceived value has a significant positive effect on patient satisfaction, and patient satisfaction itself was found to have a positive effect on attitudinal loyalty and behavior loyalty. Conclusions: Brand image has a vital part to play in affecting perceived value, which will then increase patient satisfaction from patients who went to the dentist. Furthermore, patient satisfaction fosters their loyalty to the dentist, both from attitudinal side and behavioral side.

Keywords

brand image; expected quality; perceived quality; perceived value; patient satisfaction; attitudinal loyalty; behavior loyalty



I. Introduction

Health care is a service that people need but not always want. Health services are personal and very important services. However, with the passage of time, many studies have shown that there are many variations in the quality of services provided and the ability of patients to assess the quality of care, these are discussed in the researcher.

The existence of health service facilities affects the health status of the people of a country. Law Number 36 of 2009 concerning Health explains that a health service facility is a tool and/or place used to carry out health service efforts, whether promotive, preventive, curative, or rehabilitative carried out by the government, local government, and/or public. Minister of Health Regulation Number 9 of 2014 concerning Clinics, defines clinics as health service facilities that provide individual health services that provide medical and/or specialist services. Based on the 2019 Indonesian Health Profile, the number of clinics in DKI Jakarta has increased significantly, recorded in the Indonesian Health report as many as 858 clinics, 207 main clinics and 651 pratama clinics. To stay afloat with so much competition, health care providers must provide the best service and have a strategy to provide the best service.

The results of research conducted by LIN & Yin 2, this study aims to see the relationship between expected quality, brand image, perceived value, service satisfaction and loyalty at Chinese private dental clinics. The results show that dental clinic patient loyalty is

influenced by customer satisfaction and customer satisfaction is influenced by quality and perceived value. Therefore, dental clinic service providers must provide appropriate service quality and perceived value in order to increase customer satisfaction.

According to Abdullah Al Haddad Perceived quality is the overall perception of the superiority or greatness of a product or service with relative objectives to alternatives. Research conducted by Rohwiyatia & Praptiestrini 4 shows that perceived quality has an effect on customer satisfaction. The results of research conducted by LIN & Yin show that expected quality has a significant effect on patient satisfaction (P-Value < 0.012). Expected quality is believed to be one of the most important factors influencing consumer intention to buy. According to Cadotte, Woodruff, and Jenkins (1987), people's expectations can be based on their favorite brand, the brand they last bought, or the most popular brand.

Perceived value is an important attribute because customers tend to maximize the value they get, customers generally estimate which offer provides the highest perceived value. Holbrook (2001) states that " Customer value is the fundamental basis for all marketing activity ". The importance of perceived value was also stated by Chen and Tsai that perceptions of value have been shown to have an influence on satisfaction, customer loyalty, and other important outcomes. According to Vigripat & Chan Perceived value concerns four things, namely: value is low price, value is whatever I want in a product, value is the quality I get for the price I pay, and value is what I get for what I give. The results of research by Rohwiyatia & Praptiestrini show that Perceived value has an effect on customer satisfaction. Furthermore, research conducted by Malik to see the effect of service quality on customer satisfaction is moderated by perceived value, giving the results that service quality has a positive impact on patient satisfaction. Another study was conducted by Ciputra & Prasetya 8, the results showed that perceived value had a significant positive effect on customer satisfaction. Soekanto in Ismail (2019) social change refers to changes in social aspects, community governance, and group behavior patterns. One example of social change is the increasing number of formal community institutions. For example, various organizations ranging from government organizations, to social gathering organizations, are now becoming more formal, with a more rational pattern of relations. This is different from social organizations in the past, which are more informal by using emotional relationships.

Oliver defines loyalty as a deeply held commitment to repurchase or subscribe to a preferred product/service consistently in the future, thereby leading to purchase of the same brand or set of the same brands, despite situational influences and marketing efforts having the potential to cause switching¹⁰. Customer satisfaction is a very influential factor to customer loyalty. Kusumawardani et al 9, tested service quality and perceived price fairness and investigate how these variables affect customer satisfaction and attitudinal and behavioral loyalty. The results showed that customer satisfaction had a significant effect on attitudinal loyalty and behavior or loyalty. Aaker (2012) define attitudinal loyalty to brand as a measure of consumer loyalty to a brand or a customer's association with a product brand, while behavior loyalty (behavior loyalty) or loyal behavior is defined by Schiffman and Kanuk (2012) as behavior to repurchase a brand by a customer to certain product categories. This means that the greater customer satisfaction will have a positive impact on the high customer commitment to remain loyal to the brand.

In a previous study conducted by LIN & Yin at a private dental clinic in China, it still has shortcomings because it is limited to researching loyalty from the aspect of attitudinal loyalty and behavior loyalty. Because these two aspects are important aspects in knowing the picture of how patients can become loyal to a clinic. And it has not been discussed about how brand image can affect both loyalties.

II. Review of Literature

The type of research used is quantitative research. To know the effect of brand image on expected quality, perceived quality, perceived value, and patient satisfaction as well as its impact on attitudinal loyalty and behavior loyalty (Study at the West Jakarta Dental Clinic).

The model framework used in this study uses a model taken from previous research conducted by LIN & Yin 2. The population in this study were patients who had been treated at the Dental Clinic in West Jakarta. The sample selection process is purposive sampling with sample selection criteria that must be met, namely patients at a dental clinic in the West Jakarta area, at least two times for treatment at the dental clinic, and the dental clinic must be located in the West Jakarta area. The number of samples used was adjusted to the analytical method used, namely the Structural Equation Model (SEM). In the SEM method, the number of samples required is at least 10 times the number of indicator variables Hair et al 10. The number of indicators in this study is 29 indicators, so a minimum of 29×10 or 290 samples is needed. The procedure for taking samples in the study was carried out by distributing questionnaires via a link that could be filled in individually online. Before respondent fill in questionnaire study, researcher giving explanation about method charging and agreement for fill in questionnaire

Collecting data using a questionnaire, all questionnaires in the study used a Likert scale (1-5). Collecting data using a questionnaire, all questionnaires in the study used a Likert scale (1-5). This study has 12 hypotheses, namely: 1. There is a positive influence between brand image on expected quality; 2. There is a positive influence between brand image on perceived quality; 3. There is a positive influence between brand image on perceived value; 4. There is an influence between brand image on patient satisfaction. There is a positive influence between expected quality on perceived quality; 6. There is a positive influence between expected quality on perceived value; 7. There is a positive influence between expected quality on patient satisfaction; 8. There is a positive influence between perceived quality on perceived value; 9. There is a positive influence between expected quality on patient satisfaction; 10. There is an influence between perceived value on patient satisfaction; 11. There is a positive influence between patient satisfaction with attitudinal loyalty; 12. There is a positive influence between patient satisfaction with behavior loyalty. Statistical analysis using the PLS-SEM approach, using the SmartPLS TM 3 device. 3.

III. Result and Discussion

From the results of distributing the questionnaires, it was found that 290 respondents had responded. Based on table 1 below, seen from the last time for dental treatment to the clinic, 42% of respondents <1 month, 20% of 1-5 months of respondents, 26% of 6-12 months and 12% of >12 months. Based on the gender of the respondents, women dominate as much as 60%. Age is dominated by the age of 21-30 years as much as 55%. 38% of the respondents who answered came from West Jakarta and the most dominating occupation was private employees as much as 31%. For the highest level of occupation with an S1 level of 73%.

Table 1. Profile of Respondents

Criteria	Sub Criteria	Total (f)	Percentage (%)
Last treatment at the dental clinic	< 1 month	123	42%
	1-5 months	57	20%
	6-12 months	76	26%
	>12 months	34	12%
Gender	Man	117	40%
	Woman	173	60%
Age	<20 years	16	6%
	21-30 years old	159	55%
	31-40 years old	58	20%
	41-50 years old	32	11%
	>50 years	25	9%
Domicile	West Jakarta	110	38%
	Central Jakarta	66	23%
	South Jakarta	31	11%
	East Jakarta	10	3%
	North Jakarta	61	21%
	Other	12	4%
Profession	IRT	27	9%
	Employee	91	31%
	Other	43	15%
	College student	72	25%
	civil servant	6	2%
	Self-employed	51	18%
	JUNIOR HIGH SCHOOL	10	3%
Education	SENIOR HIGH SCHOOL	45	16%
	S1	213	73%
	S2	22	8%

The measurement model or *outer model* is a measurement that is carried out to specifically see the *outer relation*, namely how the relationship between the latent variable and the indicator, which describes the characteristics of the latent variable with indicators, there are four measurement criteria to assess the outer model, namely *Convergent Validity*, *Average Variance Extrated (AVE)*, *Discriminant Validity* and *Composite Reliability*.

Based on the data presented in table 2, it is known that the indicators in each dimension have an *outer loading value* > 0.7, so that all indicators are declared feasible or valid for research use and can be analyzed further. Another criterion is to look at the CR and AVE values where all variables have met the criteria and can be analyzed further. Another criterion is to look at the value of *composite reliability* (CR) and *Average Variance Extracted* (AVE): The AVE value that meets the criteria is 0.5 (Hair *et al*)¹² where all variables have met the criteria and can be analyzed further.

Table 2. Validity & Reliability

Variabel	Indikator	Loading (>0.7)	CR (>0.7)	AVE (>0.5)
Brand Image	BI1	0.890	0.911	0.719
	BI2	0.777		
	BI3	0.822		
	BI4	0.897		
Expected Quality	EQ1	0.914	0.860	0.674
	EQ2	0.829		
	EQ4	0.707		
Perceived Quality	PQ2	0.868	0.880	0.710
	PQ3	0.810		
	PQ5	0.849		
Perceived Value	PV1	0.741	0.882	0.715
	PV2	0.907		
	PV3	0.880		
Patient Satisfaction	PS1	0.743	0.846	0.647
	PS2	0.818		
	PS3	0.848		
Attitudinal Loyalty	AL2	0.914	0.937	0.831
	AL3	0.906		
	AL4	0.915		
Behavior Loyalty	BL1	0.902	0.904	0.760
	BL2	0.827		
	BL5	0.884		

Discriminant validity is by looking at the results of the *Heterotrait-Monotrait Ratio* (HTMT) matrix in PLS, which recommends that the measurement value must be smaller than 0.85 even though values above 0.85 to a maximum of 0.90 are still considered sufficient. After processing the data using SmartPLS the results of *Discriminant Validity* with the *Heterotrait-Monotrait Ratio* (HTMT) method can be shown in the following table:

Table 3. Discriminant Validity Assessment Using the HTMT Criterion

Variabel	Attitudinal Loyalty	Behavior Loyalty	Brand Image	Expected Quality	Patient Satisfaction	Perceived Value
Attitudinal Loyalty						
Behavior Loyalty	0.900					
Brand Image	0.568	0.607				
Expected Quality	0.803	0.821	0.627			
Patient Satisfaction	0.793	0.778	0.661	0.741		
Perceived Value	0.678	0.723	0.659	0.631	0.725	
Perceived Quality	0.535	0.581	0.320	0.544	0.820	0.609

In table 3 above, in the output matrix of the validity and reliability testing with the HTMT method, as suggested by Henseler et al' if the HTMT matrix value for the variables studied is <0.9, it can be stated that the construct has *discriminant validity*. All HTMT values in the matrix above have met the requirements because all variables have HTMT values <0.9, so all variables pass the validity and reliability tests.

Structural model testing (inner *model analysis*) can be continued if a model has been declared valid and reliable (outer *model analysis*). Hair *et al.* that the structural model testing is carried out with the aim of being able to see the strength of the relationship between the variables in the model and to be able to test the hypotheses that have been formulated. The following are the results of the structural model in this study:

Table 4 . Coefficient of Determination

predictor	R Square
<i>Patient Satisfaction</i>	0.563
<i>Attitudinal loyalty</i>	0.425
<i>Behavoir Loyalty</i>	0.393

Based on the data presented in the table above, it can be seen that the R-Square value for *patient satisfaction* is 0.563. This shows that the percentage of *patient satisfaction* can be explained by the *clinic's brand image*, *expected quality*, *perceived quality* and *perceived value* of 56.3%. The R-square value for *attitudinal loyalty* is 0.425, which means that *attitudinal loyalty* can be influenced by *patient satisfaction* by 42.5%. While the R-square value for *behavior loyalty* is 0.393, meaning that *behavior loyalty* can be influenced by *patient satisfaction* by 39.3%

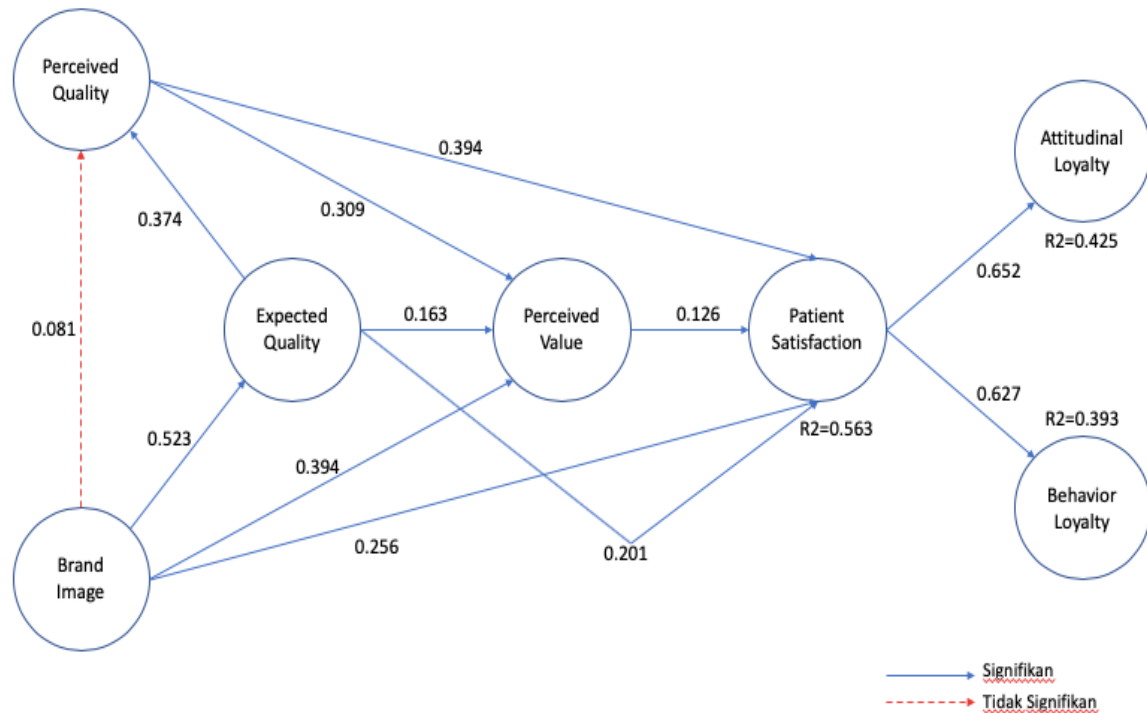


Figure 1. Result Model

Hypothesis testing between independent variables on the dependent variable was carried out using the *bootstrap resampling method* developed by Geisser. The test statistic used is statistical t-test or t-test, the application of the resampling method allows the validity of freely distributed data, does not require the assumption of a normal distribution, and does not require a large sample.

From table 5 it can be seen that *brand image* has a significant effect on expected quality (P-value = 0.000, = 0.523), *perceived value* (P-value = 0.000, = 0.394) and *patient satisfaction* (P-value = 0.000, = 0.256), but had no significant effect on perceived quality (P-value = 0.097, = 0.081). *Brand image* can affect *attitudinal loyalty* and *behavior loyalty* through *expected quality*, *perceived value*, and *patient satisfaction*. In research, *brand image* can encourage patients to have more expectations of a brand. According to Low & Lamb13 · *brand image* can help companies predict customer experience. The customer's perception of the *brand image* will determine expectations which then the customer experience will be formed through expectations. The higher the patient's expectations, the higher the level of patient satisfaction.

Table 5. Size and significance of path coefficient t

Hipotesis	Path Coefficient	T Statistics	P Values	Decisions
H1 Brand Image -> Expected Quality	0.523	12.301	0.000	Didukung
H2 Brand Image -> Perceived Quality	0.081	1.300	0.097	Tidak Didukung
H3 Brand Image -> Perceived Value	0.394	8.291	0.000	Didukung
H4 Brand Image -> Patient Satisfaction	0.256	4.763	0.000	Didukung
H5 Expected Quality -> Perceived Quality	0.374	6.018	0.000	Didukung
H6 Expected Quality -> Perceived Value	0.163	2.676	0.004	Didukung
H7 Expected Quality -> Patient Satisfaction	0.201	3.842	0.000	Didukung
H8 Perceived Quality -> Perceived Value	0.309	5.651	0.000	Didukung
H9 Perceived Quality -> Patient Satisfaction	0.394	6.751	0.000	Didukung
H10 Perceived Value -> Patient Satisfaction	0.126	1.948	0.026	Didukung
H11 Patient Satisfaction -> Attitudinal Loyalty	0.652	17.960	0.000	Didukung
H12 Patient Satisfaction -> Behavior Loyalty	0.627	19.011	0.000	Didukung

Of the 4 variables, namely *brand image*, *expected quality*, *perceived quality*, *perceived value* has a significant and positive effect on *patient satisfaction*. Because the four variables each have a P-value <0.05. And the biggest influence is the *perceived quality variable* because it has the largest *path coefficient* value of 0.394. This shows that the better the patient's assessment of the quality of food has a significant impact on patient satisfaction.

Patient satisfaction has a significant effect on *attitudinal loyalty* with a P-value of 0.000 and = 0.652 and *behavior loyalty* with a P-value of 0.000 and = 0.627. *Patient satisfaction* has a stronger influence on *attitudinal loyalty* because the quality felt by the patient when he comes to the clinic is in accordance with his expectations, thus creating a loyalty from the patient.

Discussion

In this section, the results of research will be discussed which include the influence of *brand image* on *expected quality*, *perceived quality*, *perceived value*, and *patient satisfaction* as well as its impact on *attitudinal loyalty* and *behavior loyalty* (Study at the Dental Clinic in West Jakarta). And the interpretation of the research results is done by comparing the results of the research and the results of relevant previous studies.

The results of testing the 1st hypothesis (H1) prove that the *brand image variable* has a significant and positive effect on the *expected quality*. Consumers can make brand associations based on product attributes, quality, product benefits and overall evaluation or attitude towards the brand. Thus, the stronger the *brand image* in the mind customers, the stronger the *expected quality* of the products they buy. The results of research conducted by LIN & Yin ², aims to see the relationship between *expected quality*, *brand image*, *perceived value*, *service satisfaction* and *loyalty* in Chinese private dental clinics. The results showed that *brand image* had a significant effect on Expected Quality (P-Value < 0.001).

The results of testing the second hypothesis (H2) prove that the *brand image variable* has no significant effect on *perceived quality*. *Brand image* consists of 2 components, namely *brand association* and *favorability, strength & uniqueness of brand association*. Consumers can make brand associations based on product attributes, quality, product benefits and overall evaluation. Thus, the stronger the brand image, the stronger the Perceived Quality. However, in this study it was not supported.

The results of testing the third hypothesis (H3) prove that the *brand image variable* has a significant and positive effect on *perceived value*. The results of this study are supported by research conducted by Huang et al In China, research results show that *brand image* has a significant and positive effect on *perceived value* and *repurchase intention*. Yu-te et al, published in the Journal of Economics and Behavioral Studies. The results

show that there is a significant and positive effect between brand image on *perceived value*.

The results of testing the fourth hypothesis (H4) prove that the *brand image variable* has a significant and positive effect on *patient satisfaction*. *Brand image is formed through satisfaction because satisfied consumers will not only return, but will also invite other potential customers by Aaker*. The results of this study are in accordance with research conducted by Tjokorda Gde Raka Sukawati, the study was conducted on ⁸¹ hospital patients in Bali. The results showed that Brand Image had a significant effect on patient satisfaction. Vimla et al, a study on 210 hospital patients in India, the results showed that *brand image* had a significant effect on patient satisfaction.

The results of testing the 5th hypothesis (H5) prove that the variable *expected quality* significant and positive effect on *perceived quality*. The results of research conducted by LIN & Yin ², this study aims to see the relationship between *expected quality, perceived quality brand image, perceived value, service satisfaction* and *loyalty* in Chinese private dental clinics. The results showed that the *expected quality* had a significant effect on the *perceived quality* (P-Value < 0.001).

The results of testing the 6th hypothesis (H6) prove that *expected quality* variable significant and positive effect on *perceived value*. This result is in line with the research conducted by Bianca & Sunaryo, the result of the study shows that there is a significant and positive influence between *expected quality* and *perceived value* (P-value = 0.000).

The results of testing the 7th hypothesis (H7) prove that *expected quality* variable significant and positive effect on *patient satisfaction*. In accordance with the results of research conducted by LIN & Yin. Research that aims to see the relationship between *expected quality, perceived quality brand image, perceived value, service satisfaction* and *loyalty* in Chinese private dental clinics. The results of the study indicate that the *expected quality* has a significant effect on *patient satisfaction* (P-Value < 0.012)

The results of testing the 8th hypothesis (H8) prove that the *perceived quality variable* significant and positive effect on *perceived value*. This is in line with research conducted by Buditama & Aksari, with the results that *perceived quality* has a significant positive effect on *perceived value* and is able to mediate the relationship between *perceived price* and *perceived value*. (Wijaya et al) get the results in their research that the effect of *perceived quality* on *perceived value* has a positive and significant effect on consumers. Subsequent research also shows consistent results regarding the influence of *perceived quality* with *perceived value* which shows a relationship that influences each other positively.

The results of testing the 9th hypothesis (H9) prove that the *perceived quality variable* significant and positive effect on *patient satisfaction*. *Perceived quality* is the consumer's perception of the overall quality of care that can determine the value of the treatment and have a direct effect on customer decisions, their satisfaction and loyalty to the brand. Research conducted by Rohwiyatia & Praptiestrini. With the results of the study, *perceived quality* has an effect on customer satisfaction. Research conducted by LIN & Yin ² shows that the *expected quality* has a significant effect on *patient satisfaction* (P-Value < 0.012)

The results of testing the 10th hypothesis (H10) prove that the *perceived value variable* significant and positive effect on *patient satisfaction*. *Perceived value* is considered as the recognition and appreciation of customers for the benefits of the product provided to meet their expectations. The increase in *perceived value* has implications for dental clinics that customer satisfaction can be more easily realized, if entrepreneurs add value to the products offered. Research conducted by Rohwiyatia & Praptiestrini. The

research results show that *perceived value* has an effect on customer satisfaction. Furthermore, research conducted by Cloud et al. Pakistan shows that the effect of *service quality* on *customer satisfaction* is moderated by *perceived value*. Another research conducted by Ciputra & Prasetya: this study aims to determine how the relationship between *e-service quality* and *perceived value* to *customer satisfaction*, *trust*, and *behavioral intention*. The results show that *perceived value* has a significant positive effect on *customer satisfaction*. Research conducted by LIN & Yin ² The results of the study indicate that *perceived value* has a significant effect on *patient satisfaction* (P-Value < 0.019).

The results of testing the 11th hypothesis (H11) prove that the *patient satisfaction variable* significant and positive effect on *attitudinal loyalty*. And the results of testing the 12th hypothesis (H12) also prove that *patient satisfaction* significant and positive effect on *behavioral loyalty*. The results of this study are in accordance with research conducted by Kusumawardani et al: the purpose of this study was to test *service quality* and *perceived price fairness*. *customer satisfaction* and *attitudinal and behavioral loyalty*. The results showed that *customer satisfaction* had a significant effect on *attitudinal loyalty* and *behavioral loyalty*. Another study was conducted by Srivastava ²⁰ and Cheng, both of these studies showed the same result that *customer satisfaction* had a significant and positive effect on *attitudinal* and *behavioral loyalty*. This means that the greater customer satisfaction has a positive impact on the high customer commitment to continue using the brand. Research conducted by LIN & Yin; the results show that *patient satisfaction* has a significant effect on Loyalty (P-Value < 0.001)

IV. Conclusion

Brand image has a significant and positive effect on expected quality , perceived quality but has no significant effect on patient satisfaction . Expected quality significant and positive effect on perceived quality, perceived value and patient satisfaction . Perceived quality significant and positive effect on perceived value and patient satisfaction . Perceived value significant and positive effect on patient satisfaction . patient satisfaction significant and positive effect on attitudinal loyalty and behavior loyalty .

The limitation of this study is that because the samples were only taken from dental clinics in West Jakarta, so that they did not cover all areas, further research is recommended to expand the coverage to other areas. The categories for respondents are not separated based on the needs that are carried out to the clinic between aesthetic care and dental health care, so for further research it is better to do if the respondents are separated according to the type of treatment.

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