



# Customer Satisfaction, Brand Love, and Emotional Brand Attachment: Building Loyalty for Hospital Marketing

Anggita Lusya Apria<sup>1</sup>, Cesya Rizkika Parahiyanti<sup>2\*</sup>

<sup>1</sup>Department Management, Faculty of Economics and Business, Universitas Negeri Malang

<sup>2</sup>Marketing Management Program Study, Faculty of Applied Science and Technology, Universitas Negeri Malang

\*Corresponding author. Email: [cesya.rizkika.fe@um.ac.id](mailto:cesya.rizkika.fe@um.ac.id)

## ABSTRACT

Technological advances and intense competition have forced hospitals, especially private hospitals that are profit-oriented and healthcare service providers, to determine the right business strategy by reviewing the factors that influence customer satisfaction and loyalty. The population of this study is customers of class B hospitals in Malang, whose number is unknown, so it includes an infinite population. This study involved as many as 227 respondents from distributing the survey. Data is processed using PLS-SEM. The results showed that Customer Satisfaction (X) had a positive and significant influence on Brand Loyalty (Y) for class B hospital customers in Malang City through Emotional Brand Attachment (Z1). That is, the effect of the variable Customer Satisfaction on Brand Loyalty can arise through Emotional Brand Attachment. However, the variable Customer Satisfaction (X) does not have a positive and significant effect on Brand Loyalty (Y) class B hospital customers through Brand Love (Z2). That is, the effect of the variable Customer Satisfaction on Brand Loyalty cannot arise through Brand Love.

**Keywords:** *Customer Satisfaction, Brand Loyalty, Emotional Brand Attachment, Brand Love.*

## 1. INTRODUCTION

Along with the development of business in the era of globalization, the world of marketing has also developed rapidly and is full of competition. Business actors, whether individuals, partnerships, or companies that provide products in the form of services or goods to consumers, must have factors that can be used as a weapon for companies to win the competition in the business world [1]. The service industry has expanded its sectors, such as insurance companies, hospitality, tourism, aviation, and telecommunications, to health services like hospitals, clinics, or health centers. Based on Law No. 44 of 2009, the hospital is a health service institution for the community with its characteristics which are influenced by the development of health science, technological progress, and the socio-economic life of the community so that it must continue to be able to improve quality and affordable services for the district to realize the highest degree of health [2].

Advances in technology and intense competition have forced hospitals, especially private hospitals that are profit-oriented and healthcare service providers, to determine the right business strategy by considering factors that can drive satisfaction and influence consumer loyalty. Based on data from the Central

Statistics Agency, the second largest city in East Java province is Malang City, with an area of 110.06 square kilometers and a population of 844,933 people [3]. With a relatively dense population, health facilities like hospitals, like those in Malang City, need health service providers to support mobility. Malang City Government data for 2022 shows that Malang has 25 regionally owned and private hospitals, categorized into four hospital classes, including class A, B, C, and D types with general payment services and BPJS [4].

Post-Covid-19 conditions have increased the demands, needs, and awareness of people of all ages regarding health so that the community's need for health service facilities continues to grow. This situation requires hospitals to compete in service excellence and strategies to increase consumer loyalty. Supported by the statement that efforts to foster customer loyalty focus not only on consumer satisfaction or dissatisfaction with the products or services obtained, many companies also know that more than satisfaction is needed to build a sustainable relationship between brands and customer loyalty [5]. Companies need to consider the emotional atmosphere from the customer's side to foster consumer loyalty.

According to Ghorbanzadeh & Rahehagh, brand loyalty can be developed by creating consumer bonds so

that consumers tend to commit to a brand and continue to make repeated purchases [6]. Several studies have found that hospital consumers have high individual loyalty or compatibility with a hospital service; hospital service agencies must review factors that can increase consumer loyalty in choosing a hospital [7–9].

Emotions are the main thing that drives consumer decisions to carry out product purchasing activities [10]. Emotional brand attachment or brand emotional bonds arise from consumer experience in using goods or services from a brand that can estimate how satisfied consumers are by meeting consumer expectations and expectations so that consumer satisfaction can add value or value to a brand [11]. The consumer's emotional connection forms the closeness of a product or service to the consumer to create a bond construct that can associate individuals with certain brands and involve favorable emotional conditions or feelings towards the brand [12].

The success of service provider institutions must be connected to good relationships with customers, in this case, patients [13]. Manthiou et al. defines brand love or brand love as the level or level of the emotional attachment of passionate consumers who are satisfied with a trading name [14]. Consumers can find brand love through several product or service elements, including extraordinary quality, self-representing identity, positive influence obtained, natural fit, intrinsic appreciation, and emotional attachment to thoughts due to frequent use of services [15]. The feeling of love contained in brand love can last a long time, so a brand can only be easily replaced slowly. Consumers feel lost and even suffer if they lose a brand long enough. Brand love or brand love also tends to bias positive perceptions by brand consumers [15].

What distinguishes this research from previous research is that research with hospital objects from the service industry point of view is more researched through internal hospital factors such as service quality, price, and facilities and focuses on one hospital brand, not based on the type or class of hospital. [8]. In this study, the four research variables in the service sector, especially hospitals, have yet to be studied much; these four variables are still widely studied from the point of view of goods in the goods industry [6].

## 2. LITERATURE REVIEW

### 2.1. Customer Satisfaction

Serra-Cantallops et al. defines customer satisfaction as a person's emotional state change after comparing impressions or perceptions of performance (16). Customer satisfaction is based on what consumers feel after consumers use the product or service [17]. A

positive statement with increased convenience for a product or service is a form of customer satisfaction. Understanding customer satisfaction can be assessed when customers feel comfortable and benefit from products/services; customers will be more satisfied to reuse these services. Indrasari (2019) explains that customer satisfaction is generally divided into several factors: suitability of expectations, interest in revisiting, and availability to recommend [18].

### 2.2. Brand Loyalty

Brand loyalty is defined as an activity of a customer in making repeat purchases because he is committed to a brand or company [19]. Loyalty is a consumer's firm commitment to consistently repurchase preferred service products in the future so that this results in repeated purchases of the same brand, even though there are situational influences and marketing efforts that have the potential to change consumer attitudes and behavior. According to Chaudhuri and Holbrook in Irawan & Hadisumarto (2020), brand loyalty is a strong commitment by consumers to reuse the brand in the future or specific situations [20]. According to Bobâlcă et al., Loyalty has four phases used for measurement in research: cognitive, affective, conative, and action loyalty [21].

### 2.3. Emotional Brand Attachment

Emotional brand attachment is defined by Levy & Hino as a bond that bridges or connects the consumer's mental state or feelings with the brand, such as affection, connection, and passion [22]. Conceptually, attachment to a brand is like a bond of ownership when viewing brands as a source of emotion, self-representation, and personal historical values. Chinomona & Maziriri explained that the theory of brand attachment originates from several studies related to the behavior of a customer who shows an interest in the relationship between the brand and loyalty [12]. The brand's emotional bond reflects a brand's strong emotional and psychological relationship over a long period, which originates from the consumer's feelings of closeness and dependence on a brand. A brand's emotional bond is a construct that reflects a holistic sense or mental state attached to a brand after a service experience [22]. According to Ghorbanzadeh & Raheghagh (2021), the emotional dimensions of brand attachment include affection, connection, and passion [6].

### 2.4. Brand Love

Manthiou et al. stated that the brand love variable is a level of emotional bonding and arousal because they are satisfied with a particular trademark, intrinsic rewards, a natural sense of fit through thought due to the intensity of service use, and emotional attachment [14]. Gao explained that the characteristics of consumers experiencing brand love are that consumers feel integrated between a brand and themselves, behavior is driven by passion when using a product or service, the emergence of positive emotional relationships, long-term

relationships occur, there is positive value with a product, certain services or companies, it is difficult to part with a brand, the emergence of certainty of attitude, confidence, and strength after using a product or service that is loved [23]. According to Albert & Merunka and Zarantonello et al. in their research, there are three dimensions of brand love: passion, intimacy, and commitment [15,24].

### ***2.5. The influence of customer satisfaction on brand loyalty***

According to Restiani Widjaja & Nugraha, customer satisfaction is an integral part of brand loyalty, and the level of brand satisfaction in the high category will create good loyalty and stick to consumers [25]. Consumer loyalty is a firm commitment to repurchase the preferred service repeatedly and consistently in the future, resulting in the activity of purchasing the same brand many times [20]. A loyal attitude towards service is obtained because there is a collaboration between satisfaction and complaints. At the same time, brand loyalty arises from the level or level of hospital performance in realizing satisfaction by minimizing complaints so that long-term and repeated purchases can be made by consumers who, in this study, are patients. From the description above, the following hypothesis is proposed:

H1: Customer satisfaction has a positive and significant effect on brand loyalty

### ***2.6. The influence of customer satisfaction on emotional brand attachment***

As the primary managerial variable, consumer satisfaction is a subjective evaluation, cognitive assessment, or emotional response to consumption behavior. Consumer satisfaction with a brand can develop into brand attachment [6]. According to Ghorbanzadeh & Rahehagh, customer satisfaction with a product or service can create an emotional brand attachment; in other words, satisfaction can provide a basis for emotional brand attachment [6]. Emotional attachment to a brand can increase the value of a brand that will meet and satisfy consumer expectations and needs [26]. Emotional attachment to services is obtained because there is satisfaction in hospital performance in realizing expectations by minimizing complaints to feel close to a brand. From the description above, the following hypothesis is proposed:

H2: Customer satisfaction has a positive and significant effect on emotional brand attachment

### ***2.7. The influence of customer satisfaction on brand love***

Hajjid et al. explained that consumer satisfaction results from the accumulation of customer expectations with a brand, including quality of service that exceeds customer expectations, and brand love comes from the

effects of consumers who have a long-term relationship with a brand [27]. Customer satisfaction is a necessary construct and one of the main goals in marketing, which can accumulate experiences of consumer relational behavior such as brand love [28]. Brand love is conceptualized as a consumer's emotional response to a brand, created occasionally in all long-term interactions among satisfied consumers [6]. Brand love or brand love develops through high customer satisfaction [27]. From the description above, the following hypothesis is proposed:

H3: Customer satisfaction has a positive and significant effect on brand love

### ***2.8 The influence of emotional brand attachment on brand loyalty***

The dynamic relationship between customers and companies is formed gradually, and emotions are feelings that greatly influence decisions [22]. Ghorbanzadeh & Rahehagh's research explained that high emotional brand attachment increases consumers' emotional dependence on brands [6]. According to Hajjid et al., a consumer's emotional bond with a brand can encourage a person's desire to always be in touch with a brand through a consistent buying attitude which reflects consumer loyalty [27]. In line with the opinion of Hwang & Kandampully, emotional brand attachment plays a significant role because it can encourage consumers' desire to remain loyal to one brand [29]. From the description above, the following hypothesis is proposed:

H4: Emotional Brand Attachment has a positive and significant effect on brand loyalty

### ***2.9. The influence of brand love to brand loyalty***

Customers who love a brand tend to make repeated purchases, even willing to sacrifice themselves to be loyal to a particular brand [30]. Brand love for certain brands impacts commitment, which can reflect consumer loyalty, causing consumers to be willing to spend higher funds to obtain products or services from certain brands [15]. In their research on brand love, Hwang & Kandampully (2012) also said that brand love has a positive influence in increasing consumer loyalty to the brand [29]. From the description above, a hypothesis can be proposed:

H5: Brand love has a positive and significant effect on brand loyalty

### ***2.10. The influence of customer satisfaction on brand loyalty through emotional brand attachment***

Compared to other brands, the advantages of a brand can be created from emotional brand attachment, which results in differences that stand out so that consumers will be loyal to a brand and build brand loyalty [11]. Research by Gómez-Suárez & Veloso states that positive experiences in the form of consumer satisfaction make

memories, closeness, and a sense of connection with a brand to create brand emotional bonds [31]. In their research, Ghorbanzadeh & Rahehagh said that many companies and marketers are now increasingly aware that the mere factor of consumer satisfaction is still insufficient in increasing consumer loyalty, so it is necessary to build new forms of relationships that are closer to consumers, such as emotional brand attachment [6]. From the description above, the following hypothesis is proposed:

H6: Emotional brand attachment mediates customer satisfaction on brand loyalty

**2.11. The influence of customer satisfaction on brand loyalty through brand love**

According to Ghorbanzadeh & Rahehagh, amid competitive market competition, efforts to satisfy consumers are insufficient to maintain or increase loyalty; research shows that predicting consumer behavior through brand love is better than traditional models based solely on customer satisfaction [6]. Hajjid et al. said that brand love comes from the result of a long-term relationship between consumers and a brand based on consumer satisfaction that can be fulfilled by a brand for the product or service that is felt [27]. Supported by Albert & Merunka's research, brand love impacts consumer commitment or loyalty, causing consumers to be willing to buy at high prices to get products or services from certain brands [15]. From the description above, the following hypothesis is proposed:

H7: Brand love mediates customer satisfaction on brand loyalty

**3. RESEARCH METHODS**

The approach in this research is quantitative, collected through closed questionnaire data techniques, and distributed in the form of a Google Form. This research is included in exploratory analysis, namely a method that intends to explain the influence of cause and effect between variables consisting of the independent variable Customer Satisfaction (X), which influences the dependent variable Brand Loyalty (Y) through Emotional Brand Attachment as a mediating variable 1 (Z1) and Brand Love as an intervening variable 2 (Z2).

This study used an infinite population of customers who had used class B hospital services in Malang City and was selected by nonprobability sampling technique through purposive sampling. The number of sample members in this study was determined by multiplying the number of parameter variable items by five so that the number of members is  $35 \times 5 = 175$ . The number of sample members is rounded up to 200 to meet the determination guideline sample because the number is more than 30 and does not exceed 500, so it is

said to be adequate (32). The following are the sample criteria for this study:

1. Respondents have been class B outpatients and hospital inpatients in Malang City.
2. Using the services of the same hospital in Malang City, especially class B more than twice in the last year
3. Respondents will use the services of the same hospital in Malang City, especially class B if needed.

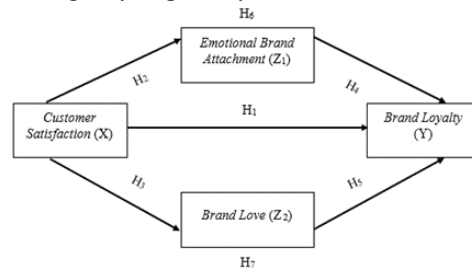


Figure 1. Conceptual Model

**4. RESULT AND DISCUSSION**

This research involved 227 respondents. Respondents who were used as samples were categorized based on the results of the respondent's description based on gender, age, education level, income, class B hospital, and polyclinic, which were described as follows:

Table 1. Respondent Classification

No.	Characteristic	Qty	Percentage
Gender			
1.	Women	178	78 %
2.	Men	49	22 %
Age			
1.	17 – 20	17	8 %
2.	21 – 30	153	67 %
3.	31 – 40	49	22 %
4.	41 – 50	5	2 %
5.	> 50	3	1 %
Education			
1.	Secondary school	2	1%
2.	High school	127	55%
3.	Diploma	22	10%
4.	Undergraduate / master / doctoral	76	34%
Income/month			
1.	< Rp. 1.000.000	86	38 %
2.	Rp. 1.000.000 – Rp. 2.500.000	67	30 %
3.	Rp. 2.500.000 – Rp. 4.000.000	32	14 %
4.	Rp. 4.000.000 – Rp. 5.000.000	21	9 %
5.	> Rp. 5.000.000	21	9 %
Hospital Type B			
1.	RS Tk. II dr. Soepraoen	35	15 %
2.	RS Panti Nirmala	39	17 %
3.	RS Panti Waluya Sawahan	15	7 %
4.	RS Persada	73	32 %

5.	RS Lavalette	65	29 %
Policlinic			
1.	General practitioner	155	68%
2.	Dentist	42	18%
3.	Surgical	4	2%
4.	Pediatric	11	5%
5.	Internist	9	4%
6.	Cardiology	3	1%
7.	Orthopedic	2	1%
8.	Ophthalmologist	1	1%
<b>Total</b>		<b>227</b>	<b>100%</b>

Research data shows that the tendency for class B hospital customers in Malang City is dominated by women, as many as 178 respondents aged between 21 and 30. A health insurance company Oscar Health New York survey showed that 80% of women tend to be more aware of health conditions, so they do not hesitate to get checked out as soon as possible compared to men. Due to the dominance of the age of the respondents in the range of 21-30 years, this has led to the dominance of the last level of education being the high school/equivalent level, where student respondents dominate the age range. Even though the dominance of the respondent's income is slight, respondents can have the same opportunity to get health services at class B hospitals in Malang City because of the availability of payment services through the Indonesia Social Security Agency on Health and health insurance. Persada Hospital customers dominated respondents in this study, with many general practitioner polyclinic patients showing the dominance of outpatients.

**4.1 Outer Model Measurement**

**4.1.1 Convergent Validity**

The validity test using Convergent Validity is based on the relationship between item values estimated in the PLS software. Individual indicator sizes are declared high if a correlation is above 0.70 (33). The results of convergent validity testing can be analyzed through the following table:

**Table 2.** Outer Loading (*Measurement Model*)

Variable	Item Code	Item	Cross-loading value
<i>Customer Satisfaction</i>	CS1	Customers are satisfied with the results of the health services offered by the hospital	0.729
	CS8	Hospitals are able to meet customer expectations regarding hospital services	0.725
	CS11	The physical facilities of the hospital are attractive and function properly and properly	0.710
	CS13	Customers feel comfortable while transacting and interacting with hospital staff	0.735
<i>Brand Loyalty</i>	BLY1	Customers use the services of the customer's preferred	0.736

		hospital because they really like it	
	BLY2	Customers feel more satisfied with the services of their chosen hospital compared to other hospitals	0.748
	BLY3	Customers like the hospital of their choice over other hospitals	0.769
	BLY5	Customers are more interested in their chosen hospital than other hospitals	0.765
<i>Emotional Brand Attachment</i>	EBA1	Customers feel personally connected with the hospital of their choice	0.777
	EBA2	Customers feel attached to the hospital of their choice.	0.723
	EBA4	Customer feelings are described with joy when getting services from the hospital	0.735
	EBA5	Customers fall in love with all the services provided by the hospital	0.793
<i>Brand Love</i>	BL1	The customer's chosen hospital represents who I am	0.759
	BL2	The customer's preferred hospital expresses the customer's personality	0.792
	BL6	The customer's chosen hospital represents the customer's ideal expectation of health services	0.770
	BL7	The customer subscription hospital service is nearly perfect	0.812

Based on Table 2, it can be concluded that not all indicators can be said to be valid variables; several variables must be eliminated because they do not meet the requirements for the Loading Factor value, which must have a positive value and be more significant than 0.7 which means that it can meet the needs for indicator reliability criteria.

**Table 3.** Average Variance Extracted

Variable	AVE	Result
<i>Brand Love (BL)</i>	0.614	Valid
<i>Brand Loyalty (BLY)</i>	0.570	Valid
<i>Customer Satisfaction (CS)</i>	0.526	Valid
<i>Emotional Brand Attachment (EBA)</i>	0.574	Valid

The validity test is also analyzed through the AVE value. Fornell Larcker [33] states that the recommended AVE value is > 0.5. From Table 3, it can be concluded that the AVE value is > 0.5 for each variable so that the results of the variables in this study can be declared valid.

**4.1.2 Discriminant Validity**

Discriminant validity is carried out as an item test between two constructs where there should be no high correlation and no correlation between construct indicators. Discriminant validity is calculated using the AVE square root with the result criterion that a variable's AVE square root value must have a larger value when

compared to the correlation value between latent constructs. This means that the respondent can easily answer every question or statement of the questionnaire.

**Table 4.** Discriminant Validity

Variable	BL (Z <sub>1</sub> )	BLY (Y)	CS (X)	EBA (Z <sub>2</sub> )
Brand Love (BL)	<b>0.783</b>			
Brand Loyalty (BLY)	0.537	<b>0.755</b>		
Customer Satisfaction (CS)	0.451	0.562	<b>0.725</b>	
Emotional Brand Attachment (EBA)	0.739	0.646	0.492	<b>0.757</b>

Based on the data in Table 4, it was found that the variables in this study produced the AVE square root or the Fornell Larcker Criterion, which was greater than the correlation with other constructs and had a value of > 0.7, so it was concluded that Discriminant Validity was declared good, or all variables declared valid.

**4.1.3 Reliability Test**

Reliability testing is necessary to evaluate the measurement model and determine the use of indicator items from an instrument. If research measurements are carried out more than twice, it will still show results that are said to be accurate and consistent. The requirements of a construct can be declared reliable if it has a minimum composite reliability value of 0.7 and is strengthened by using Cronbach's alpha value > 0.6 (33)

**Table 5.** Reliability Test

Variable	Composite Reliability	Cronbach's Alpha	Results
Brand Love (BL)	0.864	0.793	Reliable
Brand Loyalty (BLY)	0.841	0.749	Reliable
Customer Satisfaction (CS)	0.816	0.700	Reliable
Emotional Brand Attachment (EBA)	0.843	0.753	Reliable

From Table 5, it can be concluded that the composite reliability of the variables in this study was >0.7, with Cronbach's alpha per variable >0.6. From these results, it can be explained that each of the variables has met the requirements so that it can be concluded that all indicators used in measuring variables are declared reliable.

**4.2 Inner Model Measurement**

Evaluation of the inner model is needed to answer the prediction of the relationship between the variables formed by looking at the variance value to be presented and knowing the significant value of the P-Value.

**4.2.1 R – Square**

The alignment test or the goodness-fit test of the model as an evaluation in the inner model is analyzed by evaluating the magnitude of R-Square (R<sup>2</sup>). The greater the R-Square value, the greater the influence of the relationship between certain Y variables and the resulting X variable.

**Table 6.** R- Square Calculation

Variable	R Square
Brand Love	0.204
Brand Loyalty	0.498
Emotional Brand Attachment	0.242

From the results of Table 6, it can be shown that the R-Square value for the Brand Loyalty variable is 0.498 or 49.8%, which means that it explains the variables Customer Satisfaction, Emotional Brand Attachment, and Brand Love contribute to forming the Brand Loyalty variable by 49.8. In comparison, the remaining 50.2% comes from contributions by other variables not discussed in this study, and this value is classified in the moderate category. The table's R-Square of the Emotional Brand Attachment variable is 0.242 or 24.2%. This means that the Emotional Brand Attachment variable receives influence from Customer Satisfaction of 24.2%, and the remaining 75.8% comes from contributions from other variables outside this study. This value is included in the weak category. Meanwhile, the table's R-Square variable for Brand Loyalty is 0.204 or 20.4%. This explains that the Brand Love variable receives a contribution from the Customer Satisfaction variable of 20.4%. In comparison, the remaining 79.6% is contributed from other variables outside this study, and this value is included in the weak category.

**4.2.2 F-Square**

The goodness-of-fit test of the model is based on F-Square values of 0.02, 0.15, and 0.35, indicating that latent variable predictors have weak, medium, and large category influences at the structural level so that a value <0.02 is considered to have no effect (33).

**Table 7.** F-square Calculation

Variable	BL (Z <sub>2</sub> )	BLY (Y)	CS (X)	EBA (Z <sub>1</sub> )
Brand Love		0.004		
Brand Loyalty				
Customer Satisfaction	0.256	0.146		0.320
Emotional Brand Attachment		0.163		

Table 7 shows that the f-square test results show a substantive value of the effect of Customer Satisfaction on Brand Loyalty, which is equal to 0.146,

which is classified as weak. The impact of Customer Satisfaction on Emotional Brand Attachment is classified as medium or moderate at 0.320, and Brand Love as a medium at 0.256. Furthermore, the effect of Emotional Brand Attachment on Brand Loyalty is 0.163, which is classified in the medium category. Meanwhile, the impact of Brand Love on Brand Loyalty is 0.004, which means  $<0.02$  is considered to have no effect.

#### 4.2.3 Estimate Path Coefficients

Path coefficient estimation is used as a hypothesis test by analyzing the significant level of influence between variables and parameter values of the coefficients and the significance of the t statistic using bootstrapping methods (33). The criteria used in testing the hypothesis with a positive coefficient or Original Sample (O) value means that it indicates a positive influence, the requirements for a t statistical value of  $> 1.96$  and a p-value criterion of  $<0.05$  indicate a significant effect of the independent variable on the dependent variable. Table 8 shows the result of hypothesis testing.

**Table 8.** Hypothesis Testing

Hypothesis	STDEV	T Statistic	P Values	Result
CS → BLY	0.077	4.105	0.000	H1 accepted
CS → EBA	0.066	7.404	0.000	H2 accepted
CS → BL	0.070	6.411	0.000	H3 accepted
EBA → BLY	0.089	4.963	0.000	H4 accepted
BL → BLY	0.079	0.844	0.377	H5 rejected
CS → EBA → BLY	0.050	4.327	0.000	H6 accepted
CS → BL → BLY	0.036	0.871	0.384	H7 rejected

a. **Customer Satisfaction Influences Brand Loyalty:** This shows that satisfaction can influence loyalty to class B hospital customers in Malang City, explained by the t-statistic value of 4.105 and p-value of 0.000. Hajjid et al. argued that consumer loyalty increases when consumers feel satisfied with a brand or service. A higher level of satisfaction when using a product or service will increase consumer loyalty to a particular brand (27). These results align with research conducted by Harmen et al., which showed that customer satisfaction significantly positively affects customer loyalty at the Ropanasuri Special Surgery Hospital (34). Another similar study was conducted by Serra-

Cantalops et al. (2018), which showed that customer satisfaction also positively and significantly influenced hotel customer loyalty in Germany (16). Based on the results of the questionnaire test, the health services provided by class B hospitals in Malang City are considered reliable and solutive, accompanied by fast, friendly, trustworthy, and competent staff performance. Customers feel satisfied with the health services offered by the hospital through friendly and empathetic staff to provide comfort for customers supported by adequate facilities. Customer satisfaction is a prerequisite for achieving brand loyalty. Services that meet consumer expectations create a feeling of satisfaction for consumers. If performance exceeds expectations, consumers will feel very happy, so a feeling or attitude of loyalty can be formed. The form of customer loyalty for class B hospitals in Malang City is illustrated in the attitude of customers who are more satisfied with one hospital than another, so they plan to reuse the same hospital's services if needed. Loyalty triggers customers to say positive things about the hospital and to be willing to recommend the hospital to others.

b. **Customer Satisfaction Influences Emotional Brand Attachment:** Showing that satisfaction can influence customer emotional attachment to class B hospital brands in Malang City is explained by the t-statistic value of 7.404 and p-value of 0.000. Thomson et al. explained in their research that satisfaction is the basis for the emergence of an emotional bond between consumers and a brand (35). Another study was also carried out by Hajjid et al. (2022) also carried out another study, which showed a positive and significant effect between satisfaction and emotional brand attachment to create a direct impact on good relations with customers (27). The results of the study revealed that the comfort felt by class B hospital customers in Malang City was obtained from the interaction between customers and proper staff performance and hospital facilities. The relationship between customer satisfaction and brand emotional attachment begins with hospitals that can provide customer satisfaction by meeting the expectations of the services offered to create a brand attachment relationship in customers' minds. Personal connection arises between the customer and the hospital, which can trigger an emotional brand attachment in the minds of the customer and the hospital. When a customer is satisfied with a service, the customer will feel a connection, attachment, and enthusiasm within himself to experience service, and this is what causes the customer to have compatibility in his heart with a healthcare institution which is reflected in joy when getting service

satisfaction from the hospital, this is a form of emotional brand attachment.

**c. Customer Satisfaction influences Brand Love:** This result shows that Satisfaction can influence the Brand Love of class B hospital customers in Malang City, explained by the t-statistic value of 6.411 and p-value of 0.000. Drennan et al., in their research, explained that consumer love for a brand arises and develops through the accumulation of experience and Satisfaction from consumers from the past and in the future (28). This research aligns with the results of Hajjid et al., which explained that brand love arises from a long-term relationship with a consumer who is satisfied with a brand (27). Based on data and analysis, customers of class B hospitals in Malang City feel that the services obtained are included in the satisfactory category regarding the service process and the availability of physical facilities that provide comfort. Brand love can be created because customers feel that hospitals can deliver something meaningful for the recovery of customer health and form the perception that hospitals have represented the customer's ideal expectations for a health service close to a perfect score. From this study, hospitals must improve the services provided to meet customers' excellent expectations for healthcare services to produce brand love because brand love arises from long-term customer relationships that are satisfied with a brand.

**d. Emotional Brand Attachment Influences Brand Loyalty:** This shows that Emotional Brand Attachment can influence Brand Loyalty for class B hospital customers in Malang City, explained by the t-statistic value of 4.963 and p-value of 0.000. Supported by the statement of Hwang & Kandampully in their research, consumers' emotional ties to a brand have a critical role in encouraging customers to be loyal to an item or service (29). The results of another study are the research of Kartika Sari & Wijaya (2019), which shows that brand attachment emotions also positively influence the customer loyalty variable of beauty clinic customers in Surabaya (36). Based on the test results, emotional brand attachment makes customers feel loyal because it is based on customer feelings which can be described with joy when they get services from class B hospitals in Malang City. Customers fell in love with all the services they get. A match arises between class B hospital customers in Malang City and hospital staff. Starting from a sense of compatibility in the customer's mind for the services obtained, a personal connection can appear in the customer's mind. Customers feel happier and more interested in using their chosen hospital's services than other hospitals. In the future, if customers need health

services, customers will choose the same hospital to get appropriate treatment. The test also found that customers with attachments were reluctant to move to other hospitals because they wanted to take only a short time in administrative matters. Customers do not hesitate to recommend hospitals to those around them based on their experiences. This behavior reflects the attitude of loyalty to customers with a service, especially hospitals.

**e. Brand Love does not affect Brand Loyalty:** Brand Love does not positively influence Brand Loyalty in class B hospital customers in Malang City, explained by the t-statistic value of 0.844 and p-value of 0.377. The lack of confirmation of the hypothesis above is due to the lack of correlation between the two variables directly, even though each of the grand mean values of the Brand Love and Brand Loyalty variables has good criteria, or it can be said that class B hospital customers in Malang City have good Brand Love and Brand Loyalty behavior. This result was in line with the statement of Ghorbanzadeh & Rahehagh that on the way to loyalty to a brand, emotionally satisfied consumers must feel attached to the brand to form a further relationship in the form of brand love or Brand Love (6). Gumparathi & Patra, in their research, also stated the same thing: brand love is based on emotional, cognitive, and affective closeness to understand further emotional attachment between patients to the hospital (37). Research reveals that customers with a brand love attitude agree with the questionnaire statement regarding the services obtained from class B hospitals in Malang City providing something meaningful for customer health. In connection with the goal of hospital customers to get health in the form of healing, customer expectations can be fulfilled ideally by the hospital so that this does not prevent customer behavior from continuing to an attitude of loyalty or an intention to reuse hospital services. Even though the attitude of brand love, which is reflected in the customer's happy attitude towards the hospital, is found in the customer, it turns out that this is not enough to make the customer loyal to the hospital because more profound experience is needed to create deeper attachment and connection first before reaching the brand love in its development towards brand loyalty. Brand loyalty is the accumulated result of long-term consumer relationships with customers who deeply associate with a brand.

**f. Emotional Brand Attachment Mediates Customer Satisfaction to Brand Loyalty:** This shows that Customer Satisfaction to Brand Loyalty through Emotional Brand Attachment class B hospital customers in Malang City has a positive and significant influence explained by the t-statistic value of 4.327 and a p-value



of 0.000. This research is in line with the results of So et al., who found that Emotional Brand Attachment has a positive and significant effect on Brand Loyalty (38). The hypothesis of this research is in line with Putra & Keni's research, which states that a positive consumer experience can encourage emotions in consumers with a particular brand so that it can eventually create loyalty behavior in the future (39). Based on the results of the questionnaire test, satisfaction based on the results of ideal hospital services, reliable, fast, and responsible staff along with adequate physical facilities can support customers to feel comfortable. As consumer satisfaction increases, comfort develops, giving rise to connections and attachments between the customer with a brand. Customer connection with a service provider increases the feeling of enthusiasm, attachment, and joy to feelings of falling in love with the services they get. Feelings of positive emotional attachment that lead to personal closeness are essential in connecting the customer satisfaction journey to achieving brand loyalty with a brand.

g. **Brand Love does not mediate Customer Satisfaction on Brand Loyalty:** The results of this study show that satisfaction can have a significant positive effect on loyalty. However, there is no positive and insignificant effect between Brand Love variables on brand loyalty. Brand Love cannot fulfill the role of a mediator between the Customer Satisfaction variable and the Brand Loyalty variable for class B hospital customers in Malang City, explained by the t-statistic value of 0.871 and p-value of 0.384. The lack of confirmation of this hypothesis is due to customers with a satisfied attitude that causes customers to feel brand love. However, more is needed to drive customers toward class-B hospitals in Malang City. Based on the data and results of the analysis, customer satisfaction which is manifested from an ideal service process by hospital staff with operational policies to proper hospital physical facilities can increase brand love attitudes towards customers. However, brand love, based on customer feelings representing personality and ideal expectations regarding health services, does not affect brand loyalty of class B hospital customers in Malang City, which is reflected in the attitude of customers who are more loyal to one hospital. Customer satisfaction with brand love does not end in brand loyalty because the customer's goal of using health services in hospitals can already be fulfilled and achieved in the form of healing so that feelings of love for a brand stop not continuing in an attitude of loyalty. So it can be said that brand love cannot be a mediation bridge between customer satisfaction in achieving brand loyalty.

## REFERENCES

- [1] Batubara A, Hidayat R. Pengaruh Penetapan Harga dan Promosi terhadap Tingkat Penjualan Tiket pada PSA Mihin Lanka Airlines. *Jurnal Ilman*. 2016;4(1):33–46.
- [2] Pemerintah Indonesia. Undang - Undang RI Nomor 44 tahun 2009 tentang Rumah Sakit. 2009;
- [3] Badan Pusat Statistik. Luas Wilayah Menurut Kabupaten / Kota Tahun 2020 [Internet]. 2020 [cited 2023 Feb 5]. Available from: <https://jatim.bps.go.id/indikator/153/81/1/luas-wilayah-menurut-kabupaten-kota.html>
- [4] Pemerintah Kota Malang. Data Rumah Sakit Umum Kota Malang [Internet]. 2022 [cited 2023 Feb 5]. Available from: <https://malangkota.go.id/layanan-publik/kesehatan/data-rumah-sakit-umum/>
- [5] Roberts K. *The Lovemarks Effect : Winning in the Consumer Revolution* : Mountaineers Books. 2006.
- [6] 6. Ghorbanzadeh D, Rahehagh A. Emotional brand attachment and brand love: the emotional bridges in the process of transition from satisfaction to loyalty. *Rajagiri Management Journal*. 2021 Apr 12;15(1):16–38.
- [7] 7. Meesala A, Paul J. Service quality, consumer satisfaction and loyalty in hospitals: Thinking for the future. *Journal of Retailing and Consumer Services*. 2018 Jan 1;40:261–9.
- [8] Mulyono S. Analisis Pengaruh Kualitas Pelayanan, Harga, Fasilitas Dan Customer Loyalty Terhadap Kepuasan Pasien Rawat Jalan Pada Rumah Sakit Medika Permata Hijau Jakarta ARTICLES INFORMATION ABSTRACT RELEVANCE. Vol. 2, RELEVANCE: *Journal of Management and Bussines* . 2019.
- [9] Utami DT, Ahmad H, Hilmy MR, Rumah A. Faktor Penentu Loyalitas Pasien di Rumah Sakit. Vol. 3, *Journal of Hospital Management ISSN*. 2020.
- [10] 10. Sudaryono. *Manajemen pemasaran : teori & implementasi*. Yogyakarta: Andi Offset; 2016.
- [11] Dewita IC. Pengaruh Emotional Brand Attachment terhadap Consumer-Based Brand Equity dengan Consumer Satisfaction sebagai Mediator (Studi pada Konsumen Produk Brand Apple) Oleh : Icha Caesarni Dewita Mahasiswa Program Studi S1. Vol. 21, *Jurnal Ekonomi*. Bandung; 2019 Feb.
- [12] Chinomona R, Maziriri ET. The influence of brand awareness, brand association and product quality on brand loyalty and repurchase intention: a case of male consumers for cosmetic brands in South Africa [Internet]. Vol. 12, [www.jbrmr.com](http://www.jbrmr.com) A *Journal of the Academy of Business and Retail Management*. ABRM; 2017. Available from: [www.jbrmr.com](http://www.jbrmr.com)
- [13] Hasan S, Putra AHPK. Loyalitas Pasien Rumah Sakit Pemerintah: Ditinjau Dari Kualitas Layanan, Citra, Nilai dan Kepuasan. *Jurnal Manajemen Indonesia*. 2018;18:184–96.
- [14] Manthiou A, Kang J, Hyun SS, Fu XX. The impact of brand authenticity on building brand love: An investigation of impression in memory and

- lifestyle-congruence. *Int J Hosp Manag.* 2018 Sep 1;75:38–47.
- [15] Albert N, Merunka D. The role of brand love in consumer-brand relationships. *Journal of Consumer Marketing.* 2013 Apr;30(3):258–66.
- [16] Serra-Cantallops A, Ramon-Cardona J, Salvi F. The impact of positive emotional experiences on eWOM generation and loyalty. *Spanish Journal of Marketing - ESIC.* 2018 Sep 4;22(2):142–62.
- [17] Duarte P, Costa e Silva S, Ferreira MB. How convenient is it? Delivering online shopping convenience to enhance customer satisfaction and encourage e-WOM. *Journal of Retailing and Consumer Services.* 2018 Sep 1;44:161–9.
- [18] Indrasari M. Pemasaran Dan Kepuasan Pelanggan. 2019 Oct;1:92–92.
- [19] Winarno SH, Givan B, Yudhistira. Faktor-Faktor Penentu Pengaruh Kualitas Produk dan Harga terhadap Loyalitas Pelanggan Indosat IM3 OOREDOO. *Jurnal Ekonomi & Ekonomi Syariah.* 2018 Jun;1(2):1–7.
- [20] Irawan DA, Hadisumarto AD. Pengaruh Aktivitas Social Media Marketing Terhadap Brand Trust, Brand Equity, dan Brand Loyalty Pada Platform Social Media Instagram. *Jurnal Manajemen dan Usahawan Indonesia.* 2020 Aug;43:44–58.
- [21] Bobâlcă C, Gătej(Bradu) C, Ciobanu O. Developing a Scale to Measure Customer Loyalty. *Procedia Economics and Finance.* 2012;3:623–8.
- [22] Levy S, Hino H. Emotional brand attachment: a factor in customer-bank relationships. *International Journal of Bank Marketing.* 2016 Apr 4;34(2):136–50.
- [23] Gao X. Relationship between Community Attachment, Brand Identity and Brand Love: Based on the Experience of Consumer's Emotional Value Perspective [Internet]. Vol. 8, *European Journal of Business and Management* www.iiste.org ISSN. Online; 2016. Available from: www.iiste.org
- [24] Zarantonello L, Formisano M, Grappi S. The relationship between brand love and actual brand performance: Evidence from an international study. *International Marketing Review.* 2016;33(6):806–24.
- [25] Widjaja YR, Nugraha I. LOYALITAS MEREK SEBAGAI DAMPAK DARI KEPUASAN KONSUMEN. *Journal of Islamic Economics and Business*) [Internet]. 2016;1. Available from: <https://ejournal.radenintan.ac.id/index.php/ikonomika>
- [26] Dwivedi A, Johnson LW, Wilkie DC, De Araujo-Gil L. Consumer emotional brand attachment with social media brands and social media brand equity. *Eur J Mark.* 2019 Jul 19;53(6):1176–204.
- [27] Hajjid I, Soetomo H, Kristaung R, Susanto A. Pengujian Empiris Brand Satisfaction terhadap Brand Loyalty yang di Moderasi oleh Emotional Brand Attachment dan Brand Love. *International Journal of Digital Entrepreneurship and Business.* 2022 Aug 26;3(2):49–59.
- [28] Drennan J, Bianchi C, Cacho-Elizondo S, Loureiro S, Guibert N, Proud W. Examining the role of wine brand love on brand loyalty: A multi-country comparison. *Int J Hosp Manag.* 2015 Aug 1;49:47–55.
- [29] Hwang J, Kandampully J. The role of emotional aspects in younger consumer-brand relationships. *Journal of Product and Brand Management.* 2012 Apr;21(2):98–108.
- [30] Sari PY, Sudarti K. Peningkatan Brand Loyalty Melalui Brand Image, Brand Love, dan Customer Satisfaction [Internet]. 2016 Jun. Available from: [www.wartahandphones.com](http://www.wartahandphones.com).2014
- [31] Gómez-Suárez M, Veloso M. Brand experience and brand attachment as drivers of WOM in hospitality. *Spanish Journal of Marketing - ESIC.* 2020 Oct 28;24(2):231–46.
- [32] Ferdinand A. Metode Penelitian Manajemen : Pedoman Penelitian Untuk Penulisan Skripsi, Tesis, dan Disertasi Ilmu Manajemen. 5th ed. Semarang: UNDIP Press; 2014.
- [33] Ghazali I. Partial Least Square, Konsep, Teknik dan Aplikasi Menggunakan Program Smart PLS 3.0 . 2nd Edition. Semarang: Badan Penerbit Universitas Diponegoro; 2015.
- [34] Harmen EL, Semiarty R, Lita RP. Model Keterkaitan Persepsi Nilai, Citra Merek, Kepuasan dan Loyalitas Pelanggan Rumah Sakit. 2020.
- [35] Thomson M, MacInnis DJ, Park CW. The ties that bind: Measuring the strength of consumers' emotional attachments to brands. *Journal of Consumer Psychology.* 2005;15(1):77–91.
- [36] Kartika Sari E, Wijaya S. The Role of Emotional Brand Attachment and Customer Trust in Enhancing Customer Experience's Effect on Customer Loyalty Towards Beauty Clinics in Surabaya. 2019 Jun;2:18–26.
- [37] Gumparathi VP, Patra S. The Phenomenon of Brand Love: A Systematic Literature Review. *Journal of Relationship Marketing.* 2020 Apr 2;19(2):93–132.
- [38] So JT, Parsons AG, Yap SF. Corporate branding, emotional attachment and brand loyalty: The case of luxury fashion branding. *Journal of Fashion Marketing and Management.* 2013;17(4):403–23.
- [39] Putra TW, Keni K. Brand Experience, Perceived Value, Brand Trust Untuk Memprediksi Brand Loyalty: Brand Love Sebagai Variabel Mediasi. *Jurnal Muara Ilmu Ekonomi dan Bisnis.* 2020 Apr 30;4(1):184.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

