The effect of functional quality variables and technical quality on patient satisfaction mediated by image

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CHRONICLE	ABSTRACT
	The purpose of this study is to examine and describe: 1) the influence of functional quality towards the image of the hospital, 2) the influence of technical quality towards the image of the hospital, 3) the influence of image towards the satisfaction of patients of the hospital, 4) the influence of functional quality towards satisfaction of patients at the hospital, 5) the influence of technical quality towards the satisfaction of patients of the hospital, 6) the influence of functional quality to the satisfaction of patients mediated by the image of hospital, 7) the effect of technical quality to the satisfaction of patients mediated by the image of hospital. The approach of the study employed is survey method by collecting data through questionnaires. The population was 495 patients of Bahteramas hospital. Sample was taken by random sampling with total sample of 88. Technique of data analysis to answer the problem of research hypotheses was partial least square (PLS). Results of the study show that the quality of functional had a positive and significant influence towards the image of the hospital yet insignificant to the satisfaction of the patients. The image of hospital has a positive and significant effect to the satisfaction of patients. In other side, the study also shows that the role of the hospital as a partial mediation between functional quality and the satisfaction of patients, but the image of hospital does not have any role as a partial mediation between technical quality and the satisfaction of patients.

1. Introduction

Hospital as one of health service facilities plays strategic role in the effort of advancing the increase of healthiness level. Expected service is qualified service, thus it is able to decrease the number of sickness and death as well as to create prosperous and health society. It is the main problem of an institution which has many health services rivals. Therefore, Bahteramas General Hospital is demanded to always keeping customers' trust by increasing the quality of its service in order to increase its customers' satisfaction. Hospital personals are necessary to decide thoroughly the customers' needs as the effort to fulfil the needs and to increase satisfaction towards given service. Creating relation and doing research with them are necessarily done to make given service meet the expectation. It is called customer oriented. The increase of health service quality can be done from various aspects of service such as, increasing health facilities' quality, increasing human resources professionalism quality, and increasing management of hospital quality. Service quality has to be maintained by doing continuous measurement in order to discover weakness and lack of the given service, and then should be solved according to the priority of the problems. According to a research done by Gunawan and Djati (2011), good quality service of a hospital is depicted from patients' satisfaction with the result that patients have desire to use the same type service at other times. Therefore, quality should be started from customers' needs and ended in the perception that good quality is not seen from service provider

perception, which in this term is hospital, but it is based on customers or patients' perception. Health service quality of a hospital can be depicted from customers' perceptions towards given health service and the perceptions will be continued on the process of image creation of the hospital (Tjiptono & Chandra, 2005).

Image role strongly influences the success of an event in an institution such as hospital. According to Zeithaml et al. (2009), good hospital image is an asset for most hospitals since image can affect towards perceptions of quality, value and satisfaction. According to Ryu et al. (2012) image is a set of thrust, memory, and impressions owned by someone towards an object. Behavior and attitude of someone towards an object are strongly determined by the image of the object. The definition of image itself is abstract or intangible, but the shape can be felt from the result of the study, acceptance, awareness and under-standing whether in form of respect sign from public around or society in wide towards hospital as business institution or towards its members (trustable, professional, and are dependable in giving good service). The creation of good hospital image in public will be advantageous. Functional quality measures aspects of proses of service deliverance; meanwhile technical quality measures the outcome of service given by service provider. This study is expected to be able to give more compre-hensive result about functional and technical qualities which play roles in creating customers' perceptions towards hospital image. As it is known, the better functional and technical qualities are thought by customers of hospital influences the better image of hospital in customers' eyes, because hospital image is able to be a factor to evaluate service quality given by the hospital. The study also analyzed the influence functional and technical mediated hospital image of Bahteramas general hos-pital patients' satisfaction and Abunawas Hospital that is on the same level. Especially for Abunawas Hospital, the approach taken is to use a qualitative approach, namely conducting surveys and interviews with patients. Image appears because of understanding towards reality sourced from incomplete information will also result in imperfect image. Perfect image cause customers to have positive perceptions which tend to make them satisfied with hospital service (Kotler, 2003). Functional and technical qualities of hospital can be depicted from hospital customers' perception towards accepted health service and the perceptions will be continued on the process of image shaping for the hospital and ended with the hospital customers' satis-faction (Hidayat et al., 2012; Hidayat & Abduh, 2012).

2. Theoretical framework

The quality service is the service accomplished by someone; group or institution which gives satisfaction towards customers or society and in turn the satisfaction will create loyalty of customers or society towards the person/group/institution which gives the service. Health service as a specification of public service itself, according to Levey and Loomba (1973) (quoted from Azwar, 1996: 35) is: "Every effort executed personally or collectively in an organization to maintain and increase health, avoiding, healing sickness and recovering the health of someone, family, a group, and or society". According to Lukman (1999: 11) service is unclear events but provides customer satisfaction and or consumers of industry and it is not bind with on sales of products or other services. Further, it is said that service is a series of events occurred in direct interaction with people or machines physically and it provides satisfaction for customers. Good quality service absolutely should be given by service business. With the appearance of new rival companies, it will cause tight rivalry in gaining customers or maintaining custom-ers. A sharp customer definitely will choose product or service with good quality.
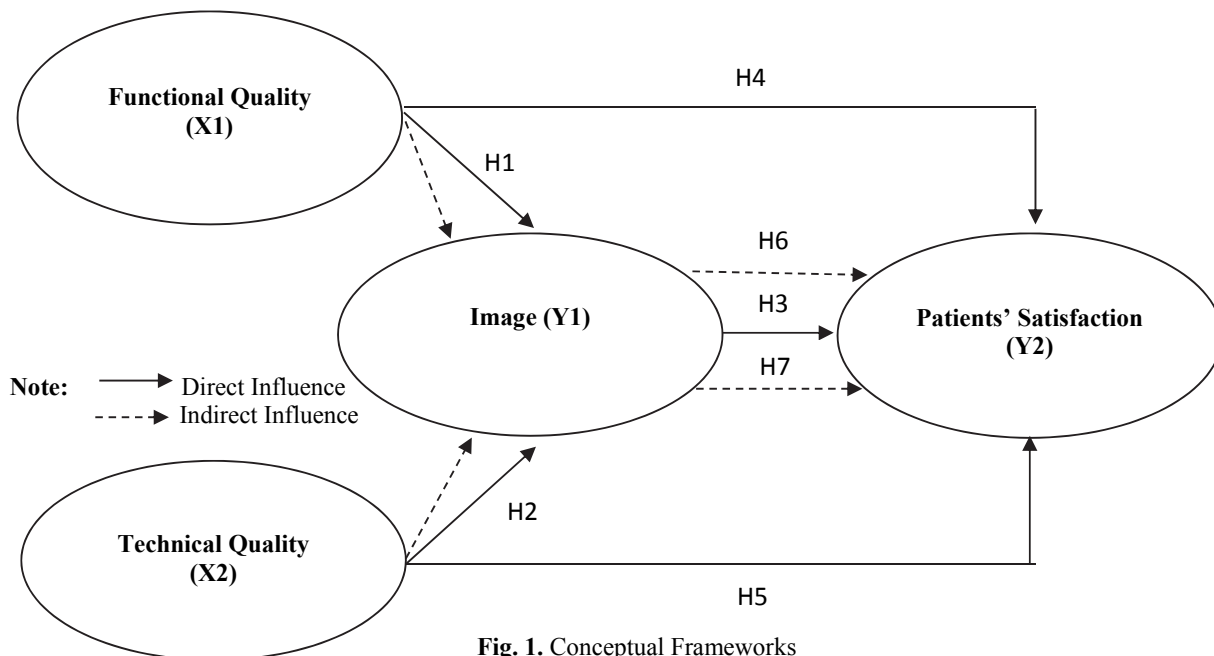

Fig. 1. Conceptual Frameworks

Quality is basic business standard which provides products and services to satisfy internal and external customers in reality by fulfilling certain expectations explicitly or implicitly. Health service, according to Azwar (1996: 38-39) must fulfill main requirements such as: 1. Available and continuous, meaning the type of service needed by society is not difficult to find, and its availability in society always occurred when it is needed, 2. Acceptable and reasonable, meaning that it does not cross the line of faith and belief of society, 3. Accessible, realizing good service, distribution control of health facilities becomes strongly important, thus uneven concentration of health facility will not occurred, 4. Affordable, meaning that it should be taken effort that the cost of health service is suitable with society economic condition, 5. Qualified, refers to the rate of perfection of held service facilities which on another side can satisfy service customers and other parties based on decided ethics and standard. Conceptual frameworks which becomes foundation of the present research is describing functional and technical qualities whether it is direct or indirect towards patients' satisfaction.

3. Research method

The present study is an explanatory research to examine hypotheses among variables and focused on the explanation of influences between a variable with other variables. Explanatory research is a research which means to explain position of examined variables and to explain relation between a variable with other variables (Sugiyono, 2002: 10). The study was done in Bahteramas General Hospital of South East Sulawesi province. The hospital is a C type hospital which becomes reference of clinics, doctor practices, and visited by various societies especially those who live in Kendari. The duration of the study was 2 months with detailed time: first month was for giving questionnaire, and second month was for analysing the data. Arikunto (2000) explained that population is total of study subjects. In the present study, the population was all inpatients in VIP and Class I which were taken care for the last 2 months (April – May 2016) in Bahteramas General Hospital of South East Sulawesi province, the data can be found in Table 1 as follows:

Table 1
Total Inpatient of Bahteramas General Hospital South East Sulawesi Province in the Last Two Months

Month	Room		Total Patient
	VIP	Class I	
November	86	149	235
December	95	165	260
Total	181	314	495
Average	90,5	157	247,5

Source: Bahteramas General Hospital East South Sulawesi Province in 2015

Sample was chosen from patients who met requirements such as:

➢ Adult patients who were inpatients for 3 days,
➢ Minimal condition of the patients was possible in giving information or could communicate well therefore could fill questionnaire. If the condition of the patient was not possible, they could be replaced by their family members who were able in giving relevant information.

According to Sugiyono (2007: 55) sample is a part of total characteristics owned by employed population. In the research the amount of sample employed was suitable with employed analysis model, which is *Structural Equation Modeling* (SEM), related to the matter the size of sample for SEM which employs *Maximum Likelihood Estimation* (MLE) method is 100-200 samples (Hair et al., 2014) or 5-10 times of estimated parameter amount. Since the number of indicators in the present research is 15 indicators, therefore decided sample was 8 times indicator amounts thus sample in this study is 120 respondents. Deciding the sample employed *proportional stratified sampling* technique. Strata are based on the rooms' class occupied by the patients. Therefore, sample distribution taken in this study was according to rooms' class occupied by the patients of Bahteramas General Hospital South East Sulawesi province which can be seen in Table 2 as follows:

Table 2
Sample distribution based on class/ room of patients

No.	Class/Room of Patients	Total Patient (person)	Calculation	Sample (person)
1	VIP	90,5	90,5/247,5 × 120	44
2	Kelas I	157	157/247,5 × 120	76
	Total Patient	247,5	247,5/247,5 × 120	120

Source: Bahteramas General Hospital in 2015

Whereas for Abunawas Hospital, it was conducted by interviewing 10 patients who were hospitalized, especially in the variables of Functional Quality, Technical Quality, Patient Satisfaction and Image variables.

Analysis of the data employed in the research was descriptive analysis and inferential statistical analysis, which is *Structural Equation Modeling* (SEM) variance based on *Partial Least Square* (PLS) by employing *Smart PLS, Microsoft Excel*, and *Software* SPSS. Description analysis aims to interpret respondents' perceptions towards choices of statements and frequency distribution of respondents' statements from collected data. Respondents' answers are explained in 5 scales of statement by employing Likert scale. Each scale has gradation of value started from strongly disagree to strongly agree/very good to be stated in answer choices. Then each variable, respondent as well as general depiction of research object in form of statement, total average and percentage are described. Partial least square (PLS) is more accurate approach for prediction aim. PLS firstly developed by Herman World, he was a teacher at Karl Joreskog (which developed SEM). The model was developed as alternative of situation where a theory is weak or provided indicator does not fulfill reflective measurement method. Herman et al. (1985) said that PLS besides can be employed as theory confirmation, it also can be employed in recommending existed relation or not-existed-yet relation as well as proposing next examination.

Structural Equation Modeling (SEM) method based on variance is known as Partial Least Square (PLS) method. Various reasons behind choosing Partial Least Square (PLS) analysis method are: 1. Designed model or construct in thought framework of the present study has level causal relation, which is functional quality, technical quality influenced image which further influenced patients' satisfaction, 2. This study employed latent variable which was measured from indicators. PLS is suitable to be employed to confirm un-dimensionality of various indicators for a construct/concept/factor, 3. SEM which based in variance is multivariate analysis technique where analysis of set of latent variables simultaneously possible with the result of giving efficiency in terms of statistic, 4. PLS is powerful analysis method which is not based on many assumptions and it makes analysis from various indicators with reflective and formative characteristics are possible, 5. PLS method is easier to operate. It is since PLS does not require certain distribution assumption, does not require index modification and goodness of fit can be seen in Q – Square Predictive. Refer to the reasons of choosing Partial Least Square (PLS) analysis method in this study, the researcher realized that in employing the method there were some assumptions which became basic in its employment. PLS assumptions especially which is only related to structural modification and it is not related with hypotheses examination are: (1) relation among latent variables in inner model is linear and adaptive and (2) structural model has recursive characteristic. Regarding sample size, sample size in PLS can be predicted by: (a) ten times of structural path amount inner mode land (b) small sample size is 30-50 or the sample is more than 200. Empirical model examination in this study is based on Partial Least Square (PLS) variance by employing Smart PLS software. Goodness of fit examination was done in the stage of variable measurement (outer model) by seeing loading estimation value overall the study measured latent variables by indicators which have reflective characteristic, thus evaluation towards the model could be done through convergent validity, if loading estimation value was more than 0.70 and critical ratio/CR of signification was in 95% of significant rate or $\alpha = 0.05$ discriminate validity by seeing AVE (*Average Variance Extracted*) score which is recommended to be more than 0.50 and *composite reliability* value was more or equal with 0.70 (Solomon, 2010; Ghazali, 2014).

Goodness of Fit for inner model was evaluated by seeing variance percentage described which was by seeing R^2 (R-*square* exogenous variable) for latent construct, measuring ho was observation value resulted by the model and its parameter estimation. Q-*square* value> 0 shows that the model owned *predictive relevance*, on the other hand if Q-*square* value< 0 it shows that the model lacks of *predictive relevance*, Q-*square* calculation was done by formula: Q^2: 1- $(1 – R1^2)$ $(1 – R2^2)$ $(1 – R_p^2)$. where $R1$, $R2^2$... R_p^2 are R-*square* exogenous variables in equation model. Scale of Q^2 is equivalent with total determinant coefficient R^2_m on path analysis. Data assumption was distributed freely; structural model PLS predictive approach was evaluated by R-*square* for dependent construct, Q-*square test* for predictive relevance of t-statistic was evaluated by significant rate of each path coefficient. Based on thought framework and hypotheses model of the study the present study employed exogenous, endogenous and intervening (mediation) variables. The examination of mediation influence aims to detect intervening variable position in the model. Mediation examination was done in order to decide the characteristics of relation among variables whether as complete mediation, partial mediation as well as non-mediation. PLS approach of mediation examination could be done through coefficient value (Sobel) and coefficient difference multiplying. Coefficient difference approach employed examination method by doing analysis without involving mediation variable. Result of indirect influence (mediation) was proven by Sobel formula. Sobel test approach and some of its variances in examining indirect effect signification was popularized and recommended by Baron and Kenny (1986). In order to support evaluation result of variable examination, this study also employed examination with Sobel formula (Solomon, 2010) with the formula is:

$$Z – Value = \frac{ab}{\sqrt{b^2 Sa^2 + a^2 Sb^2}}$$

notes:

ab is indirect effect coefficient obtained from multiplying direct effect **a** and **b**.

A is direct effect exogenous coefficient (X) towards mediator (M).

B is direct effect coefficient of (M) variable towards endogenous (Y).

Sa is standard error of **a** coefficient.

Sb is standard error of **b** coefficient.

4. Results

4.1. Description of Functional Quality

Functional quality of Bahteramas hospital of Kendari city in the present study was measured based on 5 (Five) indicators, they are: Professionalism and skill, accessibility and flexibility, reliability and trusted, recovery and reputation as well as credibility. Recapitulation of respondents' answers towards each variable indicator of governance is explained in Table 3.

Table 3
Description of Functional Quality Variables

Indicators	Item	Value of Each Indicator (Frequency)					Total	Average	Category
		1	2	3	4	5			
Professionalism and *skill*	X1.1	1	14	6	80	19	461	3.84	Fairly Good
Accessibility and *flexibility*	X1.2	2	26	7	68	17	430	3.58	Fairly Good
Reliability and *trusted*	X1.3	2	25	13	41	39	448	3.73	Fairly Good
Recovery	X1.4	2	20	6	65	27	453	3.78	Fairly Good
Reputation and *credibility*	X1.5	3	31	11	35	40	435	3.63	Fairly Good
Average Recapitulation of Functional Quality Variables								3.71	Fairly Good

Source: Primary Data (Questionnaire) processed in 2016

Based on statement of respondents' answers recapitulation towards functional quality of Bahteramas hospital of Kendari city as it is presented in Table 3, it can be seen that respondents' answers mostly state that it is already good with the average is 3.71. It means that the majority of respondents stated that overall functional quality implementation of Bahtermas hospital of Kendari city comprises: professionalism and skill, accessibility and flexibility, reliability and trusted, recovery, as well as reputation and credibility are fairly good.

4.2 Description of Technical Quality

Technical quality in this research was measured based on 3 (Three) indicators, they are: punctuality, service speediness, and neat of result. Recapitulation of respondents' answers towards technical quality is described on Table 4.

Table 4
Description of Technical Quality Variables (X2)

Indicators	Item	Value of Each Indicator (Frequency)					Total	Average	Category
		1	2	3	4	5			
Punctuality	X2.1	1	2	39	60	18	451	3.58	Fairly Good
Service Speediness	X2.2	2	2	46	58	12	434	3.44	Fairly Good
Neat of Result	X2.3	2	5	50	43	20	432	3.43	Fairly Good
Average Recapitulation of Technical Quality Variables								3.48	Good

Source: Primary Data (Questionnaire) processed in 2016

Based on statements of respondents' answers recapitulation towards technical quality in Bahteramas hospital of Kendari city as it is presented in Table 3, it can be seen that overall respondents' answers about technical quality is already good with the average 3.48. It means that respondents stated that overall technical quality which includes punctuality, service speediness and neat of result are good.

4.3 Description of Citra Variables

Bahteramas hospital of Kendari City image in this research was measured based on 3 (Three) indicators, they are: impression, trust, and attitude. Recapitulation of respondents' answers is described on Table 5.

Table 5
Description of Image Variables

Indicators	Item	Value of Each Indicator (Frequency)					Total	Average	Category
		1	2	3	4	5			
Impression	Y2.1.1	1	22	14	58	25	443	3.52	Fairly Good
Trust	Y2.1.2	5	22	12	49	32	436	3.46	Fairly Good
Attitude	Y2.1.3	1	24	11	56	28	445	3.53	Fairly Good
Average Recapitulation of Image Variables								3.50	Fairly Good

Source: Primary Data (Questionnaire) processed in 2016

Based on recapitulation of respondents' statements towards image of Bahteramas hospital of Kenadri city as it is presented on Table 5, it can be seen that respondents' overall answers about Bahteramas hospital of Kendari city image stated that it is already fairly good with the average 3.50. It means that the majority of respondents stated that overall the implementation of hospital image of Bahteramas hospital of Kendari city which includes: impression, trust, and attitude are fairly good.

4.4 Description of Patients' Satisfaction Variables

Patients' satisfaction of Bahteramas hospital of Kendari city in this research was measured based on 4 (Four) indicators, they are: happily satisfied, fulfilled expectation, more service performance, and not disappointed. Recapitulation of respondents' answers towards patients' satisfaction of Bahteramas hospital of Kendari city is described on Table 6.

Table 6
Description of Patients' Satisfaction Variables

Indicators	Item	Value of Each Indicator (Frequency)					Total	Average	Category
		1	2	3	4	5			
Happily Satisfied	Y2.1.1	2	2	45	44	27	450	3.57	Fairly Good
Fulfilled Expectation	Y2.1.2	3	2	51	54	10	423	3.36	Fairly Good
More Service Performance	Y2.1.1	1	1	38	53	27	463	3.67	Fairly Good
Not Disappointed	Y2.1.2	3	1	45	61	10	431	3.42	Fairly Good
Average Recapitulation of Patients' Satisfaction Variables								3.51	Fairly Good

Source: Primary Data (Questionnaire) processed in 2016

Based on recapitulation of respondents' statements towards Bahtermas hospital of Kendari city image as it is presented on Table 6, it can be seen that respondents' overall answers about Bahteramas hospital of Kendari city image stated that it is fairly good with the average 3.51. It means that majority of respondents stated that overall, the implementation of Bahteramas hospital of Kendari city image which includes: impression, trust, and attitude is fairly good.

4.5 Partial Least Square (PLS) Assumption Examination

Before doing further evaluation from *Partial Least Square* (PLS), it was necessary that linearity assumption examination to be done, that is relation among examined latent constructs have linear relationship. Therefore, first step of PLS analysis was doing the assumption examination. Linearity assumption examination in this study employed *Curve of Fit* method using SPSS software; results are attached in appendix 5. Employed reference was parsimony principal, which is models are stated as linear if linear models are significant or if all models employed as bases of non-significant examination. Model specification employed as base of examination were linear model, quadratic, cubic, inverse, logarithmic, power, S, compound, logistic, growth and exponential. Linearity assumption in PLS is only related to structural equation model, and is not related to hypotheses examination, that is relationships among latent variables in structural model is linear. Data linearity examination aims to see whether employed model is linear model. Linear is increasing or decreasing variation on followed criterion consistently by increasing or decreasing predicator thus the relation pattern forms a straight line. The result of linearity examination of relations among variables is presented in Table 7.

Table 7
Result of Linearity Assumption Examination

Relation Among Variables			Linearity Examination		
			F	Sig.	Result
Functional Quality	→	Image	298.365	0,000	Linear
Functional Quality	→	Patients' Satisfaction	240.967	0,000	Linear
Technical Quality	→	Image	304.922	0,000	Linear
Technical Quality	→	Patients' Satisfaction	151.862	0,000	Linear
Image	→	Patients' Satisfaction	151.862	0,000	Linear

Source: Primary Data processed in SPSS in 2016 (Appendix 6)

The result of linearity assumption in Table 7 which was obtained stated that relationship among functional quality, technical quality, image and patients' satisfaction can be said as linear since the rate of significant is less than 5 per cent ($p < 0.05$). The result of the study concludes that all relationships among variables existed in structural model are linear, thus linearity assumption on PLS analysis is fulfilled. Therefore, it proves that employed data fulfil the requirement of linearity, thus further analysis can be done.

4.6 Coefficient Path and Hypotheses Examination

Examination of hypotheses and coefficient path of direct influence was done among functional quality, technical quality, image, and patients' satisfaction. The result of influence examination among variables can be seen from coefficient path value and critical value (t-statistik) which are presented in path diagram in Fig. 2.
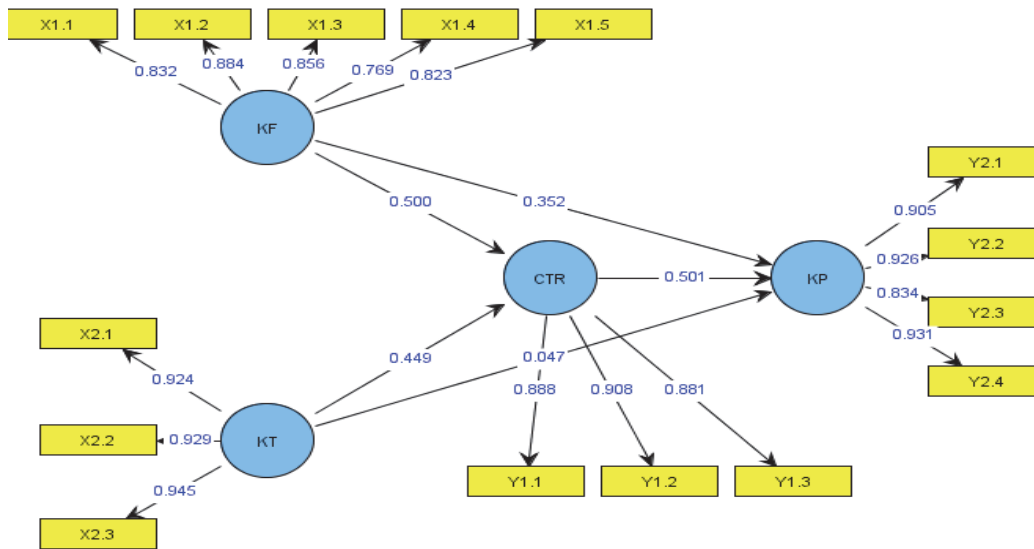
Fig. 2. Diagram of Path Coefficient and Hypotheses Examination
Source: PLS Processed Result in 2016 (Appendix 6)

Table 8
Inner Weight (Structural Model)

	Original Sample Estimate	Mean of Subsamples	Standard Deviation	T-Statistic	p-Value
KF → CTR	0.50	0.517	0.108	4.648	0.000
KT → CTR	0.449	0.435	0.126	3.552	0.001
KF → KP	0.352	0.347	0.147	2.397	0.020
KT → KP	0.047	0.064	0.149	0.317	0.752
CTR → KP	0.501	0.485	0.138	3.643	0.001

Source: PLS Processed Result in 2016 (Appendix 6)

5. Discussion

5.1 The Influence of Functional Quality towards Hospital Image

The result of hypothesis examination of functional quality towards hospital image can be proven by estimate coefficient path value which shows the positive and significant influence existence. The result of this study proves that functional quality has positive and significant influence towards hospital image. It means that better functional quality which is thought by hospital patients has influence towards better hospital image in patients' eyes. Further, causal relationship between functional quality variables has positive and significant influence with variables of hospital image.

5.2 The Influence of Technical Quality towards Hospital Image

The result of hypothesis examination of technical quality influence towards hospital image with estimate coefficient path value shows the existence of positive and significant influences. The result of the examination proves that better technical quality is resulted in increasing image of the company. It means that increasing technical quality is in one direction and real towards the increase of hospital image, in other words the result of this study depicts that good technical quality enable us to support change in increasing hospital image. The result of this study explains that good technical quality is able to increase the hospital image. The result of the study proves the truth of theory explained by Zeithaml et al. (1996) about good company image is an asset for most companies, since image can influence perception towards quality, value, and satisfaction.

5.3 The Influence of Hospital Image towards Patients' Satisfaction

The result of hypotheses examination shows that image influences patients' satisfaction positively and significantly. It means that the better image that hospital has in patients' eyes has impact towards the hospital patients' satisfaction. Further, causal relation between image variables has positive and significant influence with hospital patients' variables. Hospital as an institution which gives service has to pay attention towards service quality in all related systems. Medical, paramedical, and non-medical personals will be able to work well in servicing patients if they are supported with building facilities, diagnostic tools, adequate medical support facilities as well as comfortable working condition. Besides, important matter which must be paid attention is attitude and appearance of hospital personals.

5.4 The Influence of Functional Quality towards Patients' Satisfaction

The result of hypothesis examination shows that functional quality influences patients' satisfaction positively and significantly. It means that the better functional quality in patients' eyes will influence patients' satisfaction. Further, causal relation between functional quality variables has positive and significant influence with patients' satisfaction variables.

5.5 The Influence of Technical Quality towards Patients' Satisfaction

The result of examination of technical quality towards patients' satisfaction can be proven by estimate coefficient path value with positive direction. Good coefficient path has positive mark which means casual relation between technical qualities towards patient's satisfaction is in one line. The result of hypothesis examination proves that technical quality does not influence patients' satisfaction meaning that the increase of technical quality is not in line and is not real with the increase of patients' satisfaction, thus the proposed hypothesis in this present study is not accepted or is not supported with facts. It shows that Bahteramas hospital of Kendari city, if it is seen from punctuality, speediness of service, and neat of working result, has not given good service towards patients' who comes to get treatment in Bahteramas hospital of Kendari city, thus patients' rating on technical quality in Bahteramas hospital has not given good effect on patients' service yet.

5.6 The Role of Hospital Image in Mediating the Influence of Functional Quality towards Patients' Satisfaction

Evaluation result of functional quality influence towards patients' satisfaction through hospital image is partial mediation. The result of the study shows that the relationship between functional qualities directly can influence patients' satisfaction also through hospital image. The result of the examination has enough empirical prove that functional quality influences patients' satisfaction significantly, which is mediated by hospital image. It means that hospital image in fact is influences by functional quality and hospital image significantly influences patients' satisfaction, further functional quality in real influences patients' satisfaction.

5.6 The Role of Hospital Image in Mediating the Influence of Technical Quality towards Hospital Patients' Satisfaction

The result of the study is different than a theory proposed by Rahman et al. (2016) who stated that good image will be obtained by a hospital if the hospital is able to give satisfying service towards patients as well as patients' family. By good image or positive image which is formed by hospital in patients' eyes, the patients will feel satisfied with the functional quality given by the hospital. Wijono (2008) stated that technical competition factor related to creativity, skill of giver or service personals is a factor which also decides the class or quality of the health service. In which, with good class or technical quality, good impression will also appear in patient's hearts which in the end causes the satisfaction of hospital customers. Medical, para-medical, and non-medical personals are able to work well in servicing patients if they are supported by building facilities, diagnostic tools, adequate medical support facilities and comfortable working condition. Besides, it is important to pay attention towards attitude and appearance of hospital personals. Furthermore, based on the results of in-depth interviews with respondents in Abunawas Hospital, the variables of Functional Quality, Engineering Quality, Patient Satisfaction and Image variables, showed that patients who were hospitalized in general had a relationship that was perceived by respondents very well. According to patients, this is because the Abunawas Hospital has accreditation of health services that are in accordance with the standards of the government that are appropriate as a good category hospital.

5.7 The Limitations Of The Research

The study was limited to the presentation of survey data analysis the analysis of causal relationships in one point in time (*cross sectional*), moreover because of the flurry of researcher respondents had difficulty to dig more information an in-depth review of the research against. Thus, researchers can then examine more thoroughly through interviews with respondents or method *in-depth interviews* and *Focus Group Discation* (FGD). The respondents of this study are limited to the Bahtermas General Hospital of Southeast Sulawesi province, thus the next researcher can review more in depth by conducting research that is wider overall General Hospital, and There is a private house in the city of Kendari.

6. Conclusion

The functional quality maintains a positive and significant effect against the image of the hospital. This means that better the quality of functional are perceived by the patients of the hospital and the image of hospitals will be getting better in the eyes of the patient. The influential engineering Quality positively and significantly affects the image of the hospital. This means that the increase in quality engineering directly increased the image of rumha pain, in other words the results of these studies reflect that quality of a good technique capable of supporting changes to the improvement of the image of the hospital. The image of a positive and influential hospital significantly influences patients' satisfaction. The functional quality maintains positive and significant effect on the patients' satisfaction.

The quality improvement technique is in line but not according to increased patient satisfaction, so the hypothesis made in this research was not confirmed or was not supported by the facts. The image of the hospital as the relationship between the mediation functional qualities against patient satisfaction can be considered important and real. Research results influence quality of functional towards the satisfaction of patients through the image of rumha pain which is partial mediation. This means that when the image of the hospital is significantly influenced by functional quality and the image of the hospital significantly affected patient satisfaction, then functional quality significantly affects the patients' satisfaction. The image of the hospital as the relationship between the mediation qualities against the patient cannot contribute significantly. The image of the hospital is not significantly influenced by the quality of the technical quality and the image of the hospital does not significantly affect the patient's satisfaction, and the quality of engineering expressly does not affect patients' satisfaction. Abunawas Hospital, in general, has a relationship between variables perceived by respondents very well, because Abunawas Hospital has accreditation of health services that are in accordance with the standards of the government that are appropriate as a hospital for good categories.

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