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Article

The Influence of Service Quality on Patient Loyalty Through Patient Satisfaction at Beriman Hospital, Balikpapan City

Nurfitriani^{1,a}Universitas Cokroaminoto Makassar⁽¹⁾E-mail: nurfitnur2112@gmail.com

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ABSTRACT

Customer loyalty is a key factor in a company's success and profitability, driven by satisfaction and trust. Service quality is essential in achieving patient satisfaction, which in turn fosters loyalty. This study examines the effect of service quality on patient loyalty through satisfaction at Faith Hospital in Balikpapan City. Using a quantitative cross-sectional design, the research involved 378 outpatient respondents. The findings reveal a direct positive effect of service quality on patient satisfaction, indicating that improved service enhances satisfaction. Similarly, service quality directly influences patient loyalty, meaning better services encourage repeat visits. Patient satisfaction also directly impacts loyalty, showing that higher satisfaction strengthens loyalty. Additionally, an indirect effect exists, where service quality boosts loyalty by increasing satisfaction. The study recommends that hospital management maintain and enhance service quality to improve patient satisfaction and loyalty. Specific improvements include optimizing waiting room comfort, maintaining cleanliness, expanding parking areas, and reducing service wait times. Creating a positive first impression during visits is also crucial for long-term patient commitment. These measures can strengthen loyalty, ensuring patients continue choosing the hospital for future healthcare needs. By prioritizing service quality and patient satisfaction, Faith Hospital can foster lasting loyalty, supporting its long-term success and profitability.

1. BACKGROUND

1.1 Introduction

The more rapid the growth of hospitals in Indonesia, the higher the competition and public demand for quality and affordable health facilities for consumers. Based on BPS data in 2023, there are 3,155 hospitals in Indonesia, this number has increased by 1.02% compared to the previous year which was 3,072 hospital units. Based on type, 2,636 units are general hospitals (RSU), the remaining 519 are special hospitals (RSK). A hospital is a health service institution that provides complete individual health services, providing inpatient, outpatient and emergency services. The obligation of hospitals to continue to improve and guarantee the quality of services is regulated in article 189 in paragraph (b) that every hospital is obliged to provide health services that are safe, high quality, anti-discrimination and effectively prioritize the interests of patients in accordance with hospital service standards (Law No. 17 2023).

The success of a service provider is that the services produced meet what customers need. Patient perception is an important element in assessing the quality of services, especially in the field of health services, so that hospitals as service providers are required to understand what are actually the basic needs that determine satisfaction itself (Georgrhe et al., 2013).

Good quality hospital services tend to provide an emotional bond to patients which results in positive experiences and ultimately increases patient loyalty which will continue (Meesala & Paul, 2016). Customers are satisfied with the quality of service provided, then these customers will return again to enjoy the services provided. Loyal customers will continue to use the same service provider even though other alternatives are available, loyal customers will provide positive communication publications and are willing to pay more prices without being disturbed by the amount that must be sacrificed to get service (Zeithaml et al., 2008). Loyal patients will become brand ambassadors who will help the company gain profits, including economic benefits, namely in the form of cost reduction and increasing revenue and profitability. Customer loyalty is considered an important key to the success and profitability of corporate organizations. Customer loyalty can be obtained by achieving customer satisfaction and trust. Service quality is a necessity and indicator for achieving patient satisfaction which will ultimately facilitate patient loyalty (Chang et al., 2013).

Enherberg (2000) concluded that the costs incurred when retaining existing customers (loyal customers) are much lower than the costs for new customers, especially in mature and competitive markets. An increase of just 5% in customer

retention will result in an increase in revenue of 25 to 85 % depending on the service sector provided (Reicheild, 1996). The average company loses half its customers in 5 years, companies incur 4-5 times additional costs to acquire new customers compared to retaining existing customers (Reicheild, 1996). Therefore, every company must have a successful customer loyalty strategy that leads to customer retention (Kotler P, 2006).

Patient satisfaction is an indicator that must be considered in health services and has become an important issue for the government and Indonesia is no exception. Every hospital is required to make customers feel satisfied by providing better offers and services, bearing in mind that hospitals must be able to maintain their market position amidst increasingly fierce competition. Standards for patient satisfaction in health services are set nationally by the Ministry of Health in accordance with the 2016 Regulation of the Ministry of Health of the Republic of Indonesia concerning Minimum Service Standards for patient satisfaction, namely above 90%. If there is a health service with a patient satisfaction level below 90%, it is considered that the health service provided has not met the minimum service standards or has not reached the expected quality (Ministry of Health, 2016).

Not achieving patient satisfaction figures is one of the reasons that can be influenced by unsatisfactory service quality. Gilles (1994) concluded that patient satisfaction is closely related to the quality of hospital services so that by knowing patient satisfaction, hospital management can make efforts to improve service quality. Patient satisfaction is considered an important measure of quality and is one of the key indicators of health facility standards as an impact of the health services offered by hospitals. Measuring the level of patient satisfaction with services is very important to assess satisfaction with health services provided by the hospital, as well as determining whether the patient's needs and expectations have been met. This is a reference for health service providers to organize appropriate strategies and interventions to be given to patients (Ibrahim et al., 2021).

Based on data from the Community Satisfaction Survey from 2019-2023 at Beriman Regional Hospital, it is still below the Minimum Service Standards from the Ministry of Health, namely an average of 83.40 (standard ≥ 90) and there has been a significant decrease in patient satisfaction.

Based on data, the number of visits and the percentage of increase and decrease in general patients has decreased at the Beriman Regional Hospital which tends to decrease with an average of 10.40% from 2019-2023. The decrease in the number of visits can be indicated as related to the problem of lack of patient satisfaction so that patient

loyalty to the Beriman Hospital in Balikpapan City also decreases. Suman Agarwal (2022), said that service quality has the biggest impact on patient loyalty. The quality of hospital services must be oriented towards patient satisfaction which will ultimately create loyal patients. Loyalty describes the commitment given by consumers to use services again in the future and recommend the services they have experienced to others. Reuse can be seen from the number of visits to the hospital and the reduction in the number of visits can be attributed to customers switching to competing health facilities due to dissatisfaction with the market so that customers tend to become disloyal (Abdefattah et al., 2015).

Based on the aforementioned issues, the researcher intends to conduct a study titled "the influence of service quality on patient loyalty through patient satisfaction at beriman hospital, Balikpapan city."

The author uses service quality measurement using the "HealQual" parameter. The "HealQual" measurement model was proposed by (A. Singh, et al 2018). This parameter consists of 6 Subparameters, including: Tangibles, Responsiveness, Reliability, Assurance, Empathy and Trustworthiness. From the 6 subparameters, 37 core question items were obtained which have summarized several previous studies and suggestions from experts. The "HealQual" Measurement Model is an adaptation of "SERVQUAL" by emphasizing several subparameters of the parameters that must be measured and the addition of the Trustworthiness dimension. Trustworthiness is considered important from customer perceptions of a brand or company. Trust involves the expectation that someone will behave as expected.

Patient satisfaction uses the theory of (Marshall & Hays, 1994) with 7 dimensions in PSQ 18; namely Communication, Technical Quality, Interpersonal Manner, Financial Aspect, General Satisfaction, Accessibility Convenience and Time Spent with Doctor. This theory has been modified again by (Imaninda & Azwar, 2016) into KKP-2017 (Patient Satisfaction Questionnaire 2017).

Customer Loyalty uses the theory from (Baloglu, 2002) that there are 5 dimensions to measure customer loyalty, namely: Trust, Psychological Commitment, Switching Costs, Word Of Mouth and Cooperation.

1.2. Research Purposes

This study aims to examine the influence of service quality on patient loyalty through patient satisfaction at Beriman Hospital, Balikpapan City. The study will measure service quality using the HealQual model, assess patient satisfaction based on dimensions adapted from Marshall & Hays (1994)

and analyze the relationships between service quality, patient satisfaction, and patient loyalty. Additionally, this research aims to explore the mediating role of patient satisfaction in strengthening the relationship between service quality and patient loyalty, providing strategic recommendations to improve hospital services.

2. LITERATUR REVIEW

The rapid growth of hospitals in Indonesia has intensified competition and raised public demands for quality healthcare services. Hospitals are required to provide safe, high-quality services that prioritize patient interests according to applicable standards (Law No. 17, 2023). Good service quality not only meets patients' functional needs but also fosters loyalty through positive experiences (Meesala & Paul, 2016; Zeithaml et al., 2008). Patient loyalty is crucial as it reduces costs and increases hospital revenue (Reicheild, 1996; Kotler, 2006). Patient satisfaction is a key indicator of service quality and hospital success (Gilles, 1994; Ibrahim et al., 2021). The government sets a minimum patient satisfaction standard of 90% (Ministry of Health, 2016), but data from Beriman Hospital shows satisfaction below this threshold with decreasing patient visits, potentially lowering loyalty (Agarwal, 2022; Abdefattah et al., 2015). This study employs the HealQual model to measure service quality (Singh et al., 2018), Marshall & Hays's theory (1994) for patient satisfaction, and Baloglu's theory (2002) for patient loyalty. The relationship between service quality, satisfaction, and loyalty is central to enhancing hospital competitiveness.

3. METHODOLOGY

Location and research design

This type of research is quantitative using an analytical observational design with a cross sectional approach. This research will be carried out at Beriman Hospital Balikpapan in July - August 2024.

Population and sample

The population in this study consisted of all general patients in the Outpatient Department of the Beriman Balikpapan Hospital 2024, totaling 13.239 people. Researchers chose general patients to gain a deeper understanding of how certain factors influence patient loyalty after receiving health services based on satisfaction at the hospital, so that service quality can be better tailored to patient needs and preferences. The number of samples in this study was 378 samples. The sampling technique used in this research is proportional sampling. Proportional sampling involves selecting representatives from each group in the population, with the number of representatives adjusted to the number of subjects in each group.

Method of collecting data

The instrument used in data collection is a questionnaire. The questionnaire used in this study was first tested for validity and reliability. Based on the results of the validity and reliability tests using the SPSS program where of statement items in the questionnaire, all statements were declared valid and reliable.

Data analysis

Univariate analysis was carried out to get an overview of the research problem by describing each variable used in the study and the characteristics of the respondents. Univariate analysis consisted of descriptive analysis of the characteristics of the respondents, descriptive analysis of the research variables and crosstabulation analysis between the characteristics of the respondents and the research variables. Bivariate analysis was performed to see the relationship between the two variables, namely between the independent variable and the dependent variable with the chi square statistical test used and multivariate analysis using path analysis.

4. Results and Discussion

Table 1. Frequency Distribution of Each Category of Research Variables at Beriman Hospital Balikpapan

Variable	Research Sample	
	N	%
Service Quality		
Tall	171	45,2
Low	207	54,8
Customer Satisfaction		
Satisfied	155	41,0
Not Satisfied	223	59,0
Customer Loyalty		
Willing	163	43,1
Don't Agree	215	56,9

Table 1 some respondents said they were in the low service quality category as many as 207 people (54.8%), some respondents said they were in the dissatisfied category for customer statistics as many as 223 people (59.0%), and some respondents said they were in the dissatisfied category. in the category of dissatisfaction with customer loyalty as many as 215 people (56.9%).

Based on the conceptual framework proposed in this research, hypothesis testing was conducted through path analysis on the structural equation. The path analysis was used because the purpose of this study is to determine the direct and indirect effects of independent variables on

the dependent variables through intervening variables. Overall, the results of the path analysis can be seen as follows:

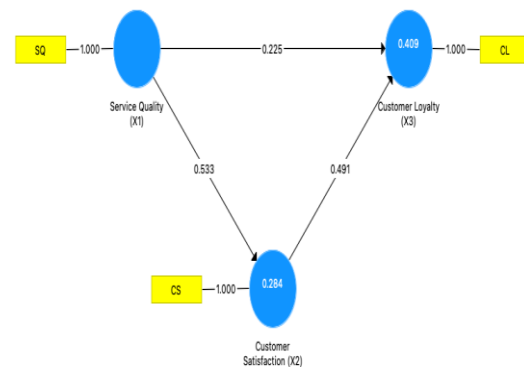


Fig 1. Path Analysis between Service Quality, Satisfaction, and Loyalty at Beriman Hospital Balikpapan City in 2024.

Patient satisfaction is a reflection of the quality of health services they receive (Nurfritriani, et.al, 2022). Quality of health services refers to the level of perfection of health services in creating a sense of satisfaction in each patient. The results of Solichah's research (2017) support that there is a significant relationship between service quality and patient satisfaction in the Inpatient Room of the Dr Tajuddin Chalid Hospital Management Agency, Makassar. In general, patients treated in the Inpatient Room of Dr Tajuddin Chalid Makassar Hospital Management Agency said they were satisfied with the services provided, as well as research conducted by Reham et al., (2020) showed that service quality had a positive and significant effect on patient satisfaction with an average of The average patient satisfaction was 65.7% in four public hospitals in Jordan.

The results of this research are in line with several relevant studies, namely research conducted by Kosnan (2020) regarding the influence of service quality on inpatients at Merauke Regency Hospital. The research obtained results that tangibles, reliability, responsiveness, assurance and empathy have a significant effect on patient satisfaction. Furthermore, research conducted by Baan (2020) regarding the influence of service quality on consumer satisfaction at Bahagia Hospital Makassar. The research obtained results that the quality of service in the hospital. Happiness has a significant effect on patient satisfaction. The results of this research are also in accordance with the customer satisfaction theory put forward by Kotler (2001). This theory states that customer satisfaction, in this case patients, is greatly influenced by their perception of the quality of the services provided. When patients feel they are receiving quality service, they tend to be more satisfied. Sari (2022) also states that high quality of service in health

services not only increases patient satisfaction, but can also have a positive impact on patient quality of life, fulfillment of medical needs, and continuity of health services. Good quality of care is an important component in creating positive relationships between health care providers and patients.

Based on the research results, it shows the influence of service quality (X1) on customer loyalty (X3), where from the results of statistical tests it is obtained that the p value (0.031) is <0.05 , which means the p value is less than the significance level of 0.05 so there is an influence of service quality on customer loyalty in outpatients at the Beriman Regional Hospital, Balikpapan City. So it can be stated that research hypothesis 2 (H2) is accepted. This shows that patients have a low assessment of service quality and patient loyalty. Service quality is proven to be a multidimensional and relevant construct for building patient satisfaction so that when satisfaction is achieved trust increases and results in loyalty.

Mowen and Minor (2005) state that loyalty is a condition of consumers/customers who show a positive attitude towards a brand, are committed to the brand and intend to make repeat purchases at a later time. One way to increase customer loyalty is to provide good service, so that the results can encourage customers to return to transactions. This is also supported by research conducted by Marina et al (2014) which states that service quality has a positive and significant effect on customer loyalty. Lusiah et al (2019) stated that good service can create and make customers maintain their loyalty to the company. So, the better the service provided, the better impact it will have on customer loyalty.

Loyalty based on emotional factors has a big influence on customer emotions so that customers who have been emotionally affected will make repeat purchases and even give praise to the service provider as a manifestation of the results of the emotional attachment that occurs. Loyalty is based on emotional and rational, both of which are the perceptions of each individual/customer. Based on the definition stated above, it can be concluded that the most important thing about loyalty is regarding trust, objective behavior, action taken immediately and the benefits that will be obtained by customers which will ultimately result in loyalty which will lead to repeat purchases and the proportion of repeat purchases. So customer loyalty will be influenced by high commitment, trust and repeat purchases. This research is in line with research by Teguh et.al (2022) that there is an influence of service quality on patient loyalty at Wellclinic Gading Serpong, service quality has an impact on customer loyalty where patients will always return to visit for services at Wellclinic Gading Serpong. Similar research was also carried out by Zahara (2020) which stated that service

quality influences the loyalty variable. Sofiati et al (2018) also stated that service quality has a positive effect on consumer loyalty. A direct relationship between service quality and loyalty was found by Su et.al (2019) showing that perceived service quality, involvement and satisfaction were found to be good predictors of passenger loyalty. In line with that, Cheng and Rashid (2013) also found that service quality has a positive relationship with customer loyalty.

Based on the research results, it shows the influence of customer satisfaction (X2) on customer loyalty (X3), where from the results of statistical tests it is obtained that the p value (0.000) is <0.05 , which means the p value is less than the significance level of 0.05 so there is an influence of customer satisfaction on customer loyalty in outpatients at the Beriman Regional Hospital, Balikpapan City. So it can be stated that research hypothesis 3 (H3) is accepted.

Satisfaction is a measuring value of how happy customers are with using the services or products of a company or hospital, that way the company will know where its services need to be improved. If the patient's satisfaction is good, it can be predicted that the patient will be happy to make a return visit to the hospital. Apart from that, if patients feel satisfied with hospital services, there will be increased confidence that the hospital will continue to provide optimal service to patients so that they will remain loyal to using hospital services in the future. This shows that patients have a low assessment of patient satisfaction and patient loyalty. If the company is able to meet customer expectations, then customers will feel satisfaction with the company. Customer satisfaction will foster loyalty in customers for the products or services offered by the company. The better patient satisfaction, the better the impact on customer loyalty.

Research by Herman Halim et al., (2021) states that patient satisfaction has a significant effect on the loyalty of outpatients at the neurosurgery polyclinic at RSUD dr. Doris Sylvanus Palangkaraya, which means that the better the satisfaction provided by the neurosurgery polyclinic at RSUD dr. Doris Sylvanus Palangkaraya to respondents, the patient's loyalty to hospital health services will increase. The results of this research are supported by research conducted by Setiawan (2016) and Veronika Septi Novianingsih (2019) who both stated that satisfaction has a positive and significant effect on customer loyalty. The results of this research are in line with Arman's (2023) research that patient satisfaction has a positive and significant effect on patient loyalty in the Outpatient Installation of the Special Hospital of South Sulawesi Province. In other words, the better the satisfaction given by the hospital to respondents, the

greater the patient's loyalty to the hospital's health services at the Outpatient Installation of the Special Hospital of South Sulawesi Province. Another research that is in line with this research is research by Anastasia, (2021) that satisfaction has a positive effect on patient loyalty at Kesdam Cijantung Hospital, the test results show that there is a positive effect of 0.215653 while the T-Statistics value is 6.281624 and is significant at $\alpha = 5\%$, the T-Statistics value is above the critical value (1.96). Satisfaction directly influences patient loyalty.

Based on the research results, it shows the influence of service quality (X1) on customer loyalty (X3) through customer satisfaction (X2), where from the results of statistical tests the p value (0.000) < 0.05 is obtained, which means the p value is less than the significance level of 0, 05 so that there is an indirect influence of service quality on customer loyalty through customer satisfaction in outpatients at the Beriman Hospital, Balikpapan City. So it can be stated that research hypothesis 4 (H4) is accepted.

When patients are satisfied with healthcare services delivered in a high-quality manner, there is a higher probability that patients will use those services if there is a need for similar services in the future. This condition will generate positive reviews about the service and encourage other people to use the services provided at the hospital when they need it. The behavior of customers who feel that what they get is in line with expectations for the company's performance will convey their feelings to other people (the influence of word of mouth or word of mouth communication), this will encourage the formation of loyalty. This research is in line with research by Arman (2023) which states that indirectly service quality has a positive and significant effect on patient loyalty through patient satisfaction in the Inpatient Installation of the Special Hospital of South Sulawesi Province. This can be interpreted that service quality becomes a source of loyalty for patients if patient satisfaction needs are met. Good service quality will increase patient satisfaction. Increased patient satisfaction will create high loyalty.

Herman Halim et al., (2021) concluded that the indirect effect was greater than the direct effect (0.300 > 0.165). This shows that the quality of service indirectly influences the loyalty of patients who visit the neurosurgery polyclinic at RSUD dr. Doris Sylvanus Palangkaraya, but must first influence patient satisfaction to influence customer loyalty. The results of this research are supported by research conducted by Sutopo (2018) and Astrida Natalia Marpaung (2017) who both stated that quality has a positive and significant effect on customer loyalty through customer satisfaction.

The relationship between service quality and patient satisfaction and loyalty is that patient

satisfaction and loyalty depend on the level of service quality provided to patients and they believe that there is a positive relationship between patient service quality and patient loyalty, where from the research results it was found that there was no effect between quality direct service, patient loyalty can provide an illustration of high involvement services, which require affective aspects that can shape patient loyalty. After experiencing the performance of a hospital, patients cannot immediately have a commitment to be loyal. Patients can feel the performance provided through satisfaction or dissatisfaction. After going through this, patients can assess whether this can meet their needs which can have an impact on patient loyalty (Arman, 2023).

Boonlertvanich (2019) states that service quality influences customer loyalty directly and indirectly through satisfaction. Yadav and Rai, (2019) also confirm this finding. In the context of health services in hospitals, Aliman and Mohamad, (2013), Shabbir et al., (2016) and Fatima et al., (2018) found that patient satisfaction mediates the relationship between health service quality and patient loyalty. Patient satisfaction with the high quality of health care services allows patients to support the hospital for similar and different services to others, share positive experiences about the hospital, and prefer the same hospital for future care. These findings demonstrate the relevance of improving service quality and maximizing patient satisfaction to attract patients to use quality health services from a particular hospital in the future and recommend them to others.

The results of the path analysis display path coefficients that describe the relationship between these variables. These coefficients indicate whether the effect of service quality on patient loyalty is stronger directly or through patient satisfaction. In path analysis, the causal relationship between variables is translated into a path. For cases involving service quality, patient satisfaction, and patient loyalty, we can build a model that explores how service quality affects patient loyalty directly and indirectly through patient satisfaction as a mediating variable. Patient satisfaction acts as a very significant mediating variable. This means that the effect of service quality on patient loyalty is often greater if it is through patient satisfaction as an intermediary. Path 1 $\rightarrow$ Path 2 $\rightarrow$ Path 3 (Service Quality $\rightarrow$ Satisfaction $\rightarrow$ Loyalty) is usually the strongest and most effective path in explaining how service quality affects loyalty. This shows that patient loyalty is highly dependent on how satisfied they are with the services provided. Meanwhile, based on partial mediation, if the effect of service quality on patient loyalty is only partially mediated by satisfaction, it means that there is a significant direct path from service quality to loyalty, but the

indirect path through satisfaction also has an effect.

The results of this research path show that the service quality path coefficient value (X1) is positive at 0.562, meaning that the better the service quality, the better the customer satisfaction will be at 0.562. The C.R value > 1.96 ($6.924 > 1.96$) and p-value 0.000 ($0.000 < 0.05$). So it can be concluded that the alternative hypothesis (H_a) is accepted and the null hypothesis (H_o) is rejected, in other words there is an indirect effect of service quality on customer loyalty through customer satisfaction.

This result is in line with the research conducted by Alrubaiee and Alkaa'ida (2011) who conducted a study in the health service sector and found that patient satisfaction fully mediates the relationship between service quality and patient loyalty. They found that service quality dimensions such as empathy and reliability most strongly influence patient satisfaction, which in turn increases loyalty. Amin and Nasharuddin's (2013) research also found that service quality has a significant impact on patient satisfaction in private hospitals, and this satisfaction plays an important role in increasing patient loyalty. This mediation pathway is stronger than the direct influence of service quality on loyalty.

The relationship between service quality and patient satisfaction and loyalty is that patient satisfaction and loyalty depend on the level of service quality provided to patients and they believe that there is a positive relationship between patient service quality and patient loyalty, where the results of the study showed that there was no effect between service quality directly and patient loyalty can provide an overview for high involvement services, affective aspects are needed that can shape patient loyalty. After experiencing the performance of a hospital, patients cannot immediately have a commitment to be loyal. Patients can feel the performance given through satisfaction or dissatisfaction. After going through that, patients can assess whether it can meet their needs which can have an impact on patient loyalty (Arman, 2023).

5. CONCLUSION

The results of the study showed that there was a Direct Influence of Service Quality on Patient Satisfaction at the Outpatient Installation of Beriman Hospital, Balikpapan City. This means that if the quality of service is improved, it can increase patient satisfaction, there is a Direct Influence of Service Quality on Patient Loyalty at the Outpatient Installation of Beriman Hospital, Balikpapan City. This means that the better the service provided, the more it will increase patient loyalty so that they will continue to visit the hospital. There is a Direct Influence of Patient Satisfaction on Patient Loyalty at the Outpatient Installation of Beriman Hospital, Balikpapan City. This means that the better the

satisfaction provided by the hospital, the more patient loyalty will increase, and there is an Indirect Influence of Service Quality on Patient Loyalty through Patient Satisfaction at the Outpatient Installation of Beriman Hospital, Balikpapan City. This means that good service quality will increase patient satisfaction. Increased patient satisfaction will create high loyalty. expected to be able to maintain and improve services that have satisfied patients and improve or enhance the quality of service so that patient loyalty is even better. Improvement of the waiting room for patient comfort in waiting for the service polyclinic, maintaining cleanliness and adding or expanding the hospital parking area for patient comfort when visiting. In improving patient loyalty in hospitals, they must pay more attention to the effectiveness of performance to continue to prioritize customer-centric culture, namely prioritizing strategies and practices that create positive experiences for customers through communication, services, and products, conducting consumer satisfaction surveys, and providing service recovery by responding to patient complaints and providing feedback including other factors such as trust. In addition, improving patient service waiting times also needs to be considered for outpatients and providing a good impression during the first visit to health services has an impact on patient commitment to using services at the hospital in the future. So that in the end patients will recommend to others to use services or provide positive information about services at the hospital.

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