

INCREASING PATIENT SATISFACTION AND LOYALTY BASED ON SERVICE QUALITY AND TRUST (Study on Outpatients at Balung Regional Hospital)

Diyah Herawati 1, Nurul Qomariyah 2 and Budi Santoso 3

¹ Universitas Muhammadiyah Jember 1; diyahherawati75@gmail.com

² Universitas Muhammadiyah Jember 2; nurulqomariyah@unmuhjember.ac.id

³ Universitas Muhammadiyah Jember 3; budisantoso@unmuhjember.ac.id

*Correspondence: Diyah Herawati

Email: diyahherawati75@gmail.com

Published: September, 2024



Copyright: © 2024 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).

Abstract: The purpose of this study was to determine the effect of service quality, trust on patient loyalty through patient satisfaction as a mediating variable in the Outpatient Installation of Balung Hospital. The population in this study were patients who had been treated at the Outpatient Installation of Balung Hospital. The sampling technique used was non-probability sampling with a sample size of 125 respondents. Data analysis used path analysis with the help of the WarpPLS 7.0 program. The results of this study indicate that service quality has a positive and significant effect on patient satisfaction, trust has a positive and significant effect on patient satisfaction, patient satisfaction has a positive and significant effect on patient loyalty. service quality has a positive and significant effect on loyalty, trust has a positive and significant effect on patient loyalty, service quality has a positive and significant effect on patient loyalty through patient satisfaction as a mediating variable, trust has a positive and significant effect on patient loyalty through patient satisfaction as a mediating variable

Keywords: service quality 1; trust 2; patient satisfaction 3; patient loyalty 4

INTRODUCTION

Hospitals, as health service institutions regulated in Law No. 44 of 2009, play an important role in providing comprehensive health services to the community, including inpatient, outpatient, and emergency care. In an era where health information is easily accessible, public demands for health services are increasing. Hospitals as primary health service institutions are required to be able to meet the increasingly diverse expectations of patients. In Jember, the health sector has grown rapidly, and RSD Balung has become one of the main players amidst increasingly tight competition with 14 hospitals and various health facilities such as clinics and health centers. Over the past five years, outpatient visits at RSD Balung have shown a fluctuating trend. In 2019, the number of visits reached 53,379, but decreased in 2020 and 2021 to 37,416 and 33,668. Interestingly, in 2022 the number of visits increased to 55,892, before decreasing slightly to 52,157 in 2023. This data also shows that new patient visits continue to decline, while repeat visits increase. This fluctuation indicates challenges in maintaining patient satisfaction and loyalty, which can be influenced by service quality, trust, and patient experience.

The tight competition in the health sector of Jember Regency encourages Balung Regional Hospital to proactively improve the quality of its services, so that it can meet the increasingly diverse expectations of patients and maintain its competitive position to continue to improve the quality of its services, so that patients feel satisfied and loyal. The health industry is currently facing increasingly complex challenges due to

technological developments and changes in consumer behavior. Patient loyalty is a key factor in winning the competition. This study is motivated by the importance of patient loyalty in the sustainability of the hospital business. By understanding the factors that influence patient loyalty, hospitals can develop effective strategies to improve patient satisfaction and maintain their loyalty. [1]; [2]

Customer loyalty is a customer's commitment to continue using a product or service [3]), which is key to business continuity. Loyalty not only drives repeat purchases but also creates strong brand advocacy [4]. In addition, building customer loyalty requires continuous attention to several key factors, namely service quality, trust, and satisfaction. High customer satisfaction, quality service, and strong customer trust can provide significant competitive advantages and support business sustainability[1] Research shows that high service quality and trust will increase customer satisfaction, which in turn drives loyalty and recommendation behavior [5].

Service quality is a key factor in building customer loyalty. The SERVQUAL model shows that customer perceptions of high service quality, such as reliability and responsiveness, significantly contribute to increased loyalty). The results of studies on the relationship between service quality and customer loyalty are mixed. Some studies show a positive relationship [6]), while other studies show inconsistent results [7]). This suggests that factors other than service quality may also play a role in determining customer loyalty.

Trust, defined as consumers' belief in the integrity and competence of a brand [8]), is an important foundation in building customer loyalty. This trust provides the basis for ongoing and mutually beneficial cooperation, so that customers are more likely to continue using the product or service [9]. Previous studies have consistently shown a positive relationship between patient trust and loyalty [10]. However, contradictory findings have also been found, where some studies found no significant or even negative relationships [11]), indicating that there are other factors that influence patient loyalty.

Customer satisfaction is the key to building loyalty. According to Kotler & Keller [12] and Parasuraman et al. (1988), satisfaction occurs when the performance of a product or service meets or exceeds customer expectations. This satisfaction encourages customers to be more loyal, both in terms of repeat purchases and recommendations to others. Conversely, if the performance of a product or service does not meet expectations, customers will feel dissatisfied and are likely to switch. Use the "Insert Citation" button to add citations to this document.

h to competitors. Previous studies have consistently shown a positive relationship between patient satisfaction and loyalty [13]. Satisfied patients tend to be more loyal and will recommend the health service to others. However, contradictory findings were also found, where some studies found no significant or even negative relationships [14]. This indicates that other factors such as service quality, cost, and perceived value also play an important role in determining patients' decisions to choose and remain loyal to a health service.

Service quality is one of the main factors that can affect customer satisfaction, if customers feel satisfied then customers will use the product/service again and will even recommend it to others. This is in line with the findings which states that service quality is one of the key factors in building long-term relationships with customers. Superior service quality is not only able to satisfy current customers, but also encourages repeat purchases and recommends products or services to others. "Service quality generally has a positive effect on customer satisfaction [15]. shows exceptions, indicating that this relationship may be more complex and influenced by other factors."

Another major factor that greatly influences customer satisfaction is trust. Trust plays a vital role in shaping customer satisfaction. According to Morgan & Hunt, ([9], that trust is a key component in building lasting relationships with customers and directly influences customer satisfaction, where the belief held by one party

that the other party has integrity and can be relied on to fulfill commitments that have been made. This is in line with research [16] shows that trust increases customer perceptions of the quality of service received, which in turn strengthens satisfaction. Therefore, in an effort to increase customer satisfaction, companies must focus on building and maintaining trust through consistent, transparent and customer-oriented interactions. The relationship between customer trust and satisfaction is more complex than it seems. Although studies such as [17] show a positive correlation, studies [18] highlight the importance of contextual factors in determining the influence of trust on customer satisfaction.

Based on the existing problems, where there are still fluctuations in outpatient visits to RSD Balung and based on the results of previous studies that showed varying results regarding the influence of service quality, trust, and satisfaction on customer loyalty, this study is important to be conducted in order to examine in more depth how these variables are interrelated and have an impact on patient loyalty behavior at the hospital.

METHOD

This study uses a quantitative descriptive research type. The population in this study is the average monthly number of patients visiting the Outpatient Installation of RSD Balung, Jember Regency from January to June 2024, totaling 4,609 and the number of samples was set at 125 respondents. Sampling used proportional sampling and accidental random sampling. The data analysis technique used is Partial Least Square (PLS) using the WarpPLS 7.0 application. This study involves three variables, namely exogenous variables (Service Quality and trust), mediating variables (patient satisfaction), and endogenous variables (patient loyalty). Operational measurement of variables can be seen in Table 1.

Table 1
Identification of Measurement Research Variables

No	Variable	Indicators
1	Service Quality (X1)	<ul style="list-style-type: none"> a. Tangible b. Reliability c. Responsiveness d. Empathy e. Assurance
2	Trust (X2)	<ul style="list-style-type: none"> a. Trust in service b. Trust in medical personnel c. Trust in the hospital system d. Emotional trust e. Trust in continuity of service
3	Patient satisfaction(Z)	<ul style="list-style-type: none"> a. Product quality b. Quality of service c. Emotional d. Price e. Cost and convenience
4	Patient Loyalty(Y)	<ul style="list-style-type: none"> a. Loyalty to product purchases b. Customer resistance to negative influences regarding the company c. The willingness of customers to refer or recommend a company to others.

RESULTS AND DISCUSSION

Respondent Demographic Characteristics

Respondent characteristics are used by researchers to provide information on respondent de-mographic data (gender, age, education, occupation, and marital status). The research respondents are-outpatients inBalung Regional Hospital. The number of respondents in this study was determined as many as 125 people. The following presents the demographic statistics of respondents.

Table 2. Descriptive Statistics of Respondent Demographics

	Criteria	Frequency (People)	Percentage (%)
Gender	Man	53	42.40
	Woman	72	57.60
	Total	125	100.00
Age	18 – 24 years	7	5.60
	25 – 34 years	16	12.80
	35 – 44 years	31	24.80
	45 – 54 years	29	23.20
	55 years and above	42	33.60
	Total	125	100.00
Education	SD	12	9.60
	JUNIOR HIGH SCHOOL	36	28.80
	SENIOR HIGH SCHOOL	32	25.60
	Diploma	12	9.60
	Bachelor	28	22.40
	Postgraduate	5	4.00
	Total	125	100.00
Work	civil servant	16	12.80
	Self-employed	35	28.00
	Fisherman	25	20.00
	Private	29	23.20
	Farmer	14	11.20
	Other	6	4.80
	Total	125	100.00
Marital status	Not married yet	41	32.80
	Marry	63	50.40
	Widow/Widower	21	16.80
	Total	125	100.00

Source: Processed data, 2024

Based on Table 2, it can be seen that the majority of respondents were female (57.60%). In terms of age, outpatientsThe majority of the research sample were aged 55 years and over (33.60%).From the outpatient education sideThe research sample consisted mostly of junior high school graduates (28.80%) and high school graduates (25.60%). Meanwhile, in terms of work back-ground,outpatientinRSD Balung is mostly self-employed (28.00%) and private employees (23.20%).

Referring to the demographic picture, it can be stated thatoutpatientinRSD Balung represents the demographic characteristics of the community in Balung District and its surroundings. The group of people undergoing outpatient care are people who are at a vulnerable age (above 55 years) and have a relatively low level of education. This condition certainly makes this group of people need more health services.

Description of Research Variables

VariablesService Quality (X1)

VariablesQuality of Service (X1) in this study was measured using five indicators which were used as a questionnaire to determine respondents' responses regardingQuality of Service(X1) at Balung Regional Hospital. The results of the respondents' answers can be seen in the following table.

Table 3. Distribution of Respondents on Variable AnswersQuality of Service(X1)

Indi- office	5		4		3		2		1		Amount	Mean
	f	%	f	%	f	%	f	%	f	%		
X1.1	34	27.2	65	52.0	13	10.4	11	8.8	2	1.6	125	3.94
X1.2	43	34.4	59	47.2	9	7.2	13	10.4	1	0.8	125	4.04
X1.3	45	36.0	60	48.0	5	4.0	15	12.0	0	0.0	125	4.08
X1.4	37	29.6	64	51.2	10	8.0	11	8.8	3	2.4	125	3.97
X1.5	32	25.6	66	52.8	15	12.0	10	8.0	2	1.6	125	3.93
MeanVariables												3.99

Source:Data processed, 2024

FromTable 3. above shows the first indicator aboutQuality of Service(X1.1) RSD Balung has clean and well-maintained facilities,dominated by the answer agree with the number of 65 respondents or 52.0%. The second indicator (X1.2)RSD Balung has doctors and nurses who always help patients quickly and responsively,dominated by the answer agree with the number of 59 respondents or 47.2%. The third indicator (X1.3)RSD Balung has administrative procedures that are always handled quickly and efficiently., dominated by the answer agree with the number of 60 respondents or 48.0%. The fourth indicator (X1.4)RSD Balung has doctors and nurses who have high qualifications and competence to provide the best care,dominated by answers that agreed with a total of 64 respondents or 51.2%.The fifth indicator (X1.5)RSD Balung has staff who understand the needs and concerns of patients, and show genuine concern during treatment,dominated by answers that agreed with a total of 66 respondents or 52.8%.

Frequency analysis resultsoverall response to the service quality variableBalung Regional Hospital,Most of them stated that they agreed. This can be interpreted that the quality of serviceat Balung Regional Hospital was perceived well by patients.

Trust Variable (X2)

In the trust variable (X2) has five indicators used as a questionnaire, to find out respondents' responses regarding trust. (X2) at Balung Regional Hospital. The results of the respondents' answers can be seen in Table 4.

Table 4. Distribution of Respondents for Answers to Trust Variables (X2)

Indi- office	5		4		3		2		1		Amount	Mean
	f	%	f	%	f	%	f	%	f	%		
X2.1	42	33.6	59	47.2	13	10.4	11	8.8	0	0.0	125	4.06
X2.2	61	48.8	39	31.2	14	11.2	9	7.2	2	1.6	125	4.18
X2.3	49	39.2	53	42.4	11	8.8	9	7.2	3	2.4	125	4.09
X2.4	39	31.2	62	49.6	13	10.4	8	6.4	3	2.4	125	4.01
X2.5	57	45.6	46	36.8	9	7.2	11	8.8	2	1.6	125	4.16
MeanVariables												4.10

Source:Data processed, 2024

From Table 4. above shows the first indicator about trust (X2.1) RSD Balung provides good support to patients after undergoing medical procedures. dominated by the answer agree with the number of 59 respondents or 47.2%. The second indicator (X2.2) RSD Balung has doctors and nurses who are trusted to provide the best care., dominated by strongly agree answers with a total of 61 respondents or 48.8%. The third indicator (X2.3) RSD Balung manages administrative systems, such as scheduling and medical records, efficiently and safely., dominated by the answer agree with the number of 53 respondents or 42.4%. The fourth indicator (X2.4) RSD Balung makes patients feel comfortable and safe during treatment, dominated by the answer agree with the number of 62 respondents or 49.6%. The fifth indicator (X2.5) RSD Balung will continue to provide quality care, especially in long-term care., dominated by strongly agree answers with a total of 57 respondents or 45.6%.

Frequency analysis results Overall answers to the trust variable, most of them stated that they agreed. This can be interpreted that trust at Balung Regional Hospital was perceived well by patients.

Patient Satisfaction Variable (Z)

In the patient satisfaction variable (Z) there are five indicators which are used as a questionnaire, to find out the respondents' responses regarding patient satisfaction (Z) at Balung Regional Hospital. The results of the respondents' answers can be seen in the following table.

Table 5. Distribution of Respondents for Answers to Patient Satisfaction Variable (Z)

Indi-Office	5		4		3		2		1		Amount	Mean
	f	%	f	%	f	%	f	%	f	%		
Z1	55	44.0	49	39.2	12	9.6	8	6.4	1	0.8	125	4.19
Z2	40	32.0	59	47.2	15	12.0	10	8.0	1	0.8	125	4.02
Z3	39	31.2	53	42.4	23	18.4	9	7.2	1	0.8	125	3.96
Z4	49	39.2	52	41.6	13	10.4	7	5.6	4	3.2	125	4.08
Z5	49	39.2	53	42.4	11	8.8	10	8.0	2	1.6	125	4.10
Mean Variables												4.07

Source: Data processed, 2024

From Table 5. shows the first indicator about patient satisfaction (Z1) patients satisfied with the quality of medical services received at RSD Balung dominated by the answer strongly agree with the number of 55 respondents or 44.0%. The second indicator (Z2) of patients feel satisfied with the speed of service provided by RSD Balung dominated by the answer agree with the number of 59 respondents or 47.2%. The third indicator (Z3) patient feel comfortable and appreciated while undergoing treatment at RSD Balung dominated by the answer agree with the number of 53 respondents or 42.4%. The fourth indicator (Z4) patient feel that the costs incurred at RSD Balung are commensurate with the benefits received dominated by the answer agree with the number of 52 respondents or 41.6%. The fifth indicator (Z5) patient feel easy to access health services at this hospital and the costs incurred are affordable dominated by answers that agreed with a total of 53 respondents or 42.4%.

Frequency analysis results Overall answers to the patient satisfaction variable, most of them stated that they agreed. This can be interpreted that patient satisfaction at Balung Regional Hospital was perceived well by patients.

Patient Loyalty Variable (Y)

In the patient loyalty variable (Y) there are three indicators which are used as a questionnaire, to find out the respondents' responses regarding patient loyalty (Y) at Balung Regional Hospital. The results of the respondents' answers can be seen in the following table.

Table 6 Distribution of Respondents for Answers to Patient Loyalty Variables (Y)

Indi-office	5		4		3		2		1		Amount	Mean
	f	%	f	%	f	%	f	%	f	%		
Y1	46	36.8	53	42.4	11	8.8	13	10.4	2	1.6	125	4.02
Y2	41	32.8	61	48.8	12	9.6	10	8.0	1	0.8	125	4.05
Y3	39	31.2	64	51.2	11	8.8	9	7.2	2	1.6	125	4.03
MeanVariables												4.03

Source:Data processed, 2024

FromTable 6. The first indicator can be seen regardingpatient loyalty (Y1) patientwill continue to use RSD Balung services for medical care in the futuredominated by the answer agree with the number of 53 respondents or 42.4%. The second indicator (Y2) patientstill choose RSD Balung even though there is negative information about itdominated by the answer agree with the number of 61 respondents or 48.8%. The third indicator (Y3) patientwould recommend RSD Balung to family and friendsdominated by answers that agreed with a total of 64 respondents or 51.2%.

Frequency analysis resultsOverall answers to the patient loyalty variable, most of them stated that they agreed. This can be interpreted that patient loyaltyat Balung Regional Hospital was perceived well by patients.

Data Analysis Results

Outer Model Evaluation

Validity Test

This validity test shows the suitability of each indicator with the theories used to define a construct (Hartono, 2008). The validation test criteria are by using the loading factor criteria (cross-loadings factor) with a value of more than 0.70. The results of WarpPLS 7.0 which describe the results of the validity test can be seen in Table 7 below.

Table 7 Combined Loadings and Cross-Loadings

	X1	X2	Z	Y
X1.1	0.924	0.232	0.202	-0.477
X1.2	0.909	-0.146	-0.125	0.317
X1.3	0.931	-0.193	0.059	0.286
X1.4	0.927	-0.032	-0.230	0.281
X1.5	0.939	0.136	0.092	-0.398
X2.1	0.180	0.869	0.018	-0.056
X2.2	-0.198	0.894	0.082	-0.336
X2.3	0.440	0.889	-0.046	0.050
X2.4	-0.192	0.900	-0.146	0.455
X2.5	-0.215	0.923	0.090	-0.113
Z1	0.127	0.070	0.898	-0.177
Z2	-0.129	0.143	0.892	-0.014
Z3	0.145	-0.181	0.875	-0.289
Z4	-0.230	0.035	0.917	0.416
Z5	0.092	-0.131	0.922	0.046
Y1	-0.098	-0.248	0.044	0.924
Y2	0.070	0.195	-0.017	0.918
Y3	0.028	0.054	-0.028	0.933

Source :Data processed, 2024

The results of the WarpPLS calculation in Table 7 show that each value in the cross-loadings factor has reached a value above 0.7 with a p-value below 0.001. Thus, the convergent validity test criteria have been met.

Another method to assess validity is to look at discriminant validity. Discriminant validity assessment

is done by comparing the square root of average variance extracted (AVE) for each construct with the correlation between the construct and other constructs in the model. If the square root of AVE for each construct is greater than the correlation value between the construct and other constructs, then the discriminant validity value is good.

Table 8. Comparison of the Roots of AVE with Correlation between Variables

	X1	X2	Z	Y
X1	0.926	0.884	0.812	0.864
X2	0.884	0.895	0.839	0.803
Z	0.812	0.839	0.901	0.852
Y	0.864	0.803	0.852	0.925

Source:Data processed, 2024

Based onTable 8. can be obtained information that the AVE root value of the same variable has been higher than the AVE root value on different variables. This indicates that the discriminant validity test criteria have been met. Thus, the instrument used in this study has met all the validity test requirements.

Reliability Test

Reliability testing is carried out with the aim of ensuring that the research instrument used can provide consistent concept measurements without bias. The results of WarpPLS 7.0 data processing are as follows:

Table 9. Reliability Test

Variables	Composite Reliability	Cronbach's Alpha
Quality of Service	0.968	0.958
Trust	0.953	0.938
Patient satisfaction	0.956	0.942
Patient loyalty	0.947	0.916

Source:Data processed, 2024

The basis used in the reliability test is the Composite reliability coefficients and Cronbach's alpha coefficients above 0.7. The results in Table 4.8 show that the questionnaire instrument in this study has met the requirements of the reliability test.

Inner Model Evaluation

Model Suitability

Model testing is carried out to see the suitability of the model attached to the investigation. The results of the WarpPLS 7.0 analysis have provided results that show the standards used to determine the right model.

Table 10. Research Model Test

Information	Mark	Ideal
Average path coefficient (APC)	P<0.001	<= 0.05
Average R-squared (ARS)	P<0.001	<= 0.05
Average adjusted R-squared (AARS)	P<0.001	<= 0.05
Average block VIF (AVIF)	6,714	<= 3.3
Average full collinearity VIF (AFVIF)	5,909	<= 3.3
GoF Tenenhaus (GoF)	0.817	big
Sympson's paradox ratio (SPR)	1,000	1
R-squared contribution ratio (RSCR)	1,000	1
Statistical suppression ratio (SSR)	1,000	>= 0.7
Nonlinear bivariate causality direction ratio (NLBCDR)	1,000	>= 0.7

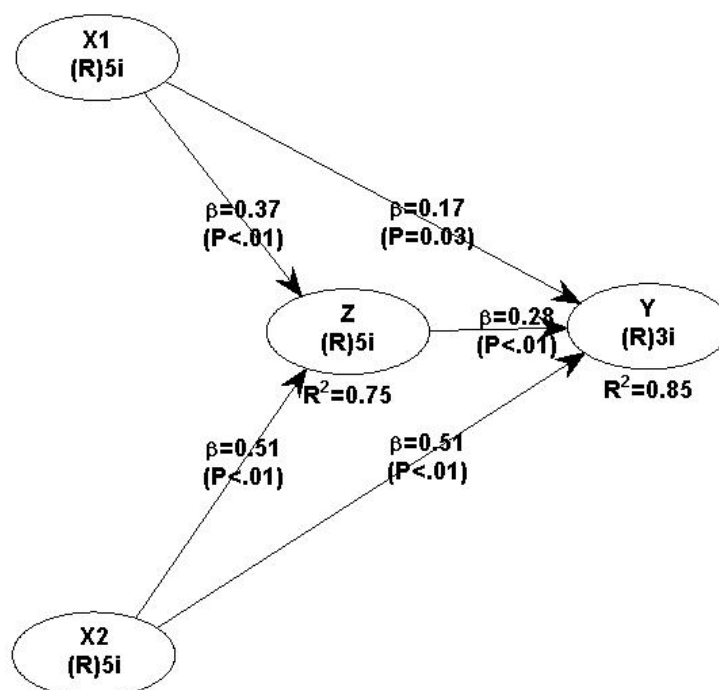
Source:Data processed, 2024

Based on Table 10. It can be seen that each value in the study has met the ideal criteria. The APC and ARS values meet the ideal criteria, while the AVIF value is at a value that does not meet the ideal criteria. The suitability of the model can also be assessed from the goodness of fit index. The GoF index shows the predictive power of the overall model. A GoF value approaching 1 indicates a good path model estimate (Akter, D'Ambra, and Ray, 2011). The GoF index for this research model is 0.756. Thus, the structural model that explains the relationship between the four variables has good predictive power (fit).

Structural Model

Hypothesis testing is based on the results of the SEM PLS model analysis which contains all supporting variables for hypothesis testing. The test results with the WARPLS 7.0 program provide SEM-PLS model results as shown in the following image.

Figure 1. Hypothesis Model



Source :Data processed, 2024

Direct Influence

This section describes each way in the model area using path analysis. Each path tested shows the direct influence of Service Quality (X1) and trust (X2) against Patient satisfaction (Z) and Patient loyalty (Y) on Balung Regional Hospital. The coefficient value of the direct influence path can be seen in Table 11.

Table 11. Direct Influence Path Coefficient Values

Influence	Path	Coefficient	SE	P	Information
Z	X1	0.369	0.082	<0.001	Significant
Z	X2	0.513	0.079	<0.001	Significant
Y	X1	0.166	0.086	0.028	Significant
Y	X2	0.513	0.079	<0.001	Significant
Y	Z	0.279	0.084	<0.001	Significant

Source: Processed data, 2024

Based on Table 11. it can be stated that the results of the path coefficient test for the influence of service quality (X1) on patient satisfaction (Z) have a positive path of 0.369 with a probability value (p) of

<0.001 which means that service quality (X1) has a significant effect on patient satisfaction (Z). So the hypothesis stating that the quality of service is suspected to have a positive and significant effect on patient satisfaction is proven true or H1 is accepted. This means that the better the quality of service at Balung Hospital, the higher the patient satisfaction at Balung Hospital.

The results of the path coefficient test for the influence of trust (X2) on patient satisfaction (Z) have a positive path of 0.513 with a probability value (p) of <0.001 , which means that trust (X2) has a significant effect on patient satisfaction (Z). So the hypothesis stating that trust has a positive and significant effect on patient satisfaction is proven true or H2 is accepted. This means that the better the patient's trust in Balung Hospital, the higher the patient satisfaction in Balung Hospital.

The results of the path coefficient test for the influence of patient satisfaction (Z) on patient loyalty (Y) have a positive path of 0.279 with a probability value (p) of <0.001 , which means that patient satisfaction (Z) has a significant effect on patient loyalty (Y). So the hypothesis that states that patient satisfaction has a positive and significant effect on patient loyalty is proven true or H3 is accepted. This means that if patient satisfaction at Balung Hospital is higher, it will also cause patient loyalty to increase.

The results of the path coefficient test for the influence of service quality (X1) on patient loyalty (Y) have a positive path of 0.166 with a probability value (p) of 0.028, which means that service quality (X1) has a significant effect on patient loyalty (Y). So the hypothesis stating that service quality has a positive and significant effect on patient loyalty is proven true or H4 is accepted. This means that if the quality of service at Balung Hospital is getting better, it will increase patient loyalty at Balung Hospital.

The results of the path coefficient test for the influence of trust (X2) on patient loyalty (Y) have a positive path of 0.513 with a probability value (p) of <0.001 , which means that trust (X2) has a significant effect on patient loyalty (Y). So the hypothesis stating that trust has a positive and significant effect on patient loyalty is proven true or H5 is accepted. This means that if the existence of patient trust factors at Balung Hospital is getting better, then patient loyalty at Balung Hospital will also be better.

Indirect Influence

The indirect effect test is intended to assess the effect of exogenous variables on endogenous variables through mediating or intervening variables. The indirect effect path coefficients are presented in Table 12.

Table 12. Indirect Influence Path Coefficient

Influence	Estimate	SE	P	Information
Y <--- Z <--- X1	0.103	0.062	0.049	Significant
Y <--- Z <--- X2	0.143	0.061	0.010	Significant

Source: Processed data, 2024

Based on Table 12. it can be seen that the path coefficient obtained from the relationship between service quality (X1) and patient loyalty (Y) through the patient satisfaction variable (Z) is 0.103 with a probability value (p) of 0.049. The positive path coefficient value illustrates that the relationship between service quality (X1) and patient loyalty (Y) through the patient satisfaction variable (Z) is unidirectional, which means that the better the service quality, the higher the patient satisfaction and ultimately the better the patient loyalty. Patient satisfaction acts as a mediating or intervening variable in the relationship between service quality and patient loyalty. So that the hypothesis stating that service quality has a positive and significant effect on patient loyalty through patient satisfaction as a mediating variable is proven true or H6 is accepted.

The path coefficient obtained from the relationship of trust (X2) has an effect on patient loyalty (Y) with the mediating role of patient satisfaction (Z) of 0.143 with a probability value (p) of 0.010. The positive path coefficient value illustrates that the relationship between trust (X2) has an effect on patient loyalty (Y)

with the mediating role of patient satisfaction (Z) in the same direction, which means that the better the trust, the higher the patient satisfaction and ultimately will encourage better patient loyalty. Patient satisfaction acts as a mediating or intervening variable in the relationship between trust and patient loyalty. So that the hypothesis stating that it is suspected that trust has a positive and significant effect on patient loyalty through patient satisfaction as a mediating variable is proven true or H7 is accepted.

Total Influence

The calculation of the total effect is to add up the values of direct and indirect influences. The total influence path coefficient is presented in Table 13.

Table 13. Total Effects

Independent Variable	Dependent Variable	Direct	Indirect	Total Effect
X1	Z	0.369	-	0.369
X2	Z	0.513	-	0.513
X1	Y	0.166	0.103	0.269
X2	Y	0.513	0.143	0.656
Z	Y	0.279	-	0.279

Source: Processed data, 2024

Based on Table 13. it can be seen that the total influence of the service quality and trust variables on patient satisfaction and patient loyalty, as well as the patient satisfaction variable on patient loyalty has a positive value. Based on this test, it can be stated that trust has the largest total effect on patient satisfaction and patient loyalty at RSD Balung.

4.2.2.1 Coefficient of Determination

The R2 value is used to measure the level of variation in endogenous variables explained by a number of influencing variables. The higher the R2 value, the better the prediction model of the proposed model. Analysis of variance (R2) or Determination Test is to determine the extent of the influence of the independent variable on the dependent variable, the value of the determination coefficient can be shown in Table 14.

Table 14 Coefficient of Determination

Variables	Variable Name	R-square
Z	Patient satisfaction	0.752
Y	Patient loyalty	0.852

Source: Processed data, 2024

Table14. shows that the R-square value of the patient satisfaction construct is 0.752 and the R-square value of the patient loyalty construct is 0.852. The R-square of 0.752 can be interpreted that 75.2% of the variability in changes in patient satisfaction can be explained by the variables of service quality and trust. The R-square of 0.852 can be interpreted that 85.2% of the variability in changes in patient loyalty can be explained by the variables of service quality, trust, and patient satisfaction.

Hypothesis Test Summary

In this study, 7 (seven) alternative hypotheses were proposed to be tested and after going through the data analysis stage, the results were obtained which can be summarized in Table 4.14. The results of the hypothesis testing as explained in the previous sub-chapter relate to the direct influence of exogenous variables on endogenous variables as well as the indirect influence of exogenous variables on endogenous variables by involving intervening or mediating variables.

Table 15. Summary of Hypothesis Testing

No	Hypothesis	Conclusion
1.	It is suspected that service quality has a positive and significant effect on patient satisfaction.	H1 accepted
2.	It is suspected that trust has a positive and significant influence on patient satisfaction.	H2 accepted
3.	It is suspected that patient satisfaction has a positive and significant influence on patient loyalty.	H3 accepted
4.	It is suspected that service quality has a positive and significant effect on patient loyalty.	H4 accepted
5.	It is suspected that trust has a positive and significant influence on patient loyalty.	H5 accepted
6.	It is suspected that service quality has a positive and significant effect on patient loyalty through patient satisfaction as a mediating variable.	H6 accepted
7.	It is suspected that trust has a positive and significant influence on patient loyalty through patient satisfaction as a mediating variable.	H7 accepted

Source: Processed data, 2024

Based on Table 15, it shows that all alternative hypotheses proposed are accepted or have a significant influence. This provides empirical evidence that service quality and trust have a positive and significant influence on patient loyalty both directly and indirectly through patient satisfaction as a mediating variable.

Discussion

The Influence of Service Quality on Patient Satisfaction

Based on the first hypothesis, quality of service has a positive and significant effect on patient satisfaction. After testing and analyzing the data, the results obtained stated that service quality matters positive and significant impact on patient satisfaction at Balung Regional Hospital proven true or H1 is accepted. This means that the better the quality of service at RSD Balung, the better the patient satisfaction at RSD Balung. The quality of service is assessed from the following aspects: RSD Balung has clean and well-maintained facilities; RSD Balung has doctors and nurses who always help patients quickly and promptly.; RSD Balung has administrative procedures that are always handled quickly and efficiently; RSD Balung has doctors and nurses who have high qualifications and competence to provide the best care for patients; and RSD Balung has staff who understand my needs and concerns, and show genuine concern during treatment.

Quality of service is a fundamental factor that determines patient satisfaction. Patients who receive high-quality services will feel satisfied and are more likely to return to the hospital in the future. The relationship between service quality and patient satisfaction has been proven [19], the study shows that all dimensions of SERVQUAL have a positive influence on patient satisfaction and the finding that service quality has a significant influence on patient loyalty. (Maarif et al, 2023); [21]; [22]; (Fatonah & Palupi, 2020); (Amena et al, 2022)

The Influence of Trust on Patient Satisfaction

Based on the second hypothesis, trust has a positive and significant effect on patient satisfaction. After testing and analyzing the data, the results obtained stated that trust influential positive and significant on patient satisfaction at RSD Balung proven true or H2 is accepted. This means it's getting better trust in RSD Balung, the better the patient satisfaction will be. The better the trust is assessed from the aspects RSD Balung provides good support to patients after undergoing medical procedures; RSD Balung has doctors and nurses who are trusted to provide the best care.; RSD Balung manages administrative systems, such as scheduling and medical

records, efficiently and safely.;RSD Balung makes patients feel comfortable and safe during treatment; and RSD Balung will continue to provide quality care, especially in long-term care.

Trust plays a significant role in enhancing patient satisfaction in the context of healthcare. When patients have strong confidence in the competence, integrity, and reliability of medical personnel and hospital institutions, they tend to be more satisfied with the services they receive. A study by [25], shows that well-built trust can strengthen the relationship between service providers and recipients, which ultimately increases positive perceptions of service quality. In addition, [26] also emphasized that trust is an important basis for creating high satisfaction, because patients feel safe and comfortable when interacting with trusted health services. This empirical evidence shows that the higher the trust that patients have in the services provided, the higher the level of satisfaction they feel. [27]; [28]; [29]; (Rengganis & Atmoko, 2021); [31]

The Influence of Patient Satisfaction on Patient Loyalty

Based on third hypothesis, patient satisfaction has a positive and significant effect on patient loyalty. After testing and data analysis, the results obtained stated that patient satisfaction has a positive and significant effect on patient loyalty at RSD Balung proven true or H3 is accepted. This means that the better the patient satisfaction, the better the patient loyalty to RSD Balung. The good patient satisfaction is assessed from the patient aspects: satisfied with the quality of medical services received at RSD Balung; patients feel satisfied with the speed of service provided by RSD Balung; patients feel comfortable and appreciated during treatment at RSD Balung; patients feel that the costs incurred at RSD Balung are commensurate with the benefits received; and patients feel that it is easy to access health services at this hospital and the costs incurred are affordable.

Patient satisfaction is a strong foundation in building outpatient loyalty at Balung Regional Hospital. Previous studies have consistently shown that patient satisfaction has a positive and significant effect on patient loyalty. When patients are satisfied with the services they receive, they tend to be more loyal and willing to continue using the hospital's services. Patients who are satisfied with the services at the hospital will feel happy and proud to have chosen the hospital. This will increase patient loyalty. [32]; (Haryeni, 2019) (Selly, 2017); (Yuliani, 2018)

The Influence of Service Quality on Patient Loyalty

Based on the fourth hypothesis, quality of service has a significant impact on patient loyalty. After testing and data analysis, the results obtained stated that quality of service has a significant impact on patient loyalty at RSD Balung proven true or H4 is accepted. This means that the better the quality of service at RSD Balung, the better the patient loyalty to RSD Balung. The quality of service is assessed from the following aspects: RSD Balung has clean and well-maintained facilities; RSD Balung has doctors and nurses who always help patients quickly and promptly.; RSD Balung has administrative procedures that are always handled quickly and efficiently; RSD Balung has doctors and nurses who have high qualifications and competence to provide the best care for patients; and RSD Balung has staff who understand my needs and concerns, and show genuine concern during treatment..

Patients who feel they have received the best service will feel happy and proud to have chosen the hospital. This will increase patient loyalty because service quality has a positive influence on patient loyalty. (Wulaisfan & Fauziah, 2019; Yoga et al., 2018) has rightly underlined that service quality has a positive and significant impact on patient loyalty. When a patient feels they have received the best service, they not only feel satisfied, but also build a strong emotional bond with the hospital. The feeling of happiness and pride becomes the main driver for them to choose the same hospital in the future, even recommend it to others.

The Influence of Trust on Patient Loyalty

Based on the fifth hypothesis, trust has a positive and significant effect on patient loyalty. After testing and data analysis, the results obtained stated that trust is influential, positive and significant to Patient loyalty at RSD Balung, proven true or H5 is accepted. This means it's getting better trust in RSD Balung, the better the patient loyalty will be. The better the trust is assessed from the aspects RSD Balung provides good support to patients after undergoing medical procedures; RSD Balung has doctors and nurses who are trusted to provide the best care.; RSD Balung manages administrative systems, such as scheduling and medical records, efficiently and safely.; RSD Balung makes patients feel comfortable and safe during treatment; and RSD Balung will continue to provide quality care, especially in long-term care.

Patient trust in healthcare providers is a valuable asset that can significantly increase patient loyalty. Research shows that high levels of trust not only encourage patients to continue using the same service, but also increase their likelihood of recommending the service to others..[36]; Ardoni, 2022) This shows that trust is a key factor in building long-term, mutually beneficial relationships between patients and healthcare providers.

The Influence of Service Quality on Patient Loyalty through Patient Satisfaction

Based on the sixth hypothesis of service quality influential, positive and significant to patient loyalty-through patient satisfaction. The path coefficient value illustrates that the better the quality of service, the higher the patient satisfaction and ultimately the better the patient loyalty. So the hypothesis stating that the quality of service has a positive and significant effect on patient loyalty through patient satisfaction as a mediating variable is proven true or H6 is accepted.

When patients are satisfied with the service they receive, they are more likely to remain loyal to the hospital. This patient loyalty will benefit the hospital in the long run, as loyal patients are more likely to return for future checkups or treatments. Service quality has a positive and significant effect on patient satisfaction and patient satisfaction has a positive and significant effect on patient loyalty.(Wardani, 2023; Syur'an & Ma'ruf, 2020)

The Influence of Trust on Patient Loyalty through Patient Satisfaction

Based on the seventh hypothesis, trust has a positive and significant effect on patient loyalty through patient satisfaction. A positive path coefficient value illustrates that the better trust, then it will increase patient satisfaction and ultimately will encourage better patient loyalty. So the hypothesis that states that it is suspected trust has a positive and significant effect on patient loyalty through patient satisfaction as a mediating variable, proven to be true or H7 is accepted.

Patient trust in health services plays a role which is very crucial in increasing the loyalty of outpatients. Recent research, such as that conducted by (Wiliana et al., 2019; Trisno & Berlianto, 2023), consistently shows that there is a significant relationship between trust, patients, patient satisfaction, and patient loyalty. When patients feel confident in the hospital and the services provided, they tend to be more satisfied with their care experience. This satisfaction then encourages patients to be more loyal and choose the hospital for future care.

CONCLUSION

Based on the results of the analysis and discussion of the research that has been described in Chapter IV, the following conclusions can be stated in this research:

1. Service quality has a positive and significant effect on patient satisfaction

2. Trust has a positive and significant effect on patient satisfaction
3. Patient satisfaction has a positive and significant effect on patient loyalty.
4. Service quality has a positive and significant effect on loyalty
5. Trust has a positive and significant influence on patient loyalty
6. Service quality has a positive and significant effect on patient loyalty through patient satisfaction as a mediating variable.
7. Trust has a positive and significant effect on patient loyalty through patient satisfaction as a mediating variable.

From the results of this study, researchers can provide suggestions, namely:

1. The research results prove that service quality and trust are important factors in creating patient satisfaction and patient loyalty at Balung Regional Hospital. It should be Balung Regional Hospital always pay attention to things that are related to the quality of service, aspects that are considered weak and therefore need to be improved, namely staff who understand the patient's needs and concerns, and show genuine concern during care. In relation to trust, the aspects that are considered weak and therefore need to be improved are: RSD Balung makes patients feel comfortable and safe during treatment. In relation to patient satisfaction, the aspect that is considered weak and therefore needs to be improved is patient satisfaction. Feel comfortable and appreciated while undergoing treatment at RSD Balung. In relation to patient loyalty, the aspect that is considered weak and therefore needs to be improved is patient loyalty. Will continue to use RSD Balung services for medical care in the future.
2. The results of this study state that the variables of service quality and trust are able to explain patient satisfaction by 75.2% and the variables of service quality, trust, and patient satisfaction are only able to explain patient loyalty by 85.2%. Referring to these findings, the agenda for further research should be to use/add other variables such as customer relationship marketing,
3. service innovation, agency image, empathy, etc. So that better findings are obtained in explaining patient satisfaction and patient loyalty.

REFERENCES

- [1] A. Z. Parasuraman, "A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality," *Journal of Retailing*, vol. 64, no. 1, pp. 12–40, 1988.
- [2] R. L. Oliver, "A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions," *Journal of Marketing Research*, vol. 17, no. 4, p. 460, 1980, doi: 10.2307/3150499.
- [3] R. L. Oliver, "Whence Consumer Loyalty?," *J Mark*, vol. 4, pp. 39–59, 1999.
- [4] P. Kotler and K. L. Keller, *Marketing management*. Erlangga, 2008.
- [5] A. W. Nugroho, "The Influence of Service Quality and Trust on E-commerce Customer Satisfaction of Lazada in Semarang City," *Journal of Business Administration*, vol. 11, pp. 321–331, 2022.
- [6] S. S. Surachman, "The Influence of Service Quality and Patient Satisfaction on Outpatient Loyalty at RSIA Kartini Padalarang," *Simki Economic Journal*, vol. 6, pp. 421–429, 2023.
- [7] I. S. Sektiyaningsih, "THE EFFECT OF SERVICE QUALITY ON PATIENT SATISFACTION, IMAGE AND LOYALTY (Study on the Outpatient Unit of Mampang Prapatan Hospital, South Jakarta)," *Business Studies Journal*, vol. 04, pp. 174–175, 2019.

-
- [8] A. Chaudhuri and M. B. Holbrook, "The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty," *J Mark*, vol. 65, no. 2, pp. 81–93, 2001, doi: 10.1509/jmkg.65.2.81.18255.
- [9] R. M. Morgan and S. D. Hunt, "The Commitment-Trust Theory of Relationship Marketing," *J Mark*, vol. 58, no. 3, p. 20, 1994, doi: 10.2307/1252308.
- [10] S. M. Priliandani, "The influence of brand trust and customer experience on satisfaction in increasing loyalty (a study on Mie Lemonilo consumers in Semarang)," *Journal of Business Management and Innovation, Sam Ratulangi University (JMBI UNSRAT)*, vol. 9, pp. 463–476, 2022.
- [11] S. Khu and S. Sukesu, "Analysis of the Effect of Brand Experience on Brand Loyalty Through Brand Satisfaction and Brand Trust in Wakoel Rempah Restaurant Surabaya," *Ekspektra : Jurnal Bisnis dan Manajemen*, vol. 4, no. 1, pp. 65–83, 2020, doi: 10.25139/ekt.v4i1.2656.
- [12] P. Kotler and K. L. Keller, *Marketing Management*. Upper Saddle River, New Jersey: Pearson Prentice Hall, 2009.
- [13] M. Syur'an Nurdhalisa Oktaria, "The Influence of Service Quality on Patient Loyalty with Satisfaction as a Mediator: A Study of BPJS Health Users in the Outpatient Installation of Unand Hospital," *Journal of Management & Business*, vol. 3, pp. 353–363, 2020.
- [14] S. Liu, G. Li, N. Liu, and W. Hongwei, *The Impact of Patient Satisfaction on Patient Loyalty with the Mediating Effect of Patient Trust*, vol. 58. Vol 58, 2021. doi: 10.1177/00469580211007221.
- [15] Selvia and Rusdi Hidayat Nugroho, "Pengaruh Brand Image, Brand Trust, Brand Satisfaction terhadap Brand Loyalty Pada E-Wallet Gopay," *Reslaj: Religion Education Social Laa Roiba Journal*, vol. 6, no. 5, pp. 2640–2652, Apr. 2024, doi: 10.47467/reslaj.v6i5.1586.
- [16] Solehudin, "The Influence of Service Quality and Satisfaction on Patient Loyalty," *DIAGNOSA: Journal of Health and Nursing Sciences*, vol. 1, pp. 231–243, 2023.
- [17] Y. N. Sari, S. Amin, and D. Kurniawan, *Mediating Effect of Positive Emotions on Work-Life Balance and Employee Performance*, vol. 16, no. 1. BISMA: Jurnal Bisnis Dan Manajemen, 2022. doi: 10.19184/bisma.v16i1.28234.
- [18] A. Selly, "The Influence of Service Quality, Service Innovation, and Hospital Image on Inpatient Satisfaction in Private Hospitals in Jakarta," *Journal of Management and Entrepreneurship*, vol. 15, no. 2, pp. 145–154, 2017.
- [19] A. Parasuraman, P. author Details, and L. L. ; Zeithaml, Valarie A; Berry, "Servqual: A Multiple-Item Scale For Measuring Consumer Perc - ProQuest," 1988.
- [20] S. Ihsanul Maarif, Haeruddin, "Hubungan Kualitas Layanan Dengan Kepuasan Pasien," *JOURNAL OF MUSLIM COMMUNITY HEALTH (JMCH)*, vol. 4, no. 02, pp. 79–88, 2023, doi: 10.37504/jmb.v2i01.119.
- [21] N. Nanincova, "Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan Noach Cafe and Bistro," *Agora*, vol. 7, no. 2, pp. 1–5, 2019.
- [22] E. Engkus, "Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pasien Di Puskesmas Cibitung Kabupaten Sukabumi," *Jurnal Governansi*, vol. 5, no. 2, pp. 99–109, 2019, doi: 10.30997/jgs.v5i2.1956.
- [23] S. Fatonah and H. Palupi, "The Effect of Handling Complaint and Hospital Service Quality on Patient Satisfaction and Loyalty Siti Fatonah, Heny Palupi," *JMMR (Jurnal Medicoeticolegal dan Manajemen Rumah Sakit)*, vol. 9, no. 3, pp. 268–276, 2020, doi: 10.18196/jmmr.93138.
- [24] S. A. Amena Haeba Ali1, 2, Hazmilah Hasan2*, "Mediation Effect of Service Quality on the Relationship of Healthcare Service Innovation and Outpatient Experience," *International Journal of*

-
- Sustainable Construction Engineering and Technology*, vol. 13, no. 4, pp. 54–70, 2022, doi: 10.30880/ijscet.2022.13.04.006.
- [25] B. Holbrook and A. Chaudhuri, “The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty,” *Journal of Marketing*, vol. 65, no. 2, pp. 81–93, 2001.
- [26] R. M. Morgan and S. D. Hunt, “The Commitment-Trust Theory of Relationship Marketing,” *Journal of Marketing*, vol. 58, no. 3, p. 20, 1994, doi: 10.2307/1252308.
- [27] A. Pujiastuti, Y. Rahajeng, and S. N. Arifin, “Faktor-Faktor yang Mempengaruhi Kepuasan Pasien pada Puskesmas Suko Kecamatan Maron Kabupaten Probolinggo,” *Jurnal Ilmiah Ecobuss*, vol. 10, no. 1, pp. 35–40, 2022, doi: 10.51747/ecobuss.v10i1.954.
- [28] J. T. Wijaya, A. B. Saptaningsih, and T. Y. R. Syah, “Kepercayaan Dimediasi Kepuasan Pasien terhadap Citra Rumah Sakit,” *Jurnal Manajemen Kesehatan Indonesia*, vol. 9, no. 1, pp. 59–71, 2021, doi: 10.14710/jmki.9.1.2021.59-71.
- [29] L. Purba, E. H. Halim, and A. Widayatsari, “Pengaruh Kualitas Pelayanan, Kepercayaan Terhadap Kepuasan dan Loyalitas Pasien Rawat Jalan di Poliklinik Bedah Saraf RSUD dr. Doris Sylvanus Palangkaraya Lestari Purba 1) , Edyanus Herman Halim 2) dan Any Widayatsari 3),” *Jurnal Ekonomi KIAM*, vol. 32, no. 2, pp. 1–16, 2021.
- [30] F. M. N. Kiray Rengganis, Waluyo Budi Atmoko, “Pengaruh Kepercayaan Pada Kelekatan Merek,” no. September, pp. 310–318, 2021.
- [31] V. I. Triastuti and M. Basabih, “Hubungan Kualitas Layanan, Kepercayaan, Dan Loyalitas Dalam Membangun Brand Equity Rumah Sakit Berbasis Pasien,” *Jurnal Medika Utama*, vol. 5, no. 1, pp. 3711–3728, 2023.
- [32] R. Y. Pattiasina, “Pengaruh Kualitas Pelayanan dan Kepuasan Pasien Terhadap Loyalitas Pasien Pengguna JKN KIS di RSUD Sale Be Solu Kota Sorong,” *Jurnal Program Studi Pendidikan Ekonomi*, vol. 1, no. 2, pp. 49–58, 2020.
- [33] Haryeni and N. Yendra, “Kualitas Layanan, Kepuasan dan Loyalitas Pada Pasien Rumah Sakit Swasta di Kota Padang : Berpikir ke Masa Depan,” *Menara Ilmu*, vol. 13, no. 1, p. 87, 2019.
- [34] R. Wulaisfan and Y. Fauziah, “Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pasien Dengan Kepuasan Pasien Sebagai Mediasi Pasien Rawat Inap Di RSU Dewi Sartika Kendari,” *Window of Health : Jurnal Kesehatan*, vol. 2, no. 2, pp. 97–105, 2019, doi: 10.33096/woh.v2i2.577.
- [35] R *et al.*, “ANALISIS PENGARUH INOVASI PRODUK DAN KUALITAS LAYANAN TERHADAP LOYALITAS PELANGGANDENGAN MENGGUNAKAN KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING Studi,” *World Development*, vol. 1, no. 1, pp. 1–15, 2018.
- [36] D. Disastra and D. Novita, “PENGARUH CITRA MEREK DAN KEPERCAYAAN MEREK TERHADAP LOYALITAS MEREK (Studi Pada Pengguna Sepeda Motor di Bandar Lampung),” *SMART: Strategy of Management and Accounting through Research and Technology*, vol. 2, no. 1, pp. 55–66, 2022.
- [37] A. Ardoni, “Analisis Waiting Time, Kualitas Pelayanan dan Kepercayaan terhadap Loyalitas dengan Kepuasan sebagai Pemediasi,” *Journal of Business and Economics (JBE) UPI YPTK*, vol. 7, no. 3, pp. 308–315, 2022, doi: 10.35134/jbeupiyptk.v7i3.178.
- [38] M. Syur'an, Nurdhalisa Oktaria, “Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pasien Dengan Kepuasan Sebagai Mediasi: Studi Terhadap Pengguna BPJS Kesehatan Di Instalasi Rawat Jalan RS Unand,” *Journal of Management & Business*, vol. 3, no. 3, pp. 353–363, 2020.
-

-
- [39] E. Wiliana, L. Erdawati, and Y. M. Gunawan, "Pengaruh Reputasi Dan Kepercayaan Pasien Terhadap Kepuasan Dan Loyalitas Pasien Rawat Jalan Bpjs Di Rumah Sakit Annisa Kota Tangerang," *Prosiding Simposium Nasional Multidisiplin (SinaMu)*, vol. 1, 2019, doi: 10.31000/sinamu.v1i0.2125.
- [40] A. O. Trisno and M. P. Berlianto, "The Effect of Perceived Value, Brand Image, Satisfaction, Trust and Commitment on Loyalty at XYZ Hospitals, Tangerang," *Jurnal Manajemen Kesehatan Indonesia*, vol. 11, no. 1, pp. 22–33, 2023, doi: 10.14710/jmki.11.1.2023.22-33.