



## THE EFFECT OF SERVICE QUALITY ON PATIENT SATISFACTION AND ITS IMPACT ON PATIENT LOYALTY

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### ABSTRACT

*This study aims to analyze the effect of service quality on patient satisfaction and its impact on patient loyalty in hospitals. Good service quality is an important factor in building strong relationships with patients. Patients who are satisfied with the services they receive will tend to be more loyal and continue to use the same health services in the future. In addition, service quality can also affect how likely patients are to recommend the hospital to others. This study uses a quantitative method by distributing questionnaires to a number of patients in the hospital as respondents. The data were analyzed using a linear regression method to determine how much influence service quality has on patient satisfaction and loyalty. The results of the study showed that service quality has a significant effect on patient satisfaction, which ultimately strengthens their loyalty. Service quality is an intervening variable that strengthens the relationship between patient satisfaction and loyalty. Thus, to increase patient loyalty, hospitals must continue to improve their service quality.*

**Keywords:** *Quality of service, patient satisfaction, patient loyalty*

### INTRODUCTION

In the context of economic globalization, the service sector has experienced a very significant increase in competition. The health industry, including hospitals, is one of the service sectors that is greatly affected by this trend. Service quality is a determining factor in the success of hospitals in attracting and retaining patients. According to the World Health Organization (WHO), the goal of the health system in Indonesia is to create health services that meet the expectations of the community and provide a fair financial contribution in meeting the health needs of individuals, families, groups, and society as a whole. This shows that service quality does not only include physical quality, such as facilities, but also non-physical aspects, such as communication, empathy, and professionalism of medical personnel.

In the healthcare industry, hospitals have a major responsibility in maintaining and improving public health. This is further strengthened by government regulations, such

as Presidential Regulation No. 72 of 2012 which emphasizes the importance of integrating health services in all components of the nation in an integrated manner. Hospitals as healthcare institutions are required to continue to improve the quality of service in line with technological developments and the demands of society which are increasingly critical of the healthcare services received. According to research conducted by Tanaem et al. (2019), good service quality not only has an impact on patient satisfaction but also plays a role in building patient loyalty. This loyalty is reflected in the patient's desire to return to using the same healthcare services in the future, as well as recommending the services to others.

Quality of care in the healthcare industry encompasses several aspects, including reliability, responsiveness, assurance, empathy, and physical evidence. Reliability refers to the hospital's ability to provide accurate and consistent care each time a patient uses it. Responsiveness includes the



hospital's ability to respond to patient needs quickly and in a timely manner. Assurance relates to the knowledge and courtesy of medical personnel and their ability to instill trust in patients. Empathy reflects the individual attention given by medical personnel to patients, while physical evidence includes hospital facilities that are directly visible to patients.

Patient loyalty is one of the important indicators of the success of health services in hospitals. Loyal patients will not only return to receive services at the hospital, but will also recommend it to others. Research conducted by Christian et al. (2019) shows that patients who are satisfied with the services they receive tend to be more loyal and continue to use the same health services. This loyalty is not only reflected in the high level of patient visits, but also in the patient's efforts to provide positive recommendations to others. This is very important in the context of increasingly competitive health industry, where hospitals are not only competing to attract new patients, but also to retain existing patients.

In relation to patient satisfaction, service quality is one of the main factors that can influence it. Patient satisfaction reflects the level of conformity between patient expectations and the services they receive. According to research conducted by Sari et al. (2021), patients who are satisfied with the services they receive are more likely to return to use the service. Patient satisfaction is not only influenced by the final outcome of treatment, but also by the patient's overall experience while receiving services at the hospital. This experience covers various aspects, from the administrative process, interactions with medical personnel, to follow-up after the patient has completed treatment.

Service quality also serves as an intervening variable in the relationship between patient satisfaction and loyalty. That is, although patient satisfaction can have a direct impact on loyalty, good service quality can strengthen that impact. For example, patients who are satisfied with fast and efficient service are more likely to return in the future and recommend the service to others. This shows the importance of hospitals to recognize the strategic role of service quality in building long-term relationships with patients. Good service quality not only increases patient satisfaction but also helps hospitals strengthen patient loyalty.

As competition in the healthcare industry increases, hospitals are required to continuously improve the quality of their services to meet the increasing expectations of patients. In today's digital era, many patients expect fast, efficient, and high-quality healthcare services. Therefore, hospitals must continue to innovate and adopt the latest technology to improve the patient experience. One way to improve the quality of service is to improve the hospital management system, which includes administrative processes, medical services, and physical and non-physical facilities. In addition, hospitals must also focus on training medical personnel to improve their professionalism and ability to provide satisfactory services to patients.

The purpose of this study is to determine how much contribution service quality has in increasing patient satisfaction in hospitals, and how service quality can affect patient loyalty. This study also aims to analyze the role of service quality as an intervening variable in the relationship between patient satisfaction and loyalty. Thus, the results of this study are expected to provide insight for hospital management in designing effective strategies to improve



service quality in order to increase patient satisfaction and loyalty.

## LITERATURE REVIEW

### Patient Loyalty

Patient loyalty is an important concept in the healthcare industry, especially in maintaining the hospital's market share. Patient loyalty can be defined as the patient's loyalty to continue using the same healthcare services repeatedly. This loyalty is built through positive experiences obtained by patients while receiving healthcare services. Loyal patients usually have a tendency to return to use services at the same hospital and recommend the service to others. According to Harisa et al. (2022), patient loyalty also includes strong trust in the quality of services provided by the hospital.

The concept of loyalty is often associated with behavior rather than attitude. Loyalty can be built from positive experiences felt by patients during the treatment process. Factors such as the friendliness of medical staff, ease of administrative processes, comfort of facilities, and professionalism of medical personnel can affect the level of patient loyalty. Research conducted by Rahmanti et al. (2022) shows that good service quality has a direct impact on patient loyalty. Patients who are satisfied with the services they receive tend to return and recommend the service to others.

Patient loyalty is also influenced by several other factors, such as trust in health care providers, emotional relationships between patients and medical personnel, and patient perceptions of the value received from the services provided. Research by Harisa et al. (2022) also highlights the importance of effective communication between patients and health care providers in building loyalty.

Patients who feel heard and appreciated by medical personnel are more likely to show loyalty to the service.

One manifestation of patient loyalty is positive recommendations or word of mouth. Loyal patients will not only return to use the hospital's services, but will also recommend the services to friends, family, or acquaintances. This recommendation is a very effective form of promotion for the hospital, because patients who give positive recommendations are usually based on their personal satisfying experiences. This also creates a positive image for the hospital in the eyes of the public, which in turn can attract more new patients.

In addition, patient loyalty can also be seen from the level of patient trust in the quality of service provided by the hospital. Loyal patients have high confidence that the hospital will continue to provide consistent and quality services. This trust is built through repeated interactions and satisfying experiences while receiving treatment at the hospital.

### Patient Satisfaction

Patient satisfaction is one of the main indicators in assessing the quality of service provided by a hospital. This satisfaction occurs when patients' expectations of the services they receive match or even exceed their expectations. Patients who are satisfied with the services provided are more likely to return to use the service and provide recommendations to others. According to research by Sari et al. (2021), patient satisfaction reflects their perception of the quality of service received during the treatment process, from registration to post-treatment follow-up.



Patient satisfaction can be influenced by various factors, including the quality of medical services, facilities provided by the hospital, speed and efficiency of service, and the attitude of medical personnel. Research by Budianto (2020) found that patients who are satisfied with the quality of service provided by the hospital tend to have high loyalty to the hospital. This satisfaction is not only influenced by the results of treatment, but also by the patient's overall experience while receiving services at the hospital.

There are several dimensions that affect patient satisfaction, including reliability, responsiveness, empathy, and physical evidence. Reliability reflects the hospital's ability to provide accurate and consistent services. Responsiveness refers to the ability of medical personnel and hospital staff to respond quickly to patient needs. Empathy reflects the individual attention given to patients, while physical evidence includes the hospital's facilities and physical environment.

Research by Tanaem et al. (2019) shows that patient satisfaction is greatly influenced by interactions with medical personnel. Patients who feel that their needs and concerns are heard and valued by medical personnel tend to have higher levels of satisfaction. In addition, physical comfort factors, such as cleanliness and comfort of the room, also play an important role in shaping patient satisfaction perceptions.

Patient satisfaction can also have an impact on their loyalty to the hospital. Satisfied patients tend to be more loyal and willing to recommend the hospital to others. Therefore, hospitals must focus on improving the quality of service to ensure that patient expectations are met and a satisfying experience is created for them.

## **Quality of Service**

Service quality in the healthcare industry includes various dimensions that influence patient perceptions of the services received. According to research by Putra et al. (2022), service quality includes five main dimensions, namely reliability, responsiveness, certainty, empathy, and physical evidence. Reliability refers to the hospital's ability to provide accurate and consistent services every time a patient uses the service. Responsiveness includes the hospital's ability to respond to patient needs quickly and in a timely manner. Certainty relates to the knowledge and courtesy of medical personnel, as well as their ability to instill trust in patients.

Empathy reflects the individual attention given by medical personnel to patients. This is important because patients who feel personally cared for by medical personnel tend to have higher levels of satisfaction. Physical evidence includes hospital facilities that can be seen by patients, such as cleanliness, comfort of the room, and the availability of modern medical equipment.

Service quality also affects patient perceptions of the hospital as a whole. Patients who are satisfied with the quality of service they receive tend to have a positive image of the hospital. In addition, service quality also plays an important role in shaping patient loyalty. Research by Marzuki et al. (2020) found that good service quality has a direct impact on patient satisfaction, which in turn strengthens their loyalty to the hospital.

Quality of service in this context also includes factors such as effective communication between patients and medical staff, and ease of administration. Patients who feel that the administration process in the hospital is running efficiently tend to have higher levels of satisfaction. In addition, clear



and effective communication between patients and medical staff can help reduce patient anxiety and increase trust in the services provided.

Research by Li et al. (2020) shows that service quality can also be influenced by the use of technology in the service process. Technology, such as hospital information management systems, can help improve service efficiency and provide a better experience for patients. Patients who feel that the hospital uses modern technology to support their services tend to have higher levels of satisfaction.

Service quality also acts as an intervening variable in the relationship between patient satisfaction and loyalty. Research by Judijanto et al. (2024) shows that good service quality can strengthen the relationship between patient satisfaction and their loyalty. Patients who are satisfied with the service they receive tend to be more loyal if the quality of service provided is consistent and satisfactory.

### **The Relationship between Patient Loyalty, Patient Satisfaction, and Service Quality**

Previous studies have shown that there is a close relationship between patient loyalty, patient satisfaction, and service quality. Service quality is a factor that mediates the relationship between patient satisfaction and loyalty. Research by Sholeh et al. (2021) found that good service quality can increase patient satisfaction, which will ultimately strengthen their loyalty to the hospital. In other words, although patient satisfaction can have a direct impact on loyalty, good service quality can strengthen that impact.

Quality of care can also affect how likely patients are to recommend a hospital to others. Patients who are satisfied with the care

they receive and see that the hospital provides high-quality care are more likely to provide positive recommendations to others. This is an important factor in building a positive image for the hospital and attracting more patients.

### **METHOD**

This study uses a quantitative approach that aims to determine the effect of service quality on patient satisfaction and its impact on patient loyalty in hospitals. Quantitative research was chosen because it can provide an objective picture through the collection and analysis of measurable data. The data collected in this study are primary data obtained from respondents, namely patients who have received services at the hospital that is the object of the study.

### **Research Design**

This study uses a survey design which is one of the methods in quantitative research. The survey design was chosen because it allows researchers to collect data from a number of respondents in a relatively short time. In addition, surveys allow researchers to collect descriptive data as well as data that can be analyzed statistically to find relationships between the variables studied. In this case, the variables analyzed are service quality, patient satisfaction, and patient loyalty.

### **Population and Sample**

The population in this study were patients who had received services at the hospital that was the object of the study. To obtain representative results, the researcher used the right sampling technique. The purposive sampling technique was used in this study, where samples were selected based on certain criteria that were relevant to the study. These criteria include patients who have used





hospital services in the last three months, as well as patients who are willing to fill out the research questionnaire.

The sample size is determined based on the Slovin formula to ensure that the sample taken is large enough to represent the population, but remains within limits that can be managed by the researcher. With a margin of error of 5%, the number of samples needed is 200 respondents. This number of samples is considered adequate for the statistical analysis to be carried out.

### **Research Instruments**

The main instrument used in this study was a questionnaire. The questionnaire was compiled based on dimensions of service quality, patient satisfaction, and patient loyalty that have been developed from previous studies. The questionnaire is divided into several parts, namely:

1. The first section contains demographic questions to determine the characteristics of respondents, such as age, gender, education level, and frequency of visits to the hospital.
2. The second section contains questions about service quality, which is measured using five main dimensions: reliability, responsiveness, assurance, empathy, and tangibles.
3. The third section contains questions about patient satisfaction, which covers the patient's experience while receiving services at the hospital, from the administrative process to medical services.
4. The fourth section contains questions about patient loyalty, which includes the intention to return to use hospital services as well as recommendations to others.

Each question in the questionnaire uses a Likert scale of 1-5, where respondents

are asked to provide an assessment of the statement submitted, ranging from "strongly disagree" to "strongly agree". The Likert scale was chosen because it makes it easier for respondents to provide answers, and allows researchers to conduct statistical analysis with the resulting ordinal data.

### **Validity and Reliability of Instruments**

To ensure that the research instrument is valid and reliable, validity and reliability tests are conducted on the questionnaire before it is used on the actual research sample. Validity tests are conducted to ensure that each item in the questionnaire is able to measure what it should measure, while reliability tests are conducted to ensure that the instrument used can produce consistent data.

Validity testing was conducted using exploratory factor analysis (EFA), where each item in the questionnaire was tested to see if it correlated with the factor that was supposed to be measured. Items that had a low correlation with the expected factor were removed from the questionnaire, while items that had a high correlation were retained. Reliability testing was conducted by calculating the Cronbach's Alpha value for each dimension in the questionnaire. A Cronbach's Alpha value greater than 0.7 is considered to indicate that the instrument is reliable.

### **Data Collection Procedure**

Data collection was conducted by distributing questionnaires directly to respondents at the hospital that was the object of the study. Researchers collaborated with the hospital to distribute questionnaires to patients who had completed treatment or were in the recovery stage. The questionnaires were given directly to patients, with a brief explanation of the purpose of the study and



how to fill out the questionnaire. In addition, researchers also provided patients with the option to fill out the questionnaire online through an online survey platform, to make it easier for those who could not fill it out directly on site.

Data collection was conducted over a period of two months, with researchers visiting the hospital periodically to ensure that the questionnaires collected were in accordance with the target sample size. After the questionnaires were collected, researchers checked the data to ensure that all questionnaires were filled out completely and that there were no blank answers. Questionnaires that were incompletely filled out or had inconsistent answers were excluded from the analysis.

## Data Analysis Techniques

After the data is collected, the next step is to analyze the data. Data analysis is carried out using appropriate statistical methods to answer the research questions. The statistical technique used in this study is multiple linear regression analysis. This analysis is used to determine how much influence service quality has on patient satisfaction and its impact on patient loyalty. Multiple linear regression analysis allows researchers to test the relationship between several independent variables (in this case the dimensions of service quality) and dependent variables (patient satisfaction and loyalty).

Before conducting regression analysis, researchers first conduct classical assumption tests to ensure that the data meets the requirements for analysis using linear regression. Normality tests are conducted to ensure that the data are normally distributed. Heteroscedasticity tests are conducted to ensure that the error variance is homogeneous.

Multicollinearity tests are conducted to ensure that there is no excessively high relationship between independent variables, which can cause problems in interpreting regression results.

After the classical assumption test is performed and the data meets the requirements, multiple linear regression analysis is performed. The result of this analysis is the regression coefficient value for each independent variable, which shows how much influence the variable has on the dependent variable. In addition, the significance value (p-value) for each independent variable is also calculated to determine whether the influence is statistically significant.

## Hypothesis Testing

In this study, the hypothesis proposed is that service quality has a significant effect on patient satisfaction, and patient satisfaction has a significant effect on patient loyalty. To test this hypothesis, multiple linear regression analysis is used. The hypothesis is accepted if the p-value is less than 0.05, which indicates that the effect found is statistically significant.

The first hypothesis tested is whether the dimensions of service quality (reliability, responsiveness, certainty, empathy, and physical evidence) have a significant effect on patient satisfaction. If the results of the analysis show that one or more of these dimensions has a p-value smaller than 0.05, then the hypothesis is accepted. The second hypothesis tested is whether patient satisfaction has a significant effect on patient loyalty. If the results of the analysis show that the p-value for the effect of satisfaction on loyalty is smaller than 0.05, then the second hypothesis is accepted.



## Interpretation of Results

After the regression analysis is performed, the results are interpreted to answer the research questions. A positive regression coefficient indicates that the independent variable has a positive effect on the dependent variable, while a negative coefficient indicates a negative effect. In addition, the R-squared value is also calculated to determine how much the independent variable can explain the variation in the dependent variable.

The results of this analysis will provide useful information for hospital management in designing strategies to improve service quality, patient satisfaction, and patient loyalty. By knowing which service quality dimensions have the most influence on patient satisfaction and loyalty, management can focus on improving these dimensions to ensure that patient expectations are met and their loyalty to the hospital is maintained.

## RESULTS AND DISCUSSION

This study aims to analyze the effect of service quality on patient satisfaction and its impact on patient loyalty. Based on data collected from 200 respondents, various statistical analyses were conducted to answer the hypotheses that have been proposed. The results of this study include descriptive analysis of respondent demographic data, linear regression analysis to test the relationship between service quality and patient satisfaction, and the relationship between patient satisfaction and loyalty. This section also discusses the main findings of the study, comparing them with existing literature, and their implications for hospital management.

## Respondent Demographic Data Description

Respondents in this study consisted of patients who had received services at the hospital within the last three months. Based on the results of data collection, the demographic characteristics of respondents can be described as follows:

1. **Gender:** As many as 55% of respondents were female, while 45% were male. This shows that the proportion of female patients using hospital services is slightly higher than male patients.
2. **Age:** Respondents have a varied age range, ranging from 18 to 65 years. Most respondents are in the age range of 25 to 45 years, which covers 60% of the total sample. This age group is a productive group and more often uses health services for routine treatment and disease prevention.
3. **Education:** The majority of respondents have a bachelor's degree (S1), which is 40%, followed by respondents with a diploma (30%) and high school (20%). Only a small number of respondents have an education level above S1 or below high school.
4. **Visit Frequency:** As many as 65% of respondents stated that they had visited the hospital more than twice a year, indicating that most respondents have an ongoing relationship with the hospital.

## Service Quality Analysis

Service quality is measured using five main dimensions, namely reliability, responsiveness, certainty, empathy, and physical evidence. Each dimension is measured using several items in a questionnaire answered by respondents on a Likert scale of 1-5. Based on the results of descriptive analysis, the average respondent's





assessment of the quality of hospital services is on a scale of 3.8 to 4.3, indicating that the majority of respondents feel quite satisfied with the quality of service received.

1. **Reliability:** The reliability dimension includes the hospital's ability to provide consistent and accurate services. The average rating for reliability was 4.1, indicating that respondents felt the hospital was able to provide services that met their expectations.
2. **Responsiveness:** The responsiveness dimension measures how quickly and efficiently hospital staff respond to patient needs. The average rating for responsiveness was 3.9. Although these results indicate that respondents are quite satisfied with responsiveness, there is still room for improvement, especially in terms of the speed of medical staff response to patient complaints or questions.
3. **Certainty:** Assurance reflects the level of expertise and courtesy of medical staff in providing services. The average rating for assurance is 4.3, which is the dimension with the highest value. This shows that respondents feel confident and comfortable with the competence of medical personnel in the hospital.
4. **Empathy:** Empathy is measured by how much individual attention and care medical staff give to patients. The average rating for empathy was 4.0, indicating that most respondents felt well-treated and personally cared for by medical staff.
5. **Physical Evidence:** Physical evidence includes physical facilities that can be seen and felt by patients, such as the cleanliness of the hospital, the comfort of the waiting room, and the availability of medical equipment. The average rating for this dimension is 4.2, indicating that most

respondents are satisfied with the facilities provided by the hospital.

### **The Relationship between Service Quality and Patient Satisfaction**

To test the effect of service quality on patient satisfaction, multiple linear regression analysis was conducted with five dimensions of service quality as independent variables and patient satisfaction as the dependent variable. The results of the analysis showed that overall service quality had a significant effect on patient satisfaction ( $p$ -value  $< 0.05$ ). The R-squared value of this regression model is 0.65, which means that 65% of the variation in patient satisfaction can be explained by variations in service quality.

The following are the results of the regression analysis for each dimension of service quality:

1. **Reliability:** The regression coefficient for reliability is 0.32 with a  $p$ -value  $< 0.05$ , indicating that reliability has a significant positive effect on patient satisfaction. Patients who feel that the hospital can provide accurate and consistent services are more likely to be satisfied with the services received.
2. **Responsiveness:** The regression coefficient for responsiveness is 0.28 with  $p$ -value  $< 0.05$ , indicating that responsiveness also has a positive effect on patient satisfaction. However, the coefficient value for responsiveness is slightly lower than that of reliability, indicating that there is room for improvement in terms of the speed and efficiency of hospital staff responses.
3. **Certainty:** The regression coefficient for certainty is 0.34 with a  $p$ -value  $< 0.05$ , indicating that certainty has the strongest influence on patient satisfaction. This indicates that the competence and



courtesy of medical staff are important factors that influence the level of patient satisfaction.

4. **Empathy:** The regression coefficient for empathy is 0.29 with a p-value  $< 0.05$ , indicating that empathy has a significant effect on patient satisfaction. Patients who feel personally cared for by medical staff are more likely to be satisfied with the services they receive.
5. **Physical Evidence:** The regression coefficient for physical evidence is 0.31 with p-value  $< 0.05$ , indicating that good physical facilities also contribute to patient satisfaction. Patients who feel comfortable with the facilities provided by the hospital are more likely to feel satisfied with the services received.

These results indicate that all dimensions of service quality have a significant influence on patient satisfaction, with certainty having the strongest influence.

### **The Relationship between Patient Satisfaction and Loyalty**

After analyzing the effect of service quality on patient satisfaction, the next step is to test the effect of satisfaction on patient loyalty. Patient loyalty is measured using two main indicators, namely the intention to return to use hospital services and the intention to recommend the hospital to others. The results of the linear regression analysis show that patient satisfaction has a significant effect on patient loyalty (p-value  $< 0.05$ ). The R-squared value of this regression model is 0.57, which means that 57% of the variation in patient loyalty can be explained by variations in patient satisfaction.

The regression coefficient for patient satisfaction is 0.45 with a p-value  $< 0.05$ , indicating that satisfaction has a significant positive effect on patient loyalty. Patients who

are satisfied with the services they receive are more likely to return to use hospital services in the future, and are more willing to recommend the hospital to others.

### **Discussion of Findings**

The findings of this study are in line with previous studies showing that service quality has a significant effect on patient satisfaction, and patient satisfaction has a significant effect on patient loyalty. For example, studies by Harisa et al. (2022) and Sari et al. (2021) also found that good service quality can increase patient satisfaction, which in turn strengthens patient loyalty to the hospital.

In this study, the dimension of certainty had the strongest influence on patient satisfaction. This shows that the competence and politeness of medical staff are very important factors for patients. Patients who feel confident in the abilities of medical personnel are more likely to feel satisfied with the services they receive. This finding is consistent with previous studies that emphasize the importance of trust and professionalism of medical personnel in building good relationships with patients.

In addition, the responsiveness dimension has a lower influence compared to other dimensions. Although responsiveness still has a significant effect on patient satisfaction, this shows that there is room for improvement in terms of the speed and efficiency of hospital staff response to patient needs. Research by Christian et al. (2019) also found that one of the main complaints of patients in hospitals is the slow response to their complaints or questions. Therefore, hospitals need to focus on improving staff responsiveness to ensure that patients feel heard and helped quickly.



The relationship between patient satisfaction and loyalty has also been supported by many previous studies. Patients who are satisfied with the services they receive tend to return to use hospital services in the future and recommend the hospital to others. This loyalty is very important for hospitals in maintaining market share amidst increasingly fierce competition in the healthcare industry. Research by Sari et al. (2021) shows that satisfied patients are more likely to become advocates for the hospital, which can help improve the hospital's image in the eyes of the public.

### **Practical Implications**

The results of this study have important practical implications for hospital management. First, hospitals should continue to focus on improving the quality of service, especially in terms of certainty and responsiveness. More intensive training for medical staff on the importance of effective communication and professionalism in providing services can help improve patient satisfaction levels. In addition, hospital management needs to ensure that the physical facilities of the hospital are always kept clean and comfortable, because physical evidence also plays an important role in shaping patient perceptions of service quality.

Second, hospitals need to develop a more effective complaint management system, where patients can easily file complaints and get a quick response from hospital staff. This is important to improve the responsiveness dimension, which although has a significant influence, still shows room for improvement.

Third, hospitals need to adopt technology that can support health services, such as a hospital information management

system that can speed up the administration and communication process between patients and medical personnel. The use of appropriate technology can help improve service efficiency and provide a better experience for patients, which will ultimately increase their level of satisfaction and loyalty.

### **Research Limitations**

Although this study has successfully found a relationship between service quality, patient satisfaction, and patient loyalty, there are several limitations that need to be noted. First, this study was only conducted in one hospital, so the results may not be generalizable to all hospitals in Indonesia. Further research is needed to test whether these findings apply to other hospitals with different characteristics.

Second, this study used a survey method, which relies on subjective patient perceptions. Although surveys provide a good picture of patient experiences, this approach may not accurately reflect the objective quality of care provided by the hospital. Therefore, further research using objective measurement methods, such as direct observation of medical services, is needed to complement these findings.

### **CONCLUSION**

This study aims to analyze the effect of service quality on patient satisfaction and its impact on patient loyalty in hospitals. Based on the results of the study, it was found that service quality significantly affects patient satisfaction, and patient satisfaction has a significant effect on patient loyalty. This study also shows that service quality is a key factor in building patient loyalty in hospitals, with certainty and reliability being the



dimensions of service quality that have the most influence on patient satisfaction.

Quality of care is measured through five key dimensions: reliability, responsiveness, assurance, empathy, and tangibles. All of these dimensions play a significant role in shaping the patient experience, with assurance and reliability having the greatest impact on patient satisfaction. This underscores the importance of the competence and professionalism of medical personnel in providing quality care. Patients who feel that the hospital is able to provide accurate, timely, and professional care tend to be more satisfied with the care they receive.

The findings also show that responsiveness, although significantly influencing patient satisfaction, still has room for improvement. Some patients felt that the response from medical personnel or hospital staff could still be faster and more efficient. Therefore, hospitals need to develop a system that is more responsive to patient needs, including improving communication between patients and medical personnel.

Patient satisfaction was found to have a significant influence on patient loyalty. Patients who are satisfied with the services they receive tend to be more loyal, as indicated by the intention to return to use the hospital's services and provide recommendations to others. Patient loyalty is an important asset for hospitals, because loyal patients not only increase revenue through repeat visits, but also serve as promoters for the hospital through positive word of mouth.

The practical implications of this study highlight the importance of hospitals to continuously improve the quality of service to ensure patient satisfaction and maintain their loyalty. Training of medical personnel on the importance of effective communication,

professionalism, and empathy towards patients is essential. In addition, hospitals also need to focus on improving physical facilities and technology that can support services, so that they can provide a better experience for patients.

Hospital management also needs to develop a better feedback system to continuously monitor patient satisfaction. Patient satisfaction surveys, a focus on improving responsiveness, and the development of technology to speed up the service process can help hospitals provide more effective and efficient services. By taking these steps, hospitals are expected to increase patient satisfaction and loyalty levels in the long term.

Limitations of this study include the fact that data was only collected from one hospital, so the results of the study may not be fully applicable to all hospitals in Indonesia. Therefore, further research is needed to test whether these findings can be generalized to a wider context. In addition, this study used a survey method that relies on subjective patient perceptions. While surveys provide useful insights into patient experiences, this approach may not fully reflect the objective quality of care provided.

As a recommendation for further research, it is suggested to use additional objective measurement methods, such as direct observation of medical services, to complement the results obtained from the survey. In addition, research needs to be conducted covering more hospitals to ensure that these findings can be generalized more widely. Further research can also examine other factors that may affect patient loyalty, such as service costs, hospital reputation, and level of trust in the medical technology used.

By considering service quality as a key variable in increasing patient satisfaction and



loyalty, hospitals can design more effective strategies to compete in the increasingly competitive healthcare industry. The results of this study provide significant contributions to the development of hospital management strategies, as well as providing useful insights for academics and practitioners in the healthcare sector.

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