THE RELATIONSHIP BETWEEN HOSPITAL SERVICE QUALITY AND PATIENT TRUST MEDIATED BY PATIENT SATISFACTION IN PATIENT LOYALTY AT HOSPITAL X

Huga Sekar[1], Pauline H. Pattyranie Tan[2]
Universitas Pelita Harapan, Jakarta, Indonesia[1,2]
Email: hugahuga194@gmail.com[1]

Abstrak

Penelitian ini bertujuan untuk mengetahui hubungan kualitas pelayanan rumah sakit terhadap kepercayaan pasien dimediasi kepuasan pasien dalam loyalitas pasien di Rumah Sakit X. Metode penelitian yang digunakan adalah penelitian kuantitatif. Populasi yang digunakan dalam penelitian adalah pasien umum pada Rumah Sakit X dengan menggunakan jumlah sampel sebanyak 162 responden. Metode pengolahan data dalam peneltian ini adalah *structural equation modeling* (SEM). Hasil penelitian menunjukkan bahwa terdapat beberapa temuan penting. Di mana kualitas pelayanan rumah sakit berpengaruh terhadap kepercayaan pasien dan kepuasan pasien, namun kualitas pelayanan rumah sakit tidak berpengaruh terhadap loyalitas pasien. Kepercayaan pasien berpengaruh terhadap kepuasan pasien, kepuasan pasien juga dapat berpengaruh terhadap loyalitas pasien. Kualitas pelayanan secara tidak langsung berpengaruh terhadap kepercayaan pasien melalui kepuasan pasien, kualitas pelayanan rumah sakit secara tidak langsung berpengaruh terhadap kepuasan pasien melalui loyalitas. Kepercayaan pasien berpengaruh terhadap kepuasan pasien melalui loyalitas pasien, dan kualitas pelayanan rumah sakit berpengaruh terhadap kepercayaan pasien melalui kepuasan pasien dalam loyalitas pasien.

Kata Kunci: Kualitas Pelayanan Rumah Sakit, Kepercayaan Pasien, Kepuasan Pasien, Loyalitas Pasien

Abstract

This study aims to determine the relationship between hospital service quality and patient trust, mediated by patient satisfaction and patient loyalty at the Hospital X. The research method used is quantitative research. The population used in the research were general patients at the Hospital X using a sample size of 162 respondents. The data processing method in this research is structural equation modeling (SEM). The research results show that there are several important findings, such as the quality of hospital services influences patient trust and patient satisfaction, however the quality of hospital services does not influence patient loyalty. Patient trust influences patient satisfaction, patient satisfaction influences patient loyalty as well. Quality of service indirectly influences patient trust through patient satisfaction. Quality of hospital service indirectly influences patient satisfaction through loyalty. Patient trust influences patient satisfaction through patient loyalty. Quality of hospital service. Quality of hospital service influences patient trust through patient satisfaction in patient loyalty

Keywords: Quality of Hospital Service, Patient Trust, Patient Satisfaction, Patient Loyalty

Introduction

A hospital is a health facility that provides services within the scope of public health science. This includes disease prevention efforts starting from early diagnosis and appropriate treatment, intensive care, and rehabilitation of sick people to optimal levels of healing (Pradnyana & Bulda Mahayana, 2020) . In providing services, hospitals must pay attention to quality and patient safety. Quality health services are services that are safe, timely, efficient, effective, patient-oriented, fair and integrated (Kepmenkes RI, 2022) . One of the hospitals that is a reference for public health services in the city of Tangerang is Hospital X.

The following is data that shows the Gmaps *rating* for Hospital X, namely:

Figure 1. *Gmaps Rating* for Hospital
Google. (2024, May). Hospital X gmaps rating.
https://www.google.com/maps/place/Tangerang+City+General+Hospital/

Based on the data above, it can be seen from the Gmaps *rating* given by patients with a value of 3.4 and the number of reviews of 877, where this low rating contains complaints and criticism from Hospital X patients regarding medical staff services which are considered slow, or staff medical personnel who lack education, the service system is highly complained about by patients so that it does not help patients in meeting their medical service needs. Below you can see general patient visits from Hospital X in 2017-2023 until August.

Table 1. Hospital X General Patient Visit Data

No	Year	Outpatient Installation
1	2017	13,381
2	2018	19,402
3	2019	19,138
4	2020	10,346
5	2021	10,347
6	2022	12,355
7	2023 (January to August)	7,640

Source: https://rsud.tangerangkota.go.id/

this data, it is known that general patient visits at Hospital Outpatient installations in 2017 were 13,381. General patient visits to outpatient installations in 2018 increased to 19,402, then decreased in 2019 to 19,138. General patient visits from outpatient installations in 2020 decreased further to 10,346 and in 2021 outpatient installations

increased to 10,347 and in 2022 outpatient installations experienced an increase again to 12,355 , and in this current year, in 2023 from January to August, the number of patients general outpatients were 7,640 patients.

Patient assessment of the quality of hospital services is important as a reference in improving services so as to create patient satisfaction (Shilvira et al., 2022) . For healthcare providers, customer satisfaction drives positive outcomes, for example, higher patient attendance rates, positive ratings and higher profits (Fatima et al., 2018) . To make a hospital good and widely chosen by the public and have customers who come again and again, it is necessary to always maintain the level of trust and quality of service towards customers, especially when providing medical services in interpersonal meetings (Noor, 2018) . Efforts to improve service quality can use the *service quality concept.* The essence of *service quality* is to provide satisfaction to *customers,* both service quality and product quality. Everything can be achieved if processes, systems and people are integrated with each other (Halim & Wulandari, 2016) . Customer trust influences customer loyalty towards service providers (Islam et al., 2021) .

Patient loyalty is formulated to achieve return visit rates which have an impact on hospital profitability and stability (Utami et al., 2020) . The concept of patient loyalty or patient commitment to a health service provider, which is defined as the intention and demand of customers or patients to maintain a doctor-patient relationship as a result of the high quality services provided by the hospital. Therefore, service quality and patient satisfaction are prerequisites for patient loyalty to the hospital (Tiara & Antonio, 2022) .

Based on the description above, it is understood that Hospital that some patients do not want to return for treatment to the hospital. Lack of interaction with medical staff can reduce patient confidence in the quality of service. The fact regarding fluctuations in the level of general patient visits during the period 2017 to 2022 is supported by data on total general patients showing a decline, indicating reduced patient loyalty and declining service quality, which is also reflected in criticism of the service system and inadequate medical staff. From this phenomenon, it can *be* further reviewed regarding patient loyalty at *Hospital* a study with the title **"The Relationship between Hospital Service Quality and Patient Trust, Mediated by Patient Satisfaction and Patient Loyalty at Hospital X"**

Conceptual framework

Framework conceptual Which explain about connection Between the quality of hospital services and patient trust, it is mediated by patient satisfaction and patient loyalty, in study This depicted on picture 2.following
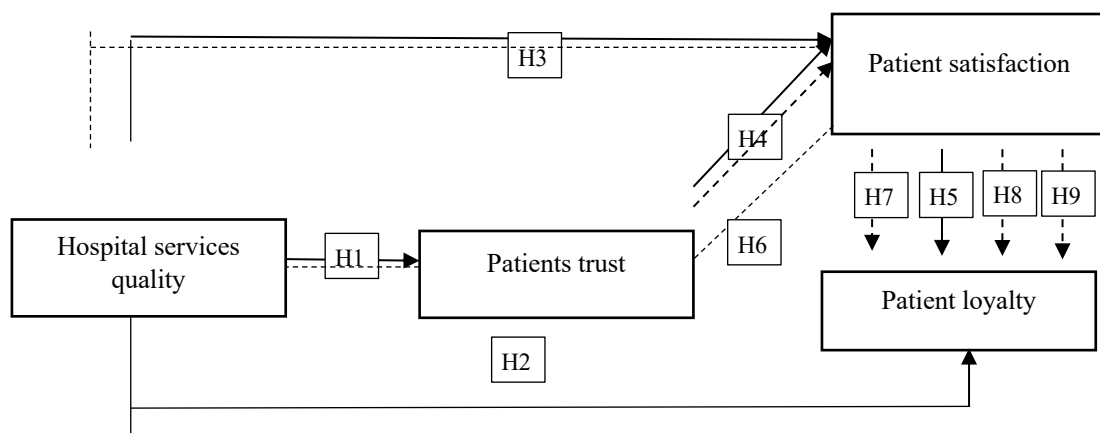

Figure 2. conceptual framework

By looking at the conceptual framework, the hypothesis is formulated as follows:
H1 :   The quality of hospital services influences patient trust
H2 :   The quality of hospital services influences patient loyalty
H3 :   The quality of hospital services influences patient satisfaction
H4 :   Patient trust influences patient satisfaction
H5 :   Patient satisfaction influences patient loyalty
H6 :   The quality of hospital services influences patient trust through patient satisfaction
H7 :   The quality of hospital services influences patient satisfaction through patient loyalty
H8 :   Patient trust influences patient satisfaction through patient loyalty
H9 :   Quality of hospital services The quality of hospital services influences patient trust through patient satisfaction and patient loyalty

Research methods

This study uses a quantitative approach. Quantitative research is a research method based on the philosophy of positivism as a scientific or academic method because it meets scientific principles in a concrete or empirical, objective, measurable, rational and systematic manner (Sugiyono, 2019) . The object of research as an *independent variable* (independent variable) is the quality of hospital services, the *dependent* (bound) variable is patient trust, the intervening variable namely patient satisfaction and patient loyalty. The population in this study were all general outpatient patients at Hospital X in 2023 (January to August) with a total of 7,640 patients . Sample calculations in this study used *GPower software* with *an effect size* of 0.5 or 5%, a significance level of 0.05, and power (1- β *err prob*) 0.95. The minimum sample required is 160 (Memon et al., 2021) . The sample results obtained from calculating the total sample size with GPower were 162 samples. So, the number of samples used in this study was 162 samples of general *patients* at Hospital Illness Data analysis was carried out using the *Partial Least Square* (PLS) method using SmartPLS version 3 software. PLS is a method for solving *Structural Equation Modeling* (SEM) which in this case is better than other SEM techniques.

Results and Discussion
Respondent Characteristics

The respondents used in this study were general patients at Hospital X totaling 162 respondents. The profile of respondents in this study includes profiles based on characteristics based on age, gender and occupation. The results of the respondent profile characteristics in this study are presented as follows

Table 2. Respondent Characteristics

Information	n	%
Gender		
Man	99	61.1
Woman	63	38.9
Total	162	100
Age		
20-30 Years	37	22.8
31-40 Years	58	35.8
41-50 Years	45	27.8
51-60 Years	17	10.5
>61 Years	5	3.1

20-30 Years	37	22.8
Total	162	100
Work		
Student/Students	21	13.0
Private sector employee	83	51.2
Businessman	20	12.3
Civil servants	38	23.5
Total	162	100

Source: Data processed by researchers, 2024

From the characteristics of the respondents, it was found that the majority of general patients at Hospital 51.2%%)

Data analysis

In path analysis, the first step before assessing the significance of the results is to test *the Outer Model* . This is done by checking validity (convergent and discriminant) and reliability. After the measurement model is proven to be valid and reliable, the analysis can proceed to *the Inner Model* to determine the significance value.

Measurement Model *(Outer Model)*

The measurement model test (*outer model*) also known as (*outer relation* or *measurement model*) can describe how each indicator block is related to its latent variable (Ghozali, 2018) . The *outer model* test in this research was carried out with *convergent validity, discriminant validity* and *composite reliability* .

***Convergent Validity* Test**

The results of convergent validity analysis on *outer loading* 1 showed 9 indicators of Hospital Service Quality (KPRS1, KPRS2, KPRS3, KPRS4, KPRS5, KPRS6, KPRS23, KPRS24, KPRS25, KPRS26), 3 indicators of Patient Trust (KP1, KP2, KP3), 7 indicators Patient Satisfaction (KPU1, KPU7, KPU8, KPU9, KPU12, KPU13, KPU16), 7 indicators of Patient Loyalty (LP7, LP8, LP9, LP13, LP14, LP15, LP16) which have a *loading factor value* of <0.7. Indicators with values <0.7 will be deleted and not included in the calculation. Then in *outer loading* 2, 4 indicators of Patient Satisfaction were obtained (KPU10, KPU11, KPU14, KPU15) which had *a loading factor value* of <0.7. Indicators with values <0.7 will be deleted and not included in the calculation. The results of the indicators that have been removed are shown in the table below:

Table 3. *Convergent Validity* Test Results

	Quality of Hospital Services	Patient Trust	Patient Satisfaction	Patient Loyalty
KPRS7	0.867			
KPRS8	0.718			
KPRS9	0.835			
KPRS10	0.866			
KPRS11	0.888			
KPRS12	0.861			
KPRS13	0.741			
KPRS14	0.837			
KPRS15	0.833			
KPRS16	0.822			
KPRS17	0.878			

|	Quality of Hospital Services	Patient Trust	Patient Satisfaction	Patient Loyalty
KPRS18	0.790			
KPRS19	0.753			
KPRS20	0.820			
KPRS21	0.797			
KPRS22	0.813			
KP4		0.865		
KP5		0.853		
KP6		0.883		
KP7		0.870		
KP8		0.874		
KP9		0.885		
KP10		0.831		
KP11		0.860		
KP12		0.850		
KP13		0.725		
KP14		0.853		
KP15		0.867		
KPU2			0.866	
KPU3			0.840	
KPU4			0.843	
KPU5			0.897	
KPU6			0.826	
KPU17			0.839	
KPU18			0.836	
KPU19			0.853	
KPU20			0.822	
LP2				0.891
LP3				0.882
LP4				0.868
LP5				0.878
LP6				0.849
LP10				0.892
LP11				0.877
LP12				0.864

Source: PLS *Output Results* , 2024.
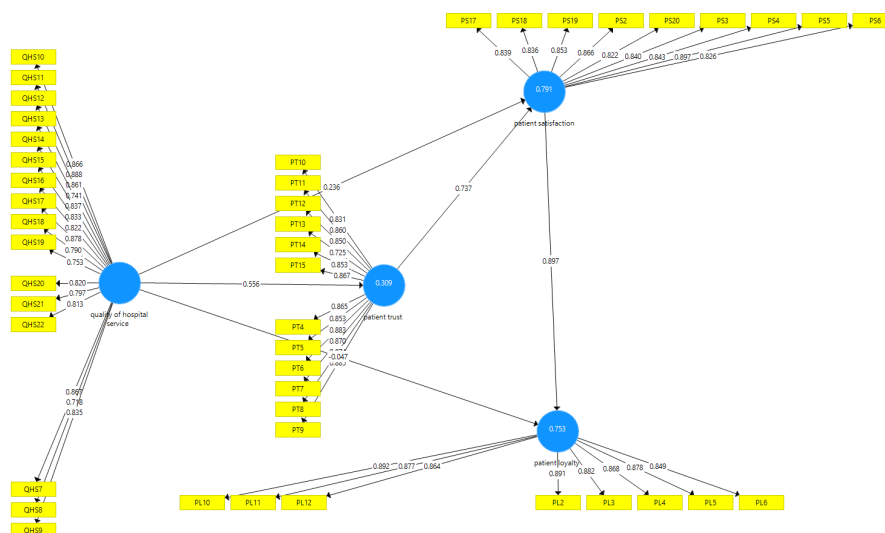
Figure 3. Model Construct after indicator abolished
Source: PLS *Output Results*, 2024.

Discriminant Validity Test and Composite Reliability Test

disciminant validity test aims to determine whether a reflective indicator is a good measurement for the construct of the latent variable used in the research. *Discriminant validity* is carried out using an *average variance extracted* (AVE) value of >0.50. *The composite reliability* test in this study used *composite reliability* and *Cronbach's alpha* with a value greater than 0.70

Table 4. *Discriminant Validity* Test

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Quality of hospital services	0.968	0.971	0.971	0.675
Patient Trust	0.966	0.967	0.969	0.726
Patient Satisfaction	0.951	0.953	0.958	0.718
Patient Loyalty	0.956	0.957	0.963	0.766

Source: PLS *Output Results* , 2024.

The AVE results in table 4 show that all constructs produce results mark AVE >0.5 Which means all construct fulfil condition validity And constructWhich highly correlated. test reliability give results *Cronbach's alpha*and *composite reliability* >0.7. This shows that each variable has a valuereliability Which tall. Conclusion from analysis *Outer Model* is that test validityconvergent, validity discriminant, And test reliability show that all indicator And variable in study has fulfil condition validity And reliability. By Because That, can followed by analysis *Inner Model*

Test *(Inner Model)*

The inner model describes the relationship between latent variables based on substantive theory. *The inner model* test in this research was carried out through *the R-square test* and the T statistical significance test. *The inner model* test can be seen outlined in the table below:

R-square test

The R- *square test* aims to determine the extent of the model's ability to apply variations in the dependent variable. The *R-square* test criteria are if the *R-square value* is 0.02 then it shows a small effect, a value of 0.15 shows a moderate effect and a value of 0.35 shows a large effect (Hair Jr et al., 2019)

Table 5. *R Square* Test

Variable	R Square	Adjusted R Square
Patient Trust	0.309	0.305
Patient Satisfaction	0.791	0.789
Patient Loyalty	0.753	0.749

Source: PLS *Output Results*, 2024.

Based on table 5, results test R 's square, seen that the patient trust variable is 0.309 which is included in the medium model, the patient satisfaction variable is 0.791 which is included in the strong model and the patient loyalty variable is 0.753 which is included in the strong model.

Hypothesis testing
Direct Connection

Hypothesis testing is carried out to see the p-value and t-statistic. A significant hypothesis can be accepted if the p – value <0.05 and t – statistic > 1.97509

Table 6. Direct Relationship Test Results

	T Statistics (O/STDEV)	P Values	Hypothesis
Quality of hospital services -> Patient trust	9,893	0,000	Accepted
Quality of hospital service -> Patient Loyalty	0.833	0.405	Rejected
Quality of hospital services -> Patient satisfaction	4,709	0,000	Accepted
Patient trust -> Patient satisfaction	16,551	0,000	Accepted
Patient satisfaction -> Patient Loyalty	21,053	0,000	Accepted

Source: PLS *Output Results*, 2024.

Based on table 6, there are 5 hypotheses regarding the direct relationship in this research, namely:

H1   The quality of hospital services is related to patient trust. The t-statistic value obtained was 9.893>1.97509 with a p-value of 0.000<0.05. So the quality of hospital services is related to patient trust. **Hypothesis 1 is accepted.**

H2   The quality of hospital service is related to patient loyalty. The t-statistic value obtained was 0.833<1.97509 with a p-value of 0.405>0.05. So the quality of hospital services is not related to patient loyalty. **Hypothesis 2 is rejected.**

H3   The quality of hospital services is related to patient satisfaction. The t-statistic value was 4.709>1.97509 with a p-value of 0.000<0.05. So the quality of hospital services is related to patient satisfaction. **Hypothesis 3 is accepted.**

H4   Patient trust is related to patient satisfaction. The t-statistic value obtained was 16.551>1.97509 with a p-value of 0.000<0.05. So patient trust is related to patient satisfaction. **Hypothesis 4 is accepted.**

H5   Patient satisfaction is related to patient loyalty. The t-statistic value obtained was 21.053>1.97509 with a p-value of 0.000<0.05. So patient satisfaction is related to patient satisfaction. **Hypothesis 5 is accepted.**

Indirect Relationship *(Mediation)*

Table 7. Indirect Relationships

	T Statistics (O/STDEV)	P Values	Hypothesis
Quality of hospital service -> patient trust -> patient satisfaction	9,435	0,000	Accepted
Quality of hospital service -> patient satisfaction -> patient loyalty	4,396	0,000	Accepted
Patient trust -> patient satisfaction -> patient loyalty	13,190	0,000	Accepted
Quality of hospital service -> patient trust -> patient satisfaction -> patient loyalty	9,267	0,000	Accepted

Source: PLS *Output Results*, 2024.

Based on table 7, there are 4 hypotheses regarding indirect relationships in this research, namely:

H6   The quality of hospital services is related to patient trust through patient satisfaction. The t-statistic value obtained was 9.435>1.97509 with a p-value of 0.000<0.05. So it is concluded that the quality of hospital services is related to patient trust through patient satisfaction. **Hypothesis 6 is accepted.**

H7   The quality of hospital services is related to patient satisfaction through patient loyalty. The t-statistic value obtained was 4.496>1.97509 with a p-value of 0.000<0.05. So it is concluded that the quality of hospital services is related to patient satisfaction through patient loyalty. **Hypothesis 7 is accepted.**

H8   Patient trust is related to patient satisfaction through patient loyalty. The t-statistic value obtained was 13.190>1.97509 with a p-value of 0.000<0.05. So it is concluded that patient trust is related to patient satisfaction through patient loyalty. **Hypothesis 8 is accepted.**

H9   Quality of hospital services The quality of hospital services is related to patient trust through patient satisfaction and patient loyalty. The t-statistic value obtained was 9.267>1.97509 with a p-value of 0.000<0.05. So it is concluded that the quality of hospital services. The quality of hospital services is related to patient trust through patient satisfaction and patient loyalty. **Hypothesis 9 is accepted.**

Discussion
The Relationship between Hospital Service Quality and Patient Trust

The results of this study show that the quality of hospital services is related to patient trust in Hospital the patient. So it will create a sense of trust between one another (Ar Bajamal & Anindita, 2020) . The results of this research support research conducted by Amal et al., (2024) which states that service quality influences patient satisfaction at the Cikampek Private Hospital.

The Relationship between Hospital Service Quality and Patient Loyalty

The results of this study show that the quality of hospital services is not related to patient loyalty at Hospital For example, patients may pay more attention to aspects such as medical costs, hospital location, availability of medical facilities, or interpersonal relationships with medical staff. The results of this research are in line with research conducted by (Sektiyaningsih et al., 2019) which states that service quality has no effect on loyalty.

The Relationship between Hospital Service Quality and Patient Satisfaction

The results of this study indicate that the quality of hospital services is related to patient loyalty at Hospital satisfaction (Anasrullah et al., 2022) . Yu et al., stated that the quality of service, especially in the facilities and environment within the hospital, can have a direct impact on the level of patient satisfaction. The results of this study support research conducted by Shie et al., (2022) which stated that the quality of hospital services has a positive effect and directly influences patient satisfaction.

The Relationship between Patient Trust and Patient Satisfaction

The results of this study show that patient trust is related to patient satisfaction at Hospital The results of this study support research conducted by Purba et al., (2021) which states that trust has a significant effect on outpatient satisfaction in the neurosurgery polyclinic at RSUD dr. Doris Sylvanus Palangkaraya.

The Relationship between Patient Satisfaction and Patient Loyalty

The results of this study show that patient satisfaction is related to patient loyalty at Hospital Hospitals can retain old patients and attract new patients, because indirectly satisfied patients will have a good impression of this hospital and tell other people about

their experiences to come to this hospital (Ar Bajamal & Anindita, 2020) . The results of this research support research conducted by Andina et al., (2024) which stated that patient satisfaction influences patient loyalty.

The Relationship between Hospital Service Quality and Patient Trust Through Patient Satisfaction

The results of this study show that service quality is related to trust through patient satisfaction. In increasing patient trust, the hospital must be able to improve the quality of good service by fulfilling the desires, hopes and needs of patients, the better the quality of service provided by the hospital, the better the patient satisfaction will be, so it is hoped that the hospital can improve the quality of its services so that can provide optimal results and the more hospitals provide good treatment to patients, the more trust and satisfaction they will receive from patients (Rahayu et al., 2022) .

The Relationship between Hospital Service Quality and Patient Satisfaction Through Patient Loyalty

The results of this study show that the quality of hospital services is related to patient satisfaction through patient loyalty at Hospital the. With patient satisfaction, hospitals can maintain long-term relationships with existing patients and also attract the attention of new patients. This is because the satisfaction felt by patients indirectly creates a positive image of the hospital, and they tend to share their positive experiences with others, encouraging other people to also choose the same hospital so as to build customer loyalty (Ar Bajamal & Anindita, 2020) .

The Relationship between Patient Trust and Patient Satisfaction Through Patient Loyalty

The results of this study show that trust is related to patient satisfaction through patient loyalty at Hospital trust. If there is no trust then there will be no commitment created. The creation of satisfaction can provide several benefits, including the relationship between the hospital and the patient becoming harmonious, thus providing a good basis for the hospital and creating loyalty to the hospital as well as making a *word of mouth* recommendation that is profitable for the hospital (Fadhila & Diansyah, 2018)

The Relationship between Hospital Service Quality and Patient Trust Through Patient Satisfaction and Patient Loyalty

The results of this study show that the quality of hospital services is related to patient trust through patient satisfaction in patient loyalty at Hospital not according to expectations. If the health services provided to patients are in line with their expectations, then patients will always come to a well-functioning service center for treatment (Suhendi et al., 2023) . Quality and patient satisfaction have a big influence on patient loyalty because service quality and satisfaction are important things for patients so that they can increase trust in patients (Putri in Lintang & Widiyastuti, 2021) .

Conclusion

The research results show several important findings regarding the relationship between the quality of hospital services and various patient-related aspects. First, the quality of hospital services is related to patient trust and satisfaction, but does not have a significant impact on patient loyalty. Second, patient trust is proven to have a relationship with patient satisfaction, and patient satisfaction has a relationship with patient loyalty. In addition, the quality of hospital services is indirectly related to patient trust through patient satisfaction. It was also found that service quality has an indirect influence on patient satisfaction through loyalty. Patient trust also influences patient satisfaction

through loyalty. Thus, the quality of hospital services influences patient trust through patient satisfaction, which ultimately influences patient loyalty.

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