



Analysis of Factors Affecting Patient Loyalty in Bandung General Hospital in Medan

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Article Info

Article history:

Received 29 September 2020

Received in revised form 6 October 2020

Accepted 8 October 2020

Keywords:

Patient Loyalty

Service quality

Patient Satisfaction

Abstract

Patient loyalty greatly affects the survival of a hospital, because loyal patients not only make repeated visits but can act as loyalty advocators. In the last five years, there has been a decrease in the number of inpatient visits at RSU (Regional General Hospital) Bandung Medan, an average of 8.79% so that research is needed to determine the factors that affect patient loyalty. The study was conducted by cross sectional, using a questionnaire that has been tested valid and reliable. The research variables were service quality, patient satisfaction, and patient loyalty. The number of samples was 100 patients who met the criteria. Data were analyzed using SEM-PLS method. The results: service quality has a significant effect on patient satisfaction, patient satisfaction has a significant effect on patient loyalty, and service quality has a significant effect on patient loyalty. Patient loyalty at RSU Bandung Medan is significantly influenced by service quality factors and patient satisfaction factors. Regarding the service quality variable, 20% of respondents did not agree that nurses recorded accurately. In the patient satisfaction variable, 20% of respondents were dissatisfied with the cleanliness of the room, 20% of respondents were not satisfied with the food served, and 15% of respondents were dissatisfied with the results of the treatment. In the patient loyalty variable, 15% of respondents disagreed with giving positive responses to the relationship about the performance of the Bandung Hospital, and 15% of respondents would move to another hospital if they got a discount.

Introduction

Patient loyalty has a huge influence on the survival of a hospital. Because loyal patients do not only make repeated visits, but can also act as loyalty advocators, namely patients who voluntarily recommend hospital products or services to friends, relatives, and other community groups, although they may not necessarily become repeat visitors (Supriyanto & Ernawati). , 2010). Loyal consumers not only increase value in business, but can also attract new customers, so that loyal patients can increase the number of patient visits and have an effect on hospital income (Widadi & Wadji, 2015; Saragih et al., 2017).

Several previous studies stated that there are several factors that influence patient loyalty in the hospital. One of them is research by Zhou et al (2017) which states that loyal patients are influenced by patient satisfaction, service quality, value, hospital image, trust, commitment, and community habits. Research by Rif'adarajad et al (2017) found that the variables of service quality, patient satisfaction, hospital image and value had a significant effect on patient loyalty at the Buton District General Hospital. Research by Hasan et al (2018) found that service quality variables have a significant effect on patient satisfaction. Service quality has a

significant effect on patient loyalty. Patient satisfaction has a significant effect on patient loyalty.

Abdurrouf & Puspitasari's research (2017) also obtained the same results, namely the quality of service has a significant positive relationship with patient loyalty. Dewi's research (2017) found that service quality variables have a positive and significant effect on patient satisfaction, service quality variables have a positive and significant effect on patient loyalty, and patient satisfaction variables have a positive and significant effect on patient loyalty.

Bandung General Hospital (RSU) is one of the public hospitals located in Medan City. The results of the preliminary survey on inpatient visit data in 2015 - 2019 showed a decrease in the number of inpatient visits each year, with an average decrease of 8.79% per year.

The results of previous research and initial survey data made researchers interested in conducting research on the factors that affect patient loyalty in Bandung Hospital in Medan. It is hoped that knowing the factors that affect patient loyalty will have an impact on the increase in the number of loyal patients and the increase in the number of patient visits in the future.

Methods

This research is an analytic study with cross sectional method. The study was conducted at Regional General Hospital (RSU) Bandung Medan, on March 5, 2020 to April 30, 2020. The total sample size was 100 respondents and met several criteria, namely: adult patients, aged ≥ 17 years, cooperative patients, not illiterate, not prison patients.), is not a VIP class and 1 class hospitalized patient, and is an inpatient with a minimum of 3 days of care.

This study uses a questionnaire measuring tool that has been tested valid and reliable. Prior to conducting the research, the questionnaire was tested at Mitra Medika Amplas Hospital, with 20 samples having the same criteria as the research to be conducted. The research variables consisted of 3, namely: service quality (Q), patient satisfaction (S), and patient loyalty (L). The variable service quality is assessed through indicators of reliability (reliability), responsiveness (responsiveness), empathy (empathy), assurance (assurance), and tangibles (physical evidence). The patient satisfaction variable is assessed through performance theory, fulfillment theory, expectancy-disconfirmation theory, and social-equity theory. Patient loyalty is assessed through indicators of rebuy, retention, and referrals. Furthermore, the data were analyzed using the SEM-PLS method.

Results and Discussion

Univariate Analysis

The characteristics of the respondents in this study were obtained as follows:

Table 1. Characteristics of Research Respondents

	Frequency	%
Sex		
Male	37	37%
Female	63	63%
Age		
<20 Years	11	11%
20 – 30 Years	48	48%
31 – 40 Years	29	29%
41 – 50 Years	5	5%
>50 Years	7	7%
Education		
Elementary School	0	0

Junior School	1	1%
High School	22	22%
Diploma	17	17%
Bachelor	60	60%
Master/ Doctorate Graduates	0	0
Employment		
Civil Servant	13	13%
Privat	46	46%
House Wife	22	22%
Army/ Police Officer	2	2%
Student	10	10%
Others	7	7%
Ese of Services Frequency		
1 Time	44	44%
2 Times	26	26%
3 Times	10	10%
>3 Times	20	20%

The table of characteristics of the respondents above can be concluded that the majority are female (63%), the majority are 20-30 years old (48%), the majority have an undergraduate degree (60%), the majority have private jobs (46%), and the majority use services at RSU Bandung (44%).

The results of research on the service quality variable (Q) can be seen in the table below:

Table 2. Service Quality Results

No.	Statement	Answer					Mean
		SA	A	LS	D	SD	
Q1.1	Inpatient staff keep their promises in providing services	30 (30%)	42 (42%)	22 (22%)	3 (3%)	3 (3%)	3,850
Q1.2	Inpatient staff provide services with discipline	30 (30%)	65 (65%)	0	0	5 (5%)	4,15
Q1.3	Inpatient staff provide timely services	30 (30%)	65 (65%)	0	0	5 (5%)	4,15
Q1.4	Inpatient staff provide services as needed	35 (35%)	55 (55%)	0	5 (5%)	5 (5%)	4,10
Q1.5	Inpatient staff record accurately without error	10 (10%)	70 (70%)	0	10 (10%)	10 (10%)	3,60
Q2.1	Officers provide information when services will be provided	40 (40%)	45 (45%)	0	10 (10%)	5 (5%)	4,05
Q2.2	Officers provide services as needed quickly	20 (20%)	55 (55%)	10 (10%)	15 (15%)	0	3,80
Q2.3	Officers are always willing to provide help	40 (40%)	35 (35%)	10 (10%)	10 (10%)	5 (5%)	3,95
Q2.4	Officers are always available when needed	45 (45%)	45 (45%)	0	10 (10%)	0	4,25
Q3.1	Officers pay individual attention to each patient	35 (35%)	40 (40%)	15 (15%)	5 (5%)	5 (5%)	3,95
Q3.2	The service operating hours are sufficient for all patients	30 (30%)	55 (55%)	10 (10%)	0	5 (5%)	4,05
Q3.3	Officers give personal attention to each patient	25 (25%)	45 (45%)	25 (25%)	5 (5%)	0	3,9
Q3.4	The clerk is very good at feeling the patient's needs	20 (20%)	55 (55%)	10 (10%)	10 (10%)	5 (5%)	3,75
Q3.5	Staff understand the patient's specific needs	20 (20%)	65 (65%)	5 (5%)	5 (5%)	5 (5%)	3,9

Q4.1	Patients feel safe and at ease when receiving services and communicating with officers	40 (40%)	45 (45%)	15 (15%)	0	0	4,25
Q4.2	Patients get a complete description of the patient's health problems	40 (40%)	45 (45%)	5 (5%)	10 (10%)	0	4,15
Q4.3	Officers have sufficient knowledge to answer patient questions	35 (35%)	45 (45%)	5 (5%)	15 (15%)	0	4,00
Q4.4	Officers have a polite behavior and respect for patients	50 (50%)	50 (50%)	0	0	0	4,50
Q5.1	The health worker looks neat and professional	40 (40%)	60 (60%)	0	0	0	4,4
Q5.2	The hospital buildings and surroundings looked clean	35 (35%)	60 (60%)	5 (5%)	0	0	4,3
Q5.3	The hospital has sufficient equipment for service	35 (35%)	55 (55%)	10 (10%)	0	0	4,25
Q5.4	The physical facilities of the hospital look pleasant and comfortable	45 (45%)	40 (40%)	15 (15%)	0	0	4,3

From the table above, it appears that each indicator in the service quality variable (Q) has a mean value above 3, which means that the service quality variable is considered good by the majority of respondents. The table above also shows that 20% of respondents disagreed that inpatients recorded accurately without errors.

The results of research on the patient satisfaction variable (S) can be seen in the table below:

Table 3. Patient Satisfaction Results

No.	Statement	Answer					Mean
		SA	A	LS	D	SD	
S1.1	I am satisfied with the results of my treatment	10 (10%)	65 (65%)	15 (15%)	5 (5%)	5 (5%)	3,7
S1.2	I am satisfied with the services of the doctors who treat my disease	35 (35%)	45 (45%)	20 (20%)	0	0	4,15
S1.3	I am satisfied with the nursing service during my stay	25 (25%)	55 (55%)	5 (5%)	15 (15%)	0	3,9
S1.4	I am satisfied with the administrative services at RSU Bandung	10 (10%)	70 (70%)	5 (5%)	10 (10%)	5 (5%)	3,7
S1.5	I am satisfied with the cleanliness of the room where I was hospitalized	20 (20%)	60 (60%)	0	20 (20%)	0	3,8
S1.6	I am satisfied with the food menu served	15 (15%)	60 (60%)	5 (5%)	20 (20%)	0	3,7
S2.1	I am satisfied with the results of the treatment that I feel because it is in accordance with my expectations	25 (25%)	55 (55%)	5 (5%)	10 (10%)	5 (5%)	3,85
S2.2	I am satisfied with the doctor's services who treat my disease because it is in accordance with my expectations	40 (40%)	50 (50%)	5 (5%)	5 (5%)	0	4,25
S2.3	I am satisfied with the nursing service as long as I am hospitalized because it is in accordance with my expectations	35 (35%)	50 (50%)	10 (10%)	0	5 (5%)	4,1
S2.4	I am satisfied with the administrative services at RSU Bandung because it is in accordance with my expectations	25 (25%)	50 (50%)	10 (10%)	5 (5%)	10 (10%)	3,7
S2.5	I am satisfied with the cleanliness of the room where I was hospitalized because it was in accordance with my expectations	30 (30%)	60 (60%)	0	0	10 (10%)	4,0
S2.6	I am satisfied with the food menu served because it is in accordance with my expectations	20 (20%)	60 (60%)	10 (10%)	5 (5%)	5 (5%)	3,85

S3.1	I am satisfied with the results of the treatment that I feel because it is in accordance with the standard of treatment	20 (20%)	55 (55%)	10 (10%)	15 (15%)	0	3,8
S3.2	I am satisfied with the doctor's service who treats my disease because it is in accordance with the doctor's competency standard	30 (30%)	55 (55%)	10 (10%)	5 (5%)	0	4,1
S3.3	I am satisfied with the nursing service as long as I am hospitalized because it is in accordance with operational standards	35 (35%)	50 (50%)	5 (5%)	10 (10%)	0	4,1
S3.4	I am satisfied with the administrative services at RSU Bandung because it is in accordance with the standards	20 (20%)	55 (55%)	15 (15%)	5 (5%)	5 (5%)	3,8
S3.5	I am satisfied with the cleanliness of the room where I was hospitalized because it was in accordance with the standard	25 (25%)	65 (65%)	5 (5%)	0	5 (5%)	4,05
S3.6	I am satisfied with the food menu that is served because it is in accordance with the standard of healing diseases	25 (25%)	55 (55%)	15 (15%)	5 (5%)	0	4,0
S4.1	I am satisfied with the results of the treatment that I feel because it is in accordance with my relatives / relatives / neighbors	5 (5%)	65 (65%)	30 (30%)	0	0	3,75
S4.2	I am satisfied with the services of the doctor who handled my illness because it was in accordance with my relatives / relatives / neighbors	10 (10%)	75 (75%)	15 (15%)	0	0	3,95
S4.3	I am satisfied with the nurse's service as long as I am hospitalized because it is in accordance with my relatives / relatives / neighbors	0	75 (75%)	20 (20%)	5 (5%)	0	3,7
S4.4	I am satisfied with the administrative services at RSU Bandung because I have told you according to my relatives / relatives / neighbors	0	80 (80%)	15 (15%)	5 (5%)	0	3,75
S4.5	I am satisfied with the cleanliness of the room where I was hospitalized because it was in accordance with my relatives / relatives / neighbors	7 (7%)	70 (70%)	21 (21%)	2 (2%)	0	3,82
S4.6	I am satisfied with the food menu served because it is in accordance with my relatives / relatives / neighbors	5 (5%)	67 (67%)	25 (25%)	3 (3%)	0	3,74

From the table above, it appears that each indicator on the patient satisfaction variable (S) has a mean value above 3, which means that the patient satisfaction variable is considered good / satisfied by the majority of respondents. In the table above, it also appears that 20% of respondents are not satisfied with the cleanliness of the inpatient rooms, 20% of respondents are not satisfied with the food menu served, 15% of respondents are not satisfied with the results of treatment. The results of research on the patient loyalty variable (L) can be seen in the table below:

Table 4. Patient Loyalty Results

No.	Pernyataan	Jawaban					Mean
		SA	A	LS	D	SD	
L1.1	You will return to using the health services at RSU Bandung if you are sick in the future	55 (55%)	45 (45%)	0	0	0	4,55
L1.2	You will perform re-control or routine checks at RSU Bandung	25 (25%)	60 (60%)	15 (15%)	0	0	4,1
L1.3	You will use other RSU Bandung services (such as: medical check-ups, labs, etc.) on another day	25 (25%)	50 (50%)	25 (25%)	0	0	4,0

L2.1	You will be willing to recommend RSU Bandung to family / relatives who need health services	35 (35%)	50 (50%)	15 (15%)	0	0	4,2
L2.2	You will inform my friends or family about good experiences about the performance of RSU Bandung	35 (35%)	50 (50%)	5 (5%)	10 (10%)	0	4,1
L2.3	You will give positive feedback to friends and family about the performance of RSU Bandung	40 (40%)	35 (35%)	10 (10%)	10 (10%)	5 (5%)	3,95
L3.1	When you need health services, you will still make visits to RSU Bandung even though there are attractive offers from other hospitals	35 (35%)	40 (40%)	20 (20%)	0	5 (5%)	4,0
L3.2	You will not move to another hospital even if you get a discount from the hospital	25 (25%)	45 (45%)	15 (15%)	5 (5%)	10 (10%)	3,7
L3.3	You will use the services of RSU Bandung such as: medical check-up, lab., EKG, etc. even though you get promos from other health facilities	25 (25%)	45 (45%)	20 (20%)	0	10 (10%)	3,75

From the table above, it appears that each indicator on the patient loyalty variable (L) has a mean value above 3, which means that the patient loyalty variable is considered good / loyal by the majority of respondents. The table above also shows that 15% of respondents disagreed with giving positive responses regarding the performance of the Bandung Hospital, and 15% of respondents would move to another hospital if they got a discount from the hospital.

Multivariate Analysis

The multivariate analysis in this study uses the SEM-PLS method, which begins with testing the outer model and inner model, which is then carried out by testing the hypothesis. The path image in this study can be seen as follows:

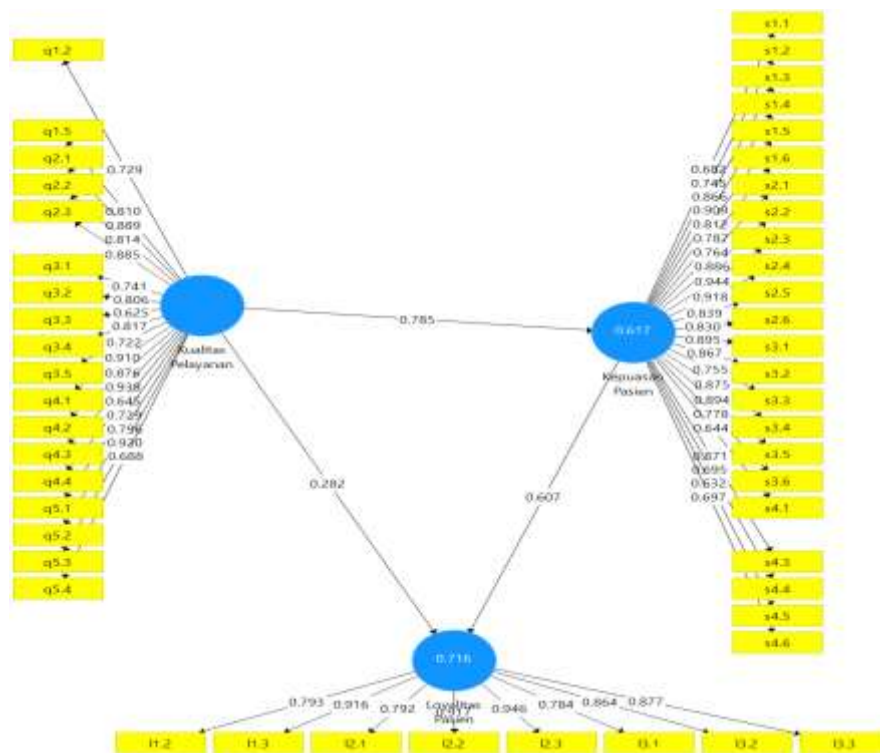


Figure 1. Research Path Model

Testing the outer model by looking at the Convergent validity and discriminative validity values, the indicators q1.1, q1.3, q1.4, q2.4, s4.2, and l1.1 so that each indicator meets the

assessment requirements. Furthermore, looking at the Average Variance Extracted (AVE), Composite reliability, and Cronbach alpha values, it can be concluded that all constructs have good reliability.

Testing the inner model by looking at the value of R square and Q square. In this study, the Q square value was 0.89 which means that the model has a fairly good predictive relevance. Furthermore, hypothesis testing is carried out, the following results are obtained:

Table 5. Total Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Patient Satisfaction -> Patient Loyalty	0.607	0.603	0.063	9.684	0,000
Service Quality -> Patient Satisfaction	0.785	0.788	0.031	25.288	0,000
Quality of Service -> Patient Loyalty	0.758	0.760	0.040	18.966	0,000

Based on the table above, it can be stated as follows:

- a. The variable of Service Quality (Q) is totally significant towards the Patient Satisfaction variable (S) with a p-value of 0.0001
- b. Patient Satisfaction Variable (S) is totally significant towards Patient Loyalty variable (L) with p-value 0.0001
- c. Service Quality variable (Q) is totally significant towards Patient Loyalty variable (L) with p-value 0.0001

Relationship Quality of Service to Patient Satisfaction

The results of path analysis using the SmarPLS application obtained the results, namely: there is a significant influence of service quality on patient satisfaction variables in a positive direction, with a p-value of 0.0001 and t-statistic of 25.288. The results of this study are in accordance with research conducted by Widadi & Wadji, (2015), Dewi (2016), Sumitro & Wahjono (2018), Sharon & Santosa (2017), Hasan & Putra (2018) which states that there is an effect of service quality on patient satisfaction significantly.

Quality service is a service that must be in accordance with the expectations desired by every consumer. Service quality must start with customer needs and end with customer satisfaction and positive perceptions of the quality of service (Widadi & Wadji, 2015). Customer satisfaction is generally known as the result of service quality, which means that it has a positive relationship to the quality of services provided to consumers. The level of patient satisfaction is believed to be in line with the level of service quality that is felt after consumption (Sharon & Santosa, 2017).

Research by Meesala & Paul (2018) in an article entitled "Service Quality, Consumer Satisfaction and Loyalty in Hospitals: Thinking for the Future" states that service quality that affects patient satisfaction is Reliability and Responsiveness. The study states that the most important things in service quality are: (1) speed in providing services, (2) attentive officers, (3) accuracy of billing (calculation), (4) good communication when providing services, (5) timeliness services, and (6) the officers' willingness to provide assistance. The measure of quality health services refers to the application of only good standards and professional code of ethics, which basically includes an assessment of patient satisfaction regarding the doctor-

patient relationship (doctor-patient relationship), service convenience, choice, scientific effectivity, effectiveness and safety (Rif'adarajad, 2017).

Relationship between Patient Satisfaction and Patient Loyalty

The results of data analysis from this study stated that the second hypothesis was also accepted, namely that there was a significant positive effect of patient satisfaction on patient loyalty with a p-value of 0.0001 and t-statistic of 9.684. This means that the higher the patient's satisfaction, the higher the patient's loyalty and vice versa. Customer satisfaction is one of the determining factors for customer loyalty (Rif'adarajad et al., 2017).

The results of this study are in accordance with research conducted by Widadi & Wadji (2015), Dewi (2016), Sharon & Santosa (2017), Rif'adarajad (2017), Hasan & Putra (2018), Lestariningsih et al (2018), who states that there is a significant relationship between patient satisfaction and patient loyalty.

Satisfaction can provide several benefits including the relationship between the hospital and the patient being harmonious which is the basis for deciding on repeat purchases and creating patient loyalty and word of mouth recommendations that benefit the hospital. The relationship between patient satisfaction and patient loyalty is a relationship where consumers reach the highest value for satisfaction which causes strong emotional bonds and has a long-term commitment to the hospital (Hidayat et al., 2018).

Patient satisfaction is a measure of the level of quality of health services, besides patient satisfaction is an important element in evaluating service quality by measuring the extent to which patients respond after receiving services. Patient satisfaction is related as a form of overall satisfaction with the aim of recommending the hospital to others (Sumitro, 2018).

Mortazavi S research, et al. in an article entitled "The Relationship between Patient Satisfaction and Loyalty in The Private Hospital Industry" states that: overall patient satisfaction is influenced by nurse services, rooms, service when received and administration, as well as responsiveness. The findings of this study can be concluded that satisfaction and patient loyalty are positively related, so that one of these factors can increase patient satisfaction and further increase patient loyalty as well (Mortazavi et al., 2009).

Those who need health services will definitely look for good health care providers who can provide them with satisfaction. Health service providers must be able to provide information and patient needs so that patient desires can be fulfilled and increase patient satisfaction. By achieving maximum customer satisfaction, a company will be able to achieve customer loyalty (Dewi, 2017). Loyal patients are not necessarily satisfied patients, but satisfied patients tend to be loyal (Sofia et al., 2018).

Relationship of Quality of Service to Patient Loyalty

The results of the data analysis of this study state that the third hypothesis is also accepted, namely that there is a significant positive effect of service quality on patient loyalty, with a p-value of 0.0001 and t-statistic of 18.966. This means that the higher the service quality of a hospital, the higher patient loyalty and vice versa.

The results of this study are consistent with research conducted by Widadi & Wadji, (2015), Abdurrouf & Sari, (2017), Dewi (2016), Gunawan & Djati (2011), Sumitro & Wahjono (2018), Sharon & Santosa (2017) , Hasan & Putra (2018), which states that service quality has a significant relationship with patient loyalty.

Service quality is positively related to the interest in reusing customers, with high quality, customers will have an interest in reusing services from the same provider. One way to make

the sales of a company's services superior to its competitors is by providing quality and quality services, which meet the level of consumer interest (Sharon & Santosa, 2017).

This is not in line with the research results of Rif'adarajad et al (2017) at the Buton District Hospital, which states that service quality does not have a significant effect on patient loyalty. According to researchers, this is probably because the Buton District Hospital is a newly established hospital, where the service system has not been running optimally, besides that the electricity often goes out and the water does not flow smoothly.

Likewise in Lestariningsih's research (2018), which states that service quality does not have a significant effect on patient loyalty, where service quality has an effect on loyalty mediated by trust. Trust plays a very strong role as moderating which affects service quality towards loyalty.

Conclusion

Based on the overall results of the study, 20% of respondents disagreed that inpatient staff recorded accurately, 20% of respondents were dissatisfied with the cleanliness of inpatient rooms, 20% of respondents were dissatisfied with the food menu served, 15% of respondents were dissatisfied with the results of treatment, 15 % of respondents do not agree to give positive responses to friends and family about the performance of the Bandung Hospital, and 15% of respondents said they would move to another hospital if they got a discount. Some suggestions that can be conveyed to the management of the Bandung Medan Hospital include improving the accuracy of nurse records, improving the cleanliness of inpatient rooms, evaluating the performance of nutrition staff so that the food menu can satisfy patients, improving the quality of treatment results, and considering giving discounts.

Thank-You Note

I would like to thank my husband, both parents, the two supervisors, the Bandung Medan Hospital, all patients who were willing to become research respondents, and friends who have provided knowledge, input, advice, and motivation so that this research can be completed.

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