



Factors Affecting Patient Loyalty of Outpatient of the Social Security Administrator Healthcare

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Abstract

The quality of hospital services is a crucial thing that can be a factor causing patients to be loyal or not. The results of the initial survey found that patients still experience dissatisfaction with the services provided by health workers. The aim of the study was to analyze the factors that influence outpatient BPJS Health Patient Loyalty at Bhayangkara Palembang Hospital in 2021. This quantitative study used a cross-sectional study design which was conducted at Bhayangkara Palembang Hospital which took place from July to August 2021. The study sample was 258 people Accidental sampling . Survey data were analyzed using the Chi Square test and logistic regression. Univariate results showed that the majority of respondents were aged 26-35 years, namely 107 (41.5%) respondents, female, 148 (57.4%) respondents, and had a high school education level, namely 130 (50.4%)) respondents. Bivariate results There is an effect of image on outpatient Health BPJS Patient Loyalty, there is an effect of comfort on Outpatient Health BPJS Patient Loyalty, there is an effect of service on Outpatient Health BPJS Patient Loyalty, there is an effect of guarantee on Outpatient Health BPJS Patient Loyalty and the variables that have the most influence on Outpatient Health BPJS Patient Loyalty at the Palembang Bhayangkara Hospital in 2021 is a service variable. Suggestions in this study are that the results of this study can be used as input in making policies or standard operating procedures for effective services between health care providers and patients visiting the hospital.

Introduction

The hospital is a health facility that provides health services in an effort to improve health status. So that requires hospitals to provide quality services according to predetermined standards and most importantly can reach all levels of society. The quality of health services is a service that uses the resources available in the hospital according to a predetermined code of ethics in an efficient and effective manner in an effort to fulfill health degrees so that patients feel safe and satisfied.

One of the steps to improve the quality of service in hospitals is to increase patient satisfaction. Hospitals are required to always maintain consumer trust by improving services so that patient satisfaction continues to increase. Service is a series of activities carried out continuously to meet patient needs starting from planning to evaluation (Singhal & Rogers, 2002).

Patient satisfaction is not only from improving the physical environment facilities, but there are efforts to provide satisfaction to patients, especially in the process of interaction between patients and officers in providing health services. As Adisasmito stated that patient satisfaction

is the patient's expectation that arises from the actions of health workers as a result of the performance of health services during the process of interacting in an effort to provide services (Drucker, 2018).

As a step to improve the quality of service in hospitals is to pay attention to the performance of health workers in hospitals. In the world of health professions, performance between officers and patients is a competency that must be mastered by a health worker, this competence determines the success of a health worker in helping patients' health problems (Adisasmito, 2008).

The main focus of a hospital's service attention is patients who visit the hospital because they need health services. Patients who visit the hospital are not only individuals who experience health problems but also as part of a family. The quality of health services sold to patients is an important part that needs attention. The packaging of services produced is one of the marketing strategies of health service institutions to their users, namely patients and their families. The management must try so that the service packages offered are able to survive or be sustainable so that certain hospital segments are able to be maintained or create new patients because of word of mouth by previous service users. The superiority of a health service product is also very dependent on the uniqueness of the service package offered that truly matches the patient's expectations.

The quality of hospital services is crucial. Hospitals as service providers for the wider community are required to provide good service and according to established standards. Efforts to improve the quality of health services is the most important step to provide better service to patients. Professionalism, management and efficiency are things that are familiar in hospitals. If the existing hospital does not keep up with the times by increasing professionalism, good management and efficiency, it will certainly be unable to compete with service users at other hospitals, both in terms of facilities and infrastructure. The continued impact of existing hospitals will be abandoned by patients or users of health services (Lingard & Rowlinson, 2004).

Data collected by the Joint Commission on Accreditation of Healthcare Organization shows that poor communication contributed to nearly 70% of adverse events (unexpected events) resulting in death or serious injury reported in the US in 2005. Observational study of 48 surgical cases conducted by Lingard et al. managed to identify 421 communication problems, and almost a third of them were classified as "failures".

Observations of the 10 operations performed by Christian, et al also showed that there were errors in the ten operations observed. Publication in the United States in 2011 showed that 1 in 200 people faced the risk of service errors in the hospital, compared to the risk of boarding an airplane which was only 1 per 2,000,000 so that it could be said that the risk of getting service errors in the hospital was higher (Smith, 2000).

There are several possible reasons why patients are reluctant to ask questions. For one thing, patients feel embarrassed or think health workers are smarter, so they think health workers will not make mistakes or try to convey information. Patients have great confidence in the expertise of health workers. This is in line with the opinion explained by Cerny as the cause of the asymmetrical relationship between health workers and patients (Černý & Hobza, 2007).

Therefore, hospitals are required to provide the best possible service with management that is as effective as possible. This is because any inappropriate decision making will result in efficiency and a decrease in hospital performance. The success and success of a hospital is largely determined by patient satisfaction.

Quality hospital services can increase patient satisfaction and encourage these patients to want to come back to visit the hospital, so as to increase the credibility of the hospital in the

community. This is very important for hospitals to do because hospital business competition is also increasingly competitive (Lingard & Rowlinson, 2004).

The standard of patient satisfaction in health services is set nationally by the Ministry of Health. According to the Regulation of the Ministry of Health of the Republic of Indonesia of 2016 concerning Minimum Service Standards for patient satisfaction, which is above 95% (Ministry of Health, 2016). If health services are found with patient satisfaction levels below 95%, it is considered that the health services provided do not meet the minimum standards or are not of good quality. (Černý & Hobza, 2007).

The low patient satisfaction rate will have an impact on the development of the hospital. In patients who are dissatisfied with the health services received, the patient decides to move to another hospital that can provide better service. The patient's decision to use health services is influenced by the quality of hospital services. Thus the lack of patient satisfaction can lead to loss of patient trust in the hospital (Darmansjah et al., 2019).

Periodic measurement of patient satisfaction needs to be carried out by every hospital. This is because the community is increasingly critical and increasingly demanding quality services from hospitals. Measuring patient satisfaction can be one method to find out the extent to which the dimensions of service quality have been provided. The measurement results can be used as a reference to improve service quality in the next period. Increasingly intense competition, as well as increasingly selective and knowledgeable patients, requires all health care facilities to always improve the quality of their services (Cordella, 2004).

One of the hospitals that has experienced a decrease in the number of visitors is the Bhayangkara Palembang Hospital, this hospital has complete health service support facilities and is supported by quality Human Resources (HR). However, based on visit data, especially data on patient visits in 2019 and 2020 has decreased. Based on the results of an initial survey conducted by giving an initial survey questionnaire to 10 old patients or who had visited more than 3 times at the outpatient polyclinic at Bhayangkara Hospital Palembang, it was found that as many as 3 patients were loyal to the hospital's services because the patient were referred to the hospital, while 7 other people were disloyal and the patient was no longer interested in seeking treatment at this hospital because they did not get good service such as officers not being quick to provide services responding to complaints from patients and administrative services that were not fast enough then the doctors were not friendly and not communicate with patients, so that patients find it difficult to understand what is conveyed by the doctor about the disease they are suffering from, besides that they also state that the doctor is often in a hurry. Based on this, as many as 7 patients stated that they would not come to the hospital for treatment again and would not recommend the hospital to other parties if they needed health services.

Based on the background above, the authors are interested in researching the factors that influence BPJS Patient Loyalty at Palembang Bhayangkara Hospital with the title "Factors that influence BPJS Health Outpatient Patient Loyalty at Bhayangkara Palembang Hospital in 2021".

Methods

The research design used in this research is an analytic survey with a cross-sectional study design which aims to analyze the factors that influence the loyalty of BPJS outpatient patients at Bhayangkara Hospital Palembang in 2021 with a quantitative approach model. This research was conducted at the Outpatient Polyclinic at Bhayangkara Hospital Palembang in 2021. This research was carried out from July to August 2021. The population in this study were all BPJS patients who visited Bhayangkara Palembang Hospital in 2020, namely 8,748 people, so that the average number -The average patient visit is 729 patients per month. The sampling

technique in this study used the accidental sampling technique. So the number of samples in this study were 258 BPJS patients.

Results and Discussion

Characteristics of Respondents

Based on the data obtained from the research results with 258 respondents it can be seen in the frequency distribution table as follows:

Table 1. Distribution of Respondents at Bhayangkara Hospital Palembang in 2021

Age Group	n	%
26-35 Years	107	41,5
36-45 Years	63	24,4
46-55 Years	88	34,1
Gender	n	%
Man	110	42,6
Woman	148	57,4
Education Level	n	%
Highschool	130	50,4
Higher Education	128	49,6
Sum	258	100
Image		
Bad	130	50,4
Good	128	49,6
Comfort		
Bad	132	51,2
Good	126	48,8
Service		
Bad	134	51,9
Good	124	48,1
Guarantee		
Not	122	47,3
Yes	136	52,7
Loyalty		
Disloyal	135	52,3
Loyal	123	47,7

Based on Table 1. it is known that out of 258 respondents, the majority of respondents were aged 26-35 years, namely 107 (41.5%) respondents, while other respondents aged 36-45 years were 63 (24.4%), aged 46-55 years as much as 88 (34.1%). Of the 258 respondents, it was found that the majority of respondents were female, namely 148 (57.4%) respondents, and respondents who were male, 110 (42.6%). Of the 258 respondents, it was found that the majority of respondents had a high school education level, namely 130 (50.4%) respondents, and 128 respondents (49.6%) who had a university education level. out of 258 respondents, most of the respondents stated that the image was not good, namely as many as 130 (50.4%) respondents, while other respondents stated that the image was good, namely as many as 128 (49.6%), from 258 respondents, most respondents stated that comfort not good, namely as many as 132 (51.2%) respondents, while other respondents stated that comfort was good, namely as many as 126 (48.8%) respondents, it was known that out of 258 respondents, most respondents stated that the service was not good, namely as many as 134 (51.9%) of respondents, while other respondents stated that the service was good, namely as many as 124 (48.1%) of respondents. It is known that out of 258 respondents, most of the respondents stated

that there was a guarantee, namely others stated that there was no guarantee, namely as many as 122 (47.3%) of respondents, it was known that out of 258 respondents, the majority of respondents stated that they were disloyal, namely as many as 135 (52, 3%) of respondents, while other respondents stated that they were loyal, namely 123 (47.7%) respondents.

Table 2. Bivariate Data Analysis of the Effect of Hospitals on the Loyalty of BPJS Outpatient Health Patients at Bhayangkara Hospital Palembang in 2021

Image	Loyalty						P value
	Disloyal		Loyal		Total		
	n	%	n	%	n	%	
Bad	78	30,2	52	20,2	130	50,4	0,018
Good	57	22,1	71	27,5	128	49,6	
Total	135	52,3	123	47,7	258	100	

Comfort	Loyalty						P value
	Disloyal		Loyal		Total		
	n	%	n	%	n	%	
Bad	77	29,8	55	21,3	132	51,2	0,031
Good	58	22,5	68	26,4	126	48,8	
Total	135	52,3	123	47,7	258	100	

Service	Loyalty						P value
	Disloyal		Loyal		Total		
	n	%	n	%	n	%	
Bad	83	32,2	51	19,8	134	51,9	0,002
Good	52	20,2	72	27,9	124	48,1	
Total	135	52,3	123	47,7	258	100	
Guarantee	Loyalty						
	Disloyal		Loyal		Total		
	n	%	n	%	n	%	
Not	74	28,7	48	18,6	122	47,3	0,016
Yes	61	23,6	75	29,1	136	52,7	
Total	135	52,3	123	47,7	258	100	

Based on the results of the Chi-square test, the p value is equal to the statistical test results, the p value of significance is $0.018 < 0.05$. So it can be concluded that there is an effect of hospital image on outpatient health BPJS patient loyalty at Bhayangkara Palembang Hospital in 2021. It is known that the statistical test results obtained a p-significance value of $0.031 < 0.05$. So it can be concluded that there is an effect of hospital comfort on the loyalty of BPJS outpatient health patients at Bhayangkara Palembang Hospital in 2021. It is known that the statistical test results obtained a p-significance value of $0.002 < 0.05$. So it can be concluded that there is an effect of hospital services on outpatient health BPJS patient loyalty at Bhayangkara Palembang Hospital in 2021. It is known that the statistical test results obtained a p-significance value of $0.016 < 0.05$. So it can be concluded that there is an effect of hospital guarantees on outpatient health BPJS patient loyalty at Bhayangkara Palembang Hospital in 2021.

Table 3. Multivariate analysis results

Variable	B	p value	Exp(B)OR	95%CI for exp(B)
Service	0,951	0,000	2,588	1,538-4,356
Guarantee	0,803	0,003	2,232	1,325-3,762

In this study, the variable that the logistic regression analysis produced was the variable that most dominantly affected the loyalty of BPJS outpatient health patients at Bhayangkara Palembang Hospital in 2021, namely the service variable with a p value of 0.000, OR = 2.588 (95% CI = 1.538-4.356) meaning that respondents who stated that the service was not good had a 2.588 chance of being disloyal compared to respondents who stated that the service was good with a coefficient B value of 0.951 being positive, the more patients who stated that the service was not good, the more BPJS outpatient health patients who did not loyal at Bhayangkara Palembang Hospital in 2021.

The Effect of Hospital Image on the Loyalty of BPJS Outpatient Health Patients at Bhayangkara Hospital Palembang in 2021

The results showed that of the 258 respondents studied, the majority of respondents stated that the image was not good as many as 130 (50.4%) respondents at Bhayangkara Hospital Palembang in 2021. Patients who are used to using certain brands tend to have consistency with the hospital's brand image. The image of the hospital at Bhayangkara Palembang Hospital in 2021 is the perception and belief carried out by the respondent, as reflected in the associations that occur in the respondent's memory. As for the brand image at Bhayangkara Palembang Hospital in 2021, what the respondents meant was always related to product attributes because to provide satisfaction to patients and patients reacted to the attributes of the products they bought.

For some respondents the image given at the hospital is positive and some are not good. Because the image itself is one of the most important assets of a hospital or organization, in other words, Favorable Opinion. A good image will increase customer satisfaction, service quality, loyalty, and repurchase intention. Image is a set of beliefs, ideas and messages that a person has for an object. Another definition of image is a manifestation of experience and expectations so that it can influence patient satisfaction with a product or service. As a consequence of the influence of image on one's perception, image can support or undermine the value the patient feels towards a product or service.

Bhayangkara Palembang Hospital always strives to show brand identity through available communication suggestions and brand contacts. The meaning of the image itself is so important that the hospital is willing to spend extra money and effort to achieve it. The image of Bhayangkara Palembang Hospital is a valuable intangible asset of the hospital. A positive image allows a hospital to gain reputational value and competitive advantage. A good image will increase customer satisfaction, service quality, loyalty, and repurchase intention. A good image will be able to increase the success of a hospital and vice versa, a bad image will worsen the stability of a hospital. Hospitals that have a good image or reputation will encourage patients to buy the products offered, enhance competitiveness, encourage employee morale, and increase customer loyalty.

Based on the results of this study, the researchers assumed that the image of the Bhayangkara Palembang Hospital had an impact on the attitudes and behavior of patients towards the hospital, thus, a good hospital image can increase patient satisfaction through improving the perceived quality of service, which in turn increases the patient's repeat visit intention. However, some respondents also stated that they did not agree with the statement "Bhayangkara Palembang Hospital has well-used facilities. Because there were respondents who stated that the Palembang Bhayangkara Hospital had quite complete facilities, but they were not used properly by the Palembang Bhayangkara Hospital.

The Effect of Convenience on the Loyalty of Outpatient Health BPJS Patients at the Palembang Bhayangkara Hospital in 2021

The results showed that of the 258 respondents studied, the majority of respondents stated that comfort was not good as many as 132 (51.2%) respondents. According to visiting patients, the principle of comfort at Bhayangkara Palembang Hospital should pay attention to respect and respect for patients and this is very important to emphasize. Health workers are an important core part, especially in hospitals. The results showed that the majority of patients stated that health workers had the ability to be dedicated to patients, such as carrying out vigilant supervision, and feeling love or caring for patients sincerely. The presence of health workers is not only physical, but also communication and understanding. Patients really expect health workers to be able to communicate that is therapeutic, for example using communication in a polite and gentle tone of voice, and always motivating patients, officers are always available and there for patients, willing to listen to patient complaints and provide solutions, that is the meaning of the presence of officers health care for patients at Bhayangkara Palembang Hospital.

However, patients stated that not all health workers provide comfort to patients, because according to them there are officers who rarely smile when meeting patients, so patients are dissatisfied with the services provided and make patients feel uncomfortable, besides that patients also states that some officers show inattentive gestures during meetings with patients, health workers do not respond well to questions or ambiguity conveyed by patients

Based on the results of the respondents' answers, it is known that the respondents stated that health workers always greet before examining patients, health workers are always patient in listening to patient complaints, health workers always ask how they are when they meet patients, health workers do not show annoyance or anger or snap during meetings, health workers always create a comfortable conversation atmosphere, health workers can always understand patient problems, health workers often provide input and or share experiences.

Based on the results of this study, the researchers assumed that convenience related to health services was not directly related to clinical effectiveness, but could affect patient satisfaction and willingness to return to the hospital for the next service. Convenience is also important because it can affect patient trust in health services. Comfort is closely related to a beautiful environment, room cleanliness, bathroom cleanliness, room equipment, medical equipment and food and beverage hygiene. Convenience is an important factor to attract patients who can guarantee continuity of treatment and the convenience of a form of service that cannot be seen and touched. Patients who feel comfortable will return to use services if they need them again and think that health workers have a unique contribution to patient and family satisfaction. Services and behavior of health workers are factors that are closely related to patient satisfaction. Improving patient satisfaction priority is to improve service quality by distributing services that are fair, friendly and courteous.

The Effect of Service on the Loyalty of Outpatient Health BPJS Patients at the Palembang Bhayangkara Hospital in 2021

The results showed that of the 258 respondents studied, the majority of respondents stated that the service was not good as many as 134 (51.9%) respondents. The services provided by Bhayangkara Palembang Hospital always aim to create patient loyalty, service convey messages, analyze, and respond quickly to existing situations. Good service is something that can be heard or understood properly by the recipient of the message. Things that are highly valued in providing responsive services, mean the response or alertness of health workers in helping patients and providing fast services and which includes the alertness of health workers in serving patients, the speed of health workers in handling transactions and understanding what is conveyed by patients.

There is awareness and desire on the part of Bhayangkara Palembang Hospital to help patients and provide services quickly. This dimension emphasizes attentiveness and promptness when dealing with patient requests, questions, and complaints. Besides that, it can also be interpreted as a willingness to help and provide fast (responsive) and appropriate services to patients by delivering clear information.

Based on the results of the respondents' answers, it was found that the health worker gave explanations in a rhythm or at appropriate intervals, not too fast and not too slow. The health worker gave an explanation in a good tone of voice, not shouting or too slow. meetings are always calm, health workers provide explanations in sentences that are easy to hear

Even though the health workers gave explanations with a rhythm or listening distance according to not too fast and not too slow in providing services, not all respondents were satisfied with that, because even though the health workers responded quickly, the respondents considered the health workers to be less friendly towards respondents so that the respondents felt less appreciated during the visit. Health workers to help patients and provide services quickly and hear and resolve complaints from patients and this is related to the level of patient satisfaction.

Basically a health worker is required to have performance that is in accordance with patient expectations which means responsiveness, the same service for all patients without errors, a sympathetic attitude, and with high accuracy so that later it will give birth to a feeling of satisfaction in the patient himself. The better the patient's perception, the higher the patient's satisfaction. And if the patient's perception of health workers is bad, then patient satisfaction will be even lower.

Good service means that Bhayangkara Palembang Hospital delivers on its promises regarding provision, problem solving given. The services are in accordance with what has been promised accurately and reliably. In detail, they include: Accuracy in examinations, Accuracy in drug administration, Clarity in operational standards, Service schedules, Ability to use assistive devices in the service process (computer) for administration, Accuracy in diagnosis and Providing explanations about actions taken, health workers in providing services to patients at Bhayangkara Palembang Hospital, in practice this dimension contains two main elements, namely the ability to provide services as promised and the accuracy of the services provided or how far health workers are able to minimize/prevent errors in the service process provided.

Respondents at Bhayangkara Palembang Hospital also stated that not all health workers wanted to serve patients quickly and accurately because according to them health workers made them have to wait a long time in the waiting room, but there were also those who stated that patients were treated quickly and precisely. Respondents who agreed stated that health workers quickly call patients whose status has entered the health service room, health workers measure height and weight, health workers carry out anamnesis on patients, health workers carry out supporting examinations if necessary.

Respondents also stated that health workers at Bhayangkara Palembang Hospital gave explanations to patients about the actions to be taken, or health workers told them about the disease in full and told the next steps to be taken. For example, giving an explanation about the disease, giving an explanation about the therapy to be carried out, giving an explanation about complications, whereas for this category more respondents stated that they did not agree with this because according to them health workers did not always provide a complete explanation to patients about their disease.

Respondents at Bhayangkara Palembang Hospital also stated that health workers would provide referrals if their illness could not be treated at Bhayangkara Palembang Hospital. Respondents also stated that health workers lack the ability to handle patients responsively, so

health workers provide fast and appropriate services and provide clear information regarding their illness and provide education to patients. Health workers receive training according to technological developments and community expectations, such as attending seminars on health development both regional and national seminars. Officers will always be careful in writing medical records for every patient who visits.

Based on the results of the study, the researchers assume that the service of health workers at Bhayangkara Palembang Hospital is something that is very important in creating customer loyalty. In the provision of services, it can be seen from the reliability of providing services in accordance with the level of knowledge possessed, reliability in mastering the field of work applied, reliability in mastering the field of work according to the work experience shown and reliability in using work technology. Carrying out quality services is of course inseparable from the ability and performance of staff in providing health services to patients. Palembang Bhayangkara Hospital staff will be able to provide good service to patients if their needs for work are met. Staff development and training will enable health workers to gain additional knowledge and new skills that can be applied in providing health services to patients.

The Effect of Collateral on the Loyalty of BPJS Outpatient Health Patients at the Palembang Bhayangkara Hospital in 2021

The results of the study showed that of the 258 respondents studied, the majority of respondents stated that there was a guarantee, namely 136 (52.7%) respondents. Of the 136 (52.7%) respondents, there were 61 (23.6%) respondents who stated that they had guarantees and were disloyal, as many as 75 (29.1%) stated that they had guarantees and were loyal. The guarantee aspect includes security, courtesy, being able to foster patient trust.

The guarantee referred to by respondents at Bhayangkara Palembang Hospital also means that it is free from danger, risk and doubt. In this case, the health workers at Bhayangkara Palembang Hospital are expected to be able to guarantee that when the patient is in their hands, healing will be obtained, by fostering patient confidence, that they are in good hands so that the patient is sure of his choice in curing his illness.

Based on the results of the respondents' answers, it is known that many respondents stated that there is a guarantee of privacy during examinations or consultations, the health room provides skilled health workers, Bhayangkara Palembang Hospital provides health workers who have good work methods, health workers have full responsibility in carrying out their duties, Health workers at Bhayangkara Palembang Hospital do not discriminate between patients, Health workers have good knowledge regarding health problems, Bhayangkara Palembang Hospital provides quality health workers, and accepts BPJS patients

The guarantee referred to in this study is the knowledge of health workers regarding services appropriately, the politeness of officers in providing services, skills in providing information, the ability to provide security and the ability to instill patient trust and confidence in Bhayangkara Palembang Hospital. Knowledge, politeness, and ability of health workers at Palembang Bhayangkara Hospital can foster a sense of trust in patients towards Palembang Bhayangkara Hospital. Health workers who have extensive knowledge so they can answer questions from patients. Assurance (guarantee) which includes the knowledge and skills of health workers.

Professional service, characterized by the accountability and responsibility of the hospital which is effective in achieving goals and objectives. If the service received is as expected, then the perceived quality of service is good and satisfactory. If the service received exceeds the patient's expectations, then service quality is perceived as an ideal quality. Conversely, if the service/service received is lower than expected, then the quality/service will be perceived as bad.

Based on the results of this study, the researchers assumed that guarantees for services provided by health workers were largely determined by service performance, so it was believed that these health workers were able to provide reliable, independent and professional services and had an impact on service satisfaction received. Good or bad quality of Palembang Bhayangkara Hospital depends on the ability of Palembang Bhayangkara Hospital to meet patient expectations consistently. In addition, a good quality image is not based on the perspective of the Palembang Bhayangkara Hospital but must be seen from the point of view or perception of all visitors. Assurance in this study is related to user patient satisfaction, but with the good quality of service provided by the Palembang Bhayangkara Hospital, patients still want to follow referral recommendations and do not ask to be referred to other health facilities.

Research Limitations

The existence of the Covid 19 pandemic made it difficult for respondents to be found. There are limitations to research using questionnaire sheets, namely that sometimes the answers given by the sample do not show the real situation. That is, the patient cannot concentrate on answering questions correctly because of his health condition which causes him to tire easily. Subjectivity of filling out the questionnaire by respondents who could not

controlled by the researcher. It is difficult to find recurrent patients, so researchers must work closely with poly officers to inform them if there are recurring patients.

Implications

The results of this study indicate that there are 4 variables that affect the Loyalty of BPJS Outpatient Health Patients at Bhayangkara Palembang Hospital in 2021, namely hospital image, comfort, service and guarantee. This has implications so that in the future related parties can pay attention to factors that can affect the loyalty of BPJS Outpatient Health patients at Bhayangkara Palembang Hospital in 2021

Conclusion

Based on the results of the study entitled Factors that influence Outpatient Health BPJS Patient Loyalty at Bhayangkara Palembang Hospital in 2021, it can be concluded that: There is an influence of image on Outpatient Health BPJS Patient Loyalty at Bhayangkara Palembang Hospital in 2021. There is an effect of comfort on Outpatient Health BPJS Patient Loyalty at Bhayangkara Palembang Hospital in 2021. There is an effect of service on Outpatient Health BPJS Patient Loyalty at Bhayangkara Palembang Hospital in 2021. There is a guarantee effect on Outpatient Health BPJS Patient Loyalty at Bhayangkara Palembang Hospital in 2021 The variable that has the most influence on outpatient BPJS Health Patient Loyalty at Bhayangkara Palembang Hospital in 2021 is the service variable.

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