

The Role of Hospital Image and Patient Satisfaction as Mediation, the Impact of Service Quality on Patient Loyalty

Rif'atul Hamidah^{1*}, M. Taufiq Noor Rokhman², Ratnawati³, Dhian Kartikasari⁴
^{1,2,3}Master of Management Program, Postgraduate Study at Universitas Wisnuwardhana Malang

⁴Faculty of Medicine at Universitas Negeri Malang

Corresponding author: Rif'atul Hamidah, hamidahrif01@gmail.com

ARTICLE INFO

Keywords: Service Quality, Hospital Image, Patient Satisfaction, Patient Loyalty

Received : 3, April

Revised : 17, April

Accepted : 15, May

©2025 Hamidah, Rokhman, Ratnawati, Kartikasari: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

The purpose of this study is to investigate how patient satisfaction, loyalty, and the hospital's reputation are affected by service quality at RSSA. The study employs a quantitative approach to achieve its objectives. Data were collected via questionnaires from 94 outpatients at the Pharmacy Service Unit of RSUD Dr. Saiful Anwar who met the inclusion criteria. Data analysis employed the SEM-PLS method. The research findings suggest that service quality does not directly affect patient loyalty. However, both the hospital image and patient satisfaction significantly influence patient loyalty. The mediation analysis indicates that the hospital image does not act as a mediator in the relationship between service quality and patient loyalty. In contrast, patient satisfaction does mediate this effect. This research decisively strengthens hospital management's policies to improve service quality and patient satisfaction, while effectively evaluating the quality of hospital services. This initiative is vital for establishing a strong reputation for the hospital and ensuring unwavering patient loyalty. This research decisively establishes the connection between service quality and customer loyalty.

INTRODUCTION

Law Number 17 of 2023 concerning Health defines a hospital as a health service facility that offers inpatient, outpatient, and emergency services along with comprehensive individual health services through promotion, prevention, curative, rehabilitative, and/or palliative health services (Ministry of State Secretariat of the Republic of Indonesia, 2023). Dr. Saiful Anwar Regional General Hospital in East Java Province (RSSA) is one of the government hospitals that provides services including medical care, nursing, midwifery, pharmaceutical services, and supporting services (RSUD Saiful Anwar, 2023). Pharmacy services at RSSA are carried out by the Hospital Pharmacy Installation (IFRS), which is a work unit that has service units located near healthcare service areas such as outpatient care, inpatient care, emergency services, and operating rooms, referred to as the pharmacy service unit (UPF).

The General Outpatient Pharmacy Service Unit (UPF RJU) is part of the Pharmacy Installation that serves regular non-BPJS outpatient patients, program medication patients, and patients with insurance other than BPJS. The decrease in the number of outpatient pharmacy patients at the General Outpatient Pharmacy Service Unit (UPF RJU) has been occurring since February 2024. Compared to January, the decline is quite significant, and the trend has continued to decrease until May 2024. The adjustment of registration fees is suspected to have contributed to the decrease in the number of visits to the hospital, particularly at the UPF RJU. Another factor that is suspected to contribute to the decrease in the number of visits is the availability of other healthcare facilities in the city of Malang that offer services similar to those of RSSA, indicating competition in healthcare services. Another factor is the availability of a wider variety of medications at other pharmacy services (drugstores), which allows patients to choose treatments other than at RSSA. Based on field data phenomena, it shows the level of patient loyalty towards the General Outpatient Pharmacy Service Unit. This has sparked an interest in conducting a study on the factors that influence patient loyalty.

There are various aspects that influence the success of a hospital's business, one of which is patient loyalty. According to Kotler & Keller (2009), consumer loyalty can be defined as the consumer's effort to maintain loyalty to a product, which is then followed by repeat purchases. One of the factors that influence customer loyalty according to Hasan (2014) is the quality of the product or service (service quality). To assess service quality, it can be done through several dimensions, including tangible evidence, reliability, responsiveness, assurance, and empathy (Tjiptono, 2019). The results of the research on the influence of service quality on loyalty conducted by Ardiyanto & Tabrani (2018), Asnawi et al. (2019), Bukhari et al. (2018), Fatima et al. (2018), Hakim et al. (2019), Hasan & Putra (2018), Nafisa & Sukresna (2018), Oktoriani et al. (2023), Sulistyio & Gumilar (2019), Kurniawan et al. (2022), Vigaretha & Handayani (2018) concluded the same thing, namely that service quality has a positive and significant effect on patient loyalty. But the results differ from the above studies, Sektiyaningsih et al. (2019), Winata et al. (2022) concluded that service quality does not affect patient loyalty. Similarly, research by Andreano & Pardede (2023)

and Surachman & Agustina (2023) concluded that service quality has a negative and significant impact on patient loyalty.

According to Tazkiya et al. (2019), the corporate image is a combination of consumer perceptions and attitudes that reflect the characteristics of the company. In hospital services, the image of the hospital is a tangible manifestation of customer perceptions of the services provided through what customers receive (Tekwana, 2019). In an effort to generate a positive image sustainably, the orientation of the hospital needs to focus on patients who are essentially the buyers of service. The key is through the improvement of service quality (Hasibuan et al., 2020). The results of the research conducted by Hasan & Putra (2018), Sektiyaningsih et al. (2019), Akob et al. (2021) concluded that service quality positively affects the image of the hospital.

Patients are more likely to accept products from hospitals with a positive reputation (Hasibuan et al., 2020). Customers will be more inclined to trust and stick with a hospital that has a positive reputation (Tekwana, 2019). It is anticipated that the hospital's reputation will improve its performance since it is one of the elements affecting patient loyalty (Binendra & Prayoga, 2022). According to studies by Akob et al. (2021), Dayan et al. (2021), Sulisty & Gumilar (2019), and Nafisa & Sukresna (2018), patient loyalty is positively impacted by the hospital's reputation.

Customer satisfaction is a post-purchase phenomenon that reflects the extent to which consumers like or dislike a service after experiencing it (Hosseini & Behboudi, 2017). In healthcare services, patient satisfaction is closely related to the quality of service. Patient evaluation of medical care is an important part of initiating the improvement process in healthcare services. Patient expectations of healthcare providers and the actual patient experience are important factors that influence patient evaluations of healthcare services (Goetz et al., 2019). Research conducted by Afrizal & Suhardi (2018), Akob et al. (2021), Ardiyanto & Tabrani (2018), Asnawi et al. (2019), Fatima et al. (2018), Hakim et al. (2019), Nafisa & Sukresna (2018), Oktoriani et al. (2023), and Sulisty & Gumilar (2019) concluded that service quality positively affects patient satisfaction.

Patient satisfaction is one of the crucial factors in the success of service, which can be achieved through the provision of quality services that can enhance patient loyalty (Wulandari et al., 2024). Patient loyalty is a sign and persistence of patient contentment with the hospital's services and facilities, as well as with continuing to be a patient there (Sari et al., 2019). Research conducted by Afrizal & Suhardi (2018), Akob et al. (2021), Ardiyanto & Tabrani (2018), Bukhari et al. (2018), Hasan & Putra (2018), Kartika et al. (2023), Meesala & Paul (2018), and Oktoriani et al. (2023), concluded that patient satisfaction positively affects patient loyalty.

A study on the impact of service quality on patient loyalty mediated by hospital image and patient satisfaction at the Outpatient Pharmacy Service Unit of the Pharmacy Installation at RSUD Dr. Saiful Anwar, East Java Province, is intriguing given the phenomenon and the findings of prior research. The goal of this study is to comprehend and examine how service quality affects RSSA's hospital reputation, patient satisfaction, and patient loyalty.

LITERATURE REVIEW

Patient Loyalty and Service Quality

Products, services, people, procedures, and surroundings that meet or beyond expectations all have an impact on the dynamic state of service quality (Tjiptono, 2019). Anabila et al. (2020) assert that one of the aspects of service delivery that customers focus on, such as in healthcare services, is service quality, which is a significant component of customer perception.

In the healthcare sector, patient loyalty is very important for healthcare providers and can be described as a situation where patients continue their relationship with the hospital and recommend the hospital's services to others (Afthanorhan et al., 2018). Thus, service quality is one of the factors that can influence customer loyalty (Hasan, 2014).

The results of previous empirical studies on the influence of service quality on loyalty conducted by Ardiyanto & Tabrani (2018), Asnawi et al. (2019), Bukhari et al. (2018), Fatima et al. (2018), Hakim et al. (2019), Hasan & Putra (2018), Nafisa & Sukresna (2018), Oktoriani et al. (2023), Sulistyono & Gumilar (2019), Kurniawan et al. (2022), Vigaretha & Handayani (2018) concluded that service quality has a positive and significant effect on patient loyalty. Based on the results of empirical studies, the hypothesis of this research is as follows:

H1: There is an influence of service quality on patient loyalty

Service Quality and Hospital Image

Patients' opinions about the hospital's image are something that must be considered in the hospital business (Odoom et al., 2021). According to Tekwana (2019), the image of a hospital is a tangible manifestation of customers' perceptions of the service provided through what customers receive. The key to realizing customer expectations is by providing quality service (Maryati et al., 2018)

Prior empirical research on the relationship between service quality and hospital image by Hasan & Putra (2018), Akob et al. (2021), and Sektiyaningsih et al. (2019) found that service quality had a favorable impact on hospital image. The following is the research's hypothesis, which is based on the findings of the empirical studies:

H2: There is an influence of service quality on the hospital's image

Service Quality and Patient Satisfaction

According to Hosseini and Behboudi (2017), customer satisfaction is a phenomenon that occurs after a transaction and indicates how satisfied customers are with the service. Because patients who receive high-quality care will feel that their expectations of the hospital have been fulfilled, patient satisfaction and service quality are closely associated in the healthcare industry.

Patient satisfaction is positively impacted by service quality, according to the findings of earlier empirical research by Afrizal & Suhardi (2018), Akob et al. (2021), Ardiyanto & Tabrani (2018), Asnawi et al. (2019), Fatima et al. (2018), Hakim et al. (2019), Nafisa & Sukresna (2018), Oktoriani et al. (2023), and Sulistyono & Gumilar (2019). The following is the research's hypothesis, which is based on the findings of the empirical studies:

H3: There is an influence of service quality on patient satisfaction

Hospital Image and Patient Loyalty

In order to set hospital services apart from those of its rivals, image is crucial (Odoom et al., 2021). It is anticipated that the hospital's reputation will improve its performance success since it is one of the elements affecting patient loyalty (Binendra & Prayoga, 2022). Customers will be more inclined to trust and stick with a hospital that has a positive reputation (Tekwana, 2019).

Previous empirical research by Akob et al. (2021), Dayan et al. (2021), Nafisa & Sukresna (2018), and Sulistyono & Gumilar (2019) found that patient loyalty is positively impacted by the hospital's image. The following is the research hypothesis, which is based on the findings of earlier empirical studies:

H4: There is an influence of hospital image on patient loyalty

Patient Contentment and Patient Devotion

One factor influencing client loyalty is client satisfaction (Hasan, 2014). According to Wulandari et al. (2024), patient satisfaction is one of the most crucial components of a successful service. Since they will return to use the hospital's services, satisfied patients are referred to as loyal customers. Previous empirical studies by Afrizal & Suhardi (2018), Akob et al. (2021), Ardiyanto & Tabrani (2018), Bukhari et al. (2018), Hasan & Putra (2018), Kartika et al. (2023), Meesala & Paul (2018), and Oktoriani et al. (2023) have found that patient satisfaction has a positive effect on patient loyalty. The research hypothesis, which is founded on the results of empirical studies, is as follows:

H5: There is an influence of patient satisfaction on patient loyalty

Hospital image as mediator

Patients are more likely to accept products from hospitals with a positive reputation (Hasibuan et al., 2020). Customers will be more inclined to trust and stick with a hospital that has a positive reputation (Tekwana, 2019). Previous empirical research by Dayan et al. (2021) found that the hospital's image somewhat mediates the relationship between service quality and loyalty. However, Winata et al.'s 2022 study shows that the hospital's reputation does not operate as a mediator between service quality and loyalty. The following is the research hypothesis, which is based on the findings of the empirical study:

H6: The hospital's image mediates the influence of service quality on patient loyalty

Patient Satisfaction as mediator

Patient satisfaction is one of the most crucial elements of service success, and it may be achieved by providing top-notch services that foster customer loyalty (Wulandari et al., 2024). Patient loyalty, according to Sari et al. (2019), is an indication of a patient's ongoing contentment with the hospital's offerings and amenities as well as their decision to remain a patient there. Prior empirical research by Andreano & Pardede (2023) and Vigaretha & Handayani (2018) found that the relationship between service quality and patient

loyalty is mediated by patient satisfaction. The following is the research hypothesis, which is based on the findings of the empirical study:

H7: Patient satisfaction mediates the effect of service quality on patient loyalty

The research conceptual framework is as follows:

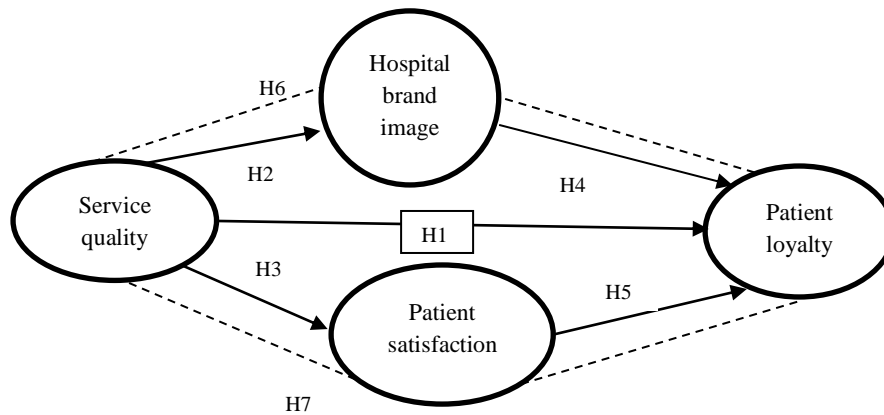


Figure 1. Research conceptual framework

METHODOLOGY

This study was carried out at RSUD Dr. Saiful Anwar's General Outpatient Pharmacy Service Unit (UPF RJU). Based on the average number of patients per month, the study's population consists of 1500 outpatients at UPF RJU. Using the Slovin algorithm, the sample size was determined to be 93.75 respondents, rounded to 94 respondents. Purposive sampling is the sample strategy used in this investigation. One sampling method with particular implications is purposeful sampling.

The structural equation modeling (SEM) approach was used to examine the data gathered for this investigation. One kind of multivariate analysis is SEM. A technique for examining multiple variables at once is multivariate analysis. Partial Least Squares (PLS) is the data analysis tool utilized. Measurement model testing and structural model testing can be done simultaneously with PLS, a variance-based structural equation modeling (SEM) tool (Sholihin & Ratmono, 2021).

RESEARCH RESULTS

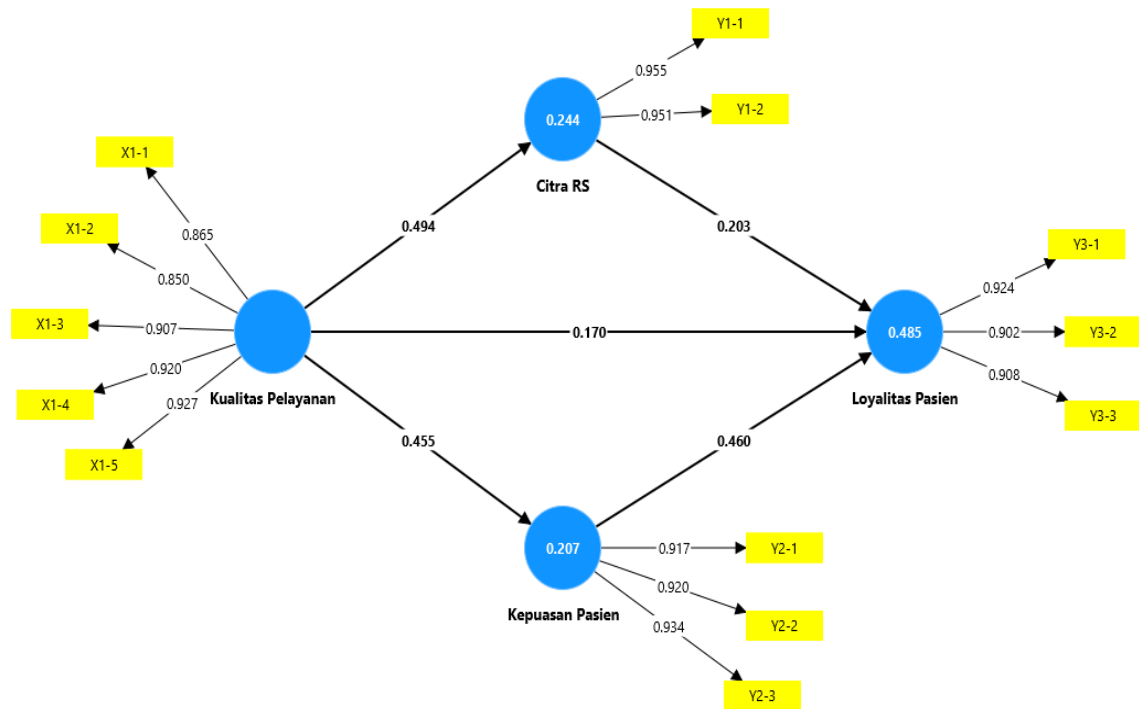


Figure 2. SEM Model

The data analysis's findings are displayed in Figure 2. Two measurements – validity and reliability – were then carried out. Confirmatory Factor Analysis in covariance-based SEM and the outer model in SEM-PLS are terms used to describe the measurement model, which includes validity (Sholihin & Ratmono, 2021). The loading factor must be more than 0.7 and the p-value must be significant (< 0.05) in order for the outer model to meet the requirements for convergent validity for reflective constructs, according to Hair et al. in Sholihin & Ratmono (2021). Table 1 below displays the loading factors for each indication.

Table 1. Loading factors for all indicators

Indicators	Loading factors	p-value
Tangibles	0.865	0.000
Reliability	0.850	0.000
Responsiveness	0.907	0.000
Assurance	0.920	0.000
Empathy	0.927	0.000
Intangible brand image	0.955	0.000
Tangible brand image	0.951	0.000
Satisfaction with the service	0.917	0.000
Satisfaction with the facility	0.920	0.000
Satisfaction with staff performance	0.934	0.000
Repeat purchase	0.924	0.000
Preference for service	0.902	0.000
Recommendation to others	0.908	0.000

Based on the validity test of the loading factor in table 1, all loading values >0.7 and p -value <0.001 , which means that the criteria for convergent validity have been met. Next, validity testing is conducted based on the Average Variance Factor (AVE) value and reliability testing based on the Composite Reliability (CR) value as presented in Table 2.

Table 2. Average Variance Extracted (AVE) and Composite Reliability (CR)

Variable	Average Variance Extracted (AVE)	Composite Reliability (CR)
Service Quality (X1)	0.800	0.952
Hospital Image (Y1)	0.908	0.899
Patient Satisfaction (Y2)	0.853	0.923
Patient Loyalty (Y3)	0.831	0.898

According to Table 2, all of the variables included in this study are trustworthy since they have an AVE value > 0.5 , suggesting that they satisfy the validity standards based on AVE, and a Composite Reliability (CR) value greater than 0.7.

Hypothesis Test

Hypothesis Test is conducted on direct and indirect effects. The results of the direct influence test are shown in the following Table 3:

Table 3. Direct Effect Test

Path	Path Coefficient	p -values	Hypothesis
Service quality \rightarrow Patient loyalty	0.170	0.129	Rejected
Service quality \rightarrow Hospital brand image	0.494	0.000	Accepted
Service quality \rightarrow Patient satisfaction	0.455	0.000	Accepted
Hospital brand image \rightarrow Patient loyalty	0.203	0.047	Accepted
Patient satisfaction \rightarrow Patient loyalty	0.460	0.000	Accepted

Table 3 makes it very evident that service quality has little bearing on patient loyalty. Service quality affects hospital reputation, and service quality affects patient satisfaction, which in turn affects patient loyalty, and patient satisfaction affects patient loyalty. The indirect impact test in Table 4 then shows that the hospital's reputation does not act as a mediator in the relationship between patient loyalty and service quality. Meanwhile, patient satisfaction can operate as a mediator in the interaction between service quality and patient loyalty.

Table 4. Indirect effect (Mediation) Test

Path	Indirect effects	p -value	Hypothesis
Service quality \rightarrow Hospital brand image \rightarrow Patient loyalty	0.100	0.067	Rejected
Service quality \rightarrow Patient satisfaction \rightarrow Patient loyalty	0.209	0.001	Accepted

DISCUSSION

This study examines the variables that affect patient loyalty at the General Outpatient Pharmacy Service Unit (UPF RJU) RSSA. In order to evaluate the correlation between the variables of service quality, hospital image, patient happiness, and patient loyalty, 94 respondents were chosen and given access to the questionnaire online. The findings of the study indicate that patient loyalty is not directly impacted by the service quality component. The five indicators of service quality are physical evidence, assurance, responsiveness, empathy, and reliability. According to this study, the empathy indicator has not yet been able to affect patient loyalty, but it does have a significant impact on service quality. These findings align with earlier studies by Winata et al. (2022) and Andreano & Pardede (2023).

Patient satisfaction and the hospital's reputation are impacted by the service quality element. According to this finding, patient satisfaction increases with increased service quality, and the hospital's reputation also improves. These findings undoubtedly corroborate a number of earlier research, like those by Akob et al. (2021), which claim that patients' perceptions of a hospital will improve the higher the quality of care demonstrated by several measures. Because all services that have a direct impact on patients must be of a high caliber. Patient satisfaction and service quality are strongly associated in the healthcare industry because when patients receive high-quality care, they will feel that their expectations of the hospital have been fulfilled.

Patient loyalty is influenced by patient satisfaction and hospital image. According to these findings, patient loyalty will increase with the hospital's reputation and level of patient satisfaction. This is consistent with earlier research by Oktoriani et al. (2023), which found that patient loyalty at RSUD X increases with the hospital's reputation. Bukhari et al. (2018) and Sulisty & Gumilar (2019) both reported similar findings. According to research by Kartika et al. (2023), Kijima et al. (2021), and Sari et al. (2019), patient loyalty is impacted by patient satisfaction.

The impact of service quality on patient loyalty is not mediated by the mediating variable in this study, which is hospital image. This finding indicates that patient loyalty is unaffected by higher service quality, which improves the hospital's reputation. Although the impact of the hospital's image on loyalty was previously described as good, the hospital's image has not yet been able to significantly mediate the relationship between patient loyalty and service quality. The findings of this investigation corroborate those of Winata et al.'s earlier study at Ukrida Hospital from 2022.

The impact of service quality on patient loyalty is mediated by the subsequent mediating variable, which is patient satisfaction. This finding implies that higher service quality, which promotes high patient satisfaction, will have an impact on patients' high levels of loyalty. Prior research by Andreano & Pardede (2023), Novianti et al. (2018), Winata et al. (2022), and Vigaretha & Handayani (2018) concluded that patient satisfaction can function as a mediator that mediates the quality of service towards patient loyalty. The findings of this

study corroborate these findings. This demonstrates that providing patients with high-quality services will increase their satisfaction and loyalty.

CONCLUSIONS AND RECOMMENDATIONS

Improvements in hospital image indicators and patient satisfaction can directly increase patient loyalty, according to the study's findings, which show that these factors have a positive impact on patients in the General Outpatient Pharmacy Service Unit of RSUD Dr. Saiful Anwar. Additionally, patient loyalty is not impacted by service quality, suggesting that some aspects of service quality require modification in order to promote patient loyalty. The addition of the hospital image mediator in the relationship between service quality and patient loyalty does not enhance the influence on patient loyalty. On the other hand, the addition of patient satisfaction as a mediator in the relationship between service quality and patient loyalty is able to enhance the influence on patient loyalty. This proves that good service quality will make patients feel satisfied, thereby fostering patient loyalty.

This study provides important implications for hospitals, particularly as input for leadership policies on improving service quality and patient satisfaction, as well as an effort to evaluate the quality of hospital services. This effort is important for building a good image of the hospital and patient loyalty

ADVANCED RESEARCH

There are various restrictions on this study. Initially, only one hospital pharmacy service unit provided the data, which limited the findings' applicability to other hospital services. Second, additional patient groups that might exhibit varying degrees of loyalty are not included in this study, which solely concentrates on routine outpatient patients. To get better information and findings, further research can be done.

ACKNOWLEDGMENT

We would like to express our gratitude to the Supervising Lecturers of the Master's in Management at Universitas Wisnuwardhana Malang, the Hospital Management, and the Head of the Pharmacy Installation at RSUD Dr. Saiful Anwar for granting permission to conduct the research

REFERENCES

- Afrizal, & Suhardi. (2018). Effect of Service Quality, Hospital and Trust Image on Patient Satisfaction and Its Implications in Patient Loyalty. *Munich Personal RePec Archive*, 4(1), 70–86.
- Afthanorhan, A., Awang, Z., Salleh, F., Ghazali, P. L., & Rashid, N. (2018). The effect of product quality, medical price and staff skills on patient loyalty via cultural impact in medical tourism. *Management Science Letters*, 8(12), 1421–1428. <https://doi.org/10.5267/j.msl.2018.10.004>
- Akob, M., Yantahin, M., Ilyas, G. B., Hala, Y., & Putra, A. H. P. K. (2021). Element of Marketing: SERVQUAL Toward Patient Loyalty in the Private Hospital Sector. *Journal of Asian Finance, Economics and Business*, 8(1), 419–430. <https://doi.org/10.13106/jafeb.2021.vol8.no1.419>

- Anabila, P., Anome, J., & Kwadjo Kumi, D. (2020). Assessing service quality in Ghana's public hospitals: evidence from Greater Accra and Ashanti Regions. In *Total Quality Management and Business Excellence* (Vol. 31, Issues 9-10, pp. 1009-1021). Routledge. <https://doi.org/10.1080/14783363.2018.1459542>
- Andreano, P. R., & Pardede, R. (2023). Service Quality and Patient Trust on Patient Loyalty Mediated by Patient Satisfaction on Inpatients. *Interdisciplinary Social Studies*, 2(12), 2684-2692.
- Anfal, A. L. (2020). Pengaruh Kualitas Pelayanan dan Citra Rumah Sakit terhadap Tingkat Kepuasan Pasien Rawat Inap Rumah Sakit Umum Sundari Medan Tahun 2018. *Excellent Midwifery Journal*, 3(2), 1-19.
- Ardiyanto, M. A., & Tabrani. (2018). Pengaruh Citra Rumah Sakit dan Kualitas Pelayanan terhadap Loyalitas Pasien melalui Kepuasan Pasien (Studi Pada Rumah Sakit Umum Kardinah Tegal). *Multiplier*, 3(1), 55-69.
- Asnawi, A. A., Awang, Z., Afthanorhan, A., Mohamad, M., & Karim, F. (2019). The Influence of Hospital Image and Service Quality on Patients' Satisfaction and Loyalty. *Management Science Letters*, 9(6), 911-920. <https://doi.org/10.5267/j.msl.2019.2.011>
- Binendra, O. V., & Prayoga, D. (2022). Pengaruh Citra dan Kualitas Pelayanan terhadap Loyalitas Pasien Rawat Inap pada Rumah Sakit : Literature Review. *Media Publikasi Promosi Kesehatan Indonesia*, 5(10), 1199-1205. <https://doi.org/10.31934/mppki.v2i3>
- Bukhari, I., Kamal, B., & Sari, M. K. (2018). Pengaruh Kualitas Pelayanan, Citra Perusahaan, dan Kepuasan terhadap Loyalitas Pasien Rawat Inap di Rumah Sakit Mitra Keluarga Tegal. *Jurnal Monex*, 7(1), 379-384.
- Dayan, M., Al Kuwaiti, A. I., Husain, Z., Ng, P., & Dayan, A. (2021). Factors Influencing Patient Loyalty to Outpatient Medical Services: an Empirical Analysis of the UAE's Government Healthcare System. *International Journal of Quality & Reliability Management*, 1-46. <https://doi.org/10.1108/IJQRM-11>
- Fatima, T., Malik, S. A., & Shabbir, A. (2018). Hospital healthcare service quality, patient satisfaction and loyalty: An investigation in context of private healthcare systems. *International Journal of Quality and Reliability Management*, 35(6), 1195-1214. <https://doi.org/10.1108/IJQRM-02-2017-0031>
- Griffin, J. (2010). *Customer Loyalty, Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Alih Bahasa Dwi Kartini Yahya. Erlangga.
- Hakim, M. L., Cahyono, D., & Herlambang, T. (2019). Dampak Kualitas Pelayanan Terhadap Kepuasan dan Loyalitas Pasien di Instalasi Rawat Jalan Rumah Sakit Daerah Dr. Soebandi Jember. *Jurnal Sains Manajemen Dan Bisnis Indonesia*, 9(1), 1-13.
- Hasan, A. (2014). *Marketing dan Kasus-kasus Pilihan*. CAPS.
- Hasan, S., & Putra, A. H. P. K. (2018). Loyalitas Pasien Rumah Sakit Pemerintah: Ditinjau dari Perspektif Kualitas Layanan, Citra, Nilai, dan Kepuasan. *Jurnal Manajemen Indonesia*, 18(3), 184-196.
- Hasibuan, M. M., Fitriani, A. D., & Theo, D. (2020). Pengaruh Kualitas Pelayanan Terhadap Citra Rumah Sakit Umum Dr. Ferdinan Lumban Tobing Kota Sibolga Tahun 2019. *Jurnal Manajemen Dan Administrasi Rumah Sakit Indonesia*, 4(2), 144-155. <http://ejournal.urindo.ac.id/index.php/MARSI>

- Hosseini, S. H. K., & Behboudi, L. (2017). Brand Trust and Image: Effects on Customer Satisfaction. *International Journal of Health Care Quality Assurance*, 30(7), 580–590. <https://doi.org/10.1108/IJHCQA-04-2016-0054>
- Kartika, R. C., Triana, D., Puspita, S. D., Jannah, M., & Ayu, D. P. (2023). Upaya Peningkatan Loyalitas Pasien Melalui Peningkatan Kepuasan Pasien di Rumah Sakit. *Jurnal Ilmiah Permas*, 13(3), 701–708. <http://journal.stikeskendal.ac.id/index.php/PSKM>
- Kementerian Sekretariat Negara RI. (2023). Undang-undang Republik Indonesia Nomor 17 Tahun 2023 Tentang Kesehatan. In *Kementerian Sekretariat Negara Republik Indonesia* (Lembaran Negara republik Indonesia Tahun 2203 Nomor 103). Kementerian Sekretariat Negara Republik Indonesia.
- Kesehatan, K. (2016). *Peraturan Menteri Kesehatan No 72 tentang Standar Pelayanan Kefarmasian di Rumah Sakit*.
- Kijima, T., Matsushita, A., Akai, K., Hamano, T., Takahashi, S., Fujiwara, K., Fujiwara, Y., Sato, M., Nabika, T., Sundquist, K., Sundquist, J., Ishibashi, Y., & Kumakura, S. (2021). Patient Satisfaction and Loyalty in Japanese Primary Care: a Cross-Sectional Study. *BMC Health Services Research*, 21(1), 1–12. <https://doi.org/10.1186/s12913-021-06276-9>
- Kotler, P., & Keller. (2009). *Manajemen Pemasaran* (13th ed.). Erlangga.
- Kurniawan, Y., Winoto Tj, H., & Fushen. (2022). Pengaruh Kualitas Layanan dan Penanganan Keluhan terhadap Loyalitas Pasien BPJS Dimediasi oleh Kepuasan Pelanggan (Studi pada Pasien Pengguna BPJS Kesehatan di RSIA Bunda Sejahtera). *Jurnal Manajemen Dan Administrasi Rumah Sakit Indonesia (MARSI)*, 6(1), 74–85.
- Maryati, Sudirman, & Yusuf, H. (2018). HUBUNGAN KUALITAS PELAYANAN DENGAN CITRA RUMAH SAKIT DI RSUD RAJA TOMBOLOTUTU TINOMBO KABUPATEN PARIGI MOUTONG. *Jurnal Kolaboratif Sains*, 1(1), 783–794.
- Meesala, A., & Paul, J. (2018). Service quality, consumer satisfaction and loyalty in hospitals: Thinking for the future. *Journal of Retailing and Consumer Services*, 40, 261–269. <https://doi.org/10.1016/j.jretconser.2016.10.011>
- Nafisa, J., & Sukresna, I. M. (2018). Analisis Pengaruh Kualitas Layanan, Harapan Kinerja, dan Citra Perusahaan terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan sebagai Variabel Intervening (Studi pada Rumah Sakit Islam Sultan Agung Semarang). *Diponegoro Journal of Management*, 7(3), 1–26.
- Novianti, N., Endri, E., & Darlius, D. (2018). KEPUASAN PELANGGAN MEMEDIASI PENGARUH KUALITAS PELAYANAN DAN PROMOSI TERHADAP LOYALITAS PELANGGAN. *MIX: JURNAL ILMIAH MANAJEMEN*, 8(1), 90. <https://doi.org/10.22441/mix.2018.v8i1.006>
- Odoom, P. T., Narteh, B., & Odoom, R. (2021). Healthcare Branding: Insights from Africa into Health Service Customers' Repeat Patronage Intentions. *International Journal of Healthcare Management*, 14(3), 663–675. <https://doi.org/10.1080/20479700.2019.1688503>
- Oktoriani, E. N., Hanafiah, A., & Alhabsyi, T. (2023). Pengaruh Citra Rumah Sakit, Kualitas Layanan Terhadap Kepuasan dan Loyalitas Pasien BPJS

- Rawat Inap. *Jurnal Manajemen Informasi Kesehatan Indonesia (JMiki)*, 11(1), 80–85. <https://doi.org/10.33560/jmiki.v11i1.525>
- Parasuraman, A., Berry, L. L., & Zeithaml, V. A. (1991). Refinement and Reassessment of the SERVQUAL Scale. *Journal of Retailing*, 67(4), 420–450.
- Rahmadani, Indar, & Jam'an, A. (2021). Analisis Tingkat Kepuasan Pasien BPJS Non PBI Pada RUMah Sakit Pemerintah di Kota Makassar. *Competitiveness*, 10(1), 83–97.
- RSUD Saiful Anwar. (2023). *Profil RSUD Dr. Saiful Anwar Provinsi Jawa Timur*.
- Sari, M. R., Ardiwirastuti, I., & Harviandani, B. S. (2019). Hubungan Kepuasan Pasien dengan Loyalitas Pasien di RSGM IIK Bhakti Wiyata Kediri. *Jurnal Wiyata*, 1–6.
- Sektiyaningsih, I. S., Haryana, A., & Rosalina, S. S. (2019). Pengaruh Kualitas Pelayanan terhadap Kepuasan, Citra, dan Loyalitas Pasien (Studi pada Unit Rawat Jalan RSUD Mampang Prapatan Jakarta Selatan). *Journal of Business Studies*, 4(1), 17–29. <http://journal.uta45jakarta.ac.id/index.php/jbsuta>
- Shie, A. J., Huang, Y. F., Li, G. Y., Lyu, W. Y., Yang, M., Dai, Y. Y., Su, Z. H., & Wu, Y. J. (2022). Exploring the Relationship Between Hospital Service Quality, Patient Trust, and Loyalty From a Service Encounter Perspective in Elderly With Chronic Diseases. *Frontiers in Public Health*, 10, 1–17. <https://doi.org/10.3389/fpubh.2022.876266>
- Sholihin, M., & Ratmono, D. (2021). *Analisis SEM-PLS dengan Warp PLS 7.0 untuk Hubungan Nonlinier dalam Penelitian Sosial dan Bisnis* (C. Mitak, Ed.; 1st ed.). CV. Andi Offset.
- Sulistyo, A., & Gumilar, A. (2019). Studi Citra Rumah Sakit dan Kualitas Pelayanan terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan pad Rumah Sakit Awal Bros Tangerang. *Jurnal Manajemen Bisnis*, 8(2), 137–144.
- Tazkiya, F. H., Wulan, I. A. D. P., & Damayanti, R. (2019). Analisis Kualitas Pelayanan, Penanganan Komplain dan Citra Rumah Sakit terhadap Kepuasan Pengguna Kartu BPJS di Rumah Sakit Dr. Oen Surakarta. *Edunomika*, 03(02), 485–492.
- Tekwana, P. (2019). Pengaruh Marketing Public Relations Dan Kualitas Pelayanan Terhadap Citra Rumah Sakit Syafira Pekanbaru. *Jurnal Commuiverse (CMV)*, 4(2), 16–24. www.eksekutif.co.id,
- Tjiptono, F. (2019). *Pemasaran Jasa* (A. Diana, Ed.; 1st ed.). Penerbit Andi.
- Vigaretha, G., & Handayani, O. W. K. (2018). Peran Kepuasan Pasien sebagai Variabel Mediasi Pengaruh Mutu Pelayanan terhadap Loyalitas Pasien. *HIGEIA (Journal of Public Health Research and Development)*, 2(4), 543–552. <https://doi.org/10.15294/higeia.v2i4.23893>
- Winata, H., Wahyoedi, S., & Gunardi, W. D. (2022). Pengaruh Kualitas Layanan terhadap Loyalitas Pasien yang Dimediasi oleh Citra Rumah Sakit dan Kepuasan Pasien (Studi pada Pasien Rawat Inap RS Ukrida Jakarta). *Jurnal Manajemen Dan Administrasi Rumah Sakit Indonesia (MARSI)*, 6(2), 120–127. <http://ejournal.urindo.ac.id/index.php/MARSI>
- Wulandari, R., Doddy, I. P., & Indaryani, L. (2024). Measuring the Impact of Healthcare Service Quality of Hospitals on Customer Satisfaction. *Corporate*

Hamidah, Rokhman, Ratnawati, Kartikasari

and Business Strategy Review, 5(1 Special Issue), 336–345.
<https://doi.org/10.22495/cbsrv5i1siart8>