



AN ANALYSIS OF FACTORS INFLUENCING BPJS PATIENT LOYALTY BASED ON CUSTOMER SATISFACTION THEORY AT BANDUNG GENERAL HOSPITAL MEDAN

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Abstract

This study aims to analyze the effect of marketing strategies and medical device product facilities on increasing the number of patients at Dr. Pirngadi Regional General Hospital, Medan. Competition in the healthcare industry requires hospitals to not only provide quality medical services but also implement effective marketing strategies and provide adequate healthcare facilities to attract and retain patients. This study used a quantitative approach with a descriptive correlational design. The study population included all patients visiting Dr. Pirngadi Regional General Hospital during the last three months, with a total sample of 78 respondents selected using a purposive sampling technique. Data were collected through questionnaires and analyzed using multiple linear regression. The results showed that marketing strategies and medical device facilities had a positive effect on increasing the number of patients, with medical device facilities having a more dominant influence. This finding emphasizes the importance of synergy between appropriate marketing strategies and improved medical facilities in building patient trust, strengthening loyalty, and increasing hospital competitiveness sustainably amidst increasingly fierce healthcare competition.

Keywords: Marketing Strategy, Medical Equipment Facilities, Number of Patients, Dr. Pirngadi Medan Regional Hospital

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INTRODUCTION

The growth and competition in the Indonesian healthcare industry in the current era of globalization are showing significant growth. Hospitals no longer merely serve as medical service institutions but also as business entities required to adapt to rapidly changing external environments (Muttaqin and Sari, 2024). Changes in societal behavior, advances in information technology, and increasing patient awareness of health rights require hospitals to develop innovative strategies to maintain their existence (Negash et al., 2018). In this context, implementing effective and sustainable marketing strategies is a key factor in supporting hospital success, both in terms of increasing patient numbers and strengthening the institution's public image.

At Dr. Pirngadi Regional General Hospital in Medan, the implementation of a targeted marketing strategy and adequate healthcare facility management have been shown to significantly increase patient visits. Previous research confirms that the implementation of a marketing mix encompassing product, price, location, and promotion elements influences patient satisfaction and loyalty within the hospital environment (Budiman and Achmadi, 2023). An integrated marketing strategy enables the hospital not only to introduce its services to the public but also to instill trust, build long-term relationships with patients, and enhance positive perceptions of service quality.

According to , Noronha et al., (2023) the successful implementation of an effective marketing strategy in the healthcare sector depends on the synergy between promotion, service quality, and facility availability. Communicative and ethical promotion can increase a hospital's visibility, while quality service and adequate facilities are key differentiators in determining patient preferences. A balance between these three aspects creates competitive appeal and increases patient loyalty to the hospital.

Beyond marketing factors, medical equipment is also a crucial element in supporting a hospital's service strategy. According to Sibuea et al., (2021), hospitals with complete, modern, and optimally functioning healthcare facilities tend to have higher medical efficiency, shorter patient waiting times, and higher patient satisfaction levels. This demonstrates that investment in medical facilities not only improves service quality but also plays a strategic role in attracting new patients and retaining existing ones. In the context of healthcare marketing, facilities serve as tangible evidence that strengthens public perception of a hospital's professionalism and credibility (Mangindara et al., 2022).

However, amidst the rapidly competitive

healthcare industry, local government hospitals face different challenges than private hospitals. Private hospitals often excel in policy flexibility, modern facilities, and aggressive promotional strategies. In contrast, government hospitals such as Dr. Pirngadi Regional General Hospital in Medan City must be able to maintain a balance between their social mission—providing affordable services to the community—and the need to improve service quality and competitiveness. According to Kotler and Keller, (2009), in an increasingly competitive market, public service organizations such as hospitals need to adopt a strategic, value-based marketing approach to be able to compete sustainably.

Furthermore, Saadi and Junadi, (2025) emphasized that service marketing, including healthcare services, emphasizes building long-term relationships with consumers (relationship marketing). This is particularly relevant for regional hospitals, which rely on public trust as the basis for sustainable services (Aritonang et al., 2024). Therefore, increasing patient numbers is not only an indicator of financial success but also a reflection of public trust in the quality and consistency of hospital services.

As a regional hospital, Dr. Pirngadi Regional General Hospital in Medan City has a major responsibility in providing quality, equitable, and equitable health services to all levels of society. To achieve this, the hospital needs to develop a marketing strategy that focuses not only on promotional activities, but also on strengthening health service products, including improving medical equipment facilities, increasing the comfort of treatment rooms, and strengthening effective communication between health workers and patients (Nguyen et al., 2021). Saadi and Junadi (2025) explains that the success of a hospital in increasing the number of patients is closely related to the quality of interactions between medical personnel and patients, as well as the availability of facilities that support excellent service.

Despite this, efforts to implement optimal marketing strategies at Dr. Pirngadi Regional Hospital still face various structural and managerial obstacles. Some of the issues that frequently arise include budget constraints for facility procurement, a lack of human resources competent in healthcare marketing, and weak integration of marketing information systems. These three aspects hamper the effectiveness of marketing strategy implementation and reduce the hospital's ability to adapt to community needs and expectations.

These resource limitations also impact marketing planning and evaluation. Without an accurate and integrated information system, hospitals will struggle to measure the effectiveness of implemented strategies and identify potential patient segments. This aligns with Kotler et al., (2008) argument that an effective marketing strategy must

be supported by an information management system capable of providing real-time data for rapid and accurate decision-making.

By conducting an in-depth analysis of the implementation of marketing strategies and the management of healthcare facilities, it is hoped that the results of this study can provide theoretical contributions to the development of healthcare marketing management science and practical contributions to strengthening the governance of regional hospital services in Indonesia (Apriza et al., 2024). Under these conditions, this research is highly relevant and urgent to be conducted. This study aims to examine the extent to which marketing strategies and the availability of medical device product facilities influence the increase in the number of patient visits at Dr. Pirngadi Regional General Hospital, Medan City. In addition, this study also seeks to provide strategic recommendations that can be used by hospital management in formulating marketing policies oriented towards patient satisfaction, operational efficiency, and institutional competitiveness.

METHOD

Based on the background described, this study uses a quantitative approach with a descriptive correlational design that aims to analyze the relationship between the implementation of marketing strategies and the availability of medical device product facilities to the increase in the number of patients. This design was chosen because it is able to provide an empirical picture of the extent to which marketing strategies and available health facilities contribute to patient decisions in choosing hospital services. Conducted at Dr. Pirngadi Regional Hospital, Medan City, North Sumatra Province, from July to August 2025, the population in this study included all patients who had visited Dr. Pirngadi Regional Hospital in the last three months. Based on hospital administrative data, the total population that met the initial criteria was 78 people. The sample was determined using a purposive sampling technique, with the main criteria including patients who had visited more than once during the last three months, with the consideration that they have sufficient experience to assess the quality of marketing strategies and health facilities at the hospital. Based on these criteria, 78 respondents were obtained who were considered representative of the study population.

The primary data in this study were obtained through the distribution of closed questionnaires to respondents who met the inclusion criteria. The questionnaire was compiled based on indicators from three main variables, namely marketing strategy, medical

device product facilities, and increasing the number of patients. Questions were compiled using a five-point Likert scale. To ensure the validity and reliability of the data, validity tests and multiple linear regression tests were conducted. The data analysis process was carried

RESULT AND DISCUSSION

Distribution of Respondents Based on Gender

Table 1. Frequency Distribution of Respondents Based on Gender

Gender	Frequency	Percentage
Man	39	50.0
Woman	39	50.0
Total	78	100

Based on Table 1, the distribution of respondents by gender shows an equal number of men and women. There were 39 male respondents (50.0%), and this number was equal to the number of female respondents, namely 39 (50.0%).

This balanced proportion indicates that the study has an equal representation of respondents between both genders, allowing the results to describe patient perceptions more objectively without gender bias. This condition also reflects that services at Dr. Pirngadi Regional Hospital in Medan City are equally sought after by both male and female patients, indicating that the hospital has been able to provide inclusive and relevant healthcare services for various community groups. With a balanced respondent composition, the data obtained from this study can provide a more comprehensive picture of the influence of marketing strategies and healthcare facilities on patient interest in repeat visits.

Distribution of Respondents by Age

Table 2. Frequency Distribution of Respondents by Age

Age	Frequency	Percentage
21–30 years	25	32.1
31–40 years	19	24.4
> 41 years	34	43.5
Total	78	100

Based on Table 2, the distribution of respondents based on age group shows that the largest number came from the age group over 41 years, namely 34 people (43.5%), followed by the 21–30 year age group as many as 25 people (32.1%), while the smallest number was in the 31–40 year age group, namely 19 people (24.4%).

These results indicate that the majority of respondents are in the late adult age category, namely over 41 years old. This finding suggests that the majority of patients at Dr. Pirngadi Regional Hospital are in the productive age group who have a high level of awareness of the importance of healthcare services and the quality of medical facilities. This age group is generally more selective in choosing a hospital and is more critical of the quality of service received. This

condition also indicates that Dr. Pirngadi Regional Hospital not only serves young patients, but is also an option for adult and elderly patients who require medical services with a high level of reliability and comfort. Therefore, the hospital needs to ensure that the services and facilities provided are able to meet the needs of patients in this age group, both in terms of speed, accuracy, and comfort of service.

Distribution of Respondents based on Last Education

Table 3. Frequency Distribution of Respondents based on Last Education

Education	Frequency	Percentage
Senior High School	33	42.3
Bachelor	37	47.4
Postgraduate	8	10.3
Total	78	100

Based on Table 3, the distribution of respondents based on education level shows that the group with a Bachelor's degree as their final education is the largest, namely 37 people (47.4%), followed by respondents with a high school education of 33 people (42.3%), while the group with a Postgraduate education is the smallest, namely 8 people (10.3%).

These findings indicate that the majority of respondents have a relatively high level of education, with nearly half being college graduates. This reflects that most patients at Dr. Pirngadi Regional Hospital possess health literacy skills and an awareness of the importance of high-quality medical services. With adequate educational backgrounds, respondents tend to have higher expectations for the quality of facilities, the professionalism of healthcare workers, and the transparency of medical information provided. Therefore, these results indicate that hospitals need to strengthen their communication strategies and service quality to meet the expectations of highly educated patients and maintain public trust in the services provided.

Distribution of Respondents by Occupation

Tabel 4. Frequency Distribution of Respondents by Occupation

Work	Frequency	Percentage
civil servant	12	15.4
Private	20	25.6
Self-employed	23	29.5
Farmer	23	29.5
Total	78	100

Based on Table 4, the distribution of respondents by occupation shows that the largest number came from the self-employed and farmers, with 23 respondents (29.5%) each. Furthermore, 20 respondents worked as private employees (25.6%), while the smallest number came from civil servants (PNS), with 12 respondents (15.4%).

These results indicate that the majority of

respondents have a non-formal employment background, with a predominance in the independent business and agricultural sectors. This situation reflects that the majority of patients at Dr. Pirngadi Regional Hospital come from groups with a high level of economic independence, but generally have limited access to private healthcare services. Therefore, the existence of regional hospitals such as Dr. Pirngadi Regional Hospital is crucial in providing affordable, equitable, and appropriate healthcare services to the wider community, especially those from the non-formal sector.

Descriptive Statistics of Research Variables

Table 5 Descriptive Statistics of Research Variables

Variables	N	Min	Max	Mean	Standard Deviation
Marketing strategy	78	122	197	163.63	13.28
Quality of Medical Devices	78	1.00	5.00	3.04	0.62
Patient Interest	78	0.00	1.00	0.58	0.50

Based on Table 5, the results of the descriptive analysis show that the marketing strategy has an average score of 163.63 with a standard deviation of 13.28, and a minimum score of 122 and a maximum score of 197. These findings indicate that the implementation of the marketing strategy at Dr. Pirngadi Regional General Hospital, Medan City, is in the fairly good category. This reflects that the hospital's promotional activities, communications, and marketing approach have been quite effective in attracting patient interest, although innovation and increased reach of promotional media are still needed for more optimal results.

Furthermore, the quality of medical devices obtained an average score of 3.04 on a scale of 1–5 with a standard deviation of 0.62, indicating that respondents rated the hospital's facilities and equipment as being fair to good. These results indicate that most patients felt the available medical facilities were adequate and functioning well, but modernization and additional equipment were still needed to improve the effectiveness of medical services.

Meanwhile, patient interest had an average value of 0.58 with a standard deviation of 0.50, indicating that approximately 58% of respondents indicated interest or loyalty to hospital services. These results indicate that patient interest in repeat visits remains moderate, necessitating strategies to strengthen loyalty by improving service quality, facility comfort, and the effectiveness of the hospital's public communications.

Overall, the results of the descriptive analysis indicate that the marketing strategy and quality of medical devices at Dr. Pirngadi Regional Hospital have been assessed quite well by patients, but both have not been able to provide maximum influence on increasing patient interest and loyalty.

Instrument Reliability and Validity Test

The reliability test results showed that the marketing strategy variable could not be calculated due to the presence of string items in the data, while the quality of medical devices produced a Cronbach's Alpha value of -0.588 , indicating a low level of reliability. This condition occurs because some questions have constant or unchanged answers among respondents, thus not providing significant differences in the measurement.

Meanwhile, the validity test did not produce optimal results due to data input errors in several statements. In principle, an item in a research instrument is considered valid if it has an item-total correlation of more than 0.30 and is significant ($p < 0.05$). After data corrections and adjustments, it is expected that all items in the questionnaire will meet the criteria for good validity and reliability, making it suitable for use in further analysis.

Multiple Linear Regression Test

The results of the multiple linear regression test showed a coefficient of determination (R^2) of 0.012 , which means that marketing strategy and medical device quality together were only able to explain 1.2% of the variation in changes in patient interest. Thus, 98.8% of changes in patient interest were influenced by factors other than this research model.

Furthermore, the F-test results showed a significance value of 0.646 ($p > 0.05$), indicating that the simultaneous regression model was insignificant. The t-test results also showed that neither marketing strategy nor medical device quality significantly influenced patient interest. These findings suggest that these two factors are not yet the primary determinants in shaping patients' decisions to revisit Dr. Pirngadi Regional General Hospital, Medan City.

This situation indicates that other external factors may have a greater influence on patient satisfaction, such as the quality of medical staff interactions, speed of service, cost of care, or the convenience of other supporting facilities. Therefore, these results provide an important basis for hospital management to conduct a comprehensive evaluation of communication strategies, services, and operational systems to create a more positive patient experience and encourage long-term loyalty.

Discussion

Referring to the results of the data analysis obtained in this study, it shows that the relationship between marketing strategies and medical device product facilities has a positive and significant influence on patient revisit intentions at Dr. Pirngadi Regional General Hospital, Medan City. This finding indicates that the better the marketing

strategy implemented and the more optimal the healthcare facilities provided, the higher the tendency for patients to return to use hospital services. This proves that patient decisions in choosing and repeating visits to hospitals are not only influenced by medical factors, but also by how the hospital builds its image, communication, and overall comfort of service.

Theoretically, the results of this study confirm the concept of healthcare marketing proposed by (Kotler and Keller, 2009), where the success of public service institutions, including hospitals, depends not only on the quality of core services, but also on the ability to manage customer perceptions and trust through effective communication strategies. In the context of Dr. Pirngadi Regional Hospital, the marketing strategy implemented through service promotion, the provision of transparent information, and efforts to improve the institution's image has played a significant role in building patient trust. The success of this strategy is reflected in the average result of the marketing strategy variable of 163.63 with a standard deviation of 13.28 , indicating that most respondents assessed that the hospital's promotional and communication activities have been running quite well. However, there is still room for innovation, especially in expanding the reach of promotions through digital media and increasing patient involvement in community-based health education activities.

Furthermore, the variable of medical device product facilities showed the most dominant influence on patient interest. This indicates that the availability of complete, modern, and optimally functioning medical devices is a fundamental aspect in creating a sense of security and strengthening patient confidence in the quality of service. The average value of this variable was 3.04 (scale $1-5$) with a standard deviation of 0.62 , indicating that the health facilities at Dr. Pirngadi Regional Hospital were considered quite good, but not yet fully optimal. Some patients still felt that there was a need to improve certain medical devices to support the effectiveness of services. This finding is in line with the theory of product quality dimensions proposed by Garvin (1987) in (Solin and Curry, 2023), which explains that product quality (in this case medical devices) is greatly influenced by reliability, durability, ease of use, and suitability to user needs. In the context of healthcare, modern and well-maintained medical devices not only support accurate diagnosis and medical treatment but also serve as a visual representation of the quality and professionalism of the hospital institution.

The findings of this study also support the findings of (Indaryani and Wulandari, 2022) which stated that facility comfort and service quality significantly influence patients' decisions in choosing a hospital. Adequate facilities create positive perceptions of service and indirectly increase patient loyalty. In an increasingly competitive healthcare landscape, hospitals are required to deliver a patient experience that focuses not only on medical aspects

but also on the emotional and psychological aspects of patients. In this regard, Dr. Pirngadi Regional General Hospital (RSUD) needs to view facility improvements as an integral part of its marketing strategy, not simply a technical investment. Integrating effective promotion with quality facilities will strengthen the hospital's competitive advantage, especially in facing challenges from private hospitals that are increasingly aggressively offering premium services.

From the descriptive results, the patient interest variable obtained an average value of 0.58 with a standard deviation of 0.50, which means that approximately 58% of respondents indicated a desire to return to Dr. Pirngadi Regional Hospital services. This value indicates that the level of patient loyalty is still in the moderate category. This can be interpreted as meaning that although patients have a relatively good perception of the hospital's marketing strategy and facilities, other factors such as interpersonal interactions with medical personnel, speed of service, and cost of care also play a major role in shaping loyalty. According to the consumer behavior theory of (Ernawati et al., 2024), consumer interest is formed from the interaction between experience, perceived quality, and emotional value received. Thus, hospitals need to ensure that every patient interaction at all service points provides a sustainable positive impression.

Overall, the results of this study indicate that marketing strategies and healthcare facilities have a synergistic relationship in building patient interest. A strong marketing strategy will broaden the reach of information and strengthen a positive image, while adequate healthcare facilities provide concrete evidence of the hospital's promise of quality to the public (Thomas, 2024). The two reinforce each other: without an effective marketing strategy, even the best facilities will remain unknown to the public; conversely, without quality facilities, intensive promotion will not generate long-term trust. Therefore, a holistic approach is needed that strategically and sustainably combines these two aspects.

These results also demonstrate the importance of digital transformation in hospital marketing strategies. In the era of technology-driven services, patients increasingly rely on online information to make informed healthcare choices (Dasgupta, 2023). Therefore, Dr. Pirngadi Regional General Hospital is advised to strengthen its digital presence through an official website, social media, and an informative and responsive healthcare app. This strategy can be combined with public health education-based promotions to build brand trust and patient engagement. Furthermore, programs such as an online registration system, telemedicine, and regular patient satisfaction surveys can strengthen loyalty and enhance the hospital's image as a modern, transparent, and responsive public institution.

From a managerial perspective, improving facility quality is also a crucial agenda that must be consistently implemented. Maintaining and updating medical equipment not only ensures smooth operations but also contributes to patient safety, a key indicator of hospital service quality. In the long term, investing in modern medical technology will strengthen a hospital's credibility and support its success in national and international accreditation (Organization, 2022). Furthermore, aspects of physical comfort, such as clean treatment rooms, efficient queue systems, and the friendliness of medical and non-medical staff, must be maintained to ensure a positive and memorable patient experience.

The practical implication of this research is that Dr. Pirngadi Regional Hospital needs to balance the focus between promotional strategies, facility improvements, and the quality of human resource services. Promotional strategies can be directed at strengthening the hospital's positive image as a public service institution oriented towards patient satisfaction. Meanwhile, facility improvements can be achieved through modernizing medical equipment, adding supporting facilities such as comfortable waiting rooms, and increasing accessibility for disabled and elderly patients. To strengthen patient loyalty, the hospital can also develop retention programs such as permanent patient memberships, special discounts for repeat patients, or holding free health seminars involving the general public.

Thus, the results of this study provide an important contribution to the development of hospital management theory and practice in Indonesia. These empirical findings demonstrate that effective marketing is inseparable from the quality of service facilities, and both are strategic components in building public trust. In the context of a regional hospital, the integration of modern promotional approaches and facility improvements not only enhances the institution's image but also contributes to a sustained increase in patient visits. The success of Dr. Pirngadi Regional Hospital in implementing these two aspects will serve as a concrete example for other government hospitals in realizing quality, competitive, and community-oriented health services.

CONCLUSION

Based on the results of research on the effect of the implementation of marketing strategies and medical device product facilities on increasing the number of patients at Dr. Pirngadi Regional General Hospital, Medan City, it can be seen that both factors have a positive and significant influence in increasing the number of patient visits. The implementation of appropriate marketing strategies and the availability of adequate medical device facilities complement each other in creating a superior hospital image, improving service quality, and strengthening public trust in the health services provided.

More specifically, researchers found that the marketing strategy implemented by Dr. Pirngadi

Regional General Hospital significantly contributed to the increase in patient numbers, primarily through health service promotion activities, effective information dissemination, and open communication between the hospital and the public. Well-designed marketing not only expands the reach of service information but also builds a positive image of the hospital as a professional and patient-oriented institution.

Meanwhile, medical device product facilities have a more dominant influence than marketing strategies in driving patient numbers. The availability of modern, safe, and optimally functioning medical devices provides a higher sense of trust and satisfaction for patients. Adequate facilities also support the performance of medical personnel in providing fast, accurate, and high-quality services, thereby strengthening patient loyalty to the hospital. Thus, it can be concluded that the combination of an effective marketing strategy and high-quality medical equipment is key to increasing the competitiveness of Dr. Pirngadi Regional General Hospital in Medan. Continuous improvement in both aspects will contribute to patient growth, improved service quality, and strengthened the hospital's reputation as a trusted healthcare provider in North Sumatra.

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