

THE EFFECT OF SERVICE QUALITY ON PATIENT SATISFACTION, PATIENT TRUST AND PATIENT LOYALTY

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ABSTRAK

Kebutuhan masyarakat akan layanan rumah sakit semakin meningkat seiring dengan tumbuhnya kesadaran akan pentingnya kesehatan. Rumah sakit tidak hanya berperan sebagai tempat pengobatan, tetapi juga sebagai penyedia layanan kesehatan yang memengaruhi persepsi dan pengalaman pasien. Dalam konteks ini, kualitas pelayanan menjadi faktor penting yang dapat memengaruhi kepuasan, kepercayaan, dan loyalitas pasien. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan terhadap kepuasan pasien, kepercayaan pasien, dan loyalitas pasien di Rumah Sakit XYZ yang berlokasi di Tangerang. Metode penelitian yang digunakan adalah pendekatan kuantitatif, dengan teknik pengumpulan data melalui penyebaran kuesioner. Responden dalam penelitian ini berjumlah 200 orang yang memenuhi kriteria telah atau akan menerima layanan pengobatan di rumah sakit tersebut. Data yang terkumpul dianalisis menggunakan metode Structural Equation Modeling–Partial Least Square (SEM-PLS). Hasil penelitian menunjukkan bahwa kualitas pelayanan memiliki pengaruh positif dan signifikan terhadap kepuasan pasien, kepercayaan pasien, dan loyalitas pasien. Artinya, semakin baik kualitas pelayanan yang diberikan rumah sakit, maka semakin tinggi pula tingkat kepuasan, kepercayaan, dan loyalitas pasien. Namun demikian, hasil juga menunjukkan bahwa kepuasan pasien memiliki pengaruh positif tetapi tidak signifikan terhadap loyalitas pasien. Di sisi lain, kepercayaan pasien terbukti memiliki pengaruh positif dan signifikan terhadap loyalitas. Temuan ini mengindikasikan pentingnya membangun kepercayaan pasien sebagai strategi utama dalam meningkatkan loyalitas mereka terhadap layanan rumah sakit.

Kata kunci : kepuasan pasien, kepercayaan pasien, kualitas pelayanan, loyalitas pasien

ABSTRACT

The public's need for hospital services is increasing along with the growing awareness of the importance of health. Hospitals not only act as places of treatment but also as providers of health services that influence patient perceptions and experiences. In this context, service quality is an important factor that can influence patient satisfaction, trust, and loyalty. This study aims to analyze the effect of service quality on patient satisfaction, patient trust, and patient loyalty at XYZ Hospital located in Tangerang. The research method used is a quantitative approach, with data collection techniques through distributing questionnaires. Respondents in this study numbered 200 people who met the criteria for having or will receive medical services at the hospital. The data collected were analyzed using the Structural Equation Modeling–Partial Least Square (SEM-PLS) method. The results showed that service quality has a positive and significant effect on patient satisfaction, patient trust, and patient loyalty. This means that the better the quality of service provided by the hospital, the higher the level of patient satisfaction, trust, and loyalty. However, the results also show that patient satisfaction has a positive but not significant effect on patient loyalty. On the other hand, patient trust is proven to have a positive and significant effect on loyalty. These findings indicate the importance of building patient trust as a key strategy in increasing their loyalty to hospital services.

Keywords : service quality, patient satisfaction, patient trust, patient loyalty

INTRODUCTION

Indonesia's population growth in recent years has shown a significant trend, with the current population exceeding 270 million. This makes Indonesia the fourth most populous country in the world. This growth is influenced by several factors, including a still relatively

high birth rate despite a decline, and an increase in life expectancy due to improvements in healthcare and education access. Health is a crucial aspect of human life that requires serious attention. Growing awareness of healthy living has led people to engage in physical activities such as exercising, consuming nutritious food, maintaining environmental cleanliness, and more to stay healthy. Many people are willing to spend a considerable amount of money to access the best healthcare facilities for themselves and their families. The development of healthcare facilities in Indonesia has seen significant progress in recent years. The government has invested more resources in improving healthcare infrastructure, including building hospitals, community health centers (puskesmas), and clinics in remote areas. Additionally, the National Health Insurance (Jaminan Kesehatan Nasional) program has improved access to healthcare services, particularly for underprivileged groups. The advancement of information technology in healthcare, such as telemedicine, has also begun to reach patients in hard-to-access areas.

Hospitals play a crucial role as healthcare service providers for the public. The number of hospitals in Indonesia continues to increase, especially in areas that previously lacked adequate healthcare facilities. This growth aligns with the government's goal of enhancing healthcare accessibility nationwide. Both the government and the private sector have been actively investing in the healthcare industry, including the construction of general hospitals and specialized hospitals, such as maternity hospitals and psychiatric hospitals. Private hospitals have been growing in number, particularly in major cities, while government hospitals remain dominant in remote and underserved areas. Collaborations with investors and international health institutions have also been established, particularly to support medical technology upgrades and improve service quality. The increasing demand for hospitals reflects the rising public awareness of healthcare and the need for medical treatment. This trend is evident in the steady increase in the number of hospitals each year.

According to data from the Directorate General of Health Services, Ministry of Health of the Republic of Indonesia, as published in the 2023 Indonesia Health Profile, the number of hospitals has increased annually. In 2019, there were 2,877 hospitals, consisting of 2,344 general hospitals and 533 specialized hospitals. By 2023, this number had risen to 3,155, comprising 2,636 general hospitals and 519 specialized hospitals. This increase highlights the growing public demand for hospitals as essential healthcare service institutions. Based on their organizers, general hospitals are classified into central hospitals, regional hospitals, and private hospitals.

Based on Ditjen Pelayanan Kesehatan, Kemenkes RI (2024), in 2023, there were 242 general hospitals operated by the central government (9.2%), 849 general hospitals operated by the regional government (32.2%), and 1,545 general hospitals operated by the private sector (58.6%). The data indicates that private hospitals contribute the largest share of general hospitals in Indonesia. Patients play a crucial role in determining the success of a hospital. Patient loyalty is the key to the success of healthcare service providers. According to Surachman (2023), hospitals must continuously improve their services to sustain growth and remain competitive. Patients serve as the primary revenue source for hospitals, both directly and indirectly through health insurance. Therefore, hospitals strive to increase patient visits, enhancing their healthcare services, which in turn impacts patient loyalty, as indicated by patients returning for further medical services.

Based on research conducted by Sari et al. (2023), data collection at St. Carolus Summarecon Serpong Hospital from 2016 to 2020 indicates that the number of returning patients increased in 2017 compared to 2016. However, from 2008 to 2021, there was a decline in the number of patients. This trend reflects the quality of service provided to patients and its impact on patient satisfaction, patient trust, and patient loyalty at St. Carolus Summarecon Serpong Hospital. According to the available information, the decrease in outpatient visits at

the hospital's polyclinic led to a 32% decline in revenue. A reduction in revenue can affect the hospital's financial stability, impacting operational activities and patient services (Sari et al., 2023). A preliminary study was conducted through an interview checklist on November 6 and 7, 2021, revealing that only 15% of 100 returning patients sought treatment again at St. Carolus Summarecon Serpong Hospital. Further questions were asked to 15 patients, with the following results 60% of patients stated they would revisit the hospital, 46% of patients preferred continuing their treatment at the hospital despite the presence of other hospitals nearby. 53% of patients expressed willingness to use services offered by other hospitals. 86% of patients would recommend St. Carolus Summarecon Serpong Hospital to others.

Healthcare service providers must deliver high-quality services to achieve patient satisfaction, which ultimately leads to patient loyalty (Surachman & Agustina, 2023). Research by Habsy (2024) at RSUD Al-Ihsan highlights that patient experience significantly impacts patient satisfaction, which in turn contributes to higher patient loyalty. Satisfied patients tend to return for treatment and recommend the hospital to others. According to Zaid et al. (2020), in the healthcare industry, service quality refers to patients' perception of the quality of healthcare services provided by hospitals. Based on these findings, it is evident that patients play a crucial role in ensuring a hospital's sustainability. When patients receive high-quality services, they develop satisfaction and trust, leading to loyalty toward the hospital. This study aims to examine the influence of service quality on patient satisfaction, patient trust, and patient loyalty.

METHODS

Based on the data used, this research falls under the quantitative research type. In terms of design, it employs a correlational research design. The population in this study consists of hospital patients. The minimum sample size required for using the Partial Least Squares - Structural Equation Modeling (PLS-SEM) method is 160 respondents. However, this study successfully collected 200 respondents, exceeding the minimum required sample size based on the inverse square root method.

This study utilizes a non-probability sampling method with a purposive sampling technique. Purposive sampling was chosen to select individuals or groups who possess the most relevant information related to the research objectives (Sekaran & Bougie, 2016). The sample criteria include patients who have received treatment at XYZ Hospital in Tangerang and are willing to participate as respondents by filling out the research questionnaire. The data in this study consists of two types: primary data and secondary data. Primary data is obtained from questionnaire responses filled out by the selected respondents. Secondary data includes reference information gathered from journals, books, websites, and other sources. To measure the respondents' answers, the researcher applies the Likert scale. Data analysis using the Partial Least Squares - Structural Equation Modeling (PLS-SEM) method, with a research period from June to November 2024.

RESULT

Research Data Analysis

Previous studies by Obeidat et al. (2012) and Mahamad & Ramayah (2010) have shown that there are five key elements influencing the perception of service quality: tangibles, reliability, responsiveness, assurance, and empathy. Therefore, in this study, the service quality variable is specifically measured through the dimensions of reliability, assurance, tangibles, empathy, and responsiveness. The following is the path model used in this research.

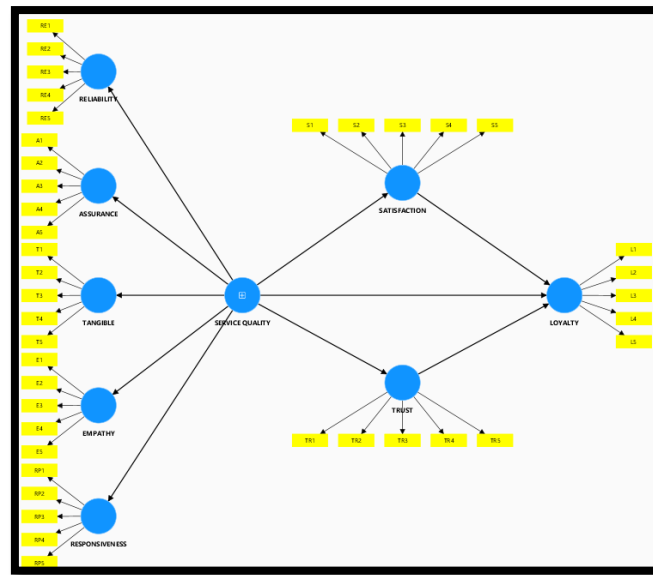


Figure 1. Path Model

Based on the analysis conducted on the collected data, the following are the research data analysis results.

Outer Model

Convergent Validity Test

An indicator is considered valid if the loading factor value is ≥ 0.7 and the Average Variance Extracted (AVE) value is ≥ 0.5 when testing for convergent validity (Hair et al., 2019). The following table presents the results of the convergent validity test in this study.

Table 1. Loading Factor and Average Variance Extracted Results

Variable	Item	Loading (>0.7)	Average Variance Extracted (AVE) (>0.5)	Result
Service Quality	RE1	0.930	0.787	Valid
	RE2	0.934		Valid
	RE3	0.852		Valid
	RE4	0.904		Valid
	RE5	0.808		Valid
	A1	0.945	0.865	Valid
	A2	0.942		Valid
	A3	0.917		Valid
	A4	0.923		Valid
	A5	0.923		Valid
	T1	0.958	0.765	Valid
	T2	0.943		Valid
	T3	0.942		Valid
	T4	0.695		Valid
	T5	0.806		Valid
	E1	0.912	0.838	Valid
	E2	0.866		Valid
	E3	0.942		Valid
	E4	0.972		Valid
	E5	0.882		Valid
	RP1	0.956	0.872	Valid
	RP2	0.923		Valid
	RP3	0.862		Valid

	RP4	0.956		Valid
	RP5	0.969		Valid
<i>Patients Satisfaction</i>	S1	0.929	0.766	Valid
	S2	0.755		Valid
	S3	0.959		Valid
	S4	0.938		Valid
	S5	0.774		Valid
<i>Patients Trust</i>	TR1	0.928	0.838	Valid
	TR2	0.924		Valid
	TR3	0.890		Valid
	TR4	0.937		Valid
	TR5	0.896		Valid
<i>Patients Loyalty</i>	L1	0.980	0.933	Valid
	L2	0.982		Valid
	L3	0.986		Valid
	L4	0.988		Valid
	L5	0.889		Valid

Based on the data in the table above, each variable's indicators have an outer loading value > 0.7 and an AVE value > 0.5 . Therefore, it can be concluded that all indicators in this study are valid and suitable for further analysis.

Discriminant Validity Test

According to Fornell and Larcker (1981), a model is considered to have good discriminant validity if the square root of the AVE for each construct is greater than the correlation between that construct and other constructs. The following table presents the results of the discriminant validity test in this study.

Table 2. Fornell and Larcker Matrix

Empathy	Responsive Service ness	Quality	Patient Satisfaction	Patient Trust	Patient Loyalty
0.916					0.966
0.922	0.934				
0.955	0.922	0.854			
0.859	0.880	0.880	0.875		
0.891	0.930	0.883	0.929	0.875	
0.725	0.742	0.750	0.745	0.751	

	Reliability	Assurance	Tangible
Reliability	0.877		
Assurance	0.887	0.930	
Tangible	0.868	0.918	0.875
Empathy	0.812	0.878	0.863
Responsiveness	0.774	0.820	0.791
Service Quality	0.920	0.958	0.942
Patient Satisfaction	0.772	0.828	0.781
Patient Trust	0.757	0.791	0.762
Patient Loyalty	0.643	0.683	0.966

Based on the table above, the square root of the Average Variance Extracted (AVE) for each construct Fornell and Larcker is greater than its correlation with other variables.

Reliability Test

The reliability test is conducted to assess the overall consistency of the variables. In the outer model analysis, reliability testing is performed by measuring Cronbach's Alpha and Composite Reliability in PLS-SEM.

Table 3. Cronbach's Alpha and Composite Reliability Results

Variable	Cronbach's Alpha	Composite Reliability
Reliability	0.931	0.937
Assurance	0.961	0.961
Tangible	0.920	0.938
Empathy	0.951	0.954
Service Quality	0.984	0.986
Satisfaction	0.921	0.932
Trust	0.951	0.952
Loyalty	0.982	0.986

Based on table 3, all variables have Cronbach's Alpha and Composite Reliability values greater than 0.7. These results indicate that all variables meet the reliability criteria. Meeting these criteria suggests that the measurement items used can effectively represent each variable.

Inner Model

Coefficient of Determination (R-Square)

R-square measures the extent to which independent variables in the model can explain the dependent variable. The R-Square value ranges from 0 to 1. A higher R-square value indicates a better model in explaining the relationship between independent and dependent variables. An R value greater than 0.75 is considered strong (higher), an R value between 0.5 and 0.75 is considered moderate, and an R value below 0.5 is considered weak (lower).

Based on the R-Square results in table 4, the R-square values for service quality, patient satisfaction, and patient trust fall into the high category as they exceed 0.75. Meanwhile, the R-square value for patient loyalty is 0.603, which falls into the moderate category.

Table 4. R-Square

Dependent	R-Square	Categories
Reliability	0.846	Higher
Assurance	0.918	Higher
Tangible	0.888	Higher
Empathy	0.913	Higher
Responsiveness	0.849	Higher
Patients Satisfaction	0.774	Higher
Patients Trust	0.780	Higher
Patient Loyalty	0.603	Moderate

Predicted Relevance

Predicted relevance is measured using the Q-square value.

Table 5. Q-Square Predict

Dependent	Q predict
Reliability	0.847
Assurance	0.919
Tangible	0.888
Empathy	0.914
Responsiveness	0.851
Patient Satisfaction	0.773
Patient Trust	0.781
Patient Loyalty	0.561

The Q-square value for all variables is greater than 0.35, indicating that all variables have good predictive ability.

Size and Significance of Path Coefficients

Table 6. Size and Significance of Path Coefficients

	Path Coefficients	Standart Deviation	T Statistics	P Values
Service Quality – Reliability	0.920	0.013	72.531	0.000
Service Quality -> Assurance	0.958	0.010	100.190	0.000
Service Quality -> Tangible	0.942	0.008	118.150	0.000
Service Quality -> Empathy	0.955	0.008	122.077	0.000
Service Quality -> Responsiveness	0.922	0.014	65.307	0.000
Service Quality -> Satisfaction	0.880	0.031	28.338	0.000
Service Quality -> Trust	0.883	0.030	29.900	0.000
Service Quality -> Loyalty	0.338	0.104	3.258	0.001
Satisfaction -> Loyalty	0.199	0.116	1.713	0.087
Trust -> Loyalty	0.268	0.135	1.989	0.047

Hypothesis testing is conducted to measure the strength and significance of relationships between variables in the research model. Path coefficients are used to analyze both direct and indirect relationships between variables and their alignment with the research model.

Based on the results in table 6, the following conclusions can be drawn: Service Quality Positively and Significantly Affects Patient Satisfaction, the hypothesis test results indicate a significant positive relationship between service quality and patient satisfaction. The original sample value of 0.880 demonstrates a strong positive relationship between the two variables. The P-value of 0.000 meets the standard threshold of less than 0.05. Based on these calculations, it can be concluded that H1 is accepted: "Service quality positively and significantly affects patient satisfaction." Service Quality Positively and Significantly Affects Patient Trust, the hypothesis test results indicate a significant positive relationship between service quality and patient trust. The original sample value of 0.883 demonstrates a strong positive relationship between the two variables. The P-value of 0.000 meets the standard threshold of less than 0.05. Based on these calculations, it can be concluded that H2 is accepted: "Service quality positively and significantly affects patient trust."

Service Quality Positively and Significantly Affects Patient Loyalty, the hypothesis test results indicate a positive relationship between service quality and patient loyalty. The original sample value of 0.338 demonstrates a weak positive relationship between the two variables. The P-value of 0.001 meets the standard threshold of less than 0.05. Based on these calculations, it can be concluded that H3 is accepted: "Service quality positively and significantly affects patient loyalty." Patient Satisfaction Positively but Not Significantly Affects Patient Loyalty, the hypothesis test results indicate a positive but not significant relationship between patient satisfaction and patient loyalty. The original sample value of 0.199 demonstrates a weak positive relationship between the two variables. The P-value of 0.087 exceeds the standard threshold of less than 0.05. Based on these calculations, it can be concluded that H4 is rejected, meaning "Patient satisfaction positively but not significantly affects patient loyalty."

Patient Trust Positively and Significantly Affects Patient Loyalty, the hypothesis test results indicate a positive relationship between patient trust and patient loyalty. The original sample value of 0.268 demonstrates a weak positive relationship between the two variables. The P-value of 0.047 meets the standard threshold of less than 0.05. Based on these calculations, it can be concluded that H5 is accepted: "Patient trust positively and significantly affects patient loyalty."

DISCUSSION

The Relationship Between Service Quality and Patient Satisfaction

Based on the PLS data results, service quality has a positive and significant effect on patient satisfaction. This means that the higher the service quality, the greater its positive impact on patient satisfaction. Patient satisfaction is an outcome of the services provided, which is fulfilled when the service quality meets patients' needs and expectations. According to Almomani et al. (2020), patient satisfaction is a psychological aspect resulting from patients' emotional responses to the healthcare services they receive. Patients' experiences with doctors, hospital staff, and facilities shape their perception, which in turn determines their emotional response. Patient satisfaction is achieved when hospitals pay attention to the dimensions of service quality. Patients' experiences interacting with doctors, supporting staff, and the hospital environment contribute to their sense of comfort and satisfaction.

From another perspective, patient satisfaction can serve as an indicator of the quality of hospital services. Aqil (2020) states that better service quality significantly increases patient satisfaction, meaning that satisfaction depends on the quality of hospital services. Patient

satisfaction is measured through five service quality dimensions: reliability, responsiveness, assurance, empathy, and tangibles (Sari, 2022). Service quality and patient satisfaction are closely linked, where high service quality enhances patient satisfaction, which, in turn, serves as a benchmark for the success of healthcare service quality (Baan et al., 2020).

The Relationship Between Service Quality and Patient Trust

Analysis results show that service quality has a positive and significant effect on patient trust. This means that better service quality leads to greater patient trust. Conversely, low service quality reduces patient trust in medical teams, healthcare services, and hospital staff (Rahayu & Surwanti, 2022). Patients' perception of service quality directly influences their trust in the hospital. According to Shie et al. (2022), patient trust is a real feeling derived from the honesty, integrity, and reliability of doctors and caregivers after using healthcare services. Patients are more likely to trust their healthcare providers when they have positive experiences.

Hospitals must ensure that all services provided reassure patients about the reliability of their care (Ratnasari, 2021). Patients' experiences with hospital service quality build their trust in the institution. Suhermin & Hermawati (2021) explain that patient trust is reflected in their attachment to the healthcare services received, often leading to repeated use of the hospital's services. Patients who trust a hospital are more likely to return for future treatment.

The Relationship Between Service Quality and Patient Loyalty

The analysis results indicate that service quality has a positive and significant effect on patient loyalty. In other words, better service quality increases patient loyalty. According to Fajarini & Meria (2020), service quality positively influences customer loyalty, as high service quality encourages customers to remain loyal to a company. Shie et al. (2022) highlight that medical services play a key role in strengthening doctor-patient relationships, thereby fostering patient loyalty. This relationship is crucial for hospitals' long-term success, as patients require highly professional healthcare services.

Lisdiana (2023) asserts that service quality serves as a benchmark for determining patient loyalty to a hospital. If the hospital meets patients' needs, they are more likely to remain loyal. Therefore, service quality is closely tied to patient loyalty—patients who receive excellent service tend to develop a positive perception of their healthcare provider, leading to high loyalty levels. Conversely, if service quality falls short of patient expectations, patients may become disloyal and seek treatment elsewhere.

The Relationship Between Patient Satisfaction and Patient Loyalty

The study results show that patient satisfaction does not have a significant effect on patient loyalty. This means that patient satisfaction alone does not directly influence loyalty, contradicting previous research findings. Dick and Basu (1994), in their "Loyalty Model," state that customer loyalty is influenced by various external factors beyond satisfaction, such as pricing, product availability, and competing service quality. Even when customers are satisfied, they may still consider other options if external factors are more appealing.

In some cases, patients may be satisfied with their medical care but still choose other hospitals due to factors such as cost, long waiting times, or poor communication with staff. This suggests that high satisfaction alone is not always enough to ensure patient loyalty. Temporary patient satisfaction also does not guarantee loyalty. According to Harjadi (2021), satisfaction results from positive experiences, but these experiences can be short-lived. Satisfied customers may still switch to other providers if they find better alternatives in the future. Additionally, Chaudhuri & Holbrook (2001) found that true loyalty involves emotional commitment and long-term relationships. To build loyalty, healthcare providers must focus on deep relationship-building, rather than relying solely on momentary satisfaction.

The Relationship Between Patient Trust and Patient Loyalty

The study findings indicate that patient trust has a positive and significant effect on patient loyalty. According to Shie et al. (2022), customer trust has a linear relationship with loyalty. Trust in healthcare providers is crucial for building long-term relationships and fostering patient loyalty. Hospitals that create a trustworthy environment, provide consistent services, and maintain open communication have a higher chance of securing long-term patient loyalty.

When patient trust is established, strong relationships between hospitals and patients develop (Saputra & Roosdhani, 2024). Patients who trust a hospital are more likely to return for future treatment rather than seek services elsewhere. High patient trust is a valuable asset in healthcare, as trusting patients are more likely to remain loyal and recommend the hospital to others (Nurdin et al., 2024).

CONCLUSION

Based on the research conducted, it can be concluded that Service quality has a positive and significant effect on patient satisfaction. Service quality has a positive and significant effect on patient trust. Service quality has a positive and significant effect on patient loyalty. Patient satisfaction has a positive but not significant effect on patient loyalty. Patient trust has a positive and significant effect on patient loyalty.

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