



THE EFFECTIVENESS OF PATIENT SATISFACTION IN INCREASING LOYALTY IN HOSPITALS: LITERATURE REVIEW

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ABSTRACT

Introduction:

The purpose of this study is to determine the effectiveness of patient satisfaction on the willingness or loyalty of patients to the hospital, which will include overall hospital services. Customer satisfaction is the goal of a hospital service, in accordance with the principles of the Seven Basic Elements of the Marketing Mix (product, price, promotion, place, people, process, and physical evidence), has an important role in the hospital service marketing strategy in order to achieve patient satisfaction and loyalty. Patient loyalty is an important indicator for the success and sustainability of hospital operations, which can be achieved through optimal patient satisfaction. Factors such as speed of service, staff friendliness, availability of facilities, and clarity of information play an important role in determining the level of patient satisfaction. Patients who are satisfied with the services they receive are more likely to return to the hospital in the future, and recommend the hospital to others.

Research and Methods:

We conduct this study through the identification Literature review, where we will evaluate and interpret all relevant research results related to research that is in accordance with the topic.

Finding/Result:

This study concluded that improving patient satisfaction in hospital services is an effective strategy to increase patient or customer loyalty to reuse hospital services when needed, and also to recommend hospital services to others. Hospitals that consistently provide high-quality services and maintain good relationships with patients can build long-term loyalty that benefits both parties.

Keywords: Effectiveness, Patient Satisfaction, Loyalty, Hospitals

JEL Code: D13, I31, J22, K31

INTRODUCTION

Customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of a product that is thought of against the expected performance or results (Kotler & Armstrong, 2014). In general, customer will be satisfied if perceived performance meets or exceeds customer's expectations, otherwise will dissatisfied. Patient satisfaction is an important concept in determining the healthcare services and considered as a major achievement indicator in healthcare organization. Patient satisfaction in a hospital is considered meet the minimum service standards if it reaches 95% or more. Patient satisfaction in hospitals includes satisfaction with medical and nursing services, supporting services, and health service facilities and infrastructure (Kementerian Kesehatan Republik Indonesia, 2016). Low patient satisfaction will have a negative impact on patient loyalty, hospital image, and patient visits to the hospital (Sektianingsih et al., 2019). The most obvious implication of patient satisfaction is patient loyalty. The emergence of patient dissatisfaction with the health services they received has the potential to cause these patients not to use the same health services and will move to other health services (Widodo & Prayoga, 2022). Loyal customers are customers who hold favorable behaviors toward the service provider, committing to repurchase the service or product, and recommend it to others (Omari & Hamid, 2022). The researches show that loyal patients will not move and will continue to use the same health services when necessary. Patients with high loyalty will be a good and economical marketing for hospitals. The results of the study showed that the predictor of patient loyalty is patient satisfaction (Novitasari et al., 2020). Therefore, it is important to conduct research on the relationship between patient satisfaction and patient loyalty. Public attention to hospitals is increasing along with the increasing demand for quality services to maintain patient satisfaction and loyalty.

Patient loyalty is defined as a commitment that arises from the perceived value in the utility of health services. Loyalty has become a top priority for business purposes including in the hospital industry which focuses on two approaches, namely behavior and attitude. The behavioral approach assesses the persistence of actions in using services, while the attitudinal approach focuses on the psychological side of service use (Özer et al., 2016). Patient loyalty is an important factor for the success of a hospital business that can only be maintained through providing quality services to increase patient value and satisfaction (Chou et al.,

2019), (Fitriani et al., 2020), (Fatima et al., 2018). Hospitals that fail to understand the importance of service quality, value and patient satisfaction are at risk of losing patients. Attention and demands for the quality of hospital services are increasing in order to satisfy and retain patients. Understanding what patients want from hospital services will improve the system and quality of services which will have an impact on increasing patient satisfaction and the number of visits to the hospital. Hospitals are required to provide various services to increase patient value so that satisfaction is created and ultimately has an impact on patient loyalty (Permana et al., 2019). High patient value will affect satisfaction and subsequently increase their loyalty (Özer et al., 2016). Gaur, et al. (2011) stated that despite increasing public awareness of hospital services and an increasingly competitive climate, service quality alone is not enough to guarantee a long-term relationship between patients and hospitals. Therefore, the extent to which services can provide satisfaction must be understood by developing loyalty to ensure the formation of long-term commitment.

Previous studies have proven the existence of a significant relationship model between service quality, patient value, patient satisfaction and loyalty both directly and indirectly. This condition shows that the construction of perceptions of service quality, patient value, patient satisfaction and patient loyalty is a strategic issue for hospital management to plan and implement health service strategies and anticipate competition between hospitals. The quality of health services attracts more customers, improving the reputation of the provider. Kotler, et al. (2002) mentions six reasons why a company needs to gain customer loyalty. First: existing customers are more prospective, meaning they have many positive experiences with the company or the company's products. Second: the cost of getting new customers is much greater than the cost of maintaining and retaining existing customers. Third: customers who already trust the company in one matter tend to trust it in other matters as well. Fourth: the company's operating costs will be efficient if it has many loyal customers. Fifth: companies can reduce psychological and social costs because old customers have had many positive experiences with the company or the company's products. Sixth: loyal customers will always defend the company and even try to attract and advise others to become customers.

LITERATURE REVIEW

Patient satisfaction or the willingness or loyalty of patients to the hospital

Patient loyalty is a patient's commitment to use health services repeatedly at a particular hospital. Patient loyalty can be interpreted as the possibility of a patient returning to a health facility, Patient loyalty is the result of patient satisfaction levels. Satisfied patients tend to recommend the healthcare facility to those closest to them. Some indicators of customer loyalty include:

- Customers make repeat purchases
- Purchase frequency and volume increase
- Customers no longer care about price
- Referral or advocacy activities are going well
- Customers are not easily persuaded by competitors
- Customer engagement with brands is getting stronger

Patient loyalty is the key to success for health care providers. Patient loyalty is a manifestation and continuation of patient satisfaction in using the facilities and services provided by the hospital, and to remain a patient of the hospital (Sari et al., 2020).

Marketing Mix 7P

Marketing Concept The 7P Mix consists of 7 elements that are the basis for designing a marketing strategy, namely product, price, promotion, place, people, process, and physical evidence. These seven elements make the marketing mix concept more complex because it involves aspects outside the product itself. By considering these 7 elements, hospitals are expected to be able to identify and design ideal marketing strategies for the services they have. In the world of marketing, the concept of marketing mix is very important to help hospitals design effective marketing strategies. This concept focuses on 4 basic elements in the Marketing concept. Mix 4P, namely product, price, place, and promotion, is used to create a marketing strategy that is oriented towards products or services. However, along with the development of the times and increasingly tight competition, the concept of Marketing Mix also continued to develop and gave birth to the concept of Marketing Mix 7P. This concept has 7 elements, including 4 basic elements of the Marketing concept. This concept provides

a more comprehensive guide in designing an effective marketing strategy. In practice, hospitals require the application of this marketing mix in service strategies.

Factors such as speed of service, staff friendliness, availability of facilities, and clarity of information play an important role in determining the level of patient satisfaction. Service quality is difficult to measure because it has unique characteristics. Service quality is related to perceptions that compare expectations and perceptions. If the service is in accordance with expectations, the perception will be good, but if the service provided is not in accordance with expectations, the perception will not be good. Patients who are satisfied with the services provided will save time in handling complaints.

Service quality using the SERVQUAL concept developed by Parasuraman, Zeithaml is widely used in several literatures. In public areas that are directly related to many people, such as health service, this concept is widely used. Service quality is influenced by factors such as age, place of residence, and education (Martins et al., 2015). The quality of health services is the level at which it can meet good professional standards in patient care and the realization of the final results as expected regarding care, diagnosis, action, and technical problem solving. In a study, there is an influence between physical evidence, reliability, responsiveness, assurance, empathy, and facilities on patient satisfaction, simultaneously the influence of the variables of physical evidence, reliability, responsiveness, assurance, empathy, and facilities will increase patient satisfaction. The results of the study show that the quality of service in hospitals has not been implemented properly, the medical personnel who work do not carry out their duties wholeheartedly and only work to carry out their obligations so that it is difficult to provide services that are in accordance with patient expectations. Facilities have a positive and significant effect on patient satisfaction, because facilities play a very large role in patient satisfaction.

RESEARCH METHODOLOGY

The methodology used in this study is a systematic review aimed at exploring the impact of patient satisfaction on patient loyalty in hospitals. The authors searched for relevant articles through Google Scholar databases, with publication date ranges from 2017 to 2023. Inclusion criteria for the study were articles published in English or Indonesian, and focused

on this topic. Articles that were inaccessible or incomplete were excluded from the study. A total of 13 journals were retrieved from Google Scholar and other sources using the keywords Effectiveness, Patient Satisfaction, Loyalty, and Hospitals. After applying the inclusion and exclusion criteria, articles were selected for inclusion in the review. The findings were presented and analyzed narratively. Overall, it was systematic.

RESULT

No.	Authors	Title	Focus Study	Method	Result
1.	Aladwan et al. (2023)	Patient Trust and Its Impact on Patient Satisfaction and Loyalty	Concerns of patient loyalty in the industry of health care, specifically from the standpoint of Jordanian public hospitals. The research tests the relationship between patient trust, patient satisfaction, and patient loyalty at public hospitals in Jordan.	The survey questionnaire was gathered from 400 patients. The study used partial least squares structural equation modelling (PLS-SEM).	Patient trust had a positive and significant impact on patient satisfaction and patient loyalty. Also, the result showed that patient satisfaction had a positive and significant impact on patient loyalty. The final result showed that patient satisfaction played a mediating role in the relationship between patient trust and patient loyalty in public hospitals. According to the previous literature, satisfaction was found to act as a mediator in a number of previous studies.

2.	Afridi et al. (2020)	Customers' Loyalty through Healthcare Quality; Mediating Role of Customers' Commitment: A Comparative Study of Public and Private Hospitals	To gauge Customers' opinion of healthcare quality, Customers' loyalty and commitment in the hospitals of Peshawar.	Data collected from 492 respondents of public and private hospitals customers. The reliability and validity of the data were confirmed through Cronbach's alpha and confirmatory factor analysis respectively. Hypotheses of the study were tested through path analysis via AMOS.	<ul style="list-style-type: none"> • The first proposition was to evaluate the impression of service quality on Customers' loyalty. There is a positive and significant impact of service quality on Customers' loyalty. • The second proposition of the study was to investigate how healthcare quality effects Customers' commitment in public and private hospitals of Peshawar. Healthcare quality and Customers' commitment are positively and significantly associated. • The third hypothesis examined the direct impact of Customers' commitment on customers' loyalty. Customers'
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					<p>commitment significantly associated with loyalty.</p> <ul style="list-style-type: none"> • The fourth hypothesis was to determine the interceding effect of Customers' commitment between the association of healthcare quality and Customers' loyalty. Commitment partially mediates the association of healthcare quality and customers' loyalty. • The current study concludes that service quality effects Customers' loyalty when Customers' commitment mediates.
3.	Rahma et al. (2023)	The Relationship of Electronic Customer Relationship Management (e-CRM) to Patient Loyalty in Hospitals:	Examining the relationship between e-CRM and patient loyalty in hospitals.	This research is qualitative research in the form of a literature study using data sources of research articles, proceedings, systematic	<ul style="list-style-type: none"> • e-CRM has been widely used in hospitals as one of the hospital's relationship approach strategies towards

		Literature Review		<p>reviews published in 2017-2022 from the Google Scholar and PubMed search engines. The methodology in this study is adapted from the literature review framework by vom Brocke which begins with defining the scope of the review and is followed by conceptualization of the topic then followed by literature search, literature analysis, and a research agenda containing more in-depth questions for future research. Of the 1,691 national and international journals identified, there were 53 journals that were relevant to the e-CRM application, then eight journals were obtained that were included in this study.</p>	<p>patients in increasing patient loyalty.</p> <ul style="list-style-type: none"> Increasing patient loyalty and retention as consumers are some of the objectives of implementing e-CRM strategies in hospitals. However, human factors also play an important role in implementing E-CRM as a tool to maintain patient loyalty, it is expected that medical personnel have a good, polite, fair and humane service attitude.
4.	Rosmayani et al. (2023)	The Effect of Service Quality on Patient	Investigate the impact of service quality on	The authors searched for relevant articles in two databases,	The study indicates that there is a significant

		Loyalty in The Hospital	patient loyalty in hospitals through a systematic review method.	namely Google Scholar and SAGE, with a publication date range of 2019 to 2022. Inclusion criteria for the study were articles published in English or Indonesian, have an International Standard Serial Number (ISSN) and focus on the topic.	relationship between service quality and patient loyalty in the healthcare industry. The study highlights the importance of providing high-quality services that meet or exceed patient expectations to ensure patient satisfaction and loyalty.
5.	Azzahra et al. (2023)	The Influence of Perception of Quality of Service on Patient Loyalty at the Outpatient Installation of Puspa Husada Hospital in 2023	Determining the effect of quality of service on patient loyalty.	This study uses a quantitative method with a cross-sectional design through a research instrument in the form of a questionnaire. The population in this study was 338 patients who had made repeat visits for treatment at the Outpatient Installation of Puspa Husada Hospital during March-May 2023.	There is a significant influence between the quality-of-service physical evidence, reliability, empathy, responsiveness and assurance on patient loyalty with the quality-of-service reliability as the most influential factor on patient loyalty at the Outpatient Installation of Puspa Husada Hospital.
6.	Kartika et al. (2023)	Efforts to Increase Patient Loyalty through Increasing Patient Satisfaction in Hospitals	To analyze the relationship between patient satisfaction and patient loyalty.	The type of research used in this study is observational analytic with a cross-sectional approach.	There is a significant relationship between patient satisfaction and patient loyalty.

7.	Guspianto et al. (2023)	How can service quality, patient value, and patient satisfaction increase hospital patient loyalty?	To analyze the model of hospital patient loyalty as the effect of service quality, patient value and patient satisfaction.	The design was a cross-sectional study conducted in 8 hospitals consisting of 6 government and 2 private hospitals. Government hospitals were selected purposively based on geographical criteria (western and eastern regions), while private hospitals were selected based on their willingness to participate.	<ul style="list-style-type: none"> • Service quality has a direct and significant effect on patient value (t=2,959) which supports the hypothesis (H1) • Service quality has a significant effect on patient satisfaction (t=5.827) which supports research hypothesis (H2) • Service quality had a direct and significant effect on patient loyalty (t=21,321), and it supports the hypothesis (H3) • Service quality had an indirect effect on patient satisfaction through patient value (t=2.744) which supported study
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					<p>hypothesis (H4)</p> <ul style="list-style-type: none">• This study also assessed the indirect effect between service quality and loyalty through satisfaction which proved significant ($t=3.682$), and this supports the hypothesis (H5)• The quality of service does not affect loyalty indirectly through the patient's value ($t = 1.676$). Therefore, the hypothesis (H6) is rejected• Service quality has a significant effect on patient loyalty through patient value and satisfaction ($t=2,305$) which supports the
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					<p>hypothesis (H7)</p> <ul style="list-style-type: none">• The results of subsequent analysis found that there was a significant effect of the patient's perceived value on patient satisfaction (t=6.862) and loyalty (t=2.190), and it supports the hypotheses (H8 and H9)• Value has a significant influence on patient loyalty indirectly through patient satisfaction (t=4.366) and this result supports hypothesis (H10)• Patient satisfaction has a direct and significant effect on loyalty (t =5,619), and it support the hypothesis (H11)
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8.	Liu et al. (2021)	The Impact of Patient Satisfaction on Patient Loyalty with the Mediating Effect of Patient Trust	This research is primarily focused on the issues of customer loyalty in the healthcare industry, particularly from the perspective of public hospitals in China. The research developed a theoretical model to test the relationship between patient satisfaction (PS), patient trust (PT), and patient loyalty (PL).	The empirical data were collected from 1696 patients through the survey questionnaires from the public hospitals in Henan province. This research is an explanatory study, and adopts quantitative method. The measurement scales used in the survey were assessed and refined and the data analysis was performed using AMOS 19.0 to test the theoretical model and hypotheses developed.	<ul style="list-style-type: none"> • PS is not positively related to PL, which means that the effect of PS on PL is statistically insignificant. • There is significant positive relationship between PT and PL. • PS has a positive impact on PT, which provides empirical evidence that the higher PS, the higher PT. PT has a positive effect on PS, and PT is the determinant of PS in medical services. • PT plays a vital role in PL, and there is a strong correlation between PS and PT, but PS has no significant effect on PL. Hence the relationship between PS and PL was mainly
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					mediated by PT, and PT is full mediator.
9.	Sharon & Santoso (2017)	Analysis of the Influence of Service Quality, Facilities, Hospital Image, Patient Satisfaction in Order to Increase Patient Loyalty (Study on Inpatients at Tugurejo Regional Hospital, Semarang)	To determine the effect of service quality, facilities hospital image, patient satisfaction on the loyalty of RSUD Tugurejo's Semarang inpatients.	Technique that used in this research is Non-Probability Sampling with Purposive Sampling approach, which has ever used inpatient services of RSUD Tugurejo in 2016, who is appropriate to be a sample. The collection of data obtained through 182 inpatients. The data analysis and interpretation technique is using SEM (Structural Equation Modeling), in accordance with the model developed in this study, operated using the Amos program version 22.0.	<p>There is a positive and significant influence between facilities and service quality and this is the strongest influence. The second strongest factor is the influence between facilities and patient satisfaction.</p> <ul style="list-style-type: none"> • Service quality has a positive and significant effect on patient satisfaction at Tugurejo Regional Hospital • Service quality has a positive effect on the loyalty of inpatients at Tugurejo Regional Hospital • Service quality has a positive and significant effect on the image of Tugurejo Regional Hospital • Facilities have a positive effect on

					<p>patient satisfaction and are significant for patient satisfaction at Tugurejo Regional Hospital</p> <ul style="list-style-type: none">• Facilities have a positive and significant influence on the quality of inpatient services at Tugurejo Regional Hospital• Facilities have a positive and significant influence on the image of the inpatient hospital, Tugurejo Regional Hospital• Hospital image has a positive and significant effect on the loyalty of inpatients at Tugurejo Regional Hospital• Patient satisfaction has a positive and significant effect on the loyalty of inpatients at
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					Tugurejo Regional Hospital
10.	Sholeh & Chalidyanto (2021)	The Effect of Service Quality on Loyalty Through Patient Satisfaction in Outpatient of Hospital X, Malang	To determine the effect of service quality on satisfaction, the effect of service quality on loyalty, the effect of satisfaction on loyalty and the effect of service quality on loyalty through satisfaction at X Hospital.	The research design used in this study was observational with quantitative research methods and a cross sectional study approach.	<ul style="list-style-type: none"> • The results of testing the hypothesis of the effect of service quality on patient loyalty indicate a significant positive effect of service quality on patient loyalty. • Patient satisfaction has a significant positive effect on loyalty. • There is a significant effect of service quality on loyalty through satisfaction.
11.	Sitio & Ali (2019)	Patient Satisfaction Model and Patient Loyalty: Analysis of Service Quality and Facility (Case Study at Rawamangun Special Surgery Hospital)	To examine and analyze the effect of service quality and facilities to patient satisfaction and patient loyalty in the health industry.	This type of research is a quantitative verificative study with an explanatory survey research method conducted to examine the population of patients who have been treated at the Rawamangun	<ul style="list-style-type: none"> • Service quality has a positive and significant impact on patient satisfaction at RSKB Rawamangun. • Facilities have a positive and significant impact on patient satisfaction at

				<p>Special Surgery Hospital or with a certain number of samples. Data obtained using questionnaire as survey instruments. Quantitative data analysis uses Structural Equation Modeling (SEM) statistics. Data were processed using the AMOS analysis tool version 24.0 for windows.</p>	<p>RSKB Rawamangun.</p> <ul style="list-style-type: none"> • The quality of service has a positive and significant impact on the loyalty of RSKB Rawamangun patients. • Facilities do not have a significant influence on patient loyalty in Rawamangun RSKB. • Patient satisfaction has a positive and significant influence on patient loyalty in Rawamangun Hospital.
12.	Wijaya & Lomi (2019)	Analysis of the Influence of Patient Satisfaction, Service Quality, Price and Facilities on Loyalty at Panti Rapih Hospital Yogyakarta	To examine the variables of patient satisfaction, service quality, price and facilities on patient loyalty	A total of 100 questionnaires were distributed to non BPJS patients who went to the Panti Rapih Hospital randomly. The sampling technique in this study used a non-probability sampling method using convenience sampling.	<ul style="list-style-type: none"> • Patient satisfaction has a positive but insignificant influence on loyalty at Panti Rapih Hospital Yogyakarta. • Service quality has a significant positive influence on loyalty at Panti Rapih

					<p>Hospital Yogyakarta.</p> <ul style="list-style-type: none"> • Price has a significant positive influence on loyalty at Panti Rapih Hospital Yogyakarta. • Facilities have a significant positive influence on loyalty at Panti Rapih Hospital Yogyakarta.
13.	Utami et al. (2020)	Determining Factors of Patient Loyalty in Hospitals	Examining the effect of Hospital image on patient satisfaction, service quality on patient satisfaction, hospital image on patient loyalty, patient quality on patient loyalty, patient satisfaction with patient loyalty, hospital image of patient loyalty mediated by patient satisfaction.	Hospital image, service quality, patient satisfaction, and patient loyalty questionnaire were distributed to 253 respondents who were general patients. Respondents' answers were processed using the Structural Equation Model (SEM) analysis method.	<ul style="list-style-type: none"> • Hospital image has a significant influence on patient satisfaction • Service Quality has a significant effect on patient satisfaction • Hospital Image has a significant effect on patient loyalty • Service Quality has a significant effect on patient loyalty • Patient Satisfaction has a significant effect on

					<p>patient loyalty</p> <ul style="list-style-type: none"> • Hospital Image does not have a significant effect on patient loyalty mediated by patient satisfaction • Service Quality does not have a significant effect on patient loyalty mediated by patient satisfaction
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Based on the systematic review of 13 articles published between 2017 to 2023, the study found strong evidence to support the positive relationship between patient satisfaction and patient loyalty in hospitals. The majority of the studies reviewed concluded that quality health services have a significant effect on patient satisfaction, which in turn leads to increased patient loyalty. This finding is consistent with previous research on the topic and supports the idea that healthcare organizations should prioritize service quality as a key factor in achieving patient loyalty. Furthermore, the review identified five dimensions of service quality that are strongly related to patient loyalty, namely reliability, assurance, responsiveness, tangible, and empathy. These dimensions are consistent with the widely used SERVQUAL model and highlight the importance of various aspects of healthcare service delivery in determining patient loyalty. The review also found that patient loyalty is a critical factor for hospitals to maintain their competitive advantage and achieve long-term success. Overall, the study underscores the need for healthcare organizations, including hospitals in Indonesia, to focus on providing high-quality healthcare services to enhance patient loyalty and improve the overall patient experience. This can be achieved by investing in training and development of

healthcare personnel, improving healthcare infrastructure, and leveraging technology to streamline healthcare service delivery.

Based on the findings presented in the table above, it can be concluded that there is a significant relationship between patient satisfaction and patient loyalty. The level of patient satisfaction with the quality of services provided by the hospital has a significant impact on patient loyalty. Therefore, hospitals should strive to provide high-quality services to enhance patient loyalty, which can ultimately improve their overall performance and competitiveness in the healthcare.

DISCUSSION

Patient loyalty is a patient's commitment to use health services repeatedly at a particular hospital. Patient loyalty can be interpreted as the possibility of a patient returning to a health facility. Patient loyalty is the result of patient satisfaction levels. Satisfied patients tend to recommend the healthcare facility to those closest to them. Patient loyalty is the key to success for health care providers. Patient loyalty is a manifestation and continuation of patient satisfaction in using the facilities and services provided by the hospital, and to remain a patient of the hospital (Sari et al., 2020).

In the journals used as references, most of them discuss that patient satisfaction is determined by service quality which is influenced by several things, namely service physical evidence, reliability, empathy, responsiveness, and assurance of patient loyalty with quality of service. Reliability is the most influential factor on patient loyalty (Sharon & Santoso, 2017), (Rosmayani et al., 2023).

The coefficient of influence of service quality on patient loyalty is positive, indicating that the better the quality of service, the more likely it is to increase patient loyalty. There is a positive and significant influence of patient satisfaction on patient loyalty. The coefficient of influence of Patient Satisfaction on patient loyalty is positive, indicating that the higher the patient satisfaction, the more likely it is to increase patient loyalty. There is no significant influence of hospital image on patient loyalty mediated by patient satisfaction. There is no significant influence of Service Quality on Patient Loyalty mediated by patient satisfaction (Utami et al., 2020). Other study underscores the need for healthcare organizations, including hospitals in Indonesia, to focus on providing high-quality healthcare services to enhance patient loyalty and improve the overall patient experience. This can be achieved by investing

in training and development of healthcare personnel, improving healthcare infrastructure, and leveraging technology to streamline healthcare service delivery (Rosmayani et al., 2023). Another journal said that based on eight journals studied, it can be concluded that e-CRM has been widely used in hospitals as one of the strategies for approaching hospital relations with patients in increasing patient loyalty. The e-CRM strategy has several components, including organizational factors, technological facilities, and the environment. Based on the literature study conducted, it was found that increasing patient loyalty and retention as consumers are some of the objectives of implementing the e-CRM strategy in hospitals. However, the human factor also plays an important role in the implementation of e-CRM as a tool to maintain patient loyalty. It is expected that medical personnel have a good, polite, fair and human service attitude. The category of e-CRM that is often used is Social CRM, namely CRM that is integrated with social media channels that allow hospitals to utilize social information to understand and involve patients, gain market insight and provide better patient services. But in implementing Social CRM there are several challenges, one of which is regarding patient privacy (Rahma et al., 2023). Patient satisfaction can be created from the results of patient evaluations of service access, service quality, service processes, and service systems in the hospital (Kartika et al., 2023).

CONCLUSION

In this study, the results obtained stated that there is a positive correlation related to patient satisfaction with increased patient loyalty. Although, most journals discuss things that affect patient satisfaction, both in terms of physical factors, service quality, and from the service process side or from the price side of a service. Patient satisfaction is a very important thing in a hospital service process, because it will be a source of recommendations to other customers.

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