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## THE INFLUENCE OF PERCEIVED QUALITY OF SERVICE ON PATIENT LOYALTY IN THE OUTPATIENT INSTALLATION OF PUSPA HUSADA HOSPITAL IN 2023

Dhannisa Azzahra<sup>1\*</sup>, Yuli Prapanca<sup>2</sup>, Nurminingsih<sup>3</sup>

<sup>1</sup> Master of Hospital Administration Study Program, Universitas Respati Indonesia, Jakarta

<sup>2,3</sup> Universitas Respati Indonesia, Jakarta

E-mail: <sup>1)</sup> [azzahradhannisa@gmail.com](mailto:azzahradhannisa@gmail.com), <sup>2)</sup> [yprapanca@yahoo.com](mailto:yprapanca@yahoo.com), <sup>3)</sup> [nings@urindo.ac.id](mailto:nings@urindo.ac.id)

### Abstract

*In the era of Industry 4.0, hospitals (RS) must establish enduring patient relationships to thrive. This poses a challenge for RS Puspa Husada due to intensifying competition among hospitals offering diverse advancements in healthcare services. The focus is on enhancing service quality to foster patient loyalty. This study aims to assess the impact of service quality on patient loyalty, employing a quantitative, cross-sectional research design. The investigation was conducted at RS Puspa Husada between June and July 2023. The study encompassed a population of 338 patients over three months, averaging 113 patients per month. Utilizing a saturated sampling technique, the entire population was included as the research sample. The research instrument involved a closed-ended questionnaire featuring a response scale (via checklist completion). Logical regression analysis was employed as the research analysis method to evaluate the influence of research variables. Research findings indicated that the physical evidence variable showed sig-p of 0.041, reliability had sig-p of 0.006, empathy demonstrated sig-p of 0.037, responsiveness displayed sig-p of 0.046, and guarantee presented sig-p of 0.018. The research concludes that a significant impact exists between the quality of service variables—physical evidence, reliability, empathy, responsiveness, and guarantee—on patient loyalty. Among these factors, service reliability emerges as the primary influencer of patient loyalty within the Outpatient Department of RS Puspa Husada.*

**Keywords:** Outpatient Department, Patient Loyalty, Quality of Service

### 1. INTRODUCTION

The influence of insufficient quality of service can lead to a decrease in hospital visits, such as long doctor waiting times, lack of alignment with doctor practice hours, unclear information about doctor practice hours provided by nurses, causing patients to feel disappointed and cancel appointments. This is depicted by the high number of registered and visiting patients, lack of responsiveness from nurses to patient and family needs, unclear hospital service processes, absence of differentiation between outpatient and inpatient areas, and merging of queue lines (Jannah & Ahri, 2019).

The shift in perceptions towards health, coupled with the increased dissemination of information about diseases and treatments, enhances the community's healthcare needs. Quality of service can encourage patients to establish beneficial relationships with hospitals. By understanding patient needs, satisfaction can be heightened, leading to increased patient loyalty towards the hospital. Loyalty is associated with the quality of healthcare service providers, considering the depiction of physical facilities, capacity to address patient needs, assurance and certainty, as well as empathy in providing patient care, thus resulting in patient satisfaction (Peranginangin, 2018).

Opportunities for individuals to choose healthcare services based on their preferences are growing, necessitating hospitals to maintain their relevance and focus on enhancing the quality of care provided to patients. There's a possibility of decreased hospital profits due to the low priority placed on service quality, potentially resulting in failures to increase sales of the hospital's services or products (Vigaretha & Handayani, 2018). RS Puspa Husada is a private Class D General Hospital located in the Bekasi Regency area. Based on medical record data and marketing unit surveys at RS Puspa Husada, a decrease in the number of returning patient visits has been observed. The decrease in the number of repeat patient visits in the outpatient department in 2023 compared to 2022 is 45.66%.

Based on patient satisfaction survey data from the marketing unit, only 53% of patients expressed an interest in returning for outpatient services. Medical record data also show a continual decline in patient visits to the outpatient department of RS Puspa Husada over the past two years. Therefore, the hospital needs to prioritize quality of service to maintain patient loyalty. Consequently, research is needed to investigate the influence of perceived quality of service on patient loyalty in the outpatient department of RS Puspa Husada. This study aims to determine the impact of perceived quality of service on patient loyalty in the Outpatient Department of RS Puspa Husada in 2023.

## **2. LITERATURE REVIEW**

Patient perceptions regarding quality of service originate from aligning all aspects with patient needs. As a result, evaluating services extends beyond mere favorable impressions and encompasses alignment with service providers' offerings and patients' own perspectives. The role of perception is paramount in assessing quality of service, as positive patient perceptions correlate with the quality of care received (Taekab et al., 2019). Patient experiences with the quality of service received, when meeting their needs, significantly influence their decision-making. Patient perceptions of quality of service can impact various aspects that characterize individuals' perceptions, such as age, gender, education, occupation, socioeconomic status, culture, environment, and patient behavior and experiences (Jacobalis, 2002).

According to Parasuraman (1985), quality of service is the comparison between patients' perceptions of the service they receive. Two main aspects that can affect quality of service are meeting patient needs and the services received by consumers (Setiawan et al., 2022). While, initial research on service quality was conducted by Parasuraman, Zeithaml, and Berry (1985) in (Fattah & Chong, 2018) across service industries including banking, service providers, and telephone repair. They identified ten dimensions of quality of service: tangibles (physical evidence), reliability, responsiveness, credibility, competition, politeness, access, communication, customer understanding, and security. Subsequent research by Parasuraman (1988) in Pasalli' and Patattan (2021) grouped communication, access, and customer understanding into empathy. Additionally, competence and security were categorized as assurance.

### 3. RESEARCH METHODS

This research employs a quantitative method with a cross-sectional design, utilizing a questionnaire as the research instrument. The study was conducted from June to July 2023. The research population comprises 338 patients who revisited the Outpatient Department of RS Puspa Husada for medical treatment during the months of March to May in 2023, with an average of 113 patients per month. The sampling technique utilized in this study is saturation sampling, encompassing the entire population as the research sample. The research method involves logistic regression analysis. The influencing variables are referred to as independent variables, while the influenced variable is referred to as the dependent variable. This study encompasses five independent variables: physical evidence (X1), reliability (X2), empathy (X3), responsiveness (X4), and assurance (X5). The dependent variable is patient loyalty (Y).

Primary data for this research is collected through interviews with patients who revisited the outpatient department of RS Puspa Husada, focusing on the variables of quality of service and patient loyalty, using a Likert scale ranging from 1 to 4 for response choices. Secondary data includes revisitation reports from medical records and survey data related to recommendations for returning visits, obtained from the marketing division of RS Puspa Husada. Upon data collection, the process involves data processing and analysis, encompassing editing, coding, data entry, and cleaning stages. Following this, data analysis is carried out through chi-square tests and logistic regression analysis, followed by descriptive explanations. The research findings are presented in the form of statistical descriptions that demonstrate the influence of independent variables on the dependent variable.

### 4. RESULTS AND DISCUSSION

#### 4.1. Result

##### 4.1.1. Description Analysis

**Table 1. Result According to Gender**

| No | Jenis Kelamin | Frekuensi | Persentase (%) |
|----|---------------|-----------|----------------|
| 1. | Perempuan     | 79        | 69,9           |
| 2. | Laki-laki     | 34        | 30,1           |
|    | <b>Total</b>  | 113       | 100            |

In the data table above, it was found that the highest proportion of repeat visit patients at the Puspa Husada Hospital outpatient installation based on gender was respondents with the highest female gender at 69.9% and fewer men at 30.1%.

**Table 2. Result According to Age**

| No | Klasifikasi Usia     | Frekuensi | Persentase (%) |
|----|----------------------|-----------|----------------|
| 1. | Kurang dari 19 Tahun | 6         | 5,3            |
| 2. | 20-29 Tahun          | 47        | 41,6           |
| 3. | 30-39 Tahun          | 34        | 30,1           |
| 4. | Lebih dari 40 Tahun  | 26        | 23             |
|    | <b>Total</b>         | 113       | 100            |

In the data table above, it was found that the highest proportion of repeat visit patients at the Puspa Husada Hospital outpatient installation based on age classification was respondents aged 20-29 years, the most at 41.6% and the least was less than 19 years at 5.3%.

**Table 3. Result According to Education Level**

| No           | Tingkat Pendidikan                                  | Frekuensi | Persentase (%) |
|--------------|---|-----------|----------------|
| 1.           | Sekolah Dasar                                       | 1         | 0,9            |
| 2.           | Sekolah Menengah Pertama                            | 2         | 1,8            |
| 3.           | Sekolah Menengah Atas/<br>Sekolah Menengah Kejuruan | 38        | 33,6           |
| 4.           | Diploma   | 27        | 23,9           |
| 5.           | Sarjana S1/S2/S3                                    | 45        | 39,8           |
| <b>Total</b> |   | 113       | 100            |

In the data table above, it was found that the highest proportion of repeat visit patients at the Puspa Husada Hospital outpatient installation based on education level was respondents with S1 / S2 / S3 education levels, the highest at 39.8% and the least Elementary School at 0.9%.

**Table 4. Result According to Carrer**

| No           | Pekerjaan            | Frekuensi | Persentase (%) |
|--------------|----------------------|-----------|----------------|
| 1.           | Tidak Bekerja        | 19        | 16,8           |
| 2.           | Wiraswasta/Swasta    | 71        | 62,8           |
| 3.           | Pegawai Negeri Sipil | 1         | 0,9            |
| 4.           | Lainnya              | 22        | 19,5           |
| <b>Total</b> |                      | 113       | 100            |

In the data table above, it was found that the highest proportion of repeat visit patients at the Puspa Husada Hospital outpatient installation based on occupation was respondents who worked as self-employed / self-employed at 62.8% and the least Civil Servants at 0.9%.

**Table 5. Result According to Income**

| No           | Pekerjaan             | Frekuensi | Persentase (%) |
|--------------|-----------------------|-----------|----------------|
| 1.           | Kurang dari 2.000.000 | 23        | 20,4           |
| 2.           | 2.000.000 – 3.000.000 | 28        | 24,8           |
| 3.           | 4.000.000 – 5.000.000 | 31        | 27,4           |
| 4.           | Lebih dari 5.000.000  | 31        | 27,4           |
| <b>Total</b> |                       | 113       | 100            |

In the data table above, it is found that the highest proportion of repeat visit patients at the Puspa Husada Hospital outpatient installation based on income is

respondents who have income in the range of 4,000,000 - 5,000,000 and more than 5,000,000 have the same proportion of 27.4% and the least with income less than 2,000,000 at 20.4%.

#### 4.1.2. Results of Chi Square Test

**Table 6. Physical Evidence**

| No           | Persepsi Bukti Fisik | Loyalitas Pasien |      |             |      | Total |     |
|--------------|----------------------|------------------|------|-------------|------|-------|-----|
|              |                      | Loyal            |      | Tidak Loyal |      |       |     |
|              |                      | f                | %    | f           | %    | f     | %   |
| 1.           | Baik                 | 71               | 81,6 | 16          | 18,4 | 87    | 100 |
| 2.           | Kurang Baik          | 2                | 7,7  | 24          | 92,3 | 26    | 100 |
| <b>Total</b> |                      | 73               | 64,6 | 40          | 35,4 | 113   | 100 |

The table above explains that patients with perceptions of good physical evidence who are loyal are 81.6% greater than those who are not loyal, namely 18.4%. Meanwhile, patients with perceptions of poor physical evidence who are loyal are 7.7% while those who are not loyal are 92.3%.

**Table 7. Reliability**

| No           | Persepsi Keandalan | Loyalitas Pasien |      |             |      | Total |     |
|--------------|--------------------|------------------|------|-------------|------|-------|-----|
|              |                    | Loyal            |      | Tidak Loyal |      |       |     |
|              |                    | f                | %    | f           | %    | f     | %   |
| 1.           | Baik               | 69               | 94,5 | 4           | 5,5  | 73    | 100 |
| 2.           | Kurang Baik        | 4                | 10   | 36          | 90   | 40    | 100 |
| <b>Total</b> |                    | 73               | 64,6 | 40          | 35,4 | 113   | 100 |

The table above explains that patients with perceptions of good reliability who are loyal are 94.5% greater than those who are not loyal, namely 5.5%. Meanwhile, patients with poor perceptions of reliability who are loyal are 10% compared to those who are not loyal as much as 90%.

**Table 8. Empath**

| No           | Persepsi Keandalan | Loyalitas Pasien |      |             |      | Total |     |
|--------------|--------------------|------------------|------|-------------|------|-------|-----|
|              |                    | Loyal            |      | Tidak Loyal |      |       |     |
|              |                    | f                | %    | f           | %    | f     | %   |
| 1.           | Baik               | 69               | 94,5 | 4           | 5,5  | 73    | 100 |
| 2.           | Kurang Baik        | 4                | 10   | 36          | 90   | 40    | 100 |
| <b>Total</b> |                    | 73               | 64,6 | 40          | 35,4 | 113   | 100 |

The table above explains that patients with good empathy perceptions who are loyal are 84% greater than those who are not loyal, namely 16%. Meanwhile, patients with poor empathy perceptions who are loyal are 15.6% compared to those who are not loyal as much as 84.4%.

While the table below explains that patients with good responsive perceptions who are loyal are 85.5% greater than those who are not loyal, namely 14.5%. Meanwhile, patients with perceptions of poor responsiveness who are loyal are 21.6% compared to those who are not loyal as much as 78.4%.

**Table 9. Responsive**

| No           | Persepsi Responsif | Loyalitas Pasien |      |             |      | Total |     |
|--------------|--------------------|------------------|------|-------------|------|-------|-----|
|              |                    | Loyal            |      | Tidak Loyal |      | f     | %   |
|              |                    | f                | %    | f           | %    |       |     |
| 1.           | Baik               | 65               | 85,5 | 11          | 14,5 | 76    | 100 |
| 2.           | Kurang Baik        | 8                | 21,6 | 29          | 78,4 | 37    | 100 |
| <b>Total</b> |                    | 73               | 64,6 | 40          | 35,4 | 113   | 100 |

**Table 10. Guarantee**

| No           | Persepsi Jaminan | Loyalitas Pasien |      |             |      | Total |     |
|--------------|------------------|------------------|------|-------------|------|-------|-----|
|              |                  | Loyal            |      | Tidak Loyal |      | f     | %   |
|              |                  | f                | %    | f           | %    |       |     |
| 1.           | Baik             | 66               | 93   | 5           | 7    | 71    | 100 |
| 2.           | Kurang Baik      | 7                | 16,7 | 35          | 83,3 | 42    | 100 |
| <b>Total</b> |                  | 73               | 64,6 | 40          | 35,4 | 113   | 100 |

The table above explains that patients with good responsive perceptions who are loyal are 93% greater than those who are not loyal, namely 7%. Meanwhile, for less good patients who are loyal by 16.7% compared to those who are not loyal as much as 83.3%.

**Table 11. Logistic Regression Test Results**

| Variabel                                       | P-Value | OR      | 95% CI |         |
|--|---------|---------|--------|---------|
|  |         |         | Bawah  | Atas    |
| <b>Persepsi quality of service bukti fisik</b> |         |         |        |         |
| Baik   | 0,41    | 44,501  | 1,159  | 1708,8  |
| Kurang baik                                    |         |         |        |         |
| <b>Persepsi quality of service keandalan</b>   |         |         |        |         |
| Baik   | 0,006   | 253,118 | 4,805  | 13333,3 |
| Kurang baik                                    |         |         |        |         |
| <b>Persepsi quality of service empati</b>      |         |         |        |         |
| Baik   | 0,037   | 25,143  | 1,211  | 521,80  |
| Kurang baik                                    |         |         |        |         |
| <b>Persepsi quality of service responsif</b>   |         |         |        |         |
| Baik   | 0,046   | 24,505  | 1,051  | 571,38  |
| Kurang Baik                                    |         |         |        |         |
| <b>Persepsi quality of service jaminan</b>     |         |         |        |         |
| Baik   | 0,018   | 54,786  | 1,993  | 1506,30 |
| Kurang baik                                    |         |         |        |         |

- a. The influence of physical evidence on patient loyalty yields a significance value of 0.520 (p-value <0.05) and an Odds Ratio (OR) of 1.611, indicating that it does

- not have a significant simultaneous impact on loyalty in the Outpatient Department of RS Puspa Husada.
- b. The influence of reliability on patient loyalty results in a significance value of  $<0.001$  ( $p\text{-value} < 0.05$ ) with an OR of 22.884, demonstrating that the reliability variable significantly affects patient loyalty simultaneously in the Outpatient Department of RS Puspa Husada.
  - c. The influence of empathy on patient loyalty produces a significance value of  $<0.001$  with an OR of 21.317, indicating that the empathy variable significantly affects patient loyalty simultaneously in the Outpatient Department of RS Puspa Husada.
  - d. The influence of responsiveness on patient loyalty yields a significance value of  $<0.58$  with an OR of 3.418, signifying that responsiveness does not have a significant simultaneous impact on patient loyalty in the Outpatient Department of RS Puspa Husada.
  - e. The influence of assurance on patient loyalty results in a significance value of  $<0.271$  with an OR of 2.218, illustrating that the assurance variable does not significantly affect patient loyalty simultaneously in the Outpatient Department of RS Puspa Husada.

## 4.2. Discussion

### 4.2.1. Influence of Physical Evidence on Patient Loyalty

In the variable of physical evidence, it was found that a majority of patients disagreed regarding cleanliness, comfort, and the condition of toilets and prayer rooms, amounting to 70.8%. The results of this study align with research conducted by Hidayah & Setianingsih (2022) and Taekab, Suryawati & Kusumastuti (2019), indicating that patient perceptions related to loyalty are associated with the quality of physical evidence in outpatient department services. Improving the quality of physical evidence in the hospital, including enhanced cleanliness, room lighting, toilet conditions, staff appearance, patient comfort, safe and ample parking, facility completeness, and infrastructure, can lead to higher patient satisfaction with hospital services and increased patient loyalty.

### 4.2.2. Influence of Reliability on Patient Loyalty

In the reliability variable, it was found that the majority of patients mostly disagreed regarding the accuracy of doctors' clinic hours, amounting to 64.6%. Changes in clinic hours that do not align with RS Puspa Husada's services result in extended patient waiting times in the outpatient department. Reliability reflects patient evaluations of the hospital's ability to maintain punctuality in clinic hours, streamline administrative processes, provide timely care, ensure prompt treatment, and align patient expectations with the services received. Reliability, particularly in terms of medical service timeliness, can significantly influence patient loyalty by optimizing service delivery time (Ahmad et al., 2022).

### 4.2.3. Influence of Empathy on Patient Loyalty

In the empathy variable, it was found that the majority of patients disagreed regarding medical staff introducing themselves before providing outpatient services,

totaling 51.3%. Healthcare services that meet and exceed the expectations of the public prioritize sustained service quality. Every hospital should understand patients' concerns by offering personal attention, adhering to standard operational procedures, and displaying empathy towards patients (Hidayah & Setianingsih, 2022)

#### **4.2.4. Influence of Responsiveness on Patient Loyalty**

In the responsiveness variable, it was found that the majority of patients disagreed regarding the quickness of the registration and cashier payment processes, amounting to 54.9%. This study's findings align with research by Qomariana (Qomariana & Putri, 2019), indicating that responsiveness reflects the readiness of staff and the efficiency of service delivery. Responsiveness can significantly and positively impact patient loyalty to healthcare services. Therefore, responsiveness can be a key indicator for enhancing patient loyalty.

Service quality related to assurance encompasses the attitude of staff and the facilities provided by the hospital that foster patient trust and confidence. Assurance also pertains to the courtesy of staff, their knowledge, and skills in resolving patient issues. By improving service quality in the assurance dimension at the hospital, including enhancing the competence and abilities of medical personnel to provide education and information, as well as improving the capabilities of non-medical staff in providing information, patient loyalty to the hospital can be increased (Azizah, 2022).

#### **4.2.5. Influence of Assurance on Patient Loyalty**

In the assurance variable, it was found that the majority of patients disagreed regarding the level of security and sophistication of service facilities, totaling 55.8%. Service quality related to assurance encompasses the attitude of staff and the facilities provided by the hospital that foster patient trust and confidence. Assurance also pertains to the courtesy of staff, their knowledge, and skills in resolving patient issues. By improving service quality in the assurance dimension at the hospital, including enhancing the competence and abilities of medical personnel to provide education and information, as well as improving the capabilities of non-medical staff in providing information, patient loyalty to the hospital can be increased (Hidayah & Setianingsih, 2022).

## **5. CONCLUSION**

The characteristics of the respondents in this study reveal that the majority of them fall within the age range of 20-29 years (41.6%), are female (69.9%), have an educational background of S1/S2/S3 (39.8%), work as entrepreneurs or in the private sector (62.8%), and have income ranging from 4,000,000 to more than 5,000,000 with an equal proportion of 27.4%. The results of the analysis indicate that the perception of quality of service influences patient loyalty at the Outpatient Department of RS Puspa Husada in 2023. The majority of respondents have a positive perception of physical evidence (69%), reliability (61.1%), empathy (67.3%), responsiveness (66.4%), and assurance (61.9%).

Logistic regression analysis suggests that all variables related to the perception of quality of service (physical evidence, reliability, empathy, responsiveness, and assurance) have an impact on patient loyalty at the Outpatient Department of RS Puspa Husada in 2023. Reliability appears to be the variable that most significantly affects patient loyalty.

Additionally, the study identifies the strengths of RS Puspa Husada, including its strategic location, prompt handling of patients, competent doctors, patient education, and the friendliness of the staff. Recommendations to enhance the quality of service include improving physical aspects, enhancing reliability, strengthening empathy, improving responsiveness, and increasing assurance in the services provided by RS Puspa Husada.

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