ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY ON PATIENT LOYALTY AT BUNDA LIWA MOTHER AND CHILD HOSPITAL IN WEST LAMPUNG

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Abstract

Patient loyalty is an important factor that hospitals need to remain able to survive amidst increasingly fierce competition. For this reason, it is important to analyze the factors that influence patient loyalty, one of which is service quality. This research aims to evaluate the influence of various factors such as tangibility, responsiveness, assurance, empathy, and reliability on patient loyalty, exploring both their individual and combined effects. The theoretical framework guiding this study is based on principles of hospital management. Using a descriptive and verification analysis approach, quantitative data was collected through questionnaires distributed to 72 participants, selected through accidental sampling. Data analysis employed multiple linear regression analysis conducted with SPSS 26 software. The results of the descriptive analysis revealed that TERRA at RSIA Bunda Liwa West Lampung was rated as good to excellent, with average scores for Tangible (4.35), Empathy (4.25), Responsiveness (4.28), Reliability (4.28), and Assurance (4.45). Patient Loyalty (4.30). The verification analysis demonstrated a significant and positive correlation between tangibility, empathy, responsiveness, reliability, assurance and patient loyalty when considered individually. Moreover, when considered collectively, these factors were found to collectively exert a positive and significant impact on patient loyalty.

Keywords: Patient Loyalty, Service Quality, TERRA (Tangible, Empathy, Responsiveness, Reliability, Assurance)

1. INTRODUCTION

Hospitals, as integral entities in healthcare, are required to deliver optimal services to patients. Achieving this goal necessitates effective administration and planning, facilitated by skilled personnel. Nevertheless, the provision of high-quality healthcare presents hospitals with a spectrum of challenges, originating from both internal and external factors. Consequently, hospitals must confront these challenges strategically to uphold and enhance the standard of healthcare offered to patients (Amalia, 2020). All efforts made in an effort to improve and restore health are made by health workers in order to achieve a healthy society (Arifin et al., 2023).

Service quality is important for hospital management to create patient loyalty. Patient loyalty is really needed to be able to increase sales in order to survive amidst increasingly tight competition between hospitals. This implies that the assessment of excellent and high-quality service is determined not by the viewpoint of service providers, but rather by the primary perspective of customers (Kosasih et al., 2020). Patient loyalty represents a robust dedication on the part of patients to persistently utilize hospital products or services in the future, even in the face of external factors and marketing endeavors that may seek to induce behavioral shifts (Bustamin et al., 2022).

Loyalty is the hospital's highest achievement in running a business in the health sector. Loyalty is a patient's response and behavior after using hospital services and

products on an ongoing basis. Loyalty is different from repeat purchase behavior because patient loyalty includes feelings in the purchasing process (Dharmayanti, 2006). The quality of health services can be influenced by the delivery process, as varying patient perspectives on healthcare quality come into play (Arifin et al., 2023). According to Kotler and Armstrong (2018), customer commitment in repurchasing or using a product by building a strong relationship with the company is a company's success in realizing long-term marketing management. Customer loyalty means a lot to service provider in order to keep progressing and continue its business (Kurniasih et al, 2022),

Bunda Liwa Mother and Child Hospital in West Lampung, as a healthcare provider, must consistently enhance the quality of its services. To achieve this improvement, it is essential to assess whether the services rendered to patients align with their expectations.

There are two parties involved in the service process, they are the service provider and the consumers being served. Consumers are people who benefit from activities that provide services. Enhancing the quality of excellent service involves considering not only the viewpoint of the West Lampung Bunda Liwa Mother and Child Hospital but also taking into account the perspective of the patients. The hospital must also know the patient's wants and needs. Therefore, the quality of the service provided must be considered. By increasing the quality of service, it is hoped that patient loyalty will be created.

An elevation in patient allegiance is suggested by a rise in the frequency of patient appointments. Nevertheless, according to the medical records obtained from RSIA Bunda Liwa (2023), there has been a noteworthy reduction in both outpatient and inpatient numbers at RSIA Bunda Liwa during the period from January to June 2023. This decline in patient numbers is attributed to the standard of services offered by the Bunda Liwa Mother and Child Hospital in West Lampung. There are complaints from patients regarding services via WhatsApp and suggestions provided by RSIA Bunda Liwa West Lampung, not all of which have been responded to optimally by the hospital. This is proven by the fact that there are still the same complaints about the quality of service at RSIA Bunda Liwa West Lampung.

According to the findings of the preliminary survey, it is evident that the overall service quality at RSIA Bunda Liwa West Lampung does not meet the expectations of patients. This is indicated by the fact that the achieved percentage of service quality at RSIA Bunda Liwa West Lampung is only 67%. Based on this data, the three lowest points are the quality of hospital services through staff response, the quality of service from the hospital waiting room, and the quality of hospital services from the time the doctor arrives at the polyclinic service.

Furthermore, based on the results of the pre-survey regarding patient loyalty at RSIA Bunda Liwa West Lampung as a whole it is not as expected. This can be seen from the percentage of achievement of service quality at RSIA Bunda Liwa West Lampung which has only reached 68%. It is known that patient dissatisfaction with hospital health services has an impact on patients' use of services again. Based on the pre-survey results, it was found that 65% or 13 patients said that they would use health services again at RSIA Bunda Liwa and 35% or 7 patients said that they would think again if they would use health services at RSIA Bunda Liwa. The findings from the preliminary survey indicate a need for focused efforts to enhance the service quality at RSIA Bunda Liwa West Lampung, with the goal of achieving an improved level of service compared to the current state. Good service quality greatly influences patient loyalty.

The primary focus of this study is to assess the impact of service quality factors—namely, tangibility, responsiveness, assurance, empathy, and reliability—on patient loyalty at the Bunda Liwa Mother and Child Hospital in West Lampung. The researchers posit that enhancing these aspects of service quality is likely to result in a noteworthy influence on customer loyalty. Consequently, the anticipated outcome is a rise in the frequency of patient visits to RSIA Bunda Liwa in West Lampung.

2. LITERATURE REVIEW

2.1. Theoretical Background

The theory used in this research is hospital management theory. According to Fatima et al (2018), hospital management is a management process that involves planning, organizing and evaluating various medical resources to create a medical service system in a hospital. The objectives of managing hospitals include ensuring the availability of essential resources, assessing the efficacy of provided services, overseeing their utilization, and enhancing the overall efficiency and quality of healthcare services.

Management in hospital organizations has high complexity and requires good management (Purnomo, 2022). This happens because resources are increasingly difficult and expensive, increasing competition to provide the best services, and increasingly diverse societal demands (Qomariah, 2016). To enhance the caliber of patient-centric services, it is imperative for administration to effectively fulfill its responsibilities and perform its functions adeptly. This is crucial to ensure the accessibility of all necessary elements, be it in appropriate quantities, at the right timing, or directed toward the intended objectives. The task of management in a hospital is to manage a diverse environment with effective techniques so that it can be developed and implemented (Qomariah, 2016). The goal is to achieve good communication, achieve patient satisfaction, and provide psychological rewards (Purnomo, 2022). In the absence of effective management practices, hospitals may encounter challenges in enhancing service quality and meeting patient satisfaction, a primary objective of the healthcare institution.

2.2. Hypotheses Development

2.2.1 The Influence of Tangibles on Patient Loyalty

The study conducted by Yulistria et al. (2020) revealed a favorable impact of tangibles or physical evidence on customer loyalty. This observation aligns with the findings of Thungasal (2019), who also established a positive correlation between physical evidence and customer loyalty. Furthermore, Elrado et al. (2014) conducted research that reinforces these conclusions, highlighting those aspects like employee appearance, building conditions, and supportive service equipment positively contribute to customer loyalty.

H1 = Tangible has a significant positive effect on patient loyalty.

2.2.2 The Effect of Responsiveness on Patient Loyalty

Customer loyalty is impacted by the level of responsiveness exhibited by officers or employees, as indicated in studies conducted by Yulistria et al. (2020) and Elrado et al. (2014). These researchers found a positive correlation between responsiveness and customer loyalty. Additionally, Sherly and Purwati (2015) affirmed in their study that aspects like employee responsiveness contribute positively to fostering customer loyalty.

H2 = Responsiveness has a significant positive effect on patient loyalty.

2.2.3 The Influence of Reliability on Patient Loyalty

Consistency in service delivery, wherein employees meet customer expectations without errors, is referred to as reliability. Yulistria et al. (2020) and Sherly & Purwati (2015) both asserted that reliability positively influences customer loyalty in their respective studies. Similarly, Elrado et al. (2014) and Zakaria (2017) also discovered a positive correlation between reliability and customer loyalty in their research.
H3 = Reliability has a significant positive effect on patient loyalty.

2.2.4 The Effect of Assurance on Patient Loyalty

A company engages in assurance as a proactive measure to assure customers of its ability to deliver optimal services. This encompasses aspects such as company performance, serving as a commitment to ensuring customer satisfaction (Tjiptono & Chandra, 2016). Studies by Sherly & Purwati (2015) and Yulistria et al. (2020) indicate a positive correlation between assurance and customer loyalty. This observation is further affirmed by Elrado et al. (2014), whose research highlights the affirmative impact of the company's guarantee in addressing customer issues on fostering customer loyalty.
H4 = Assurance has a significant positive effect on patient loyalty.

2.2.5 The Influence of Empathy on Patient Loyalty

Empathy refers to the compassionate approach exhibited by employees towards customers, aimed at addressing customer challenges. This involves offering personalized assistance to make customers feel valued by the company. Research conducted by Yulistria et al (2020) and Elrado et al (2014) indicates that the empathetic stance adopted by companies towards customers positively correlates with customer loyalty. Additionally, Sherly & Purwati (2015) conducted research supporting the notion that a company's empathetic approach has a beneficial impact on customer loyalty.
H5 = Empathy has a significant positive effect on patient loyalty.

2.2.6 The Influence of Tangible, Responsiveness, Reliability, Assurance and Emphaty on Patient Loyalty

Service quality can encourage customers to establish strong relationships with the company. Over an extended duration, the establishment of a strong connection enables businesses to gain a profound comprehension of customer expectations and requirements (Kotler and Keller, 2016). Consequently, by enhancing service quality, the company can successfully attain its objective of fostering customer loyalty. According to Tjiptono and Chandra's (2016) study, the positive impact on customer loyalty is notably influenced by service quality dimensions such as tangibility, responsiveness, reliability, assurance, and empathy.
H6 = Tangible, responsiveness, reliability, assurance and empathy simultaneously have a significant positive effect on patient loyalty.

3. RESEARCH METHODS

This study employs descriptive quantitative research methodology, involving hypothesis testing to analyze the relationship between independent variables (namely, tangible factors, responsiveness, reliability, assurance, and empathy) and the dependent variable, which is patient loyalty. The primary data for this research is gathered through a questionnaire distributed to the study participants. Additionally, this study incorporates secondary data sourced from reports and documents provided by hospitals and relevant agencies involved in the research. These documents encompass hospital profiles, visit statistics, satisfaction surveys, patient complaints, and other pertinent information. The study population comprises both outpatients and inpatients at RSIA Bunda Liwa West Lampung during the period from January to June 2023, totaling 2156 patients. Employing the Slovin formula, the sample size for this investigation was determined to be 72 respondents, selected through an accidental sampling technique. The data analysis for this study involved the application of multiple linear regression analysis, facilitated by SPSS 26 software.

4. RESULTS AND DISCUSSION

4.1. Results

4.1.1. Validity Test

Validity testing in this study utilized the SPSS for Windows program and employed the product moment correlation method. The assessment involved comparing the r value (correlated item-total correlation) with the corresponding r table value; if the r value exceeded the r table value, the statement was considered valid. The significance level for this test was set at 5%. The findings of the validity testing, based on 18 statement items administered to 72 respondents, indicated that the r value surpassed the critical r table value of 0.231. Consequently, all statement items were deemed valid.

4.1.2. Reliability Test

The outcomes of the reliability assessment aimed at gauging the uniformity in the utilization of measuring instruments yielded a score of 0.797 for a set of 18 queries. Each variable, encompassing tangibility, responsiveness, assurance, empathy, reliability, and patient loyalty, exhibited a Cronbach's Alpha value of 0.797, surpassing the threshold of 0.6. Consequently, all variables are affirmed as reliable. This indicates the trustworthiness and consistency of the questionnaire employed in this study.

4.1.3. Correlation Coefficient Test

The subsequent information illustrates the outcomes derived from the analysis of correlation coefficients among variables. In light of the data processing findings, it can be concluded that:

1. The correlation value of tangible variables with patient loyalty = 0.457 so that the two variables have a moderate level of relationship.
2. The correlation value of the responsiveness variable with patient loyalty = 0.679 so that this variable is in a strong relationship.
3. The correlation value of the assurance variable with patient loyalty = 0.414 so that this variable is in a moderate relationship.

4. The correlation value of the empathy variable with patient loyalty = 0.542 so that this variable is in a moderate relationship.
5. The correlation value of the reliability variable with patient loyalty = 0.763 so that this variable is in a strong relationship.

4.1.4. Multiple Linear Regression
The results of the multiple linear regression analysis in this study are as follows:

Table 1. Multiple Linear Results

	Model	Unstandardized Coefficients		Standardized Coefficients
		B	**Std.Error**	**Beta**
1	(Constant)	10.354	2.549	
	TotalX1	2.286	.472	.518
	TotalX2	1.240	.408	.488
	TotalX3	2.145	.340	.559
	TotalX4	1.358	.419	.628
	TotalX5	2.473	.341	.672

Source: Primary data that has been processed by researchers, 2023

Based on table 1 above, can be made multiple linear regression equations that are used are as follows:

$$Y = 10.354 + 0.518X1 + 0.488X2 + 0.559X3 + 0.628X4 + 0.672X5 + 2.549$$

The regression equation above can be explained as follows:

1. Constant of 10,354, meaning that if tangible (X1), responsiveness (X2), assurance (X3), empathy (X4), and, reliability (X5) is 0, then patient loyalty (Y) is 10.354.
2. The tangible variable (X1) exhibited a regression coefficient of 0.518. This indicates that a 1% increase in the fixed and tangible values of other independent variables will result in a corresponding increase of 0.518 in patient loyalty (Y). The positive coefficient signifies a moderate correlation strength, suggesting a positive influence between tangible factors and patient loyalty. In essence, improved tangible aspects are associated with enhanced patient loyalty.
3. The regression coefficient for the responsiveness variable (X2) is 0.488. This implies that, when holding constant the other independent variables, a 1% increase in responsiveness leads to a corresponding 0.488 increase in patient loyalty (Y). The positive coefficient indicates a moderate correlation strength, suggesting that improved responsiveness is associated with higher levels of patient loyalty.
4. Regression coefficient of assurance variable (X3) of 0.559; In the context where all other independent variables are held constant, a 1% increase in assurance results in a corresponding 0.559 increase in patient loyalty (Y). The positive coefficient indicates a favorable association of moderate strength

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between assurance and patient loyalty, suggesting that higher levels of assurance are associated with improved patient loyalty.

5. Regression coefficient of empathy variable (X4) is 0.628; In the context where all other independent variables remain constant, a 1% increase in empathy corresponds to a 0.628 unit increase in patient loyalty (Y). The positive coefficient indicates a robust positive correlation, signifying that higher levels of empathy are associated with enhanced patient loyalty. In essence, as empathy improves, so does patient loyalty.

6. Regression coefficient of assurance reliability (X5) is 0.672; In the event that the values of other independent variables remain constant and reliability experiences a 1% improvement, patient loyalty (Y) is projected to rise by 0.672. The positive coefficient indicates a favorable impact, signifying a robust correlation between reliability and patient loyalty. In essence, enhanced reliability corresponds to improved patient loyalty.

4.1.5. Coefficient of Determination Test

Table 2. Results of Coefficient of Determination Analysis

Model	Adjusted R Square
1	.684

a. Predictors: (Constant), TotalX1, TotalX2, TotalX3, TotalX4, TotalX5
Source: Primary data that has been processed by researchers, 2023

The obtained adjusted coefficient of determination, denoted as Adjusted R2, is 0.684. This finding indicates that tangible (X1), responsiveness (X2), assurance (X3), empathy (X4), and reliability (X5) collectively account for 68.4% of the variability in the dependent variable, namely patient loyalty. The remaining 31.6% (100% - 68.4%) is attributed to factors not encompassed within the current model.

4.1.6. F Test

Table 3. Simultaneous Test Results (F Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	564.639	5	112.928	20.938	.000[b]
	Residual	355.972	66	5.394		
	Total	920.611	71			
a. Dependent Variable: TotalY						
b. Predictors: (Constant), TotalX1, TotalX2, TotalX3, TotalX4, TotalX5						

Source: Primary data that has been processed by researchers, 2023

According to the information presented in the table, the findings indicate a significance value of 0.000, indicating a significance level below 0.05. Additionally, the F statistical test reveals a f value of 20,938, surpassing the F table value of 2.14 at a sample size of 70 (72-2). As a result, the null hypothesis (Ho) is rejected, leading to the conclusion that tangible (X1), responsiveness (X2), assurance (X3), empathy (X4), and reliability (X5) collectively exert a significant influence on patient loyalty (Y).

4.1.7. t-Test

Based on the SPSS 26 test results, the results of the t test are in table 3 as follows.

Table 4. Partial Test Results (t-Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	10.354	2.549		4.063	.000
TotalX1	2.286	.472	.518	3.606	.000
TotalX2	1.240	.408	.488	2.590	.007
TotalX3	2.145	.340	.559	3.427	.001
TotalX4	1.358	.419	.628	4.143	.006
TotalX5	2.473	.341	.672	4.854	.000
a. Dependent Variable: TotalY					

Source: Primary data that has been processed by researchers, 2023

The t-test statistical test (partial) shows the influence of tangible (X1), responsiveness (X2), assurance (X3), empathy (X4), and reliability (X5) on patient loyalty partially. Based on the table above, it can be described as follows:

1. The tangible variable (X1) demonstrates a high level of significance (Sig. = 0.000) with an α value of 0.05, indicating a significant influence. The t-test result (3.606) exceeds the t-table value (1.667), affirming that tangible factors have a positive and noteworthy impact on patient loyalty.

2. The significance level (Sig.) for the responsiveness variable (X2) is 0.007, with an α value (degree of significance) of 0.05. This indicates a significant influence, as 0.007 is less than 0.05. Furthermore, the t-test result of 2.590 exceeds the t-table value of 1.667. Consequently, it can be concluded that responsiveness has a positive and noteworthy impact on patient loyalty.

3. The significance of the assurance variable (X3) is observed to be 0.001, with a degree of significance (α) set at 0.05. This indicates a substantial influence since 0.001 < 0.05. Additionally, the t-test result of 3.427 surpasses the t-table value of 1.667. Consequently, it can be inferred that assurance positively and significantly impacts patient loyalty.

4. The significance of the empathy variable (X4) is indicated by a Sig. value of 0.006, which is below the α value of 0.05. This implies a substantial impact, as 0.006 < 0.05. Additionally, the t test result of 4.143 exceeds the value from the t table (1.667). Consequently, it can be concluded that empathy exerts a positive and noteworthy influence on patient loyalty.

5. The significance test for the reliability variable (X5) yielded a Sig. value of 0.000 at a significance level (α) of 0.05. This result, where 0.000 < 0.05, indicates a noteworthy influence. Additionally, the t-test result of 4.854 surpasses the t-table value (1.667). Therefore, it can be inferred that reliability positively and significantly impacts patient loyalty.

4.2. Discussion

4.2.1 The Influence of Tangibles on Patient Loyalty

Based on the partial analysis findings regarding the impact of service quality through the Tangible dimension, a significance value (Sig.) of 0.000 was obtained at an α level of 0.05. This indicates a significant influence, given that 0.000<0.05, and the t test result (3.606) exceeds the t table value (1.667). Consequently, the initial hypothesis is affirmed. In summary, it can be deduced that Tangible has a positive and notable impact on patient loyalty at the Bunda Liwa Mother and Child Hospital in West Lampung.

These findings align with Yulistria et al' (2020) research, which similarly demonstrated that tangibles or physical evidence positively affect customer loyalty. Additionally, Thungasal' (2019) study supports this correlation, asserting a positive relationship between physical evidence and customer loyalty.

4.2.2 The Effect of Responsiveness on Patient Loyalty

The partial analysis results regarding the impact of service quality, specifically the Responsiveness dimension, revealed a significance value (Sig.) of 0.007 at an α level of 0.05. This indicates a noteworthy influence, as 0.007 is less than 0.05. Additionally, the t-test result of 2.590 exceeds the critical t-table value of 1.667. Consequently, the second hypothesis is affirmed. In conclusion, Responsiveness significantly and positively contributes to patient loyalty at Bunda Liwa Mother and Child Hospital, West Lampung.

These findings align with Dewi's (2016) research, confirming that service quality has a substantial impact on customer loyalty. Furthermore, Yulistria et al. (2020) study supports this, asserting that the Responsiveness dimension of service quality also significantly influences customer loyalty.

4.2.3 The Effect of Assurance on Patient Loyalty

In accordance with the findings from the partial analysis, the Assurance dimension significantly influences service quality at Bunda Liwa Mother and Child Hospital, West Lampung, as evidenced by a significance value (Sig.) of 0.001, which is less than the α value of 0.05. This indicates a noteworthy influence, supported by a t test result of 3.427, surpassing the critical t table value (1.667). Consequently, the third hypothesis is accepted, suggesting a positive and significant impact of Assurance on patient loyalty.

The significance of Assurance in fostering customer loyalty is underscored, emphasizing its pivotal role in providing customers with a sense of comfort. This aligns with the findings of Yulistria et al. (2020) research, which similarly establishes a significant impact of service quality on customer loyalty. Additionally, Sherly and Purwati's (2015) study affirms the significance of service quality, particularly in the Responsiveness dimension, in influencing customer loyalty.

4.2.4 The Influence of Empathy on Patient Loyalty

In the examination of the impact of service quality, specifically focusing on the Empathy dimension, the partial analysis revealed a noteworthy finding. The obtained significance value (Sig.) was 0.006, with an α value (degree of significance) of 0.05. This implies that 0.006 is less than 0.05, signifying a significant influence. The t-test indicated a value of 4.143, exceeding the t table value of 1.667. Consequently, the fourth hypothesis is affirmed. In conclusion, there is a positive and substantial influence of Empathy on patient loyalty at the Bunda Liwa Mother and Child Hospital in West Lampung.

It can be deduced that the effective implementation of empathy is crucial for fostering customer loyalty. Empathy, as a vital element in a company, plays a pivotal role in cultivating customer loyalty. A well-executed empathy strategy generates a sense of comfort for customers, thereby optimizing customer loyalty. These findings align with Wahab (2017) research, which asserts that service quality significantly impacts customer loyalty. Additionally, this conclusion is reinforced by Dewi (2016) study, which affirms the significant influence of service quality on customer loyalty.

4.2.5 The Influence of Reliability on Patient Loyalty

In light of the partial analysis findings regarding the impact of service quality, specifically focusing on the Reliability dimension, a significance value (Sig.) of 0.000 was derived, accompanied by an α value (degree of significance) of 0.05. This signifies that 0.000<0.05, indicating a noteworthy influence. The t test result of 3.606 surpasses the t table value of 1.667. Consequently, the fifth hypothesis is affirmed. Hence, it can be inferred that Reliability significantly and positively contributes to patient loyalty at the Bunda Liwa Mother and Child Hospital in West Lampung.

These outcomes align with Zakaria's (2017) research, affirming the significant impact of the Reliability dimension on Customer Loyalty. Additionally, they find support in Yulistria et al.'s (2020) study, which concludes that Service Quality, in its partial analysis, also significantly affects Customer Loyalty.

4.2.6 The Influence of Tangible, Responsiveness, Assurance, Empathy and Reliability on Patient Loyalty

Based on the findings from the simultaneous examination of tangible, responsiveness, assurance, empathy, and reliability's impact on patient loyalty, the results indicate a significance value of 0.000, which is less than 0.05. Consequently, the null hypothesis (Ho) is rejected, thereby confirming the acceptance of the sixth hypothesis. In summary, it can be inferred that tangible (X1), responsiveness (X2), assurance (X3), empathy (X4), and reliability (X5) collectively exert a significant influence on patient loyalty (Y).

These outcomes align with a study conducted by Yulistria et al. (2020), affirming that Service Quality significantly affects Customer Loyalty. Additionally, this is consistent with the findings of Wahab (2017) and Ristiani (2017), both of which support the notion that Service Quality has a simultaneous and significant impact on Customer Loyalty.

5. CONCLUSION

Based on the findings derived from data analysis and discussions, it is evident that the service quality factors, namely tangible (X1), responsiveness (X2), assurance (X3), empathy (X4), and reliability (X5), exert a positive and significant impact on patient loyalty at RSIA Bunda Liwa West Lampung. This influence holds true both in isolation and when considered collectively. The R² value of 0.684 indicates that the combined variables of tangible (X1), responsiveness (X2), assurance (X3), empathy (X4), and reliability (X5) account for 68.4% of the variance in patient loyalty. The remaining 31.6% (100% - 68.4%) is attributable to other variables not encompassed within this analytical model.

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