

The Mediating Role of Satisfaction, Image, and Trust in the Impact of Service Quality on Loyalty

Dani Melmambessy^{1,*}, Ruben Tuhumena²

¹ Port Numbay College of Economics, Jayapura, Indonesia

² Faculty of Economics and Business, Cenderawasih University, Jayapura, Indonesia

ARTICLE INFO

Article history:

Received July 2, 2024

Accepted August 20, 2024

Available online Aug 25, 2024

Keywords:

Service Quality, Patient Loyalty, Patient Satisfaction, Hospital Image, Trust Dynamics



This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.

Copyright © 2024 by Author. Published by Universitas Pendidikan Ganesha.

ABSTRACT

This study aims to analyze the direct and indirect effects of service quality on loyalty, mediated by satisfaction, image, and trust. It examines the direct and indirect influences of satisfaction on loyalty, as well as the direct and indirect impacts of image on loyalty through trust, and the direct effect of trust on loyalty. This research employs a quantitative approach and is designed using quantitative and descriptive verificative methodologies. Data collection was conducted using a cross-sectional technique. The population of this study consists of all outpatient patients at the regional public hospital (RSUD) Jayapura across 17 clinics, totaling 33,156 individuals aged 17 and above. The sample size was determined using Slovin's method, resulting in 395 participants selected through probability sampling with the technique of proportionate stratified random sampling. Data were analyzed using SEM analysis to test the validity and reliability of the research instruments, confirm the accuracy of the model, and examine the impact of one variable on another. The findings indicate that 1) Service quality, both directly and indirectly through satisfaction, image, and trust, has a positive and significant effect on patient loyalty; 2) Satisfaction, both directly and indirectly through image and trust, has a positive and significant effect on loyalty; 3) Image directly has a positive and significant impact on loyalty, but indirectly through trust, it has a positive but not significant effect on patient loyalty; and 4) Trust directly has a positive and significant impact on patient loyalty.

1. INTRODUCTION

Healthcare services are a subcategory of public services provided by the government as the public service provider. One of these services is the hospital, an institution that offers comprehensive individual healthcare services including inpatient, outpatient, and emergency care. General hospitals provide healthcare across all disease areas. The Regional Public Hospital (RSUD) Jayapura is a national referral hospital of Type B Education, as designated by the Indonesian Health Minister's decision No: HK.02.02/MENKES/390/2014, and is expected to maintain a higher quality of service, especially in service accessibility. However, this is often not realized in services provided by the government. It is also common to find regional hospitals that should provide optimal service to the community but fail to perform their duties adequately. This is evidenced by the fluctuating number of outpatient patients at RSUD Jayapura from 2018 to 2020, with an increase in 2019 and a decrease in 2020 due to COVID-19. The decrease in patient visits in 2020, besides being indicated by the emergence of the COVID-19 pandemic, is also suggested by the low quality of service as seen from the servqual approach due to inadequate facilities for patients and their families, limited bed capacity, and the lack of minimum space requirements which could enhance patient comfort, as well as an increase in the number of patients being turned away. This is reinforced by initial survey results showing the average complaint score of outpatient patients at RSUD Jayapura, where the dominant complaints included poorly managed parking facilities, doctors arriving later than scheduled, long queues at outpatient services for each clinic, and slow patient administration processes.

Initial survey results are supported by several patient complaints cited from the media that spotlight healthcare services at RSUD Jayapura discussing the situation and conditions in the hospital environment: 1) Patients at RSUD Jayapura complained about the minimal flow of water in the hospital. The hospital management acknowledged that the lack of water supply was due to the water not being fully used for hospital needs but also going to residential areas nearby, and also due to a lack of funding, where there is no budget allocation for water financing, forcing the management to work hard to find funding (Cepos,

*Corresponding author.

E-mail: danimelmambessy@gmail.com (Dani Melmambessy)

Monday, November 27, 2017); 2) Complaints were not only from patients treated at the government-owned hospital of the Papua Provincial Government but also from medical staff due to the difficulty in obtaining consumables and medications needed to treat patients. One of the main obstacles is the healthcare service provided to patients. Based on complaints from various parties, there are several areas that need improvement, especially concerning basic needs at the hospital, ranging from issues of clean water availability, hospital facilities and infrastructure, availability of medications at pharmacies and in medicine warehouses, and a referral system that is not according to procedures (<https://www.ceposonline.com/2018/08/30>); 3). The services at RSUD Jayapura were again complained about by residents. The complaint related to the lack of sterile gauze available for patients during surgery preparation, causing some surgeries to be delayed, as well as other patients at the hospital at that time. The lack of sterile gauze was acknowledged by doctors at the hospital, stating that the sterile gauze was out of stock. This was responded to by the hospital management stating that there was a delay in dropping off sterile gauze (Cepos, Friday, June 17, 2022).

The management of RSUD Jayapura is the party most responsible for addressing patient complaints. Various efforts have been made by the management of RSUD Jayapura, one of which is the implementation of the Hospital Information Management System (SIMRS) which is expected to meet the community's expectations for accurate, fast, and efficient healthcare services, in line with the hospital's vision of becoming a national referral hospital in the eastern region of Indonesia with the most comprehensive, best, trusted, high-quality, and praiseworthy healthcare services. Success in competition will be achieved if management can create and maintain customers through various efforts, namely improving the quality of service for customers, which includes serving quickly and accurately, willingness to help, politeness in service, care for customers, and availability of facilities to increase satisfaction, which will lead to increased loyalty. Maintaining patient loyalty is achieved by providing a high level of satisfaction. Satisfaction will build loyalty, which ultimately provides long-term benefits.

Loyalty as a variable in marketing studies is still being studied, analyzed, and given attention by marketing experts. This is because the business competition is becoming tighter, so the orientation towards customer satisfaction and loyalty becomes the main goal. As stated by Kotler (2000), satisfied and loyal customers represent an opportunity to gain new customers. Retaining all existing customers is generally more profitable than replacing customers because the cost of attracting new customers can be five times the cost of maintaining an existing customer.

For the healthcare service industry, customer (patient) loyalty is very important both from the service provider's side and from the patient's side. Djohan (2015) stated the benefits of loyalty for patients include improving quality as loyalty encourages continuity of care, better medical information disclosure by patients enabling doctors to diagnose better, better adherence to medical advice, better in preventive services, adequate treatment time, reduced costs of seeking another doctor, trust, and confidence in the provider related to loyalty, reducing patient anxiety when a medical intervention is needed, and reducing the risks and side effects of treatment.

Customer (patient) loyalty is very important for the healthcare industry, both for the service provider and the patient. Sutharjana, Thoyib, Taroen, and Rahayu (2013) found that the benefits of loyalty include improved quality, increased patient compliance with treatment, increased patient openness to medical information, and enabling doctors to diagnose patients better and more compliantly. Counseling, better preventive services, appropriate treatment time, lower costs of seeking another doctor, patient trust, and confidence in the healthcare service provider, treatment risks, and decreased patient anxiety when medical intervention is needed.

Surachman and Agustina (2023) showed that service quality is influenced by medical staff always available to respond to patient complaints, and the hospital has waiting room facilities and toilets. The high level of satisfaction is influenced by patients satisfied with the service so they want to return. The high level of patient loyalty is influenced by patients always liking the service provided. This shows that if the quality of hospital service increases, then patients will be satisfied and loyal, conversely if the quality of hospital service decreases, then patients will be dissatisfied and not loyal. Furthermore, Hasanah, Syaodih, Handayani, and Mulyani (2023) showed that customer satisfaction positively affects loyalty, the higher the clinic patient satisfaction, the higher the patient loyalty, conversely, the lower the clinic patient satisfaction, the lower the patient loyalty. Simultaneous test results show that simultaneously service quality and satisfaction affect patient loyalty.

Putri and TJ (2023) showed that service quality, brand image, and patient satisfaction significantly affect patient loyalty. In the hypothesis test, the indirect effect of brand image and service quality mediated by patient satisfaction has a significant effect on patient loyalty. With these results, it is recommended that hospitals maintain and improve commitment to achieve patient satisfaction and loyalty. Furthermore, Sabet, Rasyid, Pongtiku, and Sonjaya (2023) state that the image, service quality, and patient satisfaction

have a direct effect on patient loyalty at RS Provita Jayapura. The image does not have a direct effect on patient satisfaction at RS Provita Jayapura. Service quality has a direct effect on patient satisfaction at RS Provita Jayapura. Patient satisfaction can mediate the relationship between service quality and patient loyalty at RS Provita Jayapura. Patient satisfaction cannot mediate the relationship between the image and patient loyalty at RS Provita Jayapura.

There is a positive relationship between image and customer loyalty (Uzir et al., 2021; Abd-El-Salam, Shawky, & El-Nahas, 2013). Ahri, Puspitasari, Haeruddin, & Yuliati, 2023 state that the perception of service quality greatly affects the company's image through the formation of a long-term relationship (loyalty) due to trust. Taylor, Donovan, & Ishida, 2014) found a significant relationship between behavior, satisfaction, belief, and commitment. While Kandampully and Suhartanto (2000) note that there is a significant relationship between customer satisfaction and customer loyalty. Singh and Sirdeshmukh (2000) found that operational capacity, operational problem-solving, and health operations affect management policies and methods, fostering trust and employee loyalty through value as a mediating variable.

Trust as an intervening variable is also still being studied. As reported by Lim, Osman, Salahuddin, Romle, & Abdullah (2016) that service attributes are an indication of trust. Han and Hyun (2015) a study on rural tourism in China found that service quality is very important and has a significant effect on trust. Wang and Lin (2017) states that trust is influenced by service quality.

This is based on the relationship between variables built from research results conducted by researchers with varying research results, some are significant, some are not significant, some have a significant effect on some indicators. Based on the relationship between variables built based on research results already studied by many researchers with different results some say significant, some say not significant.

The research results presented above still have limitations that become a research gap in this study. Kurniawan (2022) in Evandinnartha & Hidayat (2023) show that service quality and complaint handling on loyalty mediated by patient satisfaction have an insignificant relationship. Herman, Kamase, & Dewi (2022) show that service quality has a positive and insignificant effect on the loyalty of Inpatient Patients at Batara Siang Regional Hospital Pangkep Regency. Winata, Wahyoedi, & Gunardi (2022) showed that the direct effects found that service quality does not affect patient loyalty; the hospital image does not significantly affect patient loyalty; patient satisfaction positively affects patient loyalty, while the indirect effects found that the hospital image does not mediate the effect of service quality on patient loyalty and patient satisfaction significantly mediates the effect of service quality on patient loyalty. Ukrida Hospital, which was just established at the end of 2020, must be able to provide a good and pleasant treatment experience especially for patients who are visiting for the first time.

Maharani, Dewi, & Martini (2023) showed that the patient satisfaction variable was able to mediate between the effect of complaint handling on patient loyalty at BIMC Surgical Hospital, Kuta. The research results show that the patient satisfaction variable was not able to mediate the effect of service quality on patient loyalty at BIMC Surgical Hospital, Kuta. Muawanah (2020) show that the customer satisfaction variable directly does not affect trust. Thus, it can be said that customer satisfaction does not affect customer trust. Based on the research findings, there are still gaps in research results, namely differences in research findings regarding the impact of service quality on satisfaction, the impact of service quality on image, the impact of service quality on trust, the impact of service quality on loyalty, the impact of satisfaction on image, the impact of satisfaction on trust, the impact of satisfaction on loyalty, the impact of image on trust, the impact of image on loyalty and the impact of trust on loyalty.

2. METHOD

The hypothesis testing for this study, which relates to the impact of service quality on loyalty through satisfaction, image, and trust, is designed using descriptive and quantitative research methods. The location of this research at RSUD Jayapura is a Type B hospital, which serves as a referral hospital in Papua Province. The population of this study includes all outpatient patients at RSUD Jayapura across 17 clinics aged 17 and above who have received services more than once over three years, specifically from 2018 to 2020. According to the outpatient data at RSUD Jayapura in 2020, the population size is 33,156 individuals. Based on Slovin's formula, with a population of 33,156, the sample size is determined to be 395 individuals. The sample is determined using stratified random proportional sampling, considering that the research targets consist of subgroups and samples are drawn from these subgroups. The selection is made by first determining the number of individuals in each subgroup and then purposively selecting the sample.

The aim of this research is to analyze the influence of exogenous variables on endogenous variables. These variables are latent variables created from several indicators. Therefore, the SEM (Structural

Equation Modeling) method is used to analyze the data in this study using AMOS 20.00. The SEM model is utilized to observe the relationships between variables simultaneously and to account for both direct and indirect effects among the variables. This allows for the creation of a path model that can better explain the relationships between variables.

3. RESULTS AND DISCUSSION

Initial SEM Model Testing

Based on the model, the variables tested in this first model are grouped into exogenous and endogenous variables. Exogenous variables are those whose values are determined outside of the model. Endogenous variables, on the other hand, are those whose values are determined by the context or model in which they are developed. The group of exogenous variables includes the measure of service quality, while satisfaction, hospital image, trust, and loyalty are classified as endogenous variables. The hypothetical model is considered good if its theoretical development is supported by empirical data. The complete results of the SEM analysis can be seen in the [Figure 1](#).

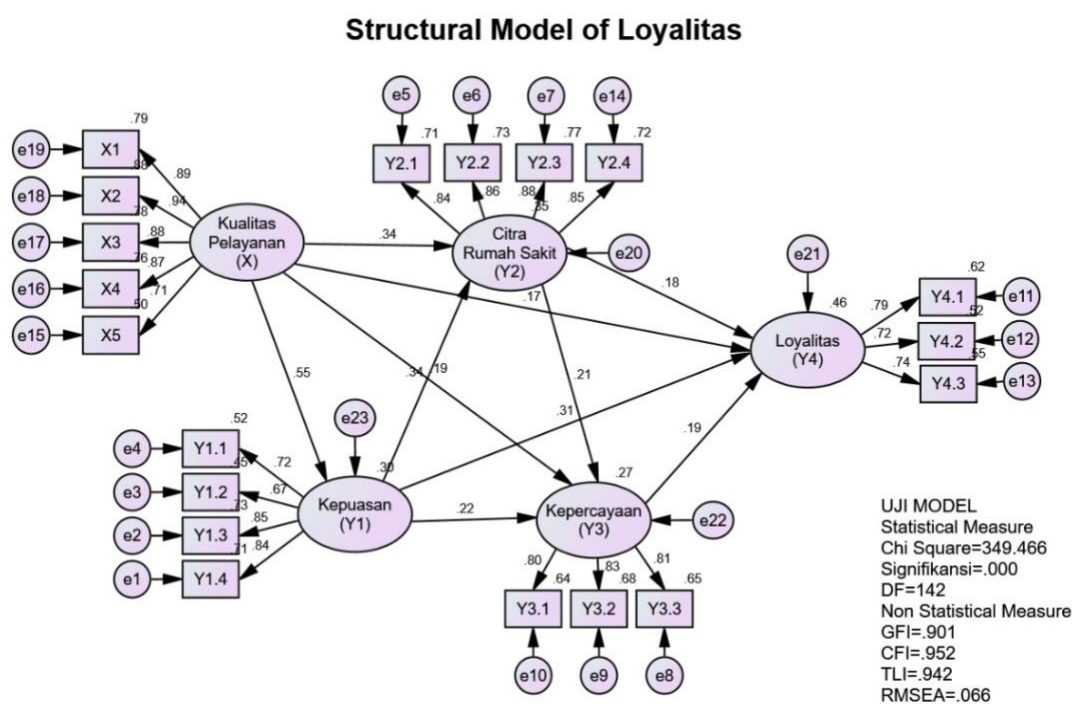


Figure 1. Results of the Model Fit Test for the Relationship Between Service Quality, Satisfaction, Hospital Image, Trust, and Loyalty

Table 1. Results of Initial Model Goodness of Fit Testing

Goodness of Fit Index	Cut-off Value	Result	Description
Chi Square	Expected small	349.466 (0.05:140=314.67)	Not Good
Probability	≥ 0.05	0.000	Not Good
CMIN/DF	≤ 2.00	2.366	Not Good
RMSEA	≤ 0.08	0.066	Good
GFI	≥ 0.90	0.901	Adequate
TLI	≥ 0.94	0.952	Good
CFI	≥ 0.94	0.966	Good

In [Figure 1](#), during the initial model evaluation, the Chi-square test does not meet the fit criteria. However, considering the relatively small sample size of this study (< 250), and the number of indicators

being 19 ($12 < m < 30$), it necessitates a model and data to confirm the fit by meeting the appropriate indicator criteria values, making it difficult to understand the relationships among the variables. This means the model was modified based on the correlation between error indices controlled by modification indices only if modifications were made without altering the meaning. In the initial model stage, the Chi-square value is 349.466 with DF 142, resulting in a P Value of $0.000 < 0.05$; therefore, the model does NOT FIT with the data. To address this issue, modifications involving the addition of covariance relationships among the residuals of each indicator were made, and modification indices were applied twice. Furthermore, the results of the analysis after the initial model are presented in Table 1.

Final SEM Model Testing

The final stage of model testing is conducted to achieve a better-fitting model, especially since the initial model results showed that some goodness of fit indices did not meet the required cut-off values. Based on the modifications made to the model, a new model has been developed, as shown in the Figure 2.

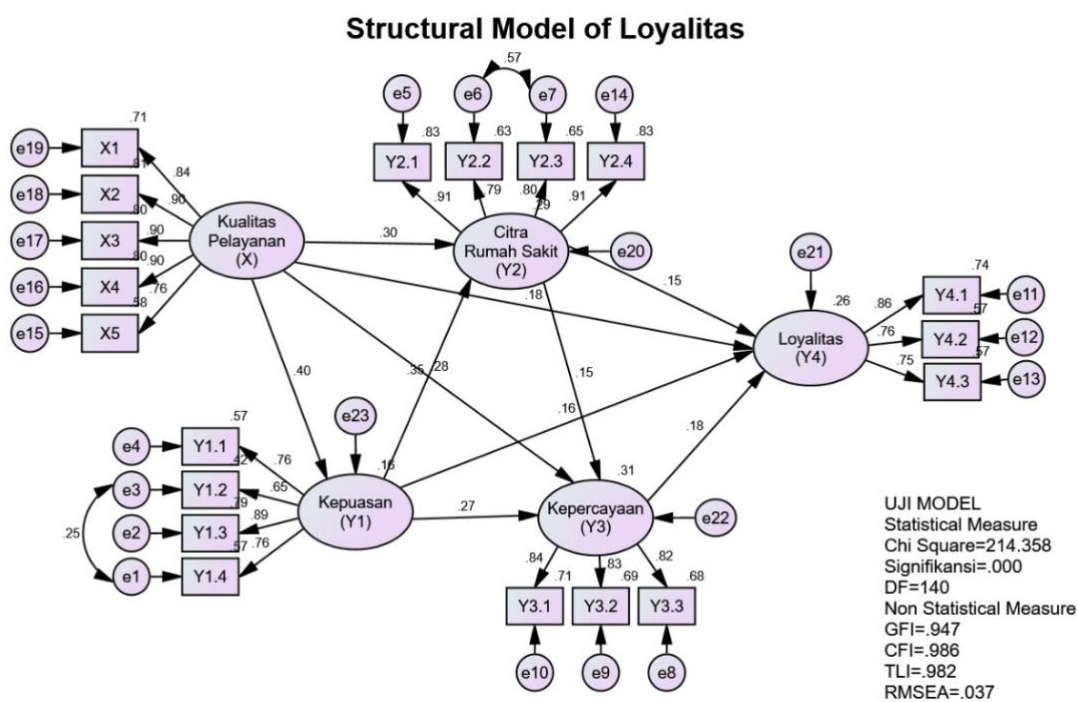


Figure 2. Results of the Final Stage of Model Fit Testing for the Relationship Between Service Quality, Satisfaction, Hospital Image, Trust, and Loyalty

Table 2. Results of Final Model Goodness of Fit Testing

Goodness of Fit Index	Cut-off Value	Result	Description
Chi Square	Expected small	214,579 (0.05:140=314.67)	Good
Probability	≥ 0.05	0.055	Good
CMIN/DF	≤ 2.00	1.188	Good
RMSEA	≤ 0.08	0.037	Good
GFI	≥ 0.90	0.947	Good
TLI	≥ 0.94	0.982	Good
CFI	≥ 0.94	0.986	Good

The results of the analysis after the final model are presented in Table 2. The model evaluation shows that all seven goodness-of-fit criteria fall within the category of good fit, indicating that the model is overall consistent with the data and can be further analyzed.

Hypothesis Testing

A significance level of 5% or an alpha of 0.05 is used for hypothesis testing. This study has 142 degrees of freedom. The critical t-value at a 5% significance level or alpha of 0.05 with 142 degrees of freedom is 1.980. The direct effects of the variables satisfaction, hospital image, trust, and loyalty are calculated, and the results are presented in the [Table 3](#).

Table 3. Results of Testing Direct Effects Among Variables

Independent Variable	Dependent Variable	Critical T-Value	Calculated T-Value	P-Value
Service Quality	Satisfaction	1.980	6.920	0.000
Service Quality	Hospital Image	1.980	5.492	0.000
Service Quality	Trust	1.980	6.090	0.000
Service Quality	Loyalty	1.980	4.841	0.000
Satisfaction	Hospital Image	1.980	4.423	0.000
Satisfaction	Trust	1.980	2.510	0.012
Satisfaction	Loyalty	1.980	2.909	0.004
Hospital Image	Trust	1.980	2.452	0.014
Hospital Image	Loyalty	1.980	2.414	0.016
Trust	Loyalty	1.980	2.705	0.007

To test the significance of the role of intervening variables, the Sobel test can be conducted. In this testing, a mediation variable is considered significant in mediating the effect of exogenous on endogenous variables if the p-value from the Sobel test is less than 0.05.

Table 4. Results of Testing Indirect Effects Through Sobel Test

Exogenous Variable	Mediating Variable	Endogenous Variable	P-Value	Description
Service Quality (X)	Satisfaction (Y1)	Image (Y2)	0.000	Significant
Service Quality (X)	Satisfaction (Y1)	Trust (Y3)	0.000	Significant
Service Quality (X)	Satisfaction (Y1)	Loyalty (Y4)	0.020	Significant
Service Quality (X)	Image (Y2)	Trust (Y3)	0.021	Significant
Service Quality (X)	Trust (Y3)	Loyalty (Y4)	0.017	Significant
Service Quality (X)	Image (Y2)	Loyalty (Y4)	0.021	Significant
Satisfaction (Y1)	Image (Y2)	Trust (Y3)	0.021	Significant
Satisfaction (Y1)	Image (Y2)	Loyalty (Y4)	0.023	Significant
Satisfaction (Y1)	Trust (Y3)	Loyalty (Y4)	0.020	Significant
Image (Y2)	Trust (Y3)	Loyalty (Y4)	0.066	Not Significant

Discussion

The Influence of Service Quality on Satisfaction

Confirmatory factor analysis of the service quality variable shows that three indicators—empathy (X1.2), responsiveness (X1.3), and reliability (X1.4)—have the highest contributions, each at 90%. This encompasses the attitudes of doctors and nurses in responding and listening to complaints, their readiness to handle complaints, and their clarity in communicating information to patients, as well as their ability to respond quickly. Among these indicators, the patient's importance is emphasized. Hypothesis testing on the influence of service quality on patient satisfaction found that service quality positively and significantly impacts patient satisfaction. This means that service quality that meets tangible, empathy, responsiveness, reliability, and assurance aspects can enhance patient satisfaction in administrative services, medical services, medications, and environmental and facility services.

The positive impact of implementing good service quality on satisfaction aligns with [Djuariah and Dewi \(2024\)](#), who stated that service quality significantly and positively affects patient satisfaction at Muhamadiyah Hospital in Bandung. Similarly, [Sabet, Rasyid, Pongtiku, and Sonjaya \(2023\)](#) concisely stated that service quality positively and significantly affects patient satisfaction at RS Provita Jayapura. This is consistent with [Dewi, Suryawati, and Arso \(2023\)](#), who noted a strong influence and relationship between medical service quality and patient satisfaction. Health service quality is measured across three dimensions: service quality, process and organization, and information and communication, highlighting a strong correlation between health service quality and patient satisfaction.

The Influence of Service Quality on Image

Confirmatory factor analysis for the image variable indicates that two indicators—personality (Y2.1) and corporate identity (Y2.4)—have the highest and equal contributions at 91%. This reflects that the personality of doctors and nurses, in terms of skills and expertise relevant to their fields, as well as the administrative staff's experience, alongside the distinctive identity of RSUD Jayapura characterized by memorable features such as logos, vision, dominant colors, mottos, and slogans, are crucial image indicators required by patients compared to other indicators.

Hypothesis testing on the impact of service quality on hospital image concludes that service quality significantly and positively affects the hospital's image. Specifically, service quality fulfilling tangible, empathy, responsiveness, reliability, and assurance aspects can enhance the hospital's image in terms of personality, reputation, value, and physical identity.

The importance of service quality's impact on the image of RSUD Jayapura aligns with research by [Sektianingsih, Haryana, and Rosalina \(2019\)](#), which was conducted at a hospital showing that RSUD Mampang Phra Patan needs to improve its service quality because service quality is crucial for creating a favorable image of the services provided. Similarly, research by [Lubis \(2011\)](#) shows that an increase in service quality can enhance a hospital's reputation. The factors analyzed for their impact include physical evidence, reliability, responsiveness, safety, and empathy, all of which significantly influence the brand's image.

The Influence of Service Quality on Trust

Confirmatory factor analysis of the service quality variable indicates that three indicators—empathy (X1.2), responsiveness (X1.3), and reliability (X1.4)—have the highest and equal contributions at 90%. These results highlight the doctors' and nurses' promptness, their ability to listen to complaints, willingness to address complaints, readiness to communicate patient conditions clearly and understandably, as well as the speed and duration of consultations between doctors and nurses as crucial factors. Compared to the other indicators, these are deemed most essential by patients.

Hypothesis testing regarding the impact of service quality on patient trust revealed that service quality has a positive and significant effect on patient trust. Specifically, service quality that meets tangible, empathy, responsiveness, reliability, and assurance dimensions can enhance patient trust towards the honesty, competence, and consistency of the healthcare providers.

These findings align with the research conducted by [Wididana \(2016\)](#), which studied the effect of service quality on patient satisfaction and trust at Shanti Graha Buleleng General Hospital and found that service quality significantly and positively impacts patient trust. Furthermore, research by [Kartikasari, Dewanto, and Rochman \(2014\)](#) on the impact of service quality on satisfaction and trust at Bunda Kandangan Hospital in Surabaya demonstrated that service quality influences patient trust both directly and indirectly.

The Influence of Service Quality on Loyalty

Confirmatory factor analysis of the service quality variable reveals that three indicators—empathy (X1.2), responsiveness (X1.3), and reliability (X1.4)—contribute equally and significantly at 90%. This demonstrates the responsiveness of doctors and nurses, their ability to listen to complaints, willingness to respond to complaints, capability to provide clear explanations that patients can understand, and the speed and duration of consultations between doctors and nurses, which are all crucial indicators for patients. Hypothesis testing regarding the impact of service quality on loyalty shows that patient loyalty is positively and significantly influenced by service quality. This effect is attributed to service quality meeting tangible, empathy, responsiveness, reliability, and assurance aspects, providing positive stories and references, and enhancing the loyalty of patients who regularly seek treatment.

Structural analysis results indicate that patient loyalty is positively and significantly affected by service quality, meaning that loyalty increases as service quality improves. This finding is consistent with previous research by [Widyaningtyas \(2010\)](#). Additionally, research by [Wulaisfan and Fauziah \(2019\)](#) on the Impact of Service Quality on Patient Loyalty with Patient Satisfaction as Mediation in Dewi Sartika Kendari General Hospital shows that service quality significantly affects loyalty.

The Influence of Patient Satisfaction on Image

Confirmatory factor analysis of the satisfaction variable indicates that the highest indicators are satisfaction with medications (Y1.3) and satisfaction with the environment and facilities (Y1.4), each scoring 0.99 or 99%. These indicators contribute most significantly to the formation of the satisfaction variable and are very strongly validated in explaining it. This highlights the importance of the availability of medications in terms of quantity, quality, affordability, and perceived effectiveness, as well as the

cleanliness and availability of satisfactory environmental and facility conditions for patients, compared to other indicators.

Hypothesis testing on the impact of satisfaction on image shows that the image of Jayapura General Hospital (RSUD Jayapura) is positively and significantly influenced by satisfaction. This means that patient satisfaction with administrative services, medical services, medications, and the environment and facilities can enhance the hospital's image by maintaining its personality, reputation, value, and corporate identity.

Structural analysis results state that image can be positively and significantly influenced by satisfaction, meaning patient satisfaction enhances the image of RSUD Jayapura in the eyes of patients. As stated by [Mardalis \(2005\)](#), customer satisfaction is a post-purchase evaluation after the chosen option has resulted in an outcome that meets or exceeds consumer expectations. Customer satisfaction is the emotional level felt by an individual when comparing results with expectations. Additionally, a study by [Poetra, Nuryadin, and Kalsum \(2021\)](#) on the Impact of Service Quality and General Inpatient Patient Satisfaction on the Image of RSUD Lanto Dg. Pasewang in Jeneponto District confirms that both service quality and patient satisfaction significantly affect the hospital's image.

The Influence of Patient Satisfaction on Trust

Confirmatory factor analysis of the satisfaction variable shows that the highest indicators are satisfaction with medications (Y1.3) and satisfaction with the environment and facilities (Y1.4), each rated at 0.99 or 99%. This signifies that these indicators are crucial for measuring satisfaction. Conversely, the confirmatory analysis of the trust variable indicates that integrity (Y3.1) scores 0.84 or 84%, representing the highest contribution to forming the trust variable and providing strong validation. This reveals that the honesty of doctors and nurses, along with their adherence to professional ethics and patient confidentiality, are significantly more crucial than other factors.

Hypothesis testing on the effect of satisfaction on trust has shown that satisfaction has a positive and significant impact on patient trust. Specifically, patient satisfaction with administrative services, medical services, medications, and the environment and facilities can enhance patient trust in RSUD Jayapura through demonstrated integrity, competence, and consistency by healthcare professionals.

The results of the hypothesis test confirm that trust is positively and significantly influenced by satisfaction. High patient satisfaction enhances trust in RSUD Jayapura, suggesting that if the hospital can better respond to patient needs and ensure they understand the significance of these needs, trust will be strengthened. This creates a positive environment and fosters positive word-of-mouth, ultimately increasing trust and benefiting both patients and the hospital ([Alrubaiee, 2011](#)). This study aligns with research by [Kim, et al. \(2008\)](#), [Amin, et al. \(2013\)](#), and [Muchlis and Dewanto \(2013\)](#), which have stated that a hospital's image is positively and significantly influenced by trust.

Moreover, the confirmatory analysis of the loyalty variable shows that periodic treatment (Y4.3) scored 0.89 or 89%, indicating the highest contribution to forming the loyalty variable and providing strong validation. This means that in the past three months, patients receiving examinations, treatments, medication pickups, and medical check-ups have been crucial compared to other factors.

Hypothesis testing indicates that patient trust is positively and significantly influenced by satisfaction, implying that satisfaction with administrative and medical services, medications, and facilities can enhance the loyalty of RSUD Jayapura patients through their willingness to share positive experiences, make recommendations, and commit to regular check-ups.

Structural analysis results state that loyalty is positively and significantly influenced by satisfaction, meaning high patient satisfaction leads to increased loyalty towards RSUD Jayapura. Research by [Eftitah, Martini, Susbiyani, and Herlambang \(2023\)](#) on the Influence of Satisfaction and Hospital Image on Patient Trust and Loyalty demonstrated that patient satisfaction significantly affects patient trust at RS Islam Fatimah Banyuwangi.

The Influence of Image on Trust

Confirmatory factor analysis for the image variable reveals that the two highest indicators, personality (Y2.1) and corporate identity (Y2.4), each score a robust 91%. This highlights the critical role of the medical staff's expertise and experience, as well as the distinct identity of RSUD Jayapura, characterized by memorable elements like logos, vision statements, dominant colors, mottos, and slogans, in shaping patients' perceptions compared to other indicators.

Hypothesis testing on the impact of image on trust demonstrates that the image positively and significantly influences patient trust in RSUD Jayapura. A positive image seen by patients can enhance their trust in the hospital. Structural analysis results confirm that trust is positively and significantly influenced by image, suggesting that a strong image can boost trust in RSUD Jayapura because customer trust is generally associated with the image.

The relationship between consumer trust and brand image suggests that higher trust in a brand lead to a higher product image (Prabowo, 2011; Arista, 2011). This is based on patients' perceptions of RSUD Jayapura's identity through visible and recognizable attributes such as the professionalism of doctors and nurses, the reputation and values established, and the symbols like logos, main colors, and slogans outlined by Lau and Lee (2000). We conclude that image characteristics are crucial in influencing consumer trust. Regarding RSUD's image, according to Na, Marshall, and Keller (1999), evaluations should not solely focus on attributes but must consider customers' perceptions of the benefits of using the brand.

Research by Eftitah, Martini, Susbiyani, and Herlambang (2023) on the Influence of Satisfaction and Hospital Image on Patient Trust and Loyalty showed that the hospital's image significantly and positively affects patient trust at RS Islam Fatimah Banyuwangi. This further underscores the significant role of a well-managed hospital image in cultivating trust and loyalty among patients, demonstrating the broader impact of institutional reputation on patient outcomes.

The Influence of Image on Loyalty

Confirmatory factor analysis of the loyalty variable indicates that regular treatment (Y4.3) has the highest factor loading of 89%. This suggests that patients' willingness to undergo examinations, treatments, medication regimens, and medical check-ups are crucial indicators of loyalty when aligned with other criteria.

Our hypothesis testing on the effect of image on loyalty revealed that the image positively and significantly influences the loyalty of patients at RSUD Jayapura. A positive image perceived by patients can enhance their loyalty to the hospital. Structural analysis results confirm that image has a significant impact on loyalty. This is supported by empirical evidence showing that utility or value positively correlates with loyalty/intention to buy, thus enhancing patient loyalty at RSUD Jayapura.

Research by Eftitah, Martini, Susbiyani, and Herlambang (2023) on the Influence of Satisfaction and Hospital Image on Trust and Loyalty showed that the hospital's image significantly and positively affects patient loyalty at RS Islam Fatimah Banyuwangi.

The Influence of Trust on Loyalty

Hypothesis testing on the impact of trust on loyalty indicates that patient loyalty at RSUD Jayapura is positively and significantly influenced by trust. High trust can enhance patient loyalty towards RSUD Jayapura. Structural analysis results demonstrate that trust significantly affects loyalty. This means that high trust increases patient loyalty towards RSUD in Jayapura, as patient trust is considered a key factor in the success of healthcare services (LaVeist, Isaac, & Williams, 2009; Schwei, Kadunc, Nguyen, & Jacobs, 2014). A study by Irawan (2024) found that trust and price significantly affect patient satisfaction, both partially and simultaneously. This further underscores the critical role of trust in enhancing loyalty, suggesting that when patients have confidence in the healthcare services provided, their loyalty to the healthcare facility is likely to increase.

The Influence of Service Quality on Image Through Satisfaction

Several empirical studies align with this research, highlighting the mediating role of patient satisfaction in the relationship between medical quality and hospital image. According to Marzaweny et al. (2011), patient satisfaction mediates the impact of medical quality on the image of RSUD Arif Ahmad Pekanbaru. This suggests that the influence of medical quality on hospital image can be mediated through patient satisfaction.

Further, the research by Salas (2018) indicates that image is positively and significantly influenced by service quality through satisfaction, suggesting that service quality is a highly desired variable by consumers. The image of a company is formed when customers are satisfied with its products or services, emphasizing the importance of fulfilling customer expectations to form a positive public image.

The Influence of Service Quality on Trust Through Satisfaction

The hypothesis testing regarding the direct influence of service quality on trust shows that trust is positively and significantly affected by service quality. Additionally, service quality indirectly affects trust through satisfaction. The significance test of the direct and indirect effects of service quality on trust indicates that both patient satisfaction and trust increase as the quality of service at RSUD Jayapura improves. Essentially, the quality of service provided by medical and administrative staff can enhance patient satisfaction with RSUD Kabupaten Jayapura, subsequently increasing patient trust.

This research corresponds with other empirical findings such as those by Suryani (2010), who states that satisfaction is a source of trust that needs to be fulfilled, hence service quality and brand image significantly impact satisfaction whether separately or jointly. Consistent with Trisetyanto and Mudiantono

(2011), it can be concluded that reliability and the quality of electronic banking significantly affect the willingness to perform recurring payment operations online.

Additionally, [Wulaisfan, & Fauziah \(2019\)](#) investigated the Influence of Service Quality on Patient Loyalty with Patient Satisfaction as a Mediating Variable in Hospitalized Patients at RSU Dewi Sartika Kendari. Their findings demonstrate that service quality significantly affects loyalty with patient satisfaction serving as an intervening variable. This underscores the critical role of quality service delivery in fostering both satisfaction and loyalty among patients.

The Influence of Service Quality on Loyalty Through Satisfaction

Hypothesis testing has shown that service quality directly influences loyalty, having a significant and positive impact. Indirectly, loyalty is also affected through satisfaction, emphasizing the importance of understanding both direct and indirect influences. The quality of service in Jaipur District Hospital has been shown to enhance patient loyalty and satisfaction. Indeed, the service provided by doctors, nurses, and administrative staff increases patient satisfaction, prompting patients to share positive stories, give referrals, and engage in routine care.

This research supports previous studies, such as [Akbar et al. \(2009\)](#), who found that customer satisfaction is an important mediator between service quality and customer loyalty. Additionally, [Rofiah and Wahyuni \(2017\)](#) highlighted that customer loyalty can be increased through customer satisfaction and excellent service quality at Bank Muamalat Jombang. [Massie \(2015\)](#) also noted that the loyalty of PT Air Manado is determined by customer satisfaction. [Alrahmi et al. \(2023\)](#) showed that attitudes, service recovery, and servscape significantly affect satisfaction, while accessibility and reliability do not. Accessibility, service recovery, servscape, and satisfaction influence loyalty, whereas attitude and reliability do not.

The Influence of Service Quality on Trust Through Image

The hypothesis test on the direct impact of service quality on trust shows that trust is significantly influenced by service quality, both directly and indirectly through image. Testing shows that as service quality increases, so do loyalty and the image of patients, which in turn helps enhance the image of RSUD Jayapura in terms of the quality of service provided by its medical and non-medical staff, thus boosting patient trust in their integrity, competence, and consistency.

[Walandouw \(2014\)](#) states that many studies have shown that service quality and brand image simultaneously influence customer trust when using BNI Taplus debit cards at the main BNI Manado store, suggesting that the quality of service and brand image should be scrutinized. Simultaneously, the reliability of customers using the BNI Taplus payment card at the BNI Manado head office has been declining. Similar findings were noted by [Suryan \(2010\)](#) and [Trisetyanto and Mudiantono \(2011\)](#), emphasizing the critical role of service quality and image in building trust among customers.

The Influence of Service Quality on Loyalty Through Image

Hypothesis testing on the direct impact of service quality on loyalty shows that loyalty is positively and significantly influenced by the quality of service. Indirectly, loyalty is also influenced through the image enhanced by the service quality at RSUD Jayapura. High service quality at RSUD Jayapura increases patient loyalty through improved image, suggesting that the services provided by doctors, nurses, and administrative staff help enhance the hospital's image and attract positive stories, leading to recommendations for health services.

[Handyanto \(2012\)](#) and others have found that the company's image can mediate the impact of service quality on customer loyalty. This finding indicates that the influence of service quality on customer loyalty can be observed through the company's image. Furthermore, research by [Sektianingsih et al. \(2021\)](#) shows that this image significantly mediates the influence of service quality on patient loyalty.

The Influence of Service Quality on Loyalty Through Trust

Direct hypothesis testing indicates that loyalty is positively and significantly influenced by service quality. Indirectly, service quality also influences loyalty through trust. The significance test of direct and indirect effects shows that when RSUD Jayapura has good service quality, patient trust and loyalty increase.

Substantially, the service quality provided by doctors, nurses, and administrative staff can enhance RSUD Jayapura patients' trust in their integrity, competence, and consistency, which are key to securing loyal patients willing to share positive stories, make recommendations, and engage in regular treatments. According to [Agusiono and Sumarno \(2006\)](#), higher service quality offered and greater consumer trust in using a product significantly increase consumer trust in that product, making it easier to create loyal customers. [Pramana \(2016\)](#) also states that service quality, customer trust, and customer loyalty are

interrelated, and the influence of one variable affects the others. Similarly, [Kheng et al. \(2010\)](#) and [Handayanto \(2012\)](#) argue that trust can mediate the influence of service quality on customer loyalty, demonstrating that the impact of service quality on customer loyalty can be mediated by trust.

The Influence of Patient Satisfaction on Trust through Image

Direct hypothesis testing shows that trust is significantly and positively influenced by satisfaction. Similarly, patient satisfaction indirectly affects trust through image. The significance of both direct and indirect effects suggests that high patient satisfaction with administrative services, medical care, pharmaceuticals, and the environment at RSUD Jayapura enhances the hospital's image, thereby increasing patient trust in the integrity, competence, and consistency of the services provided.

Research findings, including those by [Haeba and Sirajuddin \(2015\)](#), [Jani and Han \(2011\)](#), [Kantperger and Kunz \(2010\)](#), [Norizan and Aasia \(2010\)](#), and [Chung and Shin \(2010\)](#), support this relationship. They highlight that when hospitals effectively respond to and communicate the importance of patient needs, trust is strengthened. This positive word-of-mouth improves the hospital's image and benefits the organization. [Alrubaiee \(2011\)](#), [Kim et al. \(2008\)](#), [Amin et al. \(2013\)](#), and [Muchlis & Dewanto \(2013\)](#) also find that patient trust significantly impacts the hospital's reputation.

The Influence of Patient Satisfaction on Loyalty through Image

Direct hypothesis testing reveals that patient satisfaction significantly influences loyalty. Indirectly, through the hospital's image, patient satisfaction also positively affects loyalty. This indicates that if patients at RSUD Jayapura are highly satisfied with the provided services, this not only enhances the hospital's image but also significantly increases loyalty, fueled by positive narratives, recommendations, and regular medical treatments.

Confirmed research findings, such as those by [Yusa and Risqa \(2018\)](#) and [Chandio et al. \(2015\)](#), suggest that customer satisfaction is crucial as it makes customers pleased with the services offered by a company. Dissatisfaction leads to negative perceptions and reduces the likelihood of brand repurchase. Companies need to meet consumer needs to prevent them from switching to other brands. Furthermore, studies by [Marzaweny and Hadiwidjjoyo \(2012\)](#), [Andaleeb \(1998\)](#), and [Nguyen and LeBlanc \(2002\)](#) confirm that patient satisfaction significantly influences both the hospital's image and patient loyalty, highlighting the mediating role of image in these relationships.

The Influence of Patient Satisfaction on Loyalty through Trust

The hypothesis testing results show that satisfaction directly influences loyalty significantly. Additionally, patient satisfaction indirectly affects loyalty through trust. This indicates that high satisfaction among patients at RSUD Jayapura with administrative services, medical care, pharmaceuticals, and facilities boosts patient trust in healthcare providers, thereby enhancing loyalty through positive endorsements, recommendations, and regular healthcare engagements.

The mediation role of trust is supported by research from [Wahyud et al. \(2021\)](#), highlighting that trust mediates the relationship between satisfaction and customer loyalty. This underscores the importance for sectors like banking to maintain trust and satisfaction to enhance customer loyalty, as both trust and satisfaction positively correlate with customer loyalty. Furthermore, [Prasetyo \(2018\)](#) argues that customer satisfaction significantly impacts customer loyalty with trust serving as a mediating variable.

The Influence of Image on Loyalty through Trust

Hypothesis testing regarding the direct influence of image on loyalty shows that image has a positive and significant effect on loyalty. However, the indirect impact of image on loyalty through trust shows a positive but not significant influence. This suggests that while a strong image built on personality, reputation, value, and corporate identity can enhance patient trust in the services provided by doctors and nurses, it does not significantly boost loyalty through positive storytelling, recommendations, or regular treatments.

This finding implies that trust, encompassing integrity, competence, and consistency of healthcare providers, might not guarantee patient loyalty in terms of actively sharing positive experiences or recommending the services to others. The mediating role of trust supports empirical findings that utility or value positively relates to loyalty/purchase intentions. According to [Vazquez-Carassco and Foxall \(2006\)](#), sociability, self-confidence, and a specific brand/product image positively influence loyalty intentions. If customers perceive high social benefits from a provider, they tend to remain loyal ([Reynolds and Beatty, 1999](#)). [Aydin \(2005\)](#) describes corporate image as a function of consumer consumption experience, where customer satisfaction directly affects perceptions of the company and its image. This relationship is echoed

by [Andreassen and Lindestand \(1998\)](#), who noted that business performance, quality perception, customer satisfaction, and customer loyalty are influenced by corporate image.

4. CONCLUSION

The findings from the analysis reveal several significant relationships between service quality, patient satisfaction, trust, image, and loyalty within the healthcare context. Firstly, service quality has a direct and significant positive impact on patient satisfaction, indicating that enhancements in tangible aspects, empathy, responsiveness, reliability, and assurance effectively boost patient satisfaction levels. Moreover, service quality influences the hospital's image both directly and indirectly via patient satisfaction. This suggests that high-quality service not only enhances the hospital's image directly but also does so indirectly by increasing patient satisfaction. Furthermore, service quality impacts patient trust both directly and through the mediating effects of satisfaction and image. This layered influence underscores the importance of comprehensive quality management in fostering trust among patients. In terms of loyalty, service quality demonstrates a significant positive effect both directly and mediated through satisfaction, image, and trust, highlighting the multifaceted role of service quality in cultivating patient loyalty.

Patient satisfaction itself is a critical determinant of the hospital's image, suggesting that improvements in administrative and medical service satisfaction, as well as satisfaction with medications and facilities, can substantially enhance the hospital's overall image. Satisfaction also significantly boosts patient trust, both directly and indirectly through the improved image. The enhanced trust, in turn, supports higher patient loyalty, illustrating a cascading effect where satisfaction elevates trust, which then bolsters loyalty. The hospital's image plays a pivotal role in shaping patient trust and loyalty. A stronger image, characterized by a robust personality, reputation, value, and corporate identity, directly increases patient trust and loyalty. However, while the direct impact of image on loyalty is significant, its indirect impact through trust is not, suggesting that while a positive image is crucial, its effectiveness in enhancing loyalty through trust needs further exploration.

Lastly, trust is confirmed as a significant and direct enhancer of patient loyalty. This relationship emphasizes the importance of integrity, competence, and consistency in healthcare providers, which are essential for securing long-term patient loyalty. These findings collectively highlight the interconnected nature of service quality, satisfaction, image, trust, and loyalty in healthcare, suggesting that hospitals should focus on these areas simultaneously to improve patient outcomes and institutional reputation.

The study presented several suggestions for healthcare facilities, particularly emphasizing RSUD Jayapura. To begin with, enhancing service quality elements such as tangibles, empathy, responsiveness, reliability, and assurance could substantially increase patient satisfaction, trust, and loyalty. It is recommended that training programs and quality control measures be regularly updated to surpass patient expectations. Additionally, a strong focus on patient satisfaction through integrated satisfaction surveys and feedback mechanisms can provide actionable insights that drive improvements. Building and maintaining a strong, positive hospital image through consistent branding and communication of values is crucial, as it directly influences public perception and patient choice.

Trust between the hospital and its patients is critical for fostering loyalty; therefore, hospitals should prioritize transparency and consistency in their interactions with patients. Programs that reinforce the link between trust and loyalty, such as loyalty programs or patient advocacy groups, could also prove beneficial. Despite the valuable insights provided, the study has several limitations that need consideration. The findings are specific to RSUD Jayapura and might not be generalizable to other settings without considering local contexts. The study's cross-sectional design also limits the ability to definitively infer causality.

The reliance on self-reported data might introduce bias, suggesting a need for more objective measures in future research. The study also did not explore other potential mediating variables such as patient education and cultural factors, which could influence the relationships studied. Furthermore, external factors such as healthcare policy changes, economic conditions, and technological advancements were not accounted for, which could affect the general outcomes and applicability of the findings. Future research addressing these limitations would enhance the understanding and provide more robust strategies for healthcare management to improve patient satisfaction and loyalty.

5. REFERENCES

Abd-El-Salam, E. M., Shawky, A. Y., & El-Nahas, T. (2013). The impact of corporate image and reputation on service quality, customer satisfaction and customer loyalty: Testing the mediating role. Case analysis

- in an international service company. *Journal of Business and Retail Management Research*, 8(1), 130–153.
- Abdul Muzammili, Mukhlis Yunus, N. D. (2017). Pengaruh Kualitas Pelayanan dan Citra Perusahaan terhadap Loyalitas Pelanggan Indihome PT. Telkom Indonesia di Banda Aceh Dengan Kepuasan dan Kepercayaan Pelanggan sebagai Variabel Mediasi. *Jurnal Manajemen Dan Inovasi*, 8(3), 37–51.
- Ahri, R. A., Puspitasari, A. W., Haeruddin, H., & Yuliati, Y. (2023). Pengaruh Kualitas Pelayanan Dan Citra Merek Terhadap Minat Kembali Pasien Rawat Inap Melalui Kepuasan Sebagai Mediasi Di Rumah Sakit Umum Sisaldjufrie Palu. *Ekonomika*, 7(1), 171–184. Retrieved from <https://journal.ildikti9.id/Ekonomika/article/view/839%0Ahttps://journal.ildikti9.id/Ekonomika/article/download/839/626>
- Alrahmi, N., Batara, A. S., Amelia, A. R., Masriadi, M., Ikhtiar, M., & Ahri, R. A. (2023). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Melalui Kepuasan Pada Pasien Rawat Inap Di RSUD Labuang Baji Makassar. *Journal of Muslim Community Health*, 4(2), 126-140.
- Alrubaiee, L., & Alkaa'ida, F. (2011). The Mediating Effect of Patient Satisfaction in the Patients' Perceptions of Healthcare Quality – Patient Trust Relationship. *International Journal of Marketing Studies*, 3(1). <https://doi.org/10.5539/ijms.v3n1p103>
- Arie Sulistyawati, N., & Seminari, N. (2015). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Restoran Indus Ubud Gianyar. *E-Jurnal Manajemen Universitas Udayana*, 4(8), 250437.
- Ashraf, M. A. (2019). Impact of Brand Image, Service Quality and Trust on Customer Loyalty, Moderating Effect of Perceived Price Fairness and the Mediating Effect of Customer Satisfaction: Case Study on Telecommunication Sector of Pakistan. *Journal f Institute of Business and Managment, University of Engineering*, 3(1), 114–121.
- Bricci, L., Fragata, A., & Antunes, J. (2016). The Effects of Trust, Commitment and Satisfaction on Customer Loyalty in the Distribution Sector. *Journal of Economics, Business and Management*, 4(2), 173–177. <https://doi.org/10.7763/joebm.2016.v4.386>
- Chai, J. C. Y., Malhotra, N. K., & Alpert, F. (2015). A two-dimensional model of trust-value-loyalty in service relationships. *Journal of Retailing and Consumer Services*, 26, 23–31. <https://doi.org/10.1016/j.jretconser.2015.05.005>
- Chinomona, R., & Sandada, M. (2014). Customers' perceptions on ESKOM's pre-paid billing system and the effects on their satisfaction and trust. *Mediterranean Journal of Social Sciences*, 5(9), 119–126. <https://doi.org/10.5901/mjss.2014.v5n9p119>
- Dewi, A. R., Suryawati, C., & Arso, S. P. (2023). Pengaruh Kualitas Pelayanan Dan Citra Rumah Sakit Terhadap Kepuasan Pasien Di Indonesia: Literature Review. *Media Publikasi Promosi Kesehatan Indonesia (Mppki)*, 6(10), 1940-1949.
- Dianis Eka Putri, Y. U. A. N. A. (2024). *Pengaruh Kualitas Pelayanan Dan Kualitas Fasilitas Terhadap Kepuasan Pasien Serta Implikasinya Pada Kepercayaan Pasien Di Rum*
- Eftitah, E., Martini, N. N. P., Susbiyani, A., & Herlambang, T. (2023). Pengaruh Kepuasan Dan Citra Rumah Sakit Terhadap Kepercayaan Dan Loyalitas Pasien. *Relasi: Jurnal Ekonomi*, 19(1), 69-88.
- Elfrida Lumbantobing, B. E. T. T. Y. (2024). *Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pasien Serta Implikasinya Pada Loyalitas Pasien (Suatu Survei Pada Pasien Non Bpjs Di Rumah Sakit Umum Daerah Bandung Kiwari)* (Doctoral Dissertation, Universitas Pasundan). *Ah Sakit Umum Daerah Sayang Cianjur* (Doctoral Dissertation, Universitas Pasundan).
- Elizar, C., Indrawati, R., & Syah, T. . (2020). Service Quality, Customer Satisfaction, Customer Trust, and Customer Loyalty in Service of Paediatric Polyclinic Over Private H Hospital of East Jakarta, Indonesia. *Journal of Multidisciplinary Academic*, 4(2), 105–111.
- Evandinnartha, A. N., & Hidayat, M. S. (2023). Pengaruh Kualitas Pelayanan dan Kepuasan Pasien BPJS terhadap Loyalitas Pasien: Literature Review. *Media Publikasi Promosi Kesehatan Indonesia (MPPKI)*, 6(6), 1025-1032.
- Gede Mahatma Yuda Bakti, I., & Sumaedi, S. (2013). An analysis of library customer loyalty: The role of service quality and customer satisfaction, a case study in Indonesia. *Library Management*, 34(6–7), 397–414. <https://doi.org/10.1108/LM-05-2012-0025>
- Gultom, D. K., Arif, M., & Muhammad Fahmi. (2020). Determinasi Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Melalui Kepercayaan Dedek. *MANEGGIO: Jurnal Ilmiah Magister Manajemen*, 3(2), 273–282. Retrieved from <http://jurnal.umsu.ac.id/index.php/MANEGGIO>
- Hafidz, G. P., & Muslimah, R. U. (2023). Pengaruh Kualitas Layanan, Citra Merek, Kepercayaan Pelanggan Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Produk Herbalife. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 7(1), 253-274.
- Hasanah, D. F., Syaodih, E., Handayani, N., & Mulyani, K. (2023). Pengaruh Mutu Pelayanan Dan Kepuasan Terhadap Loyalitas Pasien Di Klinik Pratama Manshurin Bandung. *Prosiding Magister Manajemen ARS*

University, 2, 7-12.

- Han, H., & Hyun, S. S. (2015). Customer retention in the medical tourism industry: Impact of quality, satisfaction, trust, and price reasonableness. *Tourism Management*, 46, 20–29. <https://doi.org/10.1016/j.tourman.2014.06.003>
- Herman, H., Kamase, J., Nujum, S., & Dewi, R. (2022). Pengaruh kualitas layanan, perbaikan layanan dan harga terhadap kepuasan dan loyalitas pasien rawat inap di rumah sakit umum daerah Batara Siang Kabupaten Pangkep. *Jurnal Ekonomi Global*, 1(2), 185-199.
- Imran, B., & Ramli, A. H. (2019). Kepuasan pasien, citra rumah sakit dan kepercayaan pasien di provinsi sulawesi barat. *Buku 2: Sosial Dan Humaniora, ISSN (P) :*, 1–7.
- Irawan, A. (2024). Pengaruh Kepercayaan dan Harga Terhadap Loyalitas dengan Kepuasan Sebagai Variabel Intervening: Studi Kasus pada Pasien Klinik Sukaraya Medika Bekasi. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(8), 6398-6410.
- Kessler, D. P., & Mylod, D. (2011). Does patient satisfaction affect patient loyalty? *International Journal of Health Care Quality Assurance*, 24(4), 266–273. <https://doi.org/10.1108/09526861111125570>
- Kusumawardani, K., & Damayanti, A. A. M. P. (2020). Predicting the Revisit Intention at Private Hospitals Mediated by Perceived Service Quality and Satisfaction. *The 1st International Congress on Regional Economic Development, Information Technology and Sustainable Business*, (October 2020), 105–122. Retrieved from <https://www.researchgate.net/publication/349109881>
- Kusumawati, D. A. D. (2015). Analysis of the Effect of Consumer Satisfaction on Customer Loyalty with Product Quality as a Mediation Variable. *Journal of Economics and Entrepreneurship*, 15(2), 245–252. Retrieved from <http://ejurnal.unisri.ac.id/index.php/Ekonomi/article/view/1037>
- Kartikasari, D., Dewanto, A., & Rochman, F. (2014). Pengaruh kualitas layanan terhadap kepuasan dan kepercayaan di rumah sakit bunda Kandungan Surabaya. *Jurnal Aplikasi Manajemen*, 12(3), 454-463.
- Lee, S. P., & Moghavyemi, S. (2015). The dimension of service quality and its impact on customer satisfaction, trust, and loyalty: A case of Malaysian banks. *Asian Journal of Business and Accounting*, 8(2), 91–121.
- Lim, Y. J., Osman, A., Salahuddin, S. N., Romle, A. R., & Abdullah, S. (2016). Factors Influencing Online Shopping Behavior: The Mediating Role of Purchase Intention. *Procedia Economics and Finance*, 35(October 2015), 401–410. [https://doi.org/10.1016/s2212-5671\(16\)00050-2](https://doi.org/10.1016/s2212-5671(16)00050-2)
- Maharani, P. H., Dewi, L. K. C., & Martini, L. K. B. (2023). Pengaruh Penanganan Keluhan Dan Kualitas Pelayanan Terhadap Loyalitas Pasien Dengan Kepuasan Pasien Sebagai Variabel Mediasi Di Masa Pandemi Covid Di RSK Bedah Bimc, Kuta. *Relasi: Jurnal Ekonomi*, 19(1), 134-145.
- Minkiewicz, J., Evans, J., Bridson, K., & Mavondo, F. (2011). Corporate image in the leisure services sector. *Journal of Services Marketing*, 25(3), 190–201. <https://doi.org/10.1108/08876041111129173>
- Muawanah, S. (2020). *Pengaruh Kualitas Pelayanan, Harga Dan Fasilitas Terhadap Kepuasan Pelanggan Dan Kepercayaan Pengguna Jasa Pengiriman Paket PT. Jalur Nugraha Ekakurir (JNE) Jakarta* (Doctoral dissertation, Sekolah Tinggi Ilmu Ekonomi Indonesia).
- Mustofa, A., Razak, A., Hasan, A., Amrusi, Musfiana, & Maqhfirah. (2022). *Kepuasan Konsumen Ditinjau Dari Kualitas Produk Dan Kualitas Pelayanan Studi Kuantitatif di @Mjakitchens.Id*. 18(2), 228–234. Retrieved from <https://garuda.kemdikbud.go.id/documents/detail/3250731>
- Nguyen, N., & Leblanc, G. (1998). The mediating role of corporate image on customers' retention decisions: An investigation in financial services. *International Journal of Bank Marketing*, 16(2), 52–65. <https://doi.org/10.1108/02652329810206707>
- Purnama, A., & Sailah, I. (2017). Peningkatan Tingkat Kepuasan Dosen Terhadap Kualitas Pelayanan Pelatihan Jurnal Berkualitasmelalui Metode Servqual. *Jurnal Manajemen*, 21(3), 418. <https://doi.org/10.24912/jm.v21i3.260>
- Putri, R. D., & TJ, H. W. (2023). Pengaruh Kualitas Pelayanan Dan Citra Merek Terhadap Loyalitas Dimediasi Oleh Kepuasan Pasien.
- Poetra, R. P., Nuryadin, A. A., & Kalsum, U. (2021). Pengaruh Kualitas Pelayanan Dan Kepuasan Pasien Umum Rawat Inap Terhadap Citra Rsud Lanto Dg. Pasewang Kabupaten Jeneponto. *Jurnal Kesehatan Delima Pelamonia*, 5(2), 1-5.
- Raihana, Z., & Setiawan, P. Y. (2018). Fakultas Ekonomi dan Bisnis Universitas Udayana , Bali , Indonesia Pada zaman yang kian berkembang pesat ini , dunia bisnis turut berkembang . Para pelaku bisnis berlomba-lomba untuk menyajikan sesuatu yang berbeda dari pesaingnya dalam memenuhi kebutuhan. *E-Jurnal Manajemen Universitas Udayana*, 7(4), 1892–1919.
- Rinaldy, I. M., Lubis, P. H., & Utami, S. (2017). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Nasabah Mobile Banking Bni Di Banda Aceh Dengan Kepercayaan Nasabah, Kepuasan Nasabah, Komitmen Nasabah, Dan Nilai Nasabah Sebagai Variabel Mediasi Indah Mayasary Rinaldy 1 , Permana Honeyta Lubis 2 , Sorayan. *Jurnal Perspektif Manajemen Dan Perbankan*, 8(3), 19–48. Retrieved from <http://infotentangbank.blogspot.co.id>

- Rinata, Y. A. C., Mawasti, A., & Koesworo, Y. (2024). PENGARUH KUALITAS LAYANAN, CITRA MEREK, KEPERCAYAAN PELANGGAN, DAN KEPUASAN PELANGGAN TERHADAP LOYALITAS PELANGGAN PADA USAHA MIE GACOAN DI SURABAYA. *Jurnal Ilmiah Mahasiswa Manajemen*, 13(1), 13-24.
- Sabet, E., Rasyid, A., Pongtiku, A., & Sonjaya, Y. (2023). Pengaruh Citra Dan Kualitas Pelayanan Terhadap Loyalitas Pasien Dimediasi Kepuasan Pasien Pada Rumah Sakit Provita. *Journal of Economics Review (JOER)*, 3(2), 73-87.
- Sektiyaningsih, I. S., Haryana, A., & Rosalina, S. S. (2019). Pengaruh Kualitas Pelayanan Terhadap Kepuasan, Citra, dan Loyalitas Pasien (Studi pada Unit Rawat Jalan RSUD Mampang Prapatan Jakarta Selatan). *Journal of Business Studies*, 04(1), 174-175. Retrieved from <http://journal.uta45jakarta.ac.id/index.php/jbsuta/article/view/1723>
- Shabbir, A., Malik, S. A., & Malik, S. A. (2016). Measuring patients' healthcare service quality perceptions, satisfaction, and loyalty in public and private sector hospitals in Pakistan. Hospital service quality and its effects on patient satisfaction and behavioural intention. *Clinical Govern. International Journal of Quality & Reliability Management International Journal of Pharmaceutical and Healthcare Marketing Iss- International Journal Iss*, 33(5), 538-557. Retrieved from <https://doi.org/10.1108/IJQRM-06-2014-007474>
- Siddiqi, K. O. (2011). Interrelations between Service Quality Attributes, Customer Satisfaction and Customer Loyalty in the Retail Banking Sector in Bangladesh. *International Journal of Business and Management*, 6(3), 12-36. <https://doi.org/10.5539/ijbm.v6n3p12>
- Singh, J., & Sirdeshmukh, D. (2000). Agency and trust mechanisms in consumer satisfaction and loyalty judgments. *Journal of the Academy of Marketing Science*, 28(1), 150-167. <https://doi.org/10.1177/0092070300281014>
- Sutharjana, N. W. K., Thoyib, A., Taroena, E. A., & Rahayu, M. (2013). Organizational Citizenship Behavior Effect On Patient Satisfaction And Loyalty Through Service Quality (Study On Maternity Hospitals In Indonesia). *International Journal of Scientific & Technology Research*, 2(5), 288-299.
- Surachman, S. S., & Agustina, F. (2023). Pengaruh Kualitas Pelayanan dan Kepuasan Pasien terhadap Loyalitas Pasien Rawat Jalan Di RSIA Kartini Padalarang. *Jurnal Simki Economic*, 6(2), 421-429.
- Taqdees, F., Sahahab Alam, M., & Shabbir, A. (2017). Hospital Healthcare Service Quality , Patient Satisfaction and Patient Loyalty: An Investigation in context of Private Healthcare Systems of Pakistan. *International Journal of Quality & Reliability Management*, 35(6), 1195-1214.
- Taylor, S. A., Donovan, L. A. N., & Ishida, C. (2014). Consumer Trust and Satisfaction in the Formation of Consumer Loyalty Intentions in Transactional Exchange: The Case of a Mass Discount Retailer. *Journal of Relationship Marketing*, 13(2), 125-154. <https://doi.org/10.1080/15332667.2014.910076>
- Utami, W. (2017). Pengaruh Kualitas Layanan Elektronik pada Loyalitas Elektronik (Kepuasan Eelektronik sebagai Variabel Mediasi dan Kepercayaan yang Dirasakan sebagai Variabel Moderasi). *Menara Ekonomi*, III(6), 20-32.
- Uzir, M. U. H., Al Halbusi, H., Thurasamy, R., Thiam Hock, R. L., Aljaberi, M. A., Hasan, N., & Hamid, M. (2021). The effects of service quality, perceived value and trust in home delivery service personnel on customer satisfaction: Evidence from a developing country. *Journal of Retailing and Consumer Services*, 63(April), 102721. <https://doi.org/10.1016/j.jretconser.2021.102721>
- Walandouw, G. I. M., Mekel, P. A., & Soegoto, A. S. (2014). Kualitas Pelayanan dan Citra Merek Pengaruhnya terhadap Kepercayaan Nasabah Bertransaksi E-Banking melalui Kartu Debit Taplus BNI. *Jurnal EMBA*, 2(2), 1261-1271.
- Wales, W. J., Gupta, V. K., & Mousa, F. T. (2013). Empirical research on entrepreneurial orientation: An assessment and suggestions for future research. *International Small Business Journal*, 31(4), 357-383. <https://doi.org/10.1177/0266242611418261>
- Wang, E. S. T., & Lin, R. L. (2017). Perceived quality factors of location-based apps on trust, perceived privacy risk, and continuous usage intention. *Behaviour and Information Technology*, 36(1), 2-10. <https://doi.org/10.1080/0144929X.2016.1143033>
- Wididana, K. B. S. (2016). Analisis pengaruh kualitas pelayanan terhadap kepuasan dan kepercayaan pasien rumah sakit umum shanti graha buleleng. *Jurnal Ekonomi dan Bisnis Jagaditha*, 3(1), 78-93.
- Widiyanto, & Toro, J. S. (2012). Analysis of Influence of Service Quality and Price on Fairness with Customer Satisfaction Customer Loyalty, Corporate Image and Variable Trust As Mediation: Studies In Consumer PO. Rosalia Indah Surakarta. *Fokus Manajerial*, 11 No. 2, 195-212.
- Winata, H., Wahyoedi, S., & Gunardi, W. D. (2022). Pengaruh Kualitas Layanan terhadap Loyalitas Pasien yang Dimediasi oleh Citra Rumah Sakit dan Kepuasan Pasien (Studi pada Pasien Rawat Inap RS Ukrida Jakarta). *Jurnal Manajemen dan Administrasi Rumah Sakit Indonesia (MARS)*, 6(2), 120-127.
- Wulaisfan, R., & Fauziah, Y. (2019). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pasien Dengan

Kepuasan Pasien Sebagai Mediasi Pasien Rawat Inap Di RSUD Dewi Sartika Kendari. *Window of Health: Jurnal Kesehatan*, 97-105.

Wu, C.-C. (2011). The Impact Of Hospital Brand Image On Service Quality, Patient Satisfaction And Loyalty. *African Journal of Business Management*, 5(12), 4873-4882. <https://doi.org/10.5897/AJBM10.1347>