

THE INFLUENCE OF SERVICE QUALITY ON PATIENT LOYALTY THROUGH PATIENT SATISFACTION AT RSUD DR. CHASBULLAH ABDULMADJID IN BEKASI CITY

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Abstract

This study aims to obtain empirical evidence on the influence of service quality on patient loyalty, with patient satisfaction as an intervening variable. The research locus is RSUD Dr. Chasbullah Abdulmadjid in Bekasi City. The research method used is descriptive-verify analysis and panel data regression analysis (pathway analysis), with data collection techniques using questionnaires distributed to 100 outpatients in the general and BPJS categories. The descriptive analysis results indicate that service quality, patient satisfaction, and patient loyalty are generally classified as good. The verify analysis results confirm that service quality significantly enhances patient loyalty, as well as service quality influencing patient satisfaction and patient satisfaction affecting patient loyalty. There is an influence of service quality on patient loyalty through patient satisfaction at RSUD Dr. Chasbullah Abdulmadjid in Bekasi City. Patient satisfaction is not only a supporting factor but also plays a role in strengthening the relationship between service quality and patient loyalty

Keywords: *service quality, patient satisfaction, and patient loyalty.*

INTRODUCTION

According to the World Health Organization (WHO), the goal of Indonesia's healthcare system is to create high-quality healthcare services that meet public expectations and ensure fair financial contributions in addressing the health needs of individuals, families, groups, and communities. The development of the global economy impacts the competitiveness of the service sector, necessitating that all service providers pay attention to the quality of their products or services. High-quality services can attract patients to visit a hospital. Therefore, hospitals must understand and evaluate patient expectations to remain competitive in the market (Devis Pranata Indra et al., 2022). Hospitals play a highly strategic role in accelerating improvements in public health. The new paradigm of healthcare services requires hospitals to provide high-quality services that align with patient needs and expectations while adhering to professional ethical codes. In the face of rapid technological advancements and increasing competition, hospitals are required to continuously improve service quality (Ajat Sudrajat, 2023).

One of the indicators of successful healthcare services in hospitals is patient satisfaction. Patient satisfaction is the degree of a person's feeling after comparing their loyalty or perceived outcomes with their expectations. Creating patient satisfaction is one of the efforts undertaken to maintain the quality of a hospital because patient satisfaction is a key pillar of success. Hospitals can increase profits and expand their market share by enhancing patient satisfaction. Patients are more likely to reuse hospital services and refer friends and family when they are satisfied with the care they receive during the treatment process (Kotler, 2019).

To improve service quality, hospitals must determine whether the services provided meet patient expectations. Today's patients or customers are highly critical in selecting products and services, including decisions about purchasing products or using services. The increasing number of choices allows many patients, as consumers, to select a hospital that appeals to them and fosters their loyalty. Patient loyalty is crucial for hospitals because retaining patients serves as a benchmark for service quality. Patients who visit a hospital more than five times are considered loyal patients due to the care and medication provided by healthcare professionals (Ika Lisdiana, Surabaya I, 2023).

A key factor influencing patient loyalty is high-quality customer or patient service. Customer service is an essential element in fostering patient satisfaction, which ultimately leads to patient loyalty. Service quality is a fundamental aspect that must be upheld by companies or institutions offering services, as it enables them to measure their performance levels (Paradilla, 2021). The quality of healthcare services provided by hospitals refers to the

degree of excellence in meeting patient needs and expectations; the more sufficiently patient needs are met, the higher the quality of healthcare services (Syur'an & Ma'ruf, 2020). Consumer assessments of hospital service quality are essential for improving services, achieving customer satisfaction, and fostering consumer loyalty (Jayadipraja *et al.*, 2021).

These statements align with research conducted by Samsuddin & Ningsih (2019), which found that healthcare service quality affects outpatient satisfaction at RSUP Dr. Mohammad Hoesin Palembang by 75.2%, with the remainder influenced by other factors. Similarly, research by Hakim *et al.* (2019) demonstrated that service quality has a positive and significant effect on patient satisfaction in outpatient hospital services. Patient satisfaction, in turn, has a positive and significant impact on patient loyalty at Dr. Soebandi Regional Hospital in Jember. This study also confirmed that service quality affects outpatient loyalty, with satisfaction serving as a mediating variable (Hakim *et al.*, 2019). Achieving optimal health outcomes requires the provision of high-quality services, which demands high employee performance. To assess the actual service quality perceived by consumers, five dimensions of service quality are used: reliability, tangibles, responsiveness, assurance, and empathy. These dimensions are characterized by firm yet attentive attitudes from employees toward consumers (Ustadus Sholihin, 2019).

Patient satisfaction remains a significant challenge in healthcare services today. The quality of service depends on how customers perceive the actual service they receive in relation to their expectations. High-quality service is essential for the sustainability of a hospital, as the quality of goods or services depends on the provider's ability to consistently meet consumer expectations. Satisfied customers indirectly foster loyalty, promote word-of-mouth recommendations, and enhance the hospital's reputation in the eyes of consumers, particularly patients utilizing healthcare services.

RSUD dr. Chasbullah Abdulmadjid in Bekasi City is a non-educational type B hospital operating under the Regional Public Service Agency (BLUD) system. Its vision is to become "the leading RSUD in comprehensive services toward a healthy and self-sufficient community." In 2023, RSUD dr. Chasbullah Abdulmadjid had a bed capacity of 735. The hospital's 2023 performance indicators included an 80% bed occupancy ratio, an average length of stay of 4 days, a bed turnover rate of 70 times, an internal turnover period of 1 day, a net death rate of 37% (mortality rate within 48 hours per 1,000 discharged patients), and a gross death rate of 59% (overall mortality rate per 1,000 discharged patients). RSUD dr. Chasbullah Abdulmadjid offers five service categories: General Services, JKN (National Health Insurance), Kartu Sehat, JAMKESDA (Regional Health Insurance), and other insurance plans.

RSUD dr. Chasbullah Abdulmadjid is a type B hospital located in Bekasi City. Based on its existing conditions, its primary patients are general patients. The hospital has specialized services, with patient loyalty significantly influenced by the quality of service received. This is crucial, as hospital service users value not only recovery and satisfaction but also their overall experience. Although the hospital has maximized its medical and non-medical services to enhance patient satisfaction, continuous evaluation is necessary to address remaining patient complaints and improve service quality. Satisfied patients are more likely to reuse hospital services (Purba *et al.*, 2021). Secondary data from RSUD dr. Chasbullah Abdulmadjid indicate a decline in patient visits during 2020–2021, followed by an increase from 2021 to 2024, suggesting improved patient loyalty in outpatient services. Numerous studies have examined patient loyalty in relation to patient satisfaction, with service quality acting as an intervening variable. Enhancing patient loyalty at RSUD dr. Chasbullah Abdulmadjid requires prioritizing service quality and patient satisfaction, as patients assess service quality through physical evidence (location, appearance), empathy, reliability, responsiveness, and assurance. Likewise, patient satisfaction is influenced by their evaluation of performance, capabilities, expectations, and service administration.

The current competition among hospitals is highly intense. To survive and grow, hospitals must be proactive and provide high-quality services to consumers. To gain customer loyalty, companies should consider various factors that influence consumer loyalty. The primary factor affecting customer loyalty is service quality. According to Arianto (2020), service quality focuses on meeting needs and requirements while ensuring timely fulfillment of customer expectations. Service quality applies to all types of services provided by a company while clients engage with it. This study aims to examine the effect of service quality on patient loyalty, with patient satisfaction as an intervening variable.

LITERATURE REVIEW

Service Quality

The realization of a healthy state is the desire of all parties, not only individuals but also their families, groups, and even society as a whole. To achieve this healthy state, many aspects need to be addressed. One of the most important factors is the provision of healthcare services. Service quality refers to public service activities carried out by service

providers that meet expectations, desires, and needs while ensuring satisfaction for the wider community (Noor Aliyah, 2024). The concept of service quality related to satisfaction is determined by five elements, commonly known as the "RATER" model (Responsiveness, Assurance, Tangible, Empathy, and Reliability) (Werdani, 2020).

1. Reliability; refers to the ability to provide promised services promptly and satisfactorily. It involves delivering on commitments, whether regarding delivery, problem resolution, or pricing. Reliability consists of two main aspects: performance consistency and dependability.
2. Assurance, involves the behaviour of employees or service personnel in fostering customer trust in the company. It also encompasses the company's ability to create a sense of security for its customers. This includes staff competence, courtesy, trustworthiness, and the absence of risks or uncertainties.
3. Tangible aspects influence customer satisfaction from a visual perspective, including the physical environment. A well-maintained tangible factor impacts customer perceptions positively. This includes physical facilities, equipment, employees, and communication tools.
4. Empathy means that the company understands customer issues, acts in their best interest, provides personal attention, and offers convenient operating hours. Empathy in service includes ease of communication, good interaction, and understanding of customer needs.
5. Responsiveness is the willingness of staff to assist customers and provide prompt service. This dimension highlights attentiveness and speed in addressing customer requests, services, and complaints.

Patient Satisfaction

Satisfaction can be defined as a feeling of contentment, joy, and relief derived from receiving a service. The level of satisfaction depends on the difference between perceived performance and expectations (Spitz, 2025). According to Kotler (2019), satisfaction is the degree to which a person's expectations are met or exceeded by the actual performance or results. Patient satisfaction refers to the level of emotional response patients feel as a result of the healthcare services received, compared to their expectations. According to Prihatma and Sulaiman (2020), several indicators can be used to measure patient satisfaction:

1. Expectation conformity refers to the extent to which the performance of a product, service, facility, or value meets or exceeds what customers anticipate.
2. Willingness to return is the patient's readiness to revisit or repurchase a product or service due to satisfactory service, perceived value, and adequate facilities.
3. Willingness to recommend refers to the customer's readiness to suggest a product or service to friends or family because of satisfactory service, adequate facilities, and perceived benefits.

Patient Loyalty

According to Halim *et al.* (2021), customer loyalty is the strong commitment of customers to repurchase despite external influences and marketing efforts that encourage switching behavior. Meanwhile, Fatihudin & Firmansyah (2022) define customer loyalty as a behavioral tendency to continue using the same brand instead of switching to competitors. Loyalty is something that businesses expect from their customers. Successful marketing strategies rely on loyal customers who maintain a positive attitude toward products or services, along with consistent repurchase behavior (Suwarsito *et al.*, 2020). According to Yang & Peterson in Linardi (2020), there are three dimensions of patient loyalty:

1. Recommendation; loyal patients easily recommend the services they use, not only by sharing their positive experiences but also by actively encouraging others to use the service.
2. Refusal; loyal patients are more sensitive to competitor offerings and tend to reject products or services from other providers.
3. Repeat purchases occur when loyal patients continue using the same service because they trust its quality.

METHOD

The research object focuses on service quality, patient loyalty, and patient satisfaction as an intervening variable. The method used is quantitative with a descriptive-verificative approach. Primary data sources are obtained through questionnaires on service quality, patient satisfaction, and patient loyalty. Each variable consists of 10 statement items using a Likert scale. The population includes all outpatients in the general and BPJS categories at RSUD. The sample size was calculated using the Slovin formula, resulting in 100 respondents. The sampling technique applied was accidental sampling. Data analysis techniques include descriptive analysis to obtain mean

RESULT AND DISCUSSION

1. Descriptive Result

The respondents' answers regarding service quality were measured through five main dimensions: reliability, assurance, tangibles, empathy, and responsiveness. The overall reliability dimension achieved an average score of 4.37. The assurance dimension obtained an average of 4.49, reflecting a high level of trust and confidence in the service. The tangibles dimension resulted in an average score of 4.35. Although some responses indicated hesitation, the majority of respondents provided positive assessments. The empathy dimension scored an average of 4.38, indicating that respondents felt the staff was sufficiently attentive and understanding of their needs. Meanwhile, the responsiveness dimension was evaluated through statements regarding the speed and accuracy of staff responses, as well as their willingness to assist when needed. The results showed that both statements received nearly identical averages of 4.41 and 4.42, leading to an overall responsiveness dimension score of 4.41.

Overall, the average scores for each dimension, ranging from 4.32 to 4.53, indicate that respondents' perceptions of service quality are highly positive. This suggests that the provided service has met expectations, with assurance and responsiveness being slightly superior, forming a consistent and reliable service image. When classified based on a descriptive table, the service quality assessment results show that the reliability indicator is 4.37, the assurance average is 4.49, the tangibles average is 4.35, the empathy average is 4.38, and the responsiveness average is 4.41. The overall average scores fall within the range of 4.21–5.00, which means the service quality is considered very good.

The description of responses regarding satisfaction shows a highly consistent average score of 4.37, 4.40, and 4.36 for each indicator. These scores indicate a positive trend, where patients feel sufficiently satisfied to reconsider the service they received. The willingness-to-recommend dimension measures the extent to which patients are willing to suggest the service to others. The assessment is based on satisfaction with the service, the adequacy of facilities, and the benefits obtained from the service. Each indicator received an average score of approximately 4.38, 4.42, and 4.39, with an overall average of 4.39. This indicates that patients have a strong tendency to recommend the service to others, given that the quality of service they received is rated as highly satisfactory. When classified based on a descriptive table, the patient satisfaction assessment results show that the expectation conformity indicator is 4.33, the revisit intention average is 4.37, and the willingness-to-recommend average is 4.39. The overall average scores for each patient satisfaction indicator fall within the range of 4.21–5.00, which means they are classified as very good.

The description of responses regarding patient loyalty is measured through three main aspects: the tendency to recommend the service, reluctance to switch to another provider, and the intention to return for future service. The results yielded an average score of 4.34. Overall, these assessment results reflect that patients have high loyalty to the healthcare provider, as they are not only satisfied with the quality of service received but also have the desire to recommend it, remain with the service provider despite available alternatives, and intend to continue using it in the future. When classified based on a descriptive table, the patient loyalty assessment results show that the recommendation indicator is 4.40, the refusal-to-switch average is 4.27, and the repeat-use intention average is 4.34. The overall average scores for each patient loyalty indicator fall within the range of 4.21–5.00, which means they are classified as very good.

2. Pathway Analysis Results

Pathway analysis is an extension of multiple linear regression analysis used to examine causal relationships between variables. Before applying this formula, all data were ensured to meet the assumption test requirements. However, the results of pathway analysis cannot be used as a definitive benchmark for determining causal relationships between variables.

a. The Effect of Service Quality (X) on Patient Loyalty (Y) $Y_{(LoP)} = 9,23 + 0,809 (KuP) + \varepsilon$

The regression analysis results indicate that service quality positively influences patient satisfaction. The regression equation illustrates that even in the absence of service quality factors, patient loyalty remains at a

level of 4.74. However, for every improvement in service quality, patient loyalty significantly increases, with an impact magnitude of 0.809. This means that the better the service received by patients, the higher their level of satisfaction. These findings confirm that service quality is the primary factor in shaping patient loyalty. In other words, improvements in service aspects—such as the friendliness of medical personnel, the speed of patient handling, and the comfort of facilities—directly contribute to increased patient satisfaction. This underscores the need for healthcare facilities to continuously enhance service quality to ensure patients have a positive experience during their treatment. The correlation coefficient (R) between service quality and patient loyalty is 0.720, while the R Square (R²) value is 0.518. The R-value of 0.720 indicates a strong relationship between service quality and patient loyalty. This positive correlation suggests that the higher the quality of service provided, the greater the level of patient loyalty. Based on the correlation interpretation scale (0-1), a value of 0.720 falls into the strong to very strong category. The R² value of 0.518 implies that 51.8% of the variation in patient loyalty can be explained by service quality, demonstrating its significant contribution to patient satisfaction. Meanwhile, the remaining 48.2% is attributed to other factors outside this model.

b. The Effect of Service Quality (X) on Patient Satisfaction (Z) $Z_{(K\epsilon P)} = 4,74 + 0,897(K\epsilon P) + \epsilon$

The regression analysis results show that service quality has a positive influence on patient satisfaction. The obtained regression equation illustrates that when no service quality factors are provided, patient satisfaction remains at a level of 4.74. However, each improvement in service quality will significantly increase patient satisfaction by 0.897. This means that the better the service received by patients, the higher their level of satisfaction. These findings confirm that service quality is the main factor in shaping patient satisfaction. In other words, improvements in service aspects such as the friendliness of medical staff, speed in handling patients, and the comfort of facilities will have a direct impact on increasing patient satisfaction. This indicates that healthcare facilities need to continuously improve service quality to ensure that patients feel satisfied and have a positive experience during treatment. The correlation (R) value between service quality and patient satisfaction is 0.800, while the R Square (R²) value is 0.640. The R value of 0.800 indicates that there is a very strong relationship between service quality and patient satisfaction. This correlation is positive, meaning that the better the service quality provided, the higher the level of patient satisfaction. On the correlation interpretation scale (0-1), the value of 0.800 falls into the strong to very strong correlation category. The R² value of 0.640 indicates that 64% of variations in patient satisfaction can be explained by service quality, while the remaining 36% is explained by other factors outside this model, such as service pricing, patient expectations before receiving services, patient health conditions, or other emotional factors not analyzed in this model.

c. The Effect of Patient Satisfaction (Z) on Patient Loyalty (X) $Y_{(L\epsilon P)} = 7,58 + 0,846(K\epsilon P) + \epsilon$

The regression analysis results show that patient satisfaction has a positive influence on patient loyalty. The obtained regression equation illustrates that when no patient satisfaction factors are considered, patient loyalty remains at a level of 7.58. However, each increase in patient satisfaction will significantly enhance patient loyalty by 0.846. This means that the higher the patient satisfaction, the greater their loyalty. These findings confirm that patient satisfaction is a key factor in shaping loyalty. The coefficient (R) between patient satisfaction and patient loyalty is 0.845, while the R Square (R²) value is 0.713. The R value of 0.845 indicates a very strong relationship between patient satisfaction and patient loyalty. This correlation is positive, meaning that the better the patient satisfaction, the higher the level of loyalty. On the correlation interpretation scale (0-1), the value of 0.845 falls into the strong to very strong category. The R² value of 0.713 indicates that 71.3% of the variations in patient loyalty can be explained by patient satisfaction, while the remaining 28.7% is influenced by other factors outside this model.

d. The Influence of Service Quality (X) and Patient Satisfaction (Z) on Patient Loyalty (Y) $Y_{(L\epsilon P)} = 5,69 + 0,138(K\epsilon P) + 0,748(K\epsilon P) + \epsilon$

The interpretation of the above equation is that if there is no influence from service quality or patient satisfaction, the baseline value of patient loyalty is 5.69. However, in reality, service quality and patient satisfaction always exist and influence patient loyalty. The service quality coefficient of 0.138 indicates that every 1-unit increase in service quality will increase patient loyalty by 0.138 units, assuming patient satisfaction remains constant. This means that the better the service provided, the more likely patients are to continue using the healthcare service. However, the influence of service quality on loyalty is relatively small compared to patient satisfaction. The patient satisfaction coefficient of 0.748 indicates that every 1-unit

increase in patient satisfaction will increase patient loyalty by 0.748 units, assuming service quality remains constant. This value is significantly larger than the influence of service quality, meaning that patient satisfaction plays a more dominant role in shaping patient loyalty. If satisfaction increases, patients tend to remain loyal to the service, even if their level of satisfaction varies. From these results, it can be concluded that patient satisfaction is the most influential factor in determining patient loyalty compared to service quality. Therefore, to enhance patient loyalty, healthcare facilities should focus more on improving service quality aspects, such as the friendliness of medical staff, service speed, facility cleanliness, and patient comfort during the treatment process. However, patient satisfaction should still be considered, as it contributes to increasing patient loyalty even though its impact is smaller than service quality. By implementing a strategy that focuses on improving both service quality and ensuring patient satisfaction, patient loyalty to healthcare services is expected to increase. The correlation coefficient (R) between service quality, patient satisfaction, and patient loyalty is 0.848, while the R Square (R^2) value is 0.719. The R value of 0.848 indicates a very strong relationship between service quality and patient satisfaction with patient loyalty. This positive correlation means that the better the service quality and patient satisfaction, the higher the level of patient loyalty. In the correlation interpretation scale (0-1), a value of 0.848 falls within the very strong correlation category. The R^2 value of 0.719 indicates that 71.9% of the variation in patient loyalty can be explained by service quality and patient satisfaction, while the remaining 28.1% is explained by other factors outside this model.

3. Hypothesis Testing Results

The partial hypothesis test results show a significant influence of service quality on patient loyalty at RSUD dr. Chasbullah Abdulmadjid Kota Bekasi ($t_{hit} > t_{table} = 10.257 > 1.662$). There is a significant influence of service quality on patient satisfaction at RSUD dr. Chasbullah Abdulmadjid Kota Bekasi ($t_{hit} = 13.186 > t_{table} = 1.662$). There is a significant influence of patient satisfaction on patient loyalty at RSUD dr. Chasbullah Abdulmadjid Kota Bekasi ($t_{hit} = 15.612 > t_{table} = 1.662$). Simultaneously, there is a significant influence of service quality and patient satisfaction on patient loyalty at RSUD dr. Chasbullah Abdulmadjid Kota Bekasi ($F_{hit} = 243.7 > F_{table} = 3.07$). To ensure the influence between variables in the path analysis, the following Sobel test was also conducted:

Table 1. Sobel Test

Variabel	Unstandardized	Std error
Kualitas Pelayanan * Kepuasan pasien	0.897 (a)	0.068 (sa)
Kepuasan pasien * loyalitas	0.846 (b)	0.054 (sb)
Koef Sobel	= 10,09	
Asymp.sig	= 0,000	

Sumber: Data hasil penelitian (2025)

The Sobel test results in this study indicate that patient satisfaction plays a significant role in mediating the relationship between service quality and patient loyalty. The calculation yielded a Sobel coefficient of 10.09 with a significance value of 0.000. This relatively high Sobel coefficient suggests that patient satisfaction is not merely a supporting factor but has a strong influence in strengthening the relationship between service quality and patient loyalty. In other words, while service quality directly impacts patient loyalty, its effect becomes even stronger when patients feel satisfied with the services provided. Moreover, the significance value of 0.000, which is far smaller than 0.05, demonstrates that the mediating role of patient satisfaction is statistically significant. This means that the likelihood of this result occurring by chance is very low, confirming that patient satisfaction indeed plays a crucial role in enhancing patient loyalty toward healthcare services. From these findings, it is evident that if a healthcare facility aims to increase patient loyalty, improving service quality alone is not sufficient. High-quality service must also create a satisfying experience for patients to encourage long-term service utilization. Therefore, patient loyalty enhancement strategies should focus not only on the technical aspects of service delivery but also on ensuring patient comfort and satisfaction throughout the care experience.

4. Discussion

This study demonstrates that service quality has a significant influence on patient loyalty. These findings align with research conducted by Momen Amalia and Nursapriani (2020) at RSUD H. Andi Sulthan Daeng Radja Bulukumba, which found that the dimensions of service quality (tangibility, reliability, responsiveness, assurance,

and empathy) affect inpatient loyalty. Similarly, Fitroni (2020) found that service quality positively impacts patient loyalty at Mabarro MWCNU Wringinanom Clinic, Gresik. Sari (2021) also confirmed that service quality plays an important role in increasing patient loyalty at Bhayangkara TK II Sartika Asih Hospital in Bandung. Additionally, research by Green (2021) at Siloam Hospitals Balikpapan showed that good service quality can enhance patient loyalty. The theoretical support for these findings can be seen in the SERVQUAL model developed by Parasuraman *et al.*, which emphasizes that service quality consists of five key dimensions: reliability, responsiveness, assurance, empathy, and tangibles. When hospitals can meet or exceed patient expectations in these dimensions, patients tend to exhibit higher loyalty.

Service quality has a positive effect on patient satisfaction. This is consistent with the findings of Firda Nur Laila (2024), who stated that service quality is a key factor that significantly contributes to patient satisfaction levels. Hospitals that provide high-quality services tend to enhance patient satisfaction. This is also supported by Fitroni (2020), who found that good service quality increases patient satisfaction at Mabarro MWCNU Wringinanom Clinic, Gresik. Sari (2021) found a positive relationship between service quality and patient satisfaction at Bhayangkara TK II Sartika Asih Hospital in Bandung. Furthermore, research by Green (2021) at Siloam Hospitals Balikpapan confirmed that good service quality can increase patient satisfaction. Customer satisfaction theory states that satisfaction results from comparing pre-service expectations with actual service performance perceptions. If the provided service quality meets or exceeds patient expectations, satisfaction will be achieved. Patient satisfaction has a significant impact on patient loyalty. This is supported by research from Mira Novita Irawan *et al.* (2021), which found that patient satisfaction positively influences patient loyalty at RSUD Sungai Dareh Dharmasraya.

Green (2021) also found that satisfied patients tend to be more loyal at Siloam Hospitals Balikpapan. Additionally, Eftitah *et al.* (2023) discovered that patient satisfaction plays a crucial role in shaping patient loyalty at Rumah Sakit Islam Fatimah Banyuwangi. Research by Marlina *et al.* (2024) also found that patient satisfaction positively influences outpatient loyalty at Hospital X in West Java. From a theoretical perspective, high customer satisfaction tends to increase loyalty, as shown through intentions to return for services and recommendations to others. This is essential for hospitals to maintain their patient base and enhance their positive image in the community. Patient satisfaction mediates the effect of service quality on patient loyalty. Research by Devis Pranata Indra *et al.* (2022) supports this finding, showing that service quality significantly influences patient loyalty, with patient satisfaction and relational marketing acting as mediating variables. Fitroni (2020) found that patient satisfaction mediates the relationship between service quality and patient loyalty at Mabarro MWCNU Wringinanom Clinic, Gresik. Sari (2021) also confirmed that patient satisfaction mediates the relationship between service quality and patient loyalty at Bhayangkara TK II Sartika Asih Hospital in Bandung. Additionally, Green (2021) at Siloam Hospitals Balikpapan found that patient satisfaction mediates the relationship between service quality and patient loyalty. The mediation pathway theory suggests that good service quality enhances patient satisfaction, which in turn increases patient loyalty. This highlights the importance of hospitals focusing not only on the technical aspects of service delivery but also on patient relationships and overall satisfaction to build long-term loyalty.

CONCLUSION

Service quality meets good criteria, patient satisfaction is relatively high, and this assessment reflects a high level of patient loyalty to the services provided by RSUD dr. Chasbullah Abdulmadjid Kota Bekasi. However, some indicators scored the lowest in each variable: for service quality, the lowest score was in the tangibles dimension (4.35); for patient satisfaction, the lowest score was in the expectation conformity indicator (4.33); and for patient loyalty, the lowest score was in the refuse indicator (4.27).

There is an influence of service quality on patient loyalty, an influence of service quality on patient satisfaction, and an influence of patient satisfaction on patient loyalty at RSUD dr. Chasbullah Abdulmadjid Kota Bekasi. Service quality affects patient loyalty through patient satisfaction at the hospital. Patient satisfaction is not merely a supporting factor but significantly strengthens the relationship between service quality and patient loyalty.

This study recommends that the hospital management enhance the service quality dimension, particularly in the tangibles aspect, by improving the hospital's physical facilities, implementing standardized professional and neat appearances for medical and non-medical staff, and providing clear visual information, such as directional signs and accessible service information. Strategies to enhance patient satisfaction should focus on aligning patient expectations with services through regular surveys on patient expectations, improving communication between doctors and medical staff to be more transparent, and reducing patient waiting times by implementing a more efficient

queuing system. To build patient loyalty, efforts should focus on introducing discount programs for regular visits or additional services for returning patients, offering a more personalized service experience, and enhancing patient trust by ensuring consistent service quality and responding promptly and effectively to patient complaints.

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