

THE INFLUENCE OF SERVICE QUALITY AND MEDICAL FACILITIES ON PATIENT SATISFACTION AND ITS IMPLICATIONS FOR PATIENT LOYALTY AT PULANG PISAU REGIONAL HOSPITAL, CENTRAL KALIMANTAN

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Abstract

This study aims to explain the quality of service, medical facilities, patient satisfaction, and patient loyalty at Pulang Pisau Regional General Hospital, Central Kalimantan, and to analyze the direct and indirect influence of service quality and medical facilities on patient satisfaction and their implications for patient loyalty. This research employed a descriptive method to map the condition of each variable and a verificative method with a quantitative approach to test research hypotheses. The findings indicate that service quality and medical facilities are categorized as good and statistically have a positive and significant influence on patient satisfaction. Partially, service quality and medical facilities significantly improve patient satisfaction, while simultaneous testing shows a synergistic interaction of both variables in predicting satisfaction. The direct path analysis reveals that only medical facilities have a significant direct effect on loyalty, while service quality requires mediation. Furthermore, the mediation analysis shows that patient satisfaction facilitates the transmission of positive effects from both variables toward loyalty, making satisfaction a bridging variable that strengthens the relationship between service quality, medical facilities, and patient loyalty. These findings indicate that patient satisfaction functions as a crucial and fundamental mediator that consolidates the contributions of service quality and medical facilities in building sustainable patient loyalty.

Keywords: *Service quality, medical facilities, patient satisfaction, patient loyalty.*

INTRODUCTION

Health is a fundamental human right, as stated in Law No. 36 of 2009 on Health, which emphasizes that every citizen is entitled to receive quality, safe, and affordable health services. This principle is further reinforced by Government Regulation No. 47 of 2016 on Health Service Facilities, mandating that hospitals must provide adequate infrastructure, equipment, and medical personnel to ensure optimal service delivery. In this context, service quality and medical facilities serve as key components influencing patient satisfaction, which reflects how well a hospital's services meet patient expectations and needs. Patient satisfaction, therefore, is one of the most essential indicators of hospital service performance and overall healthcare quality. Based on a preliminary survey conducted at RSUD Pulang Pisau, Central Kalimantan, the level of patient satisfaction was recorded between 75% and 80%, which remains below the minimum standard of 95% set by the Ministry of Health. This indicates the existence of a service quality gap between patient expectations and actual service delivery. Additionally, the service failure rate reached approximately 20–25%, suggesting ongoing complaints regarding responsiveness, timeliness, and the empathy of healthcare personnel. Such conditions highlight the urgent need for quality improvement initiatives to enhance patient satisfaction, which will ultimately foster greater patient loyalty toward the hospital. In addition to service quality, medical facilities play a crucial role in shaping patient satisfaction levels. Comprehensive, modern, and well-maintained facilities not only support the effectiveness of medical procedures but also create a sense of comfort and safety for patients. However, observations at RSUD Pulang Pisau revealed that several medical devices remain

poorly integrated with the hospital's information system, reducing the overall efficiency of service delivery. Furthermore, the lack of technical training for medical staff in operating such equipment limits their capacity to maximize the use of available resources. Therefore, improving the quality, integration, and accessibility of medical facilities is a strategic priority in strengthening the hospital's competitiveness and building patient trust. Considering these factors, this study aims to analyze the influence of service quality and medical facilities on patient satisfaction and their implications for patient loyalty at RSUD Pulang Pisau. Through a quantitative approach, the research seeks to determine how strongly these two factors contribute to patient satisfaction and loyalty, providing a scientific foundation for managerial decision-making and continuous quality improvement in hospital services.

LITERATURE REVIEW (TNR, 12 BOLD)

Service Quality

Kotler and Keller (2016) emphasize that service quality is determined by five key dimensions that shape customers' perceptions of the services they receive. The first factor is reliability, which refers to the organization's ability to deliver the promised service consistently and accurately. Reliability reflects the extent to which patients can trust the hospital to meet their medical needs without errors or delays. The next factor is responsiveness, which relates to the willingness of medical personnel and hospital staff to provide prompt assistance and respond quickly to patient complaints or requests. The more responsive the healthcare services are, the more likely patients will feel satisfied with their overall care experience.

Furthermore, assurance serves as an essential factor that reflects the level of trust patients have in medical professionals. This dimension includes the knowledge, expertise, and friendliness of the staff in delivering services that are both safe and professional. Empathy also plays a vital role in enhancing service quality, referring to the extent to which healthcare providers can understand and give personal attention to each patient's needs. Lastly, tangible evidence encompasses hospital facilities, medical equipment, and the physical appearance of healthcare personnel all of which influence patients' perceptions of service quality. Kotler and Keller (2016) emphasize that effective management of these five dimensions can significantly improve patient satisfaction, ultimately leading to stronger patient loyalty toward healthcare providers.

Medical Facilities

According to Agung Laksono (2016), healthcare facilities encompass the infrastructure available to provide health services to the community, including community health centers (*puskesmas*) as the frontline of Indonesia's healthcare system. Similarly, Marlina (2018) defines healthcare facilities as the infrastructure provided to support the delivery of health services to the public, including *puskesmas* as public service units that provide medical care. Herlambang (2016) explains that healthcare facilities function as technical units under the health department responsible for implementing health development in their respective operational areas. Meanwhile, Regulation of the Minister of Health (Permenkes) No. 40 of 2022 defines hospital facilities as infrastructure provided to support the hospital's health services to the community. The Indonesian Ministry of Health emphasizes that these facilities include various aspects designed to meet patient needs and support effective hospital operations.

Agung Laksono (2016) identifies several dimensions of healthcare facilities: physical accessibility, which refers to the ease of geographical access to health services; affordability, referring to the economic accessibility of healthcare costs for the community; and social accessibility, referring to social acceptance of the services provided. In contrast, Herlambang (2016) highlights three essential dimensions: availability of infrastructure, ensuring adequate physical facilities for healthcare delivery; cleanliness and comfort, providing a hygienic and comfortable environment for patients; and availability of healthcare personnel, ensuring sufficient and competent staff. Marlina (2018) further expands these dimensions by including availability of medical equipment, quality of service, and availability of medicines and medical supplies as key components of effective healthcare facilities.

According to Permenkes No. 40 of 2022, hospital facilities are established through buildings and infrastructure that include physical components such as outpatient units, inpatient wards, emergency rooms, operating theaters, intensive care units, maternity and gynecology rooms, medical rehabilitation areas, radiology and laboratory spaces, blood banks, sterilization rooms, pharmacies, medical records offices, healthcare personnel rooms, educational and training spaces, administrative offices, worship areas, waiting rooms, public health counseling rooms, lactation rooms, mechanical facilities, and nutrition or kitchen areas. Healthcare facilities are influenced by interrelated factors, including environmental conditions, behavioral aspects, and the quality of health services provided. The service component itself consists of several elements the availability and quality of healthcare infrastructure, medical equipment, drugs, healthcare professionals, financing systems, and management processes. These factors

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collectively determine the accessibility, efficiency, and quality of healthcare services received by the community, thereby influencing overall patient satisfaction and trust in healthcare institutions.

Patient Satisfaction

According to Meesala and Paul (2018), patient satisfaction results from patients' overall experiences with the quality of hospital services, where positive experiences increase the likelihood of patients returning for future care and recommending the hospital to others. Setyawan et al. (2020) define patient satisfaction as a factor that not only reflects patients' perceptions of the services they receive but also influences patient retention and their preferences when choosing hospitals for future treatments. Meanwhile, Liu et al. (2021) emphasize that patient satisfaction is directly related to the quality of healthcare services provided by hospitals and serves as a key determinant of patient loyalty toward healthcare institutions.

Liu et al. (2021) outline several dimensions of patient satisfaction, including: (a) Satisfaction with medical services, referring to the quality of interactions with doctors and nurses as well as the effectiveness of treatment; (b) Satisfaction with facilities, which encompasses the comfort, cleanliness, and completeness of hospital infrastructure; (c) Satisfaction with administrative processes, related to the speed and convenience of procedures such as admission and billing; and (d) Financial satisfaction, referring to the alignment between service costs and the perceived quality received. Arikunto (2018) also identifies four main dimensions of patient satisfaction: medical service quality, communication with healthcare staff, facility availability, and cost affordability.

Moreover, patient satisfaction serves as a benchmark for evaluating the effectiveness of various service aspects, including the competence of medical personnel, supporting facilities, and administrative systems. It provides insights into how well hospitals meet patient expectations and where service improvements are most needed. According to Fitri (2024), patient satisfaction in healthcare can be assessed through six quality dimensions: effectiveness, efficiency, accessibility, patient-centeredness, equity, and safety. Therefore, a deep understanding of patient satisfaction allows healthcare providers to identify areas for improvement, enhance service delivery, and ultimately build stronger trust and loyalty among patients through consistent, high-quality healthcare experiences.

Patient Loyalty

According to Uysal and Yorulmaz (2020), patient loyalty is defined as a patient's commitment to continue using healthcare services at the same facility, based on positive experiences, satisfaction, and trust in the quality of care provided. Sholeh and Chalid yanto (2021) describe patient loyalty as the tendency of patients to return to the same hospital and recommend its services to others, which is influenced by satisfaction levels and perceptions of service quality. Similarly, Liu et al. (2021) define patient loyalty as the inclination to continue using the same hospital services and to recommend them to others. Patient loyalty is formed through several dimensions: intention to return, brand loyalty, and recommendation to others. The intention to return reflects a patient's willingness to revisit the same hospital in the future if they are satisfied with the service. Brand loyalty indicates a patient's choice to remain faithful to a healthcare provider despite the availability of alternatives. The recommendation dimension refers to the likelihood of loyal patients providing positive referrals, thereby enhancing the hospital's reputation.

Patient loyalty is strongly influenced by patient satisfaction and perceptions of service quality. Higher satisfaction and positive perceptions increase the probability that patients will exhibit loyalty behaviors, including repeated visits and recommendations to others. Overall, as emphasized by Liu et al. (2021) and Meesala & Paul (2018), patient loyalty is a multidimensional construct shaped by past experiences, satisfaction, trust, and the perceived value of services. Loyal patients not only strengthen a hospital's reputation but also contribute to long-term sustainability by ensuring continuous utilization of healthcare services and positive word-of-mouth promotion.

METHOD

The research methodology employed in this study combines descriptive and verificative approaches to comprehensively analyze the influence of service quality and medical facilities on patient satisfaction and loyalty at RSUD Pulang Pisau, Central Kalimantan. The descriptive method aims to systematically present a clear overview of the characteristics and current conditions of the variables studied, such as the quality of healthcare services, availability of medical facilities, and their impacts on patient perceptions, using data collected through surveys, structured questionnaires, observations, and document analysis, which are then presented in the form of statistics, tables, or graphs for clarity (Sugiyono, 2022). Concurrently, the verificative method is used to test hypotheses and examine causal relationships among variables, particularly through path analysis, enabling the determination of direct and indirect effects of service quality and medical facilities on patient satisfaction and loyalty (Creswell, 2022).

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The study employs a mixed-methods data approach, combining quantitative data (numerical information processed statistically) and qualitative data (descriptive insights collected through interviews and observations) to ensure a deep and holistic understanding of the phenomena. Data sources include primary data obtained directly from patients via questionnaires and field observation, and secondary data derived from official reports, academic journals, and government statistics to strengthen empirical evidence. The population consists of all patients visiting RSUD Pulang Pisau, from which a sample of 234 respondents was selected using non-probability sampling and calculated via Slovin's formula to ensure representativeness. Furthermore, variable operationalization was rigorously applied to transform abstract concepts such as patient satisfaction and loyalty into measurable indicators, including communication effectiveness, service responsiveness, facility comfort, and administrative efficiency, with validated and reliable measurement instruments such as Likert-scale questionnaires. This integrated methodological framework ensures that the research findings are empirically sound, statistically robust, and provide actionable insights for improving hospital service quality and enhancing patient loyalty.

RESULTS AND DISCUSSION

Data Quality Test Results

The data quality test results provide a comprehensive overview of the validity and reliability of the research instruments used to measure service quality, medical facilities, patient satisfaction, and patient loyalty. The validity tests indicate that all questionnaire items across the variables met the required criteria. For the service quality variable, all 25 items yielded r -values ranging from 0.671 to 0.888, exceeding the critical r -value of 0.300, with significance levels of 0.000, confirming their validity. Similarly, the 20 items measuring medical facilities had r -values between 0.684 and 0.933, while patient satisfaction items (16 items) ranged from 0.796 to 0.940, and patient loyalty items also surpassed the r -critical threshold of 0.300. These results confirm that all items accurately represent their respective constructs and are suitable for assessing respondents' perceptions.

In addition, the reliability analysis using Cronbach's Alpha demonstrated excellent internal consistency for all variables. Service quality (25 items) achieved a Cronbach's Alpha of 0.973, medical facilities (20 items) scored 0.980, and patient satisfaction (16 items) reached 0.982, all well above the minimum acceptable threshold of 0.70. These high reliability values indicate that the questionnaire items consistently measure the intended variables and can produce stable and dependable data. Therefore, the research instruments are both valid and reliable, providing a solid foundation for subsequent analysis of the effects of service quality and medical facilities on patient satisfaction and loyalty.

Model Fit Test Results

Table 1. Model Fit Test Results

Index	Value	Criteria	Fit Conclusion
Chi-Square (χ^2)	98.017 ($p=0.000$)	$p > 0.05$	Fit
RMSEA	0.000	≤ 0.08	Fit
CFI	0.929	≥ 0.90	Fit
AGFI	0.901	≥ 0.90	Fit

The model fit test results presented in Table 1 demonstrate the alignment between the theoretical model and the empirical data collected from RSUD Pulang Pisau, Central Kalimantan. The model incorporates key constructs, including service quality, medical facilities, patient satisfaction, and patient loyalty. The Chi-Square value of 98.017 with a probability of 0.055 indicates that the model does not significantly differ from the observed data, suggesting that the theoretical structure is acceptable.

Influence Of Service Quality on Patient Satisfaction

Table 2. influence of service quality on patient satisfaction

Path Influence	Effect (%)	t-stat	t-table	Sig.	Conclusion
Service Quality → Patient Satisfaction	22.4081%	4.499	1.970	0.000	Significant

The hypothesis test results indicate that service quality has a significant effect on patient satisfaction at RSUD Pulang Pisau, with an influence of 22.41%. The t -value of 4.499 exceeds the critical t -value of 1.970, and the significance level is 0.000, confirming that this effect is statistically significant. This finding demonstrates that improvements in service aspects such as responsiveness, accuracy, friendliness, and clarity of information directly

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contribute to higher levels of patient satisfaction. In other words, when the hospital enhances these service dimensions, patients perceive their experience more positively, which strengthens overall satisfaction.

Effect of Medical Facilities on Patient Satisfaction

Table 3. Hypothesis Test Results Structure 2

Path Influence	Effect (%)	t-stat	t-table	Sig.	Conclusion
Medical Facilities → Patient Satisfaction	58.6289%	11.132	1.970	0.000	Significant

The hypothesis test results indicate that medical facilities have an influence of 58.6289% on patient satisfaction. This means that more than half of the variation in patient satisfaction can be explained by the condition of medical facilities available at the hospital. The t-statistic value of 11.132 far exceeds the t-table value of 1.970, with a significance level of 0.000, which is below the 0.05 threshold. This demonstrates that the effect is statistically very significant. In other words, medical facilities such as the availability of medical equipment, patient beds, comfortable treatment rooms, and other supporting infrastructure strongly impact the level of patient satisfaction during their treatment or care at the hospital.

Effect of Service Quality and Medical Facilities on Patient Satisfaction

Table 5. Hypothesis Test Results Structure 3

Path Influence	Effect (%)	F-stat	F-table	Sig.	Conclusion
Service Quality & Medical Facilities → Patient Satisfaction	81.037%	492.311	3.04	0.000	Significant

The F-test results show that the F-statistic value of 492.311 far exceeds the F-table value of 3.04 at a 0.05 significance level and corresponding degrees of freedom, with a significance level of 0.000. This confirms that the research model is overall suitable for explaining patient satisfaction. The significant F-test indicates the absence of multicollinearity issues or any statistically invalid model. Therefore, service quality and medical facilities simultaneously have a substantial impact on patient satisfaction at RSUD Pulang Pisau.

Effect of Patient Satisfaction on Patient Loyalty

Table 6. Hypothesis Test Results Structure 4

Path Influence	Effect (%)	t-stat	t-table	Sig.	Conclusion
Patient Satisfaction → Patient Loyalty	36.2404%	9.085	1.97	0.000	Significant

Based on the hypothesis test results, patient satisfaction has an effect of 36.2404% on patient loyalty at RSUD Pulang Pisau. The t-statistic of 9.085 far exceeds the t-table value of 1.97, with a significance level of 0.000. This indicates that the influence is statistically highly significant, confirming that patient satisfaction truly affects patient loyalty. In other words, the higher the satisfaction experienced by patients, the greater the likelihood that they will continue to use the hospital's services in the future and recommend them to others.

Direct Effect of Service Quality on Patient Loyalty

Table 7. Hypothesis Test Results Structure 5

Path Influence	Effect (%)	t-stat	t-table	Sig.	Conclusion
Service Quality → Patient Loyalty	1.0609%	1.645	1.970	0.100	Not Significant

Based on the hypothesis test results, the effect of service quality on patient loyalty at RSUD Pulang Pisau has a t-statistic of 1.645, which is lower than the t-table value of 1.970. Additionally, the significance level of 0.100 exceeds the common threshold of 0.050 or 5 percent. Therefore, statistically, the effect of service quality on patient loyalty is not significant. This implies that, although service quality is an important component of the hospital service system, in this study, it has not been proven to have a strong impact on patient loyalty.

Direct Effect of Medical Facilities on Patient Loyalty

Table 8. Hypothesis Test Results Structure 6

Path Influence	Effect (%)	t-stat	t-table	Sig.	Conclusion
Direct Effect of Medical Facilities → Patient Loyalty	4.9729%	3.016	1.97	0.003	Significant

The hypothesis test results show that the direct effect of medical facilities on patient loyalty at RSUD Pulang Pisau is 4.9729 percent. The t-statistic of 3.016 exceeds the t-table value of 1.97 at a significance level of 0.05. Furthermore, the significance level of 0.003 is below the 0.05 threshold. This confirms that the direct relationship between the quality and availability of medical facilities and patient loyalty is statistically significant.

Indirect Effect of Service Quality and Medical Facilities on Patient Loyalty Through Patient Satisfaction

Table 9. Bootstrapping Analysis Results

Effect	Estimate	Lower CI	Upper CI	Significance Level
X1 → Y → Z	0.083	-0.012	0.174	Not Significant
X2 → Y → Z	0.258	0.088	0.425	Significant

The bootstrapping analysis indicates that the indirect effect of service quality (X1) on patient loyalty through patient satisfaction ($Y \rightarrow Z$) is 0.083, with a confidence interval ranging from -0.012 to 0.174, which is not statistically significant. Meanwhile, the indirect effect of medical facilities (X2) on patient loyalty via patient satisfaction is 0.258, with a confidence interval of 0.088 to 0.425, indicating a significant indirect effect. This suggests that patient satisfaction mediates the effect of medical facilities on patient loyalty, but not the effect of service quality.

Discussion

Based on the results of the analysis, the discussion focuses on the influence of service quality, medical facilities, and patient satisfaction on patient loyalty at RSUD Pulang Pisau, Central Kalimantan. The hypothesis test results indicate that service quality has a significant effect on patient satisfaction, accounting for 22.41%. This confirms that improvements in aspects of service, such as speed, accuracy, friendliness, and clarity of information, can enhance patients' perceptions of hospital service satisfaction. Theoretically, this finding aligns with Kotler and Keller (2016), who emphasized that service quality is a primary determinant in creating a positive patient experience. Furthermore, medical facilities have a stronger influence on patient satisfaction, at 58.63%. This indicates that the availability of medical equipment, patient beds, comfortable treatment rooms, and supporting infrastructure are critical factors in enhancing patient satisfaction. When service quality and medical facilities are analyzed simultaneously, their combined effect on patient satisfaction reaches 81.04%, demonstrating that both factors together are key determinants of patient satisfaction. This finding is consistent with previous studies (Agung Laksono, 2016; Herlambang, 2016), which highlighted the importance of synergy between quality service and adequate medical facilities in creating an optimal patient experience.

The influence of patient satisfaction on patient loyalty is also found to be significant at 36.24%. This means that satisfied patients are more likely to continue using the same hospital and recommend it to others. However, the direct effect of service quality on patient loyalty is not significant (1.06%), while the direct effect of medical facilities on patient loyalty remains significant at 4.97%. This suggests that medical facilities play a more important role than service quality in directly shaping patient loyalty, while service quality is more effective indirectly through patient satisfaction. This finding aligns with Meesala & Paul (2018), who stated that patient satisfaction acts as a key mediator in forming loyalty. Bootstrapping analysis further reinforces these findings, showing that the indirect effect of service quality on loyalty through patient satisfaction is not significant, whereas the indirect effect of medical facilities on loyalty via patient satisfaction is significant. This emphasizes that patient satisfaction effectively mediates the relationship between medical facilities and patient loyalty. Therefore, hospitals should prioritize providing adequate medical facilities and managing the overall patient experience to enhance loyalty, rather than focusing solely on service quality alone.

CONCLUSION

Based on the results of the study at RSUD Pulang Pisau, Central Kalimantan, several conclusions can be drawn. First, service quality has a significant positive effect on patient satisfaction, indicating that improvements in responsiveness, reliability, empathy, assurance, and tangibles contribute to higher patient satisfaction. Second,

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medical facilities have an even greater impact on patient satisfaction, highlighting the importance of adequate medical equipment, comfortable treatment spaces, and supporting infrastructure in enhancing patients' perceptions of care. Third, patient satisfaction significantly influences patient loyalty, suggesting that patients who are satisfied with the services are more likely to return and recommend the hospital to others. While the direct effect of service quality on patient loyalty is not significant, medical facilities directly and indirectly, through patient satisfaction, have a meaningful impact on loyalty. This implies that medical facilities and overall patient satisfaction play crucial roles in fostering patient loyalty, serving as key areas for hospital management to focus on for improving long-term patient retention and reputation.

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