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The Impact of Perceived Service Quality, Trust, and Hospital Image on Patient Satisfaction and Patient Loyalty

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KEYWORDS

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

ABSTRACT

The objective of this study is to examine the impact of perceived service quality, trust, and hospital image on patient satisfaction and patient loyalty. A quantitative methodology was used in the research design. The study's hypotheses were assessed by applying Structural Equation Modelling-Partial Least Squares (SEM-PLS). The data were collected using Google Forms, with 233 responses. The study found that trust and hospital image have a significant impact on patient satisfaction. However, perceived service quality does not significantly influence patient satisfaction. Another finding indicated that trust and hospital image do not significantly influence patient loyalty. Nonetheless, perceived service quality and patient satisfaction are essential determinants of patient loyalty. This study adds significantly to the current literature in the healthcare services sector along with academicians by demonstrating the relationship between perceived service quality and patient satisfaction as factors influencing patient loyalty. This study provides valuable insights for hospital managers to develop and implement effective strategies for delivering high-quality healthcare services to patients.

I. INTRODUCTION

Customer loyalty is a prominent subject in marketing literature, as it is a desired objective for organizations that operate in highly competitive contexts. Extensive literature supports this statement by indicating that loyalty offers a variety of benefits, such as patients' willingness to recommend hospitals (Park et al., 2022), sales growth, and positive word of mouth (Chang et al., 2013). According to Chiu et al. (2012), the financial benefits of maintaining existing customers are approximately five times greater than those of acquiring new ones. Chang et al. (2013) assert that customer loyalty is essential for a firm's survival and success. Therefore, it's essential for all businesses in every sector to prioritize the continuation and development of customer loyalty.

To properly manage patient loyalty effectively, healthcare service organizations must possess a comprehensive understanding of the aspects that influence it. A variety of factors influencing patient loyalty have been examined by numerous researchers. Amin & Nasharuddin (2013) performed a study with 216 patients, comprising 98 from public hospitals and 118 from private hospitals in Malaysia. The findings indicated a significant correlation between patient satisfaction with behavioral intentions, which aligns closely with the concept of loyalty. Feng (2023) conducted a study involving 500 inpatients admitted to 20 public and private hospitals in Chengdu, China. The finding revealed that patient satisfaction has an impact on patient loyalty. Ndubisi (2012) also conducted a study involving 423 healthcare service users in major cities in Malaysia. The research found that patient satisfaction influences patient loyalty. Lin & Yin (2022) conducted a study involving 125 patients at private dental clinics in China, which revealed that patient satisfaction influences patient loyalty. Lei & Jolibert (2012) conducted a study including 630 patients across six public hospitals in Shanghai, China. The study revealed that patient satisfaction influences patient loyalty. Additionally, Mahmud et al.

(2021) conducted a study involving 218 Bangladeshi patients who traveled to India for medical treatment. The

findings revealed that patient loyalty is influenced by the overall satisfaction of medical tourism. According to Chang et al. (2013), the majority of researchers believe that patient satisfaction is the most important factor influencing patient loyalty. However, patient satisfaction alone does not guarantee loyalty (MacPhail et al., 2015; Olsen, 2002). Previous studies indicate that most academic studies on the antecedents of loyalty primarily focus on outpatient services, while inpatient services are rarely addressed in the existing literature (Ariffin et al., 2022; Radu, et al., 2022). The purpose of this study is, first, to examine the determinants of patient loyalty in inpatient care, particularly in private hospitals. Secondly, to develop and execute a plan for private hospitals to identify factors that can enhance patient loyalty. Thirdly, our objective is to examine the direct impact of patient satisfaction and loyalty on perceived service quality, trust, and hospital image. Lastly, to develop a methodology that can be replicated by other private hospitals. This study aims to improve private hospitals' understanding of the relationship between perceived service quality, trust, and hospital image on patient satisfaction and patient loyalty.

The paper is divided into the following sections: First, a comprehensive review of the existing literature on perceived service quality, trust, hospital image, patient satisfaction, and patient loyalty. Secondly, the presentation of hypotheses and the development of a conceptual framework. Thirdly, it clarifies the methodology used in the study. Fourthly, it analyzes and presents the results of the research hypotheses. Finally, it concludes with a discussion of the implications that could assist hospital managers in achieving patient satisfaction and loyalty.

II. REVIEW OF LITERATURE

A. *Perceived Service Quality*

Many scholars have made valuable contributions to the extensive research on service quality. The contributions include the development of service quality dimensions, the formulation and evaluation of theoretical models, and the application of these dimensions to assess service quality in a variety of sectors, including banking, retail, healthcare, and hospitality. Service quality is defined by Ahrholdt et al. (2017) as the consumers' overall perceptions of their service experience. According to Han & Hyun (2015), service quality is an assessment of medical professionals' and employees' performance in providing services. A study conducted by Jandavath & Byram (2016) identified tangibles, reliability, responsiveness, assurance, and empathy as the essential components of medical service quality. Furthermore, Lai et al. (2020) presented a framework for evaluating the quality of healthcare services that includes tangibility, reliability, responsiveness, assurance, and empathy. The quality of service is essential for private healthcare providers to adequately fulfill the demands and expectations of their patients (Moreira & Silva, 2015). Patients find it difficult to effectively assess the quality of service due to the complex and unique nature of hospitals, which involve various criteria for evaluation (Arasli et al. 2008; Hariharan et al. 2004). Maintaining service quality has always been a challenge for service-oriented organizations, particularly in the healthcare industry (George & Sahadevan, 2023; Giovanis et al., 2018; Mahmud et al., 2021). The SERVQUAL theory, which includes five dimensions of tangibility, reliability, responsiveness, assurance, and empathy, was applied in this study (Dayan et al., 2022).

B. *Trust*

Establishing customer trust is crucial for promoting customer loyalty (Kalia et al., 2021). Several scholars have attempted to define trust. Trust is essential for sustaining the stability of the customer-provider relationship (Han & Hyun, 2013). Sirdeshmukh et al. (2002) defined trust as the consumer's belief that the service provider is reliable and would fulfill its commitments. Health service providers can enhance consumers' trust by assuring patients of the effectiveness of the treatments they will receive (George & Sahadevan, 2023). Yarmen et al. (2016) define trust as the conviction that a healthcare service institution will prioritize the patient's best interests. Trust in a healthcare context refers to the optimistic expectations patients have about the ability of medical professionals to meet their needs, which fosters a mutual

understanding between patients and healthcare providers (Moreira & Silva, 2015). In a highly competitive environment, researchers acknowledge that trust is crucial for establishing loyalty. Akin & Okumuş (2023) revealed that trust is essential in the value creation process. Agustin & Singh (2005) argue that trust is essential for fostering loyalty, regardless of the degree of relationship involving the company and its customers. According to Chang et al. (2013), all medical staff and general service personnel need to establish a trusting relationship. Trust is a key factor in how satisfied and loyal your patients are.

C. Hospital Image

Image becomes a crucial variable that requires efficient management. The term hospital image refers to the collective perceptions, opinions, and impressions held by patients and the general public regarding a hospital (Wang et al., 2013). Yarmen et al. (2016) define image as the cognitive picture a consumer possesses of a product or service. According to Dayan et al. (2022), hospital image is the overall perception that patients have about the quality of products or services they have received. Hospital image indicates that patients with a positive attitude and cognitive perception of the brand are more inclined to evaluate the quality of medical treatments provided (Feng, 2023). According to Wu (2011), a hospital image is essential for its long-term sustainability and competitiveness. Within the context of a hospital environment, image is defined as the beliefs, concepts, and opinions that patients have about a hospital. Therefore, a positive hospital image increases patients' willingness to choose a hospital.

D. Patient Satisfaction

The evaluations of consumers' overall experience with a company's products and services are reflected in customer satisfaction. Numerous studies indicate that satisfaction is more strongly associated with affective processes than cognitive processes (Olsen, 2002). Patient satisfaction is a subjective concept associated with the service's structure, method, and outcome, as well as the patient's socio-demographic traits, behaviors, expectations, attitudes, beliefs, and prior experiences (Boudreaux et al., 2003). Zineldin (2006) defines patient satisfaction as an emotional response that includes many indicators of satisfaction across multiple dimensions of healthcare quality, including technical proficiency, accessibility, facilities, communication, and environment. Patient satisfaction is defined by Fatima et al. (2018) as the extent to which a patient's expectations, needs, and preferences for healthcare services are fulfilled. Finally, Dayan et al. (2022) defined patient satisfaction as the degree to which a patient's expectations regarding healthcare services are met. In the healthcare industry, patient satisfaction is essential for the overall performance of an organization.

E. Patient Loyalty

We acknowledge patient loyalty as an essential element for achieving business success. Loyalty is the continual use of service, which is founded on the ability to trust the provider and the reliability of the service. According to Budianto (2019), loyalty reflects the relationship between an individual's impression of service and their acceptance of the service provider. Patient loyalty, as defined by Yarmen et al. (2016), is the patient's dedication to continually utilizing and recommending particular healthcare services. Fatima et al. (2018) define patient loyalty as the consistent usage of a service when the patient has a positive impression of the hospital. Loyal customers are the company's most significant resource for enhancing profitability. Patient loyalty refers to a patient's commitment to consistently utilize a specific healthcare service facility (Chang et al. 2013). Loyalty can be defined as a firm determination to constantly purchase or continue support for a selected product or service in the future (Amin & Nasharuddin, 2013). Furthermore, Dayan et al. (2022) define patient loyalty as the continued use of healthcare services provided by a particular institution, primarily driven by customer satisfaction. The marketing literature has extensively highlighted loyalty. Recognizing the determinants that affect patient loyalty is crucial for healthcare providers.

III. HYPOTHESIS DEVELOPMENT

A. *Perceived Service Quality on Patient Satisfaction*

Numerous studies have been conducted by researchers to examine the relationship between perceived service quality and patient satisfaction. Giovanis et al. (2018) demonstrated that the quality of hospital outpatient services significantly influences patients' satisfaction and behavioral intentions. Lin & Yin (2022) found that perceived service quality directly influenced patient satisfaction within private dental clinics in China. The study conducted by Jameel et al. (2019) demonstrated that service quality has a positive and significant impact on patient satisfaction. Luo (2023) determined that service quality significantly influences patient satisfaction. According to Moreira & Silva (2015), patient satisfaction is significantly impacted by perceived service quality. Additionally, a study by Jameel et al. (2019) identified a strong and positive relationship between quality of service and patient satisfaction. Finally, Han & Hyun (2015) discovered a strong and positive relationship between service quality and customer satisfaction. Previous research has shown a significant relationship between perceived service quality and patient satisfaction (Amin & Nasharuddin, 2013; Ulucayli et al., 2023). According to the explanation, the initial hypothesis is stated as follows:

H1. Perceived service quality has a positive relationship with patient satisfaction.

B. *Perceived Service Quality on Patient Loyalty*

Within the context of the Chinese healthcare system, Lei & Jolibert (2012) demonstrated the significant impact of service quality on loyalty intention. According to Fatima et al. (2018), patient loyalty is positively impacted by the quality of hospital healthcare services. Ulucayli et al. (2023) found that service quality significantly and positively affects patient loyalty. According to Ismail & Yunan (2016), perceived service quality significantly influences loyalty. In line with the findings of Giovanis et al. (2018), outpatient hospital treatment is positively and significantly influenced by perceived service quality. Furthermore, a study conducted by Daulay et al. (2024) demonstrated that patient loyalty is positively and significantly impacted by perceived service quality. Finally, Gonçalves et al. (2020) showed that patients' perceptions of service quality are positively and significantly correlated with loyalty. On the other hand, Ahmed & El (2023) found that patient loyalty is not significantly influenced by the perceived service quality. From the explanation, the second hypothesis is as follows:

H2. Perceived service quality has a positive relationship with patient loyalty.

C. *Trust on Patient Satisfaction*

Ahmed & El (2023) study among healthcare service providers revealed that trust significantly influences patient satisfaction. Akin & Okumuş (2023) revealed that trust significantly and positively affects patient satisfaction. Amelia et al. (2024) demonstrated that satisfaction is significantly and positively influenced by trust. Moreover, Chang et al. (2013) indicate that patients' feelings of trust significantly enhance their satisfaction during interpersonal medical care interactions. Koroğlu et al. (2024) found that trust has a positive and significant influence on job satisfaction. Additionally, Daulay et al. (2024) demonstrated that trust significantly influences customer loyalty. Finally, it was shown by Chou et al. (2019) that trust and patient satisfaction are positively correlated. The explanation leads to the formulation of the third hypothesis, which is as follows:

H3. Trust has a positive relationship with patient satisfaction.

D. *Trust on Patient Loyalty*

A client assesses a company's honesty and integrity through trust. The concept relates to customers' perceptions that organizations will not disappoint them and will strive to achieve their benefits (Román & Ruiz, 2005). Scholars have acknowledged the essential role of trust in fostering customer loyalty within a highly competitive environment. Trust is essential in contexts where risks play a significant role, particularly in the healthcare sector. A prior study by George & Sahadevan (2023) indicated that patients with higher trust levels will result in increased patient loyalty. The study by Sertan et al. (2023) determined that patient

trust directly affects patient loyalty. Moreover, MacPhail et al. (2015) showed that trust significantly influences patient loyalty within healthcare service organizations. Numerous research findings indicate that trust positively influences patient loyalty (Ahmed & El, 2023; Daulay et al., 2024; froz & Intravisit, 2015; Kalia et al., 2021; Kumar et al., 2013; Mansouri et al., 2022; Moreira & Silva, 2015). As a result of the explanation, the fourth hypothesis is formulated as follows:

H4. Trust has a positive relationship with patient loyalty.

E. Hospital Image on Patient Satisfaction

A study conducted by Dayan et al. (2022) confirmed the significant impact of hospital image on patient satisfaction. According to Wang et al. (2013), hospital image has a direct impact on patient satisfaction. Yarmen et al. (2016) revealed that hospital image positively affects patient satisfaction. Amelia et al. (2024) found that image has a significant influence on satisfaction. Feng (2023) demonstrated that patient satisfaction among inpatients in Chengdu, China, is significantly influenced by image. Furthermore, a study by Asnawi et al. (2019) revealed that patient satisfaction is significantly influenced by hospital's image. Finally, Daulay et al. (2024) revealed that customer satisfaction is positively impacted by image. Based on the explanation, the fifth hypothesis is presented as follows:

H5. Hospital image has a positive relationship with patient satisfaction.

F. Hospital Image on Patient Loyalty

Dayan et al. (2022) conducted a study that demonstrated the impact of hospital image on patient loyalty. According to Wang et al. (2013), a hospital's image significantly impacts patient loyalty in the healthcare industry. Yarmen et al. (2016) found that image enhances patient loyalty. Chen & Tsai (2007) discovered that image significantly influences loyalty. Moreover, Wang et al. (2013) demonstrated that patient loyalty is positively impacted by hospital image. Daulay et al. (2024) revealed that brand image greatly influences customer loyalty. Additionally, Wu (2011) showed that hospital image positively impacted patient loyalty. However, Asnawi et al. (2019) revealed that patient loyalty is not significantly influenced by hospital image. According to the explanation, the sixth hypothesis is stated as follows:

H6. Hospital image has a positive relationship with patient loyalty.

G. Patient Satisfaction on Patient Loyalty

The research by Yıldırım et al. (2022) identified a significant relationship between patient satisfaction and loyalty. In a study by Luo (2023), patient satisfaction has a significant impact on both patient loyalty and behavioral intention. According to AlOmari & Hamid (2022) and Ahmed & El (2023), patient satisfaction has a significant influence on patient loyalty. Chang et al. (2013) revealed that patient loyalty is highest when patients and healthcare providers participate in the diagnosis and treatment decision-making process. Kessler & Mylod (2011) conducted a study that showed a statistically significant relationship between patient satisfaction and loyalty. Sertan et al. (2023) also discovered that patient loyalty is positively influenced by patient satisfaction. Furthermore, Lin & Yin (2022) found that patient satisfaction has a significant impact on patient loyalty. Lastly, Ryu et al. (2012) revealed that loyalty is significantly predicted by satisfaction. Based on the explanation, the following is the seventh hypothesis:

H7. Patient satisfaction has a positive relationship with patient loyalty.

IV. THEORETICAL FRAMEWORK

Based on the previous hypothesis, the conceptual model in Figure 1 illustrates the direction of impact in the examined relationships.

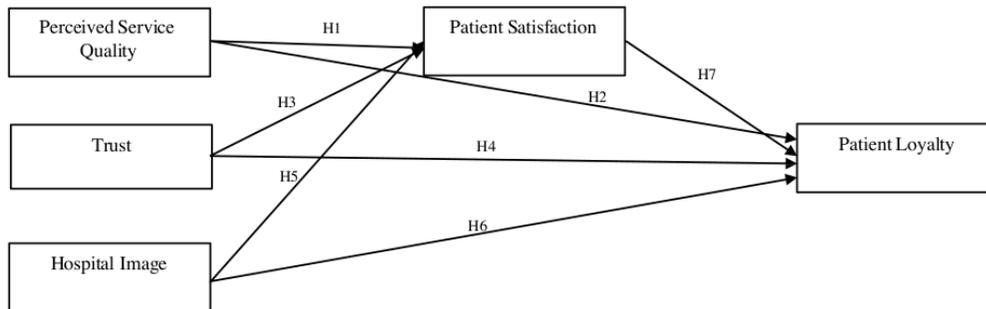


FIG. 1 RESEARCH MODEL

V. RESEARCH METHODOLOGY

A. Research Design

Quantitative research methodology is used in this study. Utilizing the appropriate statistical methodology, we conducted an analysis and interpretation of the data gathered from the research sample. The adopted data-gathering technique was a questionnaire administered to participants for completion based on the real circumstances. A questionnaire is a systematic method of data collection comprising a series of questions, either in written or spoken form (Malhotra, 2020). The study population consists of inpatients who received hospital services in class B private hospitals operating in the Tangerang region and have subsequently been discharged. Currently, the Tangerang region has 16 class B private hospitals, but we selected six hospitals based on their size, popularity, accessibility, and high numbers of patient usage. This research used a nonprobability sampling method. We assessed all survey items for the study variables using a five-point Likert scale, with 1 showing strongly disagree and 5 strongly agree.

This study uses convenience sampling as its sample design. In this sampling method, participants are selected based on their proximity and ease of access to the researchers (Bryman, 2016). The sample unit consisted of persons with previous experience in class B private hospitals in the Tangerang region, specifically those who were hospitalized as inpatients for a duration of 2-3 days. We obtained the scale items used in this study from several sources. Perceived service quality was assessed by five dimensions, including twenty-one items previously utilized by Dayan et al. (2022). Ahmed & El (2023) previously used four items to assess trust. Dayan et al. (2022) used three items to evaluate hospital image. Ahmed & El (2023) were the sources of four items to evaluate patient satisfaction. Patient loyalty was assessed by four items previously utilized by Ahmed & El (2023). For clarification, the questionnaire was developed in both Bahasa Indonesia and English. Two Indonesian specialists conducted a comprehensive review of its content validity (wording and meaning).

B. Data Collection

This study used a questionnaire that consisted of inquiries for participants to respond to. Malhotra (2020) argues that the questionnaire serves as a methodological tool for data gathering, comprising a sequence of verbal or written questions responded by participants. We distributed 300 questionnaires to participants, however, we only received 233 responses. Using Google Forms for data collection, the survey was conducted from March 2024 to May 2024. We implemented Structural Equation Modeling-Partial Least Square (SEM-PLS) to analyze the causal relationship between variables. The exogenous latent factors of perceived service quality, trust, and hospital image are examined in this study. Patient loyalty is the endogenous latent variable, while patient satisfaction serves as a mediating variable. This study involved several steps: the development of a questionnaire, sample selection, conducting an online survey, employing SEM-PLS for data processing, and interpretation along with evaluation of the results.

VI. RESULT AND DISCUSSION

A. Respondents Profile

The sample had a higher percentage of females (57.1%) than males (42.9%). A total of 129 participants, representing 55.36% of the sample, were young adults aged 20 years or below. The following largest age group consisted of 20-30 years, with 24.03% of the participants. The 40-50 age group represented 10.31%, followed by the 30-40 age group at 8.59%, while the 50 years or older category constituted the smallest proportion at 1.71%. The monthly income ranged from Rp.5.000.000 to above Rp.20.000.000. Around 38.22% of the respondents reported a salary below Rp.5.000.000, and only 12.10% stated an income ranging from Rp.10.000.000 to Rp.15.000.000. A majority of participants, 57.93%, reported visiting the hospital fewer than 3 times, whereas 5.15% indicated visiting between 7-10 times. Furthermore, 81.1% of the respondents are single, whereas 18.9% are married. A bachelor's degree was held by a significant number of hospital patients, 60.05%, while 3% of respondents possessed an educational level between Diploma I and Diploma III. The demographic data of the sample is comprehensively presented in Table 1.

**TABLE I
 RESPONDENTS PROFILE**

| Category | No. of Respondents | (%) |
|-----------------------------|--------------------|--------|
| <i>Gender</i> | | |
| Male | 100 | 42.9% |
| Female | 133 | 57.1% |
| <i>Age</i> | | |
| 20 or Below | 129 | 55.36% |
| 20-30 | 56 | 24.03% |
| 30-40 | 20 | 8.59% |
| 40-50 | 24 | 10.31% |
| 50 or Over | 4 | 1.71% |
| <i>Monthly Income (IDR)</i> | | |
| 5,000,000 or Less | 60 | 38.22% |
| 5,000,000 - 10,000,000 | 32 | 20.38% |
| 10,000,000 - 15,000,000 | 19 | 12.10% |
| 15,000,000 - 20,000,000 | 25 | 15.92% |

| | | |
|--|-----|--------|
| 20,000,000 or Higher | 21 | 13.38% |
| <i>Number of Visit to Hospital</i> | | |
| 3 or less | | |
| 3-6 | 47 | 20.18% |
| 7-10 | 12 | 5.15% |
| 10 or over | 39 | 16.74% |
| <i>Marital Status</i> | | |
| Married | 44 | 18.9% |
| Single | 189 | 81.1% |
| <i>Education Level</i> | | |
| High school | 36 | 15.49% |
| Diploma I - Diploma III | 7 | 3.00% |
| Bachelor's Degree | 140 | 60.05% |
| Higher than Bachelor's Degree (Magister or Doctorate) | 50 | 21.46% |

Source: Authors

B. Measurement Model Analysis

Measurement analysis is suggested by Hair et al. (2010) to ensure construct validity and reliability. The composite reliability (CR) values, average variance extracted (AVE), and factor loadings were used to assess the convergent and discriminant validity (Cheah et al., 2018). A loading value of at least 0.70 or 0.50 is required. Additionally, Cronbach's alpha and composite reliability acceptable values within 0.60 and 0.70 (Hair et al., 2010). The AVE values have to be at least 0.50 (Cheah et al. 2018). All values are within the designated range, as illustrated in Table II. Table 3 presents the measurements that conform to the Fornell-Larcker criterion.

TABLE II
CRONBACH'S ALPHA, AVE, AND CR VALUES

| Items | Statements | FL |
|--|--|----|
| PSQ (Tangibility) AVE (0.83), CR (0.95), \square (0.83) | PSQ Responsiveness AVE (0.90), CR (0.97) \square (0.96) | |
| PSQ Reliability AVE (0.87), CR (0.97), \square (0.96) | PSQ Assurance AVE (0.92), CR (0.97), \square (0.97) | |

| | | | |
|--|-------|--|-------|
| Finding parking in the healthcare facility is easy. | 0.908 | help me. | 0.954 |
| Accessing the health facility is easy. | 0.926 | I receive quick service from the staff of this health facility. | 0.946 |
| | | The staff of this health facility are trustworthy. | 0.944 |
| | | I feel secure while receiving services from this facility's staff. | 0.971 |
| | | The staff of this facility treat me in a courteous manner. | 0.963 |
| The cleanliness of the waiting area of the health facility is maintained. | 0.909 | | |
| The health facility has modern equipment. | 0.918 | | |
| The health facility staff provide correct medical service from the visit. | 0.917 | | |
| | 0.935 | The staff of this health facility provide reliable services as promised by the health facility | |
| The staff of this facility are dedicated to solving my problems. | 0.945 | | |
| The staff of this health facility provide services on time. | 0.943 | | |
| This health facility maintains accurate medical records. | 0.933 | | |
| The staff of this health facility are never too busy to respond to my requests. | 0.953 | | |
| The staff of this health facility frequently tell me the time of service delivery. | 0.960 | | |
| The staff of this health facility are always ready to | | | |

| | | |
|----------------------|--|-------|
| | The staff of this facility have the knowledge to answer my questions. | 0.962 |
| PSQ Empathy | I receive individual attention from the health facility staff. | 0.937 |
| AVE (0.90), CR | This health facility's working hours suit my needs. | 0.958 |
| (0.97), □ (0.96) | This facility gives priority to my requests and needs. | 0.955 |
| | The staff of this health facility are aware of my personal needs. | 0.954 |
| Trust AVE (0.92), | I think my hospital is trustworthy. | 0.966 |
| CR (0.98), □ (0.97) | In critical situations, I can rely on my hospital. | 0.963 |
| | The employees of my hospital are strongly encouraged to solve my problem. | 0.953 |
| | Overall, I fully trust this hospital. | 0.965 |
| Hospital Image | This health facility is known to provide good health care. | 0.956 |
| AVE (0.91), CR | This health facility is known to provide highly efficient services. | 0.949 |
| (0.97), □ (0.95) | This health facility is known to provide exceptional customer service. | 0.969 |
| Patient Satisfaction | My feeling towards the hospital are positive. | 0.942 |
| AVE (0.90), CR | I feel good about coming to this hospital for my treatment. | 0.95 |
| (0.97) | Overall, I am satisfied with the hospital and the service it provides. | 5 |
| □ (0.96) | | 0.96 |
| | | 7 |
| | I feel satisfied that the results of my treatment are the best that can be achieved. | 0.931 |
| Patient Loyalty AVE. | I will say positive things about this hospital. | 0.955 |
| (0.93), CR | I will recommend this hospital to someone who seek my advice. | 0.97 |
| (0.98), □ (0.97) | I will encourage friends and relatives to visit this hospital. | |
| 0.977 | | |
| | I will consider this hospital my first choice when I need medical care. | 0.963 |

Source: Authors

TABLE III
DISCRIMINANT VALIDITY: FORNELL-LARKER CRITERION

| Construct | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|------------------------|-------|-------|-------|-------|-------|-------|-------|-------|---|
| 1 Assurance | 0,960 | | | | | | | | |
| 2 Empathy | 0,943 | 0,951 | | | | | | | |
| 3 Hospital Image | 0,888 | 0,913 | 0,958 | | | | | | |
| 4 Patient Loyalty | 0,813 | 0,828 | 0,809 | 0,967 | | | | | |
| 5 Patient Satisfaction | 0,899 | 0,918 | 0,959 | 0,835 | 0,949 | | | | |
| 6 Reliability | 0,922 | 0,927 | 0,906 | 0,821 | 0,895 | 0,935 | | | |
| 7 Responsiveness | 0,923 | 0,921 | 0,875 | 0,794 | 0,881 | 0,943 | 0,954 | | |
| 8 Tangible | 0,877 | 0,881 | 0,872 | 0,791 | 0,870 | 0,923 | 0,880 | 0,915 | |

9 Trust 0,931 0,947 0,927 0,833 0,948 0,926 0,900 0,904 0,962

Source: Authors

C. Structural Model Assessment

Following statistical analysis, a summary of the hypothesis tests is presented in Table 4. It includes information on the paths, the T value, and the significance results.

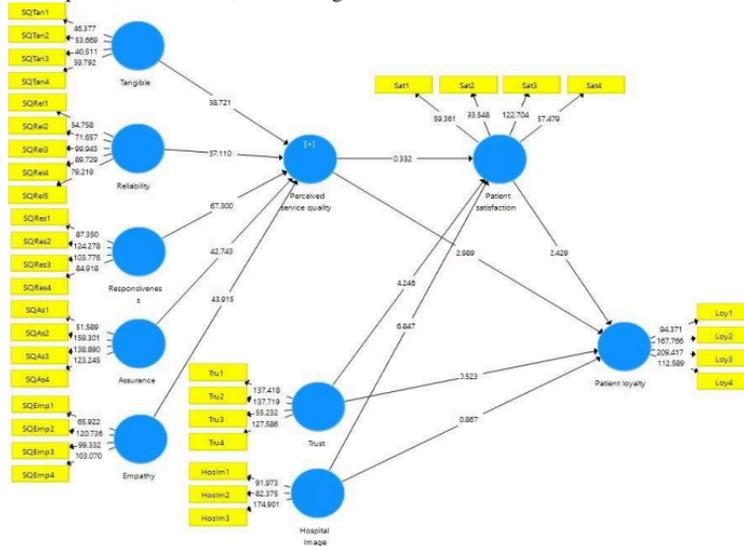


FIG. 2 MEASUREMENT MODEL ASSESSMENT

**TABLE IV
 HYPOTHESIS TEST
 RESULT**

| Hypothesis | Path coefficients | t-value | p-value | Discussion |
|---|-------------------|---------|---------|---------------|
| H1 PSQ → Patient Satisfaction | -0.027 | 0.325 | 0.745 | Not Supported |
| H2 PSQ → Patient Loyalty | 0.442 | 2.835 | 0.005 | Supported |
| H3 Trust → Patient Satisfaction | 0.444 | 4.327 | 0.000 | Supported |
| H4 Trust → Patient Loyalty | 0.088 | 0.499 | 0.618 | Not Supported |
| H5 Hospital Image → Patient Satisfaction | 0.572 | 6.779 | 0.000 | Supported |
| H6 Hospital Image → Patient Loyalty | -0.112 | 0.896 | 0.371 | Not Supported |
| H7 Patient Satisfaction → Patient Loyalty | 0.451 | 2.211 | 0.027 | Supported |

Source: Authors

D. Result

This study will look at how perceived service quality, trust, and hospital image affect patient satisfaction

and loyalty. Table 4 presents data indicating the acceptance of the second, third, fifth, and seventh hypotheses and the rejection of the first, fourth, and sixth hypotheses. Based on the initial finding, perceived service quality did not positively influence patient satisfaction. According to this study, patients in class B private hospitals do not recognize the effect of tangibility, reliability, responsiveness, assurance, and empathy indicators on patient satisfaction. This study's findings contrast those of Ahmed & El (2023), who found that perceived service quality positively and significantly increases patient satisfaction. The second finding showed that patient loyalty is significantly and positively influenced by perceived service quality. To improve patient loyalty, it is advised that private hospitals prioritize indicators of tangibility, reliability, responsiveness, assurance, and empathy. The study's findings are consistent with Fatima et al. (2018), who found that patient loyalty is positively and significantly impacted by perceived service quality. Additionally, research by Ulucayli et al. (2023) demonstrate that perceived service quality has a positive and significant impact on patient loyalty. According to the third finding, patient satisfaction is positively and significantly influenced by trust. The study's findings show that trustworthy services and skilled staff will increase patient satisfaction. This finding is consistent with a previous study by Chou et al. (2019), which showed that there is a positive relationship between patient trust and patient satisfaction. This finding is additionally supported by Akin & Okumuş (2023), who revealed that patient satisfaction is significantly and positively influenced by trust.

According to the fourth finding of this study, patient loyalty was not positively affected by trust. This research suggests that patients of class B private hospitals do not see trust as a determinant of patient loyalty. The result is in contrast to the research findings of Sertan et al. (2023), which suggest that patient loyalty is directly influenced by trust. A fifth finding revealed that hospital image positively influences patient satisfaction. Based on this finding, we recommend private hospitals provide high-quality treatment, efficient services, and outstanding customer service. This study aligns with Feng's (2023) results, indicating that hospital image strongly influences patient satisfaction. This finding is supported by Asnawi et al. (2019), who found that hospital image influences patient satisfaction. Hospital image did not have a positive impact on patient loyalty, as indicated by the sixth hypothesis. This finding contradicts the prior study by Yarmen et al. (2016), which revealed that hospital image positively increases patient loyalty. Nonetheless, this research finding aligns with Asnawi et al. (2019), which showed that patient loyalty is not significantly influenced by hospital image. The final study found that patient loyalty and satisfaction are positively correlated. According to this study, private hospitals should put outstanding service and consistency at the top of their list of priorities in order to give patients the best treatment and keep them coming back. This study is similar to the finding of AlOmari & Hamid (2022), who found that patient satisfaction has a positive and significant impact on patient loyalty. In addition, Lin & Yin (2022) identified a significant relationship between patient satisfaction and loyalty. Furthermore, Gonçalves et al. (2020) showed that patient loyalty is positively and significantly impacted by patient satisfaction.

VII. CONCLUSIONS

This study examines the impact of perceived service quality, trust, and hospital image on patient satisfaction and loyalty. Our research clearly demonstrates that perceived service quality and patient satisfaction directly influence patient loyalty. However, this study's results show that trust and hospital image do not significantly influence patient loyalty. We also found that patient satisfaction is significantly influenced by trust and hospital image, nonetheless, perceived service quality does not have a significant impact on patient satisfaction. Unlike other studies, this research has several limitations. Initially, the research sample is primarily inpatients of class B private hospitals, therefore, further researchers should consider including public hospitals or outpatient clinics. Secondly, this study comprised a rather limited sample size of 233 participants. Consequently, future research should employ a bigger sample size to attain more precise and valid results. Thirdly, this study narrowed its scope to the Tangerang region. Thus, future research should have a broader geographical range. Finally, Fatima et al. (2018) suggest that future researchers may consider additional constructs, such as price and hospital image, as mediating variables. This study contributes to the academic literature in the healthcare services sector. Furthermore, it provides

hospital managers with valuable insights for strategic decision-making.

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