

## **EFFECT OF SERVICE QUALITY IN PATIENT LOYALTY MEDIATED BY PATIENT SATISFACTION AND TRUST IN OUTPATIENT AT SEHAT CLINIC AND LABORATORY IN MANGGAR**

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### **ABSTRACT**

Current study aims to determine the relationship between service quality with patient satisfaction, trust and loyalty and to find the mediating role of satisfaction and trust in patient loyalty. This research was conducted at “Sehat” Clinic and Laboratory located in East Belitung with sample size of 100 people. Data was collected with a questionnaire containing opinions regarding satisfaction and trust based on the SERVQUAL service quality component which consists of Tangibles, Reliability, Responsiveness, Assurance, Empathy. Each statement is rated with Likert scale of 1-5 for strongly disagree to strongly agree opinions. Then data is processed using Smart PLS 4.0 application with SEM. The results obtained show that service quality affects patient satisfaction and trust. Patient satisfaction has no effect on patient loyalty and Satisfaction has no significant mediating effect. Trust affects patient loyalty and the mediating effect of trust is significant. Service quality has no significant effect on patient loyalty

**Keywords:** Patient Loyalty, Patient Satisfaction, Patient Trust, Service Quality.

### **INTRODUCTION**

Today, in Indonesia, the pattern of diseases that are increasingly developing in society has changed. Initially, diseases that were considered dangerous and life-threatening were infectious diseases. However, recently there has been a shift in disease patterns from infections to non-communicable diseases such as chronic diseases, for example heart disease, diabetes mellitus, which are the top causes of death in Indonesia. The high rate of non-communicable diseases has led to an increase in the number of patients visiting health facilities because the diseases are chronic and must be routinely controlled. So that the health service sector is one of the businesses that is still promising in the present. However, the healthcare sector is a business with a high level of competition. This can be seen from the increase in hospitals by 9.2% in 4 years. Likewise with clinics where the addition is five times higher than the addition of hospitals, which is 51.67% in the last four years (Kemenkes RI, 2022). The high level of competition makes each health facility need to maintain its quality. One of the National Quality Indicators is patient satisfaction (Permenkes No. 30 2022). Satisfaction according to Kotler (2016) is the result of a patient's assessment of health

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services by comparing what is expected according to the reality of the service he receives or according to what the service provider expects. Patient satisfaction is important because health services today are patient centered services, namely health services that focus on the specific health needs and expected outcomes of an individual. The paternalistic concept or the dominant role of the doctor has been abandoned (Catalyst, 2017). On the other hand, patient satisfaction is closely related to trust. Trust is of importance things with regard to the likelihood that patients will return for treatment. In addition, trust in health workers is the main element to determine the success of the patient's disease management which will affect the outcome of recovery. Sehat Clinic and Laboratory is a clinic that has been operating since 2005 in Manggar, East Belitung. However, recently it was found that the number of outpatients has decreased. Where in 2023 there was a considerable decrease of 19.81% with the number of old patients decreasing by 17.17% from 1,342 to 1,223. Empirically, the clinic has never measured the level of patient satisfaction. So the researcher wants to analyze the level of patient satisfaction at the Clinic. Besides patient satisfaction, trust is an important determinant of patient loyalty. Research by Zhou et al., (2017) shows that trust has a positive impact and is an essential factor for patient loyalty. So that researchers will also analyze the effect of trust on patient loyalty. Based on data showing a decrease in the number of patients, researchers want to assess whether patients who seek treatment still have the same trust to seek treatment at Sehat Clinics and Laboratories. The dimensions of service quality that will be discussed are based on the dimensions of service quality according to Parasuraman, et al in Tjiptono, (2018) which was introduced as the SERVQUAL model consisting of tangibles, reliability, responsiveness, assurance, empathy.

This study will analyze the relationship of service quality to patient satisfaction, trust, and loyalty. As well as looking for the mediating effect of satisfaction and trust on the relationship between service quality and patient loyalty. Therefore, the research hypothesis can be formulated

- H1: Service quality has a positive effect on patient satisfaction
- H2: Service quality has a positive effect on patient trust
- H3: Patient satisfaction has a positive effect on patient loyalty
- H4: Trust has a positive effect on patient loyalty
- H5: Satisfaction has a positive influence in mediating service quality on patient loyalty
- H6: Trust has a positive influence in mediating service quality on patient loyalty
- H7: Service quality has a positive effect on patient loyalty trust in the relationship between service quality and patient loyalty.

### METHOD

This study uses quantitative methods. The population of this study were outpatients at the Sehat Clinic & Laboratory. The sampling technique used is non-random sampling with purposive sampling method. Subject selection is based on previously known population characteristics (Sugiyono, 2017). The number of samples determined based on the Slovin formula because the population is known to be 100 people. Data collection was carried out by survey using a questionnaire containing opinions about service quality based on the

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SERVQUAL model of patient satisfaction, trust, and loyalty with scores based on a Likert Scale of 1-5. Score 1 for disagree and 5 for strongly agree. The collected data will be processed with the Structural Equation Model (SEM) approach using the Smart Pls 4.0 application. This approach consists of Outer Model, Inner Model, Hypothesis Testing with P Value. The P value less than 0.05 means that the hypothesis is accepted. Then a discussion will be carried out with a literature study.

### RESULTS

Based on data taken from 100 old patients who visited the SEHAT Clinic and Laboratory, most patients who came to the outpatient unit were female with a percentage of 92%. The education level of respondents varies from elementary school to graduate school. But the dominant comes from the Senior High School level as much as 52%. Based on age, the dominant respondent is young, namely 18-44 years old with a percentage of 91%. The distribution of respondents' residence comes from 7 sub-districts in East Belitung. But the dominant comes from Manggar by 38%. Data analysis with Smart Pls 4.0 calculates the outer model and inner model. Outer model results to test validity and reliability. Validity is seen from convergent validity which consists of Outer loading and Average Variance Extracted (AVE). Indicators in outer loading are considered valid if  $> 0.60$ . Most indicators have a value of  $> 0.60$ , but one indicator must be removed because it is worth 0.596. Meanwhile, AVE is considered valid if it is more than 0.5 and all indicators meet the requirements so that they are declared valid. Furthermore, reliability is assessed with composite reliability and Cronbach's alpha. Indicators are declared reliable if the value is  $> 0.7$ . All indicators have a composite reliability value and Cronbach's alpha  $> 0.7$ . The next step is to analyze the structural model (Inner model) by looking at the R-Square. The R square value is categorized as strong, moderate, and weak with values of 0.67, 0.33 and 0.19 respectively (Amirullah, et al 2016, Ghozali, 2016).

**Table 1.** Average Variance Extracted

|                             | Average Variance Extracted |
|-----------------------------|----------------------------|
| <b>Patient Trust</b>        | 0.605                      |
| <b>Patient Satisfaction</b> | 0.578                      |
| <b>Service Quality</b>      | 0.674                      |
| <b>Patient Loyalty</b>      | 0.830                      |

Source: Smart PLS 4 Analysis

**Table 2.** Composite Reliability and Cronbach's Alpha

|                      | Composite Reliability Rho_a | Composite Reliability Rho_a | Cronbach's Alpha |
|----------------------|-----------------------------|-----------------------------|------------------|
| <b>Patient Trust</b> | 0.956                       | 0.959                       | 0.954            |

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|                             |       |       |       |
|-----------------------------|-------|-------|-------|
| <b>Patient Satisfaction</b> | 0.930 | 0.938 | 0.926 |
| <b>Patient Loyalty</b>      | 0.912 | 0.936 | 0.897 |
| <b>Service Quality</b>      | 0.880 | 0.912 | 0.879 |

Source: Smart PLS 4 Analysis

**Table 3. R-Square**

|                             | <b>R- Square</b> | <b>R- Square adjusted</b> |
|-----------------------------|------------------|---------------------------|
| <b>Patient trust</b>        | 0.765            | 0.763                     |
| <b>Patient Satisfaction</b> | 0.918            | 0.917                     |
| <b>Loyalty</b>              | 0.499            | 0.484                     |

Source: Smart PLS 4 Analysis

**Table 4. Path coefficient**

|                                                   | <b>Original Sample</b> | <b>Sample mean</b> | <b>Standard Deviation</b> | <b>T-Statistic</b> | <b>P Values</b> |
|---------------------------------------------------|------------------------|--------------------|---------------------------|--------------------|-----------------|
| <b>Patient trust-&gt; Patient Loyalty</b>         | 0.446                  | 0.463              | 0.176                     | 2.531              | 0.011           |
| <b>Patient Satisfaction -&gt; Patient Loyalty</b> | 0.379                  | 0.370              | 0.278                     | 1.363              | 0.173           |
| <b>Service Quality-&gt; Patient trust</b>         | 0.875                  | 0.877              | 0.022                     | 39.048             | 0.000           |
| <b>Service Quality -&gt; Patient satisfaction</b> | 0.958                  | 0.958              | 0.009                     | 108.403            | 0.000           |
| <b>Service Quality -&gt; Patient Loyalty</b>      | -0.089                 | -0.097             | 0.323                     | 0.276              | 0.782           |

Source: Smart PLS 4 Bootstrapping Analysis

Based on the calculation results from the table, it can be seen that the relationship between service quality and patient satisfaction has a T value of 108.403 and a P-Value <0.05 so that H1 which states that service quality has a positive effect on patient satisfaction is accepted. The relationship between service quality and patient trust has a T value of 39.048 and a P-Value <0.05 so that H2 which reads service quality has a positive effect on patient trust is accepted. The relationship between patient satisfaction and patient loyalty has a T value of 2.363 so that it can be said to be insignificant because <1.96 and a P-Value of 0.173 so that H3 patient satisfaction has a positive effect on patient loyalty is rejected. The relationship between trust and patient loyalty has a T value of 2.531 and a P-Value of 0.011

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so that H4 which reads trust has a positive effect on patient loyalty is accepted. The relationship between service quality and patient loyalty has a T value of 0.276 and a P-Value of 0.782 so that it is not significant and not meaningful. Finally, H7, namely service quality has a positive effect on patient loyalty, is rejected.

**Tabel 5.** Specific indirect effect

|                                                                        | <b>Original Sample</b> | <b>Sample mean</b> | <b>Standard Deviation</b> | <b>T-Statistic</b> | <b>P Values</b> |
|------------------------------------------------------------------------|------------------------|--------------------|---------------------------|--------------------|-----------------|
| <b>Service quality -&gt; Patient Satisfaction-&gt; Patient Loyalty</b> | 0.363                  | 0.354              | 0.267                     | 1.362              | <b>0.173</b>    |
| <b>Service quality -&gt; Patient Trust-&gt; Patient Loyalty</b>        | 0.390                  | 0.406              | 0.156                     | 2.495              | 0.013           |

**Source:** Smart PLS 4 Bootstrapping Analysis

Furthermore, the indirect effect aims to see the effect of mediating variables, namely satisfaction and trust in connecting the dependent and independent variables. The results of indirect effect data analysis in Smart PLS 4 show that patient satisfaction as a mediating variable has a T statistic value of 1.362 and a P-Value of 0.173, which means it is not meaningful and insignificant. So that H5 which reads Satisfaction has a positive influence in mediating service quality on patient loyalty is rejected. Meanwhile, patient trust as a mediating variable between quality and patient loyalty has a T statistic value of 2.495 and a P-Value of 0.013. This means that the function of patient trust as a mediating variable is significant. The P-Value of <0.05 causes H6 which reads trust to have a positive influence in mediating service quality on patient loyalty to be accepted.

## DISCUSSION

### Service Quality and Patient Satisfaction

The results of data analysis show that service quality has a positive effect on patient satisfaction. This means that if the quality of service at the Sehat Clinic & Laboratory is further improved, patient satisfaction will also increase. This research is supported by similar findings from Meesala & Paul, (2018) and Dewi, (2017). The R-Square value of patient satisfaction at the Sehat Clinic and Laboratory is 91.7%, which means that service quality affects satisfaction by 91.7% with the remaining 8.3% determined by other factors. Patient satisfaction, which is already quite high at the Sehat Clinic and Laboratory, must be maintained because patient satisfaction has a role in the health industry in several ways, namely high patient satisfaction affects patient loyalty. In addition, patient satisfaction is something that spreads easily, if one patient is satisfied it will easily spread to 10 other patients. Then, loyal patients will not be affected by the high tariffs set by service providers, which will affect the stability of health service profits. Apart from the economic side, patient satisfaction is also important in terms of reducing the risk of malpractice claims. In terms of professionalism, patient satisfaction also affects doctor performance. Where patients will

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comply more with the doctor's recommendations so that the outcome of the patient's illness is better. A cured patient must bring pleasure to the doctor. (Prakash, 2010).

### **Service Quality, Patient Trust, and Patient Loyalty**

According to the results of data analysis, service quality has a positive effect on patient trust. These results are in line with research by the results of research conducted by Chang et al., (2013) in Taiwan which shows that perceptions of service quality have a strong positive influence on patient trust. Data analysis also shows that trust affects patient loyalty, which is supported by research by Andreano & Pardede, (2023). The results above show that trust continues to be maintained and even improved so that patient trust in the future will increase where high patient trust will affect the Clinic's image in the eyes of the community. A good image will indirectly have an influence on public trust. According to Aladwan et al., (2024) trust can be built through transparent communication, consistency and reliability in service, and positive interactions with service providers. Sehat Clinics and Laboratories have gained patient trust because they have been established for quite a long time, namely almost 30 years. In addition, Sehat Clinics and Laboratories have an advantage over competing clinics because they open 24-hour services. Sehat Clinics and Laboratories also have a senior doctor who is known to be experienced in the community. With these advantages, the clinic already has a positive reputation in the community. The mediating effect of trust in the relationship between service quality and patient loyalty has a significant influence so that patients will be more loyal if the quality of service is good and supported by patient trust. This research is in line with the study by Liu et al., (2021) which states that trust is a strong mediator in patient loyalty.

### **Patient Satisfaction and Patient Loyalty**

However, the results of data analysis show that there are three rejected hypotheses, namely patient satisfaction has a positive effect on patient loyalty. Based on the results of analyzing each indicator of questions regarding patient satisfaction with each dimension of service quality, it was found that the lowest score of dominant patient satisfaction came from the dimension of responsiveness. 44 respondents chose neutral or gave a score of 3 for statements regarding service waiting time < 15 minutes. This shows that the target waiting time for services at Healthy Clinics and Laboratories still exceeds the target. In addition, the indicator that has a low score from the guarantee dimension is related to the skills and thoroughness of the nurse, namely 15-16 respondents gave a score of 3. This study has quite different results from several previous studies by Dewi (2017) and Addo et al., (2020) which show the results of patient satisfaction having a strong influence on patient loyalty. However, this study has similar results with research conducted by Ramli & Sjahrudin, (2015). According to his research, satisfaction does not significantly affect loyalty because health services in hospitals do not provide optimal complaint handling services for patients. In addition, according to the researcher, the indicator that has a significant impact on patient satisfaction in the hospital is patient satisfaction when receiving prescriptions and correct delivery of drugs, where it has not become a priority for the hospital so that patient



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satisfaction has not been achieved optimally and ultimately does not have an impact on patient loyalty. In addition, the mediating effect of satisfaction in service quality on patient loyalty is also not meaningful. These results are supported by studies conducted by Larasati et al., (2024), and Kurniawan et al., (2022). The description from Kurniawan, et al., (2022) states that one of the factors that make patients not return to treatment is due to socio-economic factors and the welfare of the community which is still low so that even though the community is satisfied, it does not necessarily mean that they will return to the hospital for treatment. On the other hand, a study conducted by Liu et al. (2021) states that the reason why satisfaction has no influence on patient loyalty is because a hospital usually has advantages in certain specialties, so patients will choose a hospital related to their illness. However, it will not guarantee that patients will continue to seek treatment at that hospital. Meanwhile, in this study, satisfaction does not affect loyalty, it is estimated that because Sehat Clinics and Laboratories provide health services with private financing, Sehat Clinics and Laboratories have several competitors where other clinics have cooperation with government health insurance such as BPJS. So that this is one of the causes even though the patient is satisfied, it does not guarantee that the patient will be loyal. In line with the description mentioned by Liu et al., (2021) above, Sehat Clinics and Laboratories do not have a complete enough specialization where only general practitioners, pediatricians and obstetricians practice. In addition, because the Clinic is still classified as a first-level health facility, the facilities it has are still limited so that for some cases that are advanced and require further treatment the Clinic must refer to a hospital that has more complete care.

### **Service Quality and Patient Loyalty**

Then from the data analysis, it is stated that service quality does not have a meaningful influence on patient loyalty. This shows a difference in results with research conducted by Adil et al., (2016) and Meesala and Paul (2018). However, this study has similar results to research conducted by Andreano and Pardede, (2023). This study states that patients' attention to the quality of service provided in the future is not the same as the quality of service received now, causing service quality to have no direct impact on patient loyalty. In the results of this study, the R-Square value of patient loyalty has a value of 49.9%, which means that the effect of service quality on patient loyalty is still classified as moderate with the remaining 50.1% being influenced by other factors. A study conducted by Zhou et al. (2017) outlines several determinants in patient loyalty in addition to service quality, trust and patient satisfaction. Another determinant is the value that patients hold towards health facilities. Then the next determinant is commitment, commitment together with trust will form a long-term relationship with customers that affects patient loyalty. In addition, the hospital brand image plays a role in maintaining patient loyalty. Another determinant is Organizational Citizenship Behavior (OCB), which is behavior outside the obligation or job description that employees do voluntarily to help the organization, other employees, or customers. In addition to the above determinants, welfare factors are also said to have an effect on patient loyalty. (Kurniawan, et al, 2022). Meanwhile, a study by Liu et al. (2021) states that facility factors affect patient loyalty. Meanwhile in East Belitung where this

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research took place, most of the people depend on their livelihoods as tin mining workers where this work is unstable because income depends on the price of tin which can rise or fall sharply. So if the income from tin mining is high, then people will choose to seek treatment at the clinic, but if the price of tin is falling they will choose to seek treatment at health facilities with services guaranteed by government health insurance. Thus, the quality of service does not guarantee patient loyalty at Healthy Clinics and Laboratories influenced by social welfare factors.

### CONCLUSION

Service quality has a significant effect on patient satisfaction and patient trust. Patient satisfaction has no significant effect on patient loyalty. The role of satisfaction in mediating the relationship between service quality and patient loyalty has no significant effect. Patient trust significantly affects loyalty. The role of patient trust in mediating the relationship between service quality and patient loyalty has a significant effect. Service quality does not significantly affect patient loyalty. This can be caused by many factors such as the unstable economic level of the people of East Belitung.

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