

The Influence of Service Quality and Patient Satisfaction on Inpatient Loyalty in the Hospital Service Industry

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Abstract. Hospitals as a level of follow-up service after the health center must certainly have better services. Hospitals are a means to produce health degrees for community members. This study aims to analyze the influence of service quality and patient satisfaction on inpatient loyalty in the Hospital Service Industry. From the results of this literature review, the results of the journal above show that the quality of service in the form of tangible, reliability, responsiveness, assurance, and empathy dimensions has a significant effect on patient satisfaction and loyalty. Service quality has a positive effect on patient satisfaction in providing health services. So that the higher the quality of service provided, the higher customer satisfaction will be. The latent variable of satisfaction has a positive relationship with loyalty, meaning that the higher the level of patient satisfaction, the greater the level of loyalty. According to researchers, in the future, hospitals must always provide good quality of service to all patients and always prioritize patient satisfaction so that patients will always visit or be loyal to the hospital.

Keywords: Service, Patient Satisfaction, Tangible, Reliability, Responsiveness, Assurance, Emphaty, Loyalty

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INTRODUCTION

In Indonesia, the healthcare sector has experienced significant development and has promising prospects (Chongsuvivatwong et al., 2011). This condition has made the competition increasingly competitive (Arifah et al., 2018). Therefore, every company operating in the healthcare service industry must be able to employ various strategies to attract customers through the quality of its services. The increasing level of public education has made people more aware of the importance of quality. The public tends to demand better and faster healthcare services. This has led to heightened competition not only between hospitals but also with health centers (puskesmas) and clinics, both in urban and rural areas, which are growing in number. Many healthcare service providers have recognized this, and as a result, they are compelled to implement various strategies to ensure customer satisfaction in order to retain their customers (Setiawan et al., 2022).

Hospitals, as the next level of service after health centers (puskesmas), must naturally provide better care. A hospital is a healthcare institution that offers comprehensive personal health services, including inpatient, outpatient, and emergency care. It serves as a facility to promote the health of the community (Ali, 2015). The activities in hospitals provide services through equitable healthcare actions, prioritizing the treatment of various diseases and the

recovery of patients' health in a harmonious and integrated manner. Each hospital implements a strategy of professional nursing services oriented towards patient satisfaction to ensure its continued growth. Patient satisfaction is achieved when the delivery of healthcare services from the hospital aligns with consumer expectations, as perceived by Nuryanto (2017).

Customer or patient satisfaction is the feeling of pleasure or disappointment that arises after comparing the perceived performance (results) of a product with the expected performance. Service quality is closely linked to customer satisfaction. Patients who receive optimal quality care from a hospital will automatically experience satisfaction with the service provided (Carr-Hill, 1992). Service quality is closely related to patient satisfaction. Eshetie, Seyoum, and Ali (2016; 74) stated that service quality serves as a measurement tool to evaluate whether the service provided meets customer expectations. Therefore, providing satisfying services is something healthcare workers must strive for. Parasuraman identified five dimensions of service quality, including tangibles, empathy, reliability, responsiveness, and assurance. Patient satisfaction can be observed after they have used the healthcare services.

According to Kotler and Keller (2016; 155), a patient is considered satisfied when they remain loyal to the product, engage in positive word-of-mouth communication, and consider the usual place of purchase as their first option when buying other products. Therefore, hospital service quality must focus on customer/patient satisfaction, which is expected to foster patient loyalty. The Indonesian Law Number 44 of 2009 explains that hospital services should be provided based on Pancasila and grounded in values of humanity, ethics, professionalism, benefit, justice, equality, anti-discrimination, equity, patient protection and safety, and social function (Susanti & Widjaja, 2021) (Redi & Marlina, 2024). Meanwhile, according to the Minister of Health Regulation Number 340/MENKES/PER/III/2010 concerning Hospital Classification, a hospital is a healthcare institution that provides comprehensive personal health services, including inpatient, outpatient, and emergency services (Sulamsih et al., 2022). Good and professional healthcare services in hospitals will indirectly reflect the quality of care, which can lead to patient satisfaction and trust. This, in turn, may result in patient loyalty towards all services offered by the hospital (Binendra & Prayoga, 2022).

Based on previous research by Roy Rocky Suprpto Baan, the analysis of the influence of service quality dimensions (tangibles, reliability, assurance, and empathy) revealed that these dimensions positively impact patient satisfaction at Bahagia Hospital in Makassar (Baan et al., 2020). Another study by Novagita Tangdilambi, Adam Badwi, and Andi Alim concluded that there is a relationship between reliability, assurance, tangibles, empathy, and responsiveness with outpatient satisfaction at RSUD Kota Makassar, but no relationship between friendliness and outpatient satisfaction (Bambela & Temesvari, 2021). Further research showed that the service quality variable positively affects patient satisfaction in the outpatient unit at Harum Hospital (p -value = 0.000), positively influences patient loyalty (p -value = 0.003), and positively impacts patient trust (p -value = 0.002). Additionally, patient satisfaction positively affects loyalty (p -value = 0.000), and patient trust positively influences loyalty (p -value = 0.000) in the outpatient unit at Harum Hospital.

Based on this, the researcher is interested in conducting a literature review related to The Influence of Service Quality and Patient Satisfaction on Inpatient Loyalty in the Hospital Service Industry. The purpose of the literature review is to identify the factors that affect service quality and patient satisfaction concerning inpatient loyalty. It is hoped that the results of the literature review can serve as a reference for future research and contribute to expanding the knowledge of healthcare quality management in hospitals.

METHODS

The approach used in this research is qualitative (Anshori & Iswati, 2019). A qualitative approach involves matching empirical reality with the relevant theories (Purwanza, 2022). The literature review is based on several international and national journals sourced from databases such as Google Scholar, EBSCO, Springer Link, Elsevier, and Sage, using the following keywords

(Purssell & McCrae, 2020): (1) Google Scholar: patient satisfaction, inpatient care, healthcare service quality. (2) EBSCO: satisfaction, services, quality patient of health (3) Springer Link: patient satisfaction, quality services, satisfaction. (4) Elsevier: quality of health, patient health services. (5) Sage: patient satisfaction, quality of health services. The journals selected for review are examined according to the inclusion and exclusion criteria set by the author. The inclusion criteria for this literature review are journal articles related to patient satisfaction with healthcare service quality, written in either Indonesian or English, and published between 2015 and 2023. The exclusion criteria are articles with incomplete structures (i.e., those that do not include research methods or fail to present research results).

RESULT AND DISCUSSION

Basically, service quality is one of the variables that can influence patient loyalty. Facing competition in the healthcare sector, healthcare service providers are required to consistently provide excellent services to improve their quality, which can, in turn, impact patient loyalty. If service satisfaction is delivered to the maximum extent, it can enhance patient loyalty to the hospital. Once patients have utilized the services and feel safe or comfortable after using the hospital's products and services, they will place their trust in the hospital. This trust will encourage patients to continue using the hospital's services and, ultimately, recommend the hospital to others because they are satisfied and confident in the hospital's service quality.

Service quality is an effort to meet customer needs and desires, as well as ensuring the accuracy of its delivery as perceived by the customers. This is because the quality of healthcare services is a crucial indicator that must be considered in healthcare delivery.

Kotler and Keller (2016: 284) stated that there are five indicators of service quality, which are: 1) Responsiveness: The willingness to assist and provide fast and accurate service to patients, including an easy and straightforward registration process and the readiness of staff to answer questions, suggestions, or complaints submitted via Business WhatsApp; 2) Assurance: The knowledge, discipline, and ability of service provider employees to foster customer trust, as demonstrated through credibility and timely service from staff. Medical personnel must possess credibility and competence, evidenced by holding a Practice License (SIP) and ensuring timely consultation services; 3) Tangible: The clinic's ability to provide facilities, such as a comfortable waiting room equipped with air conditioning and sufficient parking space. Additionally, another indicator is that both medical and non-medical staff dress neatly in clinic uniforms; 4) Empathy: Understanding and knowledge of customers, recognizing their specific needs, and being comfortable in providing service. This is demonstrated by doctors' willingness to listen and offer respectful solutions to outpatients without time constraints, as well as providing explanations to every patient question in simple language that can be understood by patients from various backgrounds; 5) Reliability: The ability of the service provider to deliver services as promised, accurately and reliably, as shown by the experience and expertise of the staff. This includes all staff being meticulous and careful in providing services to outpatients and easily accessing patient medical records.

According to Kotler (2014), customer satisfaction is the feeling of pleasure or disappointment that arises after comparing one's perceptions or impressions of a product's performance or outcomes with their expectations. Meanwhile, Gerson (2004) defines patient satisfaction as the patient's perception that their expectations have been met or exceeded. Measuring patient satisfaction is a crucial element in providing better, more efficient, and more effective services.

Lovelock and Wright, as cited in Jasfar (2012: 22), explain that customer loyalty is the willingness of customers to continue subscribing to a company over the long term, by repeatedly purchasing and using its services, and voluntarily recommending those services to others.

The aspects or characteristics of a consumer identified as a loyalist are as follows: 1) Regularly making repeat purchases; 2) Purchasing a range of products and services; 3) Referring others to the company; 4) Demonstrating resilience to competitors' appeals.

From the literature review of several journals that have been read, several studies have been found that are similar to the title regarding the influence of service quality and patient satisfaction on inpatient loyalty in the hospital service industry, namely:

Research by Roy Rocky Suprpto Baan: Analysis of the influence of service quality dimensions (tangible, reliability, assurance, and empathy) indicates that the dimensions of service quality affect the increase in patient satisfaction at RS. Bahagia Makassar (Baan et al., 2020). Based on research findings from Novagita Tangdilambi, Adam Badwi, and Andi Alim, it can be concluded that there is a relationship between reliability, assurance, physical evidence, empathy, and responsiveness with satisfaction among outpatients at RSUD Kota Makassar, and there is no relationship between friendliness and satisfaction among outpatients at RSUD Kota Makassar (Novagita Tangdilambi, Adam Badwi, Andi Alim, 2019).

Patient Satisfaction with the Quality of Health Services in Hospitals: A Literature Review (Henrianto Karolus Siregar, Lipin, Apriliana Pipin, 2021). The conclusion of this literature review is that there is an influence of inpatient satisfaction on the quality of health services in hospitals.

Satisfaction and Loyalty of Patients Towards Services in Primary Health Facilities: A Literature Review (Muhammad Rizky Widodo, Diansanto Prayoga, 2022). Factors influencing satisfaction and loyalty include the longitudinality of services, the patient's first impression, and the family-centered nature of service delivery. Loyalty is based on patient satisfaction and trust towards healthcare providers, which develops gradually. The doctor-patient relational connection also enhances satisfaction, leading to loyalty. Meeting social needs is also crucial for ensuring better patient satisfaction. Trust mediates the formation of loyalty after patient satisfaction occurs, and patient loyalty towards healthcare providers develops through the emergence of patient trust. Service providers are expected to act as team partners in achieving patient recovery. Personalized services with a preventive approach can be an innovative form of service that increases patient satisfaction and loyalty to doctors.

The Influence of Service Quality on Patient Satisfaction and Loyalty in Inpatient Care at Bina Sehat Hospital Jember (Lola Monica, 2016). The results of the article indicate that tangible, reliability, responsiveness, assurance, and empathy significantly affect patient satisfaction and loyalty. This finding is supported by a significance value less than 0.050. The Influence of Service Quality on Patient Satisfaction in Hospitals: A Literature Review (Innes Dewi Noviany Bambela, Nauri Anggita Temesvari, 2021). Patient satisfaction is crucial to maintain in hospitals. The tight competition among hospitals to ensure patient satisfaction in the globalization era relies on the quality of service provided. The aim of this research is to measure the influence of service quality on patient satisfaction regarding patient loyalty in hospitals based on physical evidence (tangible), reliability, responsiveness, assurance, and empathy. This study uses a literature review method with the topic of patient satisfaction. Out of 126 articles collected, 27 articles met the research criteria. The research results show that the tangible dimension (23 articles), reliability, responsiveness, and empathy dimensions (22 articles), and assurance dimension (20 articles) indicate an influence on patient satisfaction. Simultaneously, the quality service dimensions have an influence of over 50% on patient satisfaction.

Cilegon General Hospital operates in the healthcare sector. This hospital is a primary choice for the lower-middle class due to its affordable prices, even offering free inpatient services in Class 3 wards. RSUD Cilegon is always crowded. The purpose of the study is to analyze the influence of service quality on perception and satisfaction in an effort to enhance patient loyalty. The latent variables consist of service quality, perception, satisfaction, and loyalty. The results of this study indicate that service quality cannot directly influence satisfaction and loyalty. After being processed through Lisrel software, it was found that service quality influences perception, which in turn influences satisfaction and ultimately leads to loyalty. RSUD Cilegon should pay

attention and respond adequately to lower-class patients admitted to inpatient wards. Although those rooms are free, it does not mean that the services provided are inadequate. The cleanliness of bathrooms, the availability of fans, and nurses' responses to emergencies must be reviewed. If these issues can be addressed, it will foster a positive perception and provide satisfaction, leading patients to return. The latent variable of satisfaction has a positive relationship with loyalty, meaning the higher the level of patient satisfaction, the greater the level of loyalty (Irsansyah Putra, Putiri Bhuana Katili, Faula Arina, 2013).

The Influence of Service Quality on Patient Satisfaction and Loyalty in Inpatients at RSU Assalam Gemolong Sragen (Wahyuti & Poniman, 2017). The results of this study indicate: (1) Reliability positively and significantly influences inpatient satisfaction at RSU Assalam Gemolong Sragen, (2) Responsiveness positively and significantly influences inpatient satisfaction at RSU Assalam Gemolong Sragen, (3) Assurance positively and significantly influences inpatient satisfaction at RSU Assalam Gemolong Sragen, (4) Tangibles positively and significantly influence inpatient satisfaction at RSU Assalam Gemolong Sragen, (5) Empathy positively and significantly influences inpatient satisfaction at RSU Assalam Gemolong Sragen, (6) Reliability positively and significantly influences inpatient loyalty at RSU Assalam Gemolong Sragen, (7) Responsiveness positively and significantly influences inpatient loyalty at RSU Assalam Gemolong Sragen, (8) Assurance positively and significantly influences inpatient loyalty at RSU Assalam Gemolong Sragen, (9) Tangibles positively and significantly influence inpatient loyalty at RSU Assalam Gemolong Sragen, (10) Empathy positively and significantly influences inpatient loyalty at RSU Assalam Gemolong Sragen, (11) Satisfaction positively and significantly influences inpatient loyalty at RSU Assalam Gemolong Sragen.

The Influence of Service Quality on Loyalty through Patient Satisfaction Among BPJS Users in Inpatients at RSUD Dr. Moewardi (Fitriani et al., 2014). The results of this study can be summarized as follows: (a) Service quality has an influence on patient loyalty ($b_1 = 0.275$; $p\text{-value} = 0.000$). (b) Service quality has an influence on patient satisfaction ($b_2 = 0.260$; $p\text{-value} = 0.000$). (c) Patient satisfaction has an influence on patient loyalty ($b_3 = 0.867$; $p\text{-value} = 0.010$). (d) Service quality has an indirect influence on patient loyalty through patient satisfaction ($p_2 * p_3 = 0.225 < p_1 = 0.275$).

The Relationship Between Service Quality and Patient Loyalty in Inpatient Wards of Sekarwangi Hospital (Syifa Rizki Fauziah, Burhanuddin Basri, Hadi Abdillah, 2023). Based on the Chi-square test results, a $p\text{-value}$ of $0.000 < 0.05$ indicates that the alternative hypothesis (H_a) is accepted. The results show a relationship between service quality and patient loyalty in the inpatient wards of Sekarwangi Hospital. Patient Satisfaction as an Intervening Variable in the Influence of Facilities and Service Quality on Patient Loyalty (Lisdiana et al., 2023). Based on the research results presented, it can be concluded that service quality, satisfaction, and patient loyalty at RSIA Fatma Bojonegoro are in the good category. Service quality has a significant influence on patient satisfaction at RSIA Fatma Bojonegoro, service quality has a direct significant influence on patient loyalty at RSIA Fatma Bojonegoro, patient satisfaction has a significant influence on patient loyalty at RSIA Fatma Bojonegoro, and service quality has a significant indirect influence on patient loyalty with patient satisfaction as the intervening variable at RSIA Fatma Bojonegoro.

CONCLUSION

Conclusions from the Analysis of the Influence of Service Quality and Patient Satisfaction on Inpatient Loyalty in the Hospital Service Industry: (1) Significant Influence of Service Quality Dimensions: The analysis shows that the dimensions of service quality, namely tangible, reliability, responsiveness, assurance, and empathy, have a significant impact on patient satisfaction and loyalty. (2) Positive Impact on Patient Satisfaction: Service quality positively influences patient satisfaction in providing healthcare services. This means that higher service quality leads to greater customer satisfaction. (3) Relationship Between Satisfaction and Loyalty: The latent variable of satisfaction has a positive relationship with loyalty, indicating that higher

levels of patient satisfaction correspond to greater levels of loyalty. (4) Continuous Improvement of Service Quality: Based on the research findings, hospitals must continually improve their service quality to maintain and enhance the quality of care for incoming patients. Since service quality directly influences patient loyalty, hospitals should focus on enhancing the skills of healthcare personnel in using medical equipment, ensuring the speed and accuracy of care, guaranteeing timely service completion, maintaining friendliness while serving patients, and providing comfort in rooms and treatment areas. Regular evaluation of the knowledge and skills of healthcare workers in patient handling is also essential.

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