

Analysis of the Effect of Service Quality on Loyalty with Family Satisfaction as an Intervening Variable (A Case Study)

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Abstract. *At the Regional General Hospital, Drs. Jacobus Luna, M.Si, and Bengkayang examine patient loyalty, family satisfaction, and service quality. In order to increase patient family happiness, hospitals must now offer complete services and uphold patient trust by enhancing service quality. With a sample of 100 respondents who are patients at the Regional General Hospital under the care of Drs. Jacobus Luna and M. Si, Bengkayang, this study takes a quantitative method. Descriptive-verification analysis along with path analysis was used to analyze the data. Although some issues were found that need to be addressed and improved, respondents rated service quality, patient family satisfaction, and loyalty as good to very good, according to the results of the descriptive analysis. The indirect effect's coefficient was higher than the direct effect's (85.1% > 80.4%), and the path coefficients between the variables were positive, according to the findings of the verifying study utilizing path analysis. This suggests that the relationship between service quality and loyalty can be mediated by the intervening variable of patient family satisfaction. Given that the t-value is higher than the t-critical (26.60 > 1.95), the statistical hypothesis test (t-test) demonstrated that the service quality variable has a positive and substantial impact on patient family satisfaction. Loyalty is positively and significantly impacted by the patient family satisfaction variable (t = 21.39 > 1.95). Additionally, loyalty is positively and significantly impacted by service quality (t = 20.05 > 1.95). Because the t-value is higher than the t-critical (3.81 > 1.95), service quality indirectly influences loyalty through patient family satisfaction.*

Keywords: *Patient Family Satisfaction, Service Quality, Loyalty, Hospital*

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INTRODUCTION

Improving the quality of healthcare services is the most important step to enhance the competitiveness of businesses in the healthcare sector (Mavlutova & Babauska, 2013; Gupta & Rokade, 2016; Andrieiev et al., 2024). Recent developments show that the public demands higher quality healthcare services from both government-owned and private healthcare facilities. It is undeniable that people are becoming more critical of healthcare services and demand for their safety. Various facts indicate serious issues regarding the quality of healthcare services in Indonesia. This is due to the lack of best quality control systems being implemented. Sadiq (2003) and Kruse et al. (2018), the existence of hospitals is increasingly required to provide excellent healthcare services to the public.

This need is in line with two important factors, namely the increasing competition in the hospital sector and the rising awareness and demands of patients for quality healthcare services. Hospitals are one of the healthcare service sectors or healthcare industries that are developing rapidly in several countries around the world (Turner, 2010; Yeganeh, 2019; Srinivasan &

Chandwani, 2014). RSUD Drs Jacobus Luna, M.Si is a type C government-owned hospital in Bengkayang Regency, West Kalimantan Province, bordering the state of Sarawak, Malaysia, committed to providing the best services to patients by increasing loyalty through patient family satisfaction.

The hospital is required to always provide comprehensive services, maintain the trust of patients and their families, by improving the quality of services to ensure patient and family satisfaction and loyalty are consistently on the rise. In preliminary research, the quality of service has not yet been optimally performed well related to very good quality healthcare services (8.4%) and very good service satisfaction (12.46%). In the context of hospitals, service quality can be measured by factors such as patient and family satisfaction, comfort, medical staff skills, and available facilities (Naidu, 2009; Andaleeb, 2001; Meesala & Paul, 2018).

This quality is more perceptual, based on the experience of patients and their families (Parasuraman, Zeithaml, and Berry, 1988). In the context of hospitals, patient family satisfaction will be influenced by the quality of service received by the patient, including comfort, medical staff skills, and treatment outcomes (Chang et al., 2013; Cheng et al., 2003; Helena Vinagre & Neves, 2008). Patient family satisfaction is the perception and evaluation of the family on the overall services received by the patient, which includes various aspects such as the quality of doctor-patient relationships, nurse attentiveness, and hospital facility conditions (Setyowati, 2013).

METHODS

This study employed a quantitative research design with a descriptive and verificative approach to examine the relationships among service quality, patient family satisfaction, and loyalty in a hospital setting. The descriptive component was used to portray respondents' perceptions of each research variable, while the verificative component aimed to test the hypothesized causal relationships, including the mediating role of patient family satisfaction, through statistical analysis.

The research was conducted at Drs. Jacobus Luna, M.Si Regional Public Hospital, Bengkayang Regency, West Kalimantan, Indonesia. The study population consisted of 5,509 patients' family members who had accessed hospital services during the study period. Using a random sampling technique, a total of 100 respondents were selected to represent the population. This sampling approach was chosen to provide equal opportunity for each population member to be included, thereby reducing selection bias and enhancing the generalizability of the findings within the hospital context.

Data were collected using a structured questionnaire comprising 51 statements, developed to measure three main variables: service quality (X), patient family satisfaction (Y), and loyalty (Z). Service quality was operationalized using dimensions commonly applied in healthcare service evaluation, including tangible aspects, empathy, reliability, responsiveness, and assurance. Patient family satisfaction captured respondents' overall evaluations of the services received by patients and their families, while loyalty reflected intentions to reuse hospital services and recommend the hospital to others. All items were measured using a Likert-scale format, allowing respondents to express the degree of their agreement with each statement.

Prior to data analysis, the instrument's internal consistency was assessed using Cronbach's alpha, ensuring that all variables met the reliability threshold required for quantitative analysis. Descriptive statistics were applied to summarize respondent characteristics and to assess the general tendency of perceptions toward each variable.

To test the hypothesized relationships among variables, the study employed path analysis, which allows for the simultaneous examination of direct and indirect effects within a causal model. This technique was particularly appropriate given the study's objective to analyze patient family satisfaction as an intervening variable between service quality and loyalty. Supporting analyses included correlation analysis, coefficients of determination, and normality

testing to ensure that the data met the assumptions required for parametric statistical procedures. All statistical analyses were conducted using SPSS version 26.0..

RESULTS AND DISCUSSION

The characteristics of respondents consist of gender, age, highest level of education, and number of repeat visits. The following is the demographic data of respondents obtained from 100 respondents, with a total population (N) of 5509.

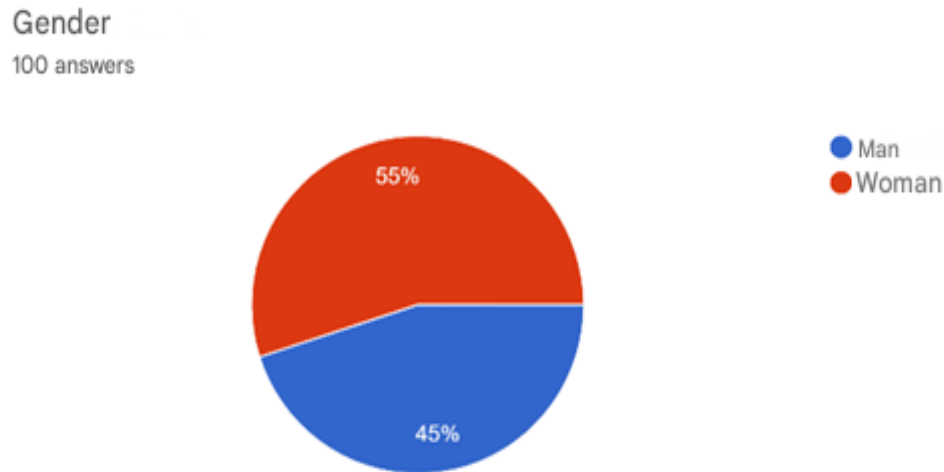


Figure 1. Chart of Characteristics Based on Gender
Source: Primary Data Processing Results, 2025

Based on Figure 1, it can be seen that the proportion of male respondents is lower than that of female respondents, at 45%. Meanwhile, female respondents account for approximately 55%.

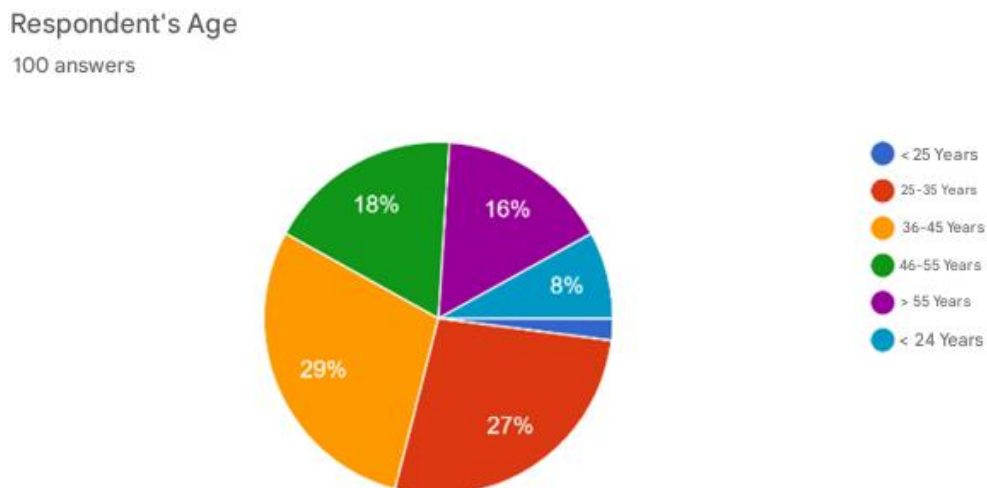


Figure 2. Chart of Characteristics Based on Age
Source: Primary Data Processing Results, 2025

Based on Figure 2, it can be seen that the majority of respondents are aged between 36–45 years, with a proportion of around 29%. The second largest age group is 25–35 years, with a proportion of around 27%. This indicates that most respondents are between 25 and 45 years old.

Last education
100 answers

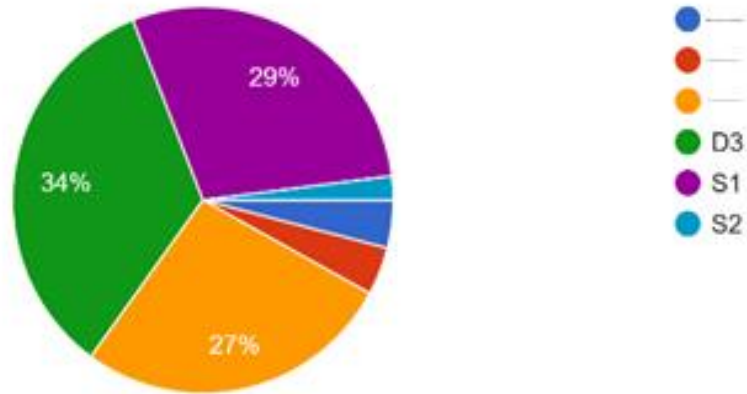


Figure 3. Chart of Characteristics Based on Education Level
Source: Primary Data Processing Results, 2025

Based on Figure 3, it can be seen that, in terms of education level, most respondents hold a Diploma (D3) as their highest education, with a percentage of around 34%. Approximately 27% have a Senior High School (SMA) education, around 29% hold a Bachelor’s degree (S1), and about 2% have a Master’s degree (S2).

Number of Visits To
100 answers

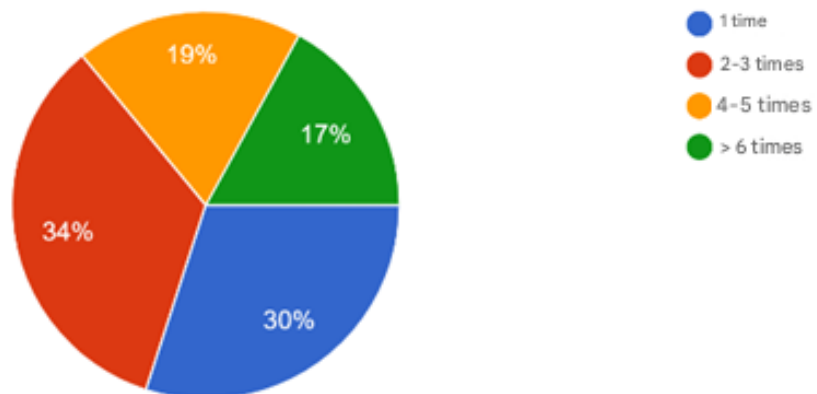


Figure 4. Chart of Characteristics Based on Number of Visits
Source: Primary Data Processing Results, 2025

Based on Figure 4, it can be seen that, in terms of the number of visits, most respondents visited 2–3 times, with a percentage of around 34%. Approximately 30% visited only once, while about 17% had more than 6 visits.

Results of Descriptive Analysis of the Service Quality Variable

The following is a recap of the total dimension scores for the service quality variable based on the responses from 100 respondents.

Table 1. Descriptive Analysis of the Service Quality Variable

Dimensions	Total Score	Average	Category
Tangible	3329	4.16	Good
Empathy	2683	4.47	Very Good
Reliability	3088	4.41	Very Good
Responsiveness	3567	4.46	Very Good
Assurance	3102	4.43	Very Good
Total Score	15769		
Average	4.39		
Standar Deviasi	0.13		
Category	Very Good		

Source: Primary Data Processing Results, 2025

Based on the data processing results presented in Table 1 above, it can be seen that the total score for the service quality variable is 15769, with an average of 4.39. This score falls within the range of >4.20–5.00. Therefore, from these calculations, it can be concluded that respondents' overall perception of service quality is rated as very good.

Results of Descriptive Analysis of Patient Family Satisfaction

Table 2. Descriptive Analysis of the Patient Family Satisfaction Variable

Total Score : Patient Family Satisfaction	3086
Average (SD)	4.41 (0.08)
Category	Very Good

Source: Primary Data Processing Results, 2025

Based on the data processing results presented in table 2 above, it can be seen that the total score for the patient family satisfaction variable is 3086, with an average of 4.41. This score falls within the range of >4.20–5.00. Therefore, from these calculations, it can be concluded that respondents' perception of patient family satisfaction falls into the "very good" category.

Results of Descriptive Analysis of Loyalty

Table 3. Descriptive Analysis of the Loyalty Variable

Total Score: Loyalty	3458
Average (SD)	4.32 (0.05)
Category	Very Good

Source: Primary Data Processing Results, 2025

Based on the data processing results presented in Table 3 above, it can be seen that the total score for loyalty is 3458, with an average of 4.32. This score falls within the range of >4.20–5.00. Therefore, from these calculations, it can be concluded that respondents' perception of loyalty falls into the "very good" category.

Table 4. Reliability Test of the Service Quality Variable

Variable	Cronbach's Alpha value	Results
Service Quality	0.987	Reliable

Source: Primary Data Processing Results, 2025

Based on the reliability test calculation conducted by the author, it was found that the service quality variable has a Cronbach's alpha value above 0.7, specifically 0.987. This indicates that the instrument is reliable, meaning it is classified as a reliable and consistent instrument.

Table 5. Reliability Test of the Loyalty Variable

Variable	Cronbach's Alpha value	Results
Loyalty	0.978	Reliable

Source: Primary Data Processing Results, 2025

Based on the reliability test calculation conducted by the author, it was found that the loyalty variable has a Cronbach's alpha value above 0.7, specifically 0.978. This indicates that the instrument is reliable, meaning the questionnaire is classified as a reliable and consistent instrument.

NPar Tests

Table 6. Normality Test

<i>One-Sample Kolmogorov-Smirnov Test</i>				
		Service Quality	Patient Family Satisfaction	Loyalty
N		100	100	100
<i>Normal Parameters^{a,b}</i>	<i>Mean</i>	31.5400	30.8600	34.5800
	<i>Std. Deviation</i>	5.09137	5.58682	6.97496
<i>Most Extreme Differences</i>	<i>Absolute</i>	.206	.273	.267
	<i>Positive</i>	.191	.229	.219
	<i>Negative</i>	-.206	-.273	-.267
<i>Test Statistic</i>		.206	.273	.267
<i>Asymp. Sig. (2-tailed)</i>		.061 ^c	.098 ^c	.084 ^c
<i>a. Test distribution is Normal.</i>				
<i>b. Calculated from data.</i>				
<i>c. Lilliefors Significance Correction.</i>				

Source: SPSS Version 26.0 Data Processing Results

The data in table 6 shows that all variable data, consisting of service quality, patient family satisfaction, and loyalty, follow a normal distribution. Using the Kolmogorov-Smirnov test, the p-value was found to be ≥ 0.05 , indicating that the data used to measure the research variables shows no significant difference or accepts H_a . This means that the sample comes from a normally distributed population, or in other words, there is no significant difference between the sample data and the population data that is normally distributed.

Path Analysis Statistical Test

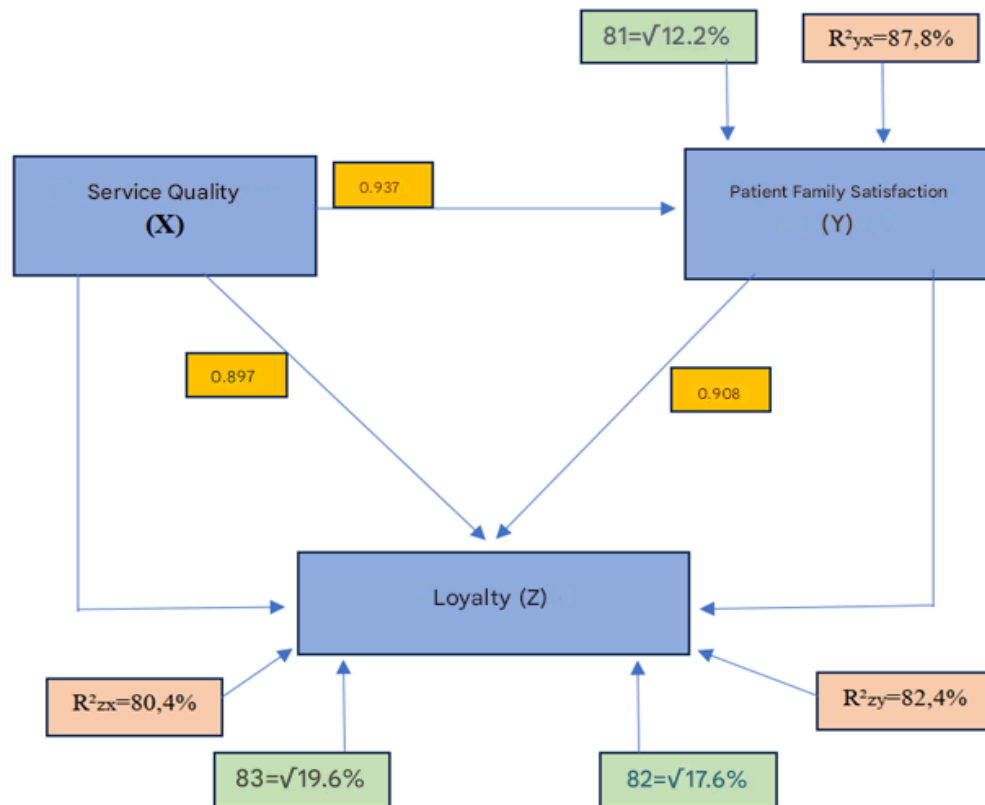


Figure 5. Relationship Model of Service Quality, Patient Family Satisfaction, and Loyalty
Source: SPSS Version 26.0 Data Processing Results

Table 7. Analysis of the Effect of Service Quality on Patient Family Satisfaction

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.937 ^a	.878	.877	1.95858		
a. Predictors: (Constant), Service Quality						
Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.576	1.235		1.276	.205
	Service Quality	.206	.008	.937	26.599	.000
a. Dependent Variable: Patient Family Satisfaction						

Source: SPSS Version 26.0 Data Processing Results

Based on the table above, the path coefficient value of service quality on patient family satisfaction is 0.937. The R Square value in the model summary table is 0.878, indicating that the influence of the service quality variable (X) on patient family satisfaction (Y) is 87.8%, while the remaining 12.2% is contributed by other variables not included in this study. Meanwhile, the value of ϵ_1 can be calculated using the formula $\epsilon_1 = \sqrt{1 - 0.878} = 0.349$.

Referring to the regression output in the "coefficients" section of the table, the significance value of service quality (X) is 0.000, which is smaller than 0.05. These results lead to the conclusion that service quality (X) has a significant effect on patient family satisfaction (Y).

Table 8. Results of the Analysis of the Effect of Patient Family Satisfaction on Loyalty

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.908 ^a	.824	.822	2.94416		
a. Predictors: (Constant), Patient Family Satisfaction						
Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.385	1.661		.232	.817
	Patient Family Satisfaction	1.133	.053	.908	21.393	.000
a. Dependent Variable: Loyalty						

Source: SPSS Version 26.0 Data Processing Results

The path coefficient value of patient family happiness on loyalty, as shown in the above table, is 0.908. According to the "model summary" table's R Square value of 0.824, the patient family satisfaction variable (Y) has an 82.4% impact on loyalty (Z), with other variables not covered in this study accounting for the remaining 17.6%. In the meantime, the formula $\epsilon_2 = \sqrt{(1 - 0.824)} = 0.420$ can be used to get the value of ϵ_2 . The significance value of the patient family satisfaction variable (Y), as indicated by the regression output in the table's "coefficients" section, is 0.000, which is less than 0.05. Based on these findings, it can be concluded that loyalty (Z) is significantly impacted by patient family satisfaction (Y).

Table 9. Results of the Analysis of the Effect of Service Quality on Loyalty

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.897 ^a	.804	.802	3.10409		
a. Predictors: (Constant), Service Quality						
Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	4.162	1.957		2.126	.036
	Service Quality	.246	.012	.897	20.046	.000
a. Dependent Variable: Loyalty						

Source: SPSS Version 26.0 Data Processing Results

The table indicates that the relationship between service quality and loyalty has a path coefficient value of 0.897. According to the "model summary" table's R Square value of 0.804, the service quality variable (X) has an 80.4% influence on loyalty (Z), with other variables not covered in this study accounting for the remaining 19.6%. In the meantime, the formula $\epsilon_3 = \sqrt{(1 - 0.804)} = 0.443$ can be used to get the value of ϵ_3 . The significance value of the service quality variable (X), as indicated by the regression output in the table's "coefficients" section, is 0.000, which is less than 0.05. Based on these findings, it can be concluded that loyalty (Z) is significantly impacted by service quality (X).

Table 10. Direct and Indirect Effects

Variable	Coefficient Path	Effects	
		Direct	Indirect
Service Quality toward Patient Family Satisfaction	0.937	$0.937 \times 0.937 = 0.878$ = 87.8%	-
Patient Family Satisfaction toward Loyalty	0.908	$0.908 \times 0.908 = 0.824$ = 82.4%	-
Service Quality toward Loyalty	0.897	$0.897 \times 0.897 = 0.804$ = 80.4%	-
Service Quality toward Loyalty through Patient Family Satisfaction	-	-	$0.937 \times 0.908 = 0.851$ = 85.1%

Source: Processed Primary Data, 2025

It is evident from the table's computations that service quality contributes 80.4% to loyalty overall, and that it has an indirect impact of 85.1% on loyalty through patient family satisfaction. This suggests that the patient family satisfaction variable, acting as an intervening variable, can mediate the association between service quality and loyalty because the indirect effect is larger than the direct effect (85.1% > 80.4%).

Correlation Between Variables

This analysis is used to determine the correlation between service quality, patient family satisfaction, and loyalty. The following are the results of the correlation analysis among the three research variables.

Table 11. Results of the Correlation Analysis Between Independent Variables

Correlations				
		Service Quality	Patient Family Satisfaction	Loyalty
Service Quality	Pearson Correlation	1	.937**	.897**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Patient Family Satisfaction	Pearson Correlation	.937**	1	.908**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Loyalty	Pearson Correlation	.897**	.908**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Version 26.0 Data Processing Results

The association direction can be either positive or negative, and the correlation coefficient is a number between 0 and 1. The closer the value is to 1, the higher the correlation, and vice versa. According to the results of the correlation test, there is a positive association between service quality and patient family satisfaction ($r = 0.937$) and loyalty ($r = 0.897$). Additionally, there is a positive association between patient family happiness and loyalty, as indicated by the correlation coefficient of 0.908.

Sobel Test

The purpose of the Sobel test is to determine how strongly the independent variable (X) influences the dependent variable (Z) indirectly through the intervening variable (Y). Each relationship's route coefficients are multiplied to determine the indirect effect. The standard

error of the indirect effect (Sab) is then computed using the standard errors of coefficients a and b, which are represented by the letters Sa and Sb, respectively. The following formula is used to calculate the Sobel test: According to Nutalla (2020), a variable is deemed an intervening variable if its Sobel Z-value exceeds the critical value, which is 1.96 at a 95% confidence level.

Table 12. Sobel Test Results of the Effect of Service Quality on Loyalty Mediated by Patient Family Satisfaction

<i>Coefficients^a</i>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.162	1.957		2.126	.036
	Service Quality	.246	.012	.897	20.046	.000

a. Dependent Variable: Loyalty

Source: SPSS Version 26.0 Data Processing Results

<i>Coefficients^a</i>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.075	1.786		1.722	.088
	Service Quality	.104	.032	.379	3.264	.002
	Patient Family Satisfaction	.690	.145	.553	4.761	.000

a. Dependent Variable: Loyalty

Source: SPSS Version 26.0 Data Processing Results

From the regression results table, it is shown that the regression coefficient value of service quality on loyalty is 0.897 with a standard error of 0.012 and a significance value of 0.000. Meanwhile, for patient family satisfaction as an intervening variable, the coefficient value is 0.553 with a standard error of 0.145 and a significance value of 0.000.

$$Z = \frac{ab}{\sqrt{(b^2 SE_a^2) + (a^2 SE_b^2)}}$$

a: 0.897

b: 0.553

SEa: 0.012

SEb: 0.145

$$Z = \frac{(0.897) \times (0.553)}{\sqrt{(0.553^2 \times 0.012^2) + (0.897^2 \times 0.145^2)}} = \frac{0.496}{0.130}$$

Z = 3.815

Input:	Test statistic:	Std. Error:	p-value:
a 0.897	Sobel test: 3.80883892	0.13023418	0.00013962
b 0.553	Aroian test: 3.80849902	0.1302458	0.00013981
s _a 0.012	Goodman test: 3.80917891	0.13022255	0.00013943
s _b 0.145	Reset all	Calculate	

Figure 6. Sobel Test Results of the Effect of Service Quality on Loyalty Mediated by Patient Family Satisfaction According to Kristopher

Source: Kristopher J. Preacher (Vanderbilt University)

A p-value (significance value) of 0.000139 and a test statistic of 3.808 were determined by analyzing the Sobel test computation results. Given that the test statistic is greater than the p-value, it can be said that the service quality variable has a strong indirect impact on loyalty through patient family satisfaction (Kristopher J. Preacher).

Service Quality Descriptive Analysis

Despite a few poor rankings, the respondents thought the service quality was "very good." This means that in order to increase patient family happiness, service quality should be continuously improved by tangible evidence facilities and service attitudes like empathy, responsiveness, and assurance. This result is consistent with study by Kosasih & Paramarta (2020), which claims that upgrading pleasant service facilities, paying more attention to patient complaints, and responding quickly are ways to improve hospital service quality. Additionally, the safety assurances given by healthcare professionals to guarantee patient protection have an impact on the quality of healthcare services. This is further corroborated by Budi & Perwirani (2024) research, which describes how the improvement of patient service quality in hospitals is influenced by the aspects of service quality (tangible, responsiveness, reliability, assurance, and empathy). Furthermore, because it offers gratifying guarantees, the assurance dimension is the most important aspect affecting patient family satisfaction (Marcinowicz et al., 2009; Raposo et al., 2009; Weyns et al., 2018). Similarly, Bentum-Micah et al. (2020) and Chehayeb (2023) found that hospital patient and family satisfaction is impacted by the quality of healthcare services (assurance, empathy, responsiveness, tangibles, and reliability).

Descriptive Analysis of Patient Family Satisfaction

Patient family satisfaction was rated as "very good" by the respondents, notwithstanding some low scores. This suggests that in order to increase patient family happiness, which will in turn have a favorable effect on loyalty, prompt and responsive services are still required. According to Astari et al. (2021), when patients' expectations are fulfilled by the hospital services they receive, they are satisfied and are more likely to use the services again. A crucial component of healthcare is patient family satisfaction, which has been demonstrated to be strongly correlated with how healthcare professionals treat the patient's family.

This is corroborated by Purba's et al. (2021) research, which defines patient satisfaction as the degree of emotion that patients experience after comparing the performance of healthcare services they receive with their expectations. How well the hospital's service quality satisfies the demands of patients and their families is a good indicator of patient family satisfaction. Sadeh (2017) asserts that the degree of service quality toward patient family happiness is a component of an integrated process that eventually affects loyalty and incorporates total service management. This is in line with Sugiharto's et al. (2023) research findings, which indicate that respondents were highly satisfied with the responsiveness component, especially when it came to offering patients healthcare services. Every patient complaint must be addressed by healthcare service providers. Therefore, a high degree of responsiveness from hospital administration will reassure patients that they will always get assistance when they need it. Accordingly, Arifin et al. (2023) discovered that patient and family satisfaction is positively and significantly impacted by healthcare service responsiveness.

Loyalty Descriptive Analysis

Although there were still some low scores, the respondents thought loyalty was "very good." This suggests that in order to boost public trust, loyalty still needs to be addressed by improved services, health promotion, stakeholder engagement, and efficient patient communication. This is in line with the hypothesis put forth by Shie et al. (2022), which says that improving patient and family satisfaction can boost loyalty and ensure that they have a favorable hospital care experience. This covers elements including comfort, accessibility, patient involvement, communication, and confidence in the results obtained. According to You et al. (2013) research, patients who are happy with the treatment they receive are more likely to think

of nurses as high-quality service providers. Hospital loyalty will also rise as a result of enhancing the quality of healthcare services by concentrating on factors that affect patient happiness. According to Maharni (2024), tactics may involve increasing public awareness, advertising hospital goods and services, teaching patients how to take care of themselves, informing them of the hospital's benefits, establishing the hospital's credibility and trust, encouraging a welcoming and open hospital culture, encouraging patients and their families to form positive relationships, and providing the media with noteworthy information (DiMatteo, 2004; Smailhodzic et al., 2016). It also entails quickening communication's metamorphosis, inventiveness, and creativity.

Verificative Analysis of the Effect of Service Quality on Patient Family Satisfaction

This study has demonstrated the substantial impact of service quality on patient family satisfaction based on the findings of hypothesis testing. Quality care that is attentive to and focused on the needs, expectations, and satisfaction values of patients and their families is referred to as healthcare service quality. It serves as a standard for healthcare service providers and a prerequisite that must be fulfilled in order to satisfy the general public as service users. The primary determinant of patient families' perceptions and levels of satisfaction, particularly in the context of healthcare services, is service quality. In the context of hospital services, patient families serve as both companions and the primary assessors of the medical staff's demeanor, service speed, empathy, information clarity, and comfort of the facility. The patient's family will be much more satisfied if they give the quality of the services a high rating. This is due to the fact that families frequently choose or suggest medical facilities.

Long-term patronage and the hospital's reputation are also impacted by their level of satisfaction. In order to preserve and fulfill their rights as healthcare receivers, patients and their families expect that healthcare services would be provided in a responsible, safe, high-quality, and nondiscriminatory manner. The general qualities and aspects of a service product that affect its capacity to meet anticipated demands are what constitute service quality, according to Mahsyar & Surapati (2020). The degree of satisfaction will rise if hospital services live up to or above the expectations of patients' families. Customer happiness is directly influenced by the quality of the services provided. According to Heyland et al. (2001) research, patient family satisfaction is correlated with responsiveness, empathy, practical proof, certainty, and dependability. Enhancing service quality is essential for all healthcare workers to be knowledgeable in their disciplines. If the service meets or beyond the expectations of the patient's family, whether it be in terms of timeliness, friendliness, or the outcomes of medical communication, they will be satisfied.

Verificative Analysis of the Effect of Patient Family Satisfaction on Loyalty

This study has demonstrated the substantial impact of patient family satisfaction on loyalty based on the outcomes of hypothesis testing. Patient family satisfaction, which encompasses a number of factors like contentment with access to healthcare services, contentment with the quality of healthcare services, contentment with the healthcare service process, including interpersonal relationships, and contentment with the healthcare service system, is a measure of the quality of healthcare services. The outcome of emotional and cognitive assessments of the hospital service experience is reflected in patient family satisfaction. This is consistent with the findings of the Bjertnaes et al. (2012) study, which found that the experiences of patients' families during hospital care have an impact on their degree of satisfaction. This covers elements including comfort, accessibility, patient involvement, communication, and confidence in the results obtained. According to Luxford et al. (2011) research, patient and family loyalty is built on the whole experience, which includes open communication with medical professionals, prompt treatment, a welcoming and comfortable setting, and transparency regarding fees and processes. Patients' intention to regularly use hospital services will be strengthened if they are satisfied with these characteristics.

Verificative Analysis of The Direct Effect of Service Quality on the Hospital

The researcher has demonstrated that loyalty is significantly impacted by service quality. Hospitals must provide high-quality services if they want to endure and keep gaining patients' trust. This guarantees that while seeking medical care, patients and their families will prioritize the hospital. Research by Sumeliani (2022), which demonstrates that excellent service quality directly improves the public's opinion of the hospital, lends support to this. Trust and a favorable reputation are fostered by competent, prompt, courteous, and responsive services. In addition to patient contacts, well-functioning internal systems (time management, administrative procedures, and service flow) also demonstrate quality service. Good service is frequently a sign of capable employees and effective management. In a similar vein, Imran's (2022) study clarified that the results indicate that patients are satisfied with high-quality care from the very first visit. Service quality can boost the number of new and returning patients right away, without waiting for the long-term benefits of loyalty. Hospital revenue rises as a result of this increase in patient load, which also helps fund investments in staff and equipment. According to Laila's (2024) research, patient family satisfaction is positively and significantly impacted by service quality, loyalty has an impact on patient family satisfaction, and patient family satisfaction has an impact as well. The intention to return is favorably and significantly influenced by loyalty and service quality, and the relationship between loyalty and intention to return can be partially mediated by patient family satisfaction.

Verificative Analysis of the Indirect Effect of Service Quality on Loyalty Through Patient Family Satisfaction

The researcher has demonstrated that patient family satisfaction can buffer the relationship between service quality and loyalty based on the findings of hypothesis testing. Service reputation, interest in patient visits, and overall service quality all have an indirect impact on loyalty through patient family satisfaction. Service quality has a major impact on customer satisfaction, which in turn determines the client's inclination to stick around, according to a study by Malhotra & Mukherjee (2004). Positive perceptions produced by high-quality services will boost customer satisfaction. Loyalty is subsequently mediated by this satisfaction. When satisfaction acts as a mediator, the relationship between service quality and client loyalty is strengthened. This relationship model highlights how customer happiness amplifies the impact of service excellence on loyalty

CONCLUSION

Loyalty is positively and significantly impacted by service quality, with an 80.4% rating that is classified as "very good." At 85.1%, which falls into the "very good" category, the indirect impact of service quality on loyalty through patient family satisfaction is favorable and noteworthy. The path analysis model's findings show that the variables have a positive association, with the indirect effect outweighing the direct effect (85.1% > 80.4%). This indicates that the relationship between service quality and loyalty can be mediated by patient family satisfaction as an intervening variable. Drs. Jacobus Luna M.Si Bengkayang's service quality, loyalty, and patient family satisfaction are all in the "very good" range at RSUD; nevertheless, a few things still require improvement and should be kept that way.

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