

Research Articles

Analysis of Factors that Affect Customer Satisfaction, Customer Loyalty at Manado Advent Hospital with a Servqual Approach

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Abstract: In meeting the basic needs of society, public services are important, especially in the health sector. A health institution, Manado Advent Hospital, was the focus of this research. With the vision of making Manado Advent Hospital the main choice for the people of North Sulawesi province and its surroundings and becoming the right hand of evangelism. The aim of this quantitative research is to analyze the quality of health services at the Manado Advent Hospital using the servqual method (physical evidence, reliability, responsiveness, trust and empathy). Apart from that, this can be used as evaluation material for management to improve service quality. Researchers have 11 hypotheses with a sample size of 208 through a questionnaire distributed in October 2024. The data can be analyzed using the Structural Equation Model (SEM) assisted by the SmartPLS statistical program. The results of the five variables in service quality found that there was one variable, namely assurance (H4), which did not have a significant and positive effect on customer satisfaction. Likewise with hypotheses H6, H7, H8, H9 which do not have a positive and significant effect on customer loyalty. rather, an indirect impact can be seen in variables H1, H2, H3 and H5 where these four variables have a positive and significant impact after the customer satisfaction variable (H11) acts as a mediator that influences customer loyalty. The population in this study were patients seeking treatment at this hospital. This is different from previous research which only examined outpatients. This research was carried out on inpatients who used BPJS insurance.

Keywords: *Service Quality (Tangible, Reliability, Responsiveness, Assurance and Emphaty), Hospital, Customer Satisfaction and Customer Serviceability.*

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1. Introduction

1.1 Background of the Problem

Health services are a right guaranteed by the State for all Indonesian people as outlined in the laws of the Republic of Indonesia in article 17 of 2023 concerning health. Health services as defined by the Ministry of Health of the Republic of Indonesia 2009 Health services are efforts made individually or collectively by an organization to maintain and improve health, prevent and cure diseases, and restore the health of individuals, families, groups, and communities. Health services are efforts made by an organization individually or collectively to prevent and treat diseases as well as restore and improve the health of individuals, groups, and communities (Zaini, 2019).

Service quality plays an important role in the service industry, including in hospitals. The provision of quality health services can have a positive impact on patients, both in terms of health and patient satisfaction (Rani, Basalamah & Damis, 2020). Hospitals as health service providers are required to continue to improve the quality of their services, ranging from

facilities, services, to independence in providing the best care for their patients (Rani, et al. 2020). Health care is an action offered by one party to another that cannot occur without generating ownership. However, the better the concept of the product or service provided, the higher the customer's expectations for the product or service (Ridwan & Saftarina, 2015). It can be concluded that health services are measures of efforts made by an agency or organization either individually or collectively to improve the degree of health by providing high-quality products or services that meet customer expectations.

The level of health services can be described as follows. First-level health services are primary or basic health services that are more aimed at outpatients. Second-level health services, namely providing medical care to inpatients require professionals. The third level of medical services is health services that are intended for patients with more complex problems that require sub-specialists (Mamik, 2014). SERVQUAL has been evaluated in several service industry contexts. The results of the study show that this approach is effective for measuring the quality of services in areas such as banking, education, and healthcare. One of the models that can be used to measure service quality is SERVQUAL. The model consists of five main dimensions, namely reliability, responsiveness, assurance, empathy, and physical evidence. Evaluation of service quality with the SERVQUAL model can provide valuable feedback for hospitals in improving the quality of their services. The SERVQUAL theory, created by Parasuraman, Zeithaml, and Berry, provides a complete framework for service quality evaluation and management. (Furaida, Dachyar & Gabriel, 2018) (Tianto, Pujiyanto & Rochman, 2022) (Abili, Thani & Afarinandehbin, 2012).

Some of the conditions in health services are availability and continuous, this means that all types of health services that people need can be easily accessed and identified as necessary at all times. It is possible to be accepted reasonably, in other words health services do not contradict the bad habits of the community. It is easy to do because health services can be easily accessed by the public, health service distributors must be widespread, not just urban. It is easily accessible, in other words, the costs incurred by the community are adjusted to the community's economy. Quality, the level of perfection of health services in accordance with standards and codes of ethics, (Mamik, 2017).

Based on the description above, the researcher wants to further examine the quality of services at the Manado Adventist Hospital. The goal is to measure how much the quality of service affects customer satisfaction and loyalty through the SERVQUAL theory at the Manado Adventist Hospital which has an impact on the people who use health services at this hospital. In addition, the researcher wants the impact of services in this hospital to be a benchmark as a material for evaluating hospital management to make improvements in terms of services. However, it is different from the previous study where the respondents only focused on outpatients. This research was conducted more deeply on inpatients who used BPJS guarantees. It also helps to find areas that need to be improved by measuring gaps and differences between customer expectations and perceptions of those elements. (Abukhalifeh & Som, 2012)

1.2 Literature Review

1.2.1 Customer Satisfaction

Customer satisfaction is also one of the important aspects in the healthcare industry, especially in hospitals. Patient satisfaction can be an indicator of the success of hospitals in providing services (Rani, et al., 2020). Good service quality can contribute to increasing patient satisfaction, so hospitals must strive to continue to improve the quality of services provided (Rani, et al. 2020). Patient satisfaction is measured through emotional responses, which consist of feelings of satisfaction and happiness, in patients about whether their expectations as well as their desire to get nursing services are met or not (Hadi, 2017).

Efforts that can be made by hospitals to increase patient satisfaction are to ensure patient safety. The safety of every patient is a basic principle in the provision of health services, which must always be improved in quality. Patient safety is closely related to the quality of nursing

services, where nurses have an important role in identifying risks and ensuring patient safety. (Mualimah, Wulandari, Amirudin & Ardinata 2021)

Patient satisfaction is an evaluative, effective and even emotional response to the quality of hospital services and the level of service expected by patients (Mumu, 2015). Overall, patient satisfaction comes from the service process they receive. The evaluation of each patient on their experience and even interactions, among others, such as the availability of health services also provided by health workers causes patient satisfaction.

1.2.2 Customer Satisfaction Factors

The following factors affect patient satisfaction: Quality of a product or service, Patients must be satisfied if the results of the evaluation of the service recipient show that the product or service used is of high quality. Patients' opinions on the quality of service will be influenced by these two things; the reality of the quality of services as well as the communication of the service provider or company, in this case the hospital in its advertisement. Quality of service, if patients receive satisfactory service or according to their expectations, they will feel satisfied. Psychological factors, patients feel proud, satisfied, and amazed by the hospital that is considered an "expensive hospital". Price, Hospitals with the same quality but lower prices give greater value to patients, while cheaper hospitals give greater value to patients. Cost, Patients will be satisfied with the service when they do not have to spend time or incur additional costs to obtain the service. (Hadi, 2017).

The compatibility between expectations and reality, the services enjoyed during the service process, staff behavior, the atmosphere and physical conditions of the environment, costs, and promotions or advertisements that do not match reality are some of the factors that affect patient satisfaction (Nursalam, 2015). The quality of service, facilities, treatment costs, location, images, visual design, atmosphere, and communication are some of the components that will affect patient satisfaction, according to the description above. The patient's experience determines the patient's assessment of the service. Patient experience can include the actions or treatments of the nurse witnessed, experienced and felt directly by the person using the nurse's services. Some forms of patient satisfaction include: privileged, patients who feel more special treatment by nurses during the service process. Suitability is a form of service delivery that is in line with patient expectations, on time, and cheaply. Certainty in providing services means that the service is always the same every time, or consistent. Aesthetics in service are related to the suitability of goods with the layout and aesthetics of the room.

In addition, there are two components of patient satisfaction including satisfaction limited to the implementation of standardization and corporate ethics. The relationship between nurses and patients, comfort in service, freedom to make choices, technical knowledge and skills, service effectiveness, and safety of actions were all topics discussed. Satisfaction which means that all health service requirements are met. Regarding quality, availability, acceptance, sustainability, reasonableness, affordability, efficiency and quality of health services. (Hadi, 2017).

1.2.3 Quality of Service

The quality of services in hospitals is a very important aspect in meeting the needs of patients and their families. Parasuraman theory, which describes the five dimensions of service quality, can be used as a framework to analyze the quality of services in hospitals. No exception in the service industry, service quality has been considered an important component in increasing the competitiveness of a company. (Indrawidjajanto & Syairudin, 2021).

Previous research revealed that the quality dimension of Parasuraman services is positively correlated with patient satisfaction (Rani, et al. 2020). Hospitals that are able to meet patient expectations in these five dimensions will increase patient satisfaction and loyalty (Mualimah, Wulandari, Amirudin & Ardinata 2021). Like Parasuraman's theory, the servqual model has five indicators used to evaluate the quality of service, namely; Physical evidence (Tangible) is something that can be felt directly by every customer, equipment, including physical facilities, staff, and media to communicate (Suyitno, 2017). In addition, physical evidence includes the

appearance of physical facilities, equipment, personnel, and communication materials (Abukhalifeh & Som, 2012).

Reliability is the ability to provide services appropriately and reliably. Trustworthy service means consistent, reliability has two important components: the ability to deliver the service as promised and how far it is able to deliver the right and accurate service. The ability to be able to provide the promised services appropriately and reliably is what is called reliability (Bahia & Nantel, 2000).

Responsiveness means ready to help customers and provide fast service. The ability of hospitals to provide fast and appropriate services according to patient needs is called responsiveness (Rani, Basalamah & Damis, 2020). A responsive hospital can respond quickly to patients' complaints, requests, or emergencies (Herlina & Jafa, 2018). Assurance is what is meant by the knowledge, ability, decency, and reliable nature of the employee (free from danger, risk, or doubt). This assurance of safety refers to the ability of hospital employees to foster trust and confidence in patients in the services they provide (Mualimah, Wulandari, Amirudin & Ardinata, 2021). This security guarantee or Assurance includes the staff's ability, politeness, and their ability to convey trust and confidence to patients.

Empathy is establishing a good relationship with customers, understanding the unique needs of customers, and providing special service and attention. (Mualimah et al., 2021). Several previous studies have shown that empathy from employees has a positive effect on customer satisfaction (Susanti & Riptiono, 2019) (Halim, 2023) (Ananda & Yuniawan, 2021) (Eviana & Achmadi, 2022).

1.2.4 Customer Loyalty

Hospitals rely heavily on customer loyalty to retain patients and increase long-term profitability. The hospital's location, quality of service, and marketing communication approach are some of the factors that can affect the loyalty of hospital patients. The strategic and accessible location of the hospital can be an important factor in a patient's decision to choose a hospital. Good service, such as the professionalism, empathy, and reliability of healthcare workers, can also increase patient loyalty. (Hilmi & Mulyana, 2020). The loyalty of hospital customers can also be influenced by effective marketing communication methods, such as advertising and promotion. (Hilmi & Mulyana, 2020)

Referring to previous research that has examined factors that can affect customer loyalty in hospitals (Hilmi & Mulyana, 2020). Another study at Bunda Sejati Hospital revealed that hospital marketing communication strategies can increase outpatient loyalty, despite some constraints related to human resources and social factors during the COVID-19 pandemic. (Makawimbang, Korompis & Mandey, 2020) (Hilmi & Mulyana, 2020) (Azizah, Meilia & Kasumawati, 2022). Hospitals must consider things like strategic locations, superior service, and effective marketing communications to increase customer loyalty.

1.2.5 Hospital

Based on the Law of the Republic of Indonesia No. 44 of 2009 regarding hospitals in article one paragraph one which reads "A hospital is a type of medical facility that provides comprehensive care to people, such as outpatient, inpatient, or emergency care". (Law of the Republic of Indonesia No. 44 of 2009, 2009). Hospitals are an important part of the social and health system. According to the World Health Organization (WHO), Hospitals should be responsible for providing comprehensive (comprehensive), curative (curative) and disease prevention (preventive) services. The hospital also functions as a place for training health workers and medical research (Setyawan, 2019).

To improve the degree of public health, hospitals strive to provide high-quality and affordable health services to the community. The hospital's task is to provide effective and successful health services by prioritizing recovery and even recovery while improving and preventing and making referrals. The hospital carries out the following activities to carry out its duties: Medical services, Care and nursing services, Medical and non-medical support, Education,

research, and development, Public health services and referrals, Finance and general administration. (Setyawan, 2019).

Referring to the Constitution of the Republic of Indonesia No. 44 of 2010, the functions of hospitals are as follows: Maintenance and improvement of individual health through complete second and third level health services in accordance with medical needs; treatment and health restoration in accordance with hospital service standards; education and training of human resources to improve the ability to administer medicines and treatments; and health technology screening and research to improve the quality of care and health (Legal and Organization Bureau of the Ministry of Health, 2019).

We can interpret hospitalization as the process of treating patients by medical personnel due to certain diseases, where patients are stayed in a certain room in the hospital known as "hospitalization". Inpatient rooms are where patients are treated, which is often just a ward that can accommodate several people at a time. Currently, the inpatient room in many services is almost the same as the hotel. If the customer needs treatment in the hospital or stays in the hospital, the doctor who examines the patient will give them an inpatient warrant (Setyawan, 2019).

We can interpret hospitalization as the process of patient care by medical personnel due to certain diseases, where patients are accommodated in a certain room in the hospital known as "hospitalization". Inpatient rooms are where patients are treated, which is often just a ward that accommodates many people at once. Today, the inpatient room in many hospitals is almost the same as a hotel room. If the patient needs treatment in the hospital or stays in the hospital, the doctor who examines the patient will give them an inpatient order (Setyawan, 2019).

Outpatient in a hospital is a form of health service prepared by the health institution to meet the needs of patients who do not require inpatient or inpatient care. In principle, hospitals not only function as a place to receive treatment and medical care for inpatients, but also provide outpatient services for those who need health care but do not need to stay in the hospital (Purnamasari & Noviyani, 2023).

Outpatient services in hospitals can include various types of examinations, medications, and other medical procedures performed within a single day of a visit without a hospital stay (Purnamasari & Noviyani, 2023). With outpatient services, hospitals can maximize infection prevention and control efforts as well as the effective use of resources (Faridath, Rosyidah & Aryani, 2021). In addition, outpatient services also play an important role in improving access and quality of health services for the community.

Based on the Type of Hospital regulated in the Constitution of the Republic of Indonesia No. 44 of 2009 concerning hospitals in article 18 which reads "Hospitals can be classified based on the service model provided and how they are managed". And also in article 19 paragraphs one to three it is stated that: Hospitals can also be categorized into General Hospitals and Special Hospitals based on the type of services provided. General Hospitals, according to the first paragraph, provide health services in all fields and types of diseases, while Special Hospitals, according to the second paragraph, provide main services in one field or specific type of disease based on disciplines, age groups, organs, types of diseases, and other special matters.

A hospital is a complex, integrated, and comprehensive health service institution to the community with the aim of health recovery, prevention, and health improvement (Purnamasari & Noviyani, 2023) (Hariyati, Afifah & Handiyan, 2010). The public health system consists of hospitals, which not only consist of clinics and doctors' practices, but also have operating rooms, laboratories, administration, kitchens, laundry, pharmaceuticals, waste and waste processing, and even education and training (Purnamasari & Noviyani, 2023).

1.2.6 Hypothesis Development

The concept of SERVQUAL describes the essential elements of service quality such as physicality, reliability, responsiveness, assurance, and empathy. This research is based on this concept (Jonkisz, Karniej & Krasowska, 2021). In the health field, the SERVQUAL model has found wide applications, as evidenced by a study conducted by Pekkaya, Pulat & Koca (2019). The dimensions defined by SERVQUAL provide a comprehensive theoretical framework for evaluating the quality of services in healthcare, emphasizing the multidimensional nature of patient perception. The better the service provided, the better the customer satisfaction. Therefore, the SERVQUAL theory can serve as a useful tool for measuring and evaluating customer satisfaction as well as finding areas for improvement to improve the quality of customer service. In the discussion of the Hypothesis, we can conclude that:

H1: service quality (tangible) has a positive effect on customer satisfaction. If the quality provided is in accordance with the customer's wishes and expectations, the level of customer satisfaction will increase. (Maulana & Sulistyawati, 2021). As stated by Sari, (2022) that the dimension that exists in service quality provides a very positive and significant relationship with customer satisfaction.

H2: Service quality (Reliability) in theory greatly affects customer satisfaction. A business's ability to deliver on promises and provide consistent customer service has become important in an era of increasingly fierce business competition. Reliable service can increase customer satisfaction because customers will trust that their needs will be met quickly and on time (Maulana & Sulistyawati, 2021). Reliability affects customer satisfaction significantly, according to empirical research results. Companies that can consistently meet their customers' expectations and promises tend to have higher levels of customer satisfaction. Therefore, companies should focus on their ability to provide reliable and reliable services to improve their customer satisfaction. (Julianti & Cokki, 2023) (Susanti & Riptiono, 2019).

H3: service quality (Responsiveness) provides a positive and meaningful impact on customer satisfaction. The company's ability to meet customer needs and expectations quickly and effectively is the key to achieving customer satisfaction in an increasingly competitive business world. Over the years, service responsiveness has been recognized as one of the important aspects of service quality, which includes speed and precision in handling customer requests (Lestari & Suwena, 2021). Studies show that service response has a significant influence on customer satisfaction levels (Ananda & Yuniawan, 2021).

H4: Service quality (Assurance) has a positive impact on customer satisfaction. Assurance, which can be defined as the knowledge, competence, and politeness of employees, as well as their ability to foster trust and confidence, is one of the important dimensions in service quality that greatly affects customer satisfaction according to Lestari and Suwena (2021). Previous studies have shown that there is not always a positive correlation between health insurance and patient satisfaction levels in hospitals (Kusumawardhani, 2021).

H5: Service quality (Empathy) affects customer satisfaction. Previous studies have shown that empathy increases customer satisfaction. Empathy, which refers to a person's ability to understand and feel the feelings of others, is one of the important factors that can affect customer satisfaction. In the context of customer service, employee empathy for customer needs and preferences can have an impact on customers' perception of the quality of service they receive, which will ultimately impact customer satisfaction.

Customers who feel understood and cared for will be more satisfied with the service. In addition, customer satisfaction is not only determined by the quality of the product or service, but also by the customer's experience during interacting with the company. (Maulana & Sulistyawati, 2021) (Susanti & Riptiono, 2019)

H6: service quality (Tangible) to customer loyalty. In today's increasingly competitive business world, service quality is one of the key factors that can affect customer loyalty. Customer satisfaction with the services provided by a company can drive customer commitment and

loyalty to the product or service. If the quality of service received by customers meets their expectations, customer satisfaction will increase and customers will become more loyal (Maulana & Sulistyawati, 2021). According to previous research, a high level of customer satisfaction will not necessarily have an impact on customer loyalty levels as well. And it is in line with the findings according to Hilmi & Mulyana, (2020) that location does not have a significant effect on customer loyalty, although service quality has a positive and significant influence.

H7: Service quality (Reliability) has an impact that does not always mean customer loyalty. Most studies show that reliability has a big influence on loyalty; However, some studies have also found that the relationship between reliability and loyalty is not always linear. There is complexity that requires further investigation. Reliability does not always affect customer loyalty, according to research (Landari et al., 2021) (Wuryandari, 2021).

H8: service quality (Responsiveness) has a positive impact on customer loyalty. The company's ability to provide responsive customer service is key to maintaining customer loyalty in today's competitive business world. Responsive services, which include ease of access, accuracy, and speed, have been shown to affect customer satisfaction and loyalty (Afendi, 2021). According to previous research, a high level of customer satisfaction does not necessarily mean high customer loyalty. Companies must provide benefits to their customers in the form of functional (utilitarian) and emotional (hedonistic) advantages to gain loyalty. According to Susanti and Riptiono (2019). On the other hand, there is also a theory that states that responsiveness does not always guarantee customer satisfaction, because other factors such as experiential marketing and service quality also play an important role. The theory that responsiveness does not affect customer satisfaction has long been debated in the marketing literature (Afendi, 2021) (Ananda & Yuniawan, 2021).

H9: service quality (Assurance) theoretically affects customer loyalty. The security or assurance factor is one of the components that can affect customer loyalty. Therefore, it can be concluded that the trust, guarantees, and competencies provided by companies can increase customer loyalty (Susanti & Riptiono, 2019) (Tamyiz, Hurriyati & Dirgantari 2019). According to another theory, guarantees do not affect customer satisfaction (Sari, Koto & Marviana, 2022).

H10: service quality (Empathy) has a positive influence on customer loyalty. Studies have shown that employee empathy can improve customer satisfaction; Customers who feel understood and cared for tend to be more satisfied with the service they receive. Companies can build stronger relationships with customers and increase long-term loyalty by understanding and meeting customer needs empathically. Additionally, empathy can help businesses to concentrate more on what can be improved to meet customer expectations and what needs to be improved. This is in line with research that shows that a good service experience and customer satisfaction can affect customer loyalty and satisfaction (Nathaurisia, 2014) (Susanti & Riptiono, 2019). However, some recent research (Putra & Keni, 2020) found that the relationship between empathy and customer loyalty is not always significant.

H11: Customer satisfaction has a very positive effect and signifies customer loyalty. How satisfied a customer is with a product or service provided is related to customer satisfaction, which is related to personal trust. A higher level of customer satisfaction will result in more customer loyalty (Ananda & Yuniawan, 2021). In today's competitive business world, customer satisfaction is essential to building and maintaining customer loyalty. However, some studies have shown that high customer satisfaction does not necessarily mean high customer loyalty (Susanti & Riptiono, 2019).

Customer satisfaction is a key element in creating ongoing customer loyalty. Research conducted shows that high customer satisfaction does not directly lead to high customer loyalty. (Susanti & Riptiono, 2019) Factors such as utilitarian benefits, hedonic benefits, and customer experience play an important role in building customer loyalty (Susanti & Riptiono, 2019). Hospitals must provide better benefits to their patients than their competitors to gain a competitive advantage. A successful product is proportional to the amount of benefits it

provides to consumers. High-quality products and services can improve customer satisfaction.

In addition, the process of building customer loyalty also involves building and maintaining long-term customer relationships. The intention of the relationship and the quality of the relationship affect loyalty. (Tamyiz et al., 2019). Several previous studies have shown a link between service quality and customer loyalty. Research conducted by Jungle Wat revealed that service quality has a positive and significant influence on customer loyalty. (Hilmi & Mulyana, 2020) Thus, research conducted on the Indonesian hospitality industry shows that service quality increases customer loyalty, either directly or indirectly through trust.

2. Research Methods

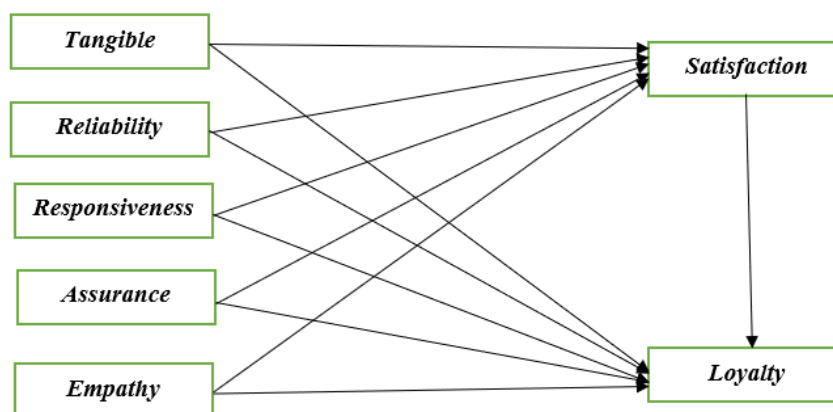
The method used by the researcher is quantitative by distributing questionnaires to conduct surveys. One of the main approaches in the scientific field is quantitative research methodology, which focuses on collecting, analyzing, and interpreting numerical data to answer research questions. Starting from data preparation to reporting results, this process certainly involves very systematic steps. In addition, quantitative data analysis also involves systematic steps, ranging from data preparation to interpretation of results (Siregar, 2021). This study is also to analyze the application of quantitative research methods to the SERVQUAL Parasuraman model in the context of hospital health service quality

2.1 Research location

This research was conducted in one of the private hospitals in the city of Manado, namely the adventist hospital located on Jalan 14 February No.1, Teling Atas Village, Wanea District, Manado City, North Sulawesi. The location of the research is an important aspect of the research process, as it determines the context and environment in which the research will be conducted. A clear understanding of the research location can assist researchers in designing appropriate methodologies, gathering relevant data, and better interpreting the research results. (Kurniawan, 2022)

2.2 Data Collection Techniques

One of the most common data collection tools used in scientific research, particularly in the social and humanities fields, is questionnaires. The researcher distributed a questionnaire to patients who were treated at this hospital with a sample of 208 people consisting of 14-74 years old, most of whom were women. This method asks respondents structured questions with the aim of gathering information about the research subject. Some important steps that must be considered during the data collection process through questionnaires include drafting questions correctly, selecting the right respondents, and implementing effective procedures (Sofyani & Tahar, 2021). Not only that, the process of analyzing and interpreting quantitative data is also very important in research using questionnaires. This process includes preparing numerical data for analysis using statistical programs, conducting analyses using statistics that report descriptive and inferential results, and interpreting the results by presenting general findings and comparing them with previous research (Siregar, 2021). And researchers use this technique in data collection. The data that can be analyzed using the Structural Equation Model (SEM) is assisted through the SmartPLS statistical program.

Conceptual framework :**2.3 Population and sample**

In this study, the population taken was inpatients at the Manado Adventist Church, with a sample of 208 respondents during October 2024.

3. Results And Discussion**3.1 Respondent Demographics**

The data in this study was taken from respondents who had undergone treatment at Manado Adventist Hospital from October 8 to October 25, 2024, while the data collected was 208 respondents.

Table 1. Respondent's Statement

Variable	Level	N	%
Gender	Woman	124	59.6
	Man	84	40.4
Age	14-20	12	5.8
	21-30	41	19.7
	31-40	53	25.5
	41-50	38	18.3
	51-60	43	20.7
	61-74	21	10.1
Profession/occupation	IRT	28	13.5
	Self employed	40	19.2
	Private employees	81	38.9
	Professional	4	1.9
	State Officials	20	9.6
	Student	20	9.6
	Other	5	2.4
	Farmer	2	1.0
	pensioner	8	3.8
Education	SD	4	1.9
	JUNIOR	11	5.3

Domicile/residence	SMA	96	46.2
	S1	92	44.2
	S2	5	2.4
	Manado City	124	59.6
	Outside of Manado City	84	40.4

In the respondent's statement according to table 1, it is explained that around 40.4% of the respondents are men (48) and 59.6% are women (124). In terms of age, there are 5.8% aged 14-20 years, 19.7% aged 21-30, 25.5% aged 31-40 years, 18.3% aged 41-50 years, 20.7% aged 51-60 years and 10.1% aged 61-74 years. There are also 13.5% who work as housewives, 9.6% civil servants, 38.9% private employees, 19.2% self-employed, 9.6% students, 3.8% retirees, 1.0%, farmers and those who have other jobs 2.4%.

In terms of education, 1.9% are elementary, 5.3% are junior high, 46.2% are high school, 44.2% are S1 educated, 2.4% are S2 educated. Regarding domicile and residence, there are around 59.6% of respondents from Manado City and 40.4% of respondents from outside Manado City and its surroundings.

3.2 Measurement Models

In the measurement model, it will test the validity and reliability of the relationship between the five dimensions in Quality Service, namely Tangibility, Reliability, Responsiveness, Assurance, Empathy for patient satisfaction, and patient loyalty, as well as how patient satisfaction is a variable that mediates between Quality service and patient loyalty, this section was carried out to test the structural model of this research. SmartPLS 3.2 is the statistical software used to measure this model.

Measurement model testing was carried out on twenty-five indicators that were processed three times and found that there were three indicators that did not meet the loading factor requirements, which were below 0.70. two indicators of Client Satisfaction (CS3,6) and one indicator of Emphaty(EM1). Of the remaining 23 indicators, it was found that the loading factor of each indicator was above 0.70 so that Convergent validity for all variables in the study have been eligible, shown in Figure 1 and Table 2



Figure 1. Test results Measurement model

Measurement Model Test Result (Factor Loading) shows the validity of the indicators for each variable in the study. The loading factor value is used to measure how well the indicator reflects latent variables. In general, the value of \geq loading factor of 0.7 is considered to meet the validity criteria of the indicator (Hair, Sarstedt, Ringle & Gudergan, 2018). Based on these results, all indicators met the validity criteria because the loading factor value was greater than 0.7. This shows that these indicators are statistically capable of representing their respective latent variables well

Table 2. Value Loading Factor Measurement Model

Variable	Indicators	Factor Loading
ASSURANCE	AS1	0.862
	AS2	0.817
	AS3	0.844
EMPATHY	EM1	0.930
	EM2	0.937
CUSTOMER SATISFACTION	CS 1	0.849
	CS 2	0.893
	CS 4	0.888
	CS 5	0.883
	CS 7	0.829
	CS 8	0.911
CUSTOMER LOYALTY	CL 1	0.941
	CL 2	0.931
RELIABILITY	RE 1	0.867
	RE 2	0.897
	RE 3	0.882
RESPONSIVENESS	RES1	0.902
	RES2	0.917
	RES3	0.829
TANGIBILITY	TA3	0.823
	TA4	0.854
	TA7	0.810

Discriminad validity is the next stage in this study to look at the criteria fornell-lacker criterion, cross loading, and heterotrait monotrait ration. In conducting a validity test by comparing the value of the square of the AVE of each variable with the correlation between variables in the model. If it is found that the value of the square root of AVE has a value greater than the correlation between different variables, then it means that the discriminant valdity is met. It can be seen in Table 3 which shows the results of the fornell-larcker Criterion, it can be seen that the values in the table are the correlation of each variable and the square root of ave at the diagonal point.

Table 3. Fornell-larcker Criterion

	AXLE	CS	CL	CL	RE	RE	TA
INSURANCE (1)	0.841						
CUSTOMER SATISFACTION(2)	0.708	0.876					
CUSTOMER LOYALTY(3)	0.647	0.884	0.936				
EMPHATY	0.777	0.826	0.786	0.934			

RELIABILITY (5)	0.682	0.814	0.757	0.728	0.882		
RESSPONSIVENESS (6)	0.746	0.809	0.735	0.809	0.794	0.884	
TANGIBILITY (7)	0.581	0.725	0.654	0.596	0.697	0.602	0.829

It can be seen in table 3 that the square root value of the ave in the seven variables has a greater value when compared to the correlation between the variables, meaning that the fornell-larcker criterion was met in this study. The next stage is the measurement of discriminant validity, describing the cross loading value of each indicator. The result of cross loading must show the amount of correlation that occurs from each indicator in the variable and between other variables, where the result that must be achieved is that the correlation value between indicators in a variable must be greater than the correlation with other variable indicators. The following table 4 shows the results of the cross loading test.

Table 4. Cross Loading Testing

	AXLE	CL	CS	EM	RE	RE	TAN
AS 1	0.862	0.629	0.604	0.688	0.625	0.676	0.581
AS 2	0.817	0.509	0.452	0.552	0.485	0.578	0.445
AS 3	0.844	0.633	0.560	0.703	0.594	0.621	0.432
CL 1	0.589	0.861	0.941	0.729	0.762	0.726	0.626
CL 2	0.624	0.792	0.931	0.743	0.652	0.648	0.598
CS 1	0.567	0.849	0.701	0.667	0.693	0.677	0.703
CS 2	0.662	0.893	0.764	0.736	0.746	0.751	0.643
CS 4	0.633	0.888	0.797	0.730	0.699	0.682	0.618
CS 5	0.651	0.883	0.812	0.769	0.683	0.714	0.611
CS 7	0.588	0.829	0.742	0.668	0.716	0.658	0.616
CS 8	0.615	0.911	0.823	0.765	0.742	0.763	0.627
EM 2	0.718	0.753	0.713	0.930	0.657	0.752	0.559
EM 3	0.732	0.789	0.753	0.937	0.701	0.758	0.553
RE 1	0.553	0.688	0.670	0.616	0.867	0.661	0.575
RE 2	0.593	0.731	0.674	0.618	0.897	0.682	0.646
RE 3	0.657	0.735	0.661	0.693	0.882	0.758	0.622
RES 1	0.671	0.729	0.660	0.766	0.705	0.902	0.520
RES 2	0.692	0.752	0.705	0.784	0.762	0.917	0.557
RES 3	0.612	0.659	0.577	0.580	0.631	0.829	0.520
TA 1	0.415	0.567	0.514	0.422	0.528	0.377	0.823
TA 2	0.423	0.571	0.503	0.435	0.551	0.443	0.854
TA 3	0.588	0.655	0.599	0.605	0.641	0.651	0.810

The results of the discriminant validity test shown in table 3 show that the criteria have been met by the correlation of each indicator with the main variable where the value obtained is greater when compared to the correlation of the value between variables and other variable indicators. Furthermore, the reliability test is analyzed by analyzing Cronbach's Alpha and composite reliability values as well as Ave (average variance extracted), a variable can be declared reliable if it has a Composite reliability more than 0.7 and AVE is above 0.50. In Table 5, you can see the results of the reliability test

Table 5. Variable Reliability Test

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
ASSURANCE	0.794	0.879	0.707
CUSTOMER SATISFACTION	0.939	0.952	0.767
CUSTOMER LOYALTY	0.859	0.934	0.877
EMPHATY	0.853	0.931	0.872
RELIABILITY	0.857	0.913	0.778
RESPONSIVENESS	0.859	0.914	0.781
TANGIBLE	0.774	0.869	0.688

Table 5 shows the results of the reliability test calculations for each variable, where all results show values above the recommended minimum limit. In the path analysis, Cronbach's Alpha and Composite Reliability values exceeded 0.70 respectively, while the AVE values were above 0.50. This indicates that all variables in this study have a good level of reliability.

Table 6. R-Square

	R-square
CUSTOMER SATISFACTION	0.814
CUSTOMER LOYALTY	0.795

When analyzing the R-square (R^2), we can see in Table 6, where the customer satisfaction variable can be explained by other variables of 81.4%, which shows a strong influence. Furthermore, the Purchase Decision variable can be explained by Brand Trust and another variable of 79.5%, which also shows a very strong influence.

Table 7. F-Square

	CUSTOMER SATISFACTION	CUSTOMER LOYALTY
ASSURANCE	0.002	0.003
CUSTOMER SATISFACTION		0.429
CUSTOMER LOYALTY		
EMPHATY	0.208	0.044
RELIABILITY	0.095	0.014
RESPONSIVENESS	0.047	0.002
TANGIBLE	0.139	0.000

(f-square) is a measure used to measure the strength of influence between two variables in a structural model, such as in PLS-SEM analysis. The value of f^2 indicates how much of a change in a dependent variable can be explained by a change in an independent variable. Using a general interpretation for the value of f^2 : if the value is less than 0.02, the effect is considered very small; between 0.02 and 0.15, the effect is small; and more than 0.15, the effect is large.

3.3 Structural model (inner model)

With the fulfillment of the constraints in the measurement model and the validity of reliability. The next stage is structural model testing, in this part the goal is to test the structure model by looking at the significance of a path coefficient. Measured using bootstrapping on SmartPLS devices. It can be seen in figure 2 and table 8

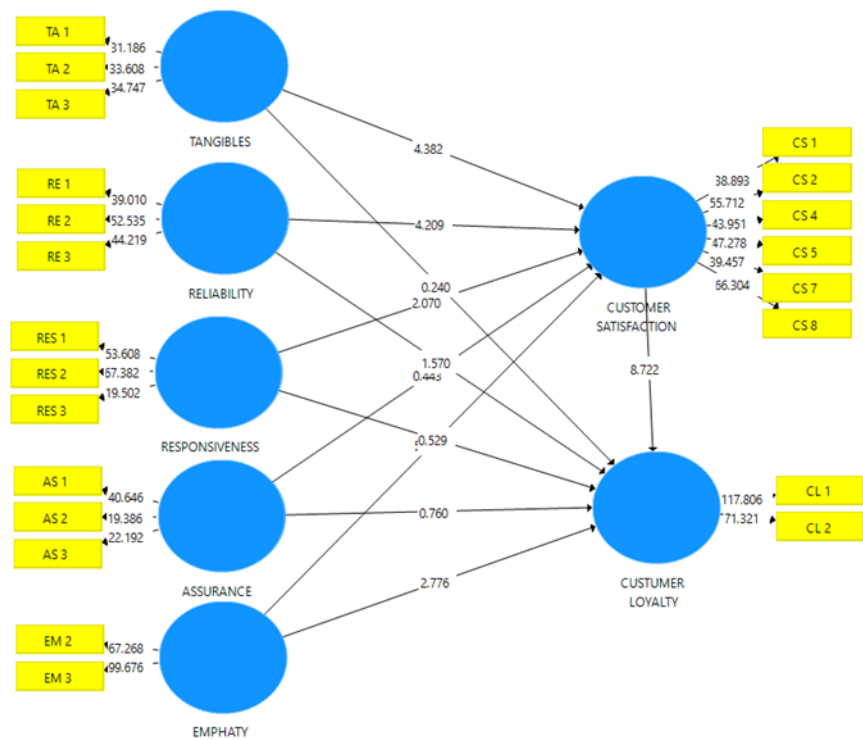


Figure 2. PLS Boothstrapping structural model test results

Table 8. Structural Model Test Results

			Original Sample (O)	P Values	Ket
ASSURANCE	->	CUSTOMER	-0.032	0.658	Insignificant
SATISFACTION(H4)					
CUSTOMER LOYALTY	INSURANCE>	(H9)	-0.043	0.448	Insignificant
CUSTOMER SATISFACTION	->	CUSTOMER	0.688	0.000	Significant
LOYALTY(H11)					
EMPHATY	->	CUSTOMER SATISFACTION(H5)	0.380	0.000	Significant
EMPHATY	->	CUSTOMER LOYALTY(H10)	0.201	0.006	Significant
RELIABILITY	->	CUSTOMER	0.249	0.000	Significant
SATISFACTION(H2)					
RELIABILITY	->	CUSTOMER LOYALTY(H7)	0.105	0.117	Insignificant
RESPONSIVENESS	->	CUSTOMER	0.189	0.039	Significant
SATISFACTION(H3)					
RESPONSIVENESS	->	CUSTOMER	-0.043	0.597	Insignificant
LOYALTY(H8)					
TANGIBLES	->	CUSTOMER	0.230	0.000	Significant
SATISFACTION(H1)					
TANGIBLES	->	CUSTOMER LOYALTY(H6)	0.013	0.811	Insignificant

Figure 2 and Table 8 show the results after testing the model structure and found that of the five elements in Quality service that have a significant effect on the customer satisfaction variable, there are four elements, namely tangibility (H1) with o-sample 0.230 and p-values 0.000, then reliability (H2) o-sample 0.249 and p-values 0.000, then responsiveness(H3) o-sample 0.189 and p-values 0.039, then empathy(H5) with o-sample 0.380 and p-values 0.000 which illustrate that these four variables have a positive and significant effect on customer satisfaction. While the other variable is assurance(H4) o-sample -0.035 and p-values 0.658. Thus, this one variable does not have a significant effect on customer satisfaction. Meanwhile,

the relationship between variables in quality service and loyalty showed tangibility results (H6) with o-sample 0.013 and p-values 0.811, reliability (H7) o-sample -0.043 and p-values 0.448, responsiveness (H8) with o-sample -0.043 and p-values 0.597, assurance(H9) with a sample value of -0.032 and p-values of 0.658, meaning that the four variables have a non-significant influence on the loyalty variable. Meanwhile, the empathy variable (H10) o-sample -0.201 and p-values 0.006 have a significant influence on customer loyalty. On the other hand, the H11 variable Customer satisfaction has a significant influence on loyalty with an o-sample value of 0.688 and a p-value of 0.000.

3.4 The Influence of Mediation

Although the results of statistical measurement showed that one of the five components in quality service did not have a direct effect on customer loyalty, if mediated by customer satisfaction, it was found to have a significant influence on the relationship between several variables in quality service and customer loyalty. This we can see that through customer satisfaction Tangibility, reliability, responsiveness and empathy has a significant effect on Loyalty. Likewise, with the mediation of customer satisfaction, it is clear has a positive and significant impact on loyalty. As Can Be Seen in Table 9

Table 9. Specific Effects of Mediation

	Original Sample (O)	P Values	Ket
EMPHATY -> CUSTOMER SATISFACTION -> CUSTOMER LOYALTY	0.261	0.000	Significant
RELIABILITY -> CUSTOMER SATISFACTION -> CUSTOMER LOYALTY	0.171	0.001	Significant
RESPONSIVENESS -> CUSTOMER SATISFACTION -> CUSTOMER LOYALTY	0.130	0.041	Significant
TANGIBLES -> CUSTOMER SATISFACTION -> CUSTOMER LOYALTY	0.158	0.000	Significant

Furthermore, table 10 and table 11 show the results of the Goodness of Fit Model and Q-Square tests, the purpose of the goodness of fit model test is to measure the accuracy and distribution of samples when conducting statistical actual analysis, while Q-square is how good the value observed on the endogenous variable is shown by showing the value if it is more than 0 (zero) then the observation value is good.

Table 10. Test Goodness of Fit Model

	Saturated Model	Estimated Model
SRMR	0.061	0.061
d_ ULS	0.950	0.950
d_ G	0.669	0.669
Chi-Square	820.876	820.876
NFI	0.807	0.807

Table 11. Q-Square Test

	SSO	SSE	Q ² (=1- SSE/SSO)
ASSURANCE	624.000	624.000	
CUSTOMER SATISFACTION	1248.000	477.868	0.617
CUSTOMER LOYALTY	416.000	135.261	0.675
EMPHATY	416.000	416.000	
RELIABILITY	624.000	624.000	
RESPONSIVENESS	624.000	624.000	
TANGIBLE	624.000	624.000	

In the measurement of goodness of fit models, the result found is that the NFI model estimate value of 0.807 means that a value close to 1 (one) means that the distribution of sample data is increasingly statistically accurate. The results of q-square have criteria if the results obtained from the statistical test are 0, then the influence is low, 0.25 indicates a moderate influence, and 0.5 has a high influence (Hair et al., 2019) from the processed data, it was found that endogenous variables, namely customer satisfaction and loyalty, have a value above 0.5 which means that it has a high influence from the statistical test.

3.5 Discussion of results

A more in-depth analysis in this study indicates results that found that the variables of service quality tangibility(H1), reliability (H2), responsiveness (H3) and empathy (H5) have a significant influence relationship on customer satisfaction. The quality of the service has a great influence on customer satisfaction; if the service meets the customer's expectations, the customer will feel satisfied. Previous studies have shown that customer satisfaction can be improved with high-quality service (Ananda & Yuniawan, 2021). This can be based on the availability of materials or supporting tools in health services, the better the technology of the equipment used in health services, the greater the impact on the results obtained when analyzing a health problem, this will encourage the level of customer satisfaction with the results obtained from the services provided. Something that can be relied on and a quick response to service and empathy can be defined as the ability to understand and feel the feelings of others will make this service even better. One of the important factors in influencing customer satisfaction is the employee's sense of empathy. Several previous studies have shown that empathy from employees has a positive effect on customer satisfaction (Susanti & Riptiono, 2019) (Halim, 2023) (Ananda & Yuniawan, 2021).

In the results of this study, it was also found that assurance (H4) has no effect on customer satisfaction. There is also a theory that says that assurance does not affect customer satisfaction. The results of the study show that a high level of customer satisfaction will not necessarily have an impact on a high level of customer loyalty either. This indicates that the assurance dimension in service quality is not always a determining factor for customer satisfaction. Another theory also states that assurance does not have a significant impact on customer satisfaction. (Sari, Koto & Marviana, 2022). On the other hand, this result explains that customer satisfaction also affects customer loyalty which is obtained from the hypothesis (H11). An important factor in growing customer loyalty to a product or service is customer satisfaction. When customers are satisfied with the quality of the product or service provided, they are likely to continue to use and recommend to others. (Susanti & Riptiono, 2019). Research conducted by (Hilmi & Mulyana, 2020) shows that service quality has a positive and significant influence on customer loyalty.

Likewise with the role of the service provider, in this case the health facility officer, when the customer gets complete service from the health provider from the time they enter through registration to the process in the examination room, the higher the psychological positive value of the customer, both the person accompanying the patient and the person to be treated himself. This is in line with Rahim et al (2021). As a positive emotional form towards a service received, a positive correlation is also obtained in the quality of health services described by the customer's own sensation (Mandagi, Rampen, Soewignyo & Walean, 2024).

Customer satisfaction when getting quality services provides a psychological experience that can influence subsequent actions, this can make service users have the desire to recommend and reuse the service (Kelejan, Walean, Soewignyo & Mandagi, 2022), customer satisfaction with the service of a health service has a good impact with deeper implications (Inaray, Soewigny, Sumanti & Mandagi, 2024) (Mandagi et al., 2024). Through these results, it was also found that not all service quality variables have a significant effect on customer loyalty, including the hypothesis of tangibility (H6), reliability (H7), responsiveness (H8) and assurance (H9) from the results of this study. However, from the hypothesis that connects the five elements of service quality to loyalty, only the empathy dimension (H10) has a positive and meaningful effect on customer loyalty. This shows that the dimension of service quality cannot directly affect customer loyalty. An interesting finding is that location has no significant effect on customer loyalty, although service quality has a positive and significant influence. (Hilmi & Mulyana, 2020).

(Afendi, 2021) On the other hand, there is also a theory that states that responsiveness does not always guarantee customer satisfaction, because other factors such as experiential marketing and service quality also play an important role. The theory that responsiveness does not affect customer satisfaction has long been debated in the marketing literature (Afendi, 2021) (Ananda & Yuniawan, 2021). There is also a theory that says that assurance does not affect customer satisfaction. The results of the study show that a high level of customer satisfaction will not necessarily have an impact on a high level of customer loyalty either. This indicates that the assurance dimension in service quality is not always a determining factor for customer satisfaction. Another theory also states that assurance does not have a significant impact on customer satisfaction. (Sari et al., 2022).

Table 8 shows results where four out of five variables in service quality tangibility, reliability, responsiveness and assurance do not have a significant and positive effect on loyalty directly. Rather, the indirect impact can be seen to occur in this variable where these four variables have a positive and significant impact after the customer satisfaction variable acts as a mediator that affects customer loyalty. This corroborates previous research where the benefits of service that are directly felt by customers are predictors of the intention to reuse a product or service (Lebo and Mandagi, 2023). Not only being an influencer on the desire to reuse a service, the customer satisfaction variable also serves as a link that has a significant influence on the loyalty of service consumers (Rahman, Hassan, Hossain & Singh, 2022).

4. Conclusion

This research provides new experience and a significant impact on the understanding of the aspects that exist in a service quality and behavior that arises in the community environment that is a user of a product or service, in this case customer satisfaction and loyalty, especially for health services. Of course, there are still some limitations in the development of this research that can be caused by the level of understanding in answering the statements contained in the research questionnaire based on the respondent's educational background.

The quality of the availability of medical support equipment plays an important role in the results that will be achieved at the end of the examination. By having equipment that is in accordance with the latest developments in electromedical technology, it gives confidence to medical personnel to provide a complete examination, this also has a good psychological influence on consumers, entrusting health providers to conduct examinations on perceived complaints. In line with that, human resources who have skills in using equipment or who provide direct services to consumers can have a positive influence on consumers. The ability to empathize, read and understand patient needs is one of the influences that can have a good impact on consumer satisfaction. Healthcare services that are able to accommodate every need of patients or users of the service play an important role in the decision by consumers to reuse the service or recommend the service to their relatives or family, this shows the level of loyalty of the consumer to a product or service. Hospitals that are able to develop and run quality services will be able to foster good long-term relationships with consumers in the future which will have an impact on long-term growth and success.

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