

Patient Satisfaction Model and Patient Loyalty: Analysis of Service Quality and Facility (Case Study at Rawamangun Special Surgery Hospital)

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Abstract

The aims of this study is to examine and analyze the effect of service quality and facilities to patient satisfaction and patient loyalty in the health industry. The research data is primary data obtained from the processing of questionnaire data which filled out by consumers who have been treated at Rawamangun Special Surgery Hospital. The amount of samples is 150 respondents and use analysis technique SEM in this study with using AMOS 24 software as data processor. The results of this study showed that service quality has a positive and significant effect to patient satisfaction and patient loyalty. But the facility has no significant effect on patient loyalty at Rawamangun Special Surgery Hospital.

Keywords: Service Quality, Facilities, Patient Satisfaction, Patient Loyalty.

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INTRODUCTION

The form of most needed service by the society is health. Because high awareness of health and to realize an optimal health society status a various of efforts must be carried out, one of them is to provide health services. So that quite a lot of hospital construction in Indonesia. Hospital become one of the health service facilities that has a very important role in providing health services to the society.

In order to provide the best health services for the society, no wonder that the health sector needs to be constantly addressed. The mentioned health services means fast, appropriate, inexpensive and friendly services. Health services depend on the visiting level of patient. To maintain and also increase the amount of patient, the hospital is required to maintain consumer trust carefully by paying attention to consumer needs as an effort to meet the desires and expectations for the services provided.

Rawamangun Special Surgery Hospital established by the Bethesda Foundation begins from Maternity Hospital (RB) in 1969. Located on Jl. Balai Pustaka Raya No. 29 - 31, Rawamangun, East Jakarta. The Rawamangun Special Surgery Hospital changed from the Rawamangun Specialist Clinic in 1989 to the

Rawamangun Special Surgery Hospital (RSKB) until today.

The data obtained from RSKB Rawamangun Medical Record found that there was a decrease in the amount of patient visits to the hospital. This condition is a serious problem, especially related to patient loyalty. The decrease in the number of patient visits shows the decrease of patient loyalty while RSKB Rawamangun expect an increase in the number of patient visits. Based on hospital classification found that hospitals with category / class D must have facilities and medical service at least 2 (two) Basic Special Medical Services. And RSKB Rawamangun is included in the category of class D. RSKB Rawamangun has more than 2 types of medical services. And this time the research is focused on services in the Outpatient Polyclinic.

The number of outpatient visits at RSKB Rawamangun during the period July-December 2018, it can be seen that the average number of patient visits decreased during the last 6 (six) months as showed in the patient visit report in RSKB Rawamangun . Whereas the expectation of the Rawamangun RSKB is an increase in the number of patient visits each month. The number of complaints in RSKB Rawamangun Service Quality Evaluation Questionnaire shows that it is fluctuating but the majority of complaints is increased

which indicates a decrease in the quality of services at RSKB Rawamangun. Whereas the expectation of RSKB Rawamangun want that the number of complaints in RSKB Rawamangun Service Quality Evaluation Questionnaire decreased.

From the results of the pre-survey that there are 2 statements that are considered the highest, namely

the service quality factor as many as 19 respondents who do not agree with the pre-survey statement and next is the facilities as many as 18 respondents who do not agree with the pre-survey statement. Researchers took previous research to strengthen the results of previous surveys, following the research gap table:

Table-1: Research Gap

Gap	Author	Finding
Issues: service quality and facilities have a significant and significant effect on customer satisfaction and customer loyalty Research Gap: There are differences in the results of the study of Service Quality and Facilities on Customer Satisfaction and Customer Loyalty		
Quality of service and facilities has a significant effect on customer satisfaction	Indrayani, 2018	Quality of service and facilities have a positive effect on patient satisfaction
	Rosmaliana, 2018	There is a significant positive effect between patient satisfaction and patient loyalty
Quality of service and facilities have no significant effect on customer satisfaction	Yaqin, 2014	Quality of service has a significant positive effect on customer satisfaction. This research shows that the condition is not significant which means that the higher quality of service does not mean not related but does not always increase customer satisfaction
	Tauhida, 2014	The level of satisfaction does not contribute to patient loyalty

Based on the background above, the researcher identified the problem as follows:

- The quality of services provided is still not fulfill RSKB Rawamangun patients expectation.
- Inadequate infrastructure results a lack of comfort for patients or customers of RSKB Rawamangun.
- Patients unsatisfied with the facilities at RSKB Rawamangun.

The aim of this study is to find answers in real and detail formulation of the problem, where the aim of the research is to find out, analyze and test:

- The effect of service quality to patient satisfaction at RSKB Rawamangun.
- The effect of the facility to the patient satisfaction at RSKB Rawamangun.
- The effect of service quality to patient loyalty at RSKB Rawamangun.
- The effect of the facility to the patient loyalty at RSKB Rawamangun.
- The effect of patient satisfaction to patient loyalty at RSKB Rawamangun.

LITERATURE REVIEW

Service Quality

Kotler & Keller [1] states the quality of service is the totality of features and characteristics of a product or service that bears on its ability to satisfy expressed or implied needs. Parasuraman in Fasochah [2] Quality of service as a concept that precisely represents the core of the performance of a service that is a comparison of the

reliability performed by consumers. According to Tjiptono [3] quality is a dynamic condition related to products, services, people, processes and the environment that meets or exceeds expectations. Indicators for measuring service quality are: reliability, responsiveness, assurance, empathy and physical evidence.

Facilities

Subroto in Sam [4], facilities are all things that can facilitate and facilitate the implementation of a business, can be in the form of objects and money. Arikunto [5] who argues that facilities are all things that are used to help and expedite the implementation of all businesses. Not much different from the previous opinion that the facilities to provide convenience and smooth business. Tjiptono [3] facilities are physical resources that must exist before a service is offered to consumers. Indicators for measuring facilities are: land availability and the need for space or place, aesthetic factors and construction and operational costs.

Customer Satisfaction

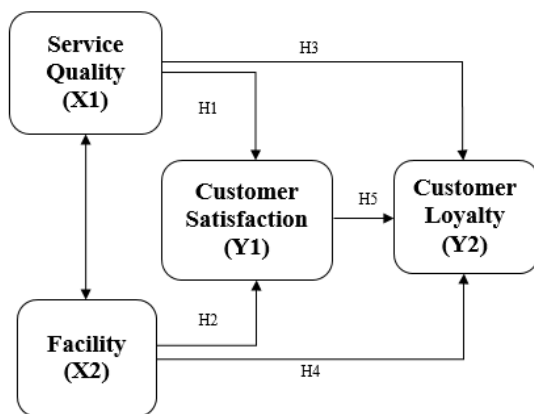
Oliver in Chang & Wang [6] customer satisfaction generally means the reaction of the customer in the context of fulfilling his needs and evaluating the customer to the state of his needs being met. Kotler, Keller in Chang & Wang [6] Satisfaction or satisfaction from someone is a feeling of pleasure or disappointment that comes from comparing the benefits or performance of the product that is felt with their expectations. According to Tjiptono [7] customer satisfaction is a feeling of pleasure or disappointment someone who appears after comparing the perception of

the performance (results) of a product with its expectations. Kotler, Keller in Hasebur [8] makes customers feel satisfied and loyal is one of the main considerations of the seller of the product or service now and in the future. Indicators to measure customer satisfaction are: the suitability of customer expectations, perceptions of work results and customer ratings.

Customer Loyalty

Oliver in Kotler & Keller [9] defines loyalty as a commitment that is held deeply to buy or support a product or service that is preferred in the future even though the influence of the situation and marketing efforts have the potential to cause customers to switch. According to Griffin in Sangadji & Sopiah [10], states that: "loyalty is defined as non-random purchases expressed over time by some decision making units". Based on these definitions, it can be explained that loyalty refers more to the manifestation of the behavior of the decision-making units to make continuous purchases of goods or services of a chosen company. Tjiptono [7] states that up to now customer loyalty is often associated with repurchase behavior. The two are related, but actually different. Indicators to measure customer loyalty are: making regular purchases, buying between product lines and services, recommending others and immunity against competitors.

Based on previous research and various theories from experts so that the framework of thinking in this study is as follows:



Picture-1: Framework of Thinking

Research Hypothesis

Based on the theoretical basis and framework of thought a hypothesis can be formulated as follows:

H1) Service quality has a positive and significant impact on patient satisfaction at RSKB Rawamangun.

H2) Facilities have a positive and significant influence on patient satisfaction at RSKB Rawamangun.

H3) The quality of service has a positive and significant influence on the loyalty of RSKB Rawamangun patients.

H4) Facilities have a positive and significant influence on the loyalty of RSKB Rawamangun patients.

H5) Patient satisfaction has a positive and significant influence on patient loyalty at RSKB Rawamangun.

METHODS

This type of research is a quantitative verificative study with an explanatory survey research method conducted to examine the population of patients who have been treated at the Rawamangun Special Surgery Hospital or with a certain number of samples. Data obtained using questionnaire as survey instruments. Quantitative data analysis use Structural Equation Modeling (SEM) statistics. Data were processed using the AMOS analysis tool version 24.0 for windows.

In this study in order to be able to do an analysis and test of the relationship between variables, it is necessary to define the definition of the variables that exist. According to Sugiyono [11], the instrument development matrix is a matrix used to facilitate the preparation of research instruments. The starting point for the preparation of this research instrument is the variables determined to be examined. From each variable the indicators that represent the dimensions of the research variable are then determined, which are then broken down into question items.

The population in this study was outpatients who had been treated at the Rawamangun Special Surgery Hospital (RSKB Rawamangun) until December 2018, as many as 45,484 patients. The technique used by researchers is purposive sampling, namely outpatients and have done at least three times (3x) treatment at the Special Hospital for Surgery (RSKB) Rawamangun in the Greater Jakarta area. According to Heir in Ferdinand [12] in the SEM method, the number of samples needed is at least 5 times the number of indicator variables. Structural Equation Modeling or SEM requires sample elements of 100 to 200 respondents [13]. Because the researcher considers the number of the intended population is too large and with a varying amount, the researcher in calculating the sample is 5x the total number of indicators. The design of this study has 30 indicators, so the number of samples taken in this study is at least 150 respondents.

Measurement of variables using a Likert scale, which is an applied scale from an ordinal scale with the consideration that the distance between one value with another higher or lower value does not represent the actual distance [14]. Then the analysis continued with the Confirmatory Factor Analysis (CFA) Test, Reliability Test with Construct Reliability (cr) and Average Variance Extracted (AVE), full model

analysis, hypothesis testing and correlation analysis between dimensions.

RESULT AND DISCUSSION

Characteristics of Respondents

Characteristics of respondents who are Rawamangun RSKB patients, as follows:

- Characteristics of respondents based on gender the composition of respondents is more female, namely male as many as 54 students (36%) compared to female students as much as 96 people (64%).
- Characteristics of respondents based on age, 27 respondents (18%) aged <20 years, while 39 respondents (26%) aged 20-30 years, then 29 respondents (19.3%) aged 31-40 years, and 18 respondents (12%) aged 41-50 years and 37 respondents (24.7%) aged > 50 years.
- Characteristics of respondents based on work, 6 respondents (4%) are civil servants, while 34 respondents (22.7%) are private employees, then 29 respondents (19.3%) are entrepreneurs, and as many as 1 respondent (0.7%) are TNI / POLRI, in addition 30 respondents (20%) are Students / Students and 50 respondents (33.3%) are Others.
- Characteristics of respondents based on the number of visits to RSKB Rawamangun, 71 respondents (47.3%) had already visited 3 times while 79 respondents (52.7%) had seen more than 3 visits.

Information about the characteristics of respondents is considered important to know because it can give an idea of how the trends of each group of respondents.

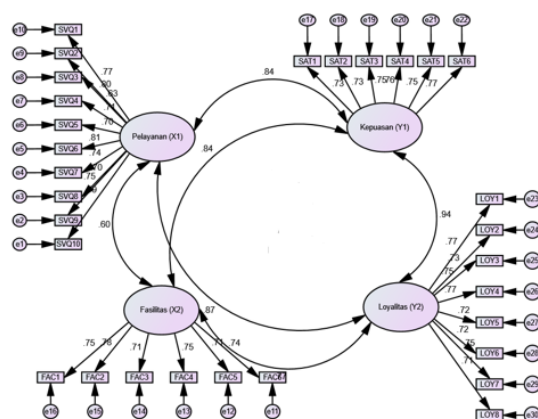
Descriptive Statistics

It can be seen that the amount of data used is 150, the minimum value is 9.00 and the maximum value is 50.00 for all research variables. Standard deviation basically describes the distribution of a group of data to its average. If the standard deviation is smaller than the average value, it can be said that the data distribution is quite good. However, if the standard deviation is greater than the average value, it shows that the data distribution is not good.

The results of the descriptive statistical analysis output in this study indicate that the standard deviation is lower than the average value, meaning that the distribution of data in this study is quite good. This smaller standard deviation value also means that the individual data points are close to the average values in the study.

Uji Confirmatory Factor Analysis (CFA)

Data Validity Test with SEM is done by *Confirmatory Factor Analysis (CFA)*.



Picture-2: Confirmatory Factor Analysis (CFA)

It can be seen that from the validity test with confirmatory factor analysis that all indicators with standardized loading factor value ≥ 0.50 , it shows that all indicators are said to be feasible or valid.

Reliability Test with Construct Reliability (cr) and Average Variance Extracted (AVE)

Cr value in this study, the cr value of all constructs exceeds 0.7 and also the value of AVE exceeds 0.5, which indicates that there is a good convergent between indicators in each construct and indicates the construct has good reliability.

Full Model Analysis

Model suitability tests are carried out using several models of Goodness of Fit Test (GOF). Basically, the GOF size consists of three sizes, namely absolute, comparative and parsimony measures. Here is a table of some GOF measurements [13].

Table-2: Goodness of Fit (GOF) Full Model Feasibility Test Results

Goodness of Fit Indeks	Cutt off Value	Hasil Model	Evaluasi
Chi-square	< 2,00 Probabilitas $\geq 0,05$	$\chi^2 = 0,649$ P = 0,000	Good Fit
CMIN/DF (<i>The Minimum Sample Discrepancy Function</i>)	$\leq 2,00$	1,629	Good Fit
NFI (<i>Normal Fit Index</i>)	$\geq 0,90$	0,806	Fit
CFI (<i>Comparative Fit Index</i>)	$\geq 0,90$	0,914	Good Fit
GFI (<i>Good od Fit Indeks</i>)	$\geq 0,90$	0,786	Marginal Fit
AGFI (<i>Adjusted Goodness of Fit Indices</i>)	$\geq 0,90$	0,750	Marginal Fit
TLI (<i>Tuckler Lewis Index</i>)	$\geq 0,90$	0,906	Good Fit
IFI (<i>Incremental Fit Index</i>)	$\geq 0,90$	0,915	Good Fit
RMSEA (<i>The Root Mean Square Error of Approximation</i>)	$\leq 0,08$	0,065	Good Fit

Source: Data developed from questionnaire results by researchers, 2019

SEM analysis results illustrate the value of RMSEA $0.065 < 0.08$ (model fit), this shows that the structural equation model meets the absolute fit measure requirements, which means that the structural equation model in this study as a whole is compatible with the data. In the incremental fit measure requirements CFI value $0.914 \geq 0.90$ (model fit), IFI $0.915 \geq 0.90$ (model fit) and TLI $0.906 \geq 0.90$ (model fit) indicate that the structural equation model meets the incremental fit measure requirements, then for parsimonious fit measure requirements normed chi-square of $0.649 < 2.0$ (model fit), indicating that the structural equation model meets the parsimonious fit measure requirements.

The results of the model feasibility test in Table-1 show that almost all of the indicators used to form this research model are included in the goodness

of fit criteria shown in the cut of value column. So it can be said to form a research model and have met the eligibility criteria of the baseline model (null model).

Hypothesis Testing

Testing this hypothesis is done on the basis of the results of data processing that has been done using the AMOS 24.0 program. The results of this test indicate whether all paths analyzed show a significant critical ratio with the criteria value of C.R. (Critical Ratio) must be greater than 1.96, as seen from the magnitude of the path coefficient (estimate and standardized estimate) with a probability value that has a significance level of less than 5%. If the results of data processing can meet these requirements, then the hypothesis is accepted. Hypothesis testing in this study will be discussed in detail and in stages according to the order in which the hypothesis is proposed.

Table-2: Full Model Regression Weight Test Results

H	Relation	Estimate	S.E.	C.R.	P	Information
H1	SAT <--- SVQ	0.430	0.066	6.515	***	Be accepted
H2	SAT <--- FAC	0.481	0.076	6.300	***	Be accepted
H3	LOY <--- SVQ	0.275	0.124	2.214	0.027	Be accepted
H4	LOY <--- FAC	0.046	0.142	0.326	0.745	Rejected
H5	LOY <--- SAT	0.783	0.264	2.966	0.003	Be accepted

Source: Data developed from questionnaire results by researchers, 2019

Hypothesis testing in this study based on Table-2 is as follows:

H1: There is a positive and significant influence of Service Quality (X1) on Patient Satisfaction (Y1)

Based on Table-2, the P value of the variable $X1 = *** < 0.05$ so that $H0$ is rejected and $H1$ is accepted, which means that the variable $X1$ has a positive and significant effect on the variable $Y1$. Thus the $H1$ hypothesis in this study which states that "Quality of service ($X1$) has a positive and significant effect on patient satisfaction ($Y1$) RSKB Rawamangun" is accepted.

H2: There is a positive and significant effect of facilities (X2) on patient satisfaction (Y1)

Based on Table-2, the p value of variable $X2 = *** < 0.05$ so that $H0$ is rejected and $H2$ is accepted, which means that the variable $X2$ has a positive and significant effect on the variable $Y1$. Thus the $H2$ hypothesis in this study which states that "Facility ($X2$) has a positive and significant effect on patient satisfaction ($Y1$) RSKB Rawamangun" is accepted.

H3: There is a positive and significant influence of Service Quality (X1) on Patient Loyalty (Y2)

Based on Table-2, the p value of variable $X1 = 0.027 < 0.05$ so that $H0$ is rejected and $H1$ is accepted, which means that variable $X1$ has a positive and significant effect on the variable $Y2$. Thus the $H3$ hypothesis in this study which states that "Quality of

service ($X1$) has a positive and significant influence on patient loyalty ($Y2$) RSKB Rawamangun" is accepted.

H4: Does not significantly influence Facility (X2) on Patient Loyalty (Y2)

Based on Table-2, the p value of the variable $X2 = 0.745 > 0.05$ so that $H0$ is accepted and $H1$ is rejected, which means that the variable $X2$ has no significant effect on the $Y2$ variable. Thus the hypothesis $H4$ in this study which states that "Facility ($X2$) does not have a significant effect on patient loyalty ($Y2$) RSKB Rawamangun" is rejected.

H5: There is a positive and significant influence of Service Quality (Y1) on Patient Loyalty (Y2)

Based on Table-2, the p value of the variable $Y1 = 0.003 < 0.05$ so that $H0$ is rejected and $H1$ is accepted, which means the $Y1$ variable has a positive and significant effect on the $Y2$ variable. Thus the $H5$ hypothesis in this study which states that "patient satisfaction ($Y1$) has a positive and significant influence on patient loyalty ($Y2$) RSKB Rawamangun" is accepted.

Correlation Analysis between Dimensions

The facility dimension has a low correlation to patient loyalty because it has a correlation coefficient below 0.60. These dimensions are construction and operating costs. In this study the dimensions of construction and operating costs are represented by indicators of the Hospital parking lot which is quite

spacious and comfortable and the doctor's consultation room is clean and comfortable. It can be concluded that RSKB Rawamangun needs to improve facilities that can be focused on the dimensions of construction and operating costs to increase patient loyalty.

There are several dimensions that have strong correlations namely the dimensions of the variable service quality (service quality) to the dimensions of patient satisfaction (satisfaction) which have coefficients above 0.59. This means that the quality of service described by the dimensions of assurance, responsiveness and empathy has a strong correlation to patient satisfaction, which is described by the dimensions of conformity of customer expectations, perceptions of results and customer ratings. From the results of this description it can be concluded that the service quality of Rawamangun Hospital has a strong correlation or relationship to increase patient satisfaction so that it needs to be maintained by Rawamangun Hospital. And there are several dimensions that have other strong correlations, namely dimensions of patient satisfaction (satisfaction) to the dimensions of patient loyalty (loyalty) which have coefficients above 0.59. This means that patient satisfaction (satisfaction) is described with the suitability of customer expectations, perception of results and customer assessment has a strong correlation to patient loyalty (loyalty) which is described by the dimensions of repeat purchases, referrals, construction and operating costs and retention. From the results of this description it can be concluded that patient satisfaction in RSKB Rawamangun has a strong correlation or relationship to increase patient loyalty so that it needs to be maintained by RSKB Rawamangun.

DISCUSSION

This section contains a discussion of the effect of each independent variable, namely the quality of services and facilities on patient satisfaction and patient loyalty at the Rawamangun Surgical Special Hospital.

Analysis of the effect of service quality on patient satisfaction at RSKB Rawamangun

From the calculations conducted it can be concluded that the quality of service (service quality) has a positive and significant effect on patient satisfaction (satisfaction). The higher the level of service quality the higher the level of patient satisfaction with health needs. The results of this study are in line with Ali [15] which states that service quality has a positive and significant effect on customer satisfaction both partially and simultaneously. Likewise with Ali's findings [16] which states that service quality has a positive and significant effect on customer (investor) satisfaction both partially and simultaneously. And also in line with Rehaman [17] in the health care industry in Pakistan which states the quality of service

is a variable that has a positive and significant impact on patient satisfaction in the Sargodha district, Pakistan.

In increasing patient satisfaction through service quality, what should be done by management is how to provide a comfortable waiting room for services, punctuality of examination / consul by doctors, officers serving politely, officers are also willing to provide assistance to patients, as well as being patient in providing services.

Based on the results of testing the first hypothesis it is known that the quality of service has a positive and significant effect on patient satisfaction in Rawamangun Hospital. This means that if the quality of service is better in the future it will be able to increase patient satisfaction in Rawamangun Hospital. And if the quality of service is further improved, it can increase patient satisfaction. In other words, the more the quality of service increases, the higher the patient satisfaction of RSKB Rawamangun.

Analysis of the influence of facilities on patient satisfaction at RSKB Rawamangun

The results of this study indicate that facilities have a positive and significant effect on patient satisfaction (satisfaction). The higher the level of facilities (facility), the higher the level of patient satisfaction (satisfaction). This is in line with the findings of Adhikary's research [18] on health facility research which states that facilities have a positive and significant effect on patient satisfaction in Bangladesh. According to Kumar [19] states that the facility has a positive and significant effect on patient satisfaction in Government Hospitals of Haryana.

In increasing patient satisfaction through facilities, what should be done by management is how the doctor's consultation room is well structured to make patients comfortable, hospital facilities are neatly arranged and the parking lot of the Hospital is quite spacious and comfortable.

Based on the results of the second hypothesis testing it is known that the facility has a positive and significant effect on patient satisfaction in Rawamangun Hospital. This means that if the facility is better in the future it will be able to increase patient satisfaction in Rawamangun RSKB. And if more facilities are improved, it can increase patient satisfaction. In other words, the more improved the facility, the higher the patient satisfaction in RSKB Rawamangun.

Discipline Analysis of the influence of service quality on the loyalty of RSKB Rawamangun patients

From the calculations conducted it can be concluded that the quality of service (service quality) has a positive and significant effect on patient loyalty (loyalty). The higher the level of service quality the

higher the level of patient loyalty to health needs. The results of this study are in line with Ali [15] which states that service quality and accessibility significantly affect investor loyalty both partially and simultaneously. Likewise with Djumarno's [20] findings that there is a significant influence on service quality variables on customer satisfaction and loyalty. Customers after receiving service, they will compare between the expected service and the service they receive. If the service received is below the expected service, the customer will be dissatisfied and lose loyalty to the product provider and vice versa. And also in line with Sadeh's research [21] which states that the quality of service has a positive and significant effect on patient loyalty in Tehran and Alborz hospitals, Iran.

In increasing patient loyalty through service quality, what management must do is how hospital employees always look neat, hospital staff are reliable in providing information on services, providing safety in medical treatment (hygiene and sterility of medical devices, standardized medicines), Home Officers ill provide services quickly and responsive to the needs of patients, and service officers care about the wants and needs of patients.

Based on the results of testing the third hypothesis it is known that the quality of service has a positive and significant effect on the loyalty of Rawamangun RSKB patients. This means that if the quality of service is better in the future it will be able to increase the loyalty of RSKB Rawamangun patients. And if the quality of service is further improved, it can increase patient loyalty. In other words, the more the quality of service increases, the higher the loyalty of RSKB Rawamangun patients.

Analysis of the influence of facilities on patient loyalty at RSKB Rawamangun

The results of this study indicate that the facility (facility) has no significant effect on patient loyalty (loyalty). The higher level of facility (facility) does not significantly influence patient loyalty (loyalty). This is in line with the findings of Ekasari's research [22] which states that learning facilities have no significant effect on consumer loyalty. According to Pattiwaellapia [23] states that learning facilities do not have a significant effect on student loyalty.

In this study the dimensions of the facilities used are land availability, aesthetic factors and construction and operating costs do not have a significant effect on patient loyalty (loyalty).

Analysis of the influence of patient satisfaction on patient loyalty RSKB Rawamangun

In the fifth hypothesis the research results prove that patient satisfaction has a positive and significant effect on patient loyalty (loyalty). This is in

line with the results of Scorita's research [24] which states that customer satisfaction affects customer loyalty.

In general, patient satisfaction (satisfaction) is seen as a determinant of expectations from patients to the hospital related to the suitability of customer expectations, perception of results and patient assessment. Patient satisfaction (satisfaction) will create good expectations for the hospital and will increase the tendency of patients to make a return visit. This is in line with Juhana's research [25] which states that patient satisfaction (satisfaction) affects patient loyalty (loyalty).

CONCLUSION AND SUGGESTION

CONCLUSION

The conclusions of the study are as follows:

- Service quality has a positive and significant impact on patient satisfaction at RSKB Rawamangun. The better level of service quality then the better level of patient satisfaction to visit RSKB Rawamangun. The results of dimensions analysis of service quality in the form of guarantees, responsiveness and empathy have a strong correlation coefficient on patient satisfaction. Therefore, these three things should be maintained and considered by RSKB Rawamangun management so that the level of service quality is maintained.
- Facilities have a positive and significant impact on patient satisfaction at RSKB Rawamangun. The better level of facilities then the better level of patient satisfaction to visits RSKB Rawamangun. However, from the results of the analysis there are dimensions of facilities that have weak correlation coefficients to patient satisfaction, these dimensions are the land availability and aesthetic factors to the conformity of customer expectations dimensions in the patient satisfaction variable.
- The quality of service has a positive and significant impact on the loyalty of RSKB Rawamangun patients. The better level of service quality then the better level of patient loyalty to the visit to RSKB Rawamangun. From the results of the analysis of the dimensions of service quality in the form of physical evidence, guarantees and empathy have a strong correlation coefficient on patient loyalty. Therefore, these three things should be maintained and considered by RSKB Rawamangun management so that the level of service quality is maintained.
- Facilities do not have a significant influence on patient loyalty in Rawamangun RSKB. The better level of facilities then the better the level of patient loyalty to the visit to Rawamangun Hospital. And from the analysis of all dimensions of the facility has a weak correlation coefficient for the patient loyalty variable.

- Patient satisfaction has a positive and significant influence on patient loyalty in Rawamangun Hospital. The better the level of patient satisfaction, the better the level of patient loyalty to the visit to Rawamangun Hospital. From the results of the analysis all dimensions of patient satisfaction have a strong correlation coefficient to the dimensions of the patient loyalty variable.

SUGGESTION

The results of this study are expected to provide benefits to the Rawamangun Special Surgery Hospital. Suggestions that can be conveyed from the results of this study are as follows:

For the management of Rawamangun RSKB

- Improve and maintain the quality of service as one of way to improve patient satisfaction to return and make repeat visits or patient loyalty. The results in this study imply that the level of patient loyalty to visit the hospital is affected positively and significantly by the level of service quality and patient satisfaction. And not significantly affected by the level of facilities. Competition in health sector in Indonesia is increasingly crowded and tight, for this reason a modern marketing strategy that is based on building long-term relationships with patients is needed. This relationship can be built through the quality of service that has implications for patient loyalty to return visits. With a high level of loyalty from patients, the hospital will generate higher profits and be able to compete with competitors. Patient retention through the development of good relationships that have implications for patient loyalty can be seen as a competitive advantage. This can be started by improving and increasing the level of patient visit experience by evaluating many aspects of the quality of service and by paying attention to the level of patient satisfaction during the visit.
- Quality of service (service quality) has a positive and significant effect on patient satisfaction (satisfaction) and patient loyalty (loyalty) in this study. In detail it is evident that the dimensions of service quality expressed in guarantees, responsiveness and empathy have a strong correlation to patient satisfaction and have a moderate correlation to patient loyalty. For this reason, RSKB Rawamangun management needs to maintain the level of patient satisfaction by maintaining the quality of services provided to patients, starting from the patient registering, then consulting with doctors, getting drugs, making payments, until the patient gets his health back because he goes to RSKB Rawamangun. One way is to provide security in treatment. By making patients confident that the drugs received and will be consumed by hygienic patients, the medical devices used are sterile and standardized

medicines, will make patients feel safer and more satisfied. As well as the implications for patient loyalty to RSKB Rawamangun.

- Facilities (facility) is proven to have a positive and significant effect on patient satisfaction (satisfaction), but no significant effect on patient loyalty (loyalty). In detail, several dimensions of this facility have a low correlation to patient loyalty, namely construction and operating costs.

For Further Research

The following are suggestions for further research:

The purpose of this study is to examine how patient satisfaction has implications for patient loyalty based on the health experience of patient who visit RSKB Rawamangun. But there are many other factors that can influence patient loyalty to be further study such as location, promotion, price and trust as obtained from the pre-research results of this study. Then the facility service quality factor has many factors or dimensions that can be further investigated in detail in the study.

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