

THE EFFECT OF TRUST AND SATISFACTION ON OUTPATIENT PATIENT LOYALTY AT HOSPITAL X

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ABSTRACT

This study aims to examine the impact of patient trust and satisfaction on patient loyalty at Hospital X in Semarang. The research employs a quantitative method with a cross-sectional approach, where data were collected through questionnaires distributed to outpatient medical patients. The results show that both patient trust and satisfaction play significant roles in shaping patient loyalty at the hospital. Patient who are satisfied with the services provided and have a high level of trust in the medical staff tend to exhibit stronger loyalty. These findings highlight the importance of managing patient trust and satisfaction as key factors in building patient loyalty within the hospital. In conclusion, improving quality of service that enhances patient trust and satisfaction will directly contribute to increased patient loyalty to the hospital.

KEYWORDS trusts, satisfaction, patient loyalty, quality of service



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INTRODUCTION

Hospitals are important institutions in the healthcare system that aim to provide medical care to patients. However, to be able to provide optimal services, hospitals need to have effective service management. Hospital service management includes various aspects, including planning, organizing, controlling, and supervising. Service planning is the first step in hospital service management. In this stage, the hospital needs to determine the desired vision and mission of the service, as well as identify the needs of patients and available resources. By doing good planning, hospitals can optimize the use of their resources, including medical personnel, equipment, and facilities. Service organization involves dividing duties and responsibilities to various units or departments in the hospital. It is important to ensure that each task is done by a person who has the appropriate competence. In addition, good organization can also improve coordination between departments

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and avoid overlapping or duplicating work. Service control involves monitoring and evaluating the quality and efficiency of the services provided. Hospitals need to have an effective control system in place to ensure that the services provided are in accordance with the set standards. In addition, control also involves monitoring the use of resources, such as cost control and management of drug stocks and medical equipment. (Fadilla & Setyonugroho, 2021)

Trust is a crucial aspect of hospital services, as it directly affects the relationship between patients and healthcare providers. When patients trust hospitals, they are more likely to feel safe and comfortable with the diagnosis and treatment provided, which can improve compliance with medical procedures and, ultimately, treatment outcomes. Trust also drives patient satisfaction, as they are confident that medical personnel are acting with competence, integrity, and concern for their well-being. In addition, high trust increases patient loyalty, making them more likely to return to the same hospital and recommend it to others. In the long run, a well-built trust contributes to the hospital's reputation, making it a top choice for patients looking for reliable and quality healthcare. (Giusman & Nurwahyuni, 2021)

Hospitals in outpatient services are one of the most important types of health services in the health system in Indonesia. This service provides patients with the opportunity to get medical care without the need to stay in the hospital. Hospitals with outpatient services are health facilities that provide medical services to patients who do not require hospitalization. These outpatient hospitals serve patients with complaints of less severe illnesses or who only require short-term treatment. Some of the types of services that can be provided by outpatient hospitals include doctor consultations, laboratory examinations, physical therapy, and minor medical procedures. (Ahmada et al., 2022)

Patient trust in hospital management plays an important role in shaping the loyalty of outpatient medical patients at Hospital X Semarang. The influence of trust and satisfaction on patient loyalty is significant. When patients have high trust in the hospital, which is based on transparency, professionalism of the staff, as well as consistency in service, they tend to feel more satisfied. This patient satisfaction is enhanced through positive experiences, from registration to medical services and effective communication with healthcare workers. This combination of trust and patient satisfaction directly contributes to increased patient loyalty. Loyal patients not only return for subsequent medical visits, but also recommend the hospital to others, strengthening the public's reputation and trust in the hospital. Therefore, it is important for hospital management to continue to improve the quality of service, maintain good communication with patients, and ensure reliability and professionalism in every aspect of health services. (Astutik & Mariyam, 2021)

Outpatients are patients who come to the hospital to get certain medical care or treatment without needing to undergo hospitalization. They come for a short visit and then go home after the treatment or procedure is complete. Patients who require medical examinations or diagnostic procedures, such as blood tests, radiology, medical imaging, endoscopy, or biopsy. They come to get a medical evaluation and examination results for diagnosis or determination of the next treatment plan. Patients who come for consultation with a specialist, review of previous

examination results, or follow-up after previous treatment or surgery (Giusman & Nurwahyuni, 2021)

Outpatient services are one of the important pillars in the health system that aim to provide medical care to patients without having to stay in the hospital. Patient outpatient service satisfaction in hospitals is a key factor in assessing the quality of services provided by hospitals. One of the important aspects in increasing patient satisfaction with outpatient services is accessibility. Hospitals that have easy and fast access for patients will provide a sense of comfort and minimize the stress felt by patients. Adequate parking facilities, close public transportation, and the placement of hospitals in strategic locations can increase accessibility for patients. The quality of medical personnel has an important role in increasing patient satisfaction with outpatient services. Medical personnel who are professional, experienced, and have an empathetic attitude towards patients will provide a sense of comfort and trust for patients. Good communication between doctors and patients is also very important in building a harmonious relationship and increasing patient satisfaction. (Prihartini et al., 2020)

Patient loyalty in the context of outpatient care refers to the tendency of patients to continue using the care services of a health institution or doctor continuously. This patient loyalty can have a significant role in various aspects of healthcare. Outpatient loyalty helps ensure the continuity of effective medical care. When patients remain loyal to a single healthcare institution or doctor, they can benefit from continuous monitoring, timely treatment, and long-term monitoring of health conditions. This can increase the chances of detecting health problems early and reduce the risk of complications. (Rosalina, 2019)

In the previous study in the research put forward by Aditya Evi in 2020 with quantitative research methods and a cross sectional approach with the results of the study, there was a positive influence on trust, then a proven hypothesis was obtained, on patient trust has a significant positive influence on loyalty, so the second hypothesis is proven. On patient satisfaction has a significant influence on patient loyalty, the third hypothesis is proven. Trust can mediate the influence of patient satisfaction on patient loyalty. (Novitasari et al., 2020)

This research can help Hospital X in improving the quality of care they provide to patients. By understanding the relationship between trust and satisfaction and patient loyalty, hospitals can identify areas for improvement and take appropriate action to improve the patient experience and their satisfaction with the services provided. Patient loyalty is crucial for hospitals because it can contribute to patient retention. By studying the factors that affect patient loyalty, hospitals can identify effective strategies for retaining patients and preventing them from switching to other healthcare institutions. This can reduce patient churn rates, increase the number of returning patients, and build a stable patient base.

RESEARCH METHODS

The type of research used in this study is quantitative with a cross-sectional approach. Quantitative research uses data in the form of numbers and statistics to answer research questions and test hypotheses. In this study, researchers collected data from respondents who were representative of the population at one specific

point in time. (Prof. Dr. Sugiyono, 2021) The researcher used data collection instruments such as questionnaires to measure variables related to trust, satisfaction, and loyalty of outpatient medical patients at Hospital X.

The study was conducted at Hospital X from August to September 2023, for 30 days, with a population of 3,750 outpatients from 2022. The sample consisted of patients who met the inclusion and exclusion criteria, with a final sample size of 107 respondents based on statistical calculations. The variables studied included patient trust in the hospital (independent) and outpatient patient loyalty (dependent). Measurements were carried out through a questionnaire with an ordinal scale. The sampling technique uses nonprobability sampling with consecutive sampling. Aspects of satisfaction measurement include good, adequate, and poor categories. This research adheres to ethics by respecting the rights of subjects, privacy, and justice. The data processing process involves editing, coding, scoring, cleaning, and tabulation, while data analysis includes univariate, validity tests, reliability, classical assumptions, and t and F hypothesis tests.

RESULT AND DISCUSSION

Characteristics Responden

1. Gender

Table 1. Respondent Characteristics by Gender

Item	Frequency (n)	Percentage (%)
Man	60	56.1
Woman	47	43.9
Total	107	100.0

Based on the results of the characteristics of respondents based on male gender as many as 60 with a percentage value of 56.1%, in female sex as many as 47 with a percentage value of 43.9%

2. Age

Table 2. Respondent Characteristics by Age

Item	Frequency (n)	Percentage (%)
18-49 Years	104	97.2
50 years and above	3	2.8
Total	107	100

In respondents aged 18-49 years as many as 104 respondents with a percentage value of 97.2%, in the characteristics of respondents 50 years and older as many as 3 with a percentage value of 2.8%.

3. Education

Table 3. Respondent Characteristics Based on Education

Item	Frequency (n)	Percentage (%)
College	40	37.4
SMA	67	62.6
Total	107	100.0

In the characteristics of the last education respondents of higher education as many as 40 respondents with a percentage value of 37.4%, in the characteristics of high school respondents as many as 67 respondents with a percentage value of 62.6.

Test Instrument

1. Validity Test

Based on the validity test with a total of 107 respondents, with the number of statement items X1 (Trust) 12 statement items with an r-count value of 0.361 to 0.705, in the variable X2 (Satisfaction) with the number of statement items 8 a value of 0.305 to 0.839 was obtained, the result of the variable Y (Loyalty) obtained an r-count value of 0.718 to 0.829, in this case each statement item can be considered valid on each statement item.

2. Reliability Test

The results of the reliability test with X1 (Trust) with a number of statements of 12 with the number of respondents as many as 107, obtained Cronbach's Alpha 0.790, X2 (Satisfaction) obtained a Cronbach's Alpha value of 0.857, in the statement item Y (Loyalty) obtained a Cronbach's Alpha value of 0.869, the value is greater than 0.60 which means that all statements are declared reliable.

Classical Assumption Test

1. Normality Test

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		107
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	4.82491292
Most Extreme Differences	Absolute	0.082
	Positive	0.042
	Negative	-0.082
Test Statistic		0.082
Asymp. Sig. (2-tailed)		0.075 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

The results of the normality test with the Kolmogorov-Smirnov test one sample showed a significance value (Sig) of 0.75, which is greater than the significance level of 0.05. This indicates that the assumption of normality is met for all variables, so the data can be considered normally distributed.

2. Multicollinearity Test

Table 5. Multicollinearity Test

Coefficients ^a					
Model	Unstandardized Coefficients	Standardized Coefficients	t	Mr.	Collinearity Statistics

	B	Std. Error	Beta		Tolerance	BRIGHT
1 (Constant)	24.414	2.552		9.567	0.000	
X1	-0.167	0.074	-0.284	-2.260	0.026	0.575
X2	0.203	0.085	0.299	2.380	0.019	0.575

a. Dependent Variable: Y

- a. In the X1 variable, a tolerance value of $0.575 > 0.10$ and a VIF value of $1,740 < 10$ were obtained.
- b. In the X2 variable, a tolerance value of $0.575 > 0.10$ and a VIF value of $1,740 < 10$ were obtained.

A tolerance value of more than 0.10 and a VIF of less than 10 on both variables indicate the absence of multicollinearity problems in the regression model. This ensures that the independent variables (X1 and X2) make a unique contribution to the dependent variable (Loyalty), so that patient trust and satisfaction affect visits to Hospital X Semarang without information redundancy.

3. Heterokedacity Test

Table 6. Heterokedacity Test

Model	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	t
1 (Constant)	2.109	1.599		1.319
X1	0.078	0.046	0.216	1.695
X2	-0.071	0.053	-0.171	-1.340

a. Dependent Variable: ABS_RES

- a. In the test results of the X1 variable, a sig value of $0.093 > 0.05$ was obtained.
- b. In the results of the X2 variable test, a sig value of $0.183 > 0.05$ was obtained.

A significance value greater than 0.05 on both variables indicates that there is no heteroscedasticity problem in the regression model used. In other words, the variance of the residual or error term is constant for all the values of the independent variables. This means that the assumptions of homoscedasticity are met, so that the regression model constructed can be considered valid and reliable for the interpretation of the results. In conclusion, neither trust nor patient satisfaction showed any heteroscedasticity problems that could affect the estimation of loyalty at Hospital X Semarang.

Hypothesis Test

1. Coefficient Determination

Table 7. Coefficient Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.243a	0.059	0.041	4.87109

a. Predictors: (Constant), X2, X1

An R Square value of 0.059 or 5.9% indicates that the variables X1 (Trust) and X2 (Satisfaction) simultaneously account for 5.9% of the variation in the variable Y (Loyalty). The rest, 94.1%, was influenced by other factors that were not

included in this model, such as service prices, location, customer experience, and other external factors that affected patient loyalty at X Semarang Hospital.

2. Multiple Linear Regestion Test

Table 8. Multiple Linear Regestion Test

Coefficientsa					
Model	Unstandardized Coefficients			Standardized Coefficients	
	B	Std. Error	Beta	t	Mr.
1 (Constant)	24.414	2.552		9.567	0.000
X1	-0.167	0.074	-0.284	-2.260	0.026
X2	0.203	0.085	0.299	2.380	0.019

a. Dependent Variable: Y

$$Y = a + b_1.x_1 + b_2.x_2 + b_3.x_3$$

$$= 24.414 - 0.167 + 0.203$$

- The constant (a) of 24.414, which is positive, indicates that when all the independent variables (X1 and X2) have a value of 0, the value of the dependent variable (Y) is 24.414. It reflects the base value of Y without the influence of X1 and X2.
- The regression coefficient for X1 is -0.167, indicating that a decrease in X1 by 1% will decrease Y by 0.167, with X2 remaining constant. A negative value indicates an inverse relationship between X1 and Y.
- The regression coefficient for X2 is 0.203, indicating that a 1% increase in X2 will raise Y by 0.203, with X1 remaining constant. A positive value indicates a direct relationship between X2 and Y.

3. Hypothesis Test T

$$t \text{ table} = t(\alpha/2; n-k-1)$$

$$= t(0,05/2; 107 - 3 - 1)$$

$$= t(0,025; 103)$$

$$= 1.98326$$

Table 9. X1 Effect Test on X2

Coefficientsa					
Model	Unstandardized Coefficients			Standardized Coefficients	
	B	Std. Error	Beta	t	Mr.
1 (Constant)	24.631	2.364		10.419	0.000
X2	0.751	0.085	0.652	8.816	0.000

a. Dependent Variable: X1

A significance value of 0.000, which is less than 0.05, indicates a statistically significant result. This means that there is strong evidence to reject the null hypothesis (H0) stating that variable X2 does not affect variable X1. Thus, the alternative hypothesis (H1) stating that variable X2 affects variable X1 is accepted.

Table 10. The Influence of Patient Trust, Satisfaction and Loyalty

Model	Unstandardized Coefficients		Standardized Coefficients		t	Mr.
	B	Std. Error	Beta			
1 (Constant)	24.414	2.552			9.567	0.000
X1	-0.167	0.074	-0.284		-2.260	0.026
X2	0.203	0.085	0.299		2.380	0.019

a. Dependent Variable: Y

- a. A significance value of 0.026, less than 0.05, indicates that the variable X1 (Trust) has a significant effect on the variable Y (Loyalty), so the alternative hypothesis (H1) is accepted.
- b. A significance value of 0.019, less than 0.05, indicates that variable X2 (Satisfaction) has a significant effect on variable Y (Loyalty), so the alternative hypothesis (H1) is accepted.

4. Hypothesis Test F

Table 11. Hypothesis Test F

Model	ANOVA				
	Sum of Squares	df	Mean Square	F	Mr.
1 Regression	155.128	2	77.564	3.269	0.042b
Residual	2467.657	104	23.727		
Total	2622.785	106			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

F table

$$\begin{aligned}
 &= f(k; n - k) \\
 &= f(2; 107 - 2) \\
 &= f(2; 105) = 3.08
 \end{aligned}$$

A significance value of 0.042, which is less than 0.05, indicates that the variables X1 (Trust) and X2 (Satisfaction) have a significant effect simultaneously on the variable Y (Loyalty). Therefore, the alternative hypothesis (H1) is accepted.

Discussion

The Effect of Trust on Outpatient Satisfaction at Hospital X Semarang

The significance value of 0.000, much smaller than 0.05, shows that the X2 variable (Patient Satisfaction) has a significant effect on the X1 variable (Trust) at Hospital X Semarang. This means that the higher the patient's satisfaction, the higher their trust in the hospital. These findings emphasize the importance of improving patient satisfaction to strengthen their trust, which can be achieved through good communication, improved service quality, and effective complaint handling (Putri & Cokki, 2024; Supartiningsih, 2019; Purba et al., 2021) Research by Ratnasari & Damayanti (2020) also supports that good service quality increases patient confidence. Respondents who responded through the questionnaire showed a strong association between satisfaction and trust, which has important

implications for hospitals in building and maintaining patient trust and increasing loyalty and visits.

The Effect of Trust on Outpatient Loyalty at Hospital X Semarang.

The significance value of 0.026, which is less than 0.05, indicates that there is a significant relationship between the variables X1 (Trust) and Y (Loyalty) in Hospital X Semarang. This means that we reject the null hypothesis (H0) and accept the alternative hypothesis (H1) which states that patient trust has an effect on loyalty.

Patient loyalty is influenced by several factors, including the quality of service, patient experience, and the image of the hospital. Satisfaction with service, positive experiences, and a hospital's reputation can increase patient loyalty (Prawira & Cokki, 2023). Research by Purba et al. (2021) shows that patient trust in health institutions, supported by perceptions of service quality, reputation, consistency, empathy of medical personnel, and effective communication, also plays an important role.

The results of data analysis from outpatients showed that the quality of service, good communication, and attention of medical personnel increased satisfaction and trust, which in turn strengthened patient loyalty. This study underscores the importance of improving service quality and evaluating patient satisfaction to support patient loyalty and long-term success of hospitals.

The Effect of Satisfaction on Outpatient Loyalty at Hospital X Semarang

The results of the analysis show that the variable X2 (Satisfaction) has a significant effect on the variable Y (Loyalty), with a significance value of 0.019 which is smaller than 0.05. This provides strong evidence to reject the null hypothesis (H0) and accept the alternative hypothesis (H3) that patient satisfaction has an effect on loyalty.

Patient satisfaction greatly affects their loyalty, with key factors including service quality, communication, and empathy from medical staff. Positive experiences during interactions with medical staff, hospital reputation, and good interpersonal relationships also contribute to patient loyalty (Keni & Sandra, 2021). Efforts to improve patient satisfaction include periodic surveys, staff training, and facility upgrades and cost transparency.

Factors that influence loyalty include trust in the institution, previous positive experiences, and personal factors such as patient habits and values. Strategies to increase loyalty include building strong relationships with patients, providing loyalty programs, and handling complaints well (Djuria, 2019). Research by Lintang & Widiyastuti, (2021) showed that patient satisfaction was closely related to loyalty, and increasing satisfaction was an effective strategy for patient retention.

The respondents in this study were outpatients at Hospital X Semarang, who represented various backgrounds. The data showed that patient satisfaction was significantly associated with loyalty, with a significance value of 0.019, supporting the hypothesis that higher satisfaction was associated with increased loyalty. To increase satisfaction and loyalty, hospitals need to focus on improving the quality of service, staff training, and effective communication. Monitoring and analyzing

patient data can help identify areas of improvement and improve patient relationships.

The Effect of Satisfaction and Trust on Outpatient Loyalty at Hospital X Semarang

The results of the analysis of the F test showed a significance value of 0.042, which was smaller than 0.05, indicating that the patient's trust (X1) and satisfaction (X2) simultaneously affected the patient's loyalty (Y) at Hospital X Semarang. This provides strong evidence to reject the null hypothesis (H0) and accept the alternative hypothesis (H4) that both variables have a significant effect on patient loyalty.

The combination of trust and patient satisfaction plays an important role in shaping loyalty. Service consistency, including uniform quality, communication, and empathy across all hospital units, contributes to patient satisfaction, trust, and loyalty. To increase patient loyalty, hospitals must focus on service standardization, staff training, and effective internal communication (Imam Syafe'i, 2023)

This research is also in line with the study by Bajamal, Supriyanto, & Anindita Reena, (2020) which shows that patient satisfaction and trust significantly affect patient loyalty. Data was collected from outpatients with questionnaires that evaluated the quality of service, communication, and satisfaction, ensuring broad and valid representation.

CONCLUSION

The results of the statistical test showed that there was a significant relationship between patient satisfaction and trust in the services at Hospital X Semarang, where the increase in satisfaction was followed by the increase in trust. Patient trust, which is influenced by the quality of service, effective communication, and medical attention, also plays an important role in building loyalty. Higher satisfaction is directly related to patient loyalty, supported by factors such as service quality and interpersonal interaction. Simultaneously, patient trust and satisfaction were shown to influence their loyalty, with service consistency being a key factor in strengthening these three aspects.

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