

**THE MEDIATING EFFECT OF PATIENT SATISFACTION IN THE EFFECT OF
SERVICE QUALITY ON PATIENT LOYALTY
(Patient Survey at Hermina Hospital Bandung Pharmacy Installation)**

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ABSTRACT

Background: Pharmaceutical services are a form of health service that directly connects patients with pharmaceutical preparations. The quality of service greatly determines the level of patient satisfaction. Service quality and patient satisfaction are factors that influence patient loyalty. Method: The data analysis technique that will be used to test this research uses the Partial Least Square (PLS) method which is operated using SMARTPLS 4.0. Results: Service quality has a significant effect on patient satisfaction and patient loyalty, patient satisfaction has a significant effect on patient loyalty, and service quality has a significant effect on patient loyalty which is mediated by patient satisfaction. Conclusion: When a hospital provides better quality service than before, it will have an impact on high patient satisfaction and patient loyalty. The more positive patient satisfaction is, the more patient loyalty will increase. When service quality is improved, a positive perception of patient satisfaction arises, which can encourage increased patient loyalty.

Keywords : Patient Satisfaction; Service Quality; Patient Loyalty; Mediating Effect; Pharmacy Installation

INTRODUCTION

Welfare is a right and business for every Indonesian citizen. According to the second paragraph of Article 27 of the 1945 Constitution, the right to health is protected, and every citizen has the right to work and a humane livelihood. In view of the foregoing, all residents have equal rights in daily life, welfare and employment. The right to meet material needs, such as adequate food, clothing, and shelter, as well as spiritual, health, and other needs, is referred to as this livelihood. Because health is the basic capital needed by all individuals to be able to carry out activities in accordance with their respective duties and responsibilities, in order to produce something useful for themselves and their families, health is an investment for society. However, assuming your illness is at risk, it is not impossible that all of your wealth and wealth will be used for something like obtaining such welfare.

According to Hardiman (2013:204) in (Corlesla, 2016), her condition of health service system in Indonesia is not good. Hospitals have not been able to guarantee the quality of health services, such as: doctors often arrive late, so patients have to wait a long time to get service, have not provided a comfortable waiting room, there is no continuity of service, cannot guarantee the delivery time of drugs and have not been able to make an online prescribing system via computer. Hospitals in Indonesia have not been widely oriented to consumers / patients (consumer oriented), have not provided easy access to services for patients to seek treatment at the hospital”.

Just like the study carried out, Sulastomo (2014: 145) is explained in (Bangun, 2017) Hospital hallways, waiting rooms and hospital cleanliness are quite poor besides that in patient order still seems crowded and chaotic, and there are still difficulties in services for parking patient vehicles. This reality makes the image of hospitals in Indonesia lag behind compared to abroad, such as Singapore. Such conditions are recorded in a study on the readiness of Indonesian hospitals to respond to the era of globalization carried out by the Center for Health Development Studies”.

The competitive atmosphere in serving patients in several hospitals in the city of Bandung such as Boromeus Hospital, Advent, requires Hermina Bandung Hospital to be ready to offer the type of quality assistance and can meet patient assumptions. Therefore, the board must be properly completed thanks to the contribution of various components, for example the actual appearance, individual contact services (specialists, nurses/medical advisors, staff of research facilities, radiology, drug stores, organizations and funds including the condition of leaving the vehicle)

that influence the decision of the patient to come and take advantage of the advertised administration. The quality of administration really determines the level of satisfaction of buyers. Satisfaction is a feeling of pleasure or disappointment of a consumer that arises from comparing the perceived performance of services against consumer expectations” (Kotler & Keller, 2016). The higher the quality of service, the higher the satisfaction received by consumers. Consumers must be satisfied because if they are not satisfied they will leave the company and become consumers of competitors will be bad for the development of the company” (Paramita et al., 2020).

Today, the progress of clinic development undergoes major changes when hospitals are in a global and serious climate. Hospital services that are an important concern in this global competition include medical services, paramedics, and medical support, which is no exception for medical support services in the pharmaceutical sector. Good service will provide satisfaction to its customers. Satisfaction can shape perceptions, and this can position a company's products in the eyes of its customers. The hospital needs to know the quality of services that have been provided, and to what extent it affects customer satisfaction. This is important as a reference in improving service quality, so that the services provided can provide satisfaction at an optimal level” (Alfina, 2019).

Drug administration is a type of immediate and reliable welfare provision to patients associated with drug regulation. It is hoped that the implementation of good pharmaceutical services will improve the quality of patients' life. The main role of pharmaceutical services is in the provision of Pharmaceutical Preparations, Medical Devices, and Medical Consumables that have good quality and must be affordable for all levels of society” Permenkes, (2016) in (A. K. Susanto, 2017). “Pharmacists must manage pharmacies in an orderly, orderly and business-oriented manner” (Yuliani, 2017). Quality pharmaceutical installation services are health services that can satisfy every use of services in accordance with the level of patient or consumer satisfaction, as well as their implementation in accordance with the code of ethics and service standards that have been established” (Pareraway, 2016), Because 25% of patient recovery is expected to be obtained from the convenience and good service of pharmacies, while 75% comes from the drugs used by patients” (Grant et al., 2015).

“Satisfaction is a person's feeling of pleasure or disappointment obtained from the impression of the performance or results of a product with its expectations” (Kotler & Keller, 2016, p. 205). Judging from this definition, fulfillment is an element of impression and assumption of implementation. “New patients will feel satisfied if the performance of the health services they get is the same or exceeds their expectations and vice versa, dissatisfaction or feelings of disappointment of patients will arise if the performance of the health services they get is not in accordance with their expectations” (Sofiana et al., 2020). The buyer's view of the drug company's unfavorable administration will cause inconvenience to the drug company from a business point of view because the buyer will move elsewhere. “The impact that arises not only to the consumers concerned but this bad impression will be told to others so that the image of pharmaceutical installations, especially their officers, including pharmacists will be negative / bad” (Ingerani, 2012: 205). Therefore, “good consumer perception of services must be cultivated continuously and continuously with an orientation to the customer itself so that satisfied patients tend to be loyal and can increase their interest in repurchasing the same product or service” (Hudaya & Masri, 2015).

Hermina Pasteur Hospital is a private hospital (domestic investment) managed and is a group of Hermina Hospital Group operating in Bandung. The hospital's assets are entirely owned by PT Medikaloka Pasteur, a legal entity in the form of a PT established by Notarial Deed No. 10 dated August 5, 2003. Hermina Hospital Group started from a maternity home in East Jakarta under the name RB Djatinegara. Established in 1967 with a capacity of 8 beds which was later formed into RSB. HERMINA on April 25, 1985. The date was later remembered as the anniversary of Hermina Hospital. Hermina Bandung Hospital is coordinated on these two things, namely focusing on fulfilling tolerance, and this means turning patient protests into capital to

further develop services and fellowships, and it means that every activity carried out depends on the normal interests between emergency clinics and staff and patients.

This conflict is not only within the framework of assessment innovation, but is a more serious competition, namely special competition in quality welfare services. Hermina Bandung Hospital does not yet have a short-term treatment recording framework that is not recovered by the introduced pharmacies, so from the results of the Hermina Bandung Hospital management data framework report for January 2022 - December 2022, the number of drug purchases with treatment is compared and the number of short-term visits assuming each visit to get a drug, a measure of reclaimed drug levels at Hermina Bandung Hospital Pharmacy is obtained as shown in Figure 1 below Ini.

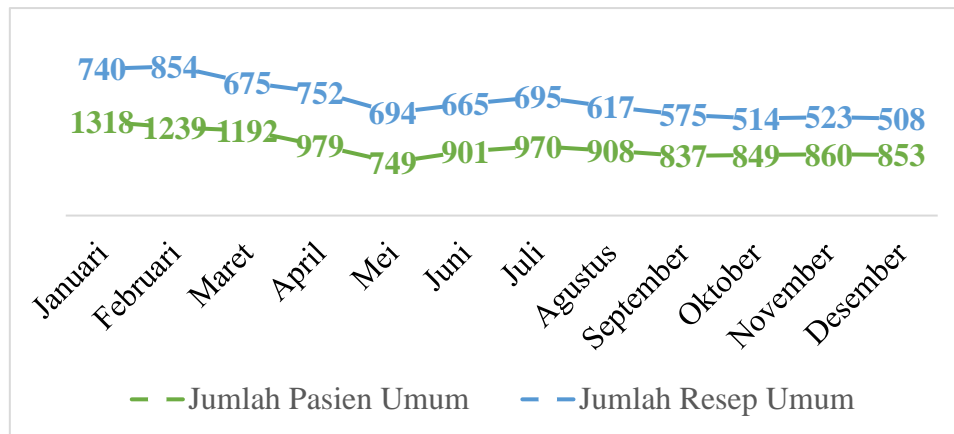


Figure 1
Number of Outpatients and Number of Prescription Pharmacy Purchases

Source: Hermina Bandung Hospital Pharmacy Installation (2022)

Based on Figure 1 above, there is a gap, where there is a very large difference between the number of short-term visits compared to the number of short-term patients who are interested in buying drugs and there is a decrease. in the quantity of doctor's drug acquisition at the Establishment of Hermina Bandung Hospital Pharmacy every month.

The decrease in the number of visits to the drug site is known to occur because the level of patient satisfaction with the drug services provided has not met the buyer's assumptions. This continuous reduction in demand can result in a lack of payment from the drug company, therefore the estimated loss of payment from internal settlements made outside the drug company Hermina Bandung Hospital is something that must be suppressed so that payments from the drug company can increase.

Signs that drug companies at Hermina Hospital Bandung experience problems with buyback expectations are also supported by the findings of the pre-overview results conducted by the author on 30 patient respondents regarding buyer buybacks for the last 1 year, with the number of repeat purchases for the last 1 year made by patients at Hermina Hospital Bandung pharmacies. The respondents were patients who had filled medicine at the pharmacy about once. The pre-review results showed most respondents made purchases under twice i.e. 18 people or 60%. Then those who made purchases 2 to 2 times as many as 8 people or 26.67%, and those who made purchases more than 6 times were only 4 people or 13.33%. From this picture, it is obtained that the repurchase behavior of buyers at the Hermina Bandung Hospital drug place is still very low. This information states that there is expected to be a problem in the purpose of the buyback.

The elements that affect loyalty must be seen that the fulfillment factor and quality of service are not too large. This can be seen from the officers are less polite and friendly, officers do not answer patient questions, the appearance of pharmacy officers is sometimes not neat and

clean, and patients get drugs with significant delays. This of course must be pursued through improving the quality of service and administration, in order to balance the fulfillment of patients at the Hermina Bandung Hospital Pharmacy Installation.

This result are supported by the results of perceptions and meetings conducted with patients at the pharmacy of Hermina Hospital Bandung. There have been protests with respect to patient assistance in daily activities, with respect to significant delays, fragmented medicines, expensive medicines, and limited seating areas. What's more, the lack of entertainment is due to the lack of fans/air conditioners, and the lack of magazine offices. Given the large role of drug stores as a source of hospital assets, as well as the increasing number of drugstore competitors around Hermina Bandung Hospital, it is appropriate for hospitals to focus more on working on the nature of hospital pharmacy benefits so that patients do not switch to purchasing prescriptions at drug stores. Other.

Striving for the nature of good assistance do not only come from Hermina Bandung Hospital, but also must be in accordance with the patient's point of view. Hermina Bandung Hospital must also know the wants and needs of its patients, so the quality of service provided must be really considered. By improving the quality of administration, it is believed that trust will increase consumer loyalty. Believe that the achievement of high satisfaction will bring great changes and benefits to specialist cooperatives. Therefore, Hermina Bandung Hospital must know the longings and needs of patients at this time, because patients who are not satisfied with the services provided by the hospital will generally look for other specialist cooperatives that can provide better services and administration.

Quality provides motivation to clients to lay down areas of strength to cooperate with specialist cooperatives. In the long run, attachments like these empower specialist cooperatives to understand clients' assumptions and their needs. Therefore, specialist cooperatives can increase consumer loyalty through efforts to increase pleasant client encounters and limit or eliminate bad patient encounters.

Based on of things that can affect repurchase interest and patient satisfaction, researchers are interested in looking further at what causes reduced patient repurchase interest. The title of the proposed study are: The Effect of Patient Satisfaction Mediation on the Effect of Service Quality on Patient Loyalty (Patient Survey at Hermina Hospital Pharmacy Installation Bandung City).

RESEARCH METHOD

The object of research is a concern in research for the reason that object of examination is the goal to be achieved to get answers and answers to the problems that occur. The object of the study is "quality of service, patient satisfaction and patient loyalty." The population of this study is patients, patients at the Hermina Bandung Hospital Pharmacy Installation. The sample used in this study numbered 100. The data collection techniques used are, putakaan studies and field studies, while what is done by researchers is observation of patient satisfaction perceptions of service quality, patient satisfaction and patient loyalty at the Hermina Bandung Hospital Pharmacy Installation. Interview, conducted to the Head of Pharmaceutical Installation and staff at Hermina Bandung Hospital Pharmacy Installation. Questionnaire, the survey was completed by all research subjects including inclusion criteria at Hermina Bandung Hospital Pharmacy Installation. The research questionnaire was scored using the Likert scale. Where the Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena" (Sugiyono, 2020, p. 86).

The data analysis technique carried out in this study is Partial Least Square (PLS) which is operated using SMARTPLS 3.0. "This research is a quantitative research data analysis where the measurement of this study identifies or describes the subject (or object) not only on the possession of an attribute but also by the number or degree to which the subject can be characterized by that attribute" (Jr. et al., 2018).

RESULT AND DISCUSSION

Outer Model Test (Evaluation of Measurement Models)

1. Validity Test

a. Convergent Validity Test

The Loading Factor value obtained from the estimated SmartPLS 4.0 calculation can be seen in the attached picture:

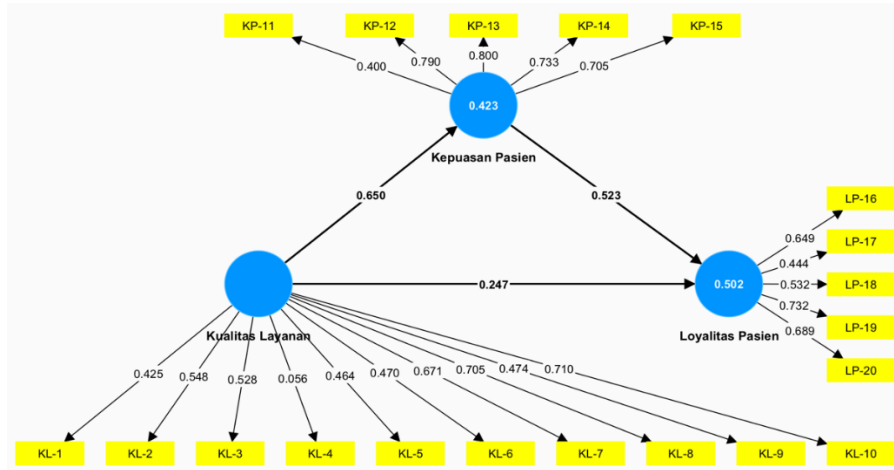


Figure 2
PLS Algorithm 1 Results (Loading Factor Value of Each Indicator)

The following are the results of the validity test "service quality, patient satisfaction, and patient loyalty", including:

Table 1 Validity Test Results Using Loading Factor Value

Indicator	Loading Factor Value			> 0,5	Information
	Quality of Service	Patient Satisfaction	Patient Loyalty		
KL-1	0,425			< 0,5	Invalid
KL-2	0,548			> 0,5	Valid
KL-3	0,528			> 0,5	Valid
KL-4	0,056			< 0,5	Invalid
KL-5	0,464			< 0,5	Invalid
KL-6	0,470			< 0,5	Invalid
Indicator	Loading Factor Value			> 0,5	Information
	Quality of Service	Patient Satisfaction	Patient Loyalty		
KL-7	0,671			> 0,5	Valid
KL-8	0,705			> 0,5	Valid
KL-9	0,474			< 0,5	Invalid
KL-10	0,710			>0,5	Valid
KP-11		0,400		< 0,5	Invalid
KP-12		0,790		> 0,5	Valid
KP-13		0,800		> 0,5	Valid
KP-14		0,733		> 0,5	Valid
KP-15		0,705		> 0,5	Valid
LP-16			0,649	> 0,5	Valid
LP-17			0,444	< 0,5	Invalid
LP-18			0,532	> 0,5	Valid
LP-19			0,732	> 0,5	Valid
LP-20			0,689	> 0,5	Valid

Source: SmartPLS Data Processing Data 4 (2023)

“Based on Figure 2 and Table 1 of the PLS Algorithm 1 outer loadings output above, indicators that have a loading factor value of less than 0.50 should be removed from the model and then the model analyzed again. Indicators that have a loading factor of less than 0.50 are 7 indicators consisting of KL-1, KL-4, KL-5, KL-6, KL-9, KP-11, and LP-17.”

The following is the output of the 2nd algorithm after deducting indicators that have a loading factor below 0.50, which is as follows:

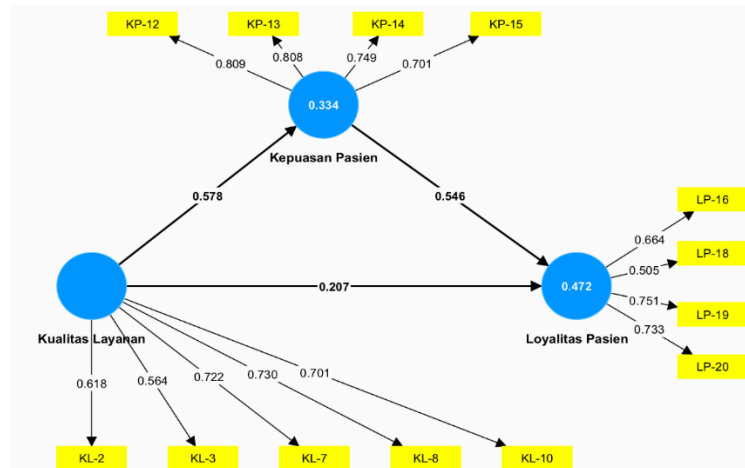


Figure 3 PLS Algorithm 2 Results (Loading Factor Value of Each Indicator)

The following are the results of the validity test of "service quality, patient satisfaction, and patient loyalty" after the change, which are as follows:

Table 2 Validity Test Results Using Loading Factor Value

Indicator	Loading Factor Value			> 0,5	Information
	Quality of Service	Patient Satisfaction	Patient Loyalty		
KL-2	0,618			> 0,5	Valid
KL-3	0,564			> 0,5	Valid
KL-7	0,722			> 0,5	Valid
KL-8	0,730			> 0,5	Valid
KL-10	0,701			>0,5	Valid
KP-12		0,809		> 0,5	Valid
KP-13		0,808		> 0,5	Valid
KP-14		0,749		> 0,5	Valid
KP-15		0,701		> 0,5	Valid
LP-16			0,664	> 0,5	Valid
LP-18			0,505	> 0,5	Valid
LP-19			0,751	> 0,5	Valid
LP-20			0,733	> 0,5	Valid

Source: SmartPLS Data Processing 4 (2023)

“Based on Figure 3 and Table 2 of the PLS Algorithm 1 outer loadings output above, indicators that have a loading factor value of less than 0.50 should be removed from the model and then the model analyzed again. Indicators that have a loading factor of less than 0.50 are 7 indicators consisting of KL-1, KL-4, KL-5, KL-6, KL-9, KP-11, and LP-17”.

2. Discriminant Validity Test

Table 3 Validity Test Results Using Cross Loading

Indicator	Patient Satisfaction	Quality of Service	Patient Loyalty
KL-2	0,300	0,618	0,413
KL-3	0,262	0,564	0,166
KL-7	0,522	0,722	0,416
KL-8	0,426	0,730	0,383
KL-10	0,352	0,701	0,297
Indicator	Patient Satisfaction	Quality of Service	Patient Loyalty
KP-12	0,809	0,513	0,569
KP-13	0,808	0,537	0,530
KP-14	0,749	0,392	0,488
KP-15	0,701	0,289	0,447
LP-16	0,431	0,379	0,664
LP-18	0,265	0,308	0,505
LP-19	0,476	0,448	0,751
LP-20	0,561	0,276	0,733

Source: SmartPLS Data Processing 4 (2023)

“Based on the results of the discriminant validity test seen in Table 3 by looking at the correlation on each indicator which is part of service quality, patient satisfaction, and patient loyalty has a higher correlation compared to others. This shows that each latent construct reflects each indicator in their block better than the indicators in other blocks, can be seen from the confidence variable with the indicator or statement is greater than the other indicators, and it is also the same for each variable.

In addition to Cross Loading testing, discriminant validity testing can also be seen using Fornell-Larcker criteria, which states that if the AVE value is higher than the correlation between other constructs, it can be concluded that the construct has a good level of discriminant validity”.

Table 4 Validity Test Results Using Interconstruct Correlation Values with Fornell-Larcker Testing

Variable	Patient Satisfaction	Quality of Service	Patient Loyalty	Information
Patient Satisfaction	0,768			Valid
Quality of Service	0,578	0,670		Valid
Patient Loyalty	0,666	0,523	0,670	Valid

Source: SmartPLS 4 Data Processing (2023)

“Based on the data in Table 4, can be seen that the square root value of the Average Variance Extracted (AVE) of each variable (0.768; 0.670; 0.670) is greater than the correlation of each construct, this shows that the three variables in this study are discriminantly valid, that is, each construct indicator is not highly correlated with other constructs used in measuring this study.”

Reliability Test

"Instrument reliability is the level of accuracy or consistency of a research instrument. An instrument is said to be reliable if it has a Composite Reliability of > 0.7 and Cronbach Alpha > 0.6 for all constructs (Hussein, 2015). Table 5." here are the reliability test results:

Table 5 Composite Reliability Test

Konstruk	Cronbach's Alpha	Composite Reliability	Conclusion
Quality of Service	0,769	0,852	Reliabel
Patient Satisfaction	0,697	0,802	Reliabel
Patient Loyalty	0,590	0,762	Reliabel

Source: SmartPLS Data Processing 4.0 (2023)

"Composite reliability aims to determine whether a construct has high reliability or not. A composite reliability value greater than 0.7 indicates that the construct is reliable. Based on the values in Table 5, all values meet the composite reliability requirement of > 0.7 and all variables have values greater than 0.7 so it can be said that the latent variable has high reliability.

In addition, reliability can also be seen through Cronbach Alpha, where the Cronbach Alpha value is used to determine the reliability of a construct. The closer to one, the more reliable the construct will be in making measurements. According to Sekaran & Bougie, (2016) the value of Cronbach Alpha must be greater than 0.60 for a study to be good. In Table 5. It can be seen that the variables of service quality, and satisfaction have a Cronbach Alpha value of more than 0.60 so it can be said that the variables in this study have a relatively good reliability, while the loyalty value has a Cronbach Alpha value of less than 0.60."

Inner Model Test (Structural Model Evaluation)

1. Koefisien Determinasi (R^2)

The R^2 value is used to observe the degree of variation in changes in exogenous variables over endogenous variables. The acquisition of R^2 using SmartPLS 4.0 in this study is:

Table 6 Value of Coefficient of Determination

Variabel	R-square	R-square adjusted
Kepuasan Pasien (R^2_1)	0,334	0,327
Loyalitas Pasien (R^2_2)	0,472	0,461

Source: SmartPLS Data Processing 4.0 (2023)

"Based on the calculation results of SmartPLS 4.0 software, the calculation results as presented in Table 6 above, it can be known that R^2 of the patient satisfaction variable is 0.334, which means that the patient satisfaction variable is influenced by the service quality variable of 33.4% and the remaining 66.6% is influenced by other variables.

The R^2 result of the patient loyalty variable showed a value of 0.472, which means that the patient loyalty variable can be influenced by the service quality variable and the patient satisfaction variable, which is 47.2% and the remaining 52.8% is influenced by other variables that were not studied in this study."

2. Goodness of Fit Index (GoF)

"The calculation results of goodness of fit can be used to determine the amount of contribution given by exogenous variables to endogenous variables. In PLS analysis, goodness of fit results is obtained through q-square (Q^2), calculation results that exceed 0

are considered to have good predictive values". How much of the expectation value created by the model and its limit meter in this exploration will be shown from the Q² calculation:

$$Q^2 = 1 - (1 - R^2) \times (1 - R^2)$$

$$Q^2 = 1 - (1 - 0,334) \times (1 - 0,472)$$

$$Q^2 = 1 - 0,666 \times 0,528$$

$$Q^2 = 0,648$$

Information:

Q² : Predictive Relevance value

R^{1 2} : R-Square value of the patient satisfaction variable

R^{2 2} : R-Square value of the patient loyalty variable

“The calculation results of 0.648 or 64.8%, this result indicates that the diversity of data that can be explained by the model is 64.8% and the remaining 35.2% is explained by other variables that are not yet contained in the model and errors.”

Hypothesis Testing

Given the side effects of testing the inside and outer models that have been done before, the model has fulfilled the need for speculative testing. Through estimation with the help of SmartPLS4.0 programming, the following model was formed:

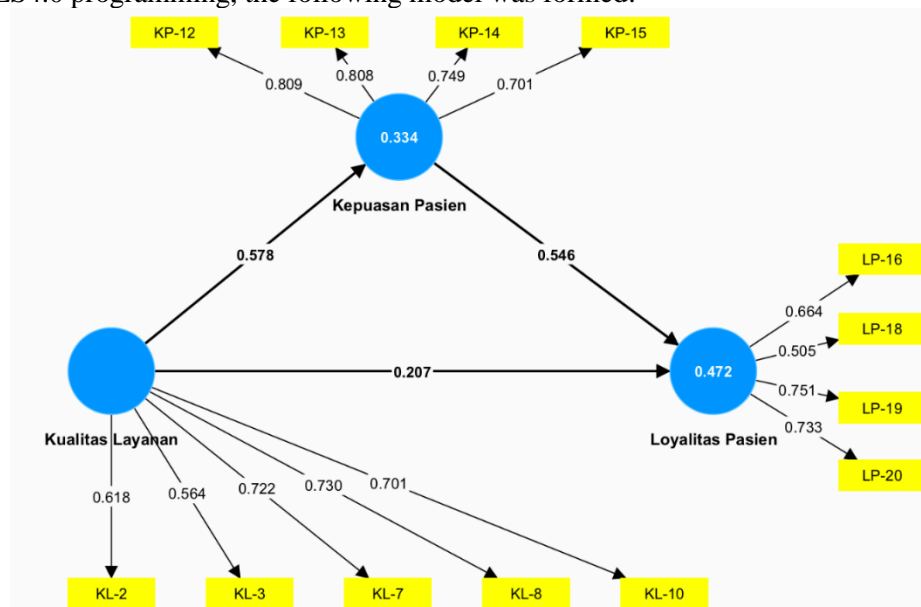


Figure 4 Construct Model

Source: SmartPLS 4.0 Data Processing (2023)

a. Direct Influence Testing

The follow-up effects of direct impact speculation testing were resolved by involving the path coefficient values introduced in Table 7. as follows:

Table 7 Path Coefficients

	Original Sample (O)	T-statistics (O/STDEV)	P values
Quality of Service → Patient Satisfaction	0,578	8,213	0,000
Quality of Service → Patient Loyalty	0,207	2,024	0,043
Patient Satisfaction → Patient Loyalty	0,546	7,216	0,000

Source: SmartPLS 4.0 Data Processing (2023)

H₁ : Quality of Service Positively Affects Patient Satisfaction

“The effect of service quality on patient satisfaction is formulated in Hypothesis 1. From the results of the analysis obtained the value of t-statistics (8.213) with $p < 0.05$ (0.000) and positive path coefficients (0.578). The results of t-statistics have a value greater than the t-table (1.96) and the value of p value has a value smaller than 0.05, so in this study the quality of service has a significant influence on patient satisfaction. The path coefficients value shows a positive number of 0.578 which indicates that the quality of service has a positive influence on patient satisfaction, so in this study, Hypothesis 1 is accepted because the quality of service has a positive and significant influence on patient satisfaction. This result means that the higher the quality of service, the higher the patient satisfaction at the Hermina Hospital Pharmacy Installation in Bandung”.

H₂ : Quality of Service Positively Affects Patient Loyalty

“The effect of quality of care on patient loyalty is formulated in Hypothesis 2. From the results of the analysis, the value of t-statistics (2.024) with $p < 0.05$ (0.043) and positive path coefficients (0.207). The results of t-statistics have a value greater than the t-table (1.96) and the p value has a value smaller than 0.05, so in this study the quality of service has a significant influence on patient loyalty. The value of path coefficients shows a positive number of 0.207 which indicates that the quality of service has a positive influence on patient loyalty, so in this study, Hypothesis 2 is accepted because the quality of service has a positive and significant influence on patient loyalty. This result means that the higher the quality of service, the higher the patient loyalty at the Hermina Hospital Pharmacy Installation in Bandung City.”

H₃ : Patient Satisfaction Positively Affects Patient Loyalty

“The effect of patient satisfaction on patient loyalty is formulated in Hypothesis 3. From the results of the analysis obtained the value of t-statistics (7.216) with $p < 0.05$ (0.000) and positive path coefficients (0.546). The results of t-statistics have a value greater than the t-table (1.96) and the value of p value has a value smaller than 0.05, so in this study patient satisfaction has a significant influence on patient loyalty. The value of path coefficients shows a positive number of 0.546 which indicates that patient satisfaction has a positive influence on patient loyalty, so in this study, Hypothesis 3 is accepted because patient satisfaction has a positive and significant influence on patient loyalty. This result means that the higher the patient satisfaction, the higher the patient loyalty at the Hermina Hospital Pharmacy Installation in Bandung.”

b. Indirect Influence Testing

The following are the results of testing the indirect effect of service quality on patient loyalty mediated by patient satisfaction, namely:

Table 8 The Value of Indirect Influence (Mediation)

	Original Sample (O)	T-statistics (O/STDEV)	P values
Quality of Service → Patient Satisfaction → Patient Loyalty	0,315	4,879	0,000

Source: SmartPLS 4.0 Data Processing (2023)

H₄ : Patient satisfaction mediates the effect of quality of care on patient loyalty

“The results of the analysis showed that the value of t-statistics (4.879) with $p < 0.05$ (0.000) and positive path coefficients (0.315). The results of t-statistics have a value greater

than t-table (1.96) and p value has a value smaller than 0.05, so in this study service quality has a significant influence on customer loyalty. Indirect influences are declared significant if both direct influences that make them up are significant. The direct influence of service quality on patient satisfaction and the direct influence of patient satisfaction on patient loyalty, both have a significant influence, it can be concluded that there is a significant indirect influence between the indirect influence of service quality on patient loyalty through patient satisfaction, this means that Hypothesis 4 is accepted. Mediating patient satisfaction on the effect of service quality on patient loyalty is partial mediation.

Hypothesis 4 shows that in this study there is a mediating variable in the form of patient satisfaction. According to Solimun (2017), if the influence of variable X (independent variable) on variable M (variable mediation) is significant, the influence of variable M on variable Y is significant, and the influence of variable X on Y is significant, then it is included in partial mediation. The quality of service (X) in this study has a significant effect on patient satisfaction (Y), patient satisfaction has a significant effect on patient loyalty (Z), and the quality of service (X) has a significant effect on patient loyalty (Z). Thus, the patient satisfaction variable can be said to be a partial mediation variable”.

c. Hypothesis Test Results

In view of the direct impact and reverse impact tests carried out in this examination. The following is an outline of the results of the general speculation test presented in Table 9:

Table 9 Hypothesis Test Results

	Path Coefficients	T-statistics	P values	Information	Significance
H ₁	0,579	8,148	0,000	Accepted	Significant
H ₂	0,317	2,823	0,005	Accepted	Significant
H ₃	0,386	4,233	0,000	Accepted	Significant
H ₄	0,224	3,257	0,001	Accepted	Significant

Source: SmartPLS 4.0 Data Processing (2023)

Information:

H₁ : “Service quality has a significant effect on satisfaction patient.”

H₂ : “Quality of service has a significant effect on loyalty patient.”

H₃ : “Patient satisfaction has a significant effect on patient loyalty.”

H₄ : “Quality of service has a significant effect on loyalty patient satisfaction mediated by patient satisfaction”.

The study showed "that quality of care has a significant positive influence on patient loyalty mediated by patient satisfaction, where the variable patient satisfaction is partially mediated. This happens because the quality of service has a significant influence on patient satisfaction, the variable of patient satisfaction has a significant influence on patient loyalty, and the quality of service has a significant influence on patient loyalty.”

Discussion

1. The Effect of Service Quality on Patient Satisfaction

“The results of the hypothesis test that have been carried out show that the higher the quality of service, the higher the patient satisfaction at the Hermina Hospital Pharmacy Installation in Bandung. This result is in line with previous research conducted by Colgate and Danaher (2018) in (Kincl & Štrach, 2018) examining that service quality affects satisfaction asymmetrically, where poor service has a greater impact on customer satisfaction than good service. This is also in line with previous research by Oh (2012) which states that service quality has a positive influence on achieving customer satisfaction. Providing satisfaction to patients is not easy, there are often gaps in service quality and service performance perceived by patients or companies.”

Susanto (2011) “which examines five variables that hospital management can use to achieve quality of service and increase patient trust in the hospital. The five variables are service quality, image, patient satisfaction, trust, and patient loyalty. The quality of service is formed by several indicators such as nurses' understanding of patients, patient trust in treatment, administrative staff and quick handling by administrative staff. Related to image, this dissertation is measured by indicators of the hospital's willingness to provide information and trained employees, so that this image also affects patient satisfaction. So, the better the image that is built, the more patient satisfaction will increase. Quality of service and patient satisfaction will be built when there is a competitive advantage of the company with competitors, in addition to the argument that excellence in the services or products offered will establish a successful relationship". Yuliarmi and Riyasa (2007) in (Hartono et al., 2023) "that all dimensions of service quality, namely tangible, reliability, responsiveness, assurance and certainty, empathy have a significant effect on customer satisfaction”.

2. The Effect of Service Quality on Patient Loyalty

“The results of the hypothesis test that have been carried out show that the higher the quality of service, the higher the patient loyalty at the Hermina Hospital Pharmacy Installation in Bandung City". This is the same as the study conducted by Zeithaml et al., (2018) “which states that 80% of customers report being loyal (intend to reuse the service and recommend the service to their relationships." "There is relationship between service delivery system and customer loyalty where indicated by 80% of customer to make a report loyal and they will repurchase and refer other". Olsen in 2016 "conducted a study to compare and make the link between service delivery and customer loyalty. From the results of the study, it was found that between service delivery and loyalty has a positive and quite significant relationship". Olsen (2016): “The result indicates a relatively strong positive relationship between service delivery and customer loyalty”.

“One competitive strategy so that the sales of a service are superior to its competitors is to provide quality service, so that customers will feel satisfied and tend to use the services offered by the company again.” According to Usmara, (2013) in Arisio (2019). “Minimizing service deficiencies to customers greatly benefits the company. In fact, research shows that it is a more profitable strategy than increasing market share or lowering costs" Meinanda (2014: 15) "lack of services received by customers will have a strong influence on company profits rather than production scale, loyalty, market share, unit cost and many other factors that are usually associated with competitive advantage." Budiarto (2012) "providing support for service quality has a direct and positive relationship with consumer loyalty in the health service industry". Anderson & Lehman (2013) "High-performance service is service that is able to satisfy customer needs. Previous research suggests there is a positive relationship between perceived quality and customer loyalty” (Nafisa & Sukresna, 2018).

3. The effect of patient satisfaction on patient loyalty

The acquisition of the hypothesis test that has been carried out shows that the higher the patient satisfaction, the higher the patient loyalty at the Hermina Hospital Pharmacy Installation in Bandung. Anderson (Anderson & Weitz, 1992; Fornell & Wernerfelt, 1987) “that customer satisfaction occupies an important position in practice in the business world because of the benefits it can bring to the company. First, many researchers agree that satisfied consumers are more likely to become loyal." "Consumers who are satisfied with the goods and services they consume will have a tendency to repurchase from the same producers. This desire to repurchase as a result of satisfaction is the desire to repeat a good experience and avoid a bad one." "Second, satisfaction is a factor that will encourage positive word-of-mouth communication" explained Solomon, (2010) in (Ernawati, 2021).

“This form of word-of-mouth communication delivered by a satisfied person can take the form of recommendations to other potential customers, encouragement to colleagues to do

business with providers where consumers are satisfied, and saying good things about service providers where they are satisfied" (Zeithaml et al., 2018). "The final factor of the effect of consumer satisfaction on behavior is that satisfied consumers tend to consider satisfactory service providers as the first consideration if they want to buy the same product or service. Satisfaction has a significant impact on customer loyalty which will lead to commitment in business relationships" (Burnham et al., 2013), "Therefore will influence customers to make repeat purchases" (Morgan & Hunt, 1994). "Indeed, the impact of satisfaction on commitment and retention varies in relation to industry, product or service, environment, and others".

"Customer satisfaction and loyalty are highly correlated" (Athanasopoulos et al., 2001; Hallowell, 2006; Silvestro dan Cross, 2010) "by forming two different constructions" (Oliver, 2010). "Customer satisfaction with the company is a great basis for loyalty" (Bloemer & Odekerken-Schröder, 2002), "while not guaranteeing that, since satisfied customers are likely to switch to another company" (Nordman, 2004), "one of the important reasons to switch is price" (Colgate and Hedge, 2001). "Therefore, the company has launched a customer loyalty program that provides incentives to customers. Although the effectiveness of loyalty programs has been examined, studies have shown that they have significant, positive impacts on customer retention, service use, and/or customer purchase share" (Bolton et al., 2010; Verhoef, 2013).

"Some researchers agree that the presence of satisfied customers is conducive to customer loyalty" (Silvestro and Stuart, 2010). "Customers who are satisfied with a product or service are more likely to buy back if they have the opportunity to buy. Second, customer satisfaction also results in a positive referral. Third, satisfied customers will be willing to pay more for the benefits they receive and will most likely be more tolerant of price increases". (Fornell & Wernerfelt, 1987)

Jones and Sasser (2014: 745) "Customer loyalty is an endogenous variable caused by a combination of satisfaction so that customer loyalty is a function of satisfaction. If the relationship between satisfaction and patient loyalty is positive, then high satisfaction will increase patient loyalty."

4. Patient satisfaction mediates the effect of quality of care on patient loyalty

Side effects from completed speculative trials suggest that patient fulfilment mediates the impact of quality administration on persistent reliability. The quality of good assistance will make patients feel satisfied, so that the fortitude of patients at the Hermina Emergency Clinic Establishment of Drug Stores in Bandung City will also increase. Kotler and Keller (2016) "providing quality service and consumers feel satisfied it will create consumer loyalty", Sviokla (2018) "states that the quality of service provided by the company can create a positive perception of consumers towards the company and produce consumer satisfaction and loyalty. The quality of service displayed by a company is one of the stimuli that makes consumers make transactions again with the service company."

Expanding patient satisfaction is essential to keep pace with the presence of health services to remain competitive. Assuming the patient is happy with the assistance obtained, it will provide benefits for specialist hospitals, one of which shows the fulfillment of controls that can encourage devotion. Kulsum (2017), "High satisfaction will increase patient loyalty. Satisfactory and quality service will form customer loyalty, and satisfaction is closely related to word of mouth, so satisfactory service will also bring new customers" (Kuntoro & Istiono, 2017).

Ngo & Nguyen (2016), "Customer satisfaction can be confirmed as mediating the relationship between service quality and customer loyalty". Shandra & Murwatiningsih (2016), "states that service quality indirectly affects consumer loyalty, through customer satisfaction as a mediating variable". While Wiharyo and Budiarti (2017), "There is an indirect effect of service quality on passenger loyalty through satisfaction which means that satisfaction can mediate the relationship between service quality and loyalty". Fatima (2018) "states that satisfaction and loyalty are tied to each other and satisfaction can build patient loyalty."

"Developing and maintaining patient loyalty will bring benefits to patients by improving their health" (Rundle-Thiele & Maio Mackay, 2001). "Loyal patients will also continue to use

medical services, follow the entire treatment plan and maintain relationships with health care providers” (MacStravic, 2014). “The better the quality of service provided, the higher the level of customer satisfaction and loyalty” (Kaura et al., 2015). Caruana and Fenech (2005) “To increase patient satisfaction, a doctor must be able to improve the perception of quality of service”.

Having loyal patients is the sure goal of a medical clinic, as patient reliability can guarantee the progress of the medical clinic in the long run. In essence, dependence on patients can be interpreted as a person's constancy towards something. The term patient loyalty actually comes from brand dedication that reflects the patient's reliability towards a particular brand. Client dedication is a proportion of a patient's relationship with a brand. This action can give an idea of whether a patient can switch to another service brand, if there is a change in product brand, both in terms of price and quality different. Patient loyalty is the patient's obligation to a brand, the image of a medical clinic, in an encouraging perspective and reflected in a calm and stable return. One example of the positive outlook given by patient patients is repurchase, trying to find goods from one emergency clinic service even though they are in a distant place and also considering other brands to buy in addition to the usual brand of goods purchased.

CONCLUSION

Service quality has a positive influence on patient satisfaction, so when the hospital provides better service quality than before, it will have an impact on high patient satisfaction at the Hermina Hospital Bandung Pharmacy Installation. Service quality has a positive influence on patient loyalty, so when the hospital provides new or better service quality than before, it will have an impact on patient loyalty at the Hermina Hospital Bandung Pharmacy Installation. Patient satisfaction has a positive influence on patient loyalty, it can be interpreted when the more positive patient satisfaction is, the more patient loyalty will increase at the Hermina Hospital Bandung Pharmacy Installation. Patient satisfaction mediates the effect of service quality on patient loyalty. The results of the study proved that when the quality of service is improved, it causes a positive perception of patient satisfaction, which can encourage to increase patient loyalty at the Hermina Hospital Pharmacy Installation in Bandung City.

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