



## The Influence of Service Quality on Loyalty Mediated by Customer Satisfaction at Hospital X

Noviasih Tanoko<sup>1</sup>, Wani Devita Gunardi<sup>2</sup>, Soengeng Wahyoedi<sup>3</sup>

<sup>1,2,3</sup> Faculty of Economics and Business, Universitas Kristen Krida Wacana, Indonesia

**ABSTRACT:** The development of the business world is increasing, competition is very tight, so the thing that companies need to pay attention to is service quality. Service quality plays a very important role in hospital services because it will influence the loyalty and satisfaction of customers or patients who come to the hospital. Factors that influence service quality, namely Tangibility, Assurance, Reliability, Responsiveness, and Emphaty. Meanwhile, the definition of satisfaction is a person's assessment of the product's perceived performance or results in relation to expectations. And the definition of loyalty is a classic word used to describe loyalty and very enthusiastic devotion to an individual. What can be done to prepare ourselves for market demands is to improve service quality. The aim is to increase customer satisfaction and loyalty. This research aims to find out how much influence service quality has on customer satisfaction and loyalty at Hospital X. The number of samples in this research was 100 respondents. The data used is a type of quantitative data obtained from filling out questionnaires by selected respondents using a simple random sampling method. The analytical method used is processed using Smart PLS (Partial Least Square) software. The results of this research show that there is a significant influence of service quality on customer satisfaction and customer loyalty, customer satisfaction has a significant influence on customer loyalty, but customer satisfaction does not mediate the influence of service quality on customer satisfaction and loyalty.

**KEYWORDS:** Loyalty, Service Quality, Satisfaction

### I. INTRODUCTION

In this era of globalization, the success of a hospital or other health institution is highly dependent on the quality of service provided to customers and patients. A hospital can be called quality, in addition to the best completeness of facilities, the attitude and service of hospital employees are also required, which are components with significant influence on the services produced and perceived by customers and patients. Hospitals will always innovate with various efforts to increase customer visits. Good service quality makes everyone want to come back to get service at the hospital without thinking about negative things to come back to get the service, because both customers and patients feel satisfied with the performance system of employees at the hospital.

Service quality is considered good for customers or patients, namely if it can meet the needs of patients from all aspects by creating patient perceptions about the service they receive very well. Customer or patient satisfaction is the first from the arrival to the return of the patient at the hospital. Customers or patients who are satisfied with the service provided by the hospital will definitely use the same service in the future when the patient needs treatment again, and customers who feel comfortable with the service they have received will tell positive or good things they get to people around them who need the best medical help. In addition, if the customer has felt comfort or satisfaction after being treated at the hospital, then the hospital will become the main hospital of choice for undergoing treatment, thus providing a good impact on the success of the hospital and can continue to develop better according to the demands of the development of the era and technology that is increasingly developing rapidly.

One of the private hospitals in Indonesia is Hospital X which is located in Bekasi city. This hospital has been established for more than 10 years with service facilities are ER, general polyclinic, specialist polyclinic, dental polyclinic, radiotherapy, radiology, laboratory, and pharmacy. While the facilities are intensive care room, regular treatment room, hemodialysis, chemotherapy, and radiotherapy. From the description of the facilities at Hospital X, it is quite complete, but complete hospital facilities alone are not enough to face the current competitive conditions which emphasize more on the quality of service at the hospital, so the author chose the theme of service quality. In addition, in the observation stage, the author still has some negative input regarding hospital services, so the quality of service will be chosen by the author in order to provide positive results as input for the hospital. To measure the quality of service here the author digs deeper into how much influence customer loyalty is mediated by customer



satisfaction of Hospital X patients with the scope of outpatient services. Thus, in order to meet the needs of the entire community, what can be done is to provide the best quality of health services for the good of all levels of society. Patients in this era increasingly have a high mindset and are more critical and varied in meeting their health needs so that their wishes and desires can be fulfilled. If the service provided is in accordance with what is desired, then the patient will be satisfied and become loyal to the Hospital. If the opposite happens, it will cause the patient to have a bad (negative) image of the health service provider.

The author will bring up the subject of loyalty in light of this pattern. In addition to being influenced by customer pleasure, loyalty offers businesses and healthcare facilities the chance to build enduring relationships with their clientele. Customer satisfaction and loyalty have an asymmetrical relationship since not all satisfied customers are loyal, but loyal customers are satisfied patients (Oliver, 1999).

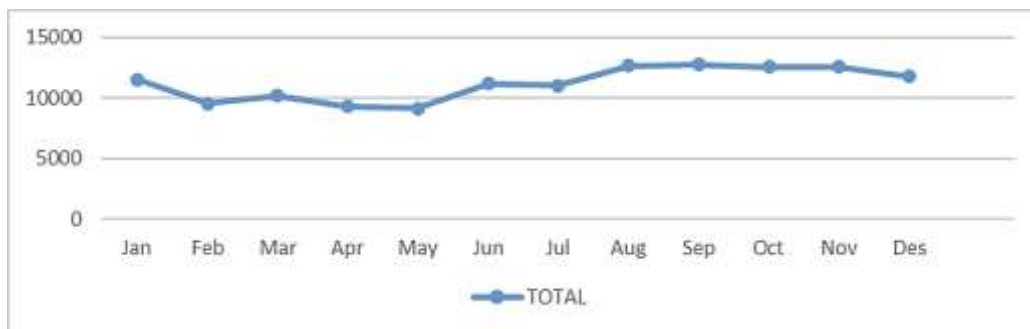


Figure 1. Outpatient Visits 2022

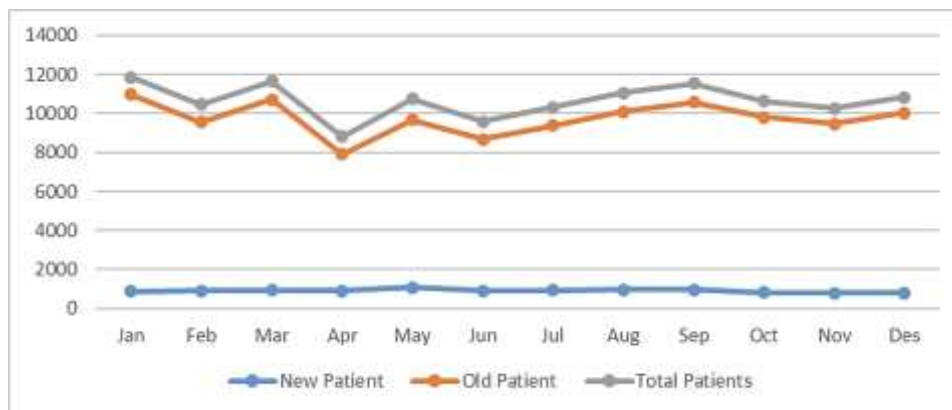


Figure 2. Outpatient Visits 2023

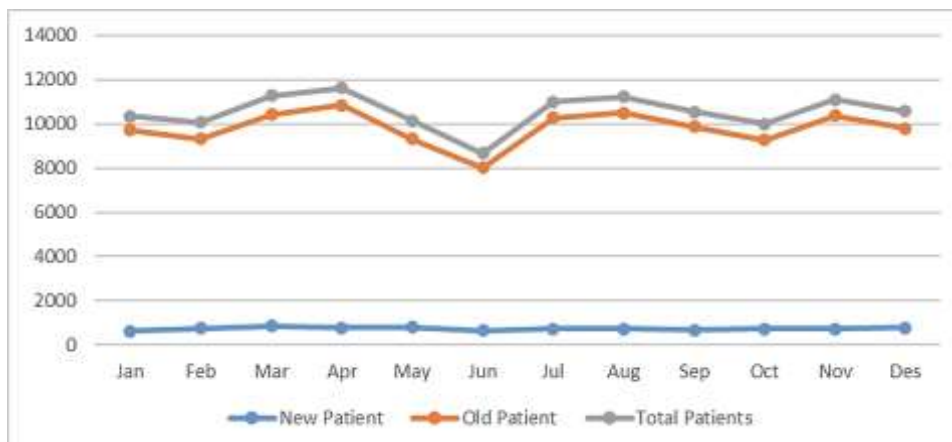
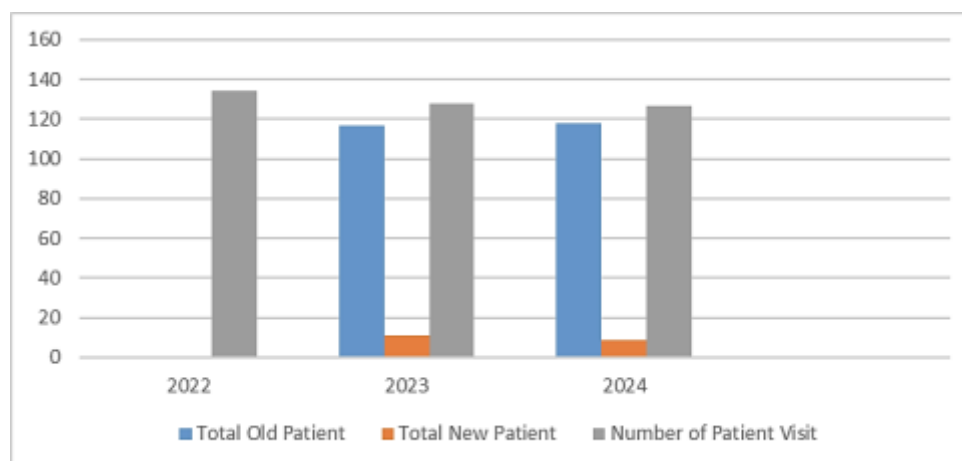


Figure 3. Outpatient Visits 2024



**Figure 4. Outpatient Visits 2022-2024**

Based on the data above, it can be seen that the total number of outpatient visits has decreased in the last 3 years. However, visits by old patients still tend to increase, there is a possibility that this could be due to the loyalty of these patients to Hospital X. However, whether this loyalty can be used as a basis that the hospital's services are in accordance with patient satisfaction, this will be studied and analyzed by the author.

## II. LITERATURE REVIEW

The term service is an effort to serve the needs of others in the KBBI (Big Indonesian Dictionary), while serving is helping to prepare (take care of) what is needed by someone. Besterfield (2013) defines quality as the extent to which a set of inherent characteristics meets certain metrics. According to Sinambela (2016) in the sense of strategy, quality is a variety of efforts made to realize both desires and consumer needs (satisfy customer needs). The ability to adapt to the demands and preferences of patients or customers, as well as the suitability of the procedure used to meet their expectations, is what is meant by service quality. According to Parasuraman et al.'s definition, there are 22 aspects that determine the quality of a service, and these factors can be distilled into five main factors: SERVQUAL stands for tangible, assurance, responsiveness, empathy, and reliability (Steven Darwin et al., 2014).

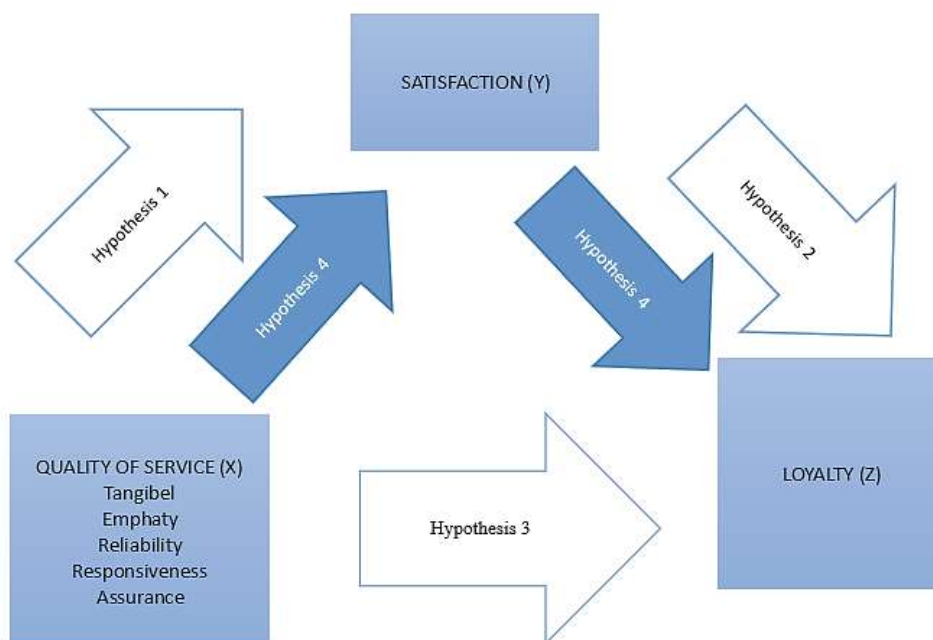
Customer happiness is largely influenced by the quality of the services provided to customers. Therefore, it can be inferred from a number of definitions of customer satisfaction that it is a consumer's evaluation of used goods or services that satisfy their needs and expectations. Consumers will assess the quality of the services using the five dimensions of quality. This will serve as a benchmark for comparing customer expectations and impressions of the service. In relation to the five dimensions of service quality, quality service must be considered with routine monitoring so that deficiencies in the services provided can be identified and addressed in a timely manner (Sumeliani, 2021).

A measure or indicator where customers or users of services or products from a company are very satisfied with the products or services obtained and there is also a comparison of expectations from the experience felt or received is customer satisfaction (Fitahudin & Firmansyah, 2019). Customer satisfaction is the core of customer-oriented marketing (Kuntoro & Istiono, 2017). Meanwhile, customer satisfaction according to Situmeang (2019) is a result that is felt because it gets more than expected or according to expectations. When assessing the hospital's administration and patient services, customer satisfaction is crucial. In order to provide better services to patients and their surroundings, hospitals being public health service institutions need an accurate, dependable, and sufficient information system (Sadewo et al., 2018). Sutari (2017) states that patient satisfaction is the degree of emotion that emerges from the outcomes of the services that the patient receives after comparing them to his expectations. The quality of a service provided to customers has a significant impact on their level of satisfaction. So it can be concluded from several definitions related to customer satisfaction, namely consumer assessment of products or services that have been used that are able to fulfill consumer desires and are in accordance with consumer expectations.

Loyalty is a classic word used to express highly motivated loyalty or devotion to an individual (Lovelock & Writz, 2011). Customer Loyalty is a person's commitment to persist or make repeated use of the products or services they choose continuously into the future, even though there are situations or marketing promotion efforts that tend to cause changes in behavior or thinking (Haryanti, 2019). Loyal customers are a very important value for the company, so that the characteristics they have, as expressed by Haryanti (2019), are making regular and regular purchases (makes regular repeat purchases), making purchases outside of service products (purchase across product and service lines), telling others to choose the product or service (refers other), and not easily switching to other products or services (demonstrates immunity to the full of competition). From the various definitions above, it can be concluded that loyalty forms loyal customers in a company so that the company will grow even more because having loyal customers will advance and provide more value to the company.

**Conceptual Framework**

Based on the theoretical description above, the conceptual model of this research is as follows.



**Figure 5. Conceptual Framework**

**III. METHODOLOGY**

A questionnaire is utilized as the research tool in this quantitative study design. A questionnaire with a Likert measurement scale was distributed directly to the research participants as the study's primary data gathering method. In accordance with the initial data used as the backdrop for deciding on the study's title, the research population consisted entirely of outpatients at Hospital X who were the study's focus since it was simpler for researchers to meet with and collect the information data required. The sample of this study was a group of outpatients at Hospital X who were taken as a representation of the population. The sampling technique is a straightforward random sampling technique. There are ten indicators in this study. Therefore, in order to satisfy the theory's demands, 100 respondents must be included in this study. The researcher's inclusion and exclusion criteria are referred to as sampling. SEM (Structural Equation Modeling) will be used to evaluate the validity and reliability of the measuring tool, which is a questionnaire. The researcher hopes that a sample of 100 respondents selected using the simple random sampling method, based on calculations from the indicators used, and in accordance with the inclusion and exclusion criteria, can represent a fairly representative population. The Partial Least Square (PLS) software, an alternate approach to model estimation for managing structural equation modeling (SEM), is then used to handle the data.

IV. RESULTS AND DISCUSSION

Convergent Validity

There are two types of validity testing in structural equation modeling (SEM): discriminant validity and convergent validity. To determine the correlation value between the indicator and the latent variable of its measurement, convergent and discriminant validity are demonstrated. The validity indicator, construct reliability, and Average Variance Extracted (AVE) value are the three phases that may be used to assess convergent validity. The loading factor value shows the validity indication. The link between the indicator value and the construct value demonstrates the convergent validity of the outer model that uses reflecting indicators. If the correlation value to be measured is more than 0.7, the structural reflectance is considered high (Ghozali & Latan, 2015).

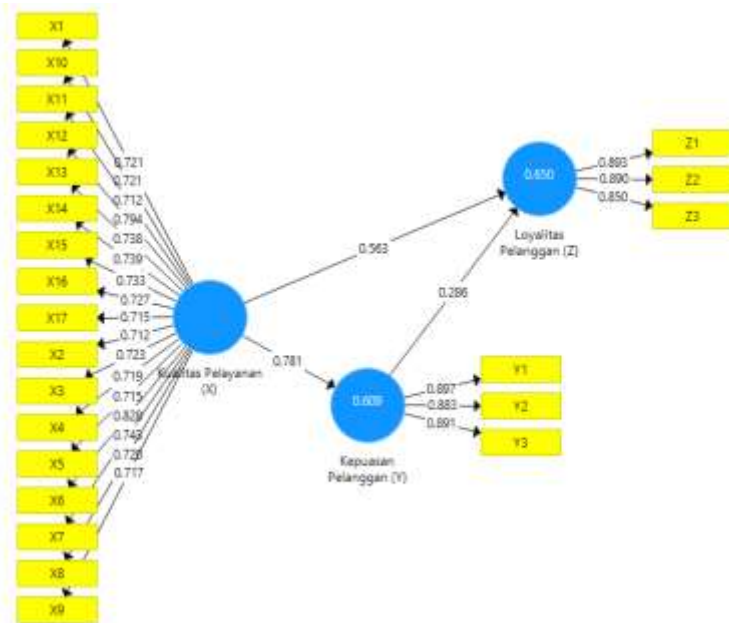


Figure 6. SmartPLS 3.0 Output Structure

Based on the results above, it can be seen that the outer loading value of all indicators of variables X, Y, and Z is > 0.5 so it can be said to be valid.

Discriminant Validity

The cross-loading between the indicator and its constituent parts demonstrates the validity of the indicator. Comparing the correlation between the configuration and other configurations and the model with the square root ( $\sqrt{AVE}$ ) of the average variance retrieved from each configuration is one such approach. Another test of the AV value is that if the AVE value for each configuration is larger than 0.5, then a model is considered excellent (AVE value > 0.5, then discriminant validity is fulfilled). If the value is bigger, the discriminant validity is considered good (Fonell & Lacker in Ghozali, 2012).

	Cronbach's Al...	rho_A	Composite Rel...	Average Variance Extracted (AVE)
Kepuasan Pela...	0.870	0.872	0.920	0.793
Kualitas Pelaya...	0.947	0.948	0.952	0.540
Loyalitas Pelan...	0.851	0.855	0.910	0.771

Figure 7. Discriminant Validity with AVE value with SmartPLS 3.0

Based on the results above, it can be seen that the AVE value of each variable is more than 0.5 so that the discriminant validity is met.



**Multicollinearity Test**

The purpose of the test is to determine whether there is a correlation between independent variables in a regression model, specifically to determine whether there is intercorrelation or collinearity between independent variables (Ghozali, 2016). The Variance Inflation Factor (VIF) number is the one that is utilized to examine it. According to the criterion, there is a collinearity issue if the VIF value is greater than 5.00, and there isn't one if the VIF value is less than 5.00.

	VIF		VIF
X1	2.289	X2	2.743
X10	2.531	X3	2.390
X11	2.005	X4	2.954
X12	2.488	X5	2.803
X13	2.261	X6	3.424
X14	2.698	X7	2.346
X15	3.226	X8	2.261
X16	2.508	X9	2.111
X17	2.193	Y1	2.542
X2	2.743	Y2	2.107
X3	2.390	Y3	2.349
X4	2.954	Z1	2.470
X5	2.803	Z2	2.232
X6	3.424	Z3	1.834
X7	2.346		

Figure 8. Multicollinearity test with VIF values with SmartPLS 3.0

Based on the results above, it can be concluded that the VIF value of each indicator is < 5.00 so that there are no symptoms of multicollinearity.

**Reliability Test**

Reliability testing is conducted to determine how reliable and trustworthy a measuring instrument is. Measurement uses the Cronbach Alpha coefficient. Variables are considered reliable according to the following criteria:

1. Cronbach Alpha value > 0.7
2. Rho-A > 0.7
3. Composite Reliability > 0.6

	Cronbach's Al...	rho_A	Composite Rel...	Average Varian...
Kepuasan Pela...	0.870	0.872	0.920	0.793
Kualitas Pelaya...	0.947	0.948	0.952	0.540
Loyalitas Pelan...	0.851	0.855	0.910	0.771

Figure 9. Reliability Test with SmartPLS 3.0

Based on the results above, it can be seen that the Cronbach Alpha, Composite Reliability, and rho-A values meet the requirements to be said to be reliable and have met the requirements for use in research.

**R-Square Test**

This test functions in measuring the proportion of variance of exogenous variables explained by endogenous variables in a research model. The R Square value is in the interval from zero to 1.



	R Square	R Square Adjus...
Kepuasan Pelanggan (Y)	0.609	0.605
Loyalitas Pelanggan (Z)	0.650	0.643

Figure 10. R-Square Test with SmartPLS 3.0

The customer satisfaction R-Square of 0.609 indicates that 60.9% of the variance in satisfaction can be accounted for by service quality. Other factors that were not examined account for the remaining 39.1%. A loyalty R-Square of 0.650 indicates that contentment and service quality account for almost 65% of the variation in loyalty.

$$Q \text{ square} = 1 - (1 - R\text{square}) (1 - R\text{square}^2)$$

$$Q \text{ square} = 1 - (1 - 0.609) (1 - 0.650) = 0.863$$

The Q-squared value, as determined by the computation, is 0.863. This demonstrates how 86.3% of the wide range of study data can be explained by this model. However, other characteristics not included in this study model account for the remaining 14.7%.

**Path Coefficient**

According to Bollen (1989), the path coefficient is a measure of how the dependent variable reacts to unit changes in the explanatory variable while all other variables in the model remain unchanged. The path coefficient is evaluated to see how strongly the independent variable influences the dependent variable. Furthermore, it can demonstrate the direct impact of the variable regarded as the cause on other factors deemed to be influential.

	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics ( O/...	P Values
Kepuasan Pelanggan (Y) -> Loyalitas Pelanggan (Z)	0.286	0.289	0.145	1.969	0.049
Kualitas Pelayanan (X) -> Kepuasan Pelanggan (Y)	0.781	0.781	0.054	14.436	0.000
Kualitas Pelayanan (X) -> Loyalitas Pelanggan (Z)	0.563	0.560	0.147	3.830	0.000

Figure 11. Path Coefficient with SmartPLS 3.0

The effect of Service Quality on Customer Satisfaction has the biggest path coefficient value (0.781), according to the data in Figure 11. The second-largest effect, service quality on customer loyalty (0.563), was then discussed.

**Hypothesis Testing**

To determine if exogenous factors have a substantial impact on endogenous variables, hypothesis testing is done. Hypothesis testing is a procedure used to assess a sample's strength and offer a framework for determining how trustworthy researchers are in extrapolating the results from the sample under study to a larger one. The P value must be larger than 0 (zero) with a significance threshold of 1–95%, or 0.05, in order to conduct this test.  $P < 0.05$  is frequently used in the P test to evaluate the hypothesis instead of  $P \leq 0.05$  (Kock, 2019).

	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics ( O/...	P Values
Kepuasan Pelanggan (Y) -> Loyalitas Pelanggan (Z)	0.286	0.289	0.145	1.969	0.049
Kualitas Pelayanan (X) -> Kepuasan Pelanggan (Y)	0.781	0.781	0.054	14.436	0.000
Kualitas Pelayanan (X) -> Loyalitas Pelanggan (Z)	0.563	0.560	0.147	3.830	0.000

Figure 12. Hypothesis Testing with SmartPLS 3.0

The following conclusions about the hypothesis testing findings may be drawn from the data in Figure 12:

- Hypothesis Testing 1: Customer Satisfaction Is Affected by Service Quality, indicating that Service Quality (X) directly influences Customer Satisfaction (Y) with a P-Value of  $0.000 < 0.05$  (significant) and Original Sample of 0.781 (positive effect).
- Hypothesis Testing 2: Customer Satisfaction Influences Loyalty P-Value  $0.049 < 0.05$  (significant) and Original Sample value 0.286 (positive effect) indicate that Customer Satisfaction (Y) directly affects Customer Loyalty (Z).



3. Hypothesis Testing 3: Loyalty Affects Service Quality, indicating that Service Quality (X) directly influences Loyalty (Z) with a P-Value of  $0.000 < 0.05$  (significant) and Original Sample of 0.563 (positive effect).
4. Hypothesis Testing 4: Customer Satisfaction Mediates the Effect of Service Quality on Loyalty, there is no significant indirect relationship between Service Quality (variable X) and Loyalty (Z) through Customer Satisfaction (Y) (P-Value  $0.056 > 0.05$ ).

Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples	Copy to Clipboard:	Exce
	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics ( O/...	P Values
Kualitas Pelayanan (X) -> Kepuasan Pelanggan (Y) -> Loyalitas Pelanggan (Z)	0,223	0,227	0,117	1,912	0,056

Figure 13. Indirect Effects with SmartPLS 3.0

**Discussion**

The results of this study support the first hypothesis, which states that service quality has a significant positive impact on customer satisfaction. This means that if service quality improves, it will also have an effect on customer satisfaction. Maryani, Widjaja, and Purnama (2024) research found that service quality has a positive effect on patient satisfaction. The Tangerang Regional Hospital performed research using SEM-PLS (Structural Equation Model-Partial Least Square) analysis, with notable favorable outcomes. Facilities and service quality have an impact on patient satisfaction. There is also another study conducted by Catur, Oktori, & Yuary (2017) which also found that the service quality at the Djuanda branch of BNI Bank was considered good and customer satisfaction was considered quite satisfactory (significant). According to Marhenta, Satibi, and Wiedyaningsih (2018), service quality has a favorable and noteworthy impact on BPJS patient satisfaction. In their 2021 study, Tecoalu, Wahyoedi, and Kustiawan discovered that consumer happiness was significantly impacted by transaction convenience and transaction quality. The same was said by Pouragha & Zarei (2016), who noted that customer satisfaction is positively impacted by service. Thus, based on the aforementioned research, it can be said that Hypothesis 1 is applicable, namely that hospital patient or customers' pleasure is impacted by service quality.

The second hypothesis is that Customer loyalty is positively impacted by customer satisfaction, supporting earlier study by Green (2022) that found a positive correlation between patient loyalty and satisfaction. Nurjanah, Tecoalu, and Purnama (2022) study shown that customer satisfaction can operate as a mediator between service quality and customer loyalty. Thus, based on these research, it can be said that Hypothesis 2 is beneficial, namely that hospital patient loyalty is influenced by customer satisfaction. Additionally third hypothesis, Winoto (2020) demonstrated that price and product quality have a direct impact on purchasing decisions, and that promotional strategies can mediate the relationship between the two. This finding supports earlier research showing that service quality influences customer loyalty. On the other hand, contrary to Kurniawan, Winoto, and Fushen's (2022) research, patient satisfaction mediates the indirect association between service quality and complaint management and loyalty.

Fourth, customer satisfaction indirectly (albeit not significantly) mediates the relationship between service quality and loyalty. However, Duy & Hoang (2017) demonstrated that customer satisfaction and switching costs had a beneficial influence on customer loyalty. Price, service quality, and product quality all significantly improved consumer satisfaction.

**V. CONCLUSION**

Based on the outcomes of data processing and analysis, it can be said that customer satisfaction is significantly impacted by service quality. According to this, Hospital X patient satisfaction rate will rise in proportion to the quality of services rendered. Customer loyalty is also significantly impacted by customer satisfaction, meaning that the more satisfied patients are, the more likely they are to stick with Hospital X. Furthermore, customer loyalty and service quality are strongly correlated, therefore enhancing service quality can promote patient loyalty to Hospital X. But according to the study findings, customer satisfaction did not operate as a mediator between service quality and customer contentment and loyalty.

There are several suggestions that can be given to related parties. To improve the quality of service in the hospital, improvements should be made in all sections so that all patients and their families feel satisfied and comfortable during their visit to Hospital X. In addition, in order to improve patient satisfaction, all hospital staff, especially those in the service section, need to be equipped with training and seminars in order to improve the quality of service provided. Meanwhile, for further research, considering that





patient satisfaction does not mediate the effect of service quality on loyalty, it is recommended that further research use patient satisfaction as an independent variable, not as a mediating variable.

## REFERENCES

1. Barata, D. K. (2014). *Otonomi Penyelenggaraan Pemerintah Daerah*. Gramedia Pustaka Utama.
2. Besterfield, D. H. (2013). *Total Quality Management (third edition)*. Prentice Hall International.
3. Duy PNN, Hoang TM. (2017). Factors Affecting Customer Satisfaction and Customer Loyalty: The Case of Binh Duong Ceramic Product Research Gate.
4. Engka, Mark, G.T. (2021). Pengaruh Kepuasan Pasien Terhadap Loyalitas Pasien di Siloam Hospital Balikpapan.
5. Ghozali, I. (2012). *Aplikasi Analisis Multivariate Dengan Program SPSS*. In Badan Penerbit Universitas Diponegoro. Badan Penerbit Universitas Diponegoro.
6. Ghozali, I., & Latan, H. (2015). *Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris*. In Semarang: Badan Penerbit UNDIP.
7. Griffin, J. (2005). *Customer Loyalty: how to earn it, how to keep it*. NJ : John Wiley & Son.
8. Kurniawan, Y., Hey Winoto Tj, Fushen. (2022). Pengaruh Kualitas Layanan dan Penanganan Keluhan Terhadap Loyalitas Pasien Dimediasi Oleh Kepuasan Pelanggan (Studi Pada Pasien BPJS Kesehatan Di RSIA Bunda Sejahtera). *Jurnal Manajemen Dan Administrasi Rumah Sakit Indonesia*. Vol.6, No. 1, 74-85.
9. Lupiyoadi. (2014). *Manajemen Pemasaran Jasa. Edisi 3*. Salemba Empat.
10. Maryani, R, Benard T. Widjaja, & Eka Desy Purnama. (2024). The Efficacy of Service Quality and Facilities on the Satisfaction of BPJS Class 1 Patients with Hospital Image as an Intervening Variable at the Non-class Inpatient Installation of Tangerang General Hospital.
11. Nasution, M. N. (2014). *Reformasi Birokrasi: Peningkatan Mutu Pelayanan Publik*. Universitas Diponegoro.
12. Nurjanah Siti, Melitina Tecoalu, and Eka Desy Purnama. (2022). The Effect of Service Quality And Utilization Of Information Technology On Consume Loyalty During The Covid-19 Pandemic. *Journal of Humanities, Social Science, Public Administration and Management (HUSOCPUMENT)* Volume 2, Number 3, July 2022, pp. 195-20.
13. Pasaribu, Rini B. (2015). Pengaruh Kualitas Pelayanan Dan Citra Merek Rumah Sakit Terhadap Loyalitas Dengan Mediasi Kepuasan Pasien.
14. Pouragha, B., & Zarei, E. (2016). The Effect of Outpatient Service Quality on Patient Satisfaction in Teaching Hospitals in Iran. *Materia SocioMedica*, 28(1), 21-25.
15. Prasetio, Catur, Zaini, Oktori Kiswati & Farradia, Yuany (2017). Analisis Kualitas Pelayanan Terhadap Kepuasan Nasabah Bank Negara Indonesia (BNI) Cabang Djuanda, Bogor.
16. Sadewo, M.G. et al. (2018). Penerapan C4.5 Untuk Memprediksi Kepuasan Pasien Terhadap Sistem Informasi Manajemen Rumah Sakit (SIMRS) Pada Rumkit Tk IV 01.07.01 Pematangsiantar', Ready Star.
17. Sajiyono, Achmad. (2018). *Hubungan Antara Kualitas Pelayanan dan Kepuasan Pasien Terhadap Loyalitas Pasien Rawat Inap Di Rumah Sakit Tk. Lv Daan Mogot Kesdam Jaya Tahun 2018*. <https://digilib.esaunggul.ac.id/hubungan-antara-kualitas-pelayanan-dan-kepuasan-terhadap-loyalitas-pasien-rawat-inap-di-rumah-sakit-tkiv-daan-mogot-kesdam-jaya-tahun-2018-12057.html> [18 November 2024]
18. Saporso, Soegeng Wahyoedi., Melitina Tecoalu., & Rudolf (2017). Panduan penulisan Tesis Program Magister Management.
19. Sinambela, L.P. (2016). *Reformasi Pelayanan Publik*. Bumi Aksara.
20. Situmeang, P.A., Nainggolan, B. M., & Kristiadi, A.A. (2019). Pengaruh Kualitas Produk, Kualitas Pelayanan, Dan Kepercayaan Terhadap Kepuasan Pelanggan Di Restoran Sushimas. *Jurnal Eduturisma*, Edisi ke-7. Volume IV Nomor 1, 32-55.
21. Sugiyono. (2017). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R & D*. Bandung: Alfabeta.
22. Sumeliani. (2021). Word Of Mouth, Citra Rumah Sakit, dan Loyalitas Pasien Pada Rumah Sakit Umum Daerah Kabupaten Buleleng. *Widya Amerta Jurnal Manajemen Fak. Ekonomi*, Vol 8 No. 2.



23. Sutari. (2017). Gambaran Tingkat Kepuasan Kunjungan Pasien BPJS di Rawat Jalan Puskesmas Petaruka. <http://repository.unimus.ac.id/603/> [18 November 2024].
24. Tecoalu Melitina, Soegeng Wahyoedi & Edward Kustiawan. (2021). The Effect of Ease of Transaction and Service Quality on Purchasing Decisions Mediated by Consume Satisfaction (Studies on Okeped Jabodetabek Users). <https://jurnal.ubd.ac.id/index.php/ds> [18 November 2024]
25. Tjiptono, F. (2012). *Service Manajemen: Mewujudkan Layanan Prima*. Yogyakarta : BPPEE.
26. Tjiptono, F. (2014). *Pemasaran Jasa, Prinsip, Penerapan, Penelitian*. Yogyakarta: Andi Offset.
27. Tjiptono, F. (2017). *Strategi Pemasaran, Edisi 4*. Penerbit Andi. Yogyakarta.
28. Triwibowo. (2013). *Manajemen Pelayanan Keperawatan di Rumah Sakit*. TIM.
29. Wahyu Kuntoro., & Wahyudi Istion. (2017). *Kepuasan Pasien Terhadap Kualitas Pelayanan Di Tempat Pendaftaran Rawat Jalan Puskesmas Kretek Bantul Yogyakarta*. <http://etd.repository.ugm.ac.id/penelitian/detail/113818> [18 November 2024]
30. Winoto Tj, Hery. (2020). Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian Minuman Bobba Yang Dimediasi Dengan Strategi Promosi. *Jurnal Ilmiah Indonesia*, 5, 1566-1575.
31. Yunida. (2016). *Pengaruh citra rumah sakit dan kualitas pelayanan terhadap loyalitas pelanggan melalui kepuasan pelanggan*. Universitas Negeri Yogyakarta.

---

Cite this Article: Tanoko, N., Gunardi, W.D., Wahyoedi, S. (2025). *The Influence of Service Quality on Loyalty Mediated by Customer Satisfaction at Hospital X*. *International Journal of Current Science Research and Review*, 8(2), pp. 759-768. DOI: <https://doi.org/10.47191/ijcsrr/V8-i2-22>