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## **The influence of service quality on patient loyalty through satisfaction and trust: Literature review**

**Nur Zyainal Arifin<sup>1</sup>, Dewi Karyanti<sup>2\*</sup>, Christina Esti Susanti<sup>3</sup>**

<sup>1,2</sup> Master of Management - Faculty of Business - Widya Mandala Surabaya Catholic University, <sup>3</sup> Faculty of Business - Widya Mandala Surabaya Catholic University

[jhe.zen46@gmail.com](mailto:jhe.zen46@gmail.com); [dewika.smile@gmail.com](mailto:dewika.smile@gmail.com); [esti@ukwms.ac.id](mailto:esti@ukwms.ac.id)

**Abstract.** This research discusses the influence of service quality on patient loyalty through satisfaction and trust. Service quality, patient satisfaction, patient trust, and loyalty are very important in community health centers because patients will visit for basic care there before being referred to the hospital. So, there is a need for a scientific study about good service quality and can increase patient satisfaction which has an effect on increasing patient loyalty.

**Keywords.** Service Quality, Patient Loyalty, Satisfaction, Trust

### **Background of the problem**

Puskesmas as a health service center has two functions, namely a public service function and a clinical or medical service function. Indications of service quality at community health centers can be reflected in patient perceptions of the health services they receive. Based on this perception, patients can provide an assessment of the quality of service.

Service quality is an important thing to pay attention to, because this will be perceived by patients after receiving service. Competition has become increasingly fierce lately, requiring service providers such as community health centers to always pamper patients by providing the best service. Customers will look for products in the form of goods or services from institutions that can provide the best service to them (Assauri, 2018). If customers are satisfied with the experience of using the services provided by the health center, this is the first step in making them loyal customers.

Research by Solehudin and Inasyahbanas (2023), Abdulaziz Ar. Bajamal, et al (2020), show that service quality is one of the variables that can influence a patient's loyalty. Facing competition in the health service sector, health service providers are required to always provide good service to improve the quality of their services so that it can have an impact on patient loyalty.

Based on the description above, there is a need for a scientific study that good quality services can increase patient satisfaction, so that patient loyalty will also increase. This research discusses the influence of service quality on patient loyalty through satisfaction and trust.

## **Review of theory**

### **Understanding Patient Loyalty**

According to Griffin "Loyalty is defined as non random purchase expressed over time by some making decision unit". This means that loyalty refers more to the form of behavior of decision-making units to make continuous purchases of goods or services of a chosen company (Griffin, 2005). Meanwhile, according to Kotler, loyal patients are not measured by how much they buy, but by how often they make repeat purchases, including recommending other people to buy (Kotler, 2016).

According to Sutisna, loyalty can be grouped into two groups, namely brand loyalty and store loyalty (Sutisna, 2013). For example, a patient who has purchased one service brand very often, there are no other brands to consider purchasing other than the service brand he purchased. When the service brand was not available in the shop he was going to, he continued to try to find the service even in a faraway place. Even when the service mark wasn't available, and the sales clerk said the service mark he was looking for would come in a few days, he was willing to wait for it. If a patient behaves like that when purchasing, then it could be said that the patient is very loyal to the brand of his choice (brand loyalty).

Based on the definition above, it can be explained that loyalty refers more to the form of behavior of decision-making units to make continuous purchases of goods or services of a chosen company.

### **Patient Loyalty Indicators**

Consumer loyalty is a consumer's characteristic of continuing to use and purchase certain goods or services and recommending them to others. Indicators of consumer loyalty are: (Kotler and Keller, 2016)

#### **1. Repeat Purchase (Loyalty to product purchases).**

This shows loyalty to repeat purchases or periodic purchases of a product. Repeated purchases made by customers show engagement and can measure the value of customer satisfaction with the company's products.

#### **2. Retention (Resistance to negative influences regarding the company).**

Customers whose loyalty is persistent like this are not affected by the existence of other products which can be said to be much cheaper, have more features, etc.

#### **3. Referalls (Referring to the total existence of the company).**

Customers in this situation are able and willing to recommend the company's products to the people closest to them in their environment.

Meanwhile, according to research by Pakutandang & Indrawati (2022), in measuring consumer loyalty there are several indicators, namely:

- a. Make repeat purchases
- b. Provide references to others (provide recommendations to others)
- c. Reject others (reject others)
- d. referrals and consider as first choice.

Based on these five indicators, there are several previous studies, namely Nursyirwan & Ardaninggar (2020), Daneji & Khambari (2019) and Ashfaq et al. (2020) which states that these five indicators are indicators of consumer loyalty.

Consumer loyalty is the consumer's characteristic of continuing to use and purchase certain goods or services and recommending them to others. Patient loyalty is defined as the intention to continue using the same provider or recommend this provider to others. According



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### **Service Quality**

Customer service is an important factor in efforts to expedite sales and purchases. By providing good service to all customers, it will have a big influence on sales and purchases. Therefore, companies must think more carefully about the importance of service to customers (Waruwu et al., 2022). According to Kasmir, service quality is the actions or actions of a person or organization aimed at providing satisfaction to customers or employees. Of course, this satisfaction can be created if customer expectations are met (Kasmir, 2017). As expressed by Kotler and Keller, service quality is the completeness of the features of a product or service that has the ability to provide satisfaction to a need (Kotler and Keller, 2016).

Abubakar stated that service quality is a company's ability to provide the best quality service compared to its competitors. This service quality is also a marketing component that is difficult for competitors to imitate (Bakar, 2018). This is because the real form can only be felt by customers, and customers who have experienced the best quality service from a company will have special expectations that are not necessarily provided by other brands.

Service quality involves consumers' assessment of the overall superiority or superiority of an entity or service. The measurement of service quality according to Gu et al., (2022) is as follows:

- a. The clinic environment is comfortable, clean and comfortable
- b. The clinic is equipped with appropriate medical equipment.
- c. The layout of the clinic service window is quite good
- d. dress neatly
- e. The maintenance process is simple and convenient
- f. Record information correctly and maintain privacy
- g. Timely service
- h. Pay attention to patient suggestions, opinions and complaints
- i. Ask your permission before carrying out the inspection
- j. The doctor explains the disease and suggests taking regular medication.

### **Satisfaction (Patient Satisfaction)**

According to Sangadji and Sopiah, patient satisfaction is defined as a situation where the patient's expectations for a product match the reality received by the patient. If the product falls short of expectations, patients will be disappointed. (Handayani et al., 2020) On the other hand, if the product meets expectations, patients will be satisfied. According to Setiawan, et al, patient satisfaction is the level of patient feelings of pleasure or disappointment resulting from comparing the perceived product performance (or results) with their expectations. (Yuliana & Purnama, 2021)

According to Fandy Tjiptono, satisfaction is an attitude that is decided based on the experience gained. Research is really needed to prove whether or not there are previous expectations which are the most important part of satisfaction (Tjiptono, 2017). Mowen in Fandy Tjiptono defines patient satisfaction as the overall attitude towards a good or service after its acquisition and use. In other words, patient satisfaction is a post-purchase evaluative assessment resulting from specific purchase selection (Tjiptono, 2017).

There are four indicators that characterize consumer satisfaction based on the opinion of Mukherjee (2003), these indicators consist of:

- a. The image of the Community Health Center in the minds of patients
- b. Fulfillment of patient expectations
- c. Superior quality and
- d. Perceived value.

### **Trust**

Trust is very important for business actors to build customer loyalty in order to increase sales. According to Mowen and Minor, trust is all the knowledge possessed by the customer and all the conclusions made by the customer about the object, its attributes and benefits. Meanwhile, according to Rousseauetal, trust is a psychological area which is a concern for accepting what is based on expectations of good behavior from other people (Boby Gustiawan, 2022). Trust is the consumer's willingness to trust a brand which will produce positive results for consumers so that it can generate loyalty to a brand (Ferrinadewi) (Rachman & Oktavianti, 2021).

Trust is an encouragement for consumers to maintain relationships with a company. In order for the relationship to run well, the company must know the patient's understanding of health based on the patient's perspective. Trust indicators according to Gu (2022) and Platt (2018) are as follows:

- a. Demonstrate care and concern
- b. Doctor tells about disease
- c. Have good skills
- d. Be thorough and careful
- e. Provide treatment options according to indications
- f. Pay attention when patients express complaints
- g. Doctors think about what is best for the patient
- h. Trust the doctor completely
- i. Trusted to use information responsibly
- j. Think about what is best for the patient
- k. Act ethically.

### **Previous Research**

Research on the same topic was previously conducted by Gu, 2022, at a clinic in rural China, by testing SERVQUAL. The research results prove that patient trust in doctors at rural health centers is influenced by the patient's perception of the doctor's communication skills and the quality of health services. Communication and trust are interaction behaviors in the disease treatment process, this study explores this relationship from the patient's perspective. Therefore, the interaction relationship between the two can be investigated in the future. This study has limitations. namely the sample size is small, and all participants come from one region, therefore the results cannot be extrapolated to other regions, provinces.

### **Discussion**

Awad et al., (2021) conducted a study to determine the effect of Service Quality on Satisfaction. The results of the study showed that the Service Quality variable affects Satisfaction. Engkus (2019) conducted a study to determine the effect of Service Quality on Satisfaction. The results of the study showed that the Service Quality variable affects Satisfaction. Manzoor et al., (2019) conducted a study to determine the effect of Service Quality on Satisfaction. The results of the study showed that the Service Quality variable affects Satisfaction

Zahara et al., (2023) conducted a study to determine the effect of Service Quality on Trust. The results of the study showed that the Service Quality variable affects Trust. Boubshait et al., (2022) conducted a study to determine the effect of Service Quality on Trust. The results of the study showed that the Service Quality variable affects Trust. Gu et al., (2024) conducted a study to determine the effect of Service Quality on Trust. The results of the study showed that the Service Quality variable affects Trust. Gu et al., (2022) conducted a study to determine the effect of Service Quality on Trust. The results of the study showed that the Service Quality variable affects Trust.

Sertan et al., (2023) conducted a study to determine the effect of Satisfaction on Patient Loyalty. The results of the study showed that the Satisfaction variable affects Patient Loyalty. Kijima et al., (2021) conducted a study to determine the effect of Satisfaction on Loyalty. The results of the study showed that the Satisfaction variable affects Loyalty. Setyawan et al., (2020) conducted a study to determine the effect of Satisfaction on Patient Loyalty. The results of the study showed that the Satisfaction variable affects Patient Loyalty.

Huang et al., (2021) conducted a study to determine the influence of Trust on Patient Loyalty. The results of the study showed that the Trust variable affects Patient Loyalty. Lee (2020) conducted a study to determine the influence of Trust on Patient Loyalty. The results of the study showed that the Trust variable affects Patient Loyalty. conducted a study to determine the influence of Trust on Patient Loyalty. The results of the study showed that the Trust variable affects Patient Loyalty

Aburayyaa et al., (2020) conducted a study to determine the influence of service quality on Patient Loyalty through satisfaction. The results of this study showed that service quality through satisfaction affects Patient Loyalty. Serten (2023) conducted a study to determine the influence of service quality on Patient Loyalty through satisfaction. The results of this study showed that service quality through satisfaction affects Patient Loyalty. Kijima (2021) conducted a study to determine the effect of service quality on Patient Loyalty through satisfaction. The results of this study indicate that service quality through satisfaction affects Patient Loyalty

Lee (2020) conducted a study to determine the effect of service quality on Patient Loyalty through Trust. The results of this study indicate that service quality through Trust affects Patient Loyalty. Huang, 2021, conducted a study to determine the effect of service quality on Patient Loyalty through Trust. The results of this study indicate that service quality through Trust affects Patient Loyalty.

### **Conclusion**

Service quality, patient satisfaction, patient trust, and loyalty are very important in community health centers because patients will visit for basic care there before being referred to the hospital. So, there is a need for a scientific study about good service quality and can increase patient satisfaction which has an effect on increasing patient loyalty.

Based on the theoretical study in the previous chapter, it can be concluded as follows:

1. Service quality has a significant effect on Patient Loyalty.
2. Service quality has a significant effect on satisfaction.
3. Service quality has a significant effect on trust.
4. Satisfaction has a significant effect on patient loyalty.
5. Trust has a significant effect on patient loyalty.
6. Service quality has a significant effect on patient loyalty through satisfaction.
7. Service quality has a significant effect on patient loyalty through trust.

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