

The Influence of Service Quality and Trust on Loyalty Mediated By Patient Satisfaction Outpatient in Internal Medicines Polyclinic at Santa Familia Hospital Barong Tongkok

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ABSTRACT

The aim of this research is to examine the effect of service quality on patient satisfaction; to examine the influence of trust on patient satisfaction; to examine the effect of patient satisfaction on loyalty; to examine the effect of service quality on loyalty; to examine the influence of trust on loyalty; to examine the effect of service quality on loyalty mediated by patient satisfaction; and trust has an effect on loyalty mediated by patient satisfaction. The population in this study were outpatients from the internal medicine clinic at Santa Familia Barong Tongkok Hospital with a sample of 150 respondents. The data analysis used is PLS-SEM or variant-based Path SEM Modeling with the help of the SmartPLS 3.2.9 program in data processing. These findings indicate that service quality has a significant effect on patient satisfaction; trust has no significant effect on patient satisfaction; patient satisfaction has a significant effect on loyalty; service quality has no significant effect on loyalty; trust has a significant effect on loyalty; Service quality has a significant effect on loyalty, mediated by patient satisfaction; and trust has no significant effect on loyalty which is mediated by patient satisfaction.

Keywords: Service Quality; Trust; Patient Satisfaction; and Loyalty.

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I. INTRODUCTION

In this era of very rapid technological development, public knowledge has increased, so that people are more selective in choosing the service facilities they use. With this, business competition is getting tougher, so health services must be able to provide the best to customers regarding health services. Every health service must be able to provide the best service. Where patients feel satisfied with the services provided by the health service. In this case, service is a measure of how good the level of service that can be provided is in accordance with expectations. Patient satisfaction is a very important thing to pay attention to. Satisfaction can be felt with the services they receive from the hospital. Therefore, it is consumers who will provide an assessment of the services they receive. With the times, as well as people's mindsets that are beginning to develop regarding the importance of health to support daily activities, on the one hand, the need for health services has increased, especially in terms of maintaining a healthy life, so that people's awareness of coming to the hospital for treatment is increasing. On the other hand, hospitals must be able to provide satisfactory service to customers, with strategies that are appropriate to the services offered, one of which is providing satisfactory service. Quality service can influence patient trust. This is very important for the Santa Familia Barong Tongkok Hospital to pay attention to, because the hospital must provide services in accordance with what the patient expects. With appropriate service, the patient's expectations regarding a service can be met or even exceed their expectations, thereby creating loyalty in the patient. Patient satisfaction with health services is defined as a condition where the patient's expectations for a service are in accordance with the reality received about the services provided to the patient. If the service of a health service is far below the patient's expectations, the patient will be disappointed. On the other hand, if the services provided meet the patient's expectations, the patient will be happy. Patient expectations can be known from their own experiences when using the services of a service company, words and information from other people.

Patient satisfaction refers to the extent to which a patient's expectations, goals and preferences are met by a healthcare provider or service. Patient satisfaction can be explained as an interactive process that reflects the

patient's assessment of the quality of medical services experienced. Debono & Travaglia, (2009) in Pramita, (2019:78). Service quality has an important role in creating patient satisfaction. The patient's perception of good or bad service really depends on whether it meets their expectations or needs in obtaining health services. Hospitals as health service providers are a benchmark for the satisfaction of patients seeking treatment. If the quality of health services is felt to be not as expected, customers will feel disappointed and dissatisfied and even have other negative impacts. Therefore, it is clear that service quality and especially patient satisfaction are interrelated and have a significant influence.

In accordance with research conducted by Patawayati et al., (2013) it is proven that service quality has a positive and significant effect on patient satisfaction. Then, other research from Kulsum & Syah, (2017) also proved that service quality has a positive and significant effect on patient satisfaction. And, Fadhila & Diansyah, (2018) also found that service quality has a significant effect on patient satisfaction.

Hospitals, especially the Santa Familia Barong Tongkok Hospital, as a company operating in the field of health services, strive to provide good and quality health services. For this reason, hospital profits really depend on the level of patient loyalty, because with loyal patients, the health clinic's income will automatically increase. Patient loyalty can be formed from a sense of trust that has previously been created in the patient's mind. This shows that if the patient is loyal, the patient will not move to another hospital, so it can be beneficial for both parties. The number of outpatients who were controlled in the internal medicine clinic at Santa Familia Barong Tongkok Hospital were 120 patients suffering from diabetes mellitus. Satisfactory health services are certainly highly expected by patients when seeking treatment. Service quality is a central point for hospitals because it will influence patient satisfaction. Patient satisfaction will arise if the quality of service is good. Companies that have a concentration in the service business, especially hospitals, must be able to understand the quality of service that can be received by patients, both inpatients and outpatients. Service quality is of course directly related to patients, where patients are the object of service quality. Having good service quality can encourage customers, patients and patient families to maintain relationships for a long period of time, thereby increasing patient confidence in seeking treatment at the hospital.

Trust is the most important element in every relationship. Trust can be interpreted as the initiative, ability, integration and motivation of another party to play a role in providing satisfaction in the form of agreed needs and interests of a person. (Lie et al., 2019:422). In accordance with research conducted by Kulsum & Syah, (2017) it is proven that trust has a positive and significant effect on patient satisfaction. Research conducted by Fadhila & Diansyah, (2018) also proves that trust has a significant effect on patient satisfaction. And, research from Nugraha et al., (2020) proves that trust has a positive and significant effect on patient satisfaction.

Hospitals, especially Santa Familia Barong Tongkok, have a mission to provide quality and affordable health services to the community in order to improve the level of public health. This situation makes hospitals need to pay attention to the quality of services offered to consumers, in this case patients who will use hospital services so that patients feel satisfaction with the quality offered. Basically, every person needs hospital services for their health needs, so it is hoped that the quality of service will be good so that it can grow and influence patient decisions and trust in order to create patient satisfaction and loyalty in using health services. Patient loyalty is the hospital's peak achievement. Loyal patients will always spread goodness about the hospital health service products they consume. They have high credibility, because they are not paid by any party to recommend the hospital's health service products or brands. Maintaining loyal patients must be a top priority rather than getting new patients, because getting new patients requires large costs. Patient loyalty is the key to the success of a business in establishing long-term relationships between the company and its patients. Likewise, Santa Familia Barong Tongkok Hospital strives to establish the best possible cooperative relationship with its patients.

Patient loyalty is the hospital's peak achievement. Loyal patients will always spread goodness about the hospital health service products they consume. They have high credibility, because they are not paid by any party to recommend the hospital's health service products or brands. Maintaining loyal patients must be a top priority rather than getting new patients, because getting new patients requires large costs. Patient loyalty is the key to the success of a business in establishing long-term relationships between the company and its patients. Likewise, Santa Familia Barong Tongkok Hospital strives to establish the best possible cooperative relationship with its patients.

According to Morgan & Hunt, (1994) in Jasfar, (2013:24), trust is something that must exist in a relationship. If a company wants to be successful in building relationships with customers, the company must pay attention to the key success factors in building customer relationships, namely trust and commitment. If there is no trust then there will be no commitment created. The creation of satisfaction can provide several benefits, including a harmonious relationship between the company and its customers, thus providing a good basis for repeat purchases and creating brand loyalty as well as creating a word of mouth recommendation that is profitable for the company. The relationship between customer satisfaction and customer loyalty lies in the process of forming loyalty because the customer's needs and desires have been met by the Company.

In accordance with research conducted by Fadhila & Diansyah, (2018) found that trust has a significant effect on loyalty through patient satisfaction. Then, other research from Lie et al., (2019) proves that consumer

satisfaction mediates the influence of consumer trust on consumer loyalty. And research from Prayitno et al., (2023) also proves that trust has a positive and significant effect on customer loyalty which is mediated by customer satisfaction.

To create trust from patients, medical personnel must be able to minimize the occurrence of work errors during procedures or patient care. Trust allows hospital managers to predict consumer attitudes, reduce the level of sensitivity to errors, increase patient value. Trust in the health context is an important consideration in efforts to maintain the patient's desire not to move to another place. Trust has a significant effect on the patient's desire to seek treatment again because with trust the patient forms a commitment within himself not to move to another health clinic.

Consumer satisfaction and loyalty depend on the level of service quality provided to consumers and believe that there is a positive relationship between consumer service quality and consumer loyalty. Every company that pays attention to customer satisfaction will gain several benefits, namely an increasingly positive company reputation, encouraging the creation of customer loyalty, harmonious relationships between the company and customers, encouraging everyone in the company to work with better goals. For customers who decide to be loyal to a product or service, it is often due to feelings about the services created by the company. Good service not only meets needs but can also satisfy and delight customers. If the quality of service the customer receives is better or the same as expected and the customer feels happy or satisfied, the customer is likely to try again. Vice versa. (Zeithaml et al., 2016).

In line with this, satisfaction, especially patient satisfaction in receiving health services, is closely related to loyalty because if the hospital as a health service provider provides satisfactory service, the patient will be loyal to seek treatment or visit again. The increasing perceived patient satisfaction can encourage patient loyalty because the quality of service provided is in accordance with their expectations or needs, so it is clear that satisfaction is a mediator in influencing service quality on loyalty. However, this is different from research findings conducted by Patawayati et al., (2013) which proves that patient satisfaction is not a mediating variable that influences service quality on loyalty because it has a positive and insignificant effect. This is different from other findings from Fadhila & Diansyah, (2018), proving that service quality has a significant effect on loyalty through patient satisfaction. Then, findings from Aljumah et al., (2020) also prove that satisfaction mediates the influence of service quality on patient loyalty. And, other findings strengthen the same thing, namely from Aladwan et al., (2021) that patient satisfaction mediates the influence of service quality on patient loyalty.

II. LITERATURE REVIEW

Service Quality

According to Zeithaml et al., (2016:44), service quality is the distinction between consumers expectation for service performance and their perception of the service received. Defined perceived service quality as the judgement of a customer about the overall excellence or superiority of a product or service. Then, according to Kotler & Keller (2016:156), service quality is the totality of features and characteristics of services that depend on the ability to satisfy stated or implied needs of consumers or service users. And, the furthermore explain to Kotler & Armstrong, (2018:228), quality of service is any performance measure that one party can offer to another that is essentially intolerable and does not result in the ownership of anything, production may or may not be tied to a physical product.

Trust

According to Kotler & Keller (2016:225), trust is willingness of a firm to rely on a business partner. It depends on a number of interpersonal and interorganizational factors, such as the firm's perceived competence, integrity, honesty and benevolence. Then, according to Boonlertvanich, (2019:280), trust has been defined as the customer's belief that the service provider will fulfill his or her needs and not take unexpected actions resulting in negative outcomes. Trust is generated when a customer observes employees' knowledge and responsiveness, then separately evaluates this trust from other service-quality. And, the furthermore explain to Fadah et al., (2021:737), trust is defined as a driver from within the customer to provide willingness, confidence to service providers, that service providers will provide solutions to their problems, and not the other way around.

Patient Satisfaction

According to Kottler & Armstrong (2018:39), customer satisfaction is the extent to which a product's or services perceived performance matches a buyer's expectations. If the products or services performance falls short of expectations the customers is dissatisfied. If performance matches expectations, the customers is satisfied. If performance exceeds expectations, the customers ih highly satisfied or delighted. Then, according to Debono & Travaglia, (2009) quoted Pramita, (2019:78) explain that patient satisfaction refers to the extent to which the patient's desired expectations, goals and preferences are met by healthcare providers or services. Patient satisfaction can be explained as an interactive process that reflects the patient's quality assessment of the medical

services experienced.

Customer Loyalty

According to Kotler & Keller, (2016:138), loyalty is a deeply held commitment to rebuy or repatronize a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause switching behavior. Then, according to Drake, (2017:52), loyal customers always make repeat purchases, which in turn guarantees a stream of income for the company, has a tendency to buy more, is willing to pay a higher price, which will have a direct impact on the profits obtained by the company. Meanwhile to explain Kandampully et al., (2015) quoted Aladwan et al., (2021:29), loyalty as customer behaviour and desire to not only repurchase the products and services in the future but also voluntarily recommend the products and services to a friend or someone else. Loyal behaviour can be explained in three stages, namely, repurchase, hold and recommend.

Hypothesis Development

The Influence of Service Quality on Patient Satisfaction

According to Debono & Travaglia, (2009) in Pramita, (2019:78), Patient satisfaction refers to the extent to which a patient's expectations, goals and preferences are met by a healthcare provider or service. Patient satisfaction can be explained as an interactive process that reflects the patient's assessment of the quality of medical services experienced. Service quality has an important role in creating patient satisfaction. The patient's perception of good or bad service really depends on whether it meets their expectations or needs in obtaining health services. Hospitals as health service providers are a benchmark for the satisfaction of patients seeking treatment. If the quality of health services is felt to be not as expected, customers will feel disappointed and dissatisfied and even have other negative impacts. Therefore, it is clear that service quality and especially patient satisfaction are interrelated and have a significant influence.

In accordance with research conducted by Patawayati et al., (2013) it is proven that service quality has a positive and significant effect on patient satisfaction. Then, other research from Kulsum & Syah, (2017) also proved that service quality has a positive and significant effect on patient satisfaction. And, Fadhila & Diansyah, (2018) also found that service quality has a significant effect on patient satisfaction. From the theoretical and empirical studies formulated, the first hypothesis proposed is.

H1: Service quality has a positive and significant effect on patient satisfaction.

The Influence of Trust on Patient Satisfaction

According to Mowen & Minor, (2015), Consumer trust is an interpretation conveyed by consumers in the form of knowledge and conclusions regarding objects, attributes and benefits. Then, Tjiptono, (2017) in Lie et al., (2019:422), Trust is the most important element in every relationship. Trust can be interpreted as the initiative, ability, integration and motivation of another party to play a role in providing satisfaction in the form of agreed needs and interests of a person. In accordance with research conducted by Kulsum & Syah, (2017) it is proven that trust has a positive and significant effect on patient satisfaction. Research conducted by Fadhila & Diansyah, (2018) also proves that trust has a significant effect on patient satisfaction. And, research from Nugraha et al., (2020) proves that trust has a positive and significant effect on patient satisfaction. From the theoretical and empirical studies formulated, the second hypothesis proposed is.

H2: trust has a positive and significant effect on patient satisfaction.

The Influence of Patient Satisfaction on Loyalty

According to Biscaia et al., (2017) in Aladwan et al., (2021:31), Customer satisfaction is the main precedent for customer loyalty, and in other words, customer loyalty is considered as a direct result of customer satisfaction. Furthermore, customer loyalty increases partly through customer satisfaction as one of the most influencing factors. Highly satisfied customers tend to become loyal supporters of the company and spread positive news about how satisfied they are with the company. Customer satisfaction provides two major benefits for companies, namely loyalty, and participation in positive verbal recommendations. Satisfaction is an important element for a service provider, especially health services, in increasing loyalty. When health service providers provide a sense of comfort; satisfied; and that patients are happy to be able to visit for treatment will have a significant effect on encouraging loyalty. However, this is different from research conducted by Patawayati et al., (2013) which proved that patient satisfaction had a positive and insignificant effect on patient loyalty. In other research from Fadhila & Diansyah, (2018) it is proven that patient satisfaction has a significant effect on loyalty. Then, in other research from Putu et al., (2018), patient satisfaction directly has a positive and significant effect on patient loyalty. And other research from Pramita, (2019) proves that satisfaction has a positive and significant effect on loyalty. From the theoretical and empirical studies formulated, the third hypothesis proposed is.

H3: patient satisfaction has a positive and significant effect on loyalty.

The Influence of Service Quality on Loyalty

According to Frederick, (2017:71), providing customer needs through good service quality, it will create good customer loyalty as well. Then, explain that Barnes, (2018:110), Stable to improving service quality will create even higher customer loyalty. When customers feel they have received something of value, customers will reward the company with loyalty. This, in accordance with research conducted by Fadhila & Diansyah, (2018) proves that service quality has a significant effect on loyalty. Then, research from Aladwan et al., (2021) proves that service quality has a positive and significant effect on patient loyalty. Other findings from Arman et al., (2023) also prove that service quality has a significant effect on patient loyalty. From the theoretical and empirical studies formulated, the fourth hypothesis proposed is.

H4: service quality has a positive and significant effect on loyalty.

The Influence of Trust on Loyalty

According to Mowen & Minor, (2015:322), Trust is all the knowledge a customer has and all the conclusions the customer makes about an object, its attributes and benefits. Considering that belief is cognitive knowledge regarding an object, attitude is a response to feelings or views that we have about an object. The trust factor in a brand is a crucial aspect in forming loyalty, because it is a consumer's willingness to trust or rely on a product/service in a risk situation due to the expectation that the product/service in question will provide positive results. Therefore, when consumers have confidence in a particular product or service, then the consumer has the intention to buy that product or service. If consumers do not have trust in the service provider, of course the consumer will move to another service provider. In this way, trust is an important element that influences the level of consumer loyalty. In accordance with research conducted by Laely, (2016) proves that trust has a positive and significant effect on customer loyalty. Then, other research from Fadhila & Diansyah, (2018) also proves that trust has a significant effect on patient loyalty. And other research from Lie et al., (2019); and Pramita (2019) reinforce the same thing, namely that trust has a positive and significant effect on consumer loyalty. From the theoretical and empirical studies formulated, the fifth hypothesis proposed is.

H5: trust has a positive and significant effect on loyalty

The Influence of Service Quality on Patient Loyalty Mediated by Patient Satisfaction

According to Zeithaml et al., (2016), Consumer satisfaction and loyalty depend on the level of service quality provided to consumers and believe that there is a positive relationship between consumer service quality and consumer loyalty. Every company that pays attention to customer satisfaction will gain several benefits, namely an increasingly positive company reputation, encouraging the creation of customer loyalty, harmonious relationships between the company and customers, encouraging everyone in the company to work with better goals. For customers who decide to be loyal to a product or service, it is often due to feelings about the services created by the company. Good service not only meets needs but can also satisfy and delight customers. If the quality of service the customer receives is better or the same as expected and the customer feels happy or satisfied, the customer is likely to try again. Likewise, if the quality of service a customer receives is lower than the customer's expectations and the customer feels disappointed, it is likely that the customer will stop trying the company's products or services. (Tjiptono, 2017:348).

In line with this, satisfaction, especially patient satisfaction in receiving health services, is closely related to loyalty because if the hospital as a health service provider provides satisfactory service, the patient will be loyal to seek treatment or visit again. The increasing perceived patient satisfaction can encourage patient loyalty because the quality of service provided is in accordance with their expectations or needs, so it is clear that satisfaction is a mediator in influencing service quality on loyalty. However, this is different from research findings conducted by Patawayati et al., (2013) which proves that patient satisfaction is not a mediating variable that influences service quality on loyalty because it has a positive and insignificant effect. This is different from other findings from Fadhila & Diansyah, (2018), proving that service quality has a significant effect on loyalty through patient satisfaction. Then, findings from Aljumah et al., (2020) also prove that satisfaction mediates the influence of service quality on patient loyalty. And, other findings strengthen the same thing, namely from Aladwan et al., (2021) that patient satisfaction mediates the influence of service quality on patient loyalty. From the theoretical and empirical studies formulated, the sixth hypothesis proposed is.

H6: Service quality has a positive and significant effect on loyalty, mediated by patient satisfaction.

The Influence of Trust on Patient Loyalty Mediated by Patient Satisfaction

According to Morgan & Hunt, (1994) in Jasar, (2013:24), Trust is something that must exist in a relationship. If a company wants to be successful in building relationships with customers, the company must pay attention to the key success factors in building customer relationships, namely trust and commitment. If there is no trust, then there will be no commitment created. The creation of satisfaction can provide several benefits, including a harmonious relationship between the company and its customers, thus providing a good basis for repeat purchases and creating brand loyalty as well as creating a word-of-mouth recommendation that is profitable

for the company. The relationship between customer satisfaction and customer loyalty lies in the process of forming loyalty because the customer's needs and desires have been met by the Company. In accordance with research conducted by Fadhila & Diansyah, (2018) found that trust has a significant effect on loyalty through patient satisfaction. Then, other research from Lie et al., (2019) proves that consumer satisfaction mediates the influence of consumer trust on consumer loyalty. And research from Prayitno et al., (2023) also proves that trust has a positive and significant effect on customer loyalty which is mediated by customer satisfaction. From the theoretical and empirical studies formulated, the seventh hypothesis proposed is:

H7: Trust has a positive and significant effect on loyalty, mediated by patient satisfaction.

Research Conceptual Model

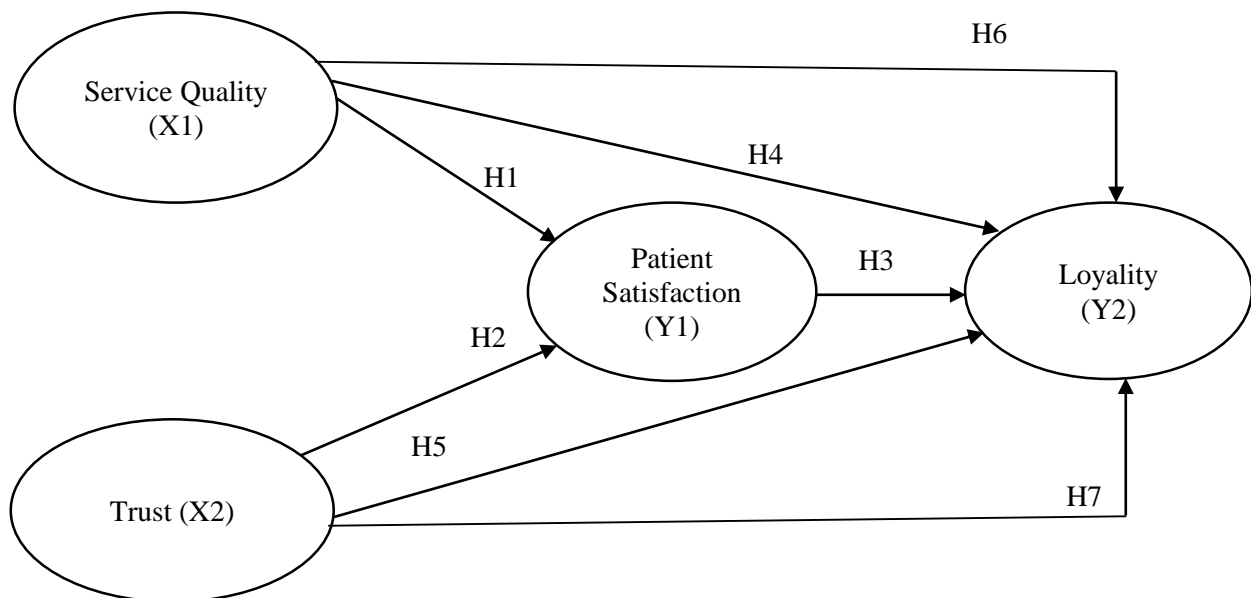


Figure 1. Conceptual Model Framework

III. RESEARCH METHOD

Operational Definition

a. Service Quality (X1)

Service quality is the perfection of services provided by health service providers in meeting the needs and desires of patients as well as the accuracy of delivery to meet the expectations of outpatients in the Internal Medicine Department of the Polyclinic at Santa Familia Barong Tongkok Hospital. The indicators used to measure service quality according to Keller & Swaminathan, (2020:235), namely.

- (1) Tangible is the physical appearance; direct; or real from employees or staff and facilities at Santa Familia Barong Tongkok Hospital in serving outpatients for internal diseases who come for treatment.
- (2) Reliability is the ability of employees or employees and doctors at Santa Familia Barong Tongkok Hospital to serve internal medicine outpatients promptly and precisely.
- (3) Responsiveness is the alertness of employees or employees and doctors at Santa Familia Barong Tongkok Hospital in serving internal medicine outpatients quickly and as well as possible.
- (4) Assurance is the ability of employees or employees and doctors at Santa Familia Barong Tongkok Hospital to foster a sense of security; comfortable; and trust outpatients in seeking treatment for internal illnesses they suffer from.
- (5) Empathy is the sincere concern of employees or employees and doctors at Santa Familia Barong Tongkok Hospital personally without discriminating against outpatients for internal diseases who come for treatment.

b. Trust (X2)

Trust is consumer confidence in this context of outpatients for internal diseases for the management of health services such as officers and management of Santa Familia Barong Tongkok Hospital will act in accordance with expectations. The indicators or parameters used to measure trust according to Gurviesz & Korchia, (2011) in Afrizal & Suhardi, (2018:77), namely.

- (1) Ability is ability in the form of competence; Science; as well as experience in serving outpatients for internal diseases who seek treatment at Santa Familia Barong Tongkok Hospital
- (2) Integrity is Santa Familia Barong Tongkok Hospital's commitment to serving its patients seeking

treatment, especially internal medicine outpatients, in accordance with the promises it has made to patients.

(3) Benevolence is the attitude of employees, both nurses and doctors at Santa Familia Barong Tongkok Hospital, in giving great attention to internal medicine outpatients who are seeking treatment.

c. Patient Satisfaction (Y1)

Patient satisfaction is a response in the form of feelings of satisfaction from outpatients for internal diseases at Santa Familia Barong Tongkok Hospital which arises from consuming a product or receiving a service. The indicators or parameters used to measure patient satisfaction are according to Zeithaml et al., (2016) in Maila, (2021:19), namely.

(1) Specialty is the attitude or behavior of employees or employees and doctors at Santa Familia Barong Tongkok Hospital in providing services to internal medicine outpatients.

(2) Conformity is the feeling of happiness and satisfaction of outpatients for internal medicine at Santa Familia Barong Tongkok Hospital according to their wishes or needs.

(3) Consistency in providing services means employees or employees and doctors at Santa Familia Barong Tongkok Hospital in providing services to patients seeking treatment, especially internal medicine outpatients, remain the same and consistent.

(4) Aesthetics is a service provided to patients seeking treatment, especially internal medicine, at Santa Familia Barong Tongkok Hospital in accordance with the layout and beauty of the room.

d. Loyalty (Y2)

Loyalty is the attitude or behavior of internal medicine outpatients to continue making repeat purchases related to health services at Santa Familia Barong Tongko Hospital. The indicators or parameters used to measure loyalty. According to Griffin, (2013) in Hurriyati, (2015:130), namely.

(1) Repeat repurchase is the behavior of outpatients for internal medicine seeking treatment at Santa Familia Barong Tongkok Hospital who purchase health services repeatedly when they are sick.

(2) Purchasing product or service lines is a behavior of outpatients seeking treatment at Santa Familia Barong Tongkok Hospital to remain consistent in maintaining their health.

(3) Referral is the behavior of outpatients who seek treatment at Santa Familia Barong Tongkok Hospital to refer health services to other people.

(4) Retention is the behavior of outpatients seeking treatment at Santa Familia Barong Tongkok Hospital who persist or commit to remain faithful in using health services.

Population & Sample

The population that will be sampled in this research is the Outpatients of the Internal Medicine Polyclinic at Santa Familia Barong Tongkok Hospital with a sample size of 150 respondents. Therefore, 5 x parameters are estimated or (5 x 30), namely 150 respondents who will be used as research samples.

Data Analysis Technique

According to Ghazali & Latan (2015:5), Partial least squares (PLS) is a powerful analysis method and is often referred to as soft modeling because it eliminates the assumptions of OLS (ordinary least squares) regression such as data must be normally distributed in a multivariate manner and there is no multicollinearity problems between exogenous variables. PLS is used to test weak theories and weak data such as small sample sizes or data normality problems. Apart from that, PLS is also used to explain whether there is a relationship between latent variables (prediction) and can also confirm the theory.

ANALYSIS AND DISCUSSION

Evaluasi Model Pengukuran (*Outer Model*)

1. Convergent validity

According to Chin (1998) in Ghazali & Latan, (2015:74), the rule of thumb which is usually used to assess convergent validity is that the loading factor value must be greater than 0.7 for confirmatory research and the loading factor value is between 0.6 – 0.7 for exploratory research is still acceptable. However, for research in the initial stages of developing a measurement scale, a loading factor value of 0.5 to 0.6 is still considered sufficient, if it is below 0.5 it can be dropped (replaced) or removed from the analysis. To assess the results of the convergent validity test, it can be seen from the loading factor value which is reflected in the outer loading results. The following is the convergent validity test in Table 1.

Table 1. Convergent Validity Test Results Using Outer Loading

	Service Quality (X1)	Trust (X2)	Patient Satisfaction (Y1)	Loyalty (Y2)
X1.1	0.595			
X1.10	0.735			

	Service Quality (X1)	Trust (X2)	Patien Satisfaction (Y1)	Loyalty (Y2)
X1.2	0.831			
X1.3	0.813			
X1.4	0.769			
X1.5	0.785			
X1.6	0.811			
X1.7	0.777			
X1.8	0.748			
X1.9	0.731			
X2.1		0.743		
X2.2		0.741		
X2.3		0.671		
X2.4		0.817		
X2.5		0.692		
X2.6		0.715		
Y1.1			0.760	
Y1.2			0.830	
Y1.3			0.747	
Y1.4			0.845	
Y1.5			0.812	
Y1.6			0.806	
Y1.7			0.777	
Y1.8			0.715	
Y2.1				0.777
Y2.2				0.719
Y2.3				0.759
Y2.4				0.785
Y2.5				0.847
Y2.6				0.789

Source : Output SmartPLS 3.

According to Table 1 above, the results show that the indicators used to measure each variable in this study all have loading factor values above 0.5, so it can be concluded that all indicator items are valid for measuring construct validity and no indicators were omitted in this study. Besides that, the highest loading factor value indicates the strongest and most important factor in forming the variable. Apart from that, to see the convergent validity value, use the AVE value as seen in Table 2 below.

Table 2. Results of Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Service Quality (X1)	0.581
Trust (X2)	0.535
Patien Satisfaction (Y1)	0.620
Loyalty (Y2)	0.609

Sumber : Output SmartPLS, 2023.

Based on The Table 2, the AVE value obtained is greater than 0.50, so it can be concluded that construct validity has good convergent validity, which describes the large variance or diversity of manifest variables that a latent construct can have. Thus, the greater the variance or diversity of the manifest variable that can be contained by the latent construct, the greater the representation of the manifest variable to the latent construct.

2. Discriminant validity

Discriminant validity is carried out to ensure that each concept of each latent variable is different from other variables. otherwise, it can be said that the construct has high discriminant validity. To test discriminant validity, use the Fornell Larcker criterion with the square value of the AVE ratio for each construct and the relationship value between the constructs. Discriminant validity is considered adequate if the square root value of AVE for each construct exceeds the correlation between constructs as seen in Table 3 below.

Table 3. Discriminant Validity Test Results Using the Fornell-Lacker Criterion

	Trust (X2)	Patient Satisfaction (Y1)	Service Quality (X1)	Loyalty (Y2)
Trust (X2)	0.740			
Patient Satisfaction (Y1)	0.649	0.791		
Service Quality (X1)	0.697	0.770	0.807	
Loyalty (Y2)	0.717	0.713	0.630	0.817

Source : Output SmartPLS 3.

According to Table 4, it is obtained that all AVE root values for each construct exceed the correlation of other constructs. So, it can be concluded that all constructs in this research model are sufficient for the classification or discriminant validity test requirements.

3. Consistency reliability test

In this section, the consistency of a research instrument can be evaluated by looking at the reliability test which is reflected in the Cronbach alpha and composite reliability values. According to Ghazali & Latan, (2015:74), the role of weight used for Cronbach's alpha must be greater than 0.7 for confirmatory research and is still acceptable if it is greater than 0.6 for exploratory while composite reliability must be greater than 0.7 for research that is confirmatory and valuable. 0.6 to 0.7 is still acceptable for exploratory research. The following are the results of the reliability test as shown in Table 4.

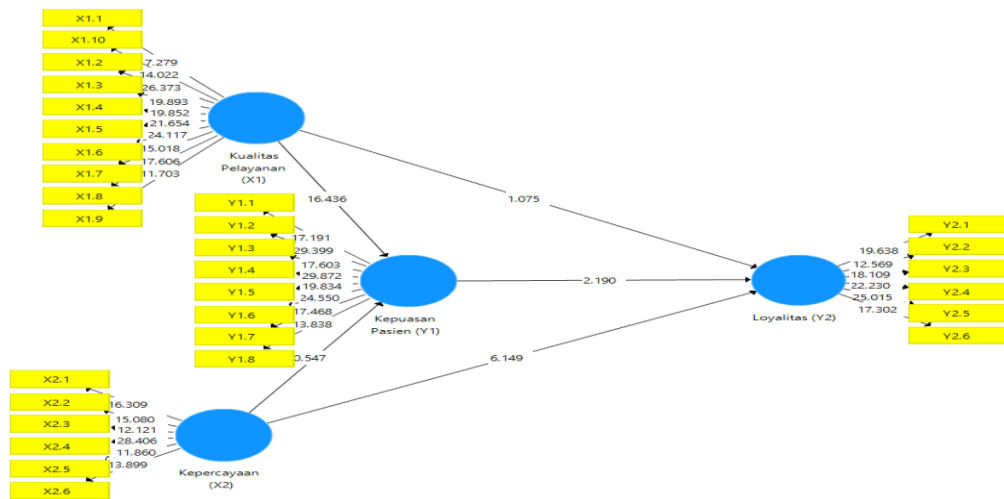
Table 4. Reliability Test Results

	Cronbach's Alpha	rho_A	Composite Reliability
Kualitas Pelayanan (X1)	0.919	0.923	0.932
Kepercayaan (X2)	0.825	0.834	0.873
Kepuasan Pasien (Y1)	0.912	0.914	0.929
Loyalitas (Y2)	0.871	0.871	0.903

Source : Output SmartPLS 3.

Based on the Table 4, the Cronbach's alpha value is greater than 0.6 and composite reliability is greater than 0.7. This indicates that exploratory research with the instruments used to measure the constructs in this research is very reliable.

Inner Model Evaluation



Source : Output SmartPLS 3.

Figure 2. Inner Model

According to Figure 5.2 above, it shows the relationship between latent variables by displaying t-values and path coefficients. After testing the measurement model (outer model), a structural model (inner model) can be determined. The structural model (inner model) can be evaluated using R2 for the dependent latent construct, path coefficient values and t-values. Changes that occur in the R2 value can be used to assess the ability of exogenous variables to explain the influence of endogenous variables. The following are the results of testing the R2 value of the endogenous variable in Table 5.

Table 5. R2 Test Results (R Square)

	R Square	R Square Adjusted
Patient Satisfaction (Y1)	0.878	0.876
Loyalty (Y2)	0.734	0.729

Source : Output SmartPLS 3.

According to Table 5.8, the R2 value for patient satisfaction (Y1) is 0.878 or 87.8%, while for loyalty (Y2) it is 0.734 or 73.4%. According to Ghazali & Latan, (2015:78) in Chin (1998) explains that the R2 value is 0.75; 0.50; and 0.25 it can be concluded that the model is strong; moderate; and weak. Then, based on Table 5.12, the R-Square value is also obtained which is then calculated using the Q-Square predictive relevance formula or known as Stone Geisser's, which is as follows.

$$Q^2 = 1 - (1 - R_1^2) (1 - R_2^2)$$

$$Q^2 = 1 - (1 - 0.878) (1 - 0.734)$$

$$= 0.968 \text{ or } 96.8\%$$

According to the calculation results from the equation above, the predictive relevance or Stone Geisser's value is 0.968 with a percentage of 96.8%. According to Chin in Ghazali (2015: 80) explains that the RSquare value for each endogenous variable in the structural model if 0.67 and above indicates a strong model category, 0.33 to 0.67 indicates a moderate or medium category, and 0.19 to 0.33 indicates the weak category. The RSquare results above show that a value of 0.968 with a percentage of 96.8% for endogenous latent variables (which are influenced) to endogenous variables (which influence) in the structural model indicates a strong category so that the model can be said to be relevant as a value or predictive model. Besides that, the predictive relevance value of 96.8% indicates that the diversity of data that can be explained by the model is 96.8% or in other words the information contained in this research data is 96.8% while the remaining 3.2% is explained by other variables or those that are not yet contained in the model and errors.

IV. DISCUSSION

Hypohotesis Test

Table 6. Hypothesis Testing Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Service Quality (X1) -> Patient Satisfaction (Y1)	0.908	0.906	0.055	16.561	0.000
Trust (X2) -> Patient Satisfaction (Y1)	0.037	0.041	0.068	0.550	0.582
Patient Satisfaction (Y1) -> Loyalty (Y2)	0.448	0.441	0.213	2.100	0.036
Service Quality (X1) -> Loyalty (Y2)	-0.170	-0.168	0.165	1.030	0.304
Trust (X2) -> Loyalty (Y2)	0.629	0.637	0.106	5.935	0.000

Source : Output SmartPLS 3.

Based on Table 6 above, the results of hypothesis testing using the bootstrapping method can be interpreted as follows.

1. The First Hypothesis Testing; The Influence of Service Quality on Patient Satisfaction
Service quality (X1) with a path coefficient of 0.908 has a positive and significant effect on patient satisfaction (Y1) in the internal medicine clinic at Santa Familia Barong Tongkok Hospital because $t_{count} > t_{table}$ or $16,561 > 1.96$ with $p\text{-values of } 0.000 < 0.05$. This result has a positive or unidirectional relationship and is significant, which means H1 is accepted.
2. The Second Hypothesis Testing; The Influence of Trust on Patient Satisfaction
Trust (X2) with a path coefficient of 0.037 has a positive and insignificant effect on patient satisfaction (Y1) in the internal medicine clinic at Santa Familia Barong Tongkok Hospital because $t_{count} < t_{table}$ or $0.550 < 1.96$ with a $p\text{-value of } 0.582 > 0.05$. This result has a positive or unidirectional relationship and is not significant, which means H2 is rejected.
3. The Third Hypothesis Testing; The Influence of Patient Satisfaction on Loyalty
Patient satisfaction (Y1) with a path coefficient of 0.448 has a positive and significant effect on loyalty (Y2) in the internal medicine clinic at Santa Familia Barong Tongkok Hospital because $t_{count} > t_{table}$ or $2,100 > 1.96$ with a $p\text{-value of } 0.036 < 0.05$. This result has a positive or unidirectional relationship and is significant, which means H3 is accepted.
4. The Fourth Hypothesis Testing; The Influence of Service Quality on Loyalty
Service quality (X1) with a path coefficient of -0.170 has a negative and insignificant effect on patient satisfaction (Y1) in the internal medicine clinic at Santa Familia Barong Tongkok Hospital because $t_{count} < t_{table}$ or $1.030 < 1.96$ with a $p\text{-value of } 0.304 > 0.05$. This result has a negative or unidirectional relationship and is also not significant, which means H4 is rejected.
5. The Fifth Hypothesis Testing; The Influence of Trust on Loyalty
Trust (X2) with a path coefficient of 0.629 has a positive and significant effect on loyalty (Y1) in the internal medicine clinic at Santa Familia Barong Tongkok Hospital because $t_{count} > t_{table}$ $5.935 > 1.96$ with a $p\text{-value of } 0.000 < 0.05$. This result has a positive or unidirectional relationship and is significant, which means H5 is accepted.

Mediation Testing

Beside that from the Table 6, indirect effects are also obtained which in SmartPLS are reflected in the specific indirect effect values as in the Appendix to this Thesis. The following are the results of indirect effect testing to answer the presence or absence of mediating variables or through the relationship or influence between variables as in Table 7 below.

Table 7. Specific Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Kepercayaan (X2) -> Kepuasan Pasien (Y1) -> Loyalitas (Y2)	0.017	0.013	0.030	0.557	0.578
Kualitas Pelayanan (X1) -> Kepuasan Pasien (Y1) -> Loyalitas (Y2)	0.406	0.403	0.189	2.011	0.045

Source : Output SmartPLS 3.

Based on Table 7 above, the results of indirect hypothesis testing are obtained with the mediating variables that have been determined. This can be interpreted as follows regarding the research hypothesis, namely.

1. The Sixth Hypothesis Testing; The Effect of Service Quality on Loyalty is Mediated by Patient Satisfaction

Service quality (X1) with a path coefficient of 0.406 has a positive and significant effect on loyalty (Y2) mediated by patient satisfaction (Y1) at the internal medicine clinic at Santa Familia Barong Tongkok Hospital because $t_{count} > t_{table}$ or $2.011 > 1.96$ with p-values of $0.045 < 0.05$. This result has a positive or unidirectional relationship and is significant, which means H6 is accepted. Because service quality does not directly have a significant effect on loyalty and patient satisfaction significantly mediates these two variables, the role of patient satisfaction is full mediation because the direct role is negative and the indirect effect is positive, so the mediation is competitive (partial mediation).

2. The Seventh Hypothesis Testing;

The Influence of Trust on Loyalty is Mediated by Patient Satisfaction Trust (X2) with a path coefficient of 0.017 has a positive and insignificant effect on loyalty (Y2) mediated by patient satisfaction (Y1) in the internal medicine clinic at Santa Familia Barong Tongkok Hospital because $t_{count} > t_{table}$ or $0.557 < 1.96$ with p-values of $0.578 > 0.05$. This result has a positive or unidirectional relationship and is not significant, which means H7 is rejected. Because trust directly has a significant effect on loyalty and patient satisfaction does not significantly mediate these two variables, the role of patient satisfaction is direct only (no mediation) or shows a direct, non-mediated effect. Then, because both influences have the same impact, namely positive, the mediation is complementary (partial mediation).

V. Conclusion

(1) Service quality has a positive and significant effect on the satisfaction of outpatients in the internal medicine clinic at Santa Familia Barong Tongkok Hospital, starting from tangible factors through the clean and neat appearance of medical personnel. This is due to the clean appearance of medical and non-medical personnel; neat; and being polite can create confidence in the staff at this Hospital in serving outpatients seeking treatment; (2) Trust has a positive and insignificant effect on the satisfaction of outpatients at the internal medicine clinic at Santa Familia Barong Tongkok Hospital, starting from the integrity factor through the patient's trust in administering medication according to the disease the patient is suffering from. This is because the sense of trust that arises through administering medication according to the disease and the prescription given to the patient is believed to increase consumer satisfaction so that there is no need to be afraid of seeking treatment; (3) Patient satisfaction has a positive and significant effect on loyalty among outpatients at the internal medicine clinic at Santa Familia Barong Tongkok Hospital starting from the suitability factor through the provision of health services according to time and medical personnel. This is because the suitability of time and medical personnel in providing services to outpatients seeking treatment will encourage a loyal attitude in using the service; (4) Service quality has a negative and insignificant effect on loyalty among outpatients at the internal medicine clinic at Santa Familia Barong Tongkok Hospital, starting from the retention factor through patient commitment to continue using health services because the medical staff are friendly and polite. To be able to encourage patient loyalty, this can be done through the friendly and polite attitude of medical and hospital staff because this is also part of the quality of service that needs to be improved; (5) Trust has a positive and significant effect on loyalty in outpatients at the internal medicine clinic at Santa Familia Barong Tongkok Hospital starting from the integrity factor because this factor can encourage loyal attitudes of patients in seeking treatment which is based on a sense of trust from medical and non-medical parties to provide the best service; (6) Service quality indirectly has a positive and significant effect on loyalty, mediated by the satisfaction of outpatients at the internal medicine clinic at Santa Familia Barong Tongkok Hospital. This means that patient satisfaction is truly able to fully mediate the influence of service quality on loyalty. This is because the patient's sense of satisfaction with the services provided will form a loyal attitude to continue using health services at this Hospital; (7) Trust indirectly has a positive and insignificant effect on loyalty, mediated by the satisfaction of outpatients at the internal medicine clinic at Santa Familia Barong Tongkok Hospital. This means that patient satisfaction is not a mediating variable that influences trust in loyalty, which only shows a direct influence. This is because the sense of patient satisfaction that is created in forming a patient's loyal attitude towards using health services is not influenced by trust because most people really need health institutions to care for and treat patients.

VI. Recommendation

For The Managerial of Santa Familia Barong Tongkok Hospital

(1) The research results show that service quality has a positive and significant effect on patient satisfaction. If Santa Familia Barong Tongkok Hospital increases patient satisfaction, then priority attention will be paid to the clean and neat appearance of nurses; (2) The research results show that trust has a positive and insignificant effect on patient satisfaction. If Santa Familia Barong Tongkok Hospital increases patient satisfaction, then its priority

attention will be on patient confidence in administering medication according to the patient's illness; (3) The research results show that patient satisfaction has a positive and significant effect on loyalty. If Santa Familia Barong Tongkok Hospital wants to increase and maintain patient loyalty, then the priority is on suitability through providing health services according to time and medical personnel in providing services to outpatients in the internal medicine polyclinic; (4) The research results show that service quality has a negative and insignificant effect on loyalty. If Santa Familia Barong Tongkok Hospital wants to increase patient loyalty, what needs to be considered and done is to ensure that patients continue to use health services with friendly and polite medical staff. To be able to encourage patient loyalty, this can be done through the friendly and polite attitude of medical and hospital staff because this is also part of the quality of service that needs to be improved so that it can encourage patient loyalty; (5) The research results show that trust has a positive and significant effect on loyalty. If Santa Familia Barong Tongkok Hospital wants to maintain patient loyalty, it needs to pay attention to encouraging patient loyalty in treatment based on a sense of trust in medical and non-medical parties who will provide the best service; (6) The research results show that service quality indirectly has a positive and significant effect on loyalty which is mediated by patient satisfaction. If Santa Familia Barong Tongkok Hospital wants to maintain patient loyalty, then the priority is to provide the best health services so as to achieve full patient satisfaction; and (7) The research results show that trust indirectly has a positive and insignificant effect on loyalty which is mediated by patient satisfaction. If Santa Familia Barong Tongkok Hospital wants to increase patient satisfaction and loyalty, it needs to create a sense of trust in health service users to seek treatment.

For Further Research

For further research; related to mediation, it is better to place the trust variable as a mediating variable rather than patient satisfaction with loyalty because usually consumers or patients feel satisfaction first and then it creates trust which indirectly has an impact on their loyalty. Besides that, it is proven that when patient satisfaction is placed as a mediating variable that influences trust in loyalty, it only shows a direct influence.

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