

The Impact of Healthcare Service Quality and Patient Experience on Patient Loyalty and Patient Trust as Mediation (Survey on Outpatient Patients at Muhammadiyah Hospital Bandung)

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Abstract: This study aims to analyze the influence of service quality and patient experience on patient loyalty, with trust as a mediating variable at Muhammadiyah Hospital in Bandung City. The method used is descriptive and verification analysis with the Structural Equation Modeling - Partial Least Squares (SEM-PLS) approach. The results show that service quality and patient experience have a positive and significant impact on patient loyalty. Moreover, patient trust is proven to be a mediating variable that strengthens the relationship between service quality and patient experience with loyalty. This means that the better the service quality and patient experience provided by the hospital, the higher the patient trust, ultimately leading to greater patient loyalty. These findings provide implications for hospital management to focus more on improving service standards and patient experience to build stronger trust and loyalty.

Keywords: Service Quality, Patient Experience, Patient Trust, Patient Loyalty, SEM-PLS

INTRODUCTION

Hospitals are healthcare facilities required to build patient trust. Focusing on ensuring patient trust allows hospitals to compete in meeting this demand (Imran & Ramli, 2019). Customer trust, as previously mentioned, is the best guarantee for fostering and maintaining patient loyalty, especially in the era of globalization, where patients can choose from various hospitals according to their needs. Service quality refers to actions taken to fulfill needs in line with customer desires, as well as the accuracy of service delivery from the provider's side in creating a match between expectations and reality for the customer. In healthcare services, service quality can be assessed based on the good or bad perception of healthcare services received by patients through the healthcare professionals (Suwuh et al., 2018).

Parasuraman, as cited in Pratiwi (2020), states that service quality consists of several dimensions: tangible, reliability, responsiveness, assurance, and empathy (R. Pratiwi et al., 2020). Tangible refers to the physical facilities and the appearance of staff in serving customers. Reliability refers to the ability of the service provider to deliver accurate services. Responsiveness indicates the ability of the service provider to respond to issues. Assurance is

the ability and skills of employees to deliver services. Meanwhile, empathy refers to the ability of the service provider to meet customer needs.

For a hospital to function effectively, it must provide quality healthcare services. According to the Ministry of Health Regulation No. 4 of 2018, every hospital is required to provide quality healthcare services that prioritize patient interests and comply with hospital service standards.

The healthcare service system in hospitals is patient-oriented, focusing on pharmaceutical services, medical equipment, medical supplies, and clinical services. Therefore, the service system in each hospital must operate professionally. A hospital is a healthcare facility that performs health efforts effectively and efficiently in healing and recovery efforts integrated with preventive measures and referrals (Nasution, 2020).

Muhammadiyah Hospital Bandung is a type C general hospital with "Paripurna" accreditation in Bandung City, which serves as a referral hospital for Covid-19 patients. Muhammadiyah Hospital Bandung must continuously perform well to ensure the optimal productivity of employees, especially healthcare workers and medical staff, in order to face competition with other hospitals.

Data from Google Maps Reviews show that Muhammadiyah Hospital Bandung has a relatively low rating compared to other type C hospitals in Bandung City, with a score of 3.0, categorized as "Below Average." This indicates a high number of patient complaints related to their experience and healthcare services received.

To improve services, Muhammadiyah Hospital Bandung has implemented various strategies, including enhancing healthcare service quality, training medical staff, and optimizing service facilities. Patient trust is a key factor in shaping patient loyalty, which is why this research focuses on how healthcare service quality and patient experience affect patient loyalty, with patient trust acting as a mediating variable.

METHOD

The research method used is quantitative with a descriptive verification approach. Researchers use non-probability sampling techniques, namely sampling techniques that do not provide opportunities or opportunities for each member of the population to be selected as a sample. This study selected a sample of the entire population of 100 people. The tool used to analyze data in this research is SmartPLS 4. The data analysis technique used in this research is in two stages, Outer Model and Inner Model. The outer model test was carried out to prove the validity and reliability of all indicators for each variable. For testing path analysis and indirect effects, it is in the (Inner Model) which is to see the relationship between exogenous and endogenous variables.

The primary data collection technique was carried out by giving questionnaires to consumers of noble ceramics who had previously purchased noble ceramics. Price perception (X1) is measured through 4 indicators, namely price affordability, price competitiveness, price according to quality, and suitability to benefits; Perceived Quality (X2) is measured through six indicators; namely performance quality, reliability, features, durability, fit quality, and style; Product Design (X3) is measured through 3 indicators, namely design variations, latest models and designs that follow trends; Repurchase interest (Y) is measured by four indicators, namely, transaction interest, reference interest, preference interest and exploration interest; Perception Value (Z) uses three indicators, namely, emotional value, social value and quality value. Respondents' responses to each indicator were measured using a Likert scale. The hypothesis of this research is as follows:

H1: Healthcare service quality (X1) significantly affects patient trust (Z).

H2: Patient experience (X2) significantly affects patient trust (Z).

H3: Healthcare service quality (X1) significantly affects patient loyalty (Y).

H4: Patient experience (X2) significantly affects patient loyalty (Y).

H5: Patient trust (Z) significantly affects patient loyalty (Y).

H6: Healthcare service quality (X1) significantly affects patient loyalty (Y) through patient trust (Z).

H7: Patient experience (X2) significantly affects patient loyalty (Y) through patient trust (Z).

RESULTS AND DISCUSSION

The results of this study were obtained from distributing questionnaires to 100 respondents who were patients at Muhammadiyah Hospital in Bandung City. Respondents consisted of various categories based on gender, age, latest education, and occupation. The results of the analysis showed that the majority of respondents were male (64%), aged 29-39 years (73%), had a Bachelor / Diploma education (80%), and worked as private employees (45%).

The measurement model in PLS-SEM is also called the outer model, which defines latent constructs or variables. According to (Hair et al, 2019), the outer model is a component of the path model which contains the relationship between indicators and their variables. This model represents how the measured variables represent constructs or variables. If the measurement characteristics of the variables in the measurement model evaluation are acceptable, then proceed with the structural model evaluation. In this research, the measurement model used is a reflective measurement model, so the steps for evaluating the measurement model are convergent validity, discriminant validity and reliability.

Convergent Validity

The measurement model shows how manifest variables or observed variables represent the latent variables to be measured. Convergent validity is measured using outer loading and AVE (Average Variance Extraced) parameters. An individual reflexive measure is said to be correlated if the value is more than 0.7 with the construct that Hair et al (2019) wants to measure. From the results of the measurement model analysis above, it is known that there are several manifest variables whose factor loading value is <0.70, so to fulfill the rule of thumb, manifest variables whose value is <0.7 must be dropped from the model. Manifest variables that must be removed from the model.

	CUSTOMER LOYALITY	KEPERCAYAAN PASIEN	KUALITAS PELAYANAN	PENGALAMAN PASIEN
ACT				0.911
ASR			0.876	
EMP			0.888	
FEE				0.971
INT		0.844		
KOM		0.817		
NBK		0.836		
REF	0.764			
REL			0.933	
RES			0.943	
RET	0.718			

Table 1. Outer Loading

RLT			0.898
RPC	0.825		
SEN			
S			0.978
TAN		0.874	
THK			0.945

Source: Data processing, SmartPLS 3

Discriminant Validity

Discriminant validity can be seen from 3 approaches, namely Fornell-Larcker Criterion, HTMT, and Cross Loadings.

Fornell-larcker criteria

Fornell and Lacker's criteria are that the root AVE of the variable is greater than the correlation between the variables. Hair et al., (2019).

	Tabel 2. Fornell-larcker values								
	CUSTOMER	KEPERCAYAA	KUALITAS	PENGALAMAN					
	LOYALITY	N PASIEN	PELAYANAN	PASIEN					
CUSTOMER									
LOYALITY	0.741								
KEPERCAYAA									
N PASIEN	0.732	0.832							
KUALITAS									
PELAYANAN	0.756	0.616	0.903						
PENGALAMAN									
PASIEN	0.666	0.597	0.711	0.941					

Source: Data processing, SmartPLS 3

Heterotrait-Monotrait Ratio

Hair et al., (2019) recommends the Heterotrait Monotrait Ratio (HTMT) as a discriminant validity measure other than the Fornell lacker criterion. This is because this measure is considered more sensitive or accurate in detecting discriminant validity. The recommended value is below 0.90.

Tabel 3. Heterotrait-Monotrait Ratio

	CUSTOMER	KEPERCAYAA	KUALITAS	PENGALAMAN
	LOYALITY	N PASIEN	PELAYANAN	PASIEN
CUSTOMER				
LOYALITY				
KEPERCAYAA				
N PASIEN	1,039			
KUALITAS				
PELAYANAN	1,011	0.693		
PENGALAMAN				
PASIEN	0.869	0.654	0.740	

Source: Data processing, SmartPLS 3

Cross Loading

In the cross loadings table it can be seen that the outer loading on the related construct has a higher value than the cross loading value of Hair et al. (2019). Thus, it can be said that all constructs in this study have good discriminant validity.

LOYALITYPASIENPELAYANANPASIENACT0.7710.7840.7130.911ASR0.7080.8830.8760.887EMP0.7570.7100.8880.891FEE0.7170.7460.7880.971INT0.8910.8440.7190.838KO0.7280.8170.7700.797NBK0.7010.8360.7390.897REF0.7640.8090.8070.773REI0.7580.7170.9330.738RES0.7940.7150.9430.728RET0.7180.7720.8410.923RLT0.7770.8020.8990.898RPC0.8250.7050.7280.892SEN0.7910.7180.7160.978TAN0.7840.8800.8740.789			14001 4. 01055	0	
ACT 0.771 0.784 0.713 0.911 ASR 0.708 0.883 0.876 0.887 EMP 0.757 0.710 0.888 0.891 FEE 0.717 0.746 0.788 0.971 INT 0.891 0.844 0.719 0.838 KO 0.728 0.817 0.770 0.797 NBK 0.701 0.836 0.739 0.897 REF 0.764 0.809 0.807 0.773 RES 0.794 0.715 0.943 0.728 RET 0.718 0.772 0.841 0.923 RLT 0.777 0.802 0.899 0.898 RPC 0.825 0.705 0.728 0.892 SEN 0.791 0.718 0.716 0.978 SEN 0.791 0.718 0.716 0.978 SEN 0.791 0.718 0.716 0.978 SEN 0.791		CUSTOMER			PENGALAMAN
ASR 0.708 0.883 0.876 0.887 EMP 0.757 0.710 0.888 0.891 FEE 0.717 0.746 0.788 0.971 INT 0.891 0.844 0.719 0.838 KO 0 0 0.844 0.719 0.838 KO 0 0.728 0.817 0.770 0.797 NBK 0.701 0.836 0.739 0.897 REF 0.764 0.809 0.807 0.773 REF 0.764 0.809 0.807 0.773 RES 0.794 0.715 0.943 0.728 RET 0.718 0.772 0.841 0.923 RLT 0.777 0.802 0.899 0.898 RPC 0.825 0.705 0.728 0.892 SEN 0.791 0.718 0.716 0.978 TAN 0.784 0.880 0.874 0.789		LOYALITY	PASIEN	PELAYANAN	PASIEN
EMP0.7570.7100.8880.891FEE0.7170.7460.7880.971INT0.8910.8440.7190.838KO0.7280.8170.7700.797NBK0.7010.8360.7390.897REF0.7640.8090.8070.773REL0.7580.7170.9330.738RES0.7940.7150.9430.728RET0.7180.7720.8410.923RLT0.7770.8020.8990.898RPC0.8250.7050.7280.892SEN0.7910.7180.7160.978TAN0.7840.8800.8740.789	ACT	0.771	0.784	0.713	0.911
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INT 0.891 0.844 0.719 0.838 KO 0.728 0.817 0.770 0.797 NBK 0.701 0.836 0.739 0.897 REF 0.764 0.809 0.807 0.773 REL 0.758 0.717 0.933 0.738 RES 0.794 0.715 0.943 0.728 RET 0.718 0.772 0.841 0.923 RLT 0.777 0.802 0.899 0.898 RPC 0.825 0.705 0.728 0.892 SEN 0.791 0.718 0.716 0.978 TAN 0.784 0.880 0.874 0.789	EMP	0.757	0.710	0.888	0.891
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RES0.7940.7150.9430.728RET0.7180.7720.8410.923RLT0.7770.8020.8990.898RPC0.8250.7050.7280.892SEN0.7910.7180.7160.978TAN0.7840.8800.8740.789	REF	0.764	0.809	0.807	0.773
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RLT 0.777 0.802 0.899 0.898 RPC 0.825 0.705 0.728 0.892 SEN 0.791 0.718 0.716 0.978 TAN 0.784 0.880 0.874 0.789	RES	0.794	0.715	0.943	0.728
RPC0.8250.7050.7280.892SEN S0.7910.7180.7160.978TAN0.7840.8800.8740.789	RET	0.718	0.772	0.841	0.923
SEN S0.7910.7180.7160.978TAN0.7840.8800.8740.789	RLT	0.777	0.802	0.899	0.898
S 0.791 0.718 0.716 0.978 TAN 0.784 0.880 0.874 0.789	RPC	0.825	0.705	0.728	0.892
TAN 0.784 0.880 0.874 0.789	SEN				
	S	0.791	0.718	0.716	0.978
THK 0.887 0.880 0.816 0.948	TAN	0.784	0.880	0.874	0.789
	THK	0.887	0.880	0.816	0.948

Tabel 4. Cross Loading Value

Source: Data processing, SmartPLS 4

Based on the table above, it can be seen that the cross loading value of each indicator on the variable is greater than the other variables, so it can be concluded that the discriminant validity is stated to be good.

Realibility

According to (Ghozali, 2020) reliability tests are carried out to test the reliability of a construct. This test was carried out to prove the accuracy, consistency and precision of the instrument in measuring the construct. Measuring the reliability of a construct with reflective indicators can be done in two ways, namely Composite Reliability and Cronbach Alpha.

	Tabel 5. Col	mposte Kenadinty	value/Reliability	lest
	Cronbach's	Composite	Composite	Average variance
	alpha	reliability (rho_a)	reliability (rho_c)	extracted (AVE)
CUSTOMER				
LOYALITY	0.787	0.717	0.783	0.749
KEPERCAYAA				
N PASIEN	0.782	0.791	0.871	0.693
KUALITAS				
PELAYANAN	0.943	0.949	0.957	0.816
PENGALAMAN				
PASIEN	0.968	0.972	0.975	0.886

Tabel 5. Composte Reliability Value/Reliability Test

Source: Data processing, SmartPLS 4

Hypothesis Test Results (Inner Model)

Evaluation of the structural model or inner model aims to predict the relationship between latent variables. The structural model is evaluated by looking at the percentage of variance

explained, namely by looking at the R Square value for endogenous latent constructs, and AVE for predictiveness by using resampling procedures such as jackkniffing and bootstrapping to obtain stability of the estimates.

R-Square (R₂)

	R-square	R-square adjusted			
CUSTOMER LOYALITY	0.694	0.685			
KEPERCAYAAN PASIEN	0.431	0.419			
Source: Date processing SmortDI S 1					

Tabel 6. R-Square Value Results

Source: Data processing, SmartPLS 4

- 1. The R-square value of the repurchase interest variable is 0.733, meaning that the endogenous variability in repurchase interest which can be explained by the exogenous variability in price perception, quality perception, product design and value perception is 73.3% while the rest is explained by other variables. outside of what was researched.
- 2. The R-square value of the perceived value variable is 0.692, which means that the variability in the mediation of perceived value which can be explained by exogenous variability in price perception, quality perception and product design is 69.2% while the remainder is explained by other variables outside those studied.

Q-Square

Q-squared is predictive relevance, measuring whether a model has predictive relevance or not. Q-square value> 0 indicates the model has predictive relevance; Conversely, if the Q-square value ≤ 0 indicates the model lacks predictive relevance.

$$Q^{2} = 1 - (1 - R_{1}^{2}) (1 - R_{2}^{2}) \dots (1 - R_{p}^{2})$$

$$Q = 1 - (1 - 0.694_{2})(1 - 0.4312)$$

$$Q = 0.4221$$

$$Q = 42.2\%$$

Based on the Q2 test above, the predictive relevance value is 0.4221 or 42.2%. This indicates that the model is considered feasible. Because the diversity of data that can be explained by the model is 42.2%, while the remaining 57.8% is explained by other variables that have not been explained in the research model or errors. The Q2 result of 42,2% shows that the PLS model formed is good because it is able to explain 42.2% of the total information.

F-Square

This formula is to explore whether the endogenous latent variable is strongly influenced or not by the exogenous latent variable. Can be processed as follows: (Ghozali and Latan, 2015).

$$f^2 F^2 = \frac{R^2 \text{ include} - R^2 \text{ exclude}}{1 - R^2 \text{ include}}$$

If the f2 number is equal to 0.02 then the influence is small, the value is 0.15 is medium and the value is 0.35 then the influence of the exogenous latent variable is declared large (Hair et al, 2019). The following are the results of the F-Square values:

	CUSTOMER	KEPERCAYAA	KUALITAS	PENGALAMAN
	LOYALITY	N PASIEN	PELAYANAN	PASIEN
CUSTOMER				
LOYALITY				
KEPERCAYAA				
N PASIEN	0.290			
KUALITAS				
PELAYANAN	0.250	0.130		
PENGALAMAN				
PASIEN	0.026	0.090		

Table 7. F-Square Value Results

Source: Data processing, SmartPLS 4

Based on the F-Square results above, it can be explained that:

- 1. The patient experience variable on Costumer Loyalty with an f-square value of 0.026 includes a small effect.
- 2. Service quality variable on Costumer Loyalty with an f-square value of 0.250 including a moderate effect.
- 3. Patient trust variable on Costumer Loyalty with an f-square value of 0.290 including a large effect.
- 4. Patient experience variable on patient trust with an f-square value of 0.090 including a small effect.
- 5. Service quality variable on patient trust with an f-square value of 0.130 including moderate effect

Hypotesis Test

According to (Ghozali, 2020), significance values are seen to determine the influence between variables through a bootstrapping procedure. According to Hair et al (2019), bootstrapping can obtain t-values (T-statistics) and p-values.

1. T Value (T-Stratistic)

The t value (T-statistics) is greater than the critical value of t (t table), so it can be concluded that the coefficient is statistically significant at a certain error probability, namely the significance level of the t-statistic value. The hypothesis is rejected if the t-statistic value is smaller than 1 .96 (t-statistics < 1.96). The hypothesis is not rejected if the t-statistic value is greater than 1.96 (t-statistics > 1.96).

2. P Value (P-Value)

The coefficient can be declared significant, if the p-value is smaller than the significance level, then it is declared significant. In applications it usually assumes a significance level of 5%. The hypothesis is not rejected if p-values < 0.05. If the p value (p-value) is below 0.05 (< 5%) (significance level = 5%) and 2.33 (significance level = 1%) it can be said to be significant.

Tabel 6. Hypotesis test result							
No	Hipotesis	T-sta	tistics	P-V	alues	Conclusion	
1	Service quality has a significant effect on patient trust at Muhammadiyah Hospital in Bandung City	3.832	>1.96	0.000	<0,05	Accepted	

Tabel 8. Hypotesis test result

No	Hipotesis	T-sta	tistics	P-V	alues	Conclusion
2	Patient experience does not have a significant effect on patient trust at Muhammadiyah Hospital in Bandung City	1.277	<1.96	0.202	>0,05	Rejected
3	Kualitas pelayanan berpengaruh signifikan terhadap <i>Costumer Loyalty</i> di RS Muhammadiyah Kota Bandung	3.545	>1.96	0.000	<0,05	Accepted
4	Service quality has a significant effect on Costumer Loyalty at Muhammadiyah Hospital in Bandung City	3.338	>1.96	0.000	<0,05	Accepted
5	Patient trust has a significant effect on Costumer Loyalty at Muhammadiyah Hospital in Bandung City	5.323	>1.96	0.000	<0,05	Accepted
6	Service quality has a significant effect on Costumer Loyalty at Muhammadiyah Hospital in Bandung City through patient trust as a medias variable.	3.512	>1.96	0.000	<0,05	Accepted
7	Patient experience has a significant effect on Costumer Loyalty at Muhammadiyah Hospital in Bandung City through patient trust as a mediating variable	2.503	>1.96	0.012	<0,05	Accepted

Source: Data processing, SmartPLS 4

1. The Effect of Service Quality on Patient Trust at Muhammadiyah Hospital,

Bandung City Hypothesis testing on service quality variables on patient trust at Muhammadiyah Hospital in Bandung City on the results of the path analysis value of the t statstics level 3.832> 1.96 with a significance level of 0.000 <0.05 so that H0 is rejected and H1 is accepted, meaning that the first hypothesis states that service quality has a significant effect on patient trust at Muhammadiyah Hospital in Bandung City.Service quality plays a fundamental role in shaping patient trust. In the context of hospitals, patients tend to assess service quality based on direct experience with medical staff, facilities, and communication

effectiveness. Trust arises when patients feel well treated, their needs understood, and their safety maintained. In practice, this means that hospitals should ensure continuous training for medical personnel to maintain high standards in patient interactions. In addition, the management of patient complaints should be done transparently and quickly so that patients feel heard and valued..

2. The Effect of Patient Experience on Patient Trust at Muhammadiyah Hospital in Bandung City

Hypothesis testing on the patient experience variable on patient trust at the Bandung City Muhammadiyah Hospital on the results of the path analysis value of the t statstics level 1.277 < 1.96 with a significance level of 0.202 > 0.05 so that H0 is accepted and H2 is rejected, meaning that the second hypothesis states that patient experience has no significant effect on patient trust at the Bandung City Muhammadiyah Hospital.

These results indicate that patient experience is not always directly proportional to the level of trust given. In some cases, patient experience can be influenced by subjective factors such as overly high expectations, previous experiences at other hospitals, or public perceptions of the hospital. This underscores the importance of hospitals to understand patient expectations from the outset and ensure that the experience provided matches or exceeds these expectations.

3. The Effect of Service Quality on Patient Loyalty at Muhammadiyah Hospital in Bandung City

Hypothesis testing on service quality variables on patient loyalty at Muhammadiyah Hospital in Bandung City on the results of the path analysis value of the t statstics level 3.545 > 1.96 with a significance level of 0.000 < 0.05 so that H0 is rejected and H3 is accepted, meaning that the third hypothesis states that service quality has a significant effect on patient loyalty at Muhammadiyah Hospital in Bandung City.

Patient loyalty is a reflection of their experience of the services provided by the hospital. Patients who feel high quality service tend not only to return to use the service but also recommend it to others. This loyalty is very important in creating a positive image of the hospital in the community. Therefore, management should focus on improving service quality standards across all patient touchpoints, from registration to post-treatment.

4. The Effect of Patient Experience on Patient Loyalty at Muhammadiyah Hospital in Bandung City

Hypothesis testing on the patient experience variable on patient loyalty at Muhammadiyah Hospital in Bandung City on the results of the path analysis value of the t statstics level 3.338 > 1.96 with a significance level of 0.000 < 0.05 so that H0 is rejected and H4 is accepted, meaning that the fourth hypothesis states that patient experience has a significant effect on patient loyalty at Muhammadiyah Hospital in Bandung City.

Patient experience has a strategic role in building loyalty. When patients feel comfort, friendliness, and professionalism during the treatment process, they feel valued as individuals, not just as consumers. Loyalty that arises from this positive experience not only strengthens the relationship between the patient and the hospital, but also provides long-term benefits in the form of recommendations to relatives and friends.

5. The Effect of Patient Trust on Patient Loyalty at Muhammadiyah Hospital in Bandung City

Hypothesis testing on the patient trust variable on patient loyalty at the Bandung City Muhammadiyah Hospital on the results of the path analysis value of the t statistics level 5.323> 1.96 with a significance level of 0.000 <0.05 so that H0 is rejected and H5 is accepted, meaning that the fifth hypothesis states that patient trust has a significant effect on patient loyalty at the Bandung City Muhammadiyah Hospital.

Trust is an emotional element that strengthens patient loyalty. When patients believe that the hospital has the integrity and ability to provide the best care, they tend to remain loyal even though there are other options in the market. This trust must be maintained through open communication, consistent service, and handling problems quickly and effectively

6. The Effect of Service Quality on Patient Loyalty Through Patient Trust Variables at Muhammadiyah Hospital in Bandung City

Hypothesis testing on the service quality variable on patient loyalty interest in the results of the path analysis value of the t statics level 3.512 > 1.96 with a significance level of 0.000 < 0.05 so that H0 is rejected and H6 is accepted, meaning that the sixth hypothesis which states that service quality has a significant effect on patient loyalty through patient trust as a mediating variable. Trust mediation shows that service quality alone is not enough to encourage loyalty in the absence of trust. In practice, this means that hospitals must not only focus on providing quality services but also ensure that patients understand and feel the hospital's commitment to their welfare. This trust can be enhanced through clear communication, empathetic attitude, and transparency in medical procedures.

7. The Effect of Patient Experience on Patient Loyalty Through Patient Trust Variables at Muhammadiyah Hospital in Bandung City

Hypothesis testing on service quality variables on patient loyalty interest in the results of the path analysis value of the t statistics level 2.503 > 1.96 with a significance level of 0.012 < 0.05 so that H0 is rejected and H7 is accepted, meaning that the seventh hypothesis which states that patient experience has a significant effect on patient loyalty through patient trust as a mediating variable. Trust as mediation indicates that a positive patient experience needs to be followed by the perception that the hospital is reliable and has concern for patients. Hospitals need to ensure that every positive experience is reinforced by concrete actions that reflect integrity and high quality, thereby building mutually beneficial long-term relationships.

CONCLUSION

- 1. Service quality has a significant effect on patient trust at Muhammadiyah Hospital in Bandung City. The results showed that service quality has a significant effect on patient trust at Muhammadiyah Hospital in Bandung City, indicating that this hypothesis is accepted. This shows that the better the quality of service provided by the hospital, the higher the level of patient trust in the hospital. Factors in service quality such as timeliness of service, friendliness of medical staff, and available facilities have an important role in building patient trust.
- 2. Patient experience has no significant effect on patient trust at Muhammadiyah Hospital in Bandung City. This means that patient experience, both positive and negative, does not directly affect patient trust in Muhammadiyah Hospital in Bandung City. This can be caused by other factors that are more dominant in shaping patient trust, such as hospital reputation or recommendations from other parties.
- 3. This study found that service quality has a significant effect on customer loyalty at Muhammadiyah Hospital in Bandung City. This means that the better the quality of service provided by the hospital, the higher the patient loyalty. Patients who are satisfied with the

quality of service tend to return to get medical services and recommend the hospital to others..

- 4. The results showed that patient experience has a significant effect on customer loyalty. This shows that a positive patient experience, such as fast service, friendly medical personnel, and comfortable facilities, can increase patient loyalty to the hospital.
- 5. Patient trust is proven to have a significant influence on customer loyalty at Muhammadiyah Hospital in Bandung City. Patients who have a high level of trust in the hospital tend to be more loyal, meaning they are more likely to return for treatment and recommend the hospital to family and friends.
- 6. The results showed that patient trust mediates the effect of service quality on customer loyalty. This means that good service quality can increase patient trust, which in turn has an impact on increasing patient loyalty to the hospital.
- 7. This study also found that patient trust mediates the effect of patient experience on customer loyalty. In other words, patients' positive experiences can increase their trust in the hospital, which in turn will increase patient loyalty.

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Kelamin, Dan Status Perkawinan Terhadap Kepuasan Pasien Dan Kepercayaan Pasien Rawat Jalan Di Rumah Sakit Paru Dr. Ario Wirawan Salatiga.Program Studi Magister Manajemen Sekolah Pascasarjana Universitas Muhammadiyah Surakarta 2020