

## The Effect of Service Quality and Patient Satisfaction on Patient Loyalty Mediated by Patient Trust at Byor Skin Clinic

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### ABSTRACT

Nowadays, women in Indonesia are very fond of the beauty and smoothness of the skin of Korean artists, along with the increasing trend of drama and KPOP in Indonesia, many are competing to do beauty treatments to be able to maintain their appearance and have white, clean, bright, glowing skin or what is currently often called clear skin. The increasing awareness of self-beauty treatments is in line with the beauty industry in Indonesia which also continues to grow, it can be seen from the increasing number of people who visit and perform treatments at beauty clinics and the increasing number of beauty clinics that we can find. Data were obtained through questionnaires distributed randomly. The analysis technique was SEM and using AMOS software version 23. Based on the analysis results, it was found that out of 7 hypotheses, there was 1 hypothesis that was rejected, and another 6 hypotheses were accepted. The service quality has no positive effect on patient loyalty, the patient satisfaction has a positive effect on patient loyalty, patient trust has a positive effect on patient loyalty, the service quality has a positive effect on patient trust, patient satisfaction has a positive effect on patient trust, patient trust has a positive effect mediating service quality with patient loyalty, and the patient trust also has a positive effect mediating patient satisfaction with patient loyalty.

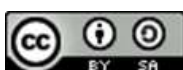
**Keywords:** Patient Loyalty; Patient Satisfaction; Patient Trust; Service Quality

### INTRODUCTION

Currently, women in Indonesia are very fond of the beauty and smooth skin of Korean artists, along with the increasing trend of dramas and KPOP in Indonesia, many are competing to do beauty treatments to be able to maintain their appearance and have white, clean, bright, glowing skin. or what is currently often called clear skin. The increasing awareness of personal beauty care is in line with the beauty industry in Indonesia which is also continuing to develop, this can be seen from the increasing number of people visiting and undergoing treatment at beauty clinics and the increasing number of beauty clinics that we can find.

Based on a report from Statista, the income earned in the beauty and personal care industry has reached US\$ 7.23 billion or the equivalent of IDR 111.83 trillion (1 dollar exchange rate is IDR 15,467.5) in 2022. And it is estimated that it will continue to grow until 5.81% annually (CAGR is the growth rate per year, from 2022 to 2027).

The beauty clinic industry has promising profit prospects but competition is tight because of the many competitors. Therefore, it is important for clinics to provide high-quality services, even above existing standards, to meet patient expectations. Service



quality standards must be set by service providers in order to provide optimal satisfaction and in accordance with applicable standards and codes of ethics. Becoming the best service provider in the beauty clinic sector is not easy, especially with the many competitors in areas such as Jakarta and Tangerang. Byor Skin Clinic strives to provide quality services according to patient needs. The key for patients to choose a clinic is to provide satisfactory service. The higher the perceived quality of service compared to patient expectations, the higher their level of satisfaction.

According to the book entitled "Measuring Patient Satisfaction Levels to Increase Market Share" written by J. Supranto, satisfaction is a person's feeling after he makes a comparison between the performance or results he feels and what he expected. This level of satisfaction is a comparison of the difference between perceived performance and desired expectations. If the performance provided is below expectations, the patient will feel disappointed. And conversely, if the performance provided exceeds expectations, then the patient will feel satisfied. Service quality is one of the factors that has an influence on patient (patient) loyalty at the clinic. If the patient feels satisfied with the services provided by the health service provider, then the patient will have a high level of loyalty.

According to Akbar and Parvez, the relationship between service quality and patient loyalty is a close relationship. "Customer's perceived service quality has a positive effect on customer's loyalty". Good service quality will make patients feel satisfied and have a positive effect on patient loyalty. Patient satisfaction is influenced by the quality of services provided. A company should have a main goal, namely quality assurance. Patient loyalty will arise or emerge after the patient feels satisfied with the service they receive.

Patient loyalty is an important thing that companies must maintain because marketing that focuses on patient loyalty is very profitable. High patient satisfaction can create emotional attachment and long-term commitment to the brand. Therefore, Byor Skin Clinic strives to provide the best service with experienced medical and non-medical personnel and maximizes service processes such as waiting time, comfortable atmosphere, and handling complaints to achieve patient satisfaction.

Byor Skin Clinic offers a variety of beauty treatments, including facial packages to brighten skin, reduce acne, anti-aging, and lymphatic facials, as well as body treatments such as Radio Frequency (RF) and meso injections. The clinic sets high standards in service quality by specially training employees to meet patient needs. Byor Skin Clinic continues to improve services to ensure patient satisfaction and loyalty, while adhering to professional and medical codes of ethics.

At this time, the level of patient trust in Byor Skin Clinic seems to have begun to build, this may be due to the quality of services that Byor Skin Clinic continues to maintain and improve. Until now there have been no complaints due to the poor quality of service at Byor Skin Clinic. The total number of complaints received by Byor Skin Clinic is 11 complaints and these complaints were due to side effects from the treatment.

The majority of patients who come for treatment are patients who have had treatment before and until now routinely come for treatment at Byor Skin Clinic, namely 72%. However, there were also some patients who only had treatment 1 or 2 times and did not come back, namely 28% of the total number of patients who had treatment at Byor Skin Clinic.

With intense competition between beauty clinics, patient dissatisfaction and complaints can make them reluctant to return. Byor Skin Clinic tries to avoid this by maintaining the quality of service and patient trust, so that they remain loyal to the treatment. Based on the importance of service quality in realizing patient satisfaction,

this research is entitled "The Influence of Service Quality and Patient Satisfaction on Patient Loyalty Mediated by Patient Trust at Byor Skin Clinic." It is hoped that this research can help clinic management in increasing understanding of patient satisfaction to maintain loyalty.

## METHOD

### Research Object

A research based on its objectives is also called causal research. Causal research is research that has the aim of being able to prove whether there is a causal relationship or a relationship that influences and is influenced by the variables to be studied.

The approach to causal research carried out by this author uses a quantitative approach, because this research focuses on proving hypotheses and understanding theory or literature through statistical testing.

### Population and Sample

#### Population

According to Sugiyono (2018), a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and conclusions drawn is called a population.

In this study, the target population was all Byor Skin Clinic patients in BSD, Tangerang. The population characteristics of this study are men and women who live in Jakarta, Tangerang and surrounding areas. To date, the population is 164 patients.

#### Sample

According to Sugiyono (2018), the part of the population that researchers want to study is called the sample and is part of the number and characteristics of the existing population. In this study, the sample was Byor Skin Clinic patients who had undergone beauty treatments at Byor Skin Clinic more than twice.

**Table 3.1. Sample size**

No	Variabel	Jumlah Indikator		Jumlah Sampel
1	Kualitas Pelayanan ( $X_1$ )	5	6	30
2	Kepuasan Pasien ( $X_2$ )	4	6	24
3	Kepercayaan Pasien (Z)	6	6	36
4	Loyalitas Pasien (Y)	4	6	24
Total		19	6	<b>114</b>

According to Ferdinand in Fidzry (2023), analysis using SEM requires a sample size of at least 5 times to 10 times the number of indicator variables to be used. Meanwhile, with the Maximum Likelihood Estimation technique, 100-200 samples will be needed.

Based on the calculations above, it is known that the number of research variable indicators is 19 multiplied by 6, resulting in a total sample of 114 Byor Skin Clinic patients who have come for treatment more than twice until June 2024.

The technique used in conducting this research is purposive sampling, namely a technique for determining samples with certain considerations. Researchers took samples based on criteria set by the researchers themselves.

## Operational Variables

**Table 3.2 Variables, Indicators and Measuring Scales**

Variabel	Indikator	Skala Ukur
Kualitas Layanan ( $X_1$ )	1. Kualitas petugas dalam melayani pelanggan	Ordinal
	2. Teknologi yang digunakan	
	3. Dokter memberikan informasi yang jelas dan mudah dipahami	
	4. Kebersihan dan kerapian ruangan	
	5. Dokter dan karyawan memberikan perhatian dalam melayani pelanggan	
Kepuasan Pasien ( $X_2$ )	1. Merasa puas terhadap pelayanan di Byor Skin Clinic	Ordinal
	2. Mendapatkan pengalaman yang menyenangkan	
	3. Merasa telah membuat keputusan yang tepat telah menggunakan jasa Byor Skin Clinic	
	4. Kepuasan pelanggan terhadap kualitas produk dan jasa yang ditawarkan	
Kepercayaan Pasien ( $Z$ )	1. Kepercayaan terhadap kompetensi dokter	Ordinal
	2. Kepercayaan terhadap produk yang digunakan di Byor Skin Clinic	
	3. Merasa aman	
	4. Kepercayaan terhadap dokter	
	5. Perawatan sesuai indikasi	
	6. Kepercayaan terhadap pengembangan Byor Skin Clinic	
Loyalitas Pasien ( $Y$ )	1. Frekuensi kedatangan	Ordinal
	2. Keinginan untuk merekomendasikan	
	3. Memberikan <i>review</i> yang baik	
	4. Ketertarikan untuk pergi ke klinik lain	

(1) Service Quality Variable ( $X_1$ )

Service quality is Byor Skin Clinic's services compared to patient expectations.

(2) Patient Satisfaction Variable ( $X_2$ )

Patient satisfaction is the level of feeling a Byor Skin Clinic patient feels after receiving and experiencing results that match what was expected.

(3) Patient Trust Variable ( $Z$ )

Trust is the patient's hope that Byor Skin Clinic can be trusted and relied on in fulfilling its promises.

(4) Patient Loyalty Variable ( $Y$ )

Patient loyalty is the attitude of Byor Skin Clinic customers who have a strong desire to use Byor Skin Clinic services and continuously.

## Data collection technique

The data collection technique used in this research uses primary data obtained from the results of a survey conducted for approximately 1 week, namely in the first week of July 2024 and is carried out by distributing questionnaires to obtain direct data or direct responses from respondents regarding service quality. at Byor Skin Clinic. The data collection tool for this research is a questionnaire.

In the questionnaire in this study, the author used a scoring technique using a Likert scale technique which is commonly used to measure attitudes, opinions and perceptions of a person or group of people.

**Table 3.3. Likert Scale**

<b>Pernyataan</b>	<b>Penilaian</b>
Sangat setuju	5
Setuju	4
Cukup	3
Tidak setuju	2
Sangat tidak setuju	1

### **Data Analysis Techniques**

According to Santoso, the data analysis technique is Structural Equation Modeling (SEM), which is a statistical analysis technique used to test and measure the relationship between the variables studied in a conceptual model. SEM is a combination of factor analysis and regression or correlation analysis, which is used to test the relationships between variables in a model.

Generally, the SEM technique is usually used to research and analyze research models with several independent variables or what are also known as exogenous variables and dependent or endogenous variables, as well as moderating or intervening variables. The benefits of using SEM for research include:

- (a) Can create research models that have many variables.
- (b) Can be used to conduct research on variables that cannot be observed or measured directly or unobserved variables.
- (c) Used to carry out measurement error tests on variables that can be observed or what are called observed variables.
- (d) Can be used to ensure that the theory matches the research data (Confirmatory Factor Analysis).
- (e) Can provide answers to many research problems in a more systematic and comprehensive manner.
- (f) It is more robust, reliable, and also illustrative when compared with regression model analysis tests when modeling interactions, non-linearity, measurement error, correlation error terms, and correlation between multiple independent latent variables.
- (g) Can be used for factor, path and regression analysis.
- (h) Able to provide explanations regarding the relationship of complex variables and direct effects, as well as indirect effects of one or several variables on other variables.
- (i) A fairly high level of flexibility for researchers to correlate the relationship between theory and research data.

### **Validity Test**

According to Usman and Akbar (2020), validity tests are tests carried out to measure what the researcher wants to measure. Validity is a measure used to see the level of validity of a measuring instrument and to see the performance of a questionnaire, and must be able to be used to measure each variable and the relationship between variables.

To test whether the questionnaire questions in this research are valid or not, a validity test was carried out using the CFA Test or Confirmatory Factor Analysis.

## Reliability Test

According to Usman and Akbar (2020), reliability testing is a test to measure an instrument's accuracy or consistency. Synonyms of reliability are dependability, consistency, stability or dependability. To test reliability, the Cronbach Alpha method was used.

## SEM Analysis Stages

According to Singgih Santoso (2021), several stages that need to be passed using SEM in a research activity are as follows:

- (1) Create a research model or Model Specification.

Creating models based on certain theories, can be in the form of equations or mathematical equations, or in the form of diagrams or pictures.

- (2) Prepare research design and data collection.

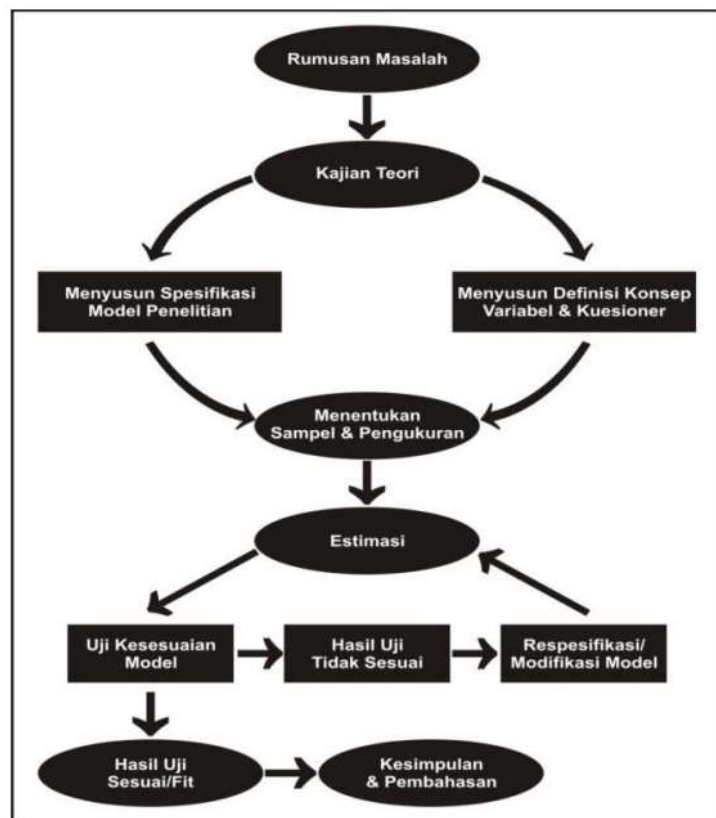
Research data is needed to test the model that will be used and this data must be in accordance with the existing variables. At this stage, testing is carried out on the assumptions that are met in the SEM analysis test, treatment of missing data, data collection, and others.

- (3) Model Identification or Model Identification.

The model that has been created and designed is identified, whether the model can be analyzed further or not.

- (4) Testing the model.

After the model has been created and can be identified, testing is then carried out to see the close relationship between the indicators and the constructs. This is done by testing the measurement model and then testing the structural model.



**Figure 3.1. Schematic diagram of the steps of the SEM model**  
(Source: Siswoyo, 2017)

## Research Model

The model in the research carried out is as follows:

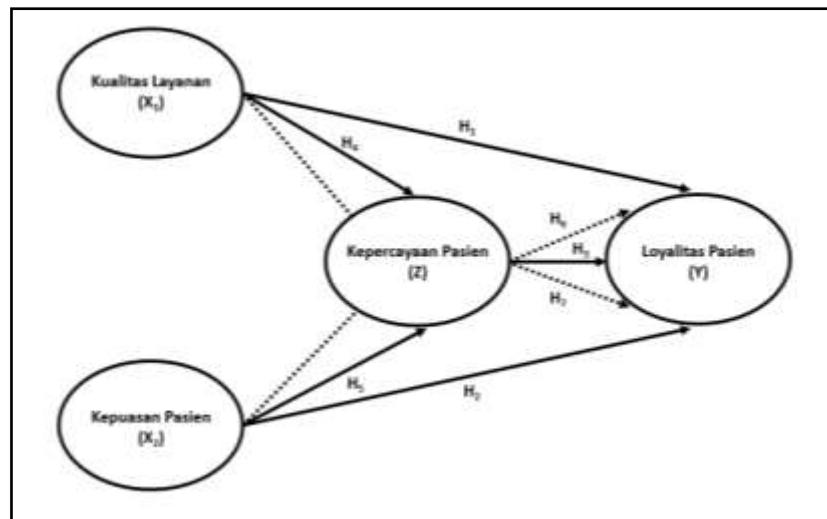


Figure 3.2 Research model

### 3.5.5 Hypothesis Testing

In this research, there are six hypotheses that will be tested and researchers use individual parameter significance tests or t-tests.

The six (6) hypotheses that will be tested by researchers are as follows:

- (1) Hypothesis 1 is suspected that Service Quality has a positive effect on Patient Loyalty.
- (2) Hypothesis 2 is suspected that patient satisfaction has a positive effect on patient loyalty.
- (3) Hypothesis 3 is suspected that Patient Trust has a positive effect on Patient Loyalty.
- (4) Hypothesis 4 is suspected that Service Quality has a positive effect on Patient Trust.
- (5) Hypothesis 5 is suspected that patient satisfaction has a positive effect on patient trust.
- (6) Hypothesis 6 is suspected that Patient Trust mediates Service Quality and Patient Loyalty.
- (7) Hypothesis 7 is suspected that Patient Trust mediates between Patient Satisfaction and Patient Loyalty.

According to Ghozali (2018), the t-test is used to show that a partial or individual independent variable has an influence on the dependent variable. The steps taken are:

- (1) Formulate a hypothesis (H<sub>a</sub>)
- (2) Determine the significance level of 0.05 ( $\alpha = 0.05$ )
- (3) Compare the significance value of the t-test results and the significance value of the research t-test
  - (a) If the significance value of the t-test results < the significance value of the research t-test ( $\alpha < 0.05$ ), then H<sub>0</sub> is rejected and H<sub>a</sub> is accepted or the independent variable individually has an influence on the dependent variable.

- (b) If the significance value of the t-test results > the significance value of the research t-test ( $\alpha > 0.05$ ), then ultimately  $H_0$  is accepted and  $H_a$  is rejected or the independent variables individually have no influence on the dependent variable.

## RESULTS AND DISCUSSION

### Respondent Characteristics

This research was carried out by distributing questionnaires online to patients who had undergone treatment > 2 (two) times at Byor Skin Clinic Bumi Serpong Damai (BSD) South Tangerang. The total sample in this study was 114 patients who were respondents.

### Univariate Analysis

#### General Data

**Table 4.1. Characteristics of Respondent Profiles**

	Variable	Frequency (f)	Percentage (%)
Type Sex	Man	44	38.6
	Woman	70	61.4
	Total	114	100%
	Variable	Frequency (f)	Percentage (%)
Age	< 30 years	28	24.6
	> 40 years	33	28.9
	30 – 40 years	53	46.5
	Total	114	100%
	Variable	Frequency (f)	Percentage (%)
Last education	SMA/SMK	12	11
	Diploma	15	13
	S1	80	70
	S2	7	6
	Total	114	100%

The results in table 4.1 show data on the profile characteristics of respondents, the majority of whom are dominated by women aged between 30 years and 40 years with a bachelor's degree level of education.

### Data analysis

#### Instrument Testing

Validity testing is an attempt to assess the level of validity of all question items in the questionnaire. The following are the results of the questionnaire validity test:

**Table 4.2. Validity of Service Quality**

No	R count	R table	Validity
1	0.755	$0.50 < r_{xy}$	Valid
2	0.815	$0.50 < r_{xy}$	Valid
3	0.608	$0.50 < r_{xy}$	Valid
4	0.683	$0.50 < r_{xy}$	Valid
5	0.883	$0.50 < r_{xy}$	Valid

The results of the validity test carried out illustrate that all questions in the questionnaire are declared valid, because the results of  $r \text{ count} > r \text{ table}$ , then all items in the service quality variable are valid.



**Table 4.3. Validity of Patient Satisfaction**

No	R count	R table	Validity
1	0.918	$0.50 < r_{xy}$	Valid
2	0.954	$0.50 < r_{xy}$	Valid
3	0.919	$0.50 < r_{xy}$	Valid
4	0.941	$0.50 < r_{xy}$	Valid

The results of the validity test illustrate that all question items in the questionnaire are declared valid, because  $r$  calculated  $> r$  table, then all items in the patient satisfaction variable are valid.

**Table 4.4. Validity of Patient Beliefs**

No	R count	R table	Validity
1	0.872	$0.50 < r_{xy}$	Valid
2	0.898	$0.50 < r_{xy}$	Valid
3	0.843	$0.50 < r_{xy}$	Valid
4	0.940	$0.50 < r_{xy}$	Valid
5	0.896	$0.50 < r_{xy}$	Valid
6	0.708	$0.50 < r_{xy}$	Valid

The validity test carried out by the researcher also shows that all question items in the questionnaire are declared valid, because the results of  $r$  calculated  $> r$  table, so that all items in the patient trust variable are valid.

**Table 4.5. Validity of Patient Loyalty**

No	R count	R table	Validity
1	0.578	$0.50 < r_{xy}$	Valid
2	0.940	$0.50 < r_{xy}$	Valid
3	0.927	$0.50 < r_{xy}$	Valid
4	0.772	$0.50 < r_{xy}$	Valid

The results of the validity test show that all question items in the questionnaire are declared valid, because the results of  $r$  count  $> r$  table, then all items in the patient loyalty variable are valid.

### Questionnaire Reliability

**Table 4.6. Questionnaire Reliability Test Results**

Variable	Alpha Questionnaire	R Table	Information
<b>Service Quality</b>	0.860	$xyz > 0.60$	Reliable
<b>Patient Satisfaction</b>	0.964	$xyz > 0.60$	Reliable
<b>Trust</b>	0.944	$xyz > 0.60$	Reliable
<b>Patient Loyalty</b>	0.868	$xyz > 0.60$	Reliable

Reliability testing on questionnaires aims to test whether the questionnaire is reliable or trustworthy as a data collection tool. Reliability testing uses Cronbach's Alpha

with a value  $> 0.60$  so that the statement items in the questionnaire are declared reliable. Based on the results of the questionnaire reliability test above, shows that all questionnaire variables are declared reliable because they exceed the table coefficient, namely  $> 0.6$ , so the questionnaire in this study is reliable and can be trusted as a research tool.

### Goodness of Fit Test Results

Before analyzing the hypothesis, testing the suitability of the model (Goodness of Fit Model) is carried out first. This Goodness of Fit test will provide an indication of how well a model creates the observed covariance matrix between indicator items (Hair et al., 2019). Goodness of Fit testing aims to test the suitability (fit) between the proposed model and existing sample data. The types of goodness of fit measurements consist of:

1. *Absolute fit measure*, is used to measure model fit as a whole and simultaneously (both structural models and measurement models). The criteria:

- a) *Probability Value*  
If  $p \text{ value} > 0.05$  then the model can be said to be good.
- b) *Goodness of Fit Index (GFI)*  
If the GFI value is close to 1, then the model can be said to be good.
- c) *Root Mean Square Residuals (RMR)*  
If the RMR value  $< 0.1$  then the model can be said to be good.
- d) *Root Mean Square Error of Approximation (RMSEA)*  
If  $RMSEA < 0.1$  then the model can be said to be good.
- e) *Expected Cross Validation (ECVI)*  
If the ECVI value  $<$  Saturated ECVI and Independence ECVI, then the model can be said to be good.

2. *Incremental fit measure*, is a measure to compare the proposed model with other models specified by the researcher. The criteria are to look at:

- a) *Normed Fit Index (NFI)*  
If NFI value  $> 0.9$  then the model can be said to be good.
- b) *Turker-Lewis Index (TLI)*  
If TLI value  $> 0.9$  then the model can be said to be good.
- c) *Comparative Fit Index (CFI)*  
If CFI value  $> 0.9$  then the model can be said to be good.
- d) *Relative Noncentrality Index (RNI)*  
If RNI value  $> 0.9$  then the model can be said to be good.
- e) *Incremental Fit Index (IFI)*  
If IFI value  $> 0.9$  then the model can be said to be good.
- f) *Adjusted Goodness of Fit Index (AGFI)*  
If the AGFI value is  $> 0.89$  then the model can be said to be good.

3. *Parsimonious fit measure* is an adjustment to the fit measurement so that it can be compared between models with different numbers of coefficients. The criteria are to look at:

- a) *Normed Chi-Square (CMIN/DF)*  
It can be said that the model has good fit, if the CMIN/DF value ranges between 1 – 5.
- b) *Akaike Information Criterion (AIC)*  
It can be said to be a good model if the AIC value is close to the Saturated AIC value.
- c) *Consistent Akaike Information Criterion (CAIC)*

It can be said to be a good model if the CAIC value is close to the saturated CAIC value.

d) *Parsimony Normed Fit Index*(PNFI)

It can be said to be a good model if the PNFI value is > 0.9.

e) *Parsimonious Goodness of Fit* (PGFI)

It can be said that the model is good if the PGFI value is > 0.5 (Hair et al., 2019).

**Table 4.7. Goodness of Fit Test Results**

Type Measuremen t	Measuremen t	Criteria (Cut of Value)	Results Measuremen t	Decision
<i>Absolute Fit Measure</i>	Probability	$\geq 0.05$	0,000	<i>Poor Fit</i>
	GFI	$\geq 0.9$	0.798	<i>Marginal Fit</i>
	RMR	$\leq 0.1$	0.016	<i>Good Fit</i>
	RMSEA	$\leq 0.1$	0.104	<i>Good Fit</i>
	ECVI	< Saturated/ Independence ECVI	3,624	<i>Good Fit</i>
<i>Incremental Fit Measure</i>	NFI	$\geq 0.9$	0.883	<i>Marginal Fit</i>
	TLI	$\geq 0.9$	0.914	<i>Good Fit</i>
	CFI	$\geq 0.9$	0.931	<i>Good Fit</i>
	RFI	$\geq 0.9$	0.854	<i>Marginal Fit</i>
	IFI	$\geq 0.9$	0.932	<i>Good Fit</i>
	AGFI	$\geq 0.9$	0.720	<i>Poor Fit</i>
<i>Parsimonious Fit Measure</i>	CMIN/DF	1-5	2,215	<i>Good Fit</i>
	AIC	< Saturated/ Independent AIC	409,500	<i>Good Fit</i>
	CAIC	< Saturated/Ind ependence CAIC	607,518	<i>Good Fit</i>
	PNFI	$\geq 0.9$	0.708	<i>Poor Fit</i>
	PGFI	$\geq 0.5$	0.575	<i>Good Fit</i>

Source: Questionnaire data processed (2024)

Based on the Goodness of Fit values from the table above, it can be concluded that the RMR approach is 0.078 (Good Fit), RMSEA 0.104 (Good Fit), CMIN/DF 2.215 (Good Fit), AIC 409.500 (Good Fit), CAIC 607.518 (Good Fit) , and PGFI 0.575 (Good Fit) which is used to produce model fit conclusions, so that the theoretical hypothesis can be continued.

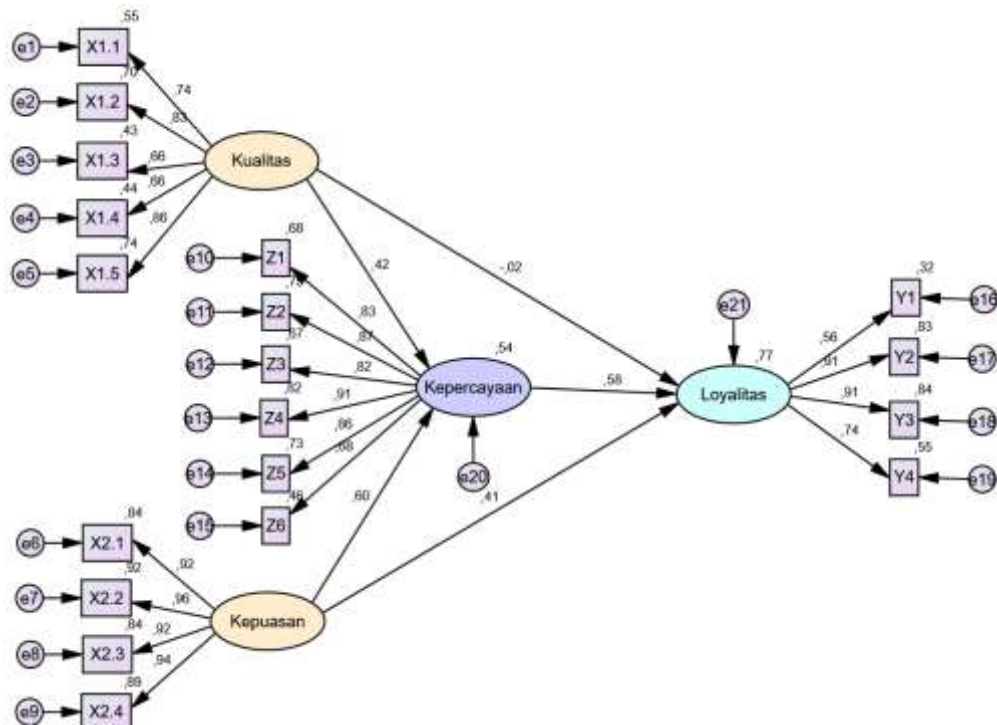


Figure 4.1. AMOS SEM Model Output

### Descriptive Statistics Test Results

According to Widodo (2019), descriptive statistics is a data analysis technique to describe the condition of a research variable. Descriptive statistical analysis is used to provide an overview or description of the data obtained. In the research conducted by this researcher, the descriptive statistics used were the average value and also the standard deviation. The mean value shows the average value of the respondent's assessment of the variables studied, while the standard deviation shows the level of variation in the respondent's answers. There is no limit value on the standard deviation, but if the standard deviation value is further from 0, this means that the data distribution (respondents' answers) is diverse (varied).

Table 4.8 is the result of descriptive statistical tests carried out to explain the mean value and standard deviation of each variable:

No	Variables/items	N	Mean	Standard d Deviation
1	The staff at Byor Skin Clinic responded very quickly when serving me	114	4.26	0.549
2	The tools used at Byor Skin Clinic use the latest technology	114	4.34	0.562
3	The doctor provided quite clear information	114	4.60	0.527
4	The rooms at Byor Skin Clinic are clean	114	4.18	0.618
5	Employees at Byor Skin Clinic serve with attention	114	4.35	0.548
<b>Service Quality</b>		<b>114</b>	<b>4.35</b>	

Source: Questionnaire data processed (2024)

Based on the descriptive statistics table listed above, it can be seen that the service quality variable received a total average score of 4.35, which means that on average respondents answered in agreement that the quality of service provided by Byor Skin Clinic was good. The highest mean value is found in the third statement, namely the doctor provides quite clear information. With this, patients feel helped because they get information from credible sources, so that patients feel that the services at Byor Skin Clinic are quality.

**Table 4.9. Descriptive Statistical Test Results for Patient Satisfaction (X2)**

No	Variables / items	N	Mean	Standard Deviation
1	I am satisfied with the Byor Skin Clinic service which is always informative in serving patients	114	4.41	0.494
2	My experience after having treatment at Byor Skin Clinic was very pleasant	114	4.43	0.515
3	I feel I have made the right decision by having beauty treatments at Byor Skin Clinic	114	4.39	0.491
4	I am satisfied with the quality of service at Byor Skin Clinic	114	4.44	0.516
<b>Patient Satisfaction</b>		<b>114</b>	<b>4.42</b>	

Source: Questionnaire data processed (2024)

Based on descriptive statistics table 4.9, we can see that the patient satisfaction variable obtained a total average value of 4.42, which means that on average respondents answered in the affirmative, because they had received satisfaction with the services from Byor Skin Clinic. This is supported by the highest or largest mean value in the fourth statement from the questionnaire, namely I feel satisfied with the quality of service at Byor Skin Clinic. In this way, patients have a feeling of satisfaction with the services provided, which will increase loyalty for routine treatment at the clinic.

**Table 4.10. Trust Descriptive Statistical Test Results (Z)**

No	Variables/items	N	Mean	Standard Deviation
1	I believe that the doctor who treats me has good competence	114	4.60	0.493
2	I believe that the medicines available at Byor Skin Clinic are genuine medicines	114	4.61	0.491
3	I feel confident doing beauty treatments at Byor Skin Clinic	114	4.49	0.536
4	I feel confident that the doctors at Byor Skin Clinic always act in my best interests	114	4.57	0.515
5	The treatment recommended by the doctor at Byor Skin Clinic always suits my needs (according to indications)	114	4.54	0.551

6	I believe Byor Skin Clinic will continue to maintain the quality of its services	114	4.39	0.491
<b>Trust</b>		<b>114</b>	<b>4.53</b>	<b>0.453</b>

Source: Questionnaire data processed (2024)

Based on the descriptive statistics table 4.10 above, we can see that the patient trust variable obtained an average total score with a score of 4.53, which means that the average questionnaire respondent gave an affirmative answer, because they have trust in Byor's services. Skin Clinic. This is supported by the highest mean value in the second statement, namely I believe that the medicines available at Byor Skin Clinic are genuine medicines. In this way, patients feel safe and comfortable in undergoing treatment provided by Byor Skin Clinic.

**Table 4.11. Patient Loyalty Descriptive Statistics test results (Y)**

No	Variables/items	N	Mean	Standard Deviation
1	I regularly undergo treatment at Byor Skin Clinic	114	4.34	0.577
2	If a friend asks for advice about a beauty clinic, I would suggest getting treatment at Byor Skin Clinic	114	4.50	0.502
3	I always tell my friends or acquaintances about the high quality treatment services at Byor Skin Clinic	114	4.52	0.536
4	I am not interested in going to other beauty clinics and intend to continue having treatment at Byor Skin Clinic	114	4.35	0.665
<b>Patient Loyalty</b>		<b>114</b>	<b>4.43</b>	

Source: Questionnaire data processed (2024)

Based on the descriptive statistics table listed above, it can be seen that for the patient loyalty variable, a total average value of 4.43 was obtained, which means that on average respondents answered in the affirmative, because they already have loyalty to the services at Byor Skin Clinic. This is supported by the highest mean value in the third statement, namely that I always tell my friends or acquaintances about the high quality treatment services at Byor Skin Clinic. Thus, satisfied patients will recommend Byor Skin Clinic services to the surrounding area.

## Bivariate Analysis

**Table 4.12. The Direct Influence of Service Quality Variables, Patient Satisfaction, and Patient Trust on Patient Loyalty**

	Direct Influence Hypothesis	Coefficient Q	P-Value	Results	Decision
H1	Service quality influences patient loyalty	-0.021	0.853	Ha1 is rejected	Hypothesis rejected
H2	Patient satisfaction influences patient loyalty	0.410	0,000	Ha2 accepted	Hypothesis Accepted
H3	Patient trust influences patient loyalty	0.576	0,000	Ha3 accepted	Hypothesis Accepted

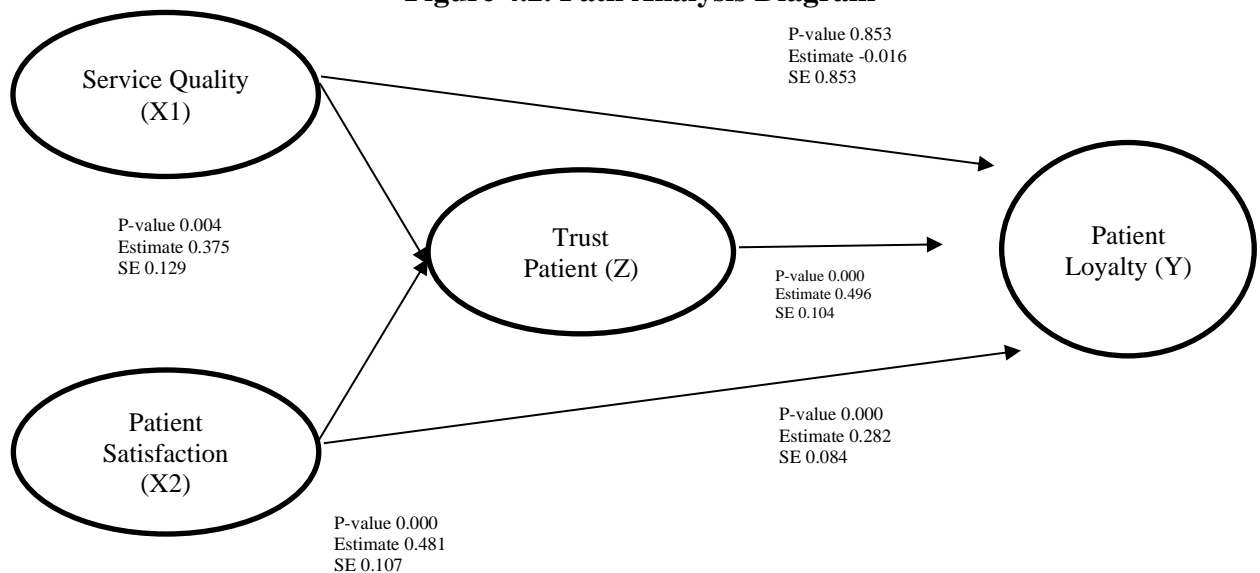
H4	Service quality influences patient trust	0.422	0.004	Ha4 accepted	Hypothesis Accepted
H5	Patient satisfaction influences patient trust	0.601	0,000	Ha5 accepted	Hypothesis Accepted

Based on the test results, the first hypothesis shows that service quality has no influence on patient loyalty (p-value 0.853; estimate -0.021). The second hypothesis reveals that patient satisfaction has a positive effect on patient loyalty (p-value 0.000; estimate 0.410). The third hypothesis shows that patient trust has a positive and significant influence on patient loyalty (p-value 0.000; estimate 0.576). The fourth hypothesis indicates that service quality has a positive effect on patient trust (p-value 0.004; estimate 0.422). Finally, the fifth hypothesis shows that patient satisfaction has a positive influence on patient trust (p-value 0.000; estimate 0.601).

### Sobel Test

Verification analysis is an analysis method that involves mediating variables. In this research, the path analysis used is the Sobel Test. The Sobel test is carried out so that we can find out whether there is an influence from the mediating variable, namely trust. Ghazali (2011) said that a variable can be said to be an intervening variable if the variable also has an influence on the relationship between the independent variable and the dependent variable. The significance value of Z is less than 0.05, so the conclusion obtained is that there is a joint influence relationship between the independent variables on the dependent variable.

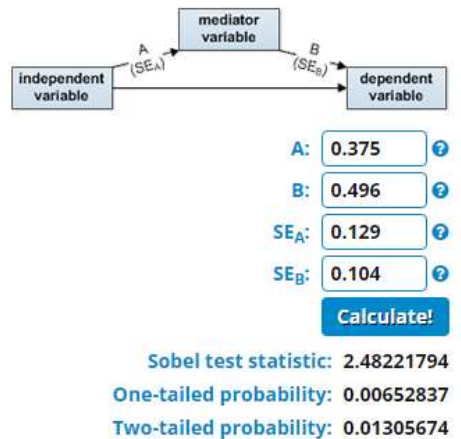
**Figure 4.2. Path Analysis Diagram**



The direct influence of the service quality variable on patient loyalty is -0.016 and the indirect influence influenced by the mediating variable patient trust is  $0.375 \times 0.496 = 0.186$ . And the total influence of service quality on loyalty is  $0.375 + 0.186 = 0.561$ . Furthermore, the direct influence of the patient satisfaction variable on patient loyalty is 0.282 and the indirect influence influenced by the mediating variable patient trust is  $0.481 \times 0.496 = 0.239$ . The total influence on patient satisfaction on patient loyalty is  $0.481 + 0.239 = 0.72$ .

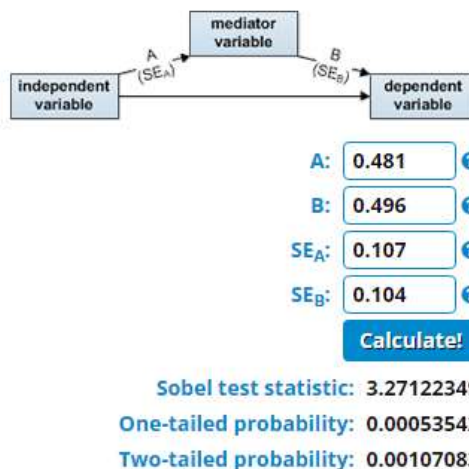
**Table 4.13. Relationship of Indirect Influence of Service Quality Variables and Patient Satisfaction on Patient Loyalty Through Patient Trust**

	<b>Indirect Influence Hypothesis (Indirect)</b>	<b>Coefficient Q</b>	<b>P-Value</b>	<b>Results</b>	<b>Decision</b>
H6	Service quality has an influence on patient loyalty through patient trust	0.243	0.013	Ha6 accepted	Hypothesis Accepted
H7	Patient satisfaction has an influence on patient loyalty through patient trust	0.346	0.001	Ha7 accepted	Hypothesis Accepted



**Figure 4.3. Analysis with Sobel test on Service Quality on Patient Loyalty with Trust mediation**

Table 4.13 and figure 4.3 above is a statistical result with a Sobel test which means that the mediating variable, namely patient trust, has a p-value of 0.013, this value is smaller than 0.05, then  $H_0$  is rejected and  $H_a$  is accepted. The sixth hypothesis has a positive estimated value of 0.422, therefore the patient trust variable can mediate the positive influence between service quality and patient loyalty.



**Figure 4.4. Analysis with Sobel test on Patient Satisfaction on Patient Loyalty with Trust mediation**

Furthermore, based on table 4.13 and figure 4.4 which is a statistical result with a Sobel test which shows that the mediating variable patient trust has a p-value of 0.001,



this result is smaller than 0.05, so  $H_0$  is rejected and  $H_a$  is accepted. The seventh hypothesis has a positive estimated value of 0.601, thus the patient trust variable is able to mediate and have a positive effect between patient satisfaction and patient loyalty.

## **Research Discussion**

### **The relationship between the influence of service quality on patient loyalty**

The results of research using bivariate tests between service quality research variables on patient loyalty showed that hypothesis 1 was rejected, because there was no significant positive relationship, because the value  $p$ -value amounting to 0.853 or  $> 0.05$ , with a negative estimated value of -0.021.

The results of this research contradict research by Sakti (2020) which states that service quality has a positive effect on patient loyalty. However, this research is supported by Agiesta, Sajidin, & Perwito (2021) who found that service quality does not affect patient loyalty. This may be because proximity to the location or good relationships with clinic staff influence patient loyalty at Byor Skin Clinic. Therefore, researchers suggest that Byor Skin Clinic evaluate and improve service quality, such as ensuring a comfortable waiting area, reliable medical services, and empathy in service. Dimensions of service quality that need to be considered include service procedures, completion time, service costs, products that meet standards, adequate facilities, and the competence of service personnel.

### **The relationship between the influence of patient satisfaction and patient loyalty**

The results of research using bivariate tests between patient satisfaction and patient loyalty showed that hypothesis 2 was accepted, due to the existence of a positive and significant relationship, with a  $p$ -value of 0.000, less than 0.05, with a positive estimated value of 0.410. This research is in line with Mowen and Minor's research which shows that patient satisfaction has a positive effect on loyalty. The higher the patient satisfaction, the greater their loyalty to Byor Skin Clinic. Similar results were also found in research by Aini (2020) and Rafiah (2019). Byor Skin Clinic focuses on patient satisfaction by prioritizing their needs in business strategy, because high satisfaction creates long-term patient engagement and commitment. To maintain loyalty, clinics can develop proactive customer service and satisfaction survey programs, as well as monitor patient satisfaction regularly. Increased satisfaction and loyalty can increase clinic income through repeat visits and recommendations from loyal patients.

### **The relationship between the influence of patient trust and patient loyalty**

This study uses bivariate tests to test the relationship between patient trust and patient loyalty, with hypothesis 3 accepted. The results show a positive relationship, with a  $p$ -value of 0.000 and an estimate value of 0.576. These results are in line with research by Sakti (2020), which also found that patient trust has a positive effect on loyalty. Patient trust, which comes from confidence in Byor Skin Clinic's reliability and integrity, is an important basis for building loyalty. The implication is that clinics must maintain and maintain patient trust through consistency of service, improving service quality, and good relationships between patients and medical personnel.

### **The relationship between the influence of service quality on patient trust**

The results of research using bivariate tests between service quality variables and patient trust showed a significant positive relationship, because the  $p$ -value was 0.004, this result was  $< 0.05$ , with a positive estimated value of 0.422, so hypothesis 4 was accepted. The

research results obtained by the author are in accordance with research by Costabile in Sakti (2020) which states that service quality variables have a positive influence on patient trust.

The results of similar research in the research of Agustina Fajarini et al (2020) are that there is an influence of service quality on patient trust. Therefore, patients who have received good quality service will have trust. Because trust is a perception of reliability from the patient's perspective based on their experience or interaction with a good quality service. This is because good quality service will make patients satisfied, confident, and also assume that Byor Skin Clinic provides quality services and meets patient expectations.

The implication that needs to be considered for clinical development from the results of this research is that Byor Skin Clinic needs to make service quality a priority, because good service quality will build patient trust. By implementing or carrying out the implications described above, it is hoped that Byor Skin Clinic can increase and strengthen patient trust in the clinic.

### **The relationship between the influence of patient satisfaction and patient trust**

In this study, using a bivariate test between patient satisfaction and patient trust variables, it was found that hypothesis 5 was accepted, because a positive and significant relationship was found, due to the result *p-value* obtained is of 0.000 which is smaller than 0.05, with a positive estimated value of 0.601.

The results of this research are the same as the results of research conducted by Saputra et al (2024) and Madjid in Norhermaya and Soesanto (2016) who said that patient satisfaction variables have a positive effect on patient trust. Patient satisfaction is a perception assessment that is influenced by the accumulated experience felt during consultations at the clinic. Patients who feel good satisfaction means that the service meets their expectations and needs. The results of research are similar to Rafiah's (2019) research which states that patient satisfaction has a positive and significant influence on patient trust.

Due to patient satisfaction with the services they receive, it forms patient trust in Byor Skin Clinic. Trust is needed in establishing a relationship between Byor Skin Clinic as a service provider and patients as service recipients. Byor Skin Clinic must continue to be committed to improving the quality of service, so that patient satisfaction can be increased and have an impact on increasing patient trust in Byor Skin Clinic.

The implication of the results of this research that needs to be considered by Byor Skin Clinic is to make increasing patient satisfaction a top priority that must be prioritized, because from the results of this research it is proven that high patient satisfaction will increase patient trust in the clinic. By implementing the implications of the results of this research, clinics are expected to be able to develop management strategies to increase patient satisfaction with the clinic, which will also strengthen patient trust in the clinic.

### **The relationship between the influence of service quality on patient loyalty is mediated by patient trust in service Byor Skin Clinic**

The results of path analysis using the Sobel test method show that hypothesis 6 is accepted. The mediating variable, namely patient trust, can mediate between the variables of service quality and patient loyalty with a *p-value* of 0.013, so the *p-value* obtained is smaller than 0.05.

The results of the research are in accordance with Asyraf's (2020) research, namely that there is a positive influence between service quality and patient trust, and patient trust is able to mediate the influence of service quality on patient loyalty.

Service quality is an experience that will shape patient perceptions in the form of good and bad perceptions, which will influence patient loyalty. Patients who have a good perception, namely in accordance with their expectations and needs, will have confidence in products and services, thus becoming the main driver that connects Byor Skin Clinic with patients in the

long term (loyalty) (Kotler and Armstrong, 2018). Byor Skin Clinic must be able to maintain and improve its good services.

The implication of the research results that Byor Skin Clinic needs to pay attention to is the focus on building and strengthening patient trust as a link or mediator between service quality and patient loyalty. Routine evaluations are recommended for clinics regarding service quality and patient loyalty, so that the evaluation results illustrate the results of changes that have been made and provide input if there are deficiencies in the clinic.

By considering these implications, Byor Skin Clinic is expected to be able to create a holistic and effective management strategy to increase patient loyalty, by building patient trust, and focusing on improving service quality.

### **The relationship between the influence of patient satisfaction on patient loyalty is mediated by patient trust in servicesByor Skin Clinic**

The results of path analysis using the Sobel test method show that hypothesis 7 is accepted. It was found that the mediating variable, namely patient trust, was able to mediate between the variables of service quality and patient loyalty with a p-value of 0.013, the results obtained weressmaller than 0.05.

The research results of Aini (2020) and Rafiah (2019) say that the patient satisfaction variable has a positive influence on patient loyalty. Meanwhile, according to research by Saputra et al (2024), patient satisfaction has an influence on patient trust, and patient trust is also able to mediate the influence of patient satisfaction and patient loyalty at Byor Skin Clinic.

According to Schnaars in Sakti (2020), patient satisfaction can provide a good basis for repeat purchases of goods or services, thereby creating patient loyalty.

Patients who are satisfied with the services at Byor Skin Clinic will recommend them to others. This is because patients already have trust in Byor Skin Clinic services, so loyal patients will always want to give recommendations to other people to influence that person to want to use a product or service that is similar to theirs, so that they will give a positive opinion about the product. or services used so that ultimately the patient wants to try using the same product or service too.

The implication that clinic management needs to pay attention to from the results of this research is that Byor Skin Clinic must better understand that increasing patient satisfaction not only affects loyalty, but can also build patient trust which will ultimately strengthen patient loyalty to the clinic. Clinics also need to create management strategies to build patient loyalty, focus on how to increase patient satisfaction and patient trust.

## **CONCLUSION**

Based on the research results, it can be concluded that there is no positive influence between service quality and patient loyalty, with a p-value of 0.853. However, patient satisfaction has a positive effect on patient loyalty, with a p-value of 0.000. Apart from that, patient trust also has a positive influence on patient loyalty, with a p-value of 0.000. Service quality influences patient trust positively, with a p-value of 0.004. Patient satisfaction also has a positive effect on patient trust, with a p-value of 0.000. Statistical results using the Sobel test show that patient trust can mediate the relationship between service quality and patient loyalty, with a p-value of 0.013. Apart from that, patient trust is also able to mediate the relationship between patient satisfaction and patient loyalty, with a p-value of 0.001.

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