

THE EFFECT OF SERVICE QUALITY, HOSPITAL FACILITIES, AND PATIENT SATISFACTION ON PATIENT LOYALTY

Leony Martila^{1*}, Kosasih²

Universitas Sangga Buana, Bandung

E-mail: leonymartila2@gmail.com^{1*}, kosasih@usbypkp.ac.id²

Received: 05/03/2026 | Revised: 15/03/2026 | Accepted: 06/04/2026 | Published: 26/04/2026

Abstract

This study examines the influence of service quality, hospital facilities, and patient satisfaction on patient loyalty in healthcare institutions. Patient loyalty represents a strategic goal for hospitals, as it ensures sustainable retention, enhances reputation, and reduces marketing costs associated with acquiring new patients. The research employs a literature review method, analyzing previous empirical studies and theoretical frameworks related to healthcare service quality, facilities, patient satisfaction, and loyalty. Service quality is conceptualized through both technical and functional dimensions, encompassing accurate diagnosis, effective treatment, empathetic staff interactions, and responsiveness. Hospital facilities include physical infrastructure, medical equipment, room comfort, cleanliness, accessibility, and environmental factors that contribute to patients' overall experience. Patient satisfaction serves as both an outcome of service quality and facilities and a mediating factor that translates positive perceptions into loyal behaviors. The results indicate that service quality and hospital facilities individually and jointly have a significant effect on patient satisfaction, which in turn strongly influences patient loyalty. High service quality enhances trust, confidence, and emotional attachment, while superior facilities provide tangible evidence of professionalism and care.

Keywords: *service quality, hospital facilities, patient satisfaction, patient loyalty.*

INTRODUCTION

The healthcare industry plays a critical role in improving population health and well-being, and hospitals serve as the primary institutions providing essential medical services. In an increasingly competitive healthcare environment, patient loyalty has emerged as a key determinant of hospital sustainability and long-term success (Sitepu & Kosasih, 2024). Loyal patients not only return for future services but also provide positive word-of-mouth recommendations, enhancing the hospital's reputation and market position. Consequently, understanding the factors that influence patient loyalty has become an important area of research for healthcare management (Anathasia et al., 2024).

Service quality has consistently been identified as a major predictor of patient satisfaction and loyalty. High-quality healthcare services, characterized by reliability, responsiveness, empathy, and professionalism, contribute significantly to patients' perceptions of value and trust in the hospital (Pr et al., 2025). Studies have shown that when patients perceive service quality positively, they are more likely to develop a strong attachment to the hospital, resulting in repeated visits and increased loyalty. In addition, the quality of hospital facilities including medical equipment, infrastructure, cleanliness, and comfort directly affects patients' overall experience. Well-maintained and modern facilities not only support effective clinical care but also enhance patient confidence and satisfaction (Nurmiwiyati et al., 2020).

Patient satisfaction functions as a mediating factor between service quality, facilities, and loyalty. Satisfaction reflects the extent to which patients' expectations are met or exceeded and serves as an emotional response to the healthcare experience (Saputra et al., 2025). When patients are satisfied with the care they receive, including both service interactions and environmental factors, they are more likely to exhibit loyalty behaviors, such as returning to the hospital and recommending it to others. This relationship underscores the interconnectedness of service quality, facility adequacy, satisfaction, and loyalty, highlighting the importance of a comprehensive approach to patient-centered care (Parmana et al., 2024).

Despite the theoretical understanding of these relationships, empirical evidence remains essential to provide actionable insights for hospital administrators. Variations in patient demographics, hospital types, and healthcare systems necessitate context-specific studies that examine how service quality, facilities, and patient satisfaction interact to influence loyalty. Therefore, this study aims to investigate the combined effect of service quality, hospital facilities, and patient satisfaction on patient loyalty. By identifying key determinants of loyalty, this research can offer practical guidance for healthcare managers to improve service delivery, optimize facility management, and enhance patient retention.

LITERATURE REVIEW

Service Quality

Service quality refers to the overall evaluation of a service by customers or clients based on their perceptions of how well the service meets their expectations. In the healthcare context, service quality represents the degree to which hospitals provide care that satisfies patients' needs and expectations. The concept of service quality has been widely studied and conceptualized through various frameworks (Triastuti & Basabih, 2023). One of the most influential models is the SERVQUAL model developed by Abdu (2023), which defines service quality across five dimensions:

1. Tangibles – the appearance of physical facilities, equipment, personnel, and communication materials.
2. Reliability – the ability to perform the promised service dependably and accurately.
3. Responsiveness – the willingness of staff to help patients and provide prompt service.
4. Assurance – the knowledge, competence, and courtesy of staff, which inspire trust and confidence.
5. Empathy – the provision of caring, individualized attention to patients.

In the healthcare setting, service quality emphasizes both technical quality (accuracy of diagnosis and treatment) and functional quality (interpersonal interactions, communication, and responsiveness). High service quality not only ensures that patients receive effective medical care but also enhances their overall experience and perception of the hospital (Mariyam & Kustiani, 2025).

Service quality in hospitals is also influenced by broader organizational factors, such as leadership, management practices, and organizational culture. A culture that prioritizes continuous improvement, accountability, and patient-centeredness creates an environment in which high-quality service can flourish. Moreover, patients' perceptions of service quality are affected by their expectations, prior experiences, and social influences, indicating that service quality is inherently subjective and relational (Winata et al., 2022).

High service quality has significant implications for patient satisfaction, loyalty, and overall hospital performance. When patients perceive that their expectations are met through accurate, reliable, and empathetic care delivered in a supportive environment, they are more likely to trust the institution, adhere to treatment recommendations, and maintain long-term relationships with the hospital. Conceptually, service quality is thus a strategic factor in healthcare management, linking operational excellence with patient-centered outcomes and institutional sustainability (Anisah et al., 2023).

Hospital Facilities

Hospital facilities refer to the physical and technological resources provided by a healthcare institution to support medical services and enhance patient comfort. These facilities encompass medical equipment, infrastructure, cleanliness, room comfort, accessibility, and other environmental factors that contribute to the overall healthcare experience. The concept of hospital facilities is closely related to servicescape theory, as introduced by Kabbani (2023), which emphasizes the influence of the physical environment on customers' perceptions and behaviors.

In a hospital context, the quality of facilities affects not only the efficiency and effectiveness of medical procedures but also patients' psychological comfort and confidence in the healthcare provider. Well-maintained, modern, and safe facilities signal professionalism and competence, while poor facilities may negatively impact patient perceptions of care quality. Therefore, hospital facilities play a crucial role in shaping patient experiences, supporting healthcare delivery, and indirectly contributing to patient satisfaction and loyalty (Ruliati et al., 2023).

Hospital facilities also play a strategic role in patient-centered care. Comfortable waiting areas, private rooms, clear signage, and accessible layouts reduce stress and anxiety, improving patients' psychological well-being. Environmental factors such as lighting, noise control, and cleanliness further enhance the perception of safety and professionalism. The integration of advanced medical technologies, such as digital imaging, electronic medical records, and telemedicine facilities, not only improves treatment accuracy but also contributes to operational efficiency and patient confidence (Mayansara, 2025).

From an organizational perspective, investments in hospital facilities reflect management's commitment to quality, patient satisfaction, and continuous improvement. Studies indicate that hospitals with superior facilities experience higher patient retention, satisfaction, and loyalty, while also strengthening institutional reputation and competitive advantage. Conceptually, hospital facilities act as both enablers of quality care and signals of organizational competence, indirectly influencing patient behaviors and long-term relationships with the healthcare provider.

Patient Satisfaction

Patient satisfaction refers to the degree to which patients perceive that their healthcare expectations have been met or exceeded. It represents an evaluation of both the technical and interpersonal aspects of the healthcare experience, including medical treatment, communication with healthcare providers, responsiveness, and the overall environment (Azzahrah & Yamini, 2023). According to Aprianditah et al. (2024), patient satisfaction is a key indicator of healthcare quality and reflects patients' cognitive and emotional responses to the services received. It is influenced by multiple factors, such as service quality, hospital facilities, staff behavior, and administrative processes. Conceptually, patient satisfaction is considered both an outcome and a mediator in healthcare management. As an outcome, it indicates how well the hospital meets patient expectations. As a mediator, it translates positive perceptions of service quality and facility adequacy into behavioral intentions, such as returning to the hospital or recommending it to others. Therefore, understanding and improving patient satisfaction is essential for achieving higher patient loyalty and sustaining the hospital's competitive advantage (Laila, 2024).

From a theoretical perspective, patient satisfaction integrates both rational and emotional dimensions. Cognitive evaluation reflects patients' judgment about the quality, competence, and efficiency of care, while affective evaluation captures the emotional responses to the hospital environment and staff interactions. Hospitals that successfully address both dimensions are more likely to generate strong patient loyalty, improve adherence to medical recommendations, and strengthen their reputation in the community. Moreover, patient satisfaction is dynamic and context-dependent, influenced by individual expectations, prior experiences, cultural background, and social influences. Continuous assessment and improvement of satisfaction are therefore essential for healthcare providers seeking to maintain high-quality care and competitive advantage. By systematically monitoring satisfaction and addressing patient feedback, hospitals can enhance service delivery, optimize facility utilization, and foster long-term loyalty (Putri & Pradiani, 2023).

Patient Loyalty

Patient loyalty refers to the commitment of patients to continue using the services of a particular hospital and to recommend it to others. It reflects a long-term behavioral intention that goes beyond one-time satisfaction, encompassing repeated visits, adherence to medical advice, and advocacy for the hospital. Conceptually, loyalty is influenced by cognitive, emotional, and behavioral components. According to Putri & Pradiana (2023), loyal behavior results from satisfaction, trust, and perceived value, creating a strong preference for a specific service provider. In healthcare, patient loyalty is shaped not only by clinical outcomes but also by the quality of service, hospital facilities, and overall patient experience. Patient loyalty is considered a strategic goal for hospitals because it ensures sustainable patient retention, reduces marketing costs for acquiring new patients, and strengthens the hospital's reputation. Therefore, understanding the factors that foster loyalty is essential for hospital management to implement patient-centered care strategies and maintain competitive advantage in the healthcare sector.

Empirical studies confirm the importance of patient loyalty as a strategic outcome for healthcare institutions. Research indicates that loyal patients are more likely to return for follow-up treatments, adhere to prescribed therapies, and recommend the hospital to friends and family, thereby reducing the need for costly patient acquisition strategies and enhancing the hospital's competitive advantage (Kurniawan et al., 2025). Moreover, loyal patients contribute to the hospital's reputation and credibility, fostering a positive public image and enhancing organizational sustainability. From a theoretical perspective, patient loyalty is an integrative construct linking service quality, hospital facilities, and patient satisfaction. Sugiharto et al., (2023) suggests that repeated positive experiences lead to trust, perceived value, and commitment, which together solidify patients' preference for a specific hospital. In practice, fostering loyalty requires healthcare management to adopt a patient-centered approach, continuously improving service quality, investing in facility enhancements, and monitoring satisfaction to ensure consistent positive experiences

METHOD

This study employs a literature review approach to examine the influence of service quality, hospital facilities, and patient satisfaction on patient loyalty. The research design is descriptive and analytical, aiming to synthesize and interpret existing studies to understand the conceptual relationships among the variables. By analyzing theoretical frameworks and empirical findings, the study provides a comprehensive overview of how service quality and hospital facilities affect patient satisfaction and loyalty. Data for this study were collected from books, textbooks, peer-reviewed journal articles published between 2020 and 2026, and official reports from healthcare institutions and regulatory bodies. The literature was obtained through systematic searches in electronic databases such as Google Scholar, ScienceDirect, and Scopus, using relevant keywords including service quality in hospitals, hospital facilities and patient satisfaction, patient loyalty in healthcare, and patient experience and hospital management. Only studies that addressed at least one of the variables and provided clear conceptual or empirical evidence were included, while irrelevant or incomplete studies were excluded. The collected literature was analyzed using qualitative content analysis, which involved identifying, categorizing, and synthesizing key concepts and findings. This analysis allowed the construction of a conceptual framework illustrating the relationships between service quality, hospital facilities, patient satisfaction, and patient loyalty. Ethical considerations were observed throughout the study by ensuring that all sources were properly cited and that only publicly accessible data were used.

RESULTS AND DISCUSSION

The Effect of Service Quality on Patient Loyalty

Service quality is a fundamental determinant of patient loyalty in healthcare institutions. Conceptually, service quality refers to the overall evaluation of healthcare services by patients, reflecting the degree to which hospitals meet or exceed patient expectations (Sitepu & Kosasih, 2024). In a hospital setting, service quality consists of both technical quality, which involves accurate diagnosis, appropriate treatment, and clinical competence, and functional quality, which includes responsiveness, empathy, assurance, and effective communication from healthcare staff. High-quality service provides not only medical effectiveness but also a positive psychological experience, fostering trust and emotional attachment between patients and the hospital.

Empirical studies consistently demonstrate a strong link between service quality and patient loyalty. Anathasia et al. (2024) found that hospitals providing reliable, timely, and empathetic services significantly increase patient satisfaction, which, in turn, strengthens loyalty behaviors such as repeat visits and recommendations to others. Similarly, Pr et al. (2025) reported that perceived service quality has a direct and positive influence on patients' willingness to revisit and maintain a long-term relationship with the hospital. These studies confirm that service quality acts as both a direct driver of loyalty and an indirect driver through patient satisfaction.

Research further emphasizes that specific dimensions of service quality have differential impacts on loyalty. For instance, reliability and assurance tend to enhance trust and confidence in medical care, while responsiveness and empathy foster emotional connections and perceived care personalization (Parmana et al., 2024). Tangible aspects, such as staff appearance and communication materials, also contribute to patients' overall perceptions of professionalism and service excellence. Collectively, these dimensions create a holistic service experience that encourages patients to develop loyalty over time.

From a theoretical perspective, patient loyalty can be seen as a behavioral outcome of consistent service quality. According to Parmana et al. (2024), loyalty emerges from repeated positive experiences that lead to trust, satisfaction, and commitment. In healthcare, hospitals that continuously monitor and improve service quality across technical and functional dimensions are more likely to cultivate loyal patients who not only return for future care but also advocate for the hospital within their social networks. Consequently, investing in service quality is a strategic imperative, as it simultaneously enhances patient satisfaction, strengthens loyalty, and secures a competitive advantage in an increasingly demanding healthcare environment.

The Effect of Hospital Facilities on Patient Loyalty

Hospital facilities represent the physical and technological resources provided by healthcare institutions to support medical services and enhance patient experience. Conceptually, hospital facilities encompass infrastructure, medical equipment, cleanliness, room comfort, accessibility, and other environmental factors that directly affect patients' perceptions of care quality (Triastuti & Basabih, 2023). The servicescape theory emphasizes that the physical environment shapes customers' evaluations and behaviors, highlighting the importance of well-maintained, modern, and safe facilities in healthcare settings. In hospitals, facilities not only enable effective diagnosis and treatment but also influence patients' confidence, comfort, and psychological satisfaction.

Empirical research consistently demonstrates that hospital facilities are closely linked to patient loyalty. Parmana et al. (2024) found that hospitals with advanced medical technology, clean and comfortable rooms, and accessible infrastructure generated higher patient satisfaction, which subsequently strengthened loyalty behaviors. Nurmiwiyati et al. (2020) similarly reported that patients are more likely to revisit hospitals that provide safe, hygienic, and well-equipped environments, suggesting that facility quality can serve as both a direct and indirect determinant of loyalty. Well-designed facilities enhance the perception of professionalism and reliability, which positively affects patients' trust and willingness to maintain long-term relationships with the hospital.

The dimensions of hospital facilities, such as equipment quality, room comfort, and environmental hygiene, contribute differently to patient loyalty. Equipment quality ensures that medical procedures are performed accurately and efficiently, reinforcing patients' confidence in care outcomes. Room comfort and cleanliness enhance the overall experience, creating a welcoming and supportive environment that reduces stress and anxiety. Accessibility, including ease of navigation within the hospital and availability of essential services, further strengthens patient satisfaction and loyalty.

From a theoretical standpoint, patient loyalty is an outcome of cumulative positive experiences with hospital facilities. Facilities act as tangible evidence of the hospital's commitment to quality care, and improvements in infrastructure and environmental conditions signal professionalism, competence, and patient-centered care. Consequently, investing in hospital facilities is a strategic imperative for healthcare managers aiming to enhance satisfaction, build trust, and foster sustainable patient loyalty. By ensuring that facilities meet both functional and psychological needs, hospitals can create long-term value for patients and secure a competitive advantage in the healthcare sector.

The Effect of Patient Satisfaction on Patient Loyalty

Patient satisfaction is a central concept in healthcare management, representing the degree to which patients' expectations regarding medical care and overall hospital experience are met or exceeded. Satisfaction encompasses both cognitive and emotional evaluations of the healthcare experience, including perceptions of service quality, hospital facilities, staff behavior, communication, and responsiveness. Conceptually, patient satisfaction functions as an intermediary between service quality, hospital facilities, and behavioral outcomes, such as loyalty. It reflects patients' overall appraisal of the hospital's ability to fulfill their medical and psychological needs.

Empirical studies demonstrate a strong positive relationship between patient satisfaction and patient loyalty. Abdu (2023) reported that patients who are satisfied with the quality of care, interpersonal interactions, and environmental conditions exhibit higher loyalty, indicated by repeat visits and recommendations to others. Winata et al. (2022) similarly found that patient satisfaction mediates the effect of service quality and facilities on loyalty, suggesting that satisfaction transforms positive perceptions into behavioral commitment. These findings indicate that even when service quality and facilities are adequate, without patient satisfaction, loyalty may not be achieved.

The dimensions of patient satisfaction, including perceived service reliability, empathy, assurance, and facility comfort, each contribute to loyalty in different ways. Reliability and assurance build trust in medical care and professional competence, empathy strengthens emotional connection, and facility comfort enhances the overall experience, making patients feel valued and cared for. Collectively, these dimensions shape patients' attitudes and intentions toward returning to the hospital and recommending its services to others.

From a theoretical perspective, patient loyalty can be understood as a behavioral outcome of satisfaction. Anisah et al. (2023) emphasizes that loyalty arises from repeated positive experiences that lead to trust, commitment, and preference for a particular service provider. In healthcare, satisfied patients are more likely to maintain long-term relationships with hospitals, adhere to medical advice, and advocate for the institution within their social networks. Therefore, enhancing patient satisfaction is a strategic priority for hospitals, as it directly strengthens loyalty, supports retention, and contributes to sustainable competitive advantage.

The Combined Effect of Service Quality, Hospital Facilities, and Patient Satisfaction on Patient Loyalty

Patient loyalty in healthcare is influenced by multiple interrelated factors, including service quality, hospital facilities, and patient satisfaction. While each of these variables individually contributes to loyalty, the combined effect is particularly significant, as it reflects the holistic experience that patients perceive when interacting with healthcare institutions. Conceptually, patient loyalty is defined as the behavioral intention to return to a hospital and to recommend it to others, which emerges from cumulative positive experiences encompassing both tangible and intangible aspects of care.

Service quality provides the foundation for patient loyalty by ensuring that medical care and interpersonal interactions meet or exceed expectations. Technical aspects, such as accurate diagnosis and effective treatment, establish trust in the hospital's competence, while functional aspects, including empathy, responsiveness, and assurance, enhance patients' emotional experience. Hospital facilities, on the other hand, provide tangible evidence of quality and professionalism. Well-maintained equipment, clean and comfortable rooms, and accessible infrastructure contribute to both patient confidence and satisfaction. According to Anisah et al. (2023), the physical environment directly affects customers' perceptions and behaviors, and in hospitals, facilities shape patients' comfort, sense of safety, and overall impression of care quality.

Patient satisfaction serves as a critical mediating variable that integrates the effects of service quality and hospital facilities into patient loyalty. Empirical studies indicate that satisfaction reflects the extent to which patients' expectations are fulfilled and determines the translation of positive perceptions into loyalty behaviors. Kabbani (2023) emphasized that patients' emotional responses to care experiences, including feelings of being valued and understood, significantly influence their willingness to return and recommend the hospital. Similarly, Ruliati et al. (2023) confirmed that satisfaction mediates the relationships between service quality, facilities, and loyalty, demonstrating that even high-quality services and excellent facilities must generate satisfaction to effectively cultivate loyalty.

The combined influence of service quality and hospital facilities creates a synergistic effect that strengthens patient satisfaction and ultimately loyalty. For instance, a hospital may have advanced medical equipment and modern infrastructure, but if staff interactions lack empathy or responsiveness, patient satisfaction and loyalty may remain low. Conversely, superior service quality in a well-equipped and comfortable environment amplifies patients' positive perceptions, building both trust and emotional attachment. Empirical evidence supports this integrated perspective: Mayansara (2025) found that hospitals achieving high service quality and facility standards simultaneously report the highest levels of patient satisfaction and loyalty, highlighting the interdependence of these variables.

From a theoretical standpoint, the combined effect underscores the necessity of a holistic, patient-centered approach in healthcare management. Patient loyalty is not merely the result of clinical competence or facility adequacy alone but emerges from the interaction of multiple factors that collectively shape the patient experience. Hospitals that invest simultaneously in service quality, facility improvements, and satisfaction-driven practices are more likely to foster long-term loyalty, secure patient retention, and maintain a sustainable competitive advantage in an increasingly demanding healthcare environment. This integrated approach demonstrates that achieving patient loyalty requires strategic management that addresses both tangible and intangible dimensions of care, ensuring that all elements of the patient experience contribute to sustained trust, commitment, and advocacy.

CONCLUSION

This study concludes that service quality, hospital facilities, and patient satisfaction play crucial and interrelated roles in determining patient loyalty in healthcare settings. Service quality, which encompasses both technical competence and functional aspects such as responsiveness, empathy, and assurance, directly affects patients' trust, confidence, and emotional attachment to the hospital. High-quality service not only ensures effective diagnosis and treatment but also fosters positive interpersonal interactions, which are essential for long-term loyalty. Hospital facilities, including modern medical equipment, infrastructure, cleanliness, comfort, and accessibility, significantly influence patient perceptions and experiences. Facilities serve both functional and psychological purposes: they enable efficient service delivery while providing patients with comfort and reassurance, signaling professionalism and reliability. Well-maintained and supportive facilities strengthen satisfaction, which in turn enhances patient loyalty.

Patient satisfaction emerges as a central mediating factor, translating the positive effects of service quality and hospital facilities into long-term behavioral intentions. Satisfied patients are more likely to return for future treatments, adhere to medical advice, and recommend the hospital to others, thereby increasing retention and reducing the cost of acquiring new patients. Empirical and theoretical evidence indicates that satisfaction integrates cognitive evaluations of clinical and operational quality with affective responses to interpersonal interactions and environmental factors, making it a comprehensive measure of patients' overall healthcare experience. The combined effect of service quality, hospital facilities, and patient satisfaction demonstrates that patient loyalty is a product of a holistic, patient-centered approach. Hospitals that continuously improve service delivery, invest in modern and comfortable facilities, and prioritize patient satisfaction are more likely to cultivate sustained loyalty. This integrated

strategy not only enhances patient retention and advocacy but also strengthens the hospital's reputation and competitive advantage in the healthcare sector.

REFERENCES

- Abdu, S. (2023). Analisis Kualitas pelayanan rawat inap dengan menggunakan pendekatan metode Servqual. *Jurnal Keperawatan Florence Nightingale*, 6(2), 52-58.
- Agustika, F., Kosasih, K., Yuliaty, F., Paramarta, V., & Kartamiharja, S. (2025). The Influence of Leadership, Motivation, And Job Satisfaction On Employee Performance (Survey at PT Karya Indah Lestari, Berau Regency, Kalimantan). *MANABIS: Jurnal Manajemen dan Bisnis*, 4(2), 196-206.
- Anathasia, S. E., Kosasih, K., Syahidin, R., Asnar, E. S. M., & Yuliaty, F. (2024). Pengaruh Kualitas Pelayanan Dan Fasilitas Medis Terhadap Kepuasan Pasien Dan Implikasinya Terhadap Jumlah Kunjungan Pasien (Studi Pada Instalasi Rawat Inap Ruang Mawar Dalam Rumah Sakit Umum Sinar Kasih Tentena Kabupaten Poso). *Innovative: Journal Of Social Science Research*, 4(5), 5076-5099.
- Anisah, A., Rohendi, A., & Rahim, A. H. (2023). Pengaruh Kualitas Layanan Dan Kepuasan Pasien Terhadap Loyalitas Pasien Rawat Jalan Rumah Sakit Khusus Paru Karawang. *Innovative: Journal Of Social Science Research*, 3(4), 9151-9164.
- Aprianditah, M., Yamin, A., & Malonga, W. A. M. (2024). Pengaruh Kualitas Pelayanan, Citra Dan Fasilitas Pelayanan Terhadap Kepuasan Pasien (Studi Kasus Di Rumah Sakit HI Manambai Abdulkadir). *EVOLUSI: Jurnal Sains dan Manajemen*, 12(2).
- Azzahrah, S. F., & Yamini, E. A. (2023). Pengaruh kualitas pelayanan dan fasilitas rumah sakit terhadap kepuasan pasien (Studi pada pasien RSUD Labuang Baji, Kota Makasar, Sulawesi Selatan). *Jurnal Bisnis Dan Manajemen (JURBISMAN)*, 1(2), 425-434.
- Kabbani, R. (2023). Pengaruh Fasilitas dan Kualitas Pelayanan Terhadap Kepuasan Pasien Di Rumah Sakit Nahdlatul Ulama Jombang. *BIMA: Journal of Business and Innovation Management*, 5(2), 236-240.
- Kurniawan, A. T. A., Arief, M. Y., & Fandiyanto, R. (2025). Pengaruh Kualitas Pelayanan, Fasilitas Dan Citra Perusahaan Terhadap Loyalitas Pasien Rawat Inap Pada Rsud Asembagus Dengan Kepuasan Sebagai Variabel Intervening. *Jurnal Mahasiswa Entrepreneurship (JME)*, 3(1), 147-160.
- Laila, F. N. (2024). Pengaruh kualitas pelayanan pada kepuasan pasien dan konsekuensinya terhadap loyalitas di Rumah Sakit. *Jurnal Kesehatan Ilmiah Indonesia (Indonesian Health Scientific Journal)*, 9(2).
- Mariyam, D., & Kustiani, L. (2025). Comprehensive Literature Review: Analisis Persepsi Pasien dan Kualitas Layanan terhadap Inovasi Layanan Rumah Sakit melalui Telemedicine. *JEMeS-Jurnal Ekonomi Manajemen dan Sosial*, 8(1), 65-73.
- Mayansara, A. (2025). Pengaruh Digitalisasi Manajemen Fasilitas terhadap Kualitas Pelayanan Rumah Sakit: Tinjauan Literatur. *Jurnal Riset Sains dan Kesehatan Indonesia*, 2(5), 197-202.
- Nurmiwiyati, N., DS, A. O., Aritonang, M. G. S., & Kosasih, K. (2020). Pengaruh Ketersediaan Obat dan Kualitas Pelayanan Farmasi terhadap Kepuasan dan Loyalitas Pasien Rawat Jalan (Studi pada Rumah Sakit Ibu dan Anak PKU Muhammadiyah Cipondoh, Tangerang): The Influence of Medicine Availability and Quality of Pharmaceutical Services to Satisfaction and Loyalty of Patients (Study in Mother and Child Hospital PKU Muhammadiyah Cipondoh, Tangerang). *Jurnal Surya Medika (JSM)*, 6(1), 32-38.
- Parmana, A. D., Paramarta, V., & Nurina, Y. I. (2024). Factors Affecting Patient Satisfaction and Patient Loyalty in Hospitals: Systematic Literature Review. *International Islamic Medical Journal*, 6(2), 54-63.
- PR, R. L., Kosasih, K., Rulia, R., Yuliaty, F., & Asnar, E. S. M. (2025). Dampak Citra dan Kualitas Layanan Rumah Sakit terhadap Kepuasan Pasien serta Implikasinya terhadap Loyalitas Pasien di Rumah Sakit Mata Lampung Eye Center. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis*, 5(2), 1051-1064.
- Putri, T., & Pradiani, T. (2023). Pengaruh Kualitas Layanan dan Fasilitas Terhadap Loyalitas Dengan Kepuasan Pasien Rawat Jalan Sebagai Intervening Di Klinik Fast Medika Center. *Bursa: Jurnal Ekonomi Dan Bisnis*, 2(1), 1-17.
- Ruliati, R. A., Satoto, E. B., & Sanosra, A. (2023). Pengaruh Fasilitas Rumah Sakit Dan Harga Pelayanan Terhadap Word Of Mouth Melalui Kepuasan Pasien. *Relasi: Jurnal Ekonomi*, 19(2), 396-410.

THE EFFECT OF SERVICE QUALITY, HOSPITAL FACILITIES, AND PATIENT SATISFACTION ON PATIENT LOYALTY

Martila et al

- Saputra, W., Yuliaty, F., Asnar, E. S. M., Syahidin, R., & Paramarta, V. (2025). Analisis Kualitas Pelayanan Instalasi Gawat Darurat (IGD) Rumah Sakit Mitra Jambi Terhadap Kepuasan Pasien Yang Berimplikasi Pada Loyalitas Pasien. *Innovative: Journal Of Social Science Research*, 5(3), 7990-8003.
- Sitepu, M., & Kosasih, K. (2024). Analisis loyalitas pasien dan kepuasan pasien: Pendekatan kajian literatur dengan kualitas pelayanan rumah sakit sebagai variabel intervening. *Jurnal Penelitian Inovatif*, 4(4), 2047-2058.
- Sugiharto, A. D., Hidayat, S., & Rosyidah, R. (2023). Pengaruh Kualitas Pelayanan Dan Kepuasan Pasien Terhadap Loyalitas: Analisis Di Sebuah Fasilitas Kesehatan Tingkat Pertama (FKTP) Program Jaminan Kesehatan Nasional (JKN). *An-Nadaa: Jurnal Kesehatan Masyarakat (e-Journal)*, 10(2), 118-125.
- Triastuti, V. I., & Basabih, M. (2023). Hubungan kualitas layanan, kepercayaan, dan loyalitas dalam membangun brand equity rumah sakit berbasis pasien. *Jurnal Medika Hutama*, 5(01 Oktober), 3711-3728.
- Winata, H., Wahyoedi, S., & Gunardi, W. D. (2022). Pengaruh Kualitas Layanan terhadap Loyalitas Pasien yang Dimediasi oleh Citra Rumah Sakit dan Kepuasan Pasien (Studi pada Pasien Rawat Inap RS Ukrida Jakarta). *Jurnal Manajemen Dan Administrasi Rumah Sakit Indonesia (MARSII)*, 6(2), 120-127.