DETERMINANT FACTORS OF LOYALTY MEDIATED BY HOSPITAL PATIENT SATISFACTION

Sarwo Edy Handoyo [a)], Mutiara Sri Rahayu [a*)],

[a)] *Tarumanagara University, Jakarta, Indonesia*

[*)] *Corresponding Author: mutiara.117232080@stu.untar.ac.id*

Abstract. This study aims to analyze the influence of corporate image and service quality on patient loyalty, with patient satisfaction as a mediating variable, at the Kota Bekasi Regional General Hospital (RSUD) in Bekasi City. This RSUD is a public health facility that faces challenges in maintaining and increasing patient satisfaction and loyalty amidst fluctuations in service quality and patient complaints. A quantitative research method with an explanatory approach was used, with data analyzed using Partial Least Square – Structural Equation Modeling (PLS-SEM). A total of seven hypotheses were tested in this study. The results showed that corporate image and service quality have a positive and significant influence on patient satisfaction. In addition, corporate image also has a positive and significant influence on patient loyalty, and patient satisfaction has a positive and significant influence on patient loyalty. Another important finding is that patient satisfaction is able to mediate the influence of corporate image on patient loyalty significantly. However, service quality does not have a significant direct influence on patient loyalty, and patient satisfaction is also unable to significantly mediate the influence of service quality on patient loyalty.

Keywords: Corporate Image, Service Quality, Patient Satisfaction, Patient Loyalty, Public Hospital.

I. INTRODUCTION

In the increasingly competitive healthcare sector, hospitals not only serve as providers of medical care, but also as institutions that shape the overall patient experience (Kotler & Keller, 2019). Patient satisfaction is a fundamental indicator of service quality, which then directly affects patient loyalty , a key to the sustainability and reputation of the hospital (Tjiptono, 2019). Patients who are satisfied with the service tend to show an intention to return for treatment and become advocates through word-of-mouth recommendations (Mortazavi et al., 2009). Conversely, dissatisfaction can erode loyalty and negatively impact institutional performance.

Bekasi City Regional General Hospital (RSUD) is one of the government hospitals that has a strategic role in meeting the needs of health services in its area. As a public facility, this RSUD serves a variety of patients with various medical conditions. However, initial observations indicate fluctuations in the quality of service that affect patient satisfaction and loyalty. Complaints often arise regarding long waiting times, the quality of communication between patients and doctors, the inconvenience of facilities, and the suboptimal nurse-patient ratio. This phenomenon creates a gap between the expectations and reality felt by patients, which has the potential to affect their decision to return for treatment. Although RSUD Bekasi City has made efforts to make improvements such as staff training and an online

registration system , the impact of these efforts on patient loyalty still requires in-depth study.

In addition to service quality, the image of a company or hospital is also a determining factor in building patient loyalty. The image of a hospital is formed by public perception of its reputation, trustworthiness, cleanliness, and ethics applied (Firmansyah, 2019). A positive image can foster trust and comfort in patients, which will increase their satisfaction and loyalty. Patients who feel appreciated and receive clear information tend to be loyal. Likewise, the quality of medical services includes not only the expertise of health workers but also the overall patient experience, from registration to post-treatment (Adab et al., 2023). Quick response and supportive facilities can significantly improve patient experience and potential loyalty.

Although the urgency of service quality and corporate image in influencing satisfaction and loyalty has been widely discussed, the results of previous studies still show diversity and controversy (research gap). For example, Murtiningsih et al. (2020) found that service quality significantly affects satisfaction and loyalty. However, Hadi (2024) found that brand image can have a negative effect on loyalty in different fields, while Wulandari et al. (2021) showed a more complex mediating role of satisfaction. Research on the influence of hospital image on patient loyalty in Indonesia, especially in government hospitals, is still limited. Many previous studies have studied the commercial sector or private hospitals. This creates a state of the art where this study will fill the gap by

focusing on RSUD Kota Bekasi as a representation of public hospitals, as well as highlighting the role of patient satisfaction as a mediating variable, which is rarely the main focus in this context.

Based on the phenomena that occur, the results of various previous studies, and the identified research gaps , this study seeks to provide new insights into managing the quality of service and hospital image to increase patient loyalty. This study is expected to provide significant contributions to the development of health service strategies in the government hospital sector.

The general objective of this study is to analyze the influence of corporate image and service quality on patient loyalty, with patient satisfaction as a mediating variable, at the Bekasi City Regional General Hospital (RSUD) in Bekasi City.

1. Corporate Image

Corporate image is the overall impression formed in the minds of consumers or the public towards an organization (Kotler & Keller, 2019). This includes the extrinsic nature of a product or service, including how the company seeks to meet the psychological or social needs of consumers (Kotler & Keller, 2019). Image is influenced by various factors beyond the company's control and can influence purchasing decisions, and can help companies achieve competitive advantage and encourage repeat purchases when the brand image is positive (Kotler, 2019). A good image cannot be instilled just like that, but requires a long process through information and various creative efforts (Firmansyah, 2019). In the hospital sector, image includes medical reputation, cleanliness of facilities, ethics, and transparency, which form trust and comfort in patients.

2. Service Quality

Service quality is defined as the extent to which a company meets customer needs and expectations (Kotler & Keller, 2019). Kasmir (2017) states that service quality is an action or effort to provide satisfaction to customers. Tjiptono (2019) added that service quality is related to the level of expected excellence and control to meet consumer needs and desires. The perception of service quality is influenced by expected service and perceived service. Service is considered good quality if perceived service matches or exceeds expected service , and vice versa if it is worse (Tjiptono, 2019). Good service quality is expected to encourage long-term mutually beneficial relationships with consumers (Tjiptono, 2019).

3. Patient Satisfaction

Patient satisfaction is a person's feeling that arises after comparing the performance or results received with existing expectations (Kotler & Keller, 2019). This satisfaction can be formed through service quality and assessment of products or services (Sunyoto, 2015). Herlambang (2016) stated that to satisfy consumers, the first step is to determine and anticipate their needs, because consumers buy the benefits of a product or service. When the performance of a product or service meets or exceeds expectations, patients will feel satisfied; otherwise, disappointment will arise (Adab et al., 2023). Patients who are satisfied with the service will share positive

experiences, thus forming a positive image and ultimately contributing to loyalty (Sunyoto, 2015).

4. Patient Loyalty

Loyalty refers to an individual's attitude of loyalty or commitment to an entity, such as a brand or company (Griffin, 2019). Loyalty is demonstrated through repeat purchases that are not random, but rather planned and consistent behavior over a period of time (Griffin, 2019). Kotler & Keller (2021) define loyalty as a deep commitment to continue purchasing or supporting products or services from a company that has built a strong relationship, even amidst external influences. Mowen & Minor (2015) added that loyal customers are not only satisfied but also intend to return and buy again in the future. Loyalty can be seen from a behavioral perspective (consistency of service use) and attitude (tendency to continue choosing) (Supriyanto & Ernawati, 2016).

II. RESEARCH METHOD

This study uses a quantitative approach with an explanatory research type to measure and test the causal relationship between variables numerically, namely the influence of corporate image and service quality on patient loyalty, with patient satisfaction as a mediating variable (Sugiyono, 2019; Supriyanto and Maharani, 2019). The study population included all patients who had received services at the Bekasi City Hospital, Bekasi City. Sampling was carried out using the Convenience Sampling method , with 100 respondents, calculated based on the Riduwan (2007) formula with a confidence level of 95% ($Z\alpha$ = 1.96), a population standard deviation of 0.25, and an error rate of 0.05. Primary data were collected through a questionnaire that measured patient perceptions of corporate image, service quality, satisfaction, and loyalty, using a 5-point Likert scale. Secondary data were obtained from hospital documents and scientific literature. Data analysis was conducted using Partial Least Square – Structural Equation Modeling (PLS-SEM) to evaluate the measurement model (validity and reliability) and structural model (relationships between constructs and significance of hypotheses) (Hair et al., 2017).

III.RESULTS AND DISCUSSSION

The data processing in this study was carried out using the Partial Least *Square – Structural Equation Modeling (PLS-SEM) method* using SmartPLS software version 4.0. This method was chosen because of its ability to process complex models with relatively small sample sizes (100 respondents) and without strict data distribution assumptions. Data analysis was carried out in two main stages: evaluation of the measurement model (*outer model*) and evaluation of the structural model (*inner model*).

Evaluation of Measurement Model (Validity and Reliability Test)

Evaluation of the measurement model involves testing convergent validity, composite reliability , and discriminant validity.

1. **Convergent Validity:** Tested through *loading factors* and *Average Variance Extracted* (AVE). The results show that all indicators have *loading factor values* above 0.7, and AVE values for all constructs exceed 0.50. This indicates that all indicators are declared convergently valid.
2. **Reliability:** Measured through *Composite Reliability* and *Cronbach's Alpha* . The results show that *the Composite Reliability* and *Cronbach's Alpha values* for all constructs are above 0.70 (some even exceed 0.80). This proves that the research instrument has good reliability.
3. **Discriminant Validity:** Assessed through the Fornell-Larcker or *Cross Loading criteria* . The results show that all indicators have a higher correlation with their own constructs compared to other constructs, confirming the fulfillment of the discriminant validity requirements.

Overall, the results of the measurement model evaluation show that all research indicators are valid and reliable for measuring their respective constructs.

Structural Model Testing (Hypothesis Testing)

Testing the structural model involves evaluating the R2 value and the significance of the relationships between constructs using hypothesis testing.
1. **Coefficient of Determination (R2)**

Table 1. R Table

	R Square	Adjusted R Square
Y	0.725	0.716
Z	0.714	0.708

The R2 value for patient loyalty (Y) is 0.725, indicating that 72.5% of the variance in patient loyalty can be explained by corporate image (X1), service quality (X2), and patient satisfaction (Z). The remaining 27.5% is explained by other variables outside the model. The R2 value for patient satisfaction (Z) is 0.714, indicating that 71.4% of the variance in patient satisfaction can be explained by corporate image (X1) and service quality (X2). The remaining 28.6% is explained by other variables outside the model.
2. **Direct Effect Hypothesis Test**

Table 2. Direct Effect Hypothesis Test

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X1 -> Y	0.394	0.393	0.156	2,521	0.012
X2 -> Y	0.112	0.115	0.093	1.197	0.231
X1 -> Z	0.595	0.58	0.132	4,504	0.000
X2 -> Z	0.315	0.326	0.121	2,609	0.009
Z -> Y	0.409	0.397	0.163	2,505	0.012

The results of the direct effect hypothesis test, with significance at T-statistic >1.96 and p-value <0.05, are as follows:
o **Company Image (X1) on Patient Loyalty (Y):** Has a positive and significant effect (T-statistic = 2.521, p-value = 0.012, *Original Sample Estimate* = 0.394). Hypothesis 1 is accepted.
o **Service Quality (X2) on Patient Loyalty (Y):** No significant effect (T-statistic = 1.197, p-value = 0.231, *Original Sample Estimate* = 0.112). Hypothesis 2 is rejected.
o **Company Image (X1) on Patient Satisfaction (Z):** Has a positive and significant effect (T-statistic = 4.504, p-value = 0.000, *Original Sample Estimate* = 0.595). Hypothesis 3 is accepted.
o **Service Quality (X2) on Patient Satisfaction (Z):** Has a positive and significant effect (T-statistic = 2.609, p-value = 0.009, *Original Sample Estimate* = 0.315). Hypothesis 4 is accepted.
o **Patient Satisfaction (Z) on Patient Loyalty (Y):** Has a positive and significant effect (T-statistic = 2.505, p-value = 0.012, *Original Sample Estimate* = 0.409). Hypothesis 5 is accepted.

3. **Indirect Effect Hypothesis Test (Mediation)** :

Table 3. Hypothesis Test of Indirect Effect

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X1 -> Z -> Y	0.244	0.231	0.115	2.121	0.034
X2 -> Z -> Y	0.129	0.132	0.073	1,776	0.076

1. **Corporate Image (X1) on Patient Loyalty (Y) through Patient Satisfaction (Z):** Patient satisfaction significantly mediates the effect of corporate image on patient loyalty (T-statistic =2.121>1.96, p-value =0.034<0.05, *Original Sample Estimate* =0.244). This means that a good corporate image increases patient satisfaction, which in turn drives loyalty.
2. **Service Quality (X2) on Patient Loyalty (Y) through Patient Satisfaction (Z):** Patient satisfaction does not significantly mediate the effect of service quality on patient loyalty (T-statistic = 1.776 <1.96, p-value = 0.076 > 0.05, *Original Sample Estimate* = 0.129). Although service quality affects satisfaction, the resulting satisfaction is not strong enough to significantly mediate loyalty.

This section presents an in-depth interpretation of the research findings obtained from data analysis using Partial Least Square – Structural Equation Modeling (PLS-SEM). This discussion will link the empirical results to relevant theoretical foundations and compare them with previous research contributions. Furthermore, theoretical and managerial implications arising from the findings will be explained, in line with the formulation of the problem that has been set.
1. **The Influence of Company Image on Patient Satisfaction**

The results of statistical analysis consistently show that corporate image has a positive and significant influence on patient satisfaction at the Bekasi City Regional General

Hospital (RSUD) Bekasi City. The strength of this relationship is supported by the T-statistic value of 4.504, which far exceeds the significance threshold of 1.96, as well as a very low p-value of 0.000, far below the significance level of 0.05. In addition, the positive *Original Sample Estimate value* of 0.595 confirms the direction of the relationship, indicating that an increase in corporate image will go hand in hand with an increase in patient satisfaction. These findings empirically provide strong support for Hypothesis 3 (H3) proposed in this study.

Conceptually, corporate image, as explained by Kotler and Keller (2019), includes various extrinsic elements such as brand personality, reputation, values adopted, and corporate identity that collectively form a comprehensive picture in the minds of patients. When patients have a good and convincing view of these aspects, it will indirectly form a more positive expectation of the service they will receive. This phenomenon is often referred to as *the halo effect* , where a good overall impression of the hospital creates a positive bias, so that patients tend to feel higher satisfaction with their service experience, perhaps even before the service itself is fully provided.

A strong image can reduce the perception of risk and increase the sense of security for patients, which fundamentally contributes to a more satisfying experience. This theory asserts that a strong and positive image plays a role in shaping consumer expectations and perceptions of a product or service. A positive corporate image has the capacity to create a deep level of trust and confidence in consumers (Firmansyah, 2019).

This trust, in turn, will significantly influence how consumers evaluate their service experience. When the expectations formed by this positive image are met or even exceeded during the service process, it will directly lead to the achievement of consumer satisfaction, as emphasized that satisfaction is a feeling that arises when expectations of a product or service can be met or exceeded (Adab et al., 2023).

Therefore, corporate image serves as a crucial initial foundation in the cycle of creating patient satisfaction. The results of this study are also in line with Om Jee Gupta's (2025) research which found that hospital image has a significant effect on purchase intention, providing implicit support that a strong image can generate positive perceptions and potential satisfaction. In addition, this finding is strongly supported by research conducted by Restuningtika and Muryati (2023) and Rosyidah Aulia (2022) which shows the consistency of the positive relationship between image and customer satisfaction in various fields.

2. The Influence of Service Quality on Patient Satisfaction

The results of this study clearly show that service quality has a positive and significant influence on patient satisfaction at Bekasi City Hospital, Bekasi City. This is indicated by the T-statistic value of 2.609, which exceeds the threshold of 1.96, the p-value of 0.009, which is smaller than 0.05, and the positive *Original Sample Estimate value* of 0.315. These findings strongly support the proposed Hypothesis 4 (H4), reaffirming the fundamental role of service quality as a major driver of patient satisfaction.

Theoretically, the better the service aspects that patients can feel—including *Tangibles* (clean and comfortable physical facilities), *Reliability* (the hospital's ability to provide appropriate and accurate services), *Responsiveness* (staff's readiness to help patients), *Assurance* (staff knowledge and friendliness that builds trust), and *Empathy* (genuine attention to patient needs) as emphasized in the SERVQUAL dimension by Kotler (2019) and Parasuraman and Tjiptono (2019) the higher the level of patient satisfaction with RSUD Kota Bekasi Kota Bekasi. These aspects include medical expertise, diagnostic accuracy, friendly staff interactions, comfortable facilities, and process efficiency (Munir, 2020).

Theoretically, these results are very consistent with various customer satisfaction theories which state that satisfaction arises from a comparison between *perceived service* (service received) and *expected service* (service expected) (Tjiptono, 2019). Good service quality is expected to meet or exceed patient expectations, thus creating a feeling of satisfaction. This finding is supported by many previous studies that consistently find a positive effect of service quality on customer satisfaction.

For example, Mozan Mohamed's (2023) study in government hospitals in Sudan also found that perceptions of service quality, especially reliability and calmness of service, positively influenced patient satisfaction. Likewise, Deviana and Tjahjaningsih (2022) in the field of internet services consistently showed that service quality is a significant predictor of customer satisfaction. This further strengthens the relevance of the findings of this study in the context of health services, confirming that operational and interaction quality are key to patient satisfaction.

3. The Influence of Company Image on Patient Loyalty

The results of this study clearly show that corporate image has a positive and significant effect on patient loyalty at RSUD Kota Bekasi Kota Bekasi. This finding is supported by the T-statistic value of 2.521 (which exceeds the threshold of 1.96), p-value of 0.012 (which is smaller than 0.05), and a positive *Original Sample Estimate value* of 0.394. Therefore, Hypothesis 1 (H1) proposed in this study is accepted.

These results indicate that positive patient perceptions of the image of RSUD Kota Bekasi directly and substantially increase their tendency to be loyal. A good hospital image, which includes a solid reputation, a high level of public trust, and clear values and corporate identity, is an invaluable asset. As explained by Kotler and Keller (2019), image is the public's perception of a company that not only influences purchasing decisions but also fundamentally drives repeat purchases and long-term loyalty. A positive image creates a strong emotional and cognitive bond with patients. This bond motivates patients to consistently choose RSUD Kota Bekasi for their future care needs and even voluntarily recommend the hospital to others. The concept of patient loyalty itself, according to Mortazavi et al. (2009), is defined as their commitment to reuse hospital services consistently, as well as their willingness to recommend them.

The positive correlation found between corporate image and patient loyalty in this study is also strongly supported by

several previous studies. For example, in the study of Putri Wulandari, Heru Tri Sutiono, and Sri Kussujaniatun (2021) on JNE logistics services, it also confirms that brand image has a positive contribution to customer loyalty. The similarity of this pattern of results across various service sectors underlines the universality of the role of image as a key element in building and maintaining consumer loyalty. Thus, for RSUD Kota Bekasi Kota Bekasi, maintaining and strengthening its image in the public eye is not just a *branding effort* , but a fundamental strategy to maintain a loyal patient base and ensure sustainable operational continuity.

4. The Influence of Service Quality on Patient Loyalty

The results of this study indicate that service quality does not have a significant direct influence on patient loyalty at RSUD Kota Bekasi Kota Bekasi. This finding is evidenced by the T-statistic value of 1.197 (which is lower than the threshold of 1.96) and the p-value of 0.231 (which is greater than 0.05), although the *Original Sample Estimate value* shows a positive direction (0.112). Thus, Hypothesis 2 (H2) proposed in this study is rejected.

These results indicate that in RSUD Kota Bekasi, although service quality is very important to create patient satisfaction (as discussed in sub-chapter 5.2), it has not directly become a significant main driver of patient loyalty. This phenomenon can be explained by the concept of *hygiene factors* , where patients may consider service quality as a basic standard that must be met by the hospital. In other words, good service quality tends to function as a factor that prevents dissatisfaction, but does not automatically trigger higher loyalty. Patient loyalty in RSUD Kota Bekasi is most likely driven by other more complex factors, or the effect of service quality on loyalty is fully mediated by other variables that have not been fully captured in the direct path of this model.

These results show a difference with several previous studies that found a direct positive effect between service quality and loyalty. For example, the study by Murtiningsih, Susanti, and Indriastuti (2020) clearly found that service quality has a significant effect on customer loyalty. The relevance of this comparison lies in the difference in fields; their studies may have been conducted on different types of services or customer demographics, where service quality is indeed a direct differentiating factor in loyalty. Likewise, a study by Darawong (2025) which examined the impact of hospital pharmacy service quality on patient loyalty in Thailand also found a significant positive effect. This difference in results could indicate that the context of public hospitals in Indonesia, such as RSUD Kota Bekasi, may have unique dynamics compared to hospitals in Thailand or other service sectors. This difference could indicate contextual specificities in RSUD Kota Bekasi, such as patient expectations that may be more oriented towards the availability and affordability of services as a government hospital, or that a more complex and multi-factor mediation model is needed to fully explain the relationship between service quality and loyalty.

5. The Influence of Patient Satisfaction on Patient Loyalty

The results of this study definitively show that patient satisfaction has a positive and significant effect on patient loyalty at RSUD Kota Bekasi Kota Bekasi. This finding is supported by a T-statistic value of 2.505 (which exceeds 1.96), a p-value of 0.012 (which is less than 0.05), and a positive *Original Sample Estimate value* of 0.409. Thus, Hypothesis 5 (H5) proposed in this study is accepted.

These results confirm that patient satisfaction is the main driver of their loyalty to RSUD Kota Bekasi. Patients who are satisfied with their entire treatment experience, from medical quality, friendly staff interactions, adequate facilities, to process efficiency (Adab et al., 2023), tend to show loyalty behavior. This loyalty behavior includes the intention to return to use the same or different hospital services in the future, as well as the willingness to actively recommend the hospital to others (Meesala & Paul, 2018).

This finding is consistently supported by various previous studies that show the positive influence of customer satisfaction on loyalty in various sectors. Such as research by P. Suhail and Y. Srinivasulu (2020) which examines the perception of service quality, satisfaction, and behavioral intention in the context of Ayurvedic health services, also confirms a significant positive relationship between patient satisfaction and behavioral intention (which is a reflection of loyalty).

Their findings are relevant because they directly confirm that satisfaction in the context of health does indeed drive patients to demonstrate loyal behavior. Then, the study of Xin Rao et al. (2025) which analyzed the impact of patient experience and expectations on patient satisfaction in hospitals, although not directly to loyalty, strongly indicates that patient satisfaction is the result of positive experiences, and implicitly becomes the foundation for loyalty. The consistency of the results across these various studies strengthens the argument that focusing on patient satisfaction is the most effective and fundamental strategy for building long-term loyalty at RSUD Kota Bekasi Kota Bekasi.

6. Mediation of Patient Satisfaction in the Influence of Company Image on Patient Loyalty

The results of this study clearly show that patient satisfaction is able to mediate the influence of corporate image on patient loyalty significantly. This is evidenced by the T-statistic value of 2.121 (which exceeds the threshold of 1.96) and the p-value of 0.034 (which is smaller than 0.05), with a positive *Original Sample Estimate value* of 0.244. Thus, Hypothesis 6 (H6) proposed in this study is accepted.

This finding shows that a good corporate image not only directly affects loyalty, but also has a meaningful influence path through patient satisfaction. This means that a positive image of RSUD Kota Bekasi such as a good reputation, level of trust from the community, and the company's values that are held will first increase the level of patient satisfaction. This satisfaction then functions as a link or the main mechanism that encourages patients to be loyal. This indicates that RSUD Kota Bekasi needs to build a strong image so that patients have positive expectations. When these expectations are met through a satisfying service experience, it will create satisfaction, and ultimately, this satisfaction will lead to patient loyalty.

This is in line with the concept outlined by Juhana et al. (2015), which identifies corporate image as an important factor in shaping patient loyalty, and often mediating satisfaction as the mechanism behind the relationship. This finding is consistent with several previous studies that also found a mediating role for satisfaction in similar relationships.

Deviana and Tjahjaningsih's (2022) research, which examined the influence of corporate image on customer loyalty in the telecommunications services sector, specifically found that customer satisfaction acts as a significant mediating variable. The relevance of this study lies in the confirmation that the effect of corporate image in building loyalty is often not direct, but rather through the creation of customer satisfaction first, a mechanism that also occurs in the health sector.

Meanwhile, research by Hadi (2024), although in the *fashion industry* and not healthcare, found that customer satisfaction mediates the relationship between brand image and customer loyalty. The similarity of these findings across sectors suggests that positive image indirectly influences loyalty through satisfying experiences. The consistency of these findings strengthens the understanding of how corporate image operates as a driver of loyalty in the healthcare sector, with patient satisfaction as a key intermediary in the process.

7. Mediation of Patient Satisfaction in the Influence of Service Quality on Patient Loyalty

The results of this study indicate that patient satisfaction is not able to mediate the effect of service quality on patient loyalty significantly. This is evidenced by the T-statistic value of 1.776 (which is lower than 1.96) and the p-value of 0.076 (which is greater than 0.05), although the *Original Sample Estimate value* shows a positive direction (0.129). Thus, Hypothesis 7 (H7) proposed in this study is rejected.

The findings are that although service quality (X2) is proven to significantly affect Patient Satisfaction (Z) (as discussed in sub-chapter 5.2), and Patient Satisfaction (Z) significantly affects Patient Loyalty (Y) (as discussed in sub-chapter 5.5), the indirect effect of Service Quality on Loyalty through Satisfaction is not significant. This means that at RSUD Kota Bekasi, although service quality is a prerequisite for achieving satisfaction, the satisfaction resulting from the service quality may not be strong enough to function as a single mediator that significantly drives patient loyalty. It is possible that patient loyalty is more complex and influenced by other factors than just satisfaction driven by service quality, or there is a more dominant aspect of satisfaction in mediating loyalty that is not fully captured by the service quality dimension alone.

Theoretically, although satisfaction is often considered a major mediator between service quality and loyalty, these results suggest that the relationship is not always straightforward and simple. There may be other stronger drivers of loyalty at RSUD Kota Bekasi that are not fully explained by service quality, or the threshold of satisfaction resulting from service quality needs to be very high for loyalty to be formed significantly. This could also indicate the effects of other variables not examined in this model.

This result is slightly in contrast to some previous studies that generally indicate mediation of satisfaction in the relationship between service quality and loyalty. For example, Mozan Mohamed's (2023) study on patient perceptions of the quality of health services in government hospitals in Sudan found that service reliability and service calmness have a positive effect on patient satisfaction. Although this study focuses on the direct relationship to satisfaction, the resulting satisfaction is often assumed to be the basis for loyalty. However, the findings suggest that this mediation pathway may not always be strong. Similarly, Wang et al.'s (2023) study on measuring service quality in the airport industry found that responsiveness had the highest weight in determining service quality. Although in different sectors, this study emphasizes that certain aspects of service quality have different influences. In this study, although quality affects satisfaction, the mechanism of its transition to loyalty through satisfaction may be more complicated.

IV. CONCLUSIONS

Based on the results of data analysis using Partial Least Square – Structural Equation Modeling (PLS-SEM), this study concluded that corporate image and service quality were proven to have a positive and significant effect on patient satisfaction at RSUD dr. Chasbullah Abdulmadjid Bekasi City, confirming the role of both in shaping positive patient perceptions and experiences. Furthermore, corporate image was also found to have a positive and significant direct effect on patient loyalty, indicating that a solid reputation can build strong emotional and cognitive bonds. Interestingly, service quality did not have a significant direct effect on patient loyalty, indicating that for patients, quality is a hygiene factor which is a basic standard. However, patient satisfaction independently had a positive and significant effect on patient loyalty, highlighting that satisfied patients tend to be more loyal. Finally, patient satisfaction was proven to significantly mediate the effect of corporate image on patient loyalty, indicating that a positive image triggers satisfaction which then drives loyalty. However, patient satisfaction was unable to significantly mediate the effect of service quality on patient loyalty, implying that patient loyalty at RSUD dr. Chasbullah Abdulmadjid may involve more complex factors or other mediation pathways beyond service quality.

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