

THE INFLUENCE OF SERVICE QUALITY AND LOCATION ON PATIENT LOYALTY AT TRISAKTI DENTAL HOSPITAL MEDIATED BY PATIENT SATISFACTION

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ABSTRACT

Established in 2002, RSGM-P FKG Universitas Trisakti is a specialist dental and oral hospital located in West Jakarta. Hospital used to be seen as social endeavour and now shifted into socio-economics ventures. In the competitive field of health services, hospitals strive to create strategies to maintain and even increase profits. An important key to obtaining these profits is by paying attention to patient loyalty. Patient loyalty can be achieved if patient satisfaction and trust are met. This can be happened if the company can provide a good quality service and also strategic location to This research was conducted to analyze the influence of service quality and location on patient loyalty at RSGM-P FKG Universitas Trisakti with the mediation of patient satisfaction. Sampling was carried out using the purposive sampling method. The inclusion criteria in this study were independent patients or general patients who received treatment at RSGM-P FKG Universitas Trisakti for the past 2 years with a minimum of 2 visits. In this study there were 160 respondents who met the inclusion criteria. Data collection was carried out using questionnaire by google form. Data analysis in this study used the PLS-SEM (Partial Least Squares - Structural Equation Modeling) method using SmartPLS software version 4.0.6.9. The results showed that service quality and location have positive and significant effects on patient satisfaction and patient loyalty and this study also proves that patient satisfaction mediated service quality and location towards patient loyalty positively and significantly.

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1. Introduction

RSGM-P FKG Universitas Trisakti is located in West Jakarta, this hospital has been established since 2002. RSGM-P FKG Universitas Trisakti is a special hospital which provide dental and oral treatment. Currently there are various service option that suit patient needs, they have executive clinics, general dentist clinics, dental conservation specialist professional program clinics, integration clinics, and many more. Hospital used to be seen as social endeavour and now shifted into socio-economics ventures. In the competitive field of health services, hospitals strive to create strategies to maintain and even increase profits. An important key to obtaining these profits is by paying attention to patient loyalty. Patient loyalty can be achieved if patient satisfaction and trust are met. This can be happened if the company can provide a good quality service. (Elizar et al. 2020)

Health service quality has been the main attention of private and public health service providers throught the world because quality health services can directly impact the integrity and competitiveness of health services in a country. Apart from that, service quality is also the focus of society in both developing and developed countries. Currently, people are increasingly aware of their rights to quality healthcare beauce health is an imporant needs for society. (Darzi et al. 2022.)

According to Keputusan Menteri Pendayagunaan Aparatur Negara Tahun 2003, it was explained that one of the most important factors to be considered in providing services is location. Location plays an important factor in the development of a business. Because according to the research, choosing the right location provides more successful result in the development of the business compared to less strategis business locations. Therefore, the location of a healthcare facility must be strategic to make patient easier to visit and obtain treatment. (Issalillah et al. 2022)

Customer satisfaction can be defined as a psychological status after making a purchase that represents an evaluation of the user experience of a product or service. (Guido. 2015) In the health services sector, patients can be categorized as customers because they have experienced health services at health facilities such as hospitals or clinics. (Dewi. 2016). Patient satisfaction is a valid standard used to assess health services, because basically patients prioritize good quality for health problems. This is what encourages patients to come for quality hospital treatment in order to fulfill their sense of satisfaction as a patient. (D'cunha and Suresh. 2015) When a patient is satisfied with the service they receive, the higher their desire to use the service. the same thing repeatedly, so this can affect patient loyalty. (Wayan and Werner. 2021)

Patient loyalty is an important thing to assess in health services. Loyalty can be defined as a deeply held commitment to repurchase a product or service that customers like in the future, resulting in repeated use of the same service, regardless of the influence of marketing efforts that have the potential to cause a shift in desires and behavior. (Liu et al. 2021) Loyalty can be measured through several indicators, such as retention, namely how a customer can resist negative influences about the service provider he uses and is not affected. Repurchase is a customer who continues to make purchases repeatedly and continuously. Referrals are how customers provide overall references or recommendations for the services they use to other people. (Wahyono and Nurjanah. 2020)

In dental treatments, often requires several visits to complete the treatment which can be due to the difficulty of the case, availability of time, fatigue level of the dentist and the patient. In this situation, patient loyalty plays a big role. Loyal patients will come back to complete treatment, and vice versa. Many factors can influence patient loyalty in dental and oral care, such as the feeling of comfort provided during the service, the level of care of doctors and staff, or the influence of marketing from other service providers, and so on. (Habib et al. 2014)

This study explains the relation between service quality, location, patient satisfaction, and patient loyalty in a dental hospital, which aims to help hospital management can improve their services and emerging the hospital in the future.

Literature Review and Hypotheses Development

The Relationship between Service Quality and Patient Satisfaction

Based on research conducted by Sari et al (2020) which was conducted at Central Hospital in Central Java, showed that service quality has a significant positive effect on patient satisfaction. This was confirmed by the previous research that dimensions of service quality have a significant effect on satisfaction. If the service provider can meet the customer's needs and expectations, then the customer will feel satisfied. (Parasuraman et al. 1988). The previous research is also supported by research conducted by Fadhila and Diansyah (2018) in Klinik Syifa Medical Center, which states that service quality has significant effect on patient satisfaction. Likewise, with research conducted by Trisnawati et al (2022) shows that service quality has an effect on patient satisfaction, Therefore, all of the above shows the importance of service quality in increasing patient satisfaction.

H1: Service quality influence positively and significantly to patient satisfaction

The Relationship between Location and Patient Satisfaction

Based on research conducted by Hokky and Bernarto (2022) which was conducted at An-Nisa Hospital, Tangerang shows that location has an effect on patient satisfaction. Which was further explained that a more strategic hospital's location can increase patient satisfaction. Meanwhile, an inadequate hospital's location can reduce patient satisfaction. So, it can be seen that location plays an important role in obtaining patient satisfaction. This also supported by the previous research conducted by Pambudy (2016) that choosing the right location can increase the success of the business development compared to other businesses that have unstrategic location. Therefore, choosing a hospital's location is very crucial. Strategic hospital's location will provide easier access for patients and have an impact on patient satisfaction.

H2: Location influence positively and significantly to patient satisfaction

The Relationship between Service Quality and Patient Loyalty

Based on research conducted by Elizar et al (2020) at "H" Private Hospital at Children's Polyclinic in East Jakarta, shows that service quality has a positive effect on patient loyalty. It was explained in the research that good service quality will increase patient loyalty. The emergence of patient loyalty is very dependent on the patient's perception and expectations of the services they received. Service quality that exceeds expactions can lead to patient loyalty. This also supported by the research conducted by Effendi

et al (2020), shows that service quality significantly influences dental’s patient loyalty, this is because the higher quality of service provided, the higher the patient’s commitment to being loyal.

H3: Service quality influence positively and significantly to patient loyalty.

The Relationship between Location and Patient Loyalty

According to Rahmani (2022), location has significant on consumer loyalty. This research parallel with the theory, that choosing a good location will provide success for your business in the future. (Tjiptono, 2007). Apart from that, research conducted by Yulyandhika et al. (2014) explained that the location or place where a business is conducted influences patient loyalty. This is further explained that location is a form of marketing strategy from service providers to attract patients to visit and obtain treatment.

H4: Location influence positively and significantly to patient loyalty.

The Relationship between Patient Satisfaction and Patient Loyalty

Based on research conducted by Sofia (2023) at Dental Hospital in Jakarta regarding to patient satisfaction and patient loyalty, it is known that patient satisfaction has a positive effect on patient loyalty. Patient satisfaction and patient loyalty are important pillars for hospital development. According to the previous research, customer satisfaction influences purchasing behavior, where customers who feel satisfied will become loyal. (Normasari et al. 2013). Apart from that, previous research is supported by the research conducted by Astarini and Fachrodji (2023) at Premier Hospital, Bintaro that customer satisfaction has a direct positive and significant effect on loyalty. So, it can be concluded that increasing patient satisfaction will lead the patient to become loyal to healthcare services.

H5: Patient satisfaction influence positively and significantly to patient loyalty.

The Relationship between Service Quality and Patient Loyalty mediated by Patient Satisfaction

Patient satisfaction generally is a significant stimulator for patient loyalty. This is confirmed through research that shows, satisfaction is a strong mediator for someone to make themselves loyal. Therefore, service providers need to look at each component that can influence patient loyalty through patient satisfaction. (Astuti and Nagase. 2014). Based on previous research explained above, supported the research conducted by Pratama and Hartini (2020) at Mother and Children Hospital, that service quality influenced patient loyalty mediated by patient satisfaction.

H6: Service quality influence positively and significantly to patient loyalty mediated by patient satisfaction.

The Relationship between Location and Patient Loyalty mediated by Patient Satisfaction

According Asnawi et al. (2019), explained that the concept of patient satisfaction as a mediating variable has an indirect effect between existing variables on patient loyalty. This is proven through the research conducted by Ashari and Imronudin (2022) that there is an effect between location and customer loyalty through customer satisfaction, which means if location such as access, visibility, parking, and the environment is supportive, then the customer satisfaction will be achieved which can lead to loyalty. (Tjiptono. 2007).

H7: Location influence positively and significantly to patient loyalty mediated by patient satisfaction.

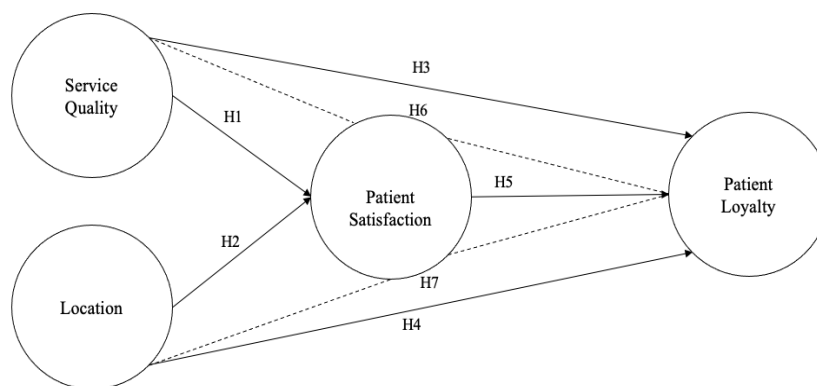


Figure 1. Research Model

2. METHOD

This study aims to analyze the influence of service quality and location on patient loyalty which is mediated by patient satisfaction. Service quality and location are independent variables, patient loyalty is the dependent variable, and patient satisfaction is the mediating variable. In this research, the sampling method was carried out using a purposive sampling method, namely samples were taken from certain target groups from the population. Sampling was carried out using the purposive sampling method. The inclusion criteria in this study were independent patients or general patients who received treatment at RSGM-P FKG Trisakti University for the past 2 years with a minimum of 2 visits, were willing to be respondents, and were at least 17 years old. After obtaining samples that meet the criteria, the questionnaire will be distributed in the form of a Google Form which can be accessed online via mobile phone. In this study there were 160 respondents who met the inclusion criteria. After the data was collected, data analysis was then carried out using the Partial Least Square - Structural Equation Model (PLS-SEM) method with SmartPLS 4.0.6.9 software.

3. RESULT AND DISCUSSION

Demographic Profile Respondent

Data collection was carried out using a questionnaire distributed to RSGM-P FKG Universitas Trisakti patient. The number of respondents who filled out the questionnaire was 160 people. The profile of the respondents monitored in this questionnaire included: Age, gender, education level, employment status, and the frequency of treatment in the last 2 years

Table 1. Demographic Profile Respondent

	Category	Frequency	Percentage (%)
Age	17-25	52	32,7
	26-35	22	13,8
	36-45	27	17
	46-55	26	16,4
	>55	32	20,1
	Total	160	100
Gender	Laki - Laki	56	35
	Perempuan	104	65
	Total	160	100
Education Level	Primary	0	0
	Middle School	1	0,6
	High School	60	37,5
	Diploma	9	5,6
	Bachelor	83	51,9
	Master	5	3,1
	Doctoral	2	1,3
	Total	160	100
Employment Status	Student	39	24,4
	Housewife	36	22,5
	Public Sector Employee	37	23,1
	Self-employed	14	8,8
	Government Sector	0	0
	Others	34	21,3
	Total	160	100
Frequency of Treatment in the Last 2 Years	2 times	107	67
	>2 times	53	33
	Total	160	100

Convergent Validity Result

Table 2 shows that outer loading factor in this research are greater than 0.70 and Average Extracted Variance (AVE) values in this research are ≥ 0.50 . which can be categorized all data was valid. (Hair et al. 2014).

Table 2. Convergent Validity

Variable	Dimension	Indicator	Outer Loading	Average Variance Extracted (AVE)
Service Quality (Higher Order Construct)	Tangible		0,897	0,709
		Responsiveness	0,912	
	Reliability		0,924	
		Assurance	0,891	
	Empathy		0,924	
		TAN1	0,886	
	Tangible	TAN2	0,909	
		TAN3	0,936	
		TAN4	0,898	
		TAN5	0,874	
RES1		0,925		
RES2		0,931		
Responsiveness		RES3	0,950	
		RES4	0,913	
	RES5	0,920		
Service Quality (Lower Order Construct)	Reliability	REL1	0,939	0,877
		REL2	0,941	
		REL3	0,957	
		REL4	0,930	
		REL5	0,914	
	Assurance	ASR1	0,927	
		ASR2	0,957	
		ASR3	0,953	
		ASR4	0,946	
		EMP1	0,926	
Empathy	EMP2	0,939		
	EMP3	0,947		
	EMP4	0,896		
	EMP5	0,904		
	EMP6	0,884		
Location	LO1	0,893	0,855	
	LO2	0,939		
	LO3	0,933		
	LO4	0,933		
Patient Satisfaction	KEP1	0,922	0,862	
	KEP2	0,943		
	KEP3	0,927		
	KEP4	0,923		
Patient Loyalty	LOY1	0,927	0,863	
	LOY2	0,955		
	LOY3	0,897		
	LOY4	0,935		

Source: Primary Data Processed

Discriminant Validity Results

Table 3 shows the discriminant validity test, the test is measured using the HTMT ratio, it can be categorized as valid if the value of the HTMT ratio is < 0.90 . it can be seen in table 3 that all HTMT ratio

values are <0.90, which means that the value is good and has a different statement between the indicators for each construct and the other indicators. (Henseler et al. 2015)

Table 3. Discriminant Validity

	Asr**	Emp**	PS	SQ	LO	PL	Rel**	Res**	Tan**
Asr									
Emp	0,822								
PS	0,463	0,526							
SQ*	0,917*	0,950*	0,539						
LO	0,215	0,211	0,523	0,240					
PL	0,495	0,531	0,791	0,566	0,520				
Rel	0,822	0,838	0,513	0,947*	0,254	0,536			
Res	0,789	0,822	0,502	0,939*	0,227	0,514	0,848		
Tan	0,793	0,817	0,468	0,934*	0,202	0,530	0,819	0,822	

Asr: Assurance
Emp: Empathy
Rel: Reliability
Res: Responsiveness
Tan: Tangible
SQ: Service Quality
LO: Location
PS: Patient Satisfaction
PL: Patient Loyalty

Source: Primary Data Processed

Construct Reliability Results

In table 4 it can be seen the cronbach's alpha and composite reliability values for each indicator have reached >0.70, so they have met the reliability test and can be said that all indicators are valid and reliable. This data can be carried out for further analysis. (Hair et al. 2021)

Table 4. Construct Reliability

Variable	Cronbach's Alpha	Composite reliability
Service Quality	0,983	0,984
Tangible	0,942	0,956
Responsiveness	0,960	0,969
Dimension Reliability	0,965	0,973
Assurance	0,961	0,971
Empathy	0,962	0,969
Location	0,943	0,959
Patient Satisfaction	0,947	0,962
Patient Loyalty	0,947	0,962

Source: Primary Data Processed

Collinearity Results

Multi-collinearity measurements were tested to see if there was a correlation between the intervening, independent variable, and other independent variable, where in a good model the correlation between independent variables and the others should not occur. Based on table 5 it can be seen that all VIF values show <3. The result of data analysis in this study can be said that all VIF values are ideal or in other words there are no multicollinearity problems. (Hair et al. 2019)

Table 5. Coefficient of Determination

	Patient Satisfaction	Patient Loyalty
Service Quality	1,057	1,374
Location	1,057	1,326
Patient Satisfaction		1,720
Patient Loyalty		

Source: Primary Data Processed

R-Square Results

Based on Table 6, it can be seen that all R^2 values show weak and moderate results. In the patient satisfaction variable after being influenced by service quality and location, the R^2 value was 0.418 or it could be said that 41.8% of patient satisfaction was influenced by service quality and location and the remaining 58.2% was influenced by other factors that are not present in this research. Meanwhile, the patient loyalty variable after being influenced by service quality, location and patient satisfaction obtained an R^2 value of 0.617 or it could be said that 61.7% of patient loyalty is influenced by service quality, location, and patient satisfaction and the remaining 38.3% is influenced by other factors that are not present in this study. (Hair et al. 2019)

Table 6. R-Square Results

	R square (R^2)	Category
Patient Satisfaction	0,418	Weak
Patient Loyalty	0,617	Moderate

Source: Primary Data Processed

Predictive Relevance Results (Q^2)

Based on Table 7 it can be further explained that the Q^2 value of patient satisfaction is $0.369 > 0$, which means that service quality and location have predictive relevance to patient satisfaction which can be categorized as medium predictive relevance, while the Q^2 value of patient loyalty is $0.397 > 0$, which means that service quality, location and patient satisfaction have predictive relevance to patient loyalty in the medium predictive relevance category. So, it can be said that this model can be assessed as having moderate predictive ability. (Hair et al. 2021)

Table 7. Predictive Relevance Results

	Q square (Q^2)	Category
Patient Satisfaction	0,369	Medium
Patient Loyalty	0,397	Medium

Source: Primary Data Processed

Effect Size (f^2)

Based on table 8, it can be seen that patient satisfaction towards patient loyalty f^2 value is 0.461, which categorized as large effect. while service quality and location on patient satisfaction have medium effect and service quality and location towards patient loyalty have weak effect. (Hair et al. 2021)

Table 8. Effect Size Results

Path	Effect size (f^2)	Category
Service Quality \rightarrow Patient Satisfaction	0.298	Medium
Service Quality \rightarrow Patient Loyalty	0.093	Weak
Location \rightarrow Patient Satisfaction	0.254	Medium
Location \rightarrow Patient Loyalty	0.056	Weak
Patient Satisfaction \rightarrow Patient Loyalty	0.461	Large

Hypothesis tests

Based on table 9, it shows that all hypotheses are supported. In this research all hypothesis has a positive and significant effect which can be seen through the path coefficient, T-statistics, and p-value. (Hair et al. 2021)

Table 9. Summary of Statistics Hypothesis Testing Results

	Hypothesis	Path coefficient	T-Statistic	P-Value	Result
H1	Service quality influence positively and significantly to patient satisfaction	0,428	4,023	0,000	Supported
H2	Location influence positively and significantly to patient satisfaction	0,395	3,711	0,000	Supported
H3	Service quality influence positively and significantly to patient loyalty	0,221	2,149	0,016	Supported
H4	Location influence positively and significantly to patient loyalty	0,169	2,046	0,020	Supported

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H5	Patient satisfaction influence positively and significantly to patient loyalty	0,551	4,772	0,000	Supported
H6	Service quality influence positively and significantly to patient loyalty mediated by patient satisfaction	0,236	2,843	0,002	Supported
H7	Location influence positively and significantly to patient loyalty mediated by patient satisfaction	0,218	2,624	0,004	Supported

Source: Primary Data Processed

Discussion

The test results show that Hypothesis 1 in this study, namely service quality has a positive and significant effect on patient satisfaction at RSGM-P FKG Universitas Trisakti, this is also supported by research conducted by Susanty et al (2023) which showed signs that service quality has a positive and significant influence on patient satisfaction. This study also explained that providing good quality services will have effect on patient satisfaction, because satisfaction is an indicator of qualified hospital. Apart from that, the result of this research also in line with research conducted by Pamungkas et al (2023) which states that service quality has a significant effect on patient satisfaction. Service quality is the main key to fulfill patient satisfaction, because patient satisfaction allows for good long-term effects between patients and hospital as service provider. (Agagbo et al. 2023)

Hypothesis 2 in this study location has a positive and significant effect on patient satisfaction at RSGM-P FKG Universitas Trisakti, this is also supported by research conducted by Vebnia et al (2013) which shows that location influence patient satisfaction. This can be explained further that determining the location of healthcare facilities is an important and critical thing, because it will affect the efficiency of patient to come to a healthcare facility. The more strategic hospital's location, the easier it is for patients to be interested in using the services of the hospital. (Flores et al. 2021) Apart from that, the results of this research also in line with previous research conducted by Sholihuddin et al (2020), which explains that the right location will provide a sense of satisfaction for customer because customer will be satisfied with a location where the location is free from traffic so they can save more time to the hospital, a location that easy to reach using public transportation, and easy road access for all types of vehicles.

Hypothesis 3 in this study service quality has positive and significant effect on patient loyalty at RSGM-P FKG Universitas Trisakti. This research parallel with the previous research conducted by Kristinawati et al (2023) and Anam (2023) that service quality has a positive effect on patient loyalty. Based on research conducted by Anam (2023) it was explained that good healthcare services can increase patient loyalty in seeking treatment at the hospital. This is because good service quality is what patient expected, so it can build patient's commitment to using the same services repeatedly. According to the literature, loyalty is very important for health service providers because loyalty describes a situation where patients continue their relationship with the hospital and recommend hospital's services to their relatives. (Asnawi et al. 2019)

Hypothesis 4 in this study location have a positive and significant effect on patient loyalty at RSGM-P FKG Universitas Trisakti. This research is parallel with the previous research conducted by Ridwan and Yusuf (2019) that location influence patient loyalty, which was further explained that the accessibility of a hospital's location certainly increases patient loyalty. This is also supported by Pratiwi (2019) in Hokky and Bernarto (2023) that the better the location of a hospital, the higher the loyalty formed by a patient, and vice versa. If the location is less strategic, it can reduce patient loyalty.

Hypothesis 5 in this study patient satisfaction has positive and significant effect on patient loyalty at RSGM-P FKG Universitas Trisakti. this is supported by research conducted by Sofia (2023) which was conducted on Dental Hospital in Jakarta which showed that there was positive effect of patient satisfaction on patient loyalty. Other research states that the higher patient satisfaction, the greater the patient loyalty, because patient satisfaction influence purchasing behavior which will lead the person to become loyal. Satisfaction plays an important role in services because it is related to loyalty. It is impossible for dissatisfied customer to become a loyal customer, while satisfied customer will always be a loyal customer. (Chi and Gursoy. 2009; Chang et al. 2013 in Asnawi et al. 2019)

Hypothesis 6 in this study service quality has positive and significant effect on patient loyalty mediated by patient satisfaction at RSGM-P FKG Unviersitas Trisakti. Patient satisfaction is known to be an important mediator in the relationship between service quality and patient loyalty. The findings in this

study mean that the direction or path from service quality to patient satisfaction is an important way to influence patient loyalty and the results of this study are consistent with the previous research conducted by Addo et al. (2020) that service quality influence patient loyalty which mediated by patient satisfaction, and also this research in line with previous research conducted by Almomani et al. (2020) that the role of patient satisfaction as a mediator influence service quality on patient loyalty positively and significantly.

Hypothesis 7 in this study location has positive and significant effect on patient loyalty mediated by patient satisfaction at RSGM-P FKG Universitas Trisakti. This is in accordance with research conducted by Sumitro (2019) that there is an indirect effect between location on patient loyalty which is mediated by patient satisfaction, which is proven to be significant, which means that if access, visibility, traffic, and environment of a location are supportive then customer satisfaction will be achieved which has an impact on customer loyalty. (Tjiptono. 2007)

4. CONCLUSION

Based on the results of the research related to the influence of service quality and location on patient loyalty at RSGM-P FKG Trisakti University, which is mediated by patient satisfaction, the following conclusions were obtained: 1) Service quality has a positive and significant effect on patient satisfaction. 2) Location has a positive and significant effect on patient satisfaction. 3) Patient satisfaction has a positive and significant effect on patient loyalty. 4) Service quality has a positive and significant effect on patient loyalty. 5) Location has a positive and significant effect on patient loyalty. 6) Service quality has a positive and significant effect on patient loyalty which is mediated by patient satisfaction. 7) Location has a positive and significant effect on patient loyalty which is mediated by patient satisfaction.

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