


# Analysis of the Influence of Pharmaceutical Service Quality and Hospital Image on Patient Satisfaction and Its Impact on Outpatient Revisit Interest at XYZ Hospital

Ni Kadek Doni<sup>1</sup>, Maura Linda Sitanggang<sup>2</sup>, Derriawan<sup>3</sup>

<sup>1,2,3</sup>Pancasila University, Jakarta, Indonesia

Article Info	ABSTRACT
<p><b>Keywords:</b> Quality of Pharmaceutical Services, Hospital Image, Patient Revisit Interest</p>	<p>To improve the quality of pharmaceutical installation services in hospitals, there needs to be a service standard that can be used as a guideline in providing pharmaceutical services. By implementing service standards optimally, it will foster a positive hospital image. A positive hospital image will foster patient loyalty and interest in revisiting. This study aims to analyze the effect of pharmaceutical service quality and hospital image on patient satisfaction and its impact on the interest in revisiting outpatients at XYZ Hospital. This research method uses a quantitative descriptive approach. This study is included as explanatory research. The total sample in this study was 250 respondents. The sample was determined based on simple random sampling. The data analysis technique used in this study was descriptive statistical analysis and the Partial Least Square (PLS) test which includes outer model analysis (measurement model) and inner model analysis (structural model). The data was processed using Smart PLS software version 3. SEM ( Structural Equation Modeling ) based on variance. The results show that the quality of pharmaceutical services has a significant effect on patient satisfaction, the image of the hospital has a significant effect on patient satisfaction, the quality of pharmaceutical services has a significant effect on the intention to revisit, the image of the hospital has a significant effect on the intention to revisit, patient satisfaction has a significant effect on the intention to revisit, the quality of pharmaceutical services has a significant effect on the intention to revisit and the image of the hospital has a significant effect on the intention to revisit through patient satisfaction. So it can be concluded that the quality of service and the image of the hospital affect patient satisfaction and the intention to revisit patients, the better the quality of service and the image of the hospital, the higher the level of satisfaction and the intention to revisit the patient.</p>
<p>This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license</p> 	<p><b>Corresponding Author:</b> Ni Kadek Doni Pancasila University, Jakarta, Indonesia</p>

## INTRODUCTION

In essence, health development is a national effort carried out by all Indonesian people with the aim of increasing awareness, willingness, and capacity of all people to live healthily. Of

course, with the aim of achieving the highest possible level of health to achieve optimal health for the community (1). The achievement of an advanced and autonomous country that is physically and intellectually prosperous depends on the growth of health as a component of human resource development (2). An important indicator that places this country in the advanced category is a high level of health. Health services are efforts by individuals or organizations with the aim of paying attention to health and curing or minimizing all diseases in every level of society. Hospitals are one of the locations where medical services can be provided (3).

To gain and maintain market share, healthcare providers need to prioritize patient needs and expectations, which in turn will affect patient intention to revisit (4). The phase of patient desire before the decision to revisit is practiced is known as intention to revisit (5). The desire to return to the same hospital is reflected in intention to revisit. According to Zeithaml and Bitner in Prasetyo (5), behavioral interaction is an indicator of patient intention to stay in one hospital or move to another hospital. High patient perception will create a pleasant interest in consumer behavior, and one aspect of pleasant behavior is the desire to return.

According to PK Hellier, the intention to revisit in Prasetyo (5) can be measured from the interest to return to get the same service, the interest to return to get additional services, and the interest to choose the same hospital compared to other hospitals. Wu in Prasetyo (5) stated that when the care received is in accordance with the planned care, patient satisfaction affects the patient's interest and willingness to schedule a revisit. The patient's assessment or review after receiving service is known as patient satisfaction, and this indicates whether the experience meets or exceeds expectations or not (6). Patient satisfaction has the potential to motivate patients to return, develop a sense of loyalty to the hospital, and recommend the facility to others (5). Because patient satisfaction is basically dependent on each person's perception, patient satisfaction is a fleeting concept with highly variable results. Many factors, including the services received and the costs incurred by the patient, affect patient satisfaction. If the service is in accordance with patient expectations, patient satisfaction will arise (7)

There are factors that influence patient satisfaction, namely the quality of pharmaceutical services. Public access to high-quality health services is highly dependent on the quality of pharmaceutical services provided in hospitals, which are closely related to each other (8). A health professional is needed for health efforts. Because hospitals have requirements for pharmaceutical care, pharmacists must become more proficient or behave professionally (9). The public needs adequate information about medicines provided by someone who is able to provide it, such as pharmacists, to maintain and improve physical and mental health. They are responsible and obliged to do this (10).

Image elements are another aspect of health services that must be considered in addition to the quality of pharmaceutical services. A person's thoughts, ideas, and impressions about an object form their image (11). Customer happiness can be influenced by the image of the hospital, which is based on previous information and interactions with the brand or product (12). A positive hospital image will foster patient loyalty and encourage

return visits. A positive corporate reputation can also help businesses in a variety of short-term and long-term ways, as patients are more likely to accept its services compared to competitors with negative reputations. Consumers' opinions about a business can influence whether or not they are interested in returning. This indicates that a positive reputation comes from the client's perspective or impression, not the service provider's perspective or impression (13). Based on the explanation above, the researcher wants to conduct a study entitled "Analysis of the Influence of Pharmaceutical Service Quality and Hospital Image on Patient Satisfaction and its Impact on Outpatient Revisit Interests at XYZ Hospital."

## METHOD

This research is a quantitative descriptive research that uses survey techniques such as observation and observation to collect accurate data about a particular problem and object around a community group or a particular place to be studied (14). This research was conducted at XYZ Hospital, Cengkareng District, West Jakarta City, Special Capital Region of Jakarta. The population of this study was all outpatients at XYZ Hospital. The population observed was categorized as a large population consisting of more than 100 individuals (15). So the current population used as the subject of the study is considered a sample. The total sample is based on the Hair et al (2010) formula in (16), namely: (Number of indicators + number of variables) x (5 to 10 times). So the calculation of this research sample is: maximum sample =  $(46 + 4) \times 5 = 250$  respondents. Sampling was done through a questionnaire. Because the questionnaire consists of a list of written questions and respondents must answer the questions, this is also called a written interview (17). A five-point Likert scale was used in this investigation. The data analysis strategy in this study used SmartPLS software version 3. The variance-based structural equation modeling (SEM) method is the partial least squares test, or PLS. This method is used to conduct path analysis, which is often used in behavioral research. PLS is thus used as a statistical method in models with multiple independent and dependent variables.

## RESULT AND DISCUSSION

The measurement model (Outer Model) and the structural model (Inner Model) are two types of models produced during the data processing process in this study by utilizing Smart PLS. To determine the validity and reliability of the measurement model, an evaluation of the outer model is carried out. While measuring the degree of influence between latent variables is the purpose of the evaluation of the structural model (Inner Model).

### Measurement Model (Outer Model)

By using the PLS algorithm procedure in SmartPLS Software, a measurement model (Outer Model) can be obtained to assess the validity and reliability of the equation model. The results of the PLS algorithm include:

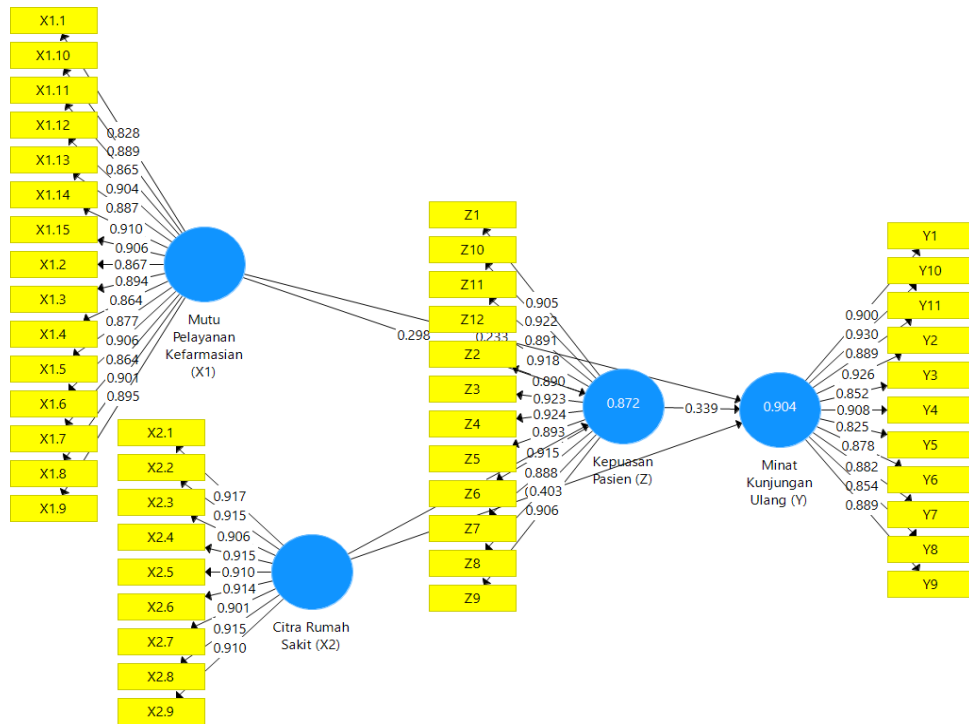


Figure 1 Outer Model Evaluation

### Convergent Validity

Utilizing the external loading value or loading factor, convergent validity is measured. Possible external loading value  $>0.7$  for convergent validity test. The following values of the convergent validity of this study are determined by these definitions.

Table 1 Convergent Validity

Indicator	Loading Factor	Information
X1.1	0.828	Valid
X1.2	0.867	Valid
X1.3	0.894	Valid
X1.4	0.864	Valid
X1.5	0.877	Valid
X1.6	0.906	Valid
X1.7	0.864	Valid
X1.8	0.901	Valid
X1.9	0.895	Valid
X1.10	0.889	Valid
X1.11	0.865	Valid
X1.12	0.904	Valid
X1.13	0.887	Valid
X1.14	0.910	Valid
X1.15	0.906	Valid

Indicator	Loading Factor	Information
X2.1	0.917	Valid
X2.2	0.915	Valid
X2.3	0.906	Valid
X2.4	0.915	Valid
X2.5	0.910	Valid
X2.6	0.914	Valid
X2.7	0.901	Valid
X2.8	0.915	Valid
X2.9	0.910	Valid
Z1	0.905	Valid
Z2	0.890	Valid
Z3	0.923	Valid
Z4	0.924	Valid
Z5	0.893	Valid
Z6	0.915	Valid
Z7	0.888	Valid
Z8	0.896	Valid
Z9	0.906	Valid
Z10	0.922	Valid
Z11	0.891	Valid
Z12	0.918	Valid
Y1	0.900	Valid
Y2	0.926	Valid
Y3	0.852	Valid
Y4	0.908	Valid
Y5	0.825	Valid
Y6	0.878	Valid
Y7	0.882	Valid
Y8	0.854	Valid
Y9	0.889	Valid
Y10	0.930	Valid
Y11	0.889	Valid

Source: Processed primary data, 2023

The table above shows that all indicators of this assessment factor passed the *convergent validity test* because their values were greater than the threshold of 0.7.

#### **Discriminant Validity**

There are many method For evaluate validity discriminant, such as inspect average variance extracted (AVE) value. If the value indicator more from 0.5, then considered meets the average variance extracted (AVE). Table 2 is shown here

**Table 2** Average Variance Extracted (AVE)

Variables	Average Variance Extracted (AVE)
Quality Service Pharmacy (X1)	0.782
Image House Sick (X2)	0.831
Satisfaction Patient (Z)	0.821
Interest Visit Repeat (Y)	0.784

Source: Data primary processed, 2023

As the data above shows that all variables, namely the quality of pharmaceutical services, hospital image, patient satisfaction, interest and repeat visits have an Average Variance Extracted (AVE) value > 0.5 so that it can be stated that all variables meet the Average Variance Extracted (AVE) requirements and pass the discriminant validity test.

### Cronbach's Alpha

Cronbach alpha aims to test reliability. If the value of a variable is greater than 0.7, it is considered reliable or meets Cronbach's alpha. The Cronbach's alpha values for each variable are shown here:

**Table 3** Cronbach Alpha

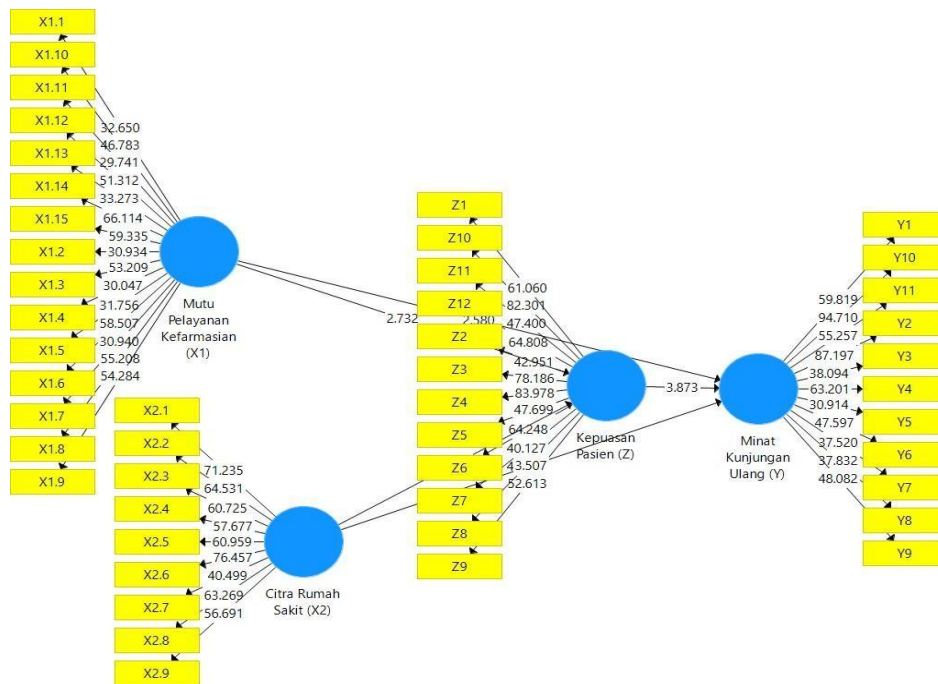
Variables	Cronbach Alpha
Brand Trust (Z)	0.959
Decision Purchase (Y)	0.960
On line Cunsomer Reviews (X2)	0.961
Social Media Marketing (X1)	0.968

Source: Primary data processed, 2023

As the data above shows, the quality of pharmaceutical services, hospital image, patient satisfaction, interest and repeat visits have a Cronbach alpha value > 0.7, which means that all statements are reliable for use.

### Inner Model Testing

Below is a schematic of the PLS program model that is taught. Determination of the coefficient (R<sup>2</sup>), goodness of fit test, and hypothesis test in evaluating the structural model.



### Coefficient of Determination (R<sup>2</sup>)

In order to know the magnitude influence from each variable so consider the magnitude determination coefficient (R<sup>2</sup>). The following the results obtained

**Table 4** R-Square

Variables	R Square	R square Adjusted
Satisfaction Patient (Z)	0.872	0.871
Interest Visit Repeat (Y)	0.904	0.903

Source: Primary data processed, 2023

With a value of 0.872 and good category classification, the first R-Square was used to determine the extent to which the variables of pharmaceutical service quality and hospital image affect patient satisfaction. This shows that the variability of patient satisfaction of 87.2% can be explained by the variables of pharmaceutical service quality (X1) and hospital image (X2). The effect of the variables of pharmaceutical service quality, hospital image, and patient satisfaction on the interest in repeat visits was then studied using the second R-square, which produced a value of 0.904 and was stated to have a value with both categories. This shows that the variables of pharmaceutical service quality (X1), hospital image (X2), and patient satisfaction (Z) of 90.4% can explain the variability in the interest in repeat visits.

### Goodness of Fit

Q-square measures goodness of fit. In regression analysis, the Q-Square value is equivalent to the determination of the coefficient (R-Square). where the model can be considered more or better fit to the data, the greater the Q\_Square. the following method to calculate Q- Square:

$$\begin{aligned}
 Q2 &= 1 - (1 - R12) (1 - R22) \\
 &= 1 - (1-0.872) (1-0.904) \\
 &= 1 - (0.128)(0.096) \\
 &= 1- 0.0012288 \\
 &= 0.99
 \end{aligned}$$

As the calculation result, the Q-Square obtained is 0.99, or 99%, which is derived from the calculation above shows the level of variability in the research data that may be offered by the research model, with the remaining 1% explained by elements outside the scope of this study. Therefore, based on these findings, it can be said that the study model has a very high goodness of fit.

### Hypothesis Testing

In the research This there is influence direct and indirect direct Because there is independent variable, variable dependent, and intervening variables.

#### 1) Influence Direct

In research This this, influence direct submit up to five theories. Testing hypothesis with method bootstrap analytics. Influence degrees significance between variable independent and dependent can confirmed with use results -T statistic. The higher value of t statistic big from 1,970 shows substantial influence. In addition, its influence significant based on The resulting p-value when the p-value of each variable not enough from 0.05. Original sample show beneficial influence. Here This to summarize influence test results direct.

**Table 5** Results of Direct Effect Hypothesis Test

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Quality of Pharmaceutical Services (X1) - > Satisfaction Patient (Z)	0.298	0.312	0.109	2,732	0.007
Image House Sick (X2) -> Patient Satisfaction (Z)	0.649	0.634	0.111	5,842	0,000
Quality of Pharmaceutical Services (X1) - > Interest Revisit (Y)	0.233	0.242	0.090	2,580	0.010
Image House Sick (X2) -> Interest in Repeat Visits (Y)	0.403	0.396	0.115	3,507	0,000
Satisfaction Patient (Z) -> Visit Interest Repeat (Y)	0.339	0.336	0.087	3,873	0,000

As per the data above so analyzed influence between variable in a way direct among others.

- a) Testing The Influence of Service Quality Pharmacy to Satisfaction Patient. t- statistic value from influence quality service pharmaceutical towards satisfaction patient which is 2.732 exceeding the t- table (1.970) and the P-value is  $0.007 < 0.05$ . This means that quality service pharmacy give influence on satisfaction patient so H1 is accepted.
- b) Testing The Influence of Hospital Image on Satisfaction Patient. t- statistic value from influence image House sick of satisfaction patient that is of 5.842 exceeds the t- table (1.970) and the P-value is  $0.000 < 0.05$ . This means that image House Sick give influence on satisfaction patient so H2 is accepted.
- c) Testing The Influence of Service Quality Pharmacy Regarding Visit Interest Repeat. t- statistic value from influence quality service pharmacy on interest visit repeat which is 2.580 exceeding the t- table (1.970) and the P-value is  $0.010 < 0.05$ . This means that quality service pharmacy give influence on interest visit repeat so that H3 is accepted.
- d) Testing The Influence of Hospital Image on Visit Interest Repeat. t- statistic value from influence image House Sick to interest visit repeat which is 3.507 exceeding the t- table (1.970) and the P-value  $0.000 < 0.05$ . This means image House Sick give influence on interest visit repeat so H4 is accepted.
- e) Testing Influence Satisfaction Patient on Interest in Visits Repeat. t- statistic value from influence satisfaction patient on interest visit repeat which is 3.873 exceeding the t- table (1.970) and the P-value  $0.000 < 0.05$ . This means br satisfaction patient give influence to interest visit repeat so H5 is Accepted

## 2) Indirect Influence

With use study patient as variable mediation, research This demonstrate variable No direct quality service pharmacy and image House Sick to findings research. findings analysis proven in effect No direct approach bootstrapping. Calculation produce results as following :

**Table 6** Results of Indirect Effect Hypothesis Test

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Quality Pharmaceutical Services (X1) -> Satisfaction Patient (Z) -> Interest Repeat Visit (Y)	0.101	0.104	0.044	2,278	0.023
Hospital Image (X2) -> Patient Satisfaction (Z) -> Visiting Interest Repeat (Y)	0.220	0.214	0.070	3,147	0.002

As per the data above, then analyzed influence between variable in a way No direct as following.

- a) Testing The Influence of Service Quality Pharmacy on Interest in Visits Repeat through Satisfaction Patient.t - statistic value from influence quality service pharmacy to interest visit repeat through satisfaction patient which is 2.278 exceeding the t- table (1.970)

and the P-value is  $0.023 < 0.05$ . This means quality service pharmacy give influence to interest visit repeat through satisfaction patient so that H6 is accepted.

- b) Testing The Influence of Hospital Image on Visit Interest Repeat through Satisfaction Patient. t - statistic value from influence image house sick of interest visit repeat through satisfaction patient which is 3.147 exceeding the t- table (1.970) and the P-value  $0.002 < 0.05$ . This means image House Sick give influence to interest visit repeat through satisfaction patient so H7 is Accepted

## Discussion

### The Influence of Service Quality Pharmacy to Satisfaction Patient

Analysis results show quality service pharmacy give influence in a way significant on satisfaction patient take care the road at XYZ Hospital. This is because of t- statistic hypothesis test results which is 2.732 exceeding the t- table (1.970) and the P-value is  $0.007 < 0.05$ . As with research (18), (19), (20) which found that quality service give influence in a way significant to satisfaction patient. Patient anticipate service pharmacy quality height, which is one of the factor most important. According to study addition, as done by (21), shows existence connection between satisfaction high patient and quality excellent service. Between intentions behavior and quality service, satisfaction patient act as a mediator. To what extent does the patient feel comfortable in the environment the surroundings created by the installation pharmacy House Sick become factor key in determine quality service pharmacy, besides services provided by personnel pharmacy to his patient. With Thus, it is expected satisfaction patient will increase comparable with perception quality service pharmacy provided to patient.

### The Influence of Hospital Image on Satisfaction Patient

Analysis results show image House Sick influence in a way significant to satisfaction patient take care the road at XYZ Hospital. This is because of t- statistic hypothesis test results which is 5,842 more than from the t- table (1.970) and the P-value is  $0.000 < 0.05$ . As with research (18), (19) which found that image House Sick influence in a way significant to satisfaction patient. View thoughts and impressions somebody about House Sick to form image they about institution said. According to (22), the reputation company give influence to decisions and satisfaction. According to Anfal (2020), happiness patient influenced by reputation House sick. According to (20) satisfaction patient influenced by reputation House sick. They will offer assessment and review to performance service House Sick in a way overall based on experience they as Consumer (patient). Consumer will disclose feeling good, negative, or neutral depends on how much good quality expectations and quality implementation service compared to. that depends on How hope client fulfilled or No.

### The Influence of Service Quality Pharmacy Regarding Visit Interest Repeat

Analysis results show quality service pharmacy influential significant interest visit re-tested at XYZ Hospital. This is because of t- statistic hypothesis test results which is 2.580 exceeding the t- table (1.970) and the P-value is  $0.010 < 0.05$ . As with research (23), (18), (20) which found that quality service influence in a way significant on interest visit repeat. Efforts made for to establish pharmacy House Sick For satisfying desires and preferences

patients, as well as accuracy the delivery in accordance with hope patient, can seen as indicator quality service pharmacy. According to research (20), there are strong correlation between quality service and interest patient for back. Findings study This show that tangibles, responsiveness, assurance, empathy, and reliability are one of the factor quality impactful service significant on the return interest of patients at Makassar City Hospital. The hypothesis is confirmed or accepted. In addition, research (18) that satisfaction customer in a way positive and significant influence desire they for back. (24) found correlation positive between dimensions loyalty and quality services, namely loyalty in matter return to same location and use various service as well as readiness pay more and stay loyal even though prices are up. Therefore that, focus main company is on quality service pharmacy Because can interesting interest customer for return.

### **The Influence of Hospital Image on Visit Interest Repeat**

Analysis results show image House Sick influential significant to interest visit re-tested at XYZ Hospital. This is because of t- statistic hypothesis test results which is 3.507 exceeding the t- table (1.970) and the P-value is  $0.000 < 0.05$ . As with research (18), (20) which found that image House Sick influential significant to interest visit repeat. Home image Sick have strategic goals. Image is considered as a filter for evaluate quality in a way overall. Therefore that, perception positive to House Sick contribute to the intention patient for choose House sick. Significance evaluation public lies in its ability for influence disseminated information about performance and service House sick. However, it is possible for using visuals as predictor interest For back. Positive reputation will influence mentality public up to the point where, if happen problem health, they No will guessing where to go look for help medical because, well through experience personal or the information obtained, they will return to House same pain.

### **Influence Satisfaction Patient on Interest in Visits Repeat**

Analysis results show satisfaction patient influence in a way significant to interest visit re-tested at XYZ Hospital. This is because of t- statistic hypothesis test results which is 3.873 exceeding the t- table (1.970) and the P-value is  $0.000 < 0.05$ . As with research (18), (20), (23) which found that satisfaction patient influence in a way significant on interest visit repeat. According to research (23), behavior patient influenced by satisfaction customers, with satisfied patient more Possible For back. Hospital will get benefit from improvement satisfaction patient. If the patient like with offer House sick, will determined that facility the has give chance best to public for accept care. If the patient like with service House sick, that will increase belief and confidence they that facility the will Keep going give maintenance best to they, improve possibility patient will survive and use service House sick in the future.

### **The Influence of Service Quality Pharmacy on Interest in Visits Repeat through Satisfaction Patient**

Analysis results show quality service pharmacy influence in a way significant to interest visit repeat through satisfaction patient take care the road at XYZ Hospital. This is because of t- statistic hypothesis test results which is 2.278 exceeding the t- table (1.970) and the P-value is  $0.023 < 0.05$ . As with research (18) and (23) which stated that satisfaction patient

mediate influence quality service to interest visit back. In a highly competitive industry moment this, one of factor most important is quality service pharmacy. The impression that will obtained patient from House Sick moment use his services are greatly influenced by power pull facilities, dependencies and guarantees in offer service pharmacy to patient. Therefore that, in matter this, perception patient to quality perceived service will visible. Satisfaction patient will appear from perception quality care high. Hospital value satisfaction patient Because push purchase return and utilization return services. Hospital can use tactics determination position for increase their market share with leveraging satisfaction data patient. Happiness customer impact directly to behavior purchase, which in turn determine possibility happy client will back and take advantage of service. Fornell in (25), stated level high satisfaction can increase loyalty client and trigger interest in repeat business. With Thus, satisfaction patient will influenced by quality service House pain, and satisfaction patient Then will influenced by desire for return.

### **The Influence of Hospital Image on Visit Interest Repeat through Satisfaction Patient**

Analysis results show image House Sick influence in a way significant to interest visit repeat through satisfaction patient take care the road at XYZ Hospital. This is because of t-statistic hypothesis test results which is 3.147 exceeding the t- table (1.970) and the P-value is  $0.002 < 0.05$ . As with (18) who found that satisfaction patient mediate influence image House sick of interest visit back. Corporate image is one of the things that often happen influence satisfaction customers and influence How they choose for return or no. Interest in visiting repeat is dedication patient to House pain indicated by willingness they for promote it to others and the atmosphere heart those who are good moment back. After patient satisfied with purchase they, they will more interested For back. One of the factor key in evaluate How patient will interested For return or no. If the selected product fulfil or above hope patient, or at least in line with preference they, the patient will satisfied. On the other hand, patients No will satisfied If selected products No fulfil hope them. As a result, satisfaction patient will influenced by reputation House sick, which in turn will influence desire to return.

## **CONCLUSION**

Based on results the analysis conducted, found that quality service pharmacy give influence significant to satisfaction patient take care the road at XYZ Hospital. This is proven with t-statistic value of 2,732 which exceeds t- table value of 1,970, and The P-value is 0.007 which is higher small from 0.05. Next, the image House pain is also proven influential significant to satisfaction patient take care road with t- statistic value of 5.842 and P-value of 0.000. Not only that, quality service pharmacy also has an influence significant to interest visit repeat patient, shown with t- statistics of 2.580 and P-value of 0.010. Similar things shown by the image House the disease that has influence significant to interest visit repeat with t- statistic value of 3.507 and P-value of 0.000. In addition, satisfaction patients are also proven give influence significant to interest visit repeat at XYZ Hospital with t- statistic value of 3.873 and P-value of 0.000. Analysis furthermore show that quality service pharmacy participate

influential significant to interest visit repeat through satisfaction patient take care road, with t- statistic value of 2.278 and P-value of 0.023. Finally, the image House sick also has influence significant to interest visit repeat through satisfaction patient take care road, proven with t- statistic value of 3.147 and P-value of 0.002. Findings This confirm that good quality service pharmacy, image House sick, or satisfaction patient own role important in push interest visit repeat patients at XYZ Hospital.

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