


## Evaluation Of Patient Satisfaction In The Service Of The Lembang Hospital Heart Poly

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Article Info	ABSTRACT
<b>Keywords:</b> Patient satisfaction, Health Services, poly heart, Lembang Hospital.	This study aims to evaluate the level of patient satisfaction with the services at the Lembang Hospital Heart Poly. Patient satisfaction is one of the key indicators in assessing the quality of health services provided, especially in cardiac specialist services that require more attention. The method used in this study involves a questionnaire survey to patients who have received services at the Lembang Hospital Heart Poly. The aspects assessed include the speed of service, the competence of medical personnel, facilities, and the comfort of the hospital environment. The results of the study showed a high level of patient satisfaction in terms of the competence of medical personnel and facilities, but there were several complaints about the speed of service that needed improvement. This finding is expected to be an evaluation material to improve the quality of services in the future.
This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license 	<b>Corresponding Author:</b> Rachmi Anasthasia Seriulna Universitas Sangga Buana Bandung <a href="mailto:rachmianasthasias@gmail.com">rachmianasthasias@gmail.com</a>

### INTRODUCTION

Hospitals serve as important healthcare institutions, playing a crucial role in coordinating health programs for individuals and communities. Therefore, this facility must continue to strive to improve the quality of its services. The standard of care in hospitals must be tailored to the changing needs and expectations of society, while ensuring increased productivity and efficiency in management practices, in line with professional guidelines, operational procedures, and minimum standards for hospital services. (Samino, 2023). In order for hospitals to succeed and develop, they must be able to exhibit and provide maximum health services. The quality of services in hospitals is evaluated indirectly through guidelines, which include standards, criteria, and indicators that are relevant to various aspects of health service delivery. Hospital service indicators are used to assess the level of utilization, quality, and efficiency of services (Samino, 2023). The rapid development of the healthcare sector has led to fierce competition among hospitals. These facilities are where medical professionals, such as doctors, nurses, and support staff, provide their services. In the current situation, hospitals have become a top choice for individuals of all socioeconomic classes, catering to their needs from low, middle, and upper-income backgrounds. The volume of patients seeking significant treatment (Bajamal. Ar Abdulaziz, et al., 2020).

The provision of high-quality healthcare significantly increases patient satisfaction. These positive experiences in turn foster greater loyalty towards the hospital. As stated by (Fauziah, 2023). Patient loyalty reflects satisfaction with the hospital's facilities and services, as well as a commitment to continue utilizing its facilities. Loyalty can be assessed through a patient's preference for the services they receive or the frequency of their visits to a healthcare provider. Several factors affect patient loyalty, including the quality of services provided, overall customer satisfaction, price, hospital reputation, comfort level, and individual patient characteristics. (Meidara, 2022). Patient satisfaction is greatly influenced by the quality of health services provided. Furthermore, a positive patient experience will increase loyalty to the hospital. As stated (Fauziah, 2023), patient loyalty shows satisfaction with hospital facilities and services, as well as dedication to remain a patient there. In today's healthcare landscape, quality of service is critical. With technological advancements and increasing competition in the healthcare sector, hospitals, clinics, and other medical facilities are increasingly aware of the importance of providing exceptional services to their patients (Solehudin, et al., 2023). Beyond the technical aspects of medical care, quality services include patient comfort, attention, and interaction between healthcare staff and patients. (Fauziah, 2023).

A useful indicator for patient satisfaction is to evaluate the quality of health services (Ulhaq, et al., 2022). Individuals where there will be widespread treatment and will be well received congoing towards having a positive perception of health facilities and tend to seek further services there (Meidara, 2022). In addition, patients who are thus satisfied with medical facilities are advised for family members and even the community in general (Hodge, 2018). Service quality is an important consideration, as customers form their opinions based on their experience with the product or service they receive (Vidyanto, et al., 2023). Given the fierce competition these days, healthcare providers must prioritize customer satisfaction by providing exceptional service. Consumers will actively look for businesses that can provide them with the highest level of care (Kalijogo, 2019). The tendency to increase the number of patient visits must be accompanied by efforts to improve the quality of services to ensure that patients really get their right to receive good quality and consistent health services. For this reason, it is necessary to evaluate and supervise the quality of service in this outpatient installation periodically and continuously. One of the indicators of service quality in outpatient installations that is monitored by the government systematically and continuously through national quality indicators of hospitals for outpatient care is the achievement of outpatient waiting times and patient satisfaction (Samino, 2023).

The problem of patient loyalty has developed over time (Ramadhan, et al., 2018). There is often a strong relationship between patient satisfaction and their loyalty to healthcare providers (Mamuaya, et al., 2023). When faced with challenges such as poor service quality, long wait times, poor communication, or unprofessional behavior from staff, patients may become dissatisfied and less likely to revisit the same medical facility (Deharja, et al., 2019). Increased competition among healthcare providers for patient time and trust can also affect their loyalty. To attract and retain patients, healthcare institutions must ensure that they provide exceptional experiences and high-quality services (Apriliani, et al, 2024). Based on

the description above, therefore the author will discuss related to the title, namely Evaluation of Patient Satisfaction in Cardiac Poly Services at Lembang Hospital. The purpose of this study is to find out what is meant by the level of patient satisfaction, find out what is meant by the quality of patient service, find out what is meant by a cardiac catheter, and find out if there is a relationship between the Influence of Service Quality and Facilities on Outpatient Satisfaction at the Cardiac Polyclinic.

## METHODS

### Quality of Service

Loyalty can be influenced by variations in patient needs and preferences depending on demographic characteristics including age, culture, and social background. The opinions of several experts regarding the quality of health services show that the term "quality" of health services has a broad meaning (Utomo, et al., 2024). Health services are actions carried out singly or collectively within an organization with the aim of preventing and curing diseases and restoring the health of individuals, families, groups, or communities. (Erpurini, 2021).

### Patient Satisfaction

Customer satisfaction arises when the product or service used by the patient meets their needs, wants, and expectations. Thus, patient satisfaction is determined by the comparison between the perceived quality of care and their individual needs, desires, and expectations (Susanty, et al., 2023).

### Heart Disease

The heart is a reliable organ that flows 6,000 liters of blood every day, demonstrating great efficiency and longevity. The heart plays a crucial role in delivering essential nutrients to tissues and transporting metabolic waste to the body's excretory system for disposal. When heart problems arise, it can interfere with the body's physiological processes significantly. Cardiovascular disease, a condition caused by impaired heart and blood vessel function, can develop in five main ways due to cardiovascular dysfunction: (Pudyarstiani, 2020)

## RESULTS AND DISCUSSION

As stated in the regulation of the Ministry of Health of the Republic of Indonesia number 028/MENKES/PER/1/2011 concerning clinics, these health service facilities are required to provide high-quality services to improve public health (Ratnasari, et al., 2019). defining service quality as the anticipated level of excellence and managing these standards to meet customer needs" (Erpurini, 2021). In today's digital era, securing patient data is becoming increasingly important. If patients feel that their personal information is mismanaged or not properly protected, their loyalty may be reduced, and their trust in the healthcare institution may be compromised. Therefore, it is important for healthcare facilities to recognize these changes and provide the right services to attract and retain diverse patients. There are various factors that can affect patients' perception of service quality, including waiting times, ease of access, doctor-patient communication, clinical skills of medical staff, and facility cleanliness

(Nabila, et al., 2024). According to the World Health Organization (2023), this condition has positive implications for the increasing need for quality services (Eny Wahyuningsih, 2023). Indonesia is a country with adequate health facilities. This can be seen from the number of first, second, and third level health facilities owned (Wardani, et al, 2024), This can be seen from the number of health facilities ranging from the first to the third level (Astarini, et al, 2023). First-level health facilities include clinics, doctor's practices, dentist practices, and health centers, as well as type D hospitals. Examples of second-level health facilities include type C and B hospitals. The demand for health facilities among the Indonesian population is very large. (Mamuaya, et al., 2023).

Consumers are considered satisfied when they feel better results from the selected product compared to unselected and low-quality alternatives (Rohmah, et al., 2020). Satisfaction is the response that customers have to their needs, which reflects the benefits received from goods or services that meet those needs more effectively than anticipated. This includes examples when their needs were met to a level that exceeded their expectations (Zubayr, 2024). Customer satisfaction is essential to improve business marketing performance. Satisfied customers tend to increase their purchase frequency, and by fostering ideal client relationships, these happy customers tend to develop brand loyalty (Syahnita, 2021). Public health as a whole is affected by health services (Santoso, et al., 2024). The services, treatments, and treatments provided to individuals who need health services are also determined by health care facilities. (Puji Hastuti, et al., 2024). Health service facilitators also select services, treatment, and care for community members who need medical attention. In other words, service can be interpreted as an action taken by another person to ensure that all parties feel the expected satisfaction and benefits. Serving others is the act of meeting the needs of others directly through their actions (Erpurini, 2021).

The degree of perfection of health services is referred to as quality. Although this on the one hand can make each patient feel satisfied according to the average satisfaction level of the population, on the other hand (Erpurini, 2021). The quality of a product has a significant impact on customer satisfaction levels. These measurable quality attributes are directly related to the quality of the product (goods/services). Aspects of quality measurement, especially (Prakoewa, et al., 2022):

1. Know the operation of service processes.
2. Knowing where adjustments should be made in an effort to continuously improve customer satisfaction, especially for items they value so much.
3. Assess whether modifications are making progress.

There are two approaches to improving the standard of health care delivery: an institutional approach and an individualized approach. This approach includes (Ryan Martin Pratama, et al, 2024):

1. Improve the quality and standards of resources, labor, costs, equipment, materials, and equipment by utilizing advanced technology; However, implementing this strategy can be expensive.
2. Improving the methods or technologies used in service delivery; this involves improving the way healthcare organisations deliver their services.

One of the key indicators of healthcare quality in relation to quality control is the length of time patients wait to receive treatment (Fauzia, et al., 2023). A clinic fails to fully address service quality if it ignores the waiting time experienced by patients (Rahayu, et al., 2023). The challenge of long waiting times for services continues to be an important concern in the healthcare environment, and it remains one (Laeliyah, et al., 2017). The length of patient waiting time is one of the important things in determining the quality of health services (Kalijogo, 2019).

The factors that affect patient satisfaction are as follows (Hodijah, et al, 2022):

- a. Knowledge plays an important role in influencing behaviour; individuals who are more informed about health-related issues are more likely to engage in health-promoting activities.
- b. If knowledge is presented in a way that is difficult to understand, then individuals may struggle to engage in proactive behaviour.
- c. Positive attitude reflects an individual's response or reaction to a stimulus, indicating a willingness to accept and engage with the information presented. This openness can increase the effectiveness of a given stimulus.
- d. Socio-economic factors and Personal value systems can also shape individual behavior.
- e. Understanding the type of service the client will receive is essential; Effective communication is key, especially in healthcare where face-to-face interactions are frequent.
- f. The empathy shown by healthcare providers can resonate emotionally with patients, affecting their adherence to medical advice. This aspect can significantly affect the level of patient compliance.

Time sensitivity is a common problem in healthcare practice, and one specific component that can lead to poor performance is delayed recovery (Mabini Jr, et al, 2024). Service quality, waiting time, and facilities are very influential factors in determining patient satisfaction in the medical service process (Wijaya, 2023). Service quality includes various aspects, including diagnostic accuracy, communication skills of medical personnel, cleanliness of facilities, and ease of access (Tuffahati, et al., 2023). Meanwhile, waiting time refers to the period of time between registration and receipt of the desired medical services by the patient (Zubayr, 2024). The dimensions of quality are as follows (Hodge, 2018):

1. A company's reliability is judged by its ability to accurately deliver the promised service on the first trial.
2. Responsiveness refers to the willingness and ability of a service provider to assist customers and promptly fulfill their requests.
3. Confidence relates to the professionalism, courtesy, and competence of staff members in building trust and confidence with clients.
4. Empathy reflects a company's capacity to understand its customers' concerns, act in their best interests, provide personalized attention, and maintain accessible working hours.
5. Tangible aspects include the physical appearance of service facilities, equipment or equipment, staff, and marketing materials.



Customers compare their impressions of the service and the results with their expectations as part of an evaluation process that results in the perceived quality of service (Sutoyo, et al., 2023). As a result, service quality that continuously meets or exceeds user expectations can be characterized as service quality (Ida Aryati, 2024). There are five dimensions of service quality, namely (Hodge, 2018):

1. Physical Evidence (Tangible) The availability of physical facilities, equipment and communication facilities, and others that can and must exist in the service process.
2. Empathy which includes the attitude of personal or company contact to meet needs and difficulties, consumers, good communication, personal attention, and ease of communication or relationships.
3. Assurance of knowledge, ability, friendliness, courtesy, and trustworthiness of personal contacts to eliminate consumer doubts and make them feel free from danger and risk.
4. Responsiveness: the willingness or desire of employees to help provide services that consumers need.
5. Reliability is the ability to provide the promised service appropriately and the ability to be trusted, especially to provide the service on time, in the same way according to the promised schedule, and without making mistakes

Customer needs and perceptions are the basis for delivering quality services (Budiaty, et al., 2023). In the end, the image of quality is shaped by the customer's viewpoint and perception, not the viewpoint and perception of the service provider (Apriliani et al, 2024)

This definition indicates that the quality of service dimension reflects the results produced by employees when they fulfill their responsibilities. These results were evaluated using indicators such as tangible physical evidence, reliability, assurance, responsiveness, and empathy (Hodge, 2018). Focusing on improving service quality can provide many benefits for businesses in the hospitality sector, including (Hodge, 2018):

1. Retaining Clients/End Users Customers will use the company's services again if they receive satisfactory service. Even when customers are happy with the service they receive, they will still share their experience with others.
2. Avoid price competition Businesses with high service standards and good service quality will be able to carve out a niche market for themselves and face more competition than those with lower standards.
3. Retaining Company High Performing Personnel with well-established standards will attract and retain outstanding personnel. With these clear standards, they will easily understand what businesses and customers want. Customers also feel at ease because there are not many complaints from them, as the management and the business run all operations in accordance with the current regulations and are constantly looking for ways to improve them.
4. Cutting Costs Customer satisfaction comes from providing high-quality services. There will be fewer customer complaints when there is this level of satisfaction. to reduce the costs incurred by businesses in correcting their mistakes.
5. When clients are satisfied with the services they receive, they are less likely to look for alternatives and may even recommend their current service provider to others

As a result, the company will see an increase in the number of new and retained customers, leading to higher revenue and profit. By improving the quality of the services offered, the company has worked strategically to retain customers and encourage future use of its services. Additionally, maintaining a high quality of service allows businesses to further increase their revenue.

Customer satisfaction can be understood as an emotional response resulting from experiences related to a particular product or service, the retail environment, or even behavioral patterns such as purchasing habits and overall market interactions. (Susanty, et al., 2023).

In simpler terms, loyalty can be described as a strong commitment to repurchase or continue to use a preferred product or service in the future, regardless of situational factors or marketing strategies that may influence switching behavior (Oentara, et al, 2022).

Terdapat tiga faktor utama dalam kepuasan konsumen yaitu (Erpurini, 2021):

- a. Cost: Buyers feel greater value when they find a product that offers the same quality at a lower price. For price-sensitive consumers, receiving exceptional value for their spending is an important source of satisfaction. Often, product price and quality alone may not provide a competitive advantage for businesses in achieving customer satisfaction.
- b. Level or Quality of Service: Customers tend to feel satisfied when they receive a level of service that meets or exceeds their expectations.
- c. Emotional Factor: A customer's sense of pride can be enhanced when they are confident that they can impress others with a product. This pride contributes to a high level of satisfaction, which is influenced not only by the quality of the product but also by other emotional aspects.

The Latin word "satis" which means enough or good enough, and "facio" which means to do or make, is the source of the English word "satisfaction". Thus, "the effort to fulfill something" can be the definition of satisfaction" (Ramdhani, 2021). In general, every business wants its customers to feel satisfied with the products or services they receive. Customer satisfaction can provide a solid foundation for businesses by encouraging repeat business and brand loyalty from customers who enjoy the company's goods and services. (Athalah Suhara, et al, 2024). All of this can be felt by assessing the quality of the services and goods provided (Hermawan, 2019). According to Zeithaml, et al. (2013:81) Customer satisfaction is influenced by factors such as price, perception of product and service quality, and certain attributes. In addition, situational influences, such as feedback from family members, and personal factors, including the customer's mood or emotional state, play a role in shaping satisfaction levels. Customer satisfaction can be defined as the buyer's mental assessment of the alignment or misalignment between the results achieved and the sacrifices made. (Soen, et al, 2023) In the healthcare sector, patients often measure their satisfaction by comparing the services they receive with their initial expectations (Deharja et al, 2019).

Customer expectations significantly affect the overall level of satisfaction (Kharisma Jayak Pratama, et al, 2023). Therefore, it is crucial to have a comprehensive understanding of customer expectations before creating strategies to increase satisfaction. (Hodijah, et al.,

2022). Although companies have the ability to shape customer expectations, manufacturers often do not have this power. This contributes to the ever-changing nature of customer satisfaction. It is important to note that customer satisfaction arises from cumulative experience in using products and services (Tuffahati, et al, 2023). Although companies have the ability to shape customer expectations, manufacturers often do not have this power. This contributes to the ever-changing nature of customer satisfaction. It is important to note that customer satisfaction arises from cumulative experience in using products and services (Suhita, et al., 2023). Therefore, those involved in customer satisfaction issues are involved with long-term challenges. The search for customer satisfaction is an ongoing process without a clear endpoint (Ramdhani, 2021).

High-quality health services are a fundamental result of health services. Without evaluating patient satisfaction, any proposed modifications to the healthcare system cannot be implemented accurately or effectively (Syahnita, 2021) Measuring patient satisfaction in healthcare facilities poses a challenge because these services often do not receive the same attention as services in the broader market. (Rofiq Kusuma Ningsih, 2019) Furthermore, economic decisions in healthcare are not always transparent. Patients often find it difficult or impossible to assess whether they are receiving optimal medical care (Ardiyansyah, et al., 2023). Therefore, several indicators can be used to evaluate patient satisfaction, including (Ramdhani, 2021):

- a. According to Muhammad Ihsan (2018), this can be illustrated through (Muhammad Ihsan, 2018):
  1. The level of availability of health services at the right time and location.
  2. Ease of obtaining medical assistance in both regular and emergency situations
  3. Patient knowledge of the benefits, availability, and function of the health care system.
- b. Satisfaction with the Quality of Medical Services Received as Highlighted (Nadiyanto, et al., 2024):
  1. Technical skills of doctors and other healthcare professionals involved in patient care.
  2. Disease progression or degree of improvement experienced by the patient due to medical treatment.
- c. Satisfaction with the Health Service Delivery System, Including Interpersonal Relationships. To assess this aspect (Salsabila, et al., 2024):
  1. The extent to which a patient's evaluation indicates the availability of services in hospitals and/or health centers.
  2. The level of care and compassion shown by the healthcare professional and/or other service provider.
  3. The level of trust and confidence of patients in their doctors.
  4. The patient's level of understanding of their condition or diagnosis.
  5. Clarity of doctor's recommendations and/or treatment plan
- d. Satisfaction with the Health Service System towards This is based on the perception outlined by (Nuria, 2024):



1. Physical infrastructure and healthcare environment.
2. Appointment system, which includes aspects such as scheduling, wait times, and time management during the waiting period.
3. Diversity and quality of health services and benefits provided.

According to Rofiq Kusuma Ningsih, (2019) This study can be understood as a way for individuals to interpret information and understand it through their senses—such as hearing, seeing, and feeling. For service providers, it is important to understand how customers perceive the quality of their services. When a customer's perception aligns with the feeling of service received that exceeds their expectations, satisfaction increases, and they tend to rate the quality of service positively. (Erpurini, 2021) Conversely, if the situation is reversed, customers may feel disappointed and give low ratings for the quality of service. Organizations engaged in the service sector need to take four steps to acquire and retain customers. First, determine the identity of the client. Second, determine the level of quality expectations that the client has. Third, understand the quality strategy for customer service. Fourth, understand the measurement cycle and customer satisfaction feedback. Regarding quality, customers have three different expectations, which are as follows (Rofiq Kusuma Ningsih, 2019):

- a. First Level: This level, which is in the form of assumptions, is the most basic customer expectation. When someone needs health center services, for example, they may imagine or think that the facility will open on time, that doctors, nurses, and other staff will be ready to serve them well, that complaints will be listened to well, and that they will receive good care.
- b. Second Level: The fulfillment of requirements and/or specifications, such as the Puskesmas opening on time, all officers are ready to serve, friendly and always provide clear information, helpful, and so on, are indicators of a higher level of customer satisfaction than the first level.
- c. Third Level: This level is more demanding than the first and second levels and results in excellent service so that it interests the patient or there is a gap (pleasure). In this case, the patient is unaware of certain unmet needs before receiving the service. For example, it turns out that the Puskesmas has a playground and a safe place for people to park their cars. According to (Ramdhani, 2021) states that the factors that affect patient satisfaction are as follows:
  - d. Knowledge: When information is not clearly understood, participation behavior becomes clear on its own.
  - e. Awareness: Without a clear understanding of knowledge, participatory behavior does not necessarily arise.
  - f. Positive Attitude: This refers to an individual's response or reaction to a stimulus, in which remaining unresponsive may change after receiving, wanting, or focusing on a given stimulus.
  - g. Socioeconomic Factors: These elements can influence participation in health services.
  - h. Value System: A person's values can shape their engagement with healthcare.

- i. Understanding of the Service: The understanding of service users about the type of service they will receive is essential. Effective communication is crucial here, as healthcare often requires significant face-to-face interaction.
- j. Empathy from Healthcare Providers: The compassion shown by healthcare professionals can resonate with patients emotionally, affecting their level of adherence to treatment and care plans.

Together, patient satisfaction and service quality have a large and substantial impact on patient loyalty. When it comes to building patient loyalty to hospitals as healthcare providers, these two elements are crucial. A customer must be loyal to a brand, have a positive attitude towards it, and plan to make additional purchases from the brand in order to be considered loyal. Referral (referring the business or product to others), Retention (customer resilience/retention to negative news/issues about a company), and Repeat Purchase (repeat purchases) are the dimensions of customer loyalty itself (Fauziah, 2023). Customer loyalty reflects strength and positivity, which is characterized by buyers who constantly return. Customer loyalty is an important aspect of marketing, and in the healthcare sector, patient loyalty comes from this customer loyalty. As stated by (Solehudin, et al., 2023).

Patient loyalty is influenced by the quality of healthcare products and services. The success of healthcare providers depends on fostering patient loyalty. This loyalty signifies the satisfaction that comes from the continuous use of hospital resources and services, as well as the decision to remain a patient there. (Nurhayati, 2024). In (Oentara, et al., 2022) stated that "A company's ability to retain and attract customers is highly dependent on its ability to value customer loyalty. Maintaining the survival of the company and improving its financial performance is directly related to maintaining customer loyalty." There are several steps involved in fostering customer loyalty, from identifying potential clients to securing collaborators. Relationships where companies create customer satisfaction to build a strong foundation for repeat business and word-of-mouth recommendations for the same product are known as customer loyalty." (Rohmah, et al., 2020). The degree of customer loyalty can be determined by a number of factors, including trust or belief in a brand or business, a strong emotional or psychological commitment to a brand or business, customer reactions to the burden of switching costs or price changes, word-of-mouth promotions or customer behavior that involves giving testimonials or even recommending a product, brand or business to others, and cooperation or customer behavior that involves cooperation with the business. (Fauziah, 2023). Definition of loyalty based on buying behavior. Loyal customers are (Eny Wahyuningsih, 2023):

1. Making frequent follow-up purchases is a practice among customers who regularly buy a product and buy it whenever a new product becomes available.
2. Creating goods that bridge product and service lines is a practice where customers buy a product, but they also buy enhancements from that product and other products that have the same purpose.
3. Referring to others is a purchasing behavior where customers ask others to use and recommend a product.

4. Demonstrate resistance to competitor influence Whether consumers' purchasing behavior is based on their belief that a product is superior to another.

According to Meidara (2022), in general, loyalty can be measured in the following way:

1. Preferred Order: Commonly referred to as a pattern of repeat purchases, the preferred order method is often used in studies that use additional customers' daily agenda panels.
2. Sales Percentage: This term refers to the overall proportion of sales in a specific product category, with analysis based on data collected from customer panels.
3. Preference: Loyalty is assessed through a statement of preference or psychological commitment. Loyalty is defined as a "positive attitude" towards a particular product and is often indicated by the intention to buy.
4. Commitment: This concept emphasizes the emotional and sentimental dimensions. When customers are highly engaged with a brand category, it fosters purchasing relationships that lead to commitment, especially when significant customer values, needs, and concepts come into play.

To conduct research on customer loyalty, the following things can be done (Bajamal, et al., 2020):

- a. Number of Referrals - Word-of-Mouth (WOM): This metric assesses the number of individuals who promote a product through personal recommendations.
- b. Repurchase Decision: This involves calculating the percentage of customers who choose to make additional purchases.
- c. Increase in Purchase Amount: This metric measures the ratio of returning consumers to purchase products in larger quantities.
- d. Customer Reduction and Retention Rates: This evaluation focuses on determining brand loyalty levels as well as the extent to which customers are transitioning between brands.

Cardiovascular disease, a condition caused by impaired heart and blood vessel function, can develop in five main ways due to cardiovascular dysfunction: (Pudyarstiani, 2020)

1. Inadequate blood pumping: The heart muscle may be too weak or unable to carry out its pumping function effectively.
2. Obstruction of blood flow: There may be an abnormality that prevents the valve from opening or increases pressure inside the ventricles.
3. Regurgitated flow: Problems related to reverse blood flow.
4. Heart conduction problems: Challenges in the electrical signaling of the heart.
5. Circulatory system continuity problems: Complications that affect the overall integrity of the circulatory system.

Coronary heart disease (CHD) includes a variety of disorders with different causes, where the oxygen needs of the myocardium are not adequately met. Three important factors that affect this condition are the metabolic needs of the myocardium, the oxygen transport capacity of the blood, and coronary blood flow (Fadhillah, et al., 2023). According to the criteria set by JNC VII (The Seventh Joint National Committee on Prevention, Detection, Evaluation, and Treatment of High Blood Pressure) in 2003, hypertension is defined as a

systolic blood pressure of 140 mmHg or higher or being on antihypertensive treatment. Primary hypertension, also called essential hypertension, accounts for about 95–98% of cases and has no identifiable cause, while secondary hypertension is responsible for only 2–5% of cases (Pudyarstiani, 2020). This pathological condition is caused by abnormal myocardial function, which causes the heart to be unable to pump enough blood to meet the metabolic needs of the tissues. Cardiac decompensation can occur because: (Fadhillah, et al, 2023)

1. Decrease in heart contractions
2. Increased cardiac pressure volume load.

To replace the reduced strength of the myocardium before heart failure, the heart dilates (Starling's mechanism) and enlarges. Decompensating will occur if this compensation mechanism is still unable to handle the load.

### **The Effect of Service Quality and Facilities on Outpatient Satisfaction at Cardiac Polyclinic**

In the results of the test conducted by Fadhillah (2023), especially in the interaction between facilities and services, which shows a clear and substantial influence in the relationship between the two variables. This shows that the best service requires the provision of adequate infrastructure and facilities. The latest technological advances and facility renovations also have an impact on the quality of hospital services.

## **CONCLUSION**

From the description above, it is clear that patient loyalty is greatly influenced by the quality of services provided. Patient loyalty to the hospital is positively correlated with the quality of services provided by the hospital. Furthermore, patient loyalty is greatly influenced by patient satisfaction. The formation of patient loyalty is greatly influenced by the degree of patient satisfaction with hospital services. Research on the components of hospital services, such as high-quality service facilities and hospital patient satisfaction, is needed given the fierce competition in the health sector, particularly in hospitals, which affects the likelihood of hospitals being abandoned due to unsatisfactory services. Thus, research on the impact of facilities and service quality on outpatient satisfaction at cardiac polyclinics is of interest to researchers.

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