

## **A Scoping Review of Research on Brand Image, Marketing Mix, Patient Hospital Satisfaction, And Loyalty in Indonesia**

**By**

**Cita Rosita Sigit Prakoeswa**

Master of Hospital Administration. Universitas Muhammadiyah. Yogyakarta, Indonesia  
Faculty of Medicine Universitas Airlangga, Surabaya, Indonesia Dr. Soetomo General  
Academic Hospital, Surabaya, Indonesia Corresponding Author Email:

[cita.rosita.psc21@mail.umy.ac.id](mailto:cita.rosita.psc21@mail.umy.ac.id)

ORCID: 0000-0003-3232-095X

**Nur Hidayah**

Master of Hospital Administration. Universitas Muhammadiyah Yogyakarta, Indonesia

ORCID: 0000-0002-1029-5477

**Arlina Dewi**

Master of Hospital Administration. Universitas Muhammadiyah Yogyakarta, Indonesia

ORCID: 0000-0002-5265-591x

### **ABSTRACT**

Hospital performance has been influenced by patient satisfaction and loyalty. Little is known, however, about the marketing mix and brand image factors that influence patient satisfaction and loyalty in Indonesian hospitals. The aim of this review is to better comprehend the factors that affect patient satisfaction and loyalty in Indonesian hospitals. We used the Arksey O'Malley and Levac framework to conduct a scoping review. From 2006 to 2021, peer-reviewed research articles from Scopus, PubMed, Web of Science, Garuda SINTA, Emerald, JSTOR, Sage, Wiley, clinicaltrial.gov, Cochrane, Embase, Lilacs, Medline, ProQuest, and Google Scholar were used as data, with gradual keywords such as "patient satisfaction", "patient loyalty", "patient satisfaction index", "health services", "health Centre", and "hospital". 32 publications were included after screening 1250 records and assessing 288 full texts for eligibility. The hospital's brand image, service quality, facilities, and Health-Promoting Hospital have all had a direct impact on hospital patient satisfaction and loyalty. Several studies, however, have discovered that service quality has an indirect impact on patient loyalty via patient satisfaction. According to the findings of the study, the hospital must improve the quality of its brand image, Health Promoting Hospital, empathy, and trust in order to gain patient loyalty through periodic surveys, social media, and hospital websites.

**Keywords:** Patient Satisfaction, Patient Loyalty, brand image, marketing mix, Hospital

### **INTRODUCTION**

Globalization and increasing social status have an impact on community demands for better hospital services (Dewi, 2016; Prakoeswa, 2020). Customers will look for health-care providers who meet their needs. When this occurs, health care providers face competition.

To win the competition, improve health-care services and foster patient loyalty to hospitals (Aladwan et al, 2021). Customer loyalty is regarded as a critical factor in a company's success and profitability. Customer loyalty can be obtained if customer satisfaction is met as expected (Indrawati, 2021).

Several factors have been studied by previous researchers in discussing the relationship between satisfaction and loyalty, including hospital service quality (reliability, responsiveness, assurance, empathy, tangibles), hospital image, and hospital service pricing (Arianto, 2017; Prasetyo, 2017; Sektiyaningsih, Haryana, and Rosalina, 2019). These factors are considered in the evaluation that supports patient satisfaction. However, the degree to which these factors are relevant influences patient loyalty. As a result, the purpose of this article is to investigate the factors that influence patient satisfaction and patient loyalty in Indonesian hospitals.

## METHODS

This scoping review was carried out in accordance with the guidelines established by Arksey and Levac. A scoping review is an effective method for reviewing evidence from health studies. It is essential to discuss the importance of marketing mix and brand image in determining patient satisfaction and loyalty to hospital services in Indonesia (Arksey and O'Malley, 2005; Levac, Colquhoun, and Kelly, 2010).

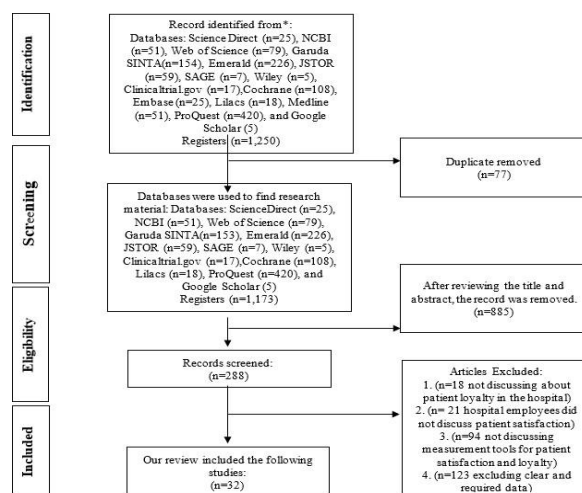
### Research Question

The following research question guided the review: what are the factors related to hospital brand image and marketing mix of patient satisfaction and patient loyalty in Indonesia?

### Identification of Relevant Studies

This research employs a keyword-based step-by-step search strategy. The first step is to conduct a limited search from September to October 2021 on Scopus, PubMed, Web of Science, Garuda SINTA, Emerald, JSTOR, Sage, and Wiley. We then analyze the title text of each article to identify some key terms. Several relevant terms were identified (for example, "patient satisfaction," "patient loyalty," "patient satisfaction index," "health services," "health center," and "hospital").

From December 2021 to February 2022, the primary search was conducted using seven databases: Clinicaltrial.gov, Cochrane, Embase, Lilacs, Medline, ProQuest, and Google Scholar. The keywords used are variations on those found in the previous search. The search was restricted to Indonesian and English literature from 2006 to 2021. Finally, the reference records of all recognized articles and reports were manually searched for additional studies. The authors then examine the search results and data relevance, as well as the data extraction results.



**<Fig. 1> The PRISMA Flow Chart**

### ***Step Three: Process of Study Selection and Data Management***

The inclusion criteria were as follows: 1) the primary study focused on the factor of patient satisfaction and patient loyalty in hospitals or health care, 2) The research was carried out in Indonesian hospitals or healthcare facilities, 3) The research was written in either English or Indonesian.

Initially, three independent reviewers screened all study titles and abstracts for eligibility. Articles that did not meet the inclusion criteria were removed. Discrepancies among the reviewers about exclusions were settled through discussion. Finally, each reviewer individually assessed the full text of each article to create the final list of essential studies to include (Figure 1).

### ***Charting the Data***

At this point, the researchers compiled data from eligible studies into a table with the following headings: author-year, study objectives, study design, participant and sample size, key findings, and limitations are all included. It was essential at this point to map the data format and extracted data.

### ***Results Collating, Summarization, and Reporting***

At this point, the researchers used Excel to organize the extracted data and assist with coding into various themes. Thematic analysis was used to identify, analyze, and describe the emerging pattern.

## **RESULTS**

Figure 1 depicts the selection process and the associated inclusion criteria, with a total of 1250 studies identified from 14 databases. Then, 77 studies were eliminated after being identified as duplicates. The titles and abstracts of 1173 studies were examined after they were checked for duplicates. After reviewing the title and abstract, 885 studies were eliminated. Following that, 288 studies were assigned for a full-text review. Based on this information, the researchers determined the eligibility of articles using four criteria. Finally, the review included 32 articles.

Table 1 shows how the articles included varied across some topics. The majority of the studies were carried out in 2017, 2018, and 2019, with six studies per year, followed by 2016 with four studies, every three studies in 2013 and 2020, two studies in 2015, and one each in 2014 and 2021. 14 articles were analyzed, 15 articles were determined, and three other articles were identified, discovered, and provided a correlation model related to the factors influencing patient loyalty. The overall studies used a quantitative method, a cross-sectional study. All of these studies were carried out in Indonesian hospitals. Ten publications used hospital patients as respondents, ten different articles used outpatients, and ten only used hospital patients without inpatient or outpatient reports.

Five articles demonstrated the link between marketing mix and patient satisfaction and patient loyalty. The following 13 article findings demonstrate the impact of service quality on patient satisfaction and loyalty. Each study found a link between responsiveness and patient loyalty, empathy has an effect on patient loyalty; and facilities influence patient loyalty through satisfaction. Furthermore, the remainder of the article discussed the connection between patient satisfaction and loyalty. The study's limitations are also indicated in the last column, with 27 articles reporting no limitations and five articles reporting limitations (Table 1).

### ***Patient Satisfaction and Loyalty***

Customer satisfaction is a key factor that determines when a product or service outperforms expectations. Satisfaction is a consumer's post-purchase state of mind that reflects how much they like or dislike a service after using it. According to research, patient satisfaction has a positive influence on patient loyalty, and patient loyalty has a positive influence on CR values. Patient loyalty will increase as patient satisfaction rises. The findings also support the variable impact of Consumer Satisfaction on Customer Loyalty, or that satisfaction has a positive impact on patient loyalty (Putra, Katili, and Arina, 2013; Kurniasih, Subarnas, and Djuhaeni, 2015; Hasan and Putra, 2018; Hakim, Cahyono, and Herlambang, 2019; Sari, Ardiwirastuti, Harviandani, 2020; Mahyardiani, Hartoyo, and Krisnatuti, 2020; Aladwan et al, 2021).

### ***Brand Image, Patient Satisfaction and Loyalty***

One of the factors considered to affect patient satisfaction and loyalty is brand image and service quality. According to the research, service quality has a positive and significant impact on patient satisfaction. Patient satisfaction will increase as service quality improves.

Nevertheless, hospital image has no noticeable effect on patient satisfaction (Hasan and Putra, 2018). This coefficient demonstrates that improving the hospital's image does not significantly improve patient satisfaction. The hospital's image also has no significant effect on patient loyalty (Prasetyo, 2017).

Nonetheless, other studies found that service quality has a significant impact on customer satisfaction. Other studies have found that the quality of service has a significant impact on patient satisfaction. According to the studies, the majority of inpatients thought the hospital had a good image. Patients who have positive experiences and are satisfied with the services they receive will have a positive attitude toward the hospital. In order to improve its image, the hospital organized several annual social activities, such as mass circumcision and blood donation. This type of activity has proven to be very effective because the community will actively participate in its implementation, thereby indirectly introducing the hospital to the surrounding area. According to various studies, quality has a positive effect on patient satisfaction, and patient satisfaction has a positive effect on patient loyalty, but service quality has no direct effect on loyalty. However, some research has found that service quality and patient satisfaction have a direct impact on patient loyalty (Hartono, 2013; Suarjana, 2015; Dewi, 2016; Gusmanely, Yanuar, and Devianto, 2016; Nurlitasari, 2016; Prasetyo, 2017; Kulsum and Syah, 2017; Shoffan, Waluyo and Pailan, 2017; Buchari, Kamal, and Sari, 2018; Hakim, Cahyono, and Herlambang, 2019; Pertiwi et al., 2019; Armalinda and Hartini, 2020).

Several studies, on the other hand, show the opposite results, which obtained the results that service quality does not affect inpatient loyalty, wherefrom the results of the analysis obtained the value of contributions or contributions. Patient loyalty is affected by service quality by 16.4 percent. Other studies have found that service quality has no significant negative effect on service quality loyalty and has no impact on patient loyalty. Furthermore, other research has found that assurance, tangible, and responsiveness have no effect on patient satisfaction. Then, empathy and dependability have no effect on patient loyalty, whereas satisfaction has a significant effect on patient loyalty. The other study found a link between access, moving barriers, Reliability, Responsiveness, and Guarantee (Assurance) and patient loyalty. While there is no link between physical appearance (Tangible) and Empathy combined with patient loyalty. Furthermore, another study discovered a link between responsiveness to patient loyalty and the effect of empathy on patient loyalty (Murharyati and Oktariani, 2014;

Murharyati, 2016; Reski, Suhadi, and Lisnawaty, 2018; Haryeni and Yendra, 2019; Wulaisfan and Fauziah, 2019).

The factor of reliability has the greatest impact on patient loyalty. Furthermore, the assurance factor contributed significantly to the formation of satisfaction, followed by tangibles, empathy, responsiveness, and reliability. Furthermore, research looking at several factors such as responsiveness, reliability, tangibles, empathy, and assurance shows that responsiveness, reliability, tangibles, empathy, and assurance all have a positive effect on inpatient satisfaction. The inpatient's loyalty is then positively affected by their satisfaction. Other studies found a direct relationship between service quality and patient satisfaction. It means that factors that directly affect patient satisfaction were health-promoting hospitals (HPH). According to the findings, HPH influenced patient expectations, which in turn influenced perceived value and satisfaction. Other research has found that facility variables influence patient loyalty. Furthermore, HPH and facilities, location, and price all have an impact on loyalty (Vebnia, Pradhanawati, and Nurseto, 2013; Hidayanti, 2016; Wahyuti and Poniman, 2017; Susilowati, 2017; Vigaretha and Handayani, 2018).

### ***Marketing Mix, Patient Satisfaction and Loyalty***

According to the marketing mix factors, seven aspects are capable of meeting patient satisfaction:

#### ***Product***

The product in question is the type of service provided by the hospital. The bivariate analysis method revealed that the product was positively correlated but weakly to patient loyalty. In comparison to other hospitals, the hospital does not provide comprehensive care. Product factors are important to patient loyalty, according to other influences. A strong correlation between products and patient loyalty, namely the higher the quality of the type of service offered, the lower the patient loyalty and the less significant the correlation with patient loyalty (Bahari and Siaga, 2018; Rinaldi, 2018; Mahyardiani, Hartoyo, and Krisnatuti, 2020; Wahyuningsih, Nababan, and Manurung, 2021).

#### ***Price***

The value offered by the hospital as an embodiment of the quality of service provided to patients is represented by the price. Prices, according to Rinaldi, are positively correlated but have the lowest percentage of the marketing mix when compared to the other seven aspects. One of the most important factors for patient loyalty is the factors. Depending on the criteria the patient received, the price factor is one of the most important. For citizens who require low-cost services, the price factor has a significant impact on patient loyalty. This factor, however, is positively correlated for some upper-middle social circles but has a low value when compared to other factors (Dewi, 2016; Mahyardiani, Hartoyo, and Krisnatuti, 2020)

#### ***Place***

The location is where health services will be provided. Patients will benefit greatly from easier access to the hospital's location. Patients rated the location positively in terms of loyalty, but this varies by city. However, if the hospital is in a difficult-to-access location, the location factor becomes essential and significant to patient loyalty (Vebnia, Pradhanawati, and Nurseto,

2013; Bahari and Siaga, 2018; Fatima, Malik, and Shabbir, 2018; Mahyardini, Hartoyo, and Krisnatuti, 2020).

### ***Promtion***

This factor educates, influences, and reminds patients to use and pay for hospital health services. The effects of this factor were mixed. When compared to other factors, the studies had a significant impact on loyalty, with a minor positive influence to insignificant (Bahari and Siaga, 2018; Rinaldi, 2018; Mahyardini, Hartoyo, and Krisnatuti, 2020).

### ***Process***

The process factor encompasses the entire activity, beginning with the procedure, scheduling, mechanism, and responsiveness of the officer, service process activities, and ending with the service provider's routine to patients. In all studies, this factor was found to have the greatest influence when compared to other marketing mix factors (Vebnia, Pradhanawati, and Nurseto, 2013; Bahari and Siaga, 2018; Fatima, Malik, and Shabbir, 2018; Mahyardini, Hartoyo, and Krisnatuti, 2020).

### ***People***

The quality of hospital human resources in health services is determined by people. The quality of work performed by hospital employees determines whether or not the process and promotion factors are operational. According to the studies, human resources are critical in establishing and growing health-care businesses (Fatima, Malik, and Shabbir, 2018; Mahyardini, Hartoyo, and Krisnatuti, 2020).

### ***Physical Evidence***

Physical evidence factors include the location of the health service process, the condition of the health service room, cleanliness, and the appearance of officers. Based on test results, this factor becomes the second factor that positively influences patient loyalty (Vebnia, Pradhanawati, and Nurseto, 2013; Bahari and Siaga, 2018; Fatima, Malik, and Shabbir, 2018; Mahyardini, Hartoyo, and Krisnatuti, 2020).

## **DISCUSSION**

This scoping review sought to understand what is known about hospital patient satisfaction and loyalty in Indonesia. Various factors had an impact on patient satisfaction and patient loyalty, both directly and indirectly. Service quality, facilities, assurance, responsiveness, and brand image have the greatest direct impact on patient satisfaction. These findings were consistent with previous research by Fatimah, Ramli, and Aimee, who discovered that facilities, service quality, assurance, and responsiveness all influence patient satisfaction (Ramli and Sjahrudin, 2015; Fatima, Malik, and Shabbir, 2018; Ramli, 2019; Aimee, 2019). Patient satisfaction in supporting service quality is affected by the completeness of hospital equipment, tools, and environment. Patient satisfaction is influenced by the assurance and responsiveness of health workers. Furthermore, the hospital's brand image and reputation as a health-promoting facility influenced patient satisfaction.

Patient satisfaction, price, people, process and physical evidence (marketing mix), responsiveness, reliability, and brand image, on the other hand, have a direct impact on patient loyalty. These were consistent with previous research (Rizki, 2015; Ramli and Sjahrudin, 2015; Fatima, Malik, and Shabbir, 2018; Ramli, 2019; Aimee, 2019; Destari, Indraningrat and Putri, 2020). Customer experience has an impact on emotional value and customer loyalty. Evidence that variable customer experience and emotional value both affect loyalty

demonstrates the complexity of the influence of satisfaction on loyalty (Rizki, 2015; Hakim, Cahyono, and Herlambang, 2019; Destari, Indraningrat and Putri, 2020; Armalinda and Hartini, 2020).

This study demonstrates an indirect relationship between satisfaction and loyalty via patient trust as a mediating factor. Patient satisfaction fosters trust in the patient, which leads to the patient's loyalty to the hospital. Several studies, however, claimed that facilities and service quality have an indirect impact on patient loyalty but a direct impact on patient satisfaction. This finding is consistent with the fact that patient satisfaction, in addition to acting as a moderator between service quality and loyalty, influences the consistency of patient compliance with doctor's advice and recommendations. Thus, because satisfaction affects the outcome of the treatment process, evaluating patient satisfaction becomes an inseparable part of efforts to improve the quality of health services (Fatima, Malik, and Shabbir, 2018).

This review depicted patient satisfaction and loyalty factors on hospital in Indonesia. The hospital can increase patient loyalty by improving service quality and adding new medical equipment. These will expand hospital services and facilities to support the responsiveness of health worker services and improve health service quality. Patient satisfaction factors have an indirect impact on patient loyalty. Factors that directly affect patient loyalty, on the other hand, were identified across studies in this review. To gain patient loyalty, hospitals can improve the quality of their product marketing mix, brand image, responsiveness, reliability, empathy, and trust (Hartono, 2013; Hidayanti, 2016; Prasetyo, 2017; Wahyuti and Poniman, 2017; Mahyardini, Hartoyo, and Krisnatuti, 2020; Wahyuningsih, Nababan, and Manurung, 2020).

Overall, the authors concluded that the importance of patient satisfaction and loyalty to hospitals is unavoidable. The main indicator for determining hospital quality is the relationship between patient satisfaction and patient loyalty. As an indicator of the quality of hospital health services, hospitals should conduct periodic surveys to measure patient satisfaction and loyalty. Furthermore, hospitals must improve their marketing mix and brand image by utilizing social media and hospital websites, which will boost these two factors.

## **CONCLUSION**

Through a scoping review, the factors of marketing mix and brand image related to patient satisfaction and patient loyalty at hospitals in Indonesia were identified in this paper. According to the findings of the study, the hospital should improve the quality of its brand image and marketing mix, including product, price, place, promotion, people, process, and physical evidence, through periodic surveys, social media, and the hospital website.

## **Author Contributions**

The review procedures were carried out by CP under the direct supervision of NH and AD. CP was in charge of writing the manuscript. The manuscript was edited by NH and AD. All authors provided constructive feedback and contributed to the development of the review, discussion, and conclusion.

## **Disclosure**

There are no conflicts of interest reported by the authors in this work.

## REFERENCES

- Aimee, R., (2019). Thorough Literature Review of Customer Satisfaction Definition, Factors Affecting Customer Satisfaction and Measuring Customer Satisfaction. *International Journal of Advanced Research*, 7 (9), 828843.
- Aladwan, M.A., Salleh, H.S., Anuar, M.M., Alhwadi, H., and Almomani, I., (2021). "The Relationship among Service Quality, Patient Satisfaction and Patient Loyalty: Case study in Jordan Mafraq Hospital," *Linguist. Cult. Rev.*, vol. 5, no. April, pp. 27–40. doi: 10.37028/lingcure.v5nS3.1368.
- Arianto, N., (2017). "Pengaruh Kualitas Pelayanan, Harga Dan Kepuasan Terhadap Loyalitas Pasien (Studi Kasus Pada Pasien Rawat Jalan Rumah Sakit Premier Bintaro)," *Jurnal Organisasi dan Manajemen*, vol. 13, no. 1, pp. 1–9. doi: 10.33830/jom.v13i1.13.
- Arksey, H., and O'Malley, L., (2005). "Scoping studies: Towards a methodological framework," *Int. J. Soc. Res. Methodol. Theory Pract.*, vol. 8, no. 1, pp. 19–32. doi: 10.1080/1364557032000119616.
- Armalinda and Hartini, I., (2020). "Analisis Pengaruh Kepuasan Pasien Sebagai Variabel Intervening Antara Kualitas Pelayanan Terhadap Loyalitas Pasien Rumah Sakit Umum Daerah Lahat," *Jurnal Manajemen, Ekonomi Sains*, vol. 2, no. 1, pp. 67–76.
- Bahari, C., and Siaga, A.R., (2018). "Pengaruh Strategi Bauran Pemasaran Terhadap Loyalitas Pasien Di Rumah Sakit Petrokimia Gresik," *Gema Ekon.*, vol. 7, no. 1, pp. 10–27. <http://journal.unigres.ac.id/index.php/GemaEkonomi/article/view/728/574>.
- Bukhari, I., Kamal, B., and Sari, M. K., (2018). "Pengaruh Kualitas Pelayanan, Citra Perusahaan Dan Kepuasan Terhadap Loyalitas Pasien Rawat Inap Di Rumah Sakit Mitra Keluarga Tegal," *Jurnal MONEX*, vol. 7, no. 1, pp. 379–384.
- Destari, F., Indraningrat, K., & Putri, M. N. N., (2020). Impact of shopping emotion towards impulse buying in e-commerce platform. *Jurnal Manajemen dan Pemasaran Jasa*, 13 (1). <https://doi.org/10.25105/jmpj.v13i1.6123>.
- Dewi, R. R., (2016). "Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pasien Pengguna BPJS Dengan Kepuasan Pasien Sebagai Variabel Intervening," *Jurnal Manajemen Daya Saing*, vol. 18, no. 2, pp. 146–156. doi: 10.23917/dayasaing.v18i2.4511.
- Fatima, T., Malik, S. A., & Shabbir, (2018). A. Hospital healthcare service quality, patient satisfaction and loyalty: An investigation in context of private healthcare systems. *International Journal of Quality & Reliability Management*.
- Gusmanely, Yanuar, F., and Devianto, D., (2016). "Analisis Model Loyalitas Pasien Di Rsud Dr. Rasidin Padang Dengan Teknik Structural Equation Modeling (SEM)," *Jurnal Mat. UNAND*, vol. 5, no. 1, pp. 17–26, 2016, doi: 10.25077/jmu.5.1.17-26.
- Hakim, M. L., Cahyono, D., and Herlambang, T., (2019). "Dampak Kualitas Pelayanan terhadap Kepuasan dan Loyalitas Pasien di Instalasi Rawat Jalan Rumah Sakit Daerah Dr. Soebandi Jember," *Jurnal Sains Manajemen dan Bisnis Indonesia*, vol. 9, no. 1, pp. 1–13. <http://jurnal.unmuhjember.ac.id/index.php/SMBI/article/view/2365>.
- Hartono, F., (2013). "Analisis Pengaruh Kepercayaan dan Kualitas Layanan Terhadap Loyalitas Pelanggan dengan Kepuasan Konsumen Sebagai Variabel Mediasi (Studi Pada RS Darul Istiqomah Kaliwungu Kendal)," *Jurnal Ekonomi Manajemen Akuntansi*, no. 34, pp. 1–14.
- Haryeni and Yendra, N., (2019). "Kualitas Layanan, Kepuasan dan Loyalitas Pada Pasien Rumah Sakit Swasta di Kota Padang: Berpikir ke Masa Depan," *Menara Ilmu*, vol. 13, no. 1, pp. 87–96.
- Hasan, S., and Putra, A. H. P. K., (2018). "Loyalitas Pasien Rumah Sakit Pemerintah : Ditinjau Dari Perspektif Kualitas Layanan, Citra, Nilai, dan Kepuasan," *Jurnal Manajemen Indonesia*, vol. 18, no. 3, pp. 184–196.



- Hidayanti, N., (2016). "Loyalitas Pasien Poli Umum Di RS. Aisyiyah Bojonegoro Quality Service Assessment of Doctors and Nurses Toward Patient Loyalty of General Clinic at Aisyiyah Hospital, Bojonegoro Nurul Hidayanti," *Jurnal Ilmu Keperawatan*, vol. 2, no. 2.
- Indrawati, R., Elizar, C., Mutiara, R. and Roespinoedji, D. (2021). "Service Quality, Customer Satisfaction, Customer Trust, and Customer Loyalty in Service of Paediatric Polyclinic Over Private H Hospital of East Jakarta, Indonesia," *J. Multidiscip. Acad.*, vol. 11, no. 6, pp. 1310–1320, 2021, doi: 10.48047/rigeo.11.06.145.
- Kulsum, U., and Syah, T. Y. R., (2017). "The Effect of Service Quality on The Patient Satisfaction," *Int. J. Bus. Manag. Invent.*, vol. 6, no. 3, pp. 41–50. doi: 10.21884/ijmter.2018.5167.hztsj.
- Kurniasih, D. A. A., Subarnas, A., and Djuhaeni, H., (2015). "The Role of Satisfaction for Pharmaceutical Service Assurance to Improve Patient Loyalty at Al Islam and Santo Yusup Hospital in Bandung," *Indones. Journal Clin. Pharm.*, vol. 4, no. 3, pp. 206–217. doi: 10.15416/ijcp.2015.4.3.206.
- Levac, D., Colquhoun, H., and Kelly, K. O., (2010). "Introduction: Rationality," *Represent. Interv.*, vol. 5, no. 69, pp. 1–18. doi: 10.1017/cbo9780511814563.003.
- Mahyardiani, R. R., Hartoyo, H., and Krisnatuti, D., (2020). "Menguji Kepuasan Dan Loyalitas Pasien Rsia Budi Kemuliaan Menggunakan Bauran Pemasaran," *Jurnal Aplikasi Bisnis dan Manajemen*, vol. 6, no. 1, pp. 1–13. doi: 10.17358/jabm.6.1.1.
- Murharyati, A., (2016). "Pengaruh Empathy Perawat Terhadap," *Jurnal Kesehatan Kusuma Husada*, vol. 7, no. 2, pp. 131–135.
- Murharyati, A., and Oktariani, M., (2014). "Hubungan Antara Responsiveness Perawat dengan Loyalitas Pasien," *Jurnal Kesehatan Kusuma Husada*, vol. 4, pp. 117–123.
- Nurlitasari, L., (2016). "Pengaruh Kualitas Layanan Terhadap Kepuasan Dan Loyalitas (Kasus : Rumah Sakit Medika Permata Hijau Jakarta Barat)," *Media Studi Ekonomi*, vol. 19, no. 1, pp. 95–110.
- Nurrahmi, M., and Al-Fikri, H., (2018). "Kualitas Pelayanan Dampaknya Terhadap Kepuasan dan Loyalitas Pasien Rumah Sakit Muhammadiyah Palembang," *Balance. Economy. Business, Management, Accountant Journal*, vol. 15, no. 2, pp. 60–72.
- Pertiwi, D.S., Mujinastiti, P., Ardoni, R., and Haryanti, R., (2019). "Pengaruh Kualitas Layanan Terhadap Kepuasan dan Loyalitas Pasien Rawat Jalan di RSP," *RUSTIDA Jurnal Ilmu Kesehatan*, vol. 6, no. 2, pp. 690–703.
- Prakoewa, C. R. S., Endaryanto, A., Martanto, T. W., Wahyuhadi, J., Rochmah, T. N., & Pandin, M. G. R. (2021). Mapping survey of community satisfaction at an academic hospital in Surabaya. *Malaysian Journal of Medicine and Health Sciences*, 17(April), 119–122.
- Prasetyo, F.A., (2017). "Pengaruh Kepercayaan, Brand Image, dan Kepuasan terhadap Loyalitas (Studi pada Pasien Rawat Inap Rumah Sakit Ibu & Anak Melati Husada Malang)," *Jurnal Ilmu Mhs. FEB*, vol. 6, no. 1, pp. 1–12.
- Putra, I., Katili, P. B., and Arina, F., (2013). "Pengaruh Kualitas Pelayanan terhadap Kepuasan Pasien dalam meningkatkan Loyalitas Pasien," *Jurnal Teknik Indonesia*, vol. 1, no. 1, pp. 41–47. doi: 10.21070/jkmp.v1i1.429.
- Ramli, A. H., & Sjahruddin, H., (2015). Building Patient Loyalty in Healthcare Services. *International Review of Management and Business Research*, 4 (2), 391-401.
- Ramli, A. H., (2019). Patient satisfaction, hospital image and patient loyalty in West Sulawesi Province. *Business and Entrepreneurial Review*, 17(1), 1-14.
- Reski, E., Suhadi, and Lisnawaty, (2018). "Analisis Loyalitas Pasien dalam Menggunakan Pelayanan Rawat Jalan di Poliklinik Umum Rumah Sakit Umum Daerah Kota Kendari Tahun 2018," *Jurnal Ilmu Mhs. Kesehatan Masyarakat*, vol. 4, no. 1, pp. 1–9.

- Rinaldi, E. A., (2018). "Analisis hubungan bauran pemasaran terhadap loyalitas pasien di Unit Pelayanan Rawat Jalan Rumah Sakit Kartini tahun 2018," *Jurnal Bid. Ilmu Kesehatan*, vol. 8, no. 2, pp. 1–14. <http://ejournal.urindo.ac.id/index.php/kesehatan/article/view/296>.
- Rizki. (2015). Pengaruh customer sociability dan customer service experience terhadap "word of mouth" Positif di Rumah Sakit Gigi dan Mulut Trisakti. *Jurnal Manajemen & Pemasaran Jasa*, 8 (1), 193-210. <https://doi.org/https://doi.org/http://dx.doi.org/10.25105/jmpj.v8i1.1408>.
- Sari, M. R., Ardiwirastuti, I., and Harviandani, B. S., (2020). "Correlation Between Patient Satisfaction To Patient Loyalty on RSGM Ilk Bhakti Wiyata Kediri," *Jurnal Wiyata, Penelitian Sains Kesehatan*, vol. 7, no. 1. <http://www.ojs.iik.ac.id/index.php/wiyata/article/view/360>.
- Sektiyaningsih, I. S., Haryana, A., and Rosalina, S. S., (2019). "Pengaruh Kualitas Pelayanan Terhadap Kepuasan, Citra, dan Loyalitas Pasien (Studi pada Unit Rawat Jalan RSUD Mampang Prapatan Jakarta Selatan) Indria," *J. Bus. Stud.*, vol. 4, no. 1, pp. 17–29, 2019, doi: 10.53978/jd.v5i1.45.
- Shoffan, M. A., Waluyo, M., and Pailan, (2017). "Analisis Hubungan Kualitas Layanan Kesehatan Terhadap Kepuasan Pasien Dan Loyalitas Pasien Di Rumah Sakit Bedah Surabaya," *Tekmapro J. Ind. Eng. Manag.*, vol. 12, no. 1, pp. 61–70.
- Suarjana, A. A. G. M., (2015). "Pengaruh Kualitas Pelayanan terhadap Kepuasan dalam Rangka Menciptakan Loyalitas Pasien pada Rumah Sakit Umum Daerah Sanjiwani Kabupaten Gianyar," *Jurnal Bisnis dan Kewirausahaan*, vol. 11, no. 1, pp. 10–22.
- Susilowati, I. H., (2017). "Analisis Kepuasan Dan Loyalitas Pasien Rawat Jalan Pada Poliklinik Rumah Sakit Bersalin Kartini Jakarta Selatan," *Cakrawala*, vol. XVII, no. 1, pp. 22–31. <https://ejournal.bsi.ac.id/ejurnal/index.php/cakrawala/article/view/1839>.
- Vebnia, A., Pradhanawati, A., and Nurseto, S., (2013). "Pengaruh Fasilitas, Lokasi dan Tarif Terhadap Loyalitas Melalui Kepuasan Pasien Sebagai Variabel Mediasi pada Pasien Poli Rumah Sakit Muhammadiyah Semarang," *Jurnal Ilmu Administrasi Bisnis*, vol. 2, no. 4, pp. 10–27.
- Vigaretha, G., and Handayani, O. W. K., (2018). "Peran Kepuasan Pasien sebagai Variabel Mediasi Pengaruh Mutu Pelayanan terhadap Loyalitas Pasien," *HIGEIA (Journal Public Health Research Development)*, vol. 2, no. 4, pp. 543–552, 2018, doi: 10.15294/higeia.v2i4.23893.
- Wahyuningsih, S., Nababan, D., and Manurung, J., (2021). "Analisis Kepuasan dan Hubungannya dengan Loyalitas Pasien Rawat Inap di Rumah Sakit Umum Cut Meutia Kota Langsa," *J. Health. Technol. Med.*, vol. 7, no. 1, pp. 68–78.
- Wahyuti, D., and Poniman, B., (2017). "Pengaruh Kualitas Pelayanan Terhadap Kepuasan dan Loyalitas Pasien Rawat Inap di RSUD Assalam Gemolong Sragen," *ProBank: Jurnal Ekonomi dan Perbankan*, vol. 2, no. 1, pp. 39-54. doi: 10.36587/probank.v2i1.130.
- Wulaisfan, R., and Fauziah, Y., (2019). "Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pasien dengan Kepuasan Pasien Sebagai Mediasi Pasien Rawat Inap di RSUD Dewi Sartika Kendari," *Wind. Heal.Jurnal Kesehatan*, vol. 2, no. 2, pp. 97–105.

**Table 1** Data extracted from Eligible Articles

Authors, year	Study Aim	Study Design	Participant & Sample Size	Key Findings	Limitations
Rinaldi, 2018	To investigate the impact of the marketing mix relationship on patient customer loyalty in Kartini Hospital's Outpatient Service Unit.	Cross sectional	100 outpatient polyclinic patients were at Kartini Hospital	Product marketing mix and patient loyalty have a weak positive correlation that is statistically significant in Kartini Hospital's Outpatient Service Unit.	Not Reported
Shoffan, et.al, 2017	To ascertain the impact of health service quality on patient satisfaction and loyalty at Surabaya Surgery Hospital.	Cross sectional	Surabaya Surgery Hospital received 100 responses.	The impact of health-care quality on the process of patient satisfaction and loyalty is significant.	Not Reported
Wahyuningsih, et.al, 2021	To investigate the relationship between satisfaction variables (product, process, and after-sales) and inpatient loyalty at Cut Meutia Hospital in Langsa City.	Cross sectional	300 respondents were inpatients at RSUD Cut Meutia, Langsa City, in classes I, II, and III.	There is an effect between patient satisfaction on the product variable and patient loyalty, where the more dissatisfied the respondent with the hospital facilities is, the more disloyal the attitude of the respondent will be.	Not Reported
Susilowati, 2017	To investigate the impact of patient satisfaction on patient loyalty at Kartini Maternity Hospital's polyclinic in South Jakarta.	Cross sectional	115 respondents were outpatients at Kartini Maternity Hospital's polyclinic in South Jakarta.	Following the dimensions of tangibles, empathy, responsiveness, and reliability, the assurance factor contributes the most to the formation of satisfaction.	Not Reported
Reski, et.al, 2019	To investigate the connection between access, displacement barriers, service quality, and patient loyalty.	Cross sectional	Patients from the General Polyclinic of the Public Hospital Kendari city provided 154 responses.	There is a link between patient loyalty and access, moving barriers, reliability, responsiveness, and Guarantee (assurance).  There is no link between physical appearance (Tangible) and patient loyalty.	Not Reported

Authors, year	Study Aim	Study Design	Participant & Sample Size	Key Findings	Limitations
Gusmanely, et.al, 2016	Using structural equation modeling (SEM) techniques, the study develops a model of patient loyalty at Dr. Rasidin Public Hospital Padang.	Cross sectional	Dr. Rasidin Public Hospital Padang received 150 responses.	Service quality has both contributed to and influenced community satisfaction. While the level of satisfaction has a large impact on community loyalty.	Not Reported
Harnoto, 2013	To determine whether Trust and Service Quality have an effect on Customer Loyalty and whether Consumer Satisfaction acts as a moderator between the two effects.	Cross sectional	100 people from the Darul Istiqomah Hospital in Kaliwungu Kendal participated.	Service quality and patient satisfaction have a direct impact on loyalty, whereas trust has an indirect impact.	Coverage of relevant variables such as image, price, competitor factors, and so on is lacking.
Armalinda, et.al, 2020	At the Lahat public hospital, determine and analyze the effect of service quality on patient satisfaction, the effect of service quality on patient loyalty, and patient satisfaction as an intervening variable between service quality and patient loyalty.	Cross sectional	In Lahat public hospital, 60 respondents were class III patients seeking treatment.	Patient satisfaction and loyalty are influenced by service quality.	The research findings are restricted to numerical data and graphs.
Hakim, 2019	To assess the impact of service quality on patient satisfaction and loyalty in the Dr. Soebandi Public Hospital Jember outpatient installation.	Cross sectional	93 respondents were Dr. Soebandi public hospital Jember outpatient installation patients.	Patient loyalty is influenced by patient satisfaction.	There are limitations to using questionnaires in research, such as filling out questionnaires in a hurry and the answers given online by respondents not matching the real situation; this occurs when the patient is filling out the questionnaire and suddenly the patient is examined and medical action is taken.
Murharyati, et.al, 2014	To determine nurse responsiveness and patient loyalty	Cross sectional	183 respondents were Sukoharjo Public Hospital patients.	There is a connection between responsiveness and patient loyalty.	Not Reported
Sari,et.al, 2020	To investigate the link between patient satisfaction and patient loyalty at RSGM IIK Bhakti Wiyata Kediri.	Cross sectional	RSGM IIK Bhakti Wiyata Kediri had 91 respondents.	Patient loyalty in dental and oral health services will be affected by patient satisfaction.	Not Reported

Authors, year	Study Aim	Study Design	Participant & Sample Size	Key Findings	Limitations
Haryeni, et.al, 2019	To determine: 1) the effect of the dimension of service quality assurance on patient satisfaction in private hospitals in Padang, 2) the effect of the dimensions of service quality on empathy on patient satisfaction in private hospitals in Padang, 3) the effect of the dimensions of service quality on reliable patient satisfaction in private hospitals in Padang, 4) The impact of the dimension of service quality, 5) The effect of the Tangible service quality dimension on patient satisfaction at a private hospital in Padang, 6) The effect of patient satisfaction on patient loyalty at a private hospital in Padang.	Cross sectional	150 respondents were patients who had received treatment at three private hospitals in Padang, namely Yos Sudarso Hospital, Semen Padang Hospital, and BMC Hospital.	Assurance and responsiveness have no effect on patient satisfaction, empathy and dependability have no effect on patient loyalty, tangible has an effect on patient satisfaction, and satisfaction has an effect on patient loyalty.	Not Reported
Nurrahmi, et.al 2018	To ascertain the impact of service quality on patient satisfaction, as well as the impact of patient satisfaction on patient loyalty at Muhammadiyah Hospital Palembang.	Cross sectional	Muhammadiyah Hospital Palembang received 100 responses.	Because specialist doctors, doctors/nurses serve patients quickly and responsively, doctors/nurses serve patients professionally, and doctors/nurses listen to satisfied patient complaints given by Muhammadiyah Palembang hospital, patients will become loyal to the patient.	Not Reported
Hasan, et.al, 2018	Analyze patient loyalty in Makassar City hospitals in terms of service quality, image, value, and patient satisfaction.	Cross sectional	296 respondents were inpatients at Makassar's type B hospitals.	Service quality influences patient loyalty through patient satisfaction, whereas hospital image has no effect on patient loyalty.	Not Reported

Authors, year	Study Aim	Study Design	Participant & Sample Size	Key Findings	Limitations
Mahyardiani, et.al, 2020	To investigate the impact of the marketing mix on old patient satisfaction and the impact of satisfaction on old patient loyalty at RSIA Budi Kemuliaan. Develop managerial implications that will improve customer satisfaction and loyalty to RSIA Budi Kemuliaan.	Cross sectional	Patients RSIA Budi Kemuliaan received 225 responses.	Price, people, process, and physical evidence are marketing mix variables that influence patient satisfaction and loyalty. Another finding revealed that patient satisfaction has a significant impact on Budi Kemuliaan hospital patient loyalty.	Not Reported
Murharyati, 2016	To identify nurse empathy and patient loyalty, as well as to investigate the impact of empathy on patient loyalty.	Cross sectional	RSUD Kabupaten Sukoharjo patients made up 183 of the respondents.	Empathy has an effect on patient loyalty.	Not Reported
Vebnia, et.al 2013	To ascertain the impact of facilities, location, rates, and patient satisfaction on patient loyalty.	Cross sectional	100 poly patient respondents were RS. Semarang Roemani Muhammadiyah	Facility variables influence loyalty by 76.7 %, while location variables influence loyalty by 77.1 %, Price variables influence 75.2 % of loyalty, satisfaction variables influence 79.5 % of loyalty, and facilities, location, and tariff variables influence 88.8 % of loyalty through satisfaction.	Not Reported
Prasetyo, 2017	The purpose of this study was to determine the simultaneous, partial, and dominant effect of the variables Trust, Brand Image, and Satisfaction on Loyalty in inpatients at the Melati Husada, Mother & Child Hospital Malang.	Cross sectional	80 respondents were inpatients at Malang's Melati Husada mother and child hospital.	The variables trust, brand image, and satisfaction all have a significant effect on loyalty in inpatients at the Melati Husada Mother & Child Hospital in Malang, with satisfaction being the most important.	Not Reported
Nurlitasari, et.al, 2016	The purpose of this study was to see how service quality affected patient satisfaction and loyalty in inpatients at Medika Permata Hijau hospital.	Cross sectional	170 respondents were hospitalized at Medika Permata Hijau Hospital in Jakarta Barat	Patient satisfaction has a positive and significant effect on service quality, and patient loyalty has a positive and significant effect on service quality. Service quality has no direct effect on patient loyalty.	Not Reported

Authors, year	Study Aim	Study Design	Participant & Sample Size	Key Findings	Limitations
Pertiwi, et.al, 2019	To investigate the impact of health service quality on the satisfaction and loyalty of BPJS patients in RSP's outpatient unit.	Cross sectional	In June 2018, 96 respondents were RSP outpatient unit patients.	Patient satisfaction has a significant and positive impact on loyalty. Through satisfaction, service quality has a positive impact on patient loyalty.	Not Reported
Suarjana, 2015	(1) to investigate the impact of service quality on patient satisfaction, (2) the impact of service quality on patient loyalty, (3) the impact of patient satisfaction on patient loyalty, and (4) the impact of service quality on patient loyalty as mediated by patient satisfaction at RSUD Sanjiwani Kabupaten Gianyar.	Cross sectional	100 of those polled were patients at Rumah Sakit Umum Daerah (RSUD) Sanjiwani Gianyar.	Patient loyalty is positively influenced by service quality. Patient satisfaction has a significant and positive impact on patient loyalty. Patient loyalty is positively influenced by service quality, which is mediated by patient satisfaction.	Not Reported

Authors, year	Study Aim	Study Design	Participant & Sample Size	Key Findings	Limitations
Wahyuti, et.al, 2017	To discover and demonstrate that: 1) Reliability influences inpatient satisfaction at Assalam Gemolong General Hospital in Sragen, 2) Responsiveness influences inpatient satisfaction at Assalam Gemolong General Hospital in Sragen, Indonesia. 3) Assurance influences inpatient satisfaction at Assalam Gemolong General Hospital. Sragen, 4) Tangibles influence inpatient satisfaction at Assalam Gemolong General Hospital in Sragen, Malaysia. 5) Empathy influences inpatient satisfaction at Assalam Gemolong Hospital in Sragen, Indonesia. 6) Reliability influences inpatient loyalty at Assalam Gemolong Hospital in Sragen, Indonesia. 7) How responsiveness affects inpatient loyalty at Assalam Gemolong Hospital Sragen, 8) Assurance influences inpatient loyalty at Assalam Gemolong Hospital in Sragen, Indonesia. 9) Tangibles influence inpatient loyalty at Assalam Gemolong Hospital in Sragen, Indonesia. 10) Empathy influences inpatient loyalty at Assalam Gemolong General Hospital in Sragen. 11) Satisfaction influences inpatient loyalty at RSU Assalam Gemolong Sragen.	Cross sectional	100 inpatients were at Assalam Gemolong General Hospital in Sragen were polled.	Patient loyalty is influenced positively and significantly by the following factors: dependability, responsiveness, tangible, empathy, assurance, and patient satisfaction.	Not Reported



Authors, year	Study Aim	Study Design	Participant & Sample Size	Key Findings	Limitations
Sektiyaningsih, et.al, 2019	Identify the impact of service quality on customer satisfaction, the impact of service quality on hospital image, the impact of service quality on patient loyalty, the impact of customer satisfaction on hospital image, the impact of customer satisfaction on patient loyalty, and the impact of hospital image on patient loyalty in outpatient units, Prapatan Hospital in Mampang.	Cross sectional	323 respondents were Mampang Prapatan Hospital outpatient unit patients.	Customer satisfaction has a positive and insignificant effect on hospital image, customer satisfaction has a negative and significant effect on patient loyalty, and image has a positive and significant effect on patient loyalty.	Not Reported
Wulaisfan, et.al, 2019	To assess the impact of service quality on patient loyalty using patient satisfaction as a moderator among inpatients at Dewi Sartika Public Hospital Kendari.	Cross sectional	Dewi Sartika Public Hospital Kendari was home to 83 respondents.	<p>Patient satisfaction is significantly influenced by service quality, but patient loyalty is unaffected. Patient satisfaction has a significant impact on patient loyalty, and service quality, with patient satisfaction as an intervening variable, can have a significant impact on patient loyalty.</p> <p>1) The variable of service quality has a positive and significant influence on patient satisfaction, 2) the variable of service quality has a positive and significant influence on patient loyalty, and 3) the variable of patient satisfaction has a positive and significant influence on patient loyalty.</p>	Not Reported
Dewi, 2017	To identify and assess the impact of 1) service quality on patient satisfaction, 2) service quality on patient loyalty, and 3) patient satisfaction on patient loyalty.	Cross sectional	100 respondents of inpatients were BPJS of RSU Slamet Riyadi	<p>1) The variable of service quality has a positive and significant influence on patient satisfaction, 2) the variable of service quality has a positive and significant influence on patient loyalty, and 3) the variable of patient satisfaction has a positive and significant influence on patient loyalty.</p>	Not Reported
Putra, et.al, 2013	To investigate the impact of service quality on patient perception and satisfaction in order to increase patient loyalty.	Cross sectional	Cilegon Hospital received 100 responses ranging from class 3 inpatient to VIP class.	The satisfaction variable has the most impact on loyalty.	Not Reported

Authors, year	Study Aim	Study Design	Participant & Sample Size	Key Findings	Limitations
Bukhari, et.al, 2018	To investigate the impact of service quality, company image, and satisfaction on inpatient loyalty at Mitra Keluarga Hospital Tegal.	Cross sectional	125 inpatients at Mitra Keluarga Hospital in Tegal were polled.	Patient loyalty at Mitra Keluarga Hospital Tegal is significantly influenced by service quality, hospital image, and patient satisfaction. Service quality has a positive and significant influence on patient loyalty; additionally, price has an impact on the loyalty of patients seeking treatment at the hospital, and patient satisfaction has a positive impact on patient loyalty.	Not Reported
Arianto, 2017	To determine the impact of service quality, price, and satisfaction on patient loyalty.	Cross sectional	Premier Bintaro Hospital had 100 outpatients.	At Petrokimia Gresik Hospital, all 7P independent variables (product, price, place, promotion, people, physical evidence, and process) have a simultaneous effect on the dependent variable (patient loyalty).	Not Reported
Bahari, et.al, 2018	To assess the impact of a marketing mix strategy on patient loyalty. The study was carried out at Petrokimia Gresik Hospital.	Cross sectional	Outpatients at Petrokimia Gresik Hospital provided 120 responses.	The dimension of dependability has the greatest impact on patient loyalty.	Not Reported
Hidayanti, 2016	To investigate the impact of doctors' and nurses' service quality on the loyalty of general polyclinic patients at Aisyiyah Hospital Bojonegoro	Cross sectional	Outpatient General Poly Hospital Aisyiyah Bojonegoro received 97 responses.		Not Reported

<p>Kurniasih, et.al, 2015</p>	<p>To investigate the role of satisfaction with the quality of pharmaceutical services in increasing outpatient loyalty at Al Islam and Santo Yusup Hospitals in Bandung.</p>	<p>Cross sectional          InHealth Hospital Al Islam received 100 responses, while InHealth Santo Yusup Hospital received 103 responses. As controls, 100 general respondents from Al Islam Hospital Bandung City were polled.</p>	<p>Service satisfaction on direct evidence plays a role in increasing loyalty in InHealth patients at Santo Yusuf and Al Islam Hospitals, as well as general patients at Al Islam Hospital. Service satisfaction on empathy plays a role in increasing loyalty among Al Islam Hospital InHealth patients.</p>	<p>In general, service satisfaction based on empathy does not play a role in increasing loyalty among Al Islam Hospital patients.</p>	<p>InHealth patients at Al Islam Hospital, Santo Yusup Hospital, satisfaction with service responsiveness influences loyalty, whereas in general patients at Al Islam Hospital, satisfaction with service responsiveness does not influence loyalty.</p>	<p>The sample used is a quota sample, which is 100 respondents</p>
			<p>Health patients' service satisfaction on reliability does not play a role in increasing loyalty at the Santo Yusup and Al Islam Hospitals, whereas in general patients' service satisfaction on reliability does play a role in increasing loyalty. Service satisfaction with guarantees plays a role in increasing loyalty in InHealth patients and general patients at <u>Al Islam Hospital, but it does</u></p>			

Authors, year	Study Aim	Study Design	Participant & Sample Size	Key Findings	Limitations
Vigaretha, et.al, 2018	To ascertain the impact of service quality on patient loyalty, the impact of patient satisfaction on patient loyalty, and whether patient satisfaction can mediate the relationship between service quality and patient loyalty.	Cross sectional	106 respondents were RSUD dr. Sudirman Mangun Sumarso outpatients.	not play a role in increasing loyalty in InHealth patients at Santo Yusup Hospital. Service quality influences loyalty (Sig. = 0.020), service quality influences satisfaction (Sig. = 0.000), satisfaction influences loyalty (Sig. = 0.000), and satisfaction can mediate the relationship between service quality and loyalty. (0.339 > 0.267)	Not Reported