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THE INFLUENCE OF SATISFACTION ON PATIENT'S LOYALTY IN HOSPITALS

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ABSTRACT

This study aims to examine the effect of patient satisfaction on patient loyalty and its impact on hospital performance. With a quantitative approach, data were obtained through a survey of 150 respondents at X Surakarta Hospital. Data were analyzed using a simple regression test to evaluate the relationship between variables. The results showed a strong relationship between patient satisfaction and loyalty, which also had an impact on improving hospital performance. These results reinforce the importance of implementing a service quality strategy that focuses on patient satisfaction to improve the performance of health institutions.

Keywords: patient satisfaction, patient loyalty, hospital performance, quality of health services



Introduction

Hospitals as health service providers play an important role in improving community welfare. Patient satisfaction is a measure of service quality that greatly influences hospital loyalty and performance. Strong patient loyalty not only increases the frequency of visits, but also reduces marketing costs, because loyal patients tend to recommend services to others.¹This study focused on X Surakarta Hospital, a type B hospital in Surakarta which is known as the best private hospital in Solo Raya.

This study aims to explore the influence of satisfaction on patient loyalty, as well as its impact on improving hospital performance.

Method

This study uses a quantitative approach with a survey method. The subjects of the study were patients who visited X Surakarta Hospital in the period May - August 2024. A total of 150 respondents were selected as samples to collect primary data using a questionnaire containing questions related to patient

satisfaction and loyalty. The independent variable in this study is patient satisfaction, while the dependent variable is patient loyalty and hospital performance.

Testing was conducted using a simple linear regression test to assess the effect of patient satisfaction on loyalty and performance. The R and RSquare values (coefficient of determination) were used to measure the strength of the relationship between variables, where a p value <0.05 was considered significant. Data were analyzed using statistical software to support the validity of the results.

Results and Discussion

Respondent Data Profile

The distribution of respondents by gender shows that the majority are women (80.7%), with the largest age range between 41-50 years. The highest level of education is a bachelor's degree, and the most dominant profession is a housewife. This can be seen from the table below

Table 1. Distribution of respondents based on

No	Gender	Number of Respondents
1	Man	29
2	Woman	121

Table 2. Distribution of Respondents by Age

No	Age	Number of Respondents
1	<21	11
2	21-30	18
3	31-40	21
4	41-50	44
5	51-60	37

Table 3. Distribution of Respondents Based on Education Level

No	Level of education	Number of Respondents
1	Elementary school	5
2	Junior High School	12
3	Senior High School	36
4	Diploma/D3/D4	20
5	Bachelor/Postgraduate	74
6	Other	3

Table 4. Distribution of Respondents based on type of work

No	Type of work	Number of Respondents
1	Housewife	55
2	Private sector employee	42
3	civil servant	25
4	Students	10
5	Self-Employed/Entrepreneur	9
6	Other	9

Table 5. Distribution of Respondents based on number of visits

No	Number of visits	Number of Respondents
1	Regular monthly visits	65
2	>5 times	64
3	2-5 times	19
4	1 times	2

II. The influence of satisfaction level on patients' loyalty

The results of the simple linear regression test on the effect of patient satisfaction on loyalty obtained an R value of 0.742 (Figure 1).

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.742 ^a	.551	.548	1.56254

a. Predictors: (Constant), satisfaction

b. Dependent Variable: Loyalty

Figure 1. R results from simple linear regression

		ANOVA				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	442,651	1	442,651	181,300	.000b
	Residual	361,349	148	2,442		
	Total	804,000	149			

- a. Dependent Variable: Loyalty
- b. Predictors: (Constant), satisfaction

Figure 2. Significance value of simple linear regression

Test of the Influence of Satisfaction on Patient Loyalty

From the simple regression test, the R value was obtained as 0.742, indicating a strong positive correlation between patient satisfaction and loyalty. The R Square value of 0.551 indicates that 55.1% of the variation in patient loyalty can be explained by the level of satisfaction they feel towards hospital services. This result also shows that the level of satisfaction contributes significantly to loyalty, with the

remaining 44.9% influenced by other external variables.

The Influence of Patient Satisfaction on Hospital Performance

Hospital performance is seen from the number of outpatient and inpatient visits. The visit data is shown in table 6 below.

Table 6. The amount of hospital's patients

No	Month	Number of outpatients	Number of inpatients
1	May	23130	2553
2	June	20975	2232
3	July	23807	2377
4	August	25353	2250

Data shows an increase in the number of outpatient and inpatient visits from June to August 2024. This increase is thought to be related to high patient satisfaction which has a direct impact on the hospital's reputation and performance.

Discussion

Patient satisfaction plays a vital role in increasing patient loyalty. Satisfied patients are more likely to return and prefer the same hospital for their medical care, which ultimately increases hospital visits

and performance. A study by Kotler and Keller (2016) emphasized that satisfaction is an emotional evaluation of the health service outcomes received. This means that the higher the quality of service received by patients, the higher the loyalty formed.¹

This study is consistent with the findings of Chahal & Mehta (2010) who stated that satisfaction is a key factor in building loyalty in the health sector². In addition, Han and Hyun (2015) found that trust arising from satisfaction can strengthen the relationship between patients and hospitals, which makes patients reluctant to switch to competitors' services³. This loyalty is not only important from a business perspective, but also in maintaining long-term relationships that support the effectiveness of health services.

Patient satisfaction plays a crucial role in building loyalty in the healthcare sector. High satisfaction enables hospitals to retain patients and reduce marketing costs, as satisfied patients are more likely to recommend services to others. Satisfied patients are generally more likely to return to the same hospital, which indirectly improves the hospital's performance and image in the community. According to Otani *et al*, (2012), excellent service quality has a direct impact on patient loyalty levels, which creates an emotional bond between patients and healthcare providers⁴.

In addition, patient perceptions of service quality also greatly affect their satisfaction and loyalty. Good service quality not only increases satisfaction but also strengthens patient trust, which

ultimately increases patient loyalty in the health sector.⁵ Thus, hospitals that are able to maintain service standards will increase the likelihood of patients being loyal. Ahmed, Tarique, & Arif (2017) in their study in public hospitals found that high-quality services perceived by patients have a positive impact on satisfaction, which ultimately drives patient loyalty. They also showed that factors such as trust and service value play an important role in retaining patients⁶.

Furthermore, according to Han & Hwang (2013), multidimensionality of service quality, including trust and security, contributes to increased patient loyalty. Their research shows that when patients have full confidence in the quality of service provided by a hospital, they tend to return, even though there may be other health service options available.⁷ Good service quality, combined with attention to the emotional needs of patients, strengthens this loyalty. A study by Gürbüz & Akyol (2016) also supports this finding, where service quality has a direct relationship with patient loyalty. They stated that patients who feel satisfied with the services provided are more likely to recommend the hospital to family and friends, which contributes to improving the hospital's reputation and long-term performance.⁸ In digital era, the use of social media by hospitals to share health information and services has become an important tool in maintaining patient satisfaction and loyalty. The use of digital platforms allows patients to obtain information more easily, increases their engagement, and strengthens positive perceptions of the hospital⁹.

From a measurement perspective, Parasuraman, Zeithaml, & Berry (1988) developed the SERVQUAL model to measure perceived service quality. This model helps hospitals understand the key elements that can improve patient experience, such as empathy, reliability, and responsiveness. Using the SERVQUAL model to evaluate service quality allows hospitals to identify areas for improvement to increase patient satisfaction and loyalty.¹⁰ Press Ganey Associates (2018) in their report showed that hospitals with higher levels of patient satisfaction also showed increased patient retention. This report indicates that the quality of service received by patients plays a significant role in motivating patients to remain loyal and return to use hospital services in the future.¹¹

This success brings sustainable income to the hospital and helps to improve operational efficiency as well. according to Hasjim et al. (2024), devoted patients usually use more services, which brings more income.¹²

Conclusion

This study concluded that patient satisfaction has a significant influence on patient loyalty, which has a positive impact on hospital performance. High satisfaction leads patients to repeat visits to the same hospital and recommend services to others. As a long-term performance improvement measure, sustainable patient satisfaction depends on the quality of service that hospital provides

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Conflict of interest : none

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