

The Antecedents of Patient Loyalty in Outpatient Department of An-Nisa Hospital Tangerang

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Abstract

This research aims to analyze: the positive effect of location and facilities on patient satisfaction, the positive effect of location and facilities on patient loyalty, and the positive effect of patient satisfaction on patient loyalty. Data collection was carried out using questionnaire. The target population of this research were outpatients with an age of at least 18 or above at An-Nisa Hospital Tangerang, who are willing to be respondents of this study, and have used outpatient services at An-Nisa Hospital Tangerang at least twice and within the period of November 2021. The number of samples were determined to be 300 samples. The sampling technique used was purposive sampling. Partial Least Square-Structural Equation modeling (PLS-SEM) is applied as a statistical analysis to this study. The results of data analysis showed that the location has a positive effect on patient satisfaction. In addition, facilities have a positive effect on patient satisfaction. Meanwhile, location does not have a positive effect on patient loyalty and facilities do not have a positive effect on patient loyalty. Finally, patient satisfaction has a positive effect on patient loyalty.

Keywords

Patient satisfaction; patient loyalty; facilities; location



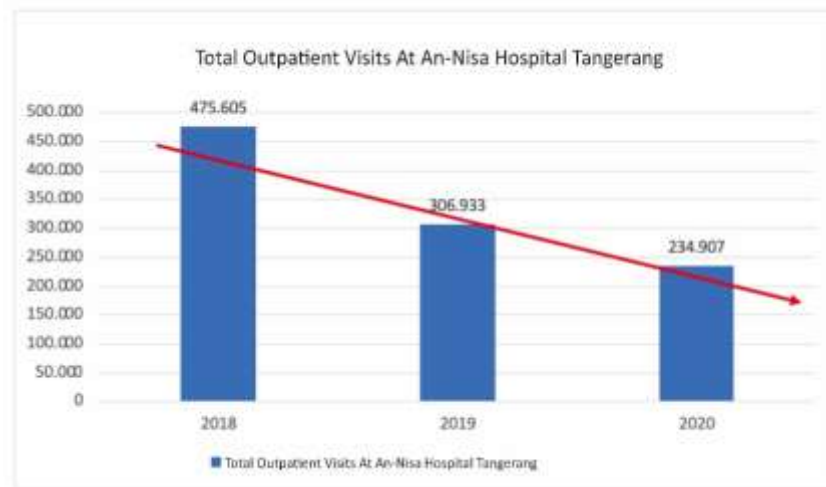
I. Introduction

The competition in the economic world is getting tougher, that includes the healthcare industry. The increasing competition between health service providers is proven by the rapid growth of hospitals in Indonesia (Ministry of Health National Data, 2018). The higher the company's leverage, the company tends to generate less cash, this is likely to affect the occurrence of earning management. Companies with high debt or leverage ratios tend to hold their profits and prioritize the fulfillment of debt obligations first. According to Brigham and Ehrhardt (2013), the greater the leverage of the company, it tends to pay lower dividends in order to reduce dependence on external funding. So that the greater the proportion of debt used for the capital structure of a company, the greater the number of liabilities that are likely to affect shareholder wealth because it affects the size of the dividends to be distributed. (Yanizzar, et al. 2020)

The economic condition of the population is a condition that describes human life that has economic score (Shah et al, 2020). Economic growth is still an important goal in a country's economy, especially for developing countries like Indonesia (Magdalena and Suhatman, 2020).

The tremendous level of competition between hospitals has an impact on one of the private hospitals in Tangerang, namely An-Nisa Hospital Tangerang. Based on the medical record data obtained from An-Nisa Tangerang Hospital, there had been a drastic downward trend in the number of outpatient visits at the An-Nisa Tangerang Hospital between 2018 and 2020; which dropped significantly to 51% in 2020 compared to 2018. The decreasing in numbers of outpatient visits is closely related to patient loyalty. Patient loyalty at An-

Nisa Hospital Tangerang is profoundly low, which shown by the graph of patient visits that continues to decline.



Source : An-Nisa Tangerang Hospital Patient Record

Figure 1. Outpatient Visits at An-Nisa Hospital Tangerang between 2018 - 2020

There are several factors that could affect patient loyalty. According to previous research done by Wiliana, Erdawati, and Meitry (2019), patient satisfaction had a positive effect on patient loyalty. On the other hand, Wijaya and Lomi (2019) showed that facilities had a positive effect on patient loyalty. Whereas, Vebnia, Pradhanawati, and Nurseto (2013) stated that location has a positive effect on patient loyalty.

The purpose of this study was to overcome the issues related to patient loyalty and analyzed the antecedents of patient loyalty in outpatient department of An-Nisa Hospital Tangerang.

Based on the background of the problems above, the purpose of this study was intended to prove that location and facilities have a positive effect on patient satisfaction, location and facilities have a positive effect on patient loyalty, and patient satisfaction has a positive effect on patient loyalty.

II. Review of Literature

2.1 Customer Satisfaction

Customer satisfaction is defined as a feeling of pleasure or disappointment that can be felt by consumers after using a product/service by comparing the perceived performance of customer expectations to the reality of the product/service offered by the company (Kotler & Keller, 2016). Consumers who are satisfied with the services/products provided by the company have a high probability of coming back and becoming customers for a long time and committed to the services/products they were using. (Purnamasari, 2015).

2.2 Customer Loyalty

Loyalty itself is defined as a response of bias with respect to a particular brand or a product that is expressed over a certain period of time and is determined by the pattern of purchasing decision-making units (Mellens, Dekimpe, & Steenkemp, 1996). Furthermore, Mellens, et al. (1996) describes loyalty as a condition in which customers have a positive

attitude with the brand, are committed to the brand, and have the intention to continue their purchase in the future.

2.3 The relationship between location and patient satisfaction

A location defined as a place where all marketing activities are expected to facilitate the delivery or distribution of products/services from producers to consumers (Tjiptono, 2015). Prior research conducted by Afifah (2020) confirmed that location had a positive effect on patient satisfaction; the better and more strategic the location provided by the hospital will consequently increase the patient satisfaction.

The strategic location makes a hospital the first choice and makes it easier for patients to visit the hospital. Studies conducted by Pambudy (2016), Meutia and Andiny (2019), and Savitri, et al. (2014) is consistent with this hypothesis and proves that location had a positive effect on patient satisfaction. Thus, the first hypothesis proposed is:

H1: Locations has a positive effect on patient satisfaction

2.4 The relationship between facilities and patient satisfaction

According to Tjiptono (2007), facilities are all the things that can facilitates consumers in businesses engaged in services; in which that all existing facilities, namely the condition of the facilities, completeness, interior design, exterior, and cleanliness of the facilities need to be considered, especially those closely related to what is delivered to the customers. According to Srijani and Hidayat (2017), facilities are the benchmark of all services provided and greatly affects customer satisfaction.

Research conducted by Aji and Soesanto (2011) stated that facilities have a positive and significant effect on patient satisfaction. Therefore, it can be concluded that patient satisfaction will increase along with the better facilities provided by health service providers. Facilities are a crucial factor in the success of a service and are closely related to patient satisfaction. The research conducted by Aryani (2020) and Sismiyati (2017) is in line with the research done by Aji and Soesanto (2011).

A study conducted by Sismiyati (2017) stated that the facilities in medical services is one of many factors that needed to be considered and focused on in shaping patient satisfaction. Improving facilities and infrastructure of the hospitals is expected benefits the hospitals by reducing barriers that arise for patient satisfaction. Thus, the second hypothesis proposed is:

H2: Facilities has a positive effect on patient satisfaction

2.5 The relationship between location and patient loyalty

The experiment by Ridwan and Yusuf (2019) confirmed that there was a positive effect between locations on patient loyalty. It can be concluded that the accessibility of a location of the hospital will definitely increase patient loyalty. Another study conducted by Vebnia, et al. (2013) and Pratiwi (2019) proved that the better or the more strategic the location of the hospital, the higher the patient loyalty will be formed and vice versa. Furthermore, if the location of the hospital is perceived as not strategic by the patients, it will diminish the patient loyalty. Thus, the third hypothesis proposed is:

H3: Location has a positive effect on patient loyalty

2.6 The Relationship between facilities to patient loyalty

Research that had been executed by Wijaya and Lomi (2019) showed that facilities has a positive effect on patient loyalty. These results indicated that the better the facilities provided by the hospital, the higher the patient's loyalty will be formed. Another studies

conducted by Salman (2013) and Vebnia, et al. (2013) were aligned with Wijaya and Lomi (2019); which stated that the facilities has a positive effect on patient loyalty.

In conclusion, the better the facilities provided by the hospital will have an impact on increasing patient loyalty, vice versa. Thus, the facilities and infrastructure in hospitals need to be maintained and continuously improved so that patients receiving treatment feel safe and comfortable, which will lead to the formation of patient loyalty. Thus, the fourth hypothesis proposed is:

H4: Facilities have a positive effect on patient loyalty so that more

2.7 The relationship between patient satisfaction and patient loyalty

The study by Wiliana, et al. (2018) concluded that patient satisfaction has a positive effect on patient loyalty; which can be interpreted that the higher the level of patient satisfaction, the higher the patients loyalty. Moreover, it can be concluded that satisfied customers will lead to customer loyalty. Vice versa, if the customer is unsatisfied with the products or services used, the customer will immediately stop their purchase. Experiment conducted by by Ganiyu, et al. (2012), Szymanski and Henard (2001), and Kertajaya (in Mashuri, 2020) supports the results of this study.

According to a study conducted by Kertajaya (in Mashuri, 2020) customers who are satisfied with the product or service used will be willing to pay more and make repeated purchases as well as present positive recommendations to those closest to them. Therefore, it can be concluded that satisfied customers will lead to customer loyalty. Thus, the fifth hypothesis proposed is:

H5: Patient satisfaction has a positive effect on patient loyalty

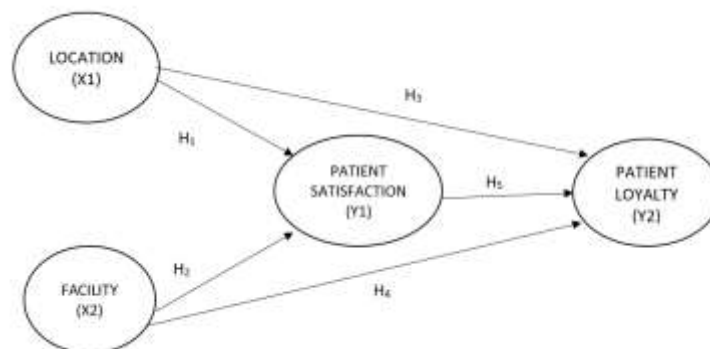


Figure 3. Research Model

III. Research Method

This research aims to analyze the antecedents of patient loyalty in outpatient department at An-Nisa Hospital Tangerang. There are 4 variables in this research, namely location and facilities as independent variables, patient satisfaction as a mediating variable, and patient loyalty as the dependent variable.

This research is a quantitative research. The questionnaire instrument was used in data collection techniques. The unit of analysis for this research is the individual, where the data to be obtained comes from individuals taken from each respondent. The target population in this research is all outpatients at An-Nisa Hospital Tangerang, aged at least 18 years or above, have used outpatient services at An-Nisa Hospital Tangerang at least twice, and within the period of November 2021. Purposive sampling technique was applied in the study. The number of samples was determined to be 300 samples.

The measurement scale used is a Likert scale which produces interval data. This measurement uses five scales with levels (1) Strongly disagree, (2) Disagree, (3) Neutral, (4) Agree, and (5) Strongly agree. The items on the location construct was adapted from Aryani (2020), the facilities construct was adapted from Yanti (2013), the patient satisfaction construct was adapted from Aryani (2020) and Tobing (2018), and the patient loyalty construct was adapted from Utari (2018) and Wulandari (2017).

Statistical analysis of Partial Least Square-Structural Equation Modeling (PLS-SEM) using SmartPLS software was applied in this research. This research was conducted with two sub-models of measurement, namely the measurement model (outer model) by testing the validity and reliability and the structural model (inner model) through testing the path coefficient, R-Square, and VIF.

IV. Result and Discussion

4.1 Profile of Respondents

The criteria for respondents are presented in Table 1. Based on the gender statistic, there were more female respondents than male with a percentage of 67% and 33%, respectively. Respondents with the largest age group were the age group of ≥ 33 year of age with a percentage of 65%, followed by the 28-32 year age group at 17%, and the 23-27 year age group at 9% and the 18-22 year age group at 9%.

Based on the latest educational background, most respondents have a high school education background, which is 58%. Meanwhile, respondents with undergraduate and junior high school education backgrounds are the second largest educational background with a percentage of 12%, followed by 10% with elementary school education, 5% last education diploma, and 5% of respondents do not attend school. Meanwhile, the respondent's criteria based on occupation are dominated by housewives with a percentage of 40%, followed by private employees in the second position at 23%, and others at 13%. Meanwhile, for respondents with jobs as entrepreneurs, civil servants, and students, the percentages are 9%, 7%, 5%, and 3%, respectively.

The respondent's profile is based on the total respondent's visits to An-Nisa Hospital Tangerang. Based on the total visits, 35% of patients visited An-Nisa Hospital Tangerang with a total of 1-5 visits; followed by 32% visiting An-Nisa Hospital Tangerang >15 times. Meanwhile, respondents with a total of 5-10 visits were 19% and a total of 10-15 visits were 14%. Furthermore, 59% of respondents who have visited the outpatient services of An-Nisa Hospital Tangerang claimed to have used outpatient services at the other hospitals, apart from An-Nisa Hospital Tangerang. Meanwhile, 41% of respondents admitted that they had only ever used outpatient services at An-Nisa Hospital, Tangerang.

Table 1. Profile of Respondents

Statement	Amount	Percentage (%)
Gender		
Male	99	33%
Female	201	67%
Age Group		
18 - 22 Years	27	9%
23 - 27 Years	27	9%
28-32 Years	51	17%
≥ 33 Years	195	65%
Education		
Not Attend School	9	3%

Elementary School	30	10%
Middle School	36	12%
High School	174	58%
Diploma	15	5%
Undergraduate	36	12%
Occupation		
Student	9	3%
College Student	15	5%
Housewives	120	40%
Entrepreneurs	27	9%
Private Employees	69	23%
Civil Servant	21	7%
Others	39	13%
Total Visits		
1-5 Visits	105	35%
5-10 Visits	57	19%
10-15 Visits	42	14%
>15 Visits	96	32%
Using outpatient services other than An-Nisa Hospital Tangerang		
Ever	177	59%
Never	123	41%

Source: Results of data processing

4.2 Evaluation of the Measurement Model

Evaluation of the measurement model is carried out by testing the validity and reliability of the model. The tests of convergent validity, discriminant validity, and composite reliability were applied in this study. The criteria for convergent validity are loading factor >0.7 ; average variance extracted (AVE) >0.5 ; and discriminant validity must meet the criteria of Fornell-Larcker; where the square root value of AVE is greater than the correlation value between variables (Ghozali & Latan, 2015).

According to Hair et al. (in Ghozali & Latan, 2015), the ideal limit of loading factor and AVE between the range of 0.4 to 0.7 is still accepted as long as the value of AVE is greater than 0.5. In this study, a reliability test was conducted using the criteria composite reliability. The value of composite reliability is considered acceptable if it is above 0.7 and the data is said to be reliable (Sekaran and Bougie, 2013).

Table 2. Evaluation of the Measurement Model

Construction	Items	Outer Loading
Location (AVE= 0.736, CR= 0.917)		
L1	The location of An-Nisa Hospital is easy to find	0.866
L2	The location of An-Nisa Hospital can be reached by public transportation	0.911
L3	The location of An-Nisa Hospital is on the side of the road that can be passed by vehicles	0.902
L4	The location of An-Nisa Hospital is not far from the city center	0.740
Facilities (AVE= 0.686, CR= 0.916)		
F2	Cleanliness of the yard and environment around of An-Nisa	0.805

	Hospital	
F6	Lighting in the outpatients wards	0.853
F7	The layout and decoration of the outpatients wards is good	0.860
F8	Complete furniture in the outpatients wards	0.889
F10	The outpatients wards are insect-free	0.724
Patient Satisfaction (AVE= 0.680, CR= 0.937)		
PS1	Overall, I feel satisfied with An-Nisa Hospital	0.797
PS2	I am satisfied using the outpatient services at An-Nisa Hospital	0.851
PS3	The performance of the outpatient services provided at An-Nisa Hospital is in line with my expectations	0.855
PS4	In my opinion, the outpatient service at An-Nisa Hospital is ideal	0.835
PS5	I am satisfied with An-Nisa Hospital, therefore I have my own desire to seek treatment at this hospital	0.880
PS6	I am satisfied with An-Nisa Hospital, therefore I will recommend the outpatient service to other people	0.776
PS8	I am satisfied with the facilities provided by An-Nisa Hospital	0.773
Patient Loyalty (AVE= 0.635, CR= 0.924)		
PL1	I am willing to visit the outpatient department at An-Nisa Hospital if one day I need it	0.761
PL2	I will make An-Nisa Hospital as my first choice of hospital	0.817
PL3	I will always look for further information about An-Nisa Hospital	0.721
PL4	If recommended by the healthcare provider, I am willing to carry out additional examinations in other parts of An-Nisa Hospital	0.767
PL5	I am continue to visit An-Nisa Hospital, even though there are other choices of hospitals	0.840
PL6	Personally, An-Nisa Hospital is the best place for outpatients services	0.813
PL7	As long as An-Nisa Hospital is still there, I will continue to use the services at this hospital	0.853
<i>AVE=average variance of extracted; CR=composite reliability</i>		

Source: Results of data processing

The results of the convergent validity are shown in Table 2 where the value of AVE for the location is 0.736, the facilities is 0.686, patient satisfaction is 0.680, and patient loyalty is 0.635. Furthermore, the results outer loading for the convergent validity of the location, facilities, patient satisfaction, and patient loyalty variables ranged from 0.721 to 0.911. Moreover, the results of the composite reliability of location, facilities, patient satisfaction, and patient loyalty were 0.917, 0.916, 0.937, and 0.924, respectively.

Table 3.Criteria of Fornell-Larcker

	Location	Facilities	Patient Satisfaction	Patient Loyalty
Location	0.858			
Facilities	0.560	0.828		
Patient satisfaction	0.429	0.652	0.825	
Patient Loyalty	0.403	0.556	0.793	0.797

Source: Results of data processing

The results of the test are discriminant validity shown in Table 3, where all the constructs in this study has met all the criteria of Fornell-Larcker. Thus, the results of the measurement model evaluation test have meet the predetermined criteria.

4.4 Evaluation of the Structural Model

In the evaluation of the structural model, the test started from measuring multicollinearity in order to find out the relationship between existing independent constructs and the possibility of collinearity. The multicollinearity test was carried out by observing the results of the Variance Inflation Factor (VIF) with the aim of detecting the presence of collinearity in the independent construct. Hair et al. (in Ghozali & Latan, 2015) stated the value of VIF must be below 5. If the value VIF exceeds 5, it can be said that the research model has multicollinearity problems. In Table 4, it can be concluded that there is no multicollinearity problem detected in the constructs because all values are $VIF < 5$.

Table 4. Evaluation of collinearity

	Location	Facilities	Patient Satisfaction	Patient Loyalty
Location			1.458	1.473
Facilities			1.458	2.092
Patient Satisfaction				1.759
Patient Loyalty				

Source: Data processing results

In addition to testing the value of VIF, the structural model testing can be carried out by evaluating the R-Square of each endogenous latent variable as a predictor of the structural model (Ghozali & Latan, 2015). Furthermore, Ghozali and Latan (2015) explained that the R-Square will described the extent to which the independent construct explains the dependent construct. According to Chin (in Ghozali & Latan, 2015), the values of R-Square of 0.67, 0.33, and 0.19 can be concluded that the model is strong, moderate, and weak.

Table 5 presents the results of R-Square test. The results of the R-Square test shows that patient satisfaction has a moderate model, which means that patient satisfaction can be explained by the location and facilities variables by 43.1%. Meanwhile, the patient loyalty has a R-Square value of 0.634 (63.4%) which means the patient loyalty has moderate model as well. In conclusion, the patient loyalty can be explained by the variables of location, facilities, and patient satisfaction of 63.4%.

Table 5. Evaluation of R-Square

Variabel	R- Square
Patient Satisfaction	0.431
Patient Loyalty	0.634

Source: Results of data processing

Hypothesis testing in this study was carried out by analyzing the standardized path coefficients values and p-values. According to Ghozali and Latan (2015), the p-values can indicate to support the hypothesis. A hypothesis can be said to be significant if the p-values <0.05 by taking into account the direction of the path coefficient.

Table 6. Hypothesis Test Results

Hypothesis	Standardized Path Coefficient	p-values	Decision
H ₁ : Location has a positive effect on patient satisfaction	0.093	0.034	Supported
H ₂ : Facilities has a positive effect on patient satisfaction	0.600	0.000	Supported
H ₃ : Location has a positive effect on patient loyalty	0.064	0.101	Not Supported
H ₄ : Facilities has a positive effect on patient loyalty	0.037	0.255	Not Supported
H ₅ : Patient satisfaction has a positive effect on patient loyalty	0.741	0.000	Supported

Source: Results of data processing

In Table 6, it can be seen that the hypotheses H₁, H₂, and H₅ are supported; and H₃ and H₄ are not supported. The first hypothesis stated that location has a positive effect on patient satisfaction, the second hypothesis states that facilities have a positive effect on patient satisfaction, the third hypothesis states that location does not have a positive effect on patient loyalty, the fourth hypothesis states that facilities do not have a positive effect on patient loyalty, and the fifth hypothesis states that patient satisfaction has a positive effect on patient loyalty.

4.5 Discussion

Based on the results of testing the first hypothesis, the location has a positive effect on patient satisfaction and the results is **supported**. This means that the better the location of the hospital, the higher of the patient satisfaction will be formed, and vice versa. The worse the location of a hospital will consequently followed by a decrease in patient satisfaction. Location is an important factor in achieving patient satisfaction. The results of testing the first hypothesis are in line with previous research conducted by Afifah (2020), Pambudy (2016), Meutia and Andiny (2019), and Savitri, et al. (2014).

According to Utami (in Meutia and Andiny, 2019), location is a very important factor in the marketing mix. Choosing the right location can increase the success of a business compared to other businesses in the same field with worse locations. Based on this theory, it can be concluded that the selection of a hospital location is very crucial and a

hospital with a strategic or better location will be accessible for patients and will affect patient satisfaction.

The results of testing the second hypothesis, the facilities have a positive effect on patient satisfaction and the result is **supported**. The better the facilities provided by the hospital will have an impact on increasing patient satisfaction. Completeness of facilities in a hospital plays a very important role in shaping patient satisfaction. This hypothesis is supported by previous studies conducted by Aji and Soesanto (2011), Aryani (2020), and Sismiyati (2017).

Prior research conducted by Aji and Soesanto (2011) stated that facilities play an important role in forming patient satisfaction. Thus, health service providers must pay close attention to the completeness of the facilities provided in order to ensure the formation of patient satisfaction.

Based on the results of the analysis that has been carried out, it was found that the third hypothesis, the location has a positive effect on patient loyalty is **not supported**; which means that location has no effect on patient loyalty. In other words, although An-Nisa Tangerang Hospital has a good and strategic location, it will not guarantee to increase the patient loyalty in the outpatients department. The results of the third hypothesis contradicted the previous research conducted by Ridwan and Yusuf (2019), Vebnia et al. (2013) and Kafa (2013).

The results of testing the fourth hypothesis which states that the facilities have a positive effect on patient loyalty are **not supported** which was proved by the p-values > 0.05 ; hence it can be concluded that the complete and adequate facilities provided by the hospital do not guarantee the formation of patient loyalty. The results of this study contradicted with the latest studies conducted by Vebnia et al. (2013), Wijaya and Lomi (2019), and Salman (2019).

The fifth hypothesis that the patient satisfaction has a positive effect on patient loyalty are **supported**. Thus, the higher level of patient satisfaction, the higher the patient loyalty will be formed and vice versa. The decrease in patient satisfaction will significantly affect the patient loyalty at An-Nisa Hospital Tangerang. The fifth hypothesis is consistent with the research conducted by Wiliana, et al. (2018), Ganiyu, et al. (2012), and Szymanski and Henard (2001) who provide evidence that patient satisfaction has a positive effect on patient loyalty.

Patient satisfaction in this study acts as a mediating variable; where the results showed that patient satisfaction has a positive effect on patient loyalty. This proves that the location and facilities have a positive and significant effect on patient loyalty through patient satisfaction. Whereas, location and facilities do not have a positive effect on patient loyalty when viewed from a direct relationship.

Based on the theory presented by Baron and Kenny (1986) there are two types of mediation effects, which are complete mediation and partial mediation; where in complete mediation the effect of the relationship of the independent variable on the dependent variable has no effect after controlling for the mediating variable, while partial mediation is a condition where the influence of the relationship of the independent variable on the dependent variable is reduced but remains significant after controlling for the mediating variable.

Based on the theoretical reference, it can be said that this study has a mediating effect type, namely complete mediation; where the relationship between location and facilities variables on patient loyalty variables does not have a positive and significant effect by controlling for patient satisfaction variables; and the location and facilities variables on the patient loyalty variable have a positive and significant effect through the

patient satisfaction variable. Therefore; it can be concluded that patient satisfaction has a very crucial role in shaping and forming patient loyalty. Thus, hospitals are expected to be more focused on increasing patient satisfaction which latter will leads to patient loyalty.

Szymanski and Henard (2001) (in Ganiyu, et al., 2012) added that customer satisfaction is one of the important indicators that determine the formation of customer loyalty. The inability to maintain or increase patient satisfaction will have a serious impact on companies such as customers who share their negative experiences in using products/services with others.

V. Conclusion

Based on the results of data analysis that has been tested in this study, the results of hypothesis testing indicates that location has a positive effect on patient satisfaction, facilities have a positive effect on patient satisfaction, location does not have a positive effect on patient loyalty, facilities do not have a positive effect on patient loyalty, and satisfaction patient has a positive effect on patient loyalty.

Limitations and Suggestions for Further Research

In this research, the respondents were not differentiated based on the outpatient department visited by the patients; which will impact the patient's perspective of the facilities in different departments. Thus, suggestions for further research is to differentiate respondents according to the outpatient department visited by the patient.

This study was only conducted on outpatients at An-Nisa Hospital Tangerang, which is a Type C hospital. Suggestions for further research is to conduct another research on several hospitals with different types of hospitals to prove whether the results of this study is consistent and whether there are differences in the results based on the type of the hospital where the research will be conducted.

Respondents who were included in this study were a combination of private patients and public patients. Suggestions for further research is to conduct research on public patients or general patients only to prevent any bias when answering the questions on the questionnaire.

This research analyzed the effect of facilities, location, and patient satisfaction on patient loyalty at An-Nisa Hospital Tangerang. There are other variables that has an effect on patient loyalty that have not been included in this study, such as the health worker's performance which may contributes to the patient loyalty. Suggestions for further research is to include the health worker's performance as an independent variable that can affects the antecedents of patient loyalty in outpatient department at An-Nisa Hospital Tangerang.

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