Enterpriser *(Journal of Sustainability and Entrepreneurship)*

THE INFLUENCE OF SERVICE QUALITY, MEDICAL STAFF PROFESSIONALISM, AND HOSPITAL IMAGE ON PATIENT LOYALTY AT HARAPAN BUNDA HOSPITAL CENTRAL LAMPUNG

✉ **Dwi Rizki Fadillah J***

Master of Management Program, Universitas Bandar Lampung, Indonesia

Jl. Zainal Abidin Pagar Alam no. 26, Labuhan Ratu, Kedaton, 35142, Bandar Lampung, Indonesia

ABSTRACT

Harapan Bunda Hospital in Central Lampung is a private healthcare institution serving the community, yet preliminary evaluation identified concerns related to waiting time, administrative efficiency, staff responsiveness, and empathy. These conditions may influence patients' perceptions of service quality, the professionalism of medical staff, hospital image, and ultimately their loyalty. This study aims to analyze the effect of service quality, medical staff professionalism, and brand image on patient loyalty at Harapan Bunda Hospital, Central Lampung. The study employed a quantitative approach using questionnaires administered to 100 outpatient and inpatient respondents who met the sampling criteria. The data were analyzed using multiple linear regression and hypothesis testing. The results show that service quality has a positive and significant effect on patient loyalty, with a coefficient of 0.262, t-statistic of 2.258, and p-value of 0.024. Medical staff professionalism also has a positive and significant effect, with a coefficient of 0.322, t-statistic of 2.542, and p-value of 0.011. Brand image has a positive and significant effect, with a coefficient of 0.329, t-statistic of 2.302, and p-value of 0.021. Simultaneously, the three independent variables significantly affect patient loyalty ($F = 11.184$; $p < 0.001$). The coefficient of determination (R^2) is 0.731, indicating that 73.1% of the variation in patient loyalty is explained by the model. The findings indicate that strengthening service quality, medical staff professionalism, and institutional image is important for sustaining patient loyalty at the hospital.

Keywords: service quality, medical staff professionalism, brand image, patient loyalty, hospital management

INTRODUCTION

Healthcare service organizations operate in an environment in which patients increasingly evaluate not only the medical outcomes they receive but also the overall experience of obtaining care. Service quality, interpersonal interaction, institutional reputation, and the ability of healthcare providers to create trust can shape patients' decisions to continue using a healthcare institution. In hospital management, patient loyalty is therefore an important outcome because it reflects the willingness to return, recommend the institution, and maintain a positive relationship with the service provider.

Harapan Bunda Hospital in Central Lampung is a private hospital that serves the healthcare needs of the surrounding community. The thesis underlying this article identified several service-related concerns, including long waiting times, inefficient administrative processes, and responsiveness and empathy that were perceived as needing improvement. Initial observations of 275 patients scheduled for follow-up showed that 196 patients returned for treatment and 79 did not, equivalent to 71% and 29%, respectively. Although non-returning patients may have different reasons—including recovery, geographic constraints, and dissatisfaction—the figure indicates the importance of understanding factors associated with patient loyalty.

Service quality is a central construct in service management. Hardiyansyah (2018) describes service quality in terms of the extent to which services meet recipients' expectations, while the SERVQUAL perspective emphasizes tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman et

al., 1985). In healthcare, these dimensions are relevant because patients evaluate both technical and non-technical aspects of their experience. Previous studies cited in the thesis have also linked service quality with patient loyalty and repeat-visit intentions (Hasan & Putra, 2018; Oktavia & Prayoga, 2023; Surachman & Agustina, 2023).

The professionalism of medical staff represents another important component of the patient experience. Competence, availability, communication, empathy, and professional conduct may affect patients' confidence in the institution. The thesis operationalized the medical-staff variable through the availability and number of medical personnel, while the discussion emphasized competence, friendliness, empathy, and communication as important elements of the patient experience. In parallel, hospital brand image represents the public's perception of the institution. Kotler and Keller (2016) conceptualize corporate image through aspects such as personality, reputation, value, and corporate identity. A positive image can strengthen confidence and make patients more willing to use the same provider again.

Existing research has examined service quality, hospital image, satisfaction, and patient loyalty, but the present study combines service quality, medical staff professionalism, and brand image in one empirical model focused on Harapan Bunda Hospital in Central Lampung. This provides a context-specific assessment of the relative contribution of these three factors to patient loyalty. Therefore, this study aims to determine: (1) whether service quality affects patient loyalty; (2) whether medical staff professionalism affects patient loyalty; (3) whether brand image affects patient loyalty; and (4) whether the three variables simultaneously affect patient loyalty.

LITERATURE REVIEW

Service Quality

Service quality is a central construct in healthcare management because patients evaluate not only clinical outcomes but also how care is delivered, including accessibility, responsiveness, reliability, assurance, empathy, and the physical environment. In healthcare, quality is multidimensional and is shaped by both technical and interpersonal aspects of care (Dagger et al., 2007; Stavropoulou et al., 2022).

The SERVQUAL framework developed by Parasuraman et al. (1985, 1988) identifies five dimensions of perceived service quality: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions remain widely used in healthcare research, although later studies have developed context-specific and performance-based measures. Chahal and Kumari (2010) and Shafei et al. (2019), for example, show that healthcare service quality can be represented through broader dimensions involving the physical environment, interaction quality, technical expertise, administrative processes, and outcomes.

Empirical studies consistently link service quality with patient satisfaction, behavioral intentions, and loyalty. Lei and Jolibert (2012) found that perceived quality and satisfaction are distinct constructs but both are related to patient loyalty, while Ahmed et al. (2017) reported a relationship among service quality, satisfaction, and loyalty in both public and private healthcare settings. Shabbir et al. (2016) and Fatima et al. (2018) likewise found that perceived healthcare service quality contributes to patient loyalty. More specifically, Zhang et al. (2018) demonstrated that service quality can strengthen loyalty through patients' perceptions of empathy. These findings support the expectation that patients who experience reliable, responsive, and empathetic services are more likely to maintain their relationship with a hospital

Medical Staff Professionalism

Medical staff professionalism is an important component of healthcare service delivery because doctors, nurses, and other healthcare personnel represent the hospital during direct patient encounters. Professionalism encompasses competence, ethical conduct, accountability, respect, communication,

compassion, and commitment to patients' interests. Patients' perceptions of physician professionalism have been associated with trust and satisfaction, particularly through effective communication and responsible professional behavior (Choudhury et al., 2016; Rothman et al., 2020).

The availability and adequacy of medical personnel are also relevant to professional healthcare delivery. Adequate staffing supports continuity, accessibility, responsiveness, and the capacity of personnel to provide appropriate attention to patients. Endalamaw et al. (2023) identify human resources, provider competency, professional conduct, and appropriate health-system capacity as important elements of quality healthcare. Stavropoulou et al. (2022) further emphasize competency, communication, teamwork, leadership, and personal commitment as characteristics associated with quality care.

In this study, medical staff professionalism is operationalized through indicators concerning the availability and number of medical personnel. These indicators emphasize the practical capacity of the hospital to provide continuous and responsive care. The theoretical rationale is that adequate personnel and professional interaction can improve patients' experiences and strengthen their willingness to continue using the hospital's services.

Brand Image

Brand image refers to the overall perception that individuals develop toward an organization based on its characteristics, reputation, values, and identity. In hospital services, brand image reflects patients' accumulated perceptions of institutional credibility, service experience, reputation, and the values associated with the hospital. The concept is important because healthcare services involve uncertainty and high perceived risk, making institutional cues particularly relevant when patients evaluate hospitals.

Vimla and Taneja (2021) propose that hospital brand image can influence patient loyalty through perceived service quality and patient satisfaction. Similarly, Akbolat et al. (2023) found that hospital reputation has an important relationship with patient loyalty and that hospital reputation may be more influential than doctor reputation. Recent empirical work also shows that hospital image is positively associated with patient loyalty in the Indonesian context (Budiman & Riorini, 2023). Thus, a positive hospital image can function as a relational asset that strengthens confidence, preference, and the intention to return.

The relationship between image and patient loyalty is also supported by Indonesian evidence. Hasan and Putra (2018) examined service quality, image, value, and satisfaction in relation to hospital loyalty, while Sharon and Santoso (2017) found that hospital image had a positive effect on patient loyalty. These studies support the inclusion of hospital image as an independent explanatory variable in the present model.

Patient Loyalty

Patient loyalty represents the willingness of patients to maintain a continuing relationship with a healthcare institution. In hospital services, loyalty may be reflected in intention to revisit, willingness to recommend the hospital, positive word of mouth, preference for the same provider, and continued use of the institution's services. Lis et al. (2011) found that perceived service quality was predictive of patients' willingness to recommend a hospital, supporting recommendation intention as a meaningful behavioral expression of loyalty.

Patient loyalty is closely related to patients' overall evaluation of healthcare experiences. When patients perceive that the hospital provides reliable services, responsive personnel, professional care, and a credible institutional image, the probability of maintaining the relationship may increase. Lei and Jolibert (2012), Ahmed et al. (2017), Fatima et al. (2018), and Hasan and Putra (2018) provide empirical support for the importance of service-related and institutional factors in explaining loyalty.

Relationship Between Service Quality and Patient Loyalty

Service quality is theoretically related to patient loyalty because patients' evaluations of healthcare services can influence their willingness to maintain a relationship with the hospital. The logic is consistent with the service quality literature: reliable and responsive service reduces negative experiences, while assurance and empathy strengthen patients' confidence in the provider. Dagger et al. (2007) found that health service quality significantly predicts behavioral intentions, while Zhang et al. (2018) found that empathy helps explain the service quality–loyalty relationship.

Previous research supports this relationship. Ahmed et al. (2017), Shabbir et al. (2016), and Fatima et al. (2018) found positive relationships between healthcare service quality and patient loyalty. Lei and Jolibert (2012) further show that quality and satisfaction form an important pathway toward loyalty, while Hasan and Putra (2018) and Surachman and Agustina (2023) provide Indonesian evidence that service quality is associated with patient loyalty. Accordingly, higher perceived service quality is expected to strengthen patient loyalty at Harapan Bunda Hospital

H1: Service quality has a positive and significant effect on patient loyalty at Harapan Bunda Hospital, Central Lampung.

Relationship Between Medical Staff Professionalism and Patient Loyalty

Medical staff are an important part of the patient experience because they represent the hospital through direct interactions with patients. Professionalism in competence, communication, empathy, ethical behavior, and responsibility can strengthen trust and perceived quality. Choudhury et al. (2016) show that patients evaluate physician professionalism through attributes such as communication, responsibility, respect, and trustworthiness. Rothman et al. (2020) likewise emphasize competence, patient interests, and trust as core responsibilities of medical professionalism.

The importance of healthcare personnel and professional care is consistent with the broader healthcare quality literature. Endalamaw et al. (2023) emphasize adequate health workers, provider competency, professional conduct, and system capacity as important quality inputs. Stavropoulou et al. (2022) similarly associate quality care with competency, communication, teamwork, leadership, and personal commitment. Therefore, in the present study, adequate and professional medical personnel are expected to improve the patient experience and contribute to stronger loyalty.

H2: Medical staff professionalism has a positive and significant effect on patient loyalty at Harapan Bunda Hospital, Central Lampung.

Relationship Between Brand Image and Patient Loyalty

Brand image can influence patient loyalty because patients may use the reputation, perceived value, personality, and identity of a hospital when evaluating the institution. A positive image can reduce uncertainty, increase confidence, and reinforce preference for the hospital. Vimla and Taneja (2021) specifically position hospital brand image as an antecedent of loyalty, while Akbolat et al. (2023) demonstrate the importance of hospital reputation in explaining patient loyalty.

Indonesian studies also support the relevance of institutional image. Hasan and Putra (2018) examined hospital image alongside service quality, value, and satisfaction, while Sharon and Santoso (2017) reported a positive relationship between hospital image and patient loyalty. Budiman and Riorini (2023) likewise found that hospital image positively affects patient loyalty. These findings provide a theoretical and empirical basis for expecting a positive relationship between brand image and patient loyalty in the present study.

Simultaneous Relationship Between Service Quality, Medical Staff Professionalism, Brand Image, and Patient Loyalty

Patient loyalty is a multidimensional outcome that can be influenced by several aspects of the healthcare experience. Service quality represents the quality of overall service delivery, medical staff professionalism represents the human and professional dimension of care, and brand image represents the institutional perception formed by patients. Considering these constructs together is consistent with

the healthcare literature, which shows that behavioral intentions are shaped by service experiences, professional interactions, satisfaction, reputation, and institutional perceptions (Dagger et al., 2007; Lei & Jolibert, 2012; Vimla & Taneja, 2021).

Previous studies have generally examined service quality, image, satisfaction, reputation, and loyalty as related constructs, but fewer studies in the local context combine service quality, medical staff professionalism, and hospital/brand image as simultaneous predictors. Hasan and Putra (2018), Sharon and Santoso (2017), and Budiman and Riorini (2023) provide Indonesian evidence for the roles of service quality and image, while international studies provide broader evidence on quality, professionalism-related interactions, reputation, and loyalty (Ahmed et al., 2017; Fatima et al., 2018; Akbolat et al., 2023). The present study therefore integrates the three predictors in a single empirical model at Harapan Bunda Hospital.

Based on the theoretical framework and previous empirical findings, the following hypothesis is proposed:

H4: Service quality, medical staff professionalism, and brand image simultaneously have a positive and significant effect on patient loyalty at Harapan Bunda Hospital, Central Lampung.

METHOD

Research Design and Location

This study used a quantitative research design to examine the relationship between three independent variables—service quality (X1), medical staff professionalism (X2), and brand image (X3)—and patient loyalty (Y). The research was conducted at Harapan Bunda Hospital, Jl. Raya Lintas Sumatera No. 31, Seputih Jaya, Gunung Sugih, Central Lampung, Lampung. The hospital is described in the thesis as a private class-C hospital serving as an important referral facility in the area.

Population and Sample

The population consisted of patients who had received healthcare services at Harapan Bunda Hospital, both outpatients and inpatients. Because the total population since the establishment of the hospital could not be determined precisely, the study used purposive random sampling as described in the thesis. Respondents were required to have received treatment at least once during the previous six months and to be willing to complete the questionnaire. A total of 100 respondents were included in the analysis.

Variables and Measurement

All variables were measured using a five-point Likert scale. Service quality was operationalized using the SERVQUAL dimensions of tangibles, reliability, responsiveness, assurance, and empathy. Medical staff professionalism was operationalized in the research instrument through indicators concerning the availability and number of medical personnel. Brand image was measured through personality, reputation, value, and corporate identity. Patient loyalty was measured through intention to revisit, willingness to share positive experiences, recommendation to relatives, positive reputation, social relationship with the institution, and provision of feedback, criticism, and suggestions.

Variable	Indicator basis	Scale
Service quality (X1)	Tangibles; reliability; responsiveness; assurance; empathy	Likert 1–5
Medical staff professionalism (X2)	Availability of medical staff; number of medical staff	Likert 1–5
Brand image (X3)	Personality; reputation; value; corporate identity	Likert 1–5
Patient loyalty (Y)	Revisit intention; positive experience; recommendation; reputation; relationship; feedback	Likert 1–5

Source: adapted from the operational definitions reported in the thesis (2025).

Data Collection and Analysis

Primary data were collected through questionnaires distributed directly to eligible respondents. The questionnaire contained 10 items for service quality, 4 items for medical staff professionalism, 8 items for brand image, and 12 items for patient loyalty. Data analysis included validity and reliability assessment, multiple linear regression, t-tests for partial effects, an F-test for simultaneous effects, and the coefficient of determination (R^2). Hypotheses were assessed at a 5% significance level; an effect was considered significant when $p < 0.05$.

The regression model used in the thesis is expressed as: $Y = -0.145 + 0.262X1 + 0.322X2 + 0.329X3 + e$, where Y is patient loyalty, X1 is service quality, X2 is medical staff professionalism, X3 is brand image, and e is the residual term.

RESULTS AND DISCUSSION

Instrument Quality

The validity assessment reported that all questionnaire indicators had loading-factor values above 0.60. The reported ranges were 0.773–0.853 for service quality, 0.822–0.891 for medical staff professionalism, 0.709–0.868 for brand image, and 0.651–0.868 for patient loyalty. These results indicate that the indicators met the convergent-validity criterion used in the thesis.

Construct	Cronbach's Alpha	Composite Reliability
Service quality	0.935	0.940
Medical staff professionalism	0.947	0.948
Brand image	0.948	0.951
Patient loyalty	0.892	0.895

Source: processed research data (2025).

All Cronbach's Alpha and composite-reliability values exceeded 0.70, indicating high internal consistency. The thesis also reported satisfactory discriminant validity, with the square root of AVE for each construct exceeding the relevant inter-construct correlations.

Descriptive Results

The descriptive analysis indicated generally positive evaluations of the variables. For patient loyalty, 59 respondents (59%) selected "Agree" and 41 respondents (41%) selected "Strongly Agree"; no respondents selected the negative or neutral categories. The overall patient-loyalty score was 5,212 out of a possible 6,000, equivalent to an average of 86.9%. The thesis therefore categorized patient loyalty as very good.

The observed pattern is important for interpreting the regression findings. Even though the overall loyalty level was high, the preliminary follow-up data indicated that not every patient returned for scheduled follow-up. This suggests that maintaining loyalty requires continuous attention to the service experience rather than relying solely on existing positive perceptions.

Multiple Regression and Hypothesis Testing

Predictor	Coefficient (B)	t-statistic	p-value	Decision
Service quality (X1)	0.262	2.258	0.024	Supported
Medical staff professionalism (X2)	0.322	2.542	0.011	Supported
Brand image (X3)	0.329	2.302	0.021	Supported

Source: processed research data (2025).

Service quality has a positive and significant effect on patient loyalty ($B = 0.262$; $t = 2.258$; $p = 0.024$). Thus, better perceived service quality is associated with stronger patient loyalty. This finding is consistent with the service-quality perspective in which patients compare their expectations with their actual service experience. In a hospital context, waiting time, administrative efficiency, responsiveness, reliability, assurance, and empathy can influence whether patients perceive the institution as worthy of continued use. The result also aligns with studies cited in the thesis that identify service quality as an

important factor associated with patient loyalty or repeat use (Hasan & Putra, 2018; Oktavia & Prayoga, 2023; Surachman & Agustina, 2023).

Medical staff professionalism has a positive and significant effect on patient loyalty (B = 0.322; t = 2.542; p = 0.011). The coefficient is substantial and indicates that improvement in this variable is associated with higher loyalty. The result supports the thesis interpretation that patients' direct interactions with healthcare personnel are central to trust, comfort, and confidence. In practical terms, medical competence needs to be accompanied by appropriate communication, empathy, and professional conduct. The finding is particularly relevant in healthcare because patients may perceive the quality of the institution through their direct interactions with medical personnel.

Brand image also has a positive and significant effect on patient loyalty (B = 0.329; t = 2.302; p = 0.021). A stronger institutional image is associated with higher loyalty. The result is consistent with the view that patients may use reputation, perceived value, personality, and corporate identity as cues when evaluating a healthcare institution. A positive image can reduce uncertainty and strengthen confidence in choosing the same hospital again. The finding is also in line with the thesis literature review, which places hospital image among the factors relevant to patient satisfaction and loyalty (Hasan & Putra, 2018).

Among the three predictors, brand image has the largest reported regression coefficient (0.329), followed closely by medical staff professionalism (0.322) and service quality (0.262). Accordingly, within this model, brand image shows the strongest statistical association with patient loyalty, while professionalism is also a particularly important factor. The thesis discussion emphasizes medical staff professionalism as a dominant practical factor because the patient's direct interaction with staff is a key part of the healthcare experience. The difference between the coefficient ranking and the practical interpretation should therefore be read carefully: the statistical coefficients indicate relative model estimates, whereas managerial priority also depends on the nature of the patient experience and operational feasibility.

Simultaneous Effect and Model Explanatory Power

Statistic	Value
F-statistic	11.184
Significance	0.000
R-square	0.731
Adjusted R-square	0.722

Source: processed research data (2025).

The simultaneous test produced F = 11.184 with p < 0.001, indicating that service quality, medical staff professionalism, and brand image jointly affect patient loyalty. The R^2 of 0.731 means that the three predictors explain 73.1% of the variation in patient loyalty in the sample, while 26.9% is attributable to factors outside the model. The adjusted R^2 of 0.722 indicates that the explanatory power remains high after adjustment for the number of predictors.

The simultaneous finding has an important managerial implication. Patient loyalty should not be approached through a single intervention. Improving service quality without improving staff professionalism may leave the interpersonal experience unresolved, while strengthening the hospital's image without corresponding improvements in actual service may be difficult to sustain. An integrated strategy linking operational service quality, professional staff behavior, and consistent institutional identity is therefore supported by the empirical model.

CONCLUSION

The study concludes that service quality, medical staff professionalism, and brand image each have a positive and significant partial effect on patient loyalty at Harapan Bunda Hospital, Central Lampung. Service quality has a coefficient of 0.262 (p = 0.024), medical staff professionalism has a coefficient of 0.322 (p = 0.011), and brand image has a coefficient of 0.329 (p = 0.021). Collectively, the three variables significantly affect patient loyalty (F = 11.184; p < 0.001), with an R^2 of 0.731. The findings indicate that

hospital management should maintain consistent, responsive, and empathetic services; strengthen the competence and communication skills of medical staff; and develop a consistent and credible institutional image. These efforts should be implemented together to sustain patient loyalty and strengthen the hospital's competitiveness.

IMPLICATIONS

The findings suggest three practical priorities. First, service processes should be continuously evaluated, particularly waiting time, administrative efficiency, responsiveness, and patient comfort. Second, professional development for medical staff should combine technical competence with communication, empathy, and patient-centered interaction. Third, reputation and corporate identity should be managed consistently so that the public image reflects the actual quality of care. Because 26.9% of the variation in loyalty remains unexplained, future research can consider additional factors such as patient satisfaction, trust, perceived value, facilities, accessibility, and other patient-experience dimensions.

ACKNOWLEDGMENTS

The author expresses appreciation to the management and respondents of Harapan Bunda Hospital, Central Lampung, for supporting the data collection process, and to Universitas Bandar Lampung for academic support during the research.

REFERENCES

Abuosi, A. A., & Atinga, R. A. (2013). Service quality in healthcare institutions: Establishing the gaps for policy action. International Journal of Health Care Quality Assurance, 26(5), 481–492. https://doi.org/10.1108/IJHCQA-12-2011-0077

Ahmed, S., Tarique, K. M., & Arif, I. (2017). Service quality, patient satisfaction and loyalty in the Bangladesh healthcare sector. International Journal of Health Care Quality Assurance, 30(5), 477–488. https://doi.org/10.1108/IJHCQA-01-2017-0004

Akbolat, M., Amarat, M., Ünal, Ö., & Sütlü, E. S. (2023). The mediating role of hospital reputation in the effect of doctor reputation on patients loyalty. International Journal of Healthcare Management, 16(1), 12–18. https://doi.org/10.1080/20479700.2022.2062853

Al-Neyadi, H. S., Abdallah, S., & Malik, M. (2018). Measuring patient's satisfaction of healthcare services in the UAE hospitals: Using SERVQUAL. International Journal of Healthcare Management, 11(2), 96–105. https://doi.org/10.1080/20479700.2016.1266804

Chahal, H., & Kumari, N. (2010). Development of multidimensional scale for healthcare service quality (HCSQ) in Indian context. Journal of Indian Business Research, 2(4), 230–255. https://doi.org/10.1108/17554191011084157

Chahal, H., & Kumari, N. (2012). Service quality and performance in the public health-care sector. Health Marketing Quarterly, 29(3), 181–205. https://doi.org/10.1080/07359683.2012.704837

Sari, M. I., Prabandari, Y. S., & Claramita, M. (2016). Physicians' professionalism at primary care facilities from patients' perspective: The importance of doctors' communication skills. Journal of Family Medicine and Primary Care, 5(1), 56–60. https://doi.org/10.4103/2249-4863.184624

Cronin, J. J., Jr., & Taylor, S. A. (1992). Measuring service quality: A reexamination and extension. Journal of Marketing, 56(3), 55–68. https://doi.org/10.1177/002224299205600304

Dagger, T. S., Sweeney, J. C., & Johnson, L. W. (2007). A hierarchical model of health service quality: Scale development and investigation of an integrated model. Journal of Service Research, 10(2), 123–142. https://doi.org/10.1177/1094670507309594

Endalamaw, A., Khatri, R. B., Erku, D., Nigatu, F., Zewdie, A., Wolka, E., & Assefa, Y. (2023). Successes and challenges towards improving quality of primary health care services: A scoping review. BMC Health Services Research, 23, 893. https://doi.org/10.1186/s12913-023-09917-3

Fatima, T., Malik, S. A., & Shabbir, A. (2018). Hospital healthcare service quality, patient satisfaction and loyalty: An investigation in context of private healthcare systems. International Journal of Quality & Reliability Management, 35(6), 1195–1214. https://doi.org/10.1108/IJQRM-02-2017-0031

Hasan, S., & Putra, A. H. P. K. (2018). Loyalitas pasien rumah sakit pemerintah: Ditinjau dari perspektif kualitas layanan, citra, nilai dan kepuasan. Jurnal Manajemen Indonesia, 18(3), 184–196. https://doi.org/10.25124/jmi.v18i3.1731

Lei, P., & Jolibert, A. (2012). A three-model comparison of the relationship between quality, satisfaction and loyalty: An empirical study of the Chinese healthcare system. BMC Health Services Research, 12, 436. https://doi.org/10.1186/1472-6963-12-436

Lis, C. G., Rodeghier, M., & Gupta, D. (2011). The relationship between perceived service quality and patient willingness to recommend at a national oncology hospital network. BMC Health Services Research, 11, 46. https://doi.org/10.1186/1472-6963-11-46

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. Journal of Marketing, 49(4), 41–50. https://doi.org/10.1177/002224298504900403

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. Journal of Retailing, 64(1), 12–40.

Rothman, D. J., Blumenthal, D., & Thibault, G. E. (2020). Medical professionalism in an organizational age: Challenges and opportunities. Health Affairs, 39(1), 5–10. https://doi.org/10.1377/hlthaff.2019.00186

Shabbir, A., Malik, S. A., & Malik, S. A. (2016). Measuring patients' healthcare service quality perceptions, satisfaction, and loyalty in public and private sector hospitals in Pakistan. International Journal of Quality & Reliability Management, 33(5), 538–557. https://doi.org/10.1108/IJQRM-06-2014-0074

Shafei, I., Walburg, J., & Taher, A. (2019). Verifying alternative measures of healthcare service quality. International Journal of Health Care Quality Assurance, 32(2), 516–533. https://doi.org/10.1108/IJHCQA-05-2016-0069

Sharon, L. G., & Santoso, S. B. (2017). Analisis pengaruh kualitas layanan, fasilitas, citra rumah sakit, kepuasan pasien dalam rangka meningkatkan loyalitas pasien (Studi pada pasien rawat inap RSUD Tugurejo Semarang). Diponegoro Journal of Management, 6(3), 355–366.

Stavropoulou, A., Rovithis, M., Kelesi, M., Vasilopoulos, G., Sigala, E., Papageorgiou, D., Moudatsou, M., & Koukouli, S. (2022). What quality of care means? Exploring clinical nurses' perceptions on the concept of quality care: A qualitative study. Clinics and Practice, 12(4), 468–481. https://doi.org/10.3390/clinpract12040051

Surachman, S. S., & Agustina, F. (2023). Pengaruh kualitas layanan dan kepuasan pasien terhadap loyalitas pasien rawat jalan di RSIA Kartini Padalarang. Jurnal Simki Economic, 6(2), 421–429.

Vimla, & Taneja, U. (2021). Brand image to loyalty through perceived service quality and patient satisfaction: A conceptual framework. Health Services Management Research, 34(4), 250–257. https://doi.org/10.1177/0951484820962303

Zhang, Y., Zhang, L., Zhang, X., Yang, M. M., Zhang, S., Li, S.-J., & Huang, Y.-Y. (2018). Hospital service quality and patient loyalty: The mediation effect of empathy. Journal of Business & Industrial Marketing, 33(8), 1176–1186. https://doi.org/10.1108/JBIM-02-2018-0072

Budiman, M., & Riorini, S. V. (2023). Pengaruh servicescape, emotional satisfaction, perceived service quality, hospital image terhadap patient loyalty. SEIKO: Journal of Management & Business, 6(2.1), 347–361. https://doi.org/10.37531/sejaman.v6i2.5079

Chandra, A. P., Ginting, C. N., & Siregar, S. D. (2023). Service quality factors affecting interest in repeat outpatient patients. Journal of Health Science and Prevention, 7(2).

Endra, B. S. F., Supriyanto, S., Indradi, R., & Rizka, R. A. (2018). The effect of doctor professionality on the quality of medical services at a first level health facility. Indian Journal of Public Health Research and Development, 9(11), 1751–1756.

Haqi, G. K., Syaodih, E., & Syarifuddin, D. (2025). Pengaruh persepsi pasien tentang faktor-faktor pelayanan profesionalisme terhadap minat kunjungan lanjut di rumah sakit. Jurnal Pengabdian Nasional (JPN) Indonesia, 6(3), 652–659. https://doi.org/10.63447/jpni.v6i3.1551

Oktavia, S. N., & Prayoga, D. (2023). Kualitas layanan terhadap loyalitas pasien pada rumah sakit ibu dan anak: Literature review. Jurnal Kesehatan Tambusai, 4(3), 2199–2205.

Perdiansyah, R. S., & Marselina, R. D. (2025). Pengaruh kualitas pelayanan terhadap loyalitas pasien di Rumah Sakit Bhayangkara Tk II Sartika Asih. Prosiding FRIMA (Festival Riset Ilmiah Manajemen dan Akuntansi), 1(8), 1079–1089.

Safira, S. S. I., Korna, S. A. A., & Huda, S. A. (2025). Hospital brand image, patient experience, satisfaction dan e-health dalam membangun outpatient loyalty. Indonesian Marketing Journal, 5(1). https://doi.org/10.19166/imj.v5i1.9767

Amalia, R., & Putra, H. B. (2025). Kualitas layanan dan citra perusahaan terhadap kepuasan pengguna jasa pelayanan kesehatan RS Hermina Semarang. Jurnal E-Bis, 9(2), 965–977. https://doi.org/10.37339/e-bis.v9i2.2577