



Factors Affecting Patient Satisfaction and Patient Loyalty in Hospitals: Systematic Literature Review

Anang Dwi Parmana,^{1*} Vip Paramarta,¹ Yafanita Izzati Nurina²

¹ Master of Hospital Management, Faculty of Pascasarjana, Sangga Buana University, Bandung, Indonesia

² Department of Internal Medicine, Dr. Soedono Hospital, Madiun, Indonesia

*Corresponding Author: doktergigianang@gmail.com

DOI: 10.33086/iimj.v6i2.6535

ARTICLE INFO

Keywords:
Hospital image,
Patient loyalty,
Patient
satisfaction,
Service quality

Submitted: Oct
14th 2024
Reviewed: Oct
16th 2024
Accepted: Nov
24th 2024

ABSTRACT

Introduction: In response to the demand for high-quality services, healthcare providers are faced with an increasing number of hospitals in Indonesia, which encourages competition to offer these services. Patient satisfaction, influenced by their expectations and experiences of the services received, is a key indicator in evaluating service quality. Additionally, patient loyalty is established through their trust in the hospital and contributes to the sustainability of healthcare services.

Objective: This literature review aims to identify factors that play a role in influencing patient loyalty and satisfaction.

Methods: The inclusion criteria are articles published between 2020 and 2024, research conducted in hospitals, with open access and full text. The article selection process resulted in seven articles that will be examined further.

Results: Service quality (tangible, reliability, responsiveness, assurance, and empathy), trust, and hospital image have a positive influence on patient satisfaction and loyalty. Furthermore, patient satisfaction plays a crucial role in directly reinforcing patient loyalty. Therefore, improving service quality and establishing a good hospital image is essential not only to satisfy patients but also to ensure the sustainability and competitiveness of the hospital amid increasingly fierce competition in healthcare service provision.

Conclusions: The findings of this study indicate that hospital image and service quality have a positive influence on patient loyalty and satisfaction.

Introduction

Hospitals serve as one of the healthcare facilities that have the main task of providing health services to the community in the form of integrated care and recovery for patients (Novitasari, 2022). Quality health services in this era and in the future have become essential requirements for society in finding solutions to various health

issues (Alfarizi et al., 2022). Data from the Central Statistics Agency regarding the total number of hospitals in Indonesia from 2014 to 2015 indicate a significant increase of 227.45% in the number of general hospitals (Badan Pusat Statistik, 2015). This increase has intensified competition among healthcare institutions in delivering quality services (Wu, 2011).

Healthcare institutions have progressively encountered numerous social, cultural, regulatory, financial, and political challenges associated with the demands for better, superior, and cost-efficient services (Alghamdi, 2014). As one of healthcare service providers, hospitals have the opportunity to meet patients' demands for quality service, which is intrinsically linked to patient loyalty and overall satisfaction with the services provided (Safitri et al., 2020). To achieve a level of service quality that aligns with patient expectations, assessing or measuring patient satisfaction regarding the services provided by hospitals becomes fundamental and essential. Satisfied patients are more likely to seek further healthcare services (Darti et al., 2018).

Patient satisfaction refers to patients' evaluations of the services received from healthcare providers, influenced by their expectations and experiences (Zun et al., 2018). It can also be viewed as a response to the healthcare services received, allowing hospitals to evaluate service quality from the perspective of users or patients (Schoenfelder et al., 2011).

Quality and patient satisfaction can be assessed using a questionnaire based on the SERVQUAL instrument (SERV- Service, QUAL- Quality). This instrument has been widely used in patient satisfaction studies and has proven to be appropriate in

healthcare settings with some modifications to suit specific environments. SERVQUAL is often used to detect discrepancies between the quality of services provided and patient expectations. It consists of five dimensions: (1) tangible: the appearance of the hospital, available equipment, and healthcare staff; (2) reliability: the consistency of the hospital in delivering appropriate and accurate services; (3) responsiveness: related to the speed of service and staff responsiveness in serving patients; (4) assurance: related to the courtesy of hospital staff, the competence and skills of doctors, and staff communication skills that increase patients' trust in the services; (5) empathy: the level of care and attention given to patients (Zun et al., 2018).

Patient loyalty is defined as the relationship based on patients' trust in the hospital regarding the healthcare services they need, as evidenced by patients' willingness to continue using the services of a particular hospital to address their health problems. Patient loyalty has a positive economic and social impact on hospitals, reduces development and maintenance costs, and brings health value to patients; thus, decreasing the risk of patients seeking services from other healthcare providers (Liu et al., 2021).

Patient satisfaction and loyalty can serve as a foundation for hospitals to enhance

service quality and improve the aspects perceived as lacking by patients. The objective of this research is to describe the factors that may influence patient satisfaction and loyalty toward hospitals.

Methods

This research employs a literature review methodology for article writing. Article searches were conducted using the following sources, namely Google Scholar, ResearchGate, and Science Direct, utilizing the keywords ‘determinant factor,’ ‘patient satisfaction,’ ‘patient loyalty,’ ‘hospital,’ ‘service quality,’ ‘health care,’ *‘faktor yang berpengaruh,’ ‘tingkat kepuasan pasien,’ ‘loyalitas pasien,’ ‘rumah sakit,’ ‘kualitas layanan,’ and ‘layanan kesehatan.’* Articles published between 2020 and 2024 in the form of full-text, original articles, and open access with the theme of health services in hospitals were the inclusion criteria for this study.

The aim of this literature review is to identify the factors that may influence patient satisfaction and loyalty in hospitals across various regions in Indonesia. The search yielded 126 articles, with 121 sourced from Google Scholar, 3 from Science Direct, and 2 from ResearchGate. The next step involved the elimination of 8 duplicate articles. Following this, selection was carried out based on the abstracts that met the study criteria, yielding 36 suitable

articles. Subsequently, articles that did not discuss factors or aspects influencing patient satisfaction and loyalty, were not fully accessible, or were not original articles were excluded from this study. The final selection process yielded a total of 7 articles meeting the inclusion criteria (articles published between 2020 and 2024, research conducted in hospitals, open access, and full text). The following figure illustrates the article search prism (Figure 1).

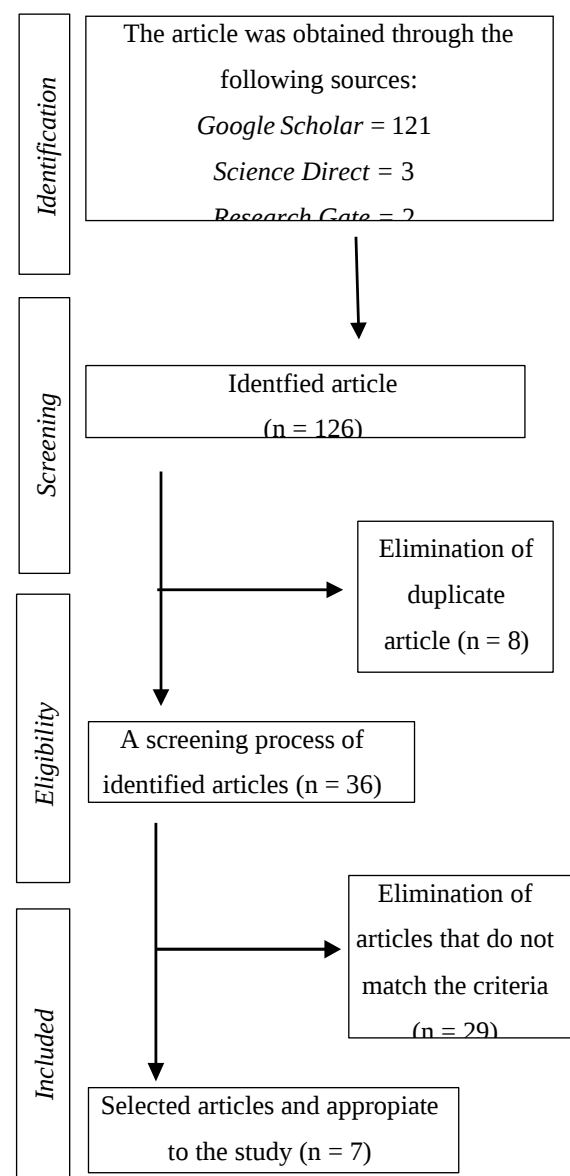


Figure 1. Article search prism diagram

Results and Discussion

Patient satisfaction and loyalty are influenced by several factors. Based on the articles referenced in this study, the results are presented in Table 1. Several studies indicated that various factors can influence patient satisfaction and loyalty. Service quality (whether in terms of tangibles, reliability, responsiveness, assurance, or empathy) and trust have a direct impact on patient satisfaction. Among these factors, the dimension of reliability is identified as the most dominant factor affecting patient satisfaction. Furthermore, service quality, followed by patient satisfaction, trust, commitment, brand equity, gender, cost, hospital image, and reliability, are all related to patient loyalty. Patient satisfaction plays a crucial role in reinforcing loyalty, particularly through service quality, with increasing patient satisfaction being the most significant factor influencing patient loyalty, especially from the perspective of the empathy variable, supported by improvements in hospital image and service quality.

With the advancement of time, patients are becoming increasingly critical, and the growing number of healthcare service

providers underscores the importance of patient satisfaction and loyalty (Harmen et al., 2020). Patient satisfaction and loyalty play vital roles in determining healthcare service users' decisions to make repeat visits to hospitals. This is what makes hospitals competitive, allows them to lower their service prices, and helps retain patients within their services (Roy, 2021; Liu et al., 2021). Given these circumstances, it is imperative for hospitals to understand and identify the factors influencing patient satisfaction and loyalty. The results of this literature review indicate that service quality, trust, and hospital image emerge as the primary factors influencing patient satisfaction and loyalty, which will be discussed further to evaluate their respective contributions to patient satisfaction and loyalty at the hospital.

Table 1. Research results of patient satisfaction and loyalty

Author (year)	Research title	Research population/sample	Research results
Mappanganro et al. (2020)	<i>Analisis kualitas pelayanan keperawatan dengan loyalitas pasien di RSU Bahagia Makassar</i>	The population consisted of the average number of inpatients per month over a five-month period, with a sample size of 77 respondents.	There was a relationship between responsiveness, assurance, and empathy with patient loyalty. Service quality and empathy variables were the most closely related to patient loyalty.
Aryawati et al. (2020)	Analysis of factors relating to loyalty of patients in Pertamina Bintang Amin Hospital Lampung in 2019	The population of this research comprised inpatients with a sample of 196 respondents at Amin Hospital Lampung in 2019.	Factors associated with patient loyalty were gender, cost, empathy, reliability, and hospital image.
Anastasia (2021)	<i>Pengaruh kualitas pelayanan, kepuasan, trust, brand equity, hospital image dan komitmen terhadap loyalitas pasien umum</i>	The study population included outpatients at Kesdam Cijantung Hospital, with a sample of 80 patients during the period from January to March 2019.	Service quality, patient satisfaction, trust, brand equity, hospital image, and commitment positively influenced patient loyalty. Service quality emerged as the most dominant factor affecting patient loyalty.
Purba et al. (2021)	<i>Pengaruh kualitas pelayanan, kepercayaan terhadap kepuasan dan loyalitas pasien rawat jalan di poliklinik bedah saraf RSUD dr. Doris Sylvanus Palangkaraya</i>	The population included outpatients at Dr. Doris Sylvanus General Hospital Palangkaraya, with a sample size of 120 respondents.	The higher levels of service quality and trust were, the higher patient satisfaction would be. As patient satisfaction rose, patient loyalty also increased. Service quality and trust indirectly influenced patient loyalty, primarily by first affecting patient satisfaction to subsequently impact loyalty.
Triono, B. S., Penawan, A., & Haryanto, A. T. (2021)	<i>Membangun kepuasan dan loyalitas pasien dari aspek kualitas pelayanan, citra di rumah sakit umum PKU Muhammadiyah Surakarta</i>	The population consisted of outpatients at PKU Muhammadiyah General Hospital Surakarta, with a sample size of 100 outpatient respondents.	Service quality and hospital image had a direct impact on both patient satisfaction and loyalty, while patient satisfaction influenced patient loyalty. Therefore, to enhance loyalty effectively, it was more beneficial to utilize factors that can improve service quality.

Table 1. Research results of patient satisfaction and loyalty (continued)

Author (year)	Research title	Research population/sample	Research results
Lampus et al. (2023)	<i>Analisis faktor-faktor yang memengaruhi tingkat kepuasan pasien di instalasi rawat inap RSUP Prof. Dr. R. D. Kandou Manado</i>	The population consisted of all inpatients from October to November 2022, with a sample size of 419 respondents.	The tangible, reliability, responsiveness, assurance, and empathy aspects significantly affected patient satisfaction, with reliability being the most dominant factor influencing patient satisfaction.
Zebua et al. (2024)	<i>Pengaruh kualitas pelayanan dan Kepercayaan terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel Intervening pada rumah sakit Estomihi Medan</i>	The research population included inpatients during August 2023, comprising 30 individuals.	Service quality and trust had a direct and significant impact on customer satisfaction. Service quality and trust directly influenced customer loyalty through customer satisfaction which directly affected customer loyalty.

Service Quality

According to the referenced data above, service quality has a significant positive effect on both direct patient satisfaction and loyalty. This is in accordance with research conducted by Nurlitasari in 2016, which demonstrated that service quality has a significant positive influence on patient satisfaction and an indirect influence on patient loyalty through satisfaction measurements that directly impact patient loyalty.

Ideal service not only enhances patient satisfaction but also directly affects patient loyalty, as articulated by Arianto (2017). A study by Guspianto et al. (2023) confirms

that service quality shows a significant positive relationship with patient satisfaction. Service quality also has a direct influence on patient loyalty. The five dimensions of service quality in this study include the physical environment or appearance of the hospital (tangible), staff capability or competence (reliability), administrative processes (responsiveness), communication between staff and patients (empathy), and privacy and security (assurance), all of which influence both satisfaction and loyalty.

The significant positive impact of service on patient loyalty is further supported by research by Rahmiati &

Temesveri (2020). The dimensions that have the most influence in this study are responsiveness, reliability, and empathy. Responsiveness is evaluated through indicators such as the speed of service provided by doctors and nurses in addressing patient complaints, as well as the promptness of payment services. Responsiveness reflects the hospital's ability to deliver timely healthcare services. A study conducted at Muhammadiyah Hospital Palembang indicated a 53% gap between expectations and reality in the responsiveness dimension, highlighting the need for the improvement of response services to increase patient satisfaction (Herudiansyah et al., 2020).

Empathy, demonstrated by staff members from administrative personnel to healthcare providers, is evident through interpersonal communication between patients and hospital staff (Zarowitz et al., 2018). Empathy is evaluated using indicators such as the ease of the systems employed, clarity of the information provided, staff friendliness, and the absence of service quality gaps across all patients (Mappanganro & Hidayat, 2020). Empathy is a key factor and a primary predictor in enhancing patient satisfaction, supported by a meta-analysis concluding that empathetic service results in patient satisfaction being 2.56 times higher compared to service with insufficient empathy (Yanto et al., 2018).

The reliability dimension is also a significant factor influencing patient satisfaction. It can be observed through timely doctor visits, accurate and easily understandable information, and appropriate healthcare services (Sesrianty et al., 2019). Another study analyzing service quality in relation to patient satisfaction corroborates that timely service is an essential aspect of patient satisfaction (Erpurini, 2021).

Hospital Image

Image is an intangible asset that holds significant value for a company. A positive company image is essential, as it can influence perceptions of value, quality, and levels of satisfaction. With a strong image, a hospital will remain competitive and maintain a positive reputation (Yunida, 2016). A positive image fosters confidence, strengthens trust, and serves as a primary consideration for patients when selecting a hospital to address their health issues (Lydia & Endang, 2020).

Based on the literature in this study, a positive hospital image correlates with increased patient satisfaction and loyalty. Several prior studies have indicated that hospital image has a statistically significant relationship with patient satisfaction and loyalty (Ni'am, 2021). Research by Triono et al. (2021) also supports this finding, stating that hospital image has both a direct

and indirect impact on patient outcomes. Other studies have similarly concluded that hospital image influences patient satisfaction and indirectly enhances patient loyalty to the hospital (Lydia et al., 2020; Harmen et al., 2020).

Conclusion

The findings of this literature review affirm that two primary factors namely service quality and hospital image significantly influence patient satisfaction and loyalty in hospitals. Hospitals need to enhance their service quality to meet patients' expectations and cultivate a positive image to improve both satisfaction and loyalty. One effective way to improve service quality and loyalty is to provide excellent service training for all hospital employees.

References

- Alfarizi, M., & Ngatindriatun., 2022. Determinant factors of hospital service quality and patient satisfaction: Hospital logistics management approach. *Asian Management and Business Review*, 2(2): 121-138.
- Alghamdi, FS., 2014. The impact of service quality perception on patient satisfaction in government hospitals in southern Saudi Arabia. *Saudi Med J*, 35(10): 1271-1273.
- Anastasia, Y., 2021. Pengaruh kualitas pelayanan, kepuasan, trust, brand equity, hospital image dan komitmen terhadap loyalitas pasien umum. *Jurnal Ayurveda Medistra*, 3(2): 1-11.
- Aryawati, W., Prasetyo, BNE., Yulyani, V., 2020. Analysis of factors relating to loyalty of patients in Pertamina Bintang Amin Hospital Lampung in 2019. *Indian Journal of Public Health Research and Development*, 11(2): 1759-1764.
- Badan Pusat Statistik., 2015. Jumlah rumah sakit umum, rumah sakit khusus, dan puskesmas. Accessed on 21 September 2024, from <https://www.bps.go.id/id/statistics-table/2/MjMyIzI=/jumlah-rumah-sakit-umum-rumah-sakit-khusus-dan-puskesmas.html>
- Darti, Suhermin, Ujianto., 2018. Effect of service quality and hospital image on satisfaction, trust, and word of mouth. *International Journal of Economics, Business and Management Research*, 2(4): 1-15.
- Erpurini, W., 2021. Analisa kualitas pelayanan pasien pada klinik umum pratama kasih bunda yanti rajamandala. *Jurnal Manajemen Unsera*, 7(1): 75-88.
- Harmen, EL., Semiarty, R., Lita, RP., 2020. Model keterkaitan persepsi nilai, citra merek, kepuasan dan loyalitas pelanggan rumah sakit model

- keterkaitan persepsi nilai, citra merek, kepuasan dan loyalitas pelanggan rumah sakit. *Jurnal Manajemen dan Kewirausahaan*, 8(2): 216-225.
- Herudiansyah, G., Candra, M., Haminsyah, K., 2020. Analisis pengaruh kualitas pelayanan kesehatan terhadap kepuasan pasien pada Rumah Sakit Muhammadiyah Palembang. *Jurnal Ekonomi, Manajemen, Bisnis, Auditing, dan Akuntansi*, 5(1): 1-11.
- Lampus, CSV., Umbah, A., Manampiring, AE., 2023. Analisis faktor-faktor yang mempengaruhi tingkat kepuasan pasien di instalasi rawat inap RSUP Prof. Dr. R. D. Kandou Manado. *Medical Scope Journal Manado*, 4(2): 150-160.
- Liu S., Li, G., Liu, N., Hongwei, W., 2021. The impact of patient satisfaction on patient loyalty with the mediating effect of patient trust. *The Journal of Health Care Organization, Provision, and Financing*, 58: 1–11.
- Lydia, LP., Endang, EMS., 2020. Pengaruh lokasi, citra rumah sakit, dan kualitas pelayanan terhadap keputusan memilih RSUD pasar minggu. *Jurnal Ikraith - Ekonomika*, 3(2): 64-73.
- Mappanganro A., Hidayat, R., 2020. Analisis kualitas pelayanan keperawatan dengan loyalitas pasien di RSUD Bahagia Makassar. *Bina Generasi; Jurnal Kesehatan*, 12(1): 77–93
- Ni'am, MK., 2021. Pengaruh brand image dan kualitas pelayanan terhadap loyalitas pasien melalui kepuasan pasien sebagai variabel mediasi (studi pada Rumah Sakit Ibu dan Anak Fatimah Lamongan). Lamongan: Institut Teknologi dan Bisnis Ahmad Dahlan Lamongan, 21(5): 1-15.
- Novitasari, D., 2022. Hospital quality service and patient satisfaction: How the role of service excellent and service quality. *Journal of Information Systems and Management*, 1(1): 1–12.
- Nurlitasari, L., Syah, TYR., 2016. Kualitas layanan berpengaruh terhadap kepuasan dan loyalitas pasien di rumah sakit medika permata hijau Jakarta Barat. *Journal Article Media Studi Ekonomi*, 19(1): 95-110.
- Purba, L., Halim, EH., Widayatsari, A., 2021. Pengaruh kualitas pelayanan, kepercayaan terhadap kepuasan dan loyalitas pasien rawat jalan di poliklinik bedah saraf RSUD dr. Doris Sylvanus Palangkaraya. *Jurnal Ekonomi KIAT*, 32(2): 1-16.
- Rahmiati, R., Temesveri, NA., 2020. Hubungan dimensi kualitas pelayanan dengan minat kunjungan ulang pasien di instalasi rawat jalan rumah sakit umum Kabupaten Tangerang tahun 2019. *Jurnal Kesehatan*, 13(1): 13–21.
- Roy, S., 2011. Brand loyalty measurement

- a framework. *SCMS Journal of Indian Management*, 8(2): 112-122.
- Safitri, T., Lita, PR., Putta, AS., 2020. Loyalitas Pasien. *Human Care Journal*, 5(1): 250–264.
- Schoenfelder, T., Klewer, J., Kugler, J., 2011. Determinants of patient satisfaction: A study among 39 hospitals in an in-patient setting in Germany. *International Journal for Quality in Health Care*, 23(5): 503-509.
- Sesrianty, V., Machmud, R., Yeni, F., 2019. Analisa kepuasan pasien terhadap mutu pelayanan keperawatan. *Jurnal Kesehatan Perintis*, 6(2): 116-126.
- Triono, BS., Penawan, A., Haryanto, AT., 2021. Membangun kepuasan dan loyalitas pasien dari aspek kualitas pelayanan, citra di Rumah Sakit Umum PKU Muhammadiyah Surakarta. *Buletin Ekonomi Manajemen, Ekonomi Pembangunan, Akuntansi. Jurnal Universitas Pembangunan Nasional Veteran Yogyakarta*, 2(17): 203-210.
- Wu, CC., 2011. The impact of hospital brand image on service quality, patient satisfaction and loyalty. *African Journal of Business Management*, 5(12): 4873–4882.
- Yanto, A., Wuryanto, E., Surwanti, S., 2018. Peningkatan kepuasan pasien bpjs melalui peningkatan empati perawat. *Jurnal Kepemimpinan dan Manajemen Keperawatan*, 1(2): 21-28.
- Yunida, ME., Wijaya, T., 2016. Pengaruh citra rumah sakit dan kualitas pelayanan terhadap loyalitas pelanggan melalui kepuasan pelanggan di Rumah Sakit Amal Sehat Wonogiri. *Jurnal Manajemen Bisnis Indonesia*, 5(3): 287–297.
- Zarowitz, BJ., Resnick, B., Ouslander, JG., 2018. Quality clinical care in nursing facilities. *Journal of the American Medical Directors Association*, 19(10): 833–839.
- Zebua, E., Tanjung, YT., 2024. Pengaruh kualitas pelayanan dan kepercayaan terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel intervening pada rumah sakit Estomihi Medan. *Jurnal Review Pendidikan dan Pengajaran*, 7(2): 3905-3910.
- Zun, AB., Ibrahim, MI., Hamid, AA., 2018. Level of satisfaction on service quality dimensions based on SERVQUAL model among patients attending 1 Malaysia clinic in Kota Bharu, Malaysia. *Oman Med J*, 33(5): 416-422.