

The Influence of Service Quality and Price on General Inpatient Loyalty Mediated by Patient Satisfaction at Setio Husodo Hospital Kisaran

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ABSTRACT

Patient loyalty is an important factor for the sustainability of hospitals. However, Setio Husodo Hospital Kisaran experienced a decline in the number of general inpatients during the 2023–2024 period, indicating a decrease in patient loyalty. Patient loyalty is influenced by service quality, price, and patient satisfaction. This study aims to analyze the effect of service quality and price on patient loyalty through patient satisfaction among general inpatients at Setio Husodo Hospital Kisaran. This study employed a quantitative approach with a causal research design. The population consisted of 870 general inpatients, with a sample of 190 respondents selected using a purposive sampling technique. Data were collected through questionnaires and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. The results indicate that service quality and price have a positive and significant effect on both patient satisfaction and patient loyalty. Patient satisfaction also has a positive and significant effect on patient loyalty and mediates the relationship between service quality and price on patient loyalty. Improving service quality and establishing appropriate pricing strategies can enhance patient satisfaction and loyalty at Setio Husodo Hospital Kisaran

INTRODUCTION

The healthcare industry has experienced significant changes in recent years as public awareness of health issues continues to increase. Following the COVID-19 pandemic, individuals have become more concerned about their health and more selective in choosing healthcare providers. Hospitals are therefore required not only to provide medical treatment but also to deliver high-quality services that meet patient expectations and encourage long-term relationships. In an increasingly competitive healthcare environment, maintaining patient loyalty has become an important strategic issue for hospital sustainability and growth.

Patient loyalty refers to a patient's commitment to continuously utilize healthcare services provided by a particular hospital and to recommend the hospital to others based on positive experiences. Loyal patients are more likely to revisit the same healthcare institution when healthcare needs arise and are willing to promote the hospital through positive word-of-mouth communication (Chen et al., 2022). Therefore, patient loyalty is considered one of the most important indicators of hospital performance because it contributes to patient retention, revenue stability, and competitive advantage.

Despite its long-standing presence as one of the private hospitals in Asahan Regency, Setio Husodo Hospital Kisaran has recently faced challenges in maintaining patient loyalty. Hospital records indicate a decline in the number of general inpatient visits from 1,030 patients in 2023 to 870 patients in 2024. This decrease suggests that patient loyalty may not have reached an optimal level. Preliminary survey findings further reveal that many patients are reluctant to revisit the hospital, recommend its services to relatives, or pay additional costs for future healthcare services. In addition, the hospital has received relatively low ratings and negative reviews on online platforms, indicating dissatisfaction among some patients regarding their healthcare experiences. These conditions highlight the need to investigate the factors influencing patient loyalty at Setio Husodo Hospital Kisaran.

One factor that may influence patient loyalty is Service Quality. Service Quality refers to the ability of healthcare providers to deliver services that meet or exceed patient expectations through responsiveness, reliability, assurance, empathy, and tangible facilities (Sitorus & Yustisia, 2018). In hospital settings, service quality plays a crucial role because patients directly evaluate their healthcare experiences based on interactions with doctors, nurses, administrative staff, and supporting facilities. Preliminary observations indicate that some patients have experienced delays in receiving medical services, inadequate responsiveness from healthcare personnel, and concerns regarding safety and comfort during hospitalization. Such conditions may negatively affect patients' perceptions of service quality and reduce their willingness to remain loyal to the hospital.

Another important factor affecting patient loyalty is Price. Price refers to the monetary sacrifice that patients must make to obtain healthcare services and reflects their perceptions regarding affordability and value for money. In healthcare services, patients often evaluate whether the benefits received are proportional to the costs incurred. Preliminary survey findings indicate that

many patients perceive the costs of healthcare services at Setio Husodo Hospital Kisaran as relatively expensive and not fully aligned with the quality of services received. Some patients also consider inpatient treatment costs less competitive compared to those of other hospitals. Such perceptions may reduce patient satisfaction and ultimately influence their loyalty toward the hospital.

The relationship between Service Quality, Price, and Patient Loyalty may not always occur directly. Patient Satisfaction may serve as an important mechanism explaining how service quality and pricing perceptions influence patients' loyalty behavior. Patient Satisfaction refers to a patient's evaluation of healthcare services based on the comparison between expectations and actual experiences. Satisfied patients are more likely to revisit the hospital, maintain long-term relationships, and recommend healthcare services to others (Huang & Nuangjamnong, 2023). Therefore, patient satisfaction is considered a critical factor in strengthening patient loyalty within healthcare institutions.

Previous studies have demonstrated that Service Quality and Price positively influence Patient Satisfaction and Patient Loyalty. High-quality healthcare services contribute to positive patient experiences and increase satisfaction levels, while appropriate pricing policies enhance perceptions of fairness and value (Kang et al., 2023; Gonu et al., 2023). Furthermore, Patient Satisfaction has been found to significantly influence Patient Loyalty in various healthcare settings (Huang & Nuangjamnong, 2023). Nevertheless, empirical findings remain inconsistent. Some studies have reported direct effects of service quality on patient loyalty, whereas others found that service quality primarily influences loyalty through patient satisfaction. Similarly, previous research has produced mixed results regarding the direct and indirect effects of price on patient loyalty. These inconsistencies indicate the need for further investigation, particularly within the context of private hospitals in Indonesia.

This study contributes theoretically by extending healthcare service marketing literature through the examination of Service Quality, Price, Patient Satisfaction, and Patient Loyalty within a single integrated framework. Practically, the findings are expected to provide valuable insights for the management of Setio Husodo Hospital Kisaran in improving service quality, developing appropriate pricing strategies, enhancing patient satisfaction, and strengthening patient loyalty. Therefore, this study aims to analyze the effect of Service Quality and Price on Patient Loyalty through Patient Satisfaction among general inpatients at Setio Husodo Hospital Kisaran.

LITERATURE REVIEW

Service Quality on Patient Satisfaction

Service Quality refers to the ability of healthcare providers to deliver services that meet or exceed patients' expectations through reliability, responsiveness, assurance, empathy, and tangible aspects of healthcare delivery. According to the Healthcare Service Quality Theory, patients evaluate healthcare services by comparing expected service performance with actual experiences received during treatment. When healthcare services are delivered effectively, patients are more likely to perceive higher value and experience greater satisfaction. Kang et al. (2023) argue that service quality is one of the most important determinants of patient satisfaction because it directly influences patients' perceptions of healthcare outcomes and service experiences.

Previous studies support the relationship between Service Quality and Patient Satisfaction. Kamalo et al. (2024) found that service quality positively and significantly affects patient satisfaction in healthcare institutions. Similarly, Seieun and Hak-Seon (2023) reported that improvements in healthcare service quality significantly increase patient satisfaction levels. Furthermore, Sabina et al. (2023) demonstrated that patients who perceive higher service quality tend to report greater satisfaction with healthcare services. Therefore, better Service Quality is expected to enhance Patient Satisfaction.

H1: Service Quality has a positive effect on Patient Satisfaction.

Price on Patient Satisfaction

Price refers to patients' perceptions regarding the affordability, fairness, and appropriateness of healthcare costs relative to the benefits received. According to Perceived Value Theory, customers evaluate satisfaction based on the balance between perceived benefits and financial sacrifices. When patients perceive healthcare costs as reasonable and consistent with service quality, they are more likely to experience satisfaction. Halawa et al. (2022) state that fair and affordable pricing plays an important role in creating positive healthcare experiences and increasing patient satisfaction.

Previous studies support the relationship between Price and Patient Satisfaction. Datt Bhatt (2024) found that perceived price fairness positively influences patient satisfaction in healthcare services. Similarly, Santoso and Bernarto (2022) reported that affordable healthcare costs significantly increase patient satisfaction. In addition, Alsarayreh (2022) demonstrated that patients tend to be more satisfied when healthcare services are perceived as providing value for money. Therefore, a more favorable perception of Price is expected to increase Patient Satisfaction.

H2: Price has a positive effect on Patient Satisfaction.

Service Quality on Patient Loyalty

Service Quality represents patients' overall evaluation of healthcare performance and service delivery. According to Relationship Marketing Theory, organizations that consistently provide superior service quality are more likely to establish long-term relationships with customers and strengthen loyalty. In healthcare settings, high-quality services encourage patients to continue utilizing the same healthcare provider and recommend it to others. Fatima et al. (2022) explain that service quality creates positive experiences that strengthen patients' commitment to healthcare institutions.

Previous studies support the relationship between Service Quality and Patient Loyalty. Ribowo and Ardansyah (2024) found that service quality positively and significantly affects patient loyalty. Likewise, Rahma and Prayoga (2022) reported that improvements in healthcare service quality contribute significantly to patient retention and loyalty. Furthermore, Yulius and Kosasih (2024) demonstrated that patients who perceive higher service quality are more likely to revisit healthcare facilities and recommend them to others. Therefore, better Service Quality is expected to strengthen Patient Loyalty.

H3: Service Quality has a positive effect on Patient Loyalty.

Price on Patient Loyalty

Price is an important factor influencing patients' decisions to continue utilizing healthcare services. According to Equity Theory, customers compare the benefits received with the costs incurred and develop loyalty when they perceive fairness in this exchange relationship. Patients who believe that healthcare costs are reasonable relative to service quality are more likely to maintain long-term relationships with healthcare providers.

Previous studies support the relationship between Price and Patient Loyalty. Nawastuty et al. (2022) found that price positively influences patient loyalty in healthcare institutions. Similarly, Zaato et al. (2023) reported that fair pricing perceptions significantly contribute to customer loyalty. In addition, Octavianti et al. (2025) demonstrated that appropriate pricing policies increase patients' willingness to revisit healthcare facilities. Therefore, a more favorable perception of Price is expected to strengthen Patient Loyalty.

H4: Price has a positive effect on Patient Loyalty.

Patient Satisfaction on Patient Loyalty

Patient Satisfaction refers to patients' overall evaluation of healthcare experiences after receiving medical services. According to Expectation Confirmation Theory (ECT), satisfaction occurs when actual performance meets or exceeds expectations, which subsequently influences future behavioral intentions. Patients who are satisfied with healthcare services are more likely to revisit the hospital, maintain long-term relationships, and recommend the institution to others.

Previous studies support the relationship between Patient Satisfaction and Patient Loyalty. Sitepu and Kosasih (2024) found that patient satisfaction

positively and significantly affects patient loyalty. Similarly, Pratiwi et al. (2024) reported that satisfied patients are more likely to remain loyal and continue utilizing healthcare services. Furthermore, Huang and Nuangjamnong (2023) demonstrated that patient satisfaction is a critical predictor of loyalty in healthcare environments. Therefore, higher Patient Satisfaction is expected to increase Patient Loyalty.

H5: Patient Satisfaction has a positive effect on Patient Loyalty.

Service Quality on Patient Loyalty through Patient Satisfaction

The relationship between Service Quality and Patient Loyalty may not always occur directly. Patient Satisfaction can serve as an important mechanism explaining how service quality influences loyalty. According to Expectation Confirmation Theory, high-quality services create positive experiences that generate satisfaction, which subsequently encourages loyalty behavior. Patients who perceive healthcare services as reliable, responsive, and professional are more likely to feel satisfied and remain loyal to healthcare providers.

Previous studies support the mediating role of Patient Satisfaction in the relationship between Service Quality and Patient Loyalty. Yum and Yoo (2023) found that patient satisfaction significantly mediates the effect of service quality on patient loyalty. Likewise, Mubarak et al. (2023) reported that service quality indirectly influences loyalty through satisfaction. Furthermore, Kang et al. (2023) demonstrated that patient satisfaction acts as a key mechanism linking healthcare service quality and loyalty. Therefore, Service Quality is expected to influence Patient Loyalty through Patient Satisfaction.

H6: Patient Satisfaction mediates the relationship between Service Quality and Patient Loyalty.

Price on Patient Loyalty through Patient Satisfaction

The influence of Price on Patient Loyalty may also occur indirectly through Patient Satisfaction. According to Perceived Value Theory, patients evaluate healthcare services by comparing perceived benefits with financial costs. When patients perceive prices as fair and reasonable, they are more likely to experience satisfaction, which subsequently increases loyalty.

Previous studies support the mediating role of Patient Satisfaction in the relationship between Price and Patient Loyalty. Zaato et al. (2023) found that patient satisfaction significantly mediates the relationship between price and loyalty. Similarly, Nawastuty et al. (2022) reported that favorable pricing perceptions increase patient satisfaction, which subsequently strengthens loyalty. In addition, Datt Bhatt (2024) demonstrated that satisfaction serves as an important mechanism through which pricing perceptions influence long-term customer loyalty. Therefore, Price is expected to influence Patient Loyalty through Patient Satisfaction.

H7: Patient Satisfaction mediates the relationship between Price and Patient Loyalty.

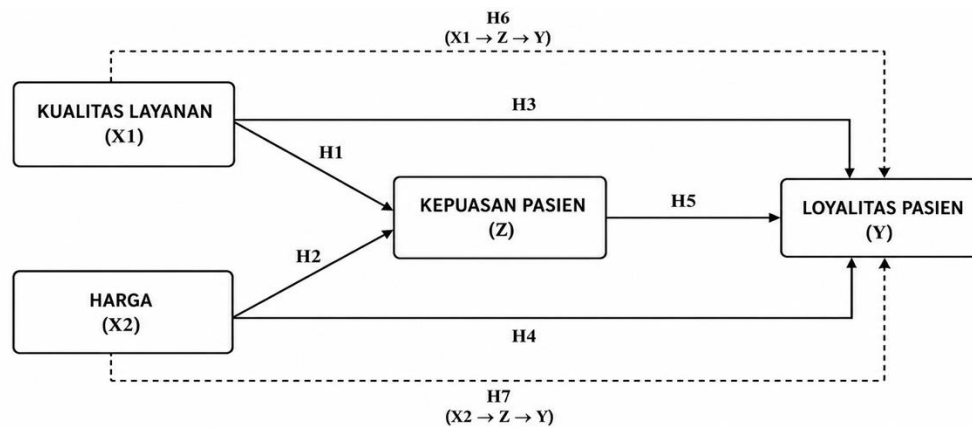


Figure 1. Conceptual Framework

METHODOLOGY

This study employed a quantitative approach with an explanatory research design to examine the effect of Service Quality and Price on Patient Loyalty through Patient Satisfaction as a mediating variable. The study was conducted from September 2025 to June 2026 at Setio Husodo Hospital Kisaran, located on Jalan Sisingamangaraja No. 67, Kisaran Timur, Asahan Regency, North Sumatra, Indonesia. The population consisted of 870 general inpatients who received healthcare services at Setio Husodo Hospital during 2024. The sample size was determined based on the recommendation of Hair et al. (2021), which suggests a minimum sample size of five times the number of indicators used in the research instrument. Since the study employed 38 indicators, a total of 190 respondents were selected using a purposive sampling technique.

Data were collected through questionnaires, observation, and documentation. Service Quality was measured using the dimensions of tangibles, reliability, responsiveness, assurance, and empathy. Price was measured through price affordability, price-quality congruence, price-benefit congruence, and price competitiveness. Patient Satisfaction was measured using indicators related to accessibility, comfort, physical environment, interpersonal relationships, communication, financial aspects, and technical quality. Meanwhile, Patient Loyalty was measured through repeat purchase intention, retention, and referral behavior. All variables were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Data analysis was conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS version 4. The analysis included measurement model evaluation through convergent validity, discriminant validity, Composite Reliability (CR), Average Variance Extracted (AVE), and Cronbach's Alpha. Furthermore, the structural model evaluation was performed using path coefficients, coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and mediation analysis through bootstrapping procedures to examine direct and indirect relationships among Service Quality, Price, Patient Satisfaction, and Patient Loyalty.

RESEARCH RESULT

This section presents the findings of the study conducted to examine the effect of E-Service Quality and Perceived Security on Intention to Use BRImo through Customer Trust as a mediating variable. Using the Structural Equation Modeling-Partial Least Squares (PLS-SEM) approach, the analysis results describe the strength of the relationships among variables, both direct and indirect. The model consists of E-Service Quality and Perceived Security as exogenous variables, Customer Trust as the intervening variable, and Intention to Use BRImo as the endogenous variable. The results of the measurement model and structural model evaluation provide empirical evidence regarding the role of E-Service Quality, Perceived Security, and Customer Trust in influencing customers' intention to use BRImo among BRI customers at Lapangan Merdeka Medan.

Validity and Reliability

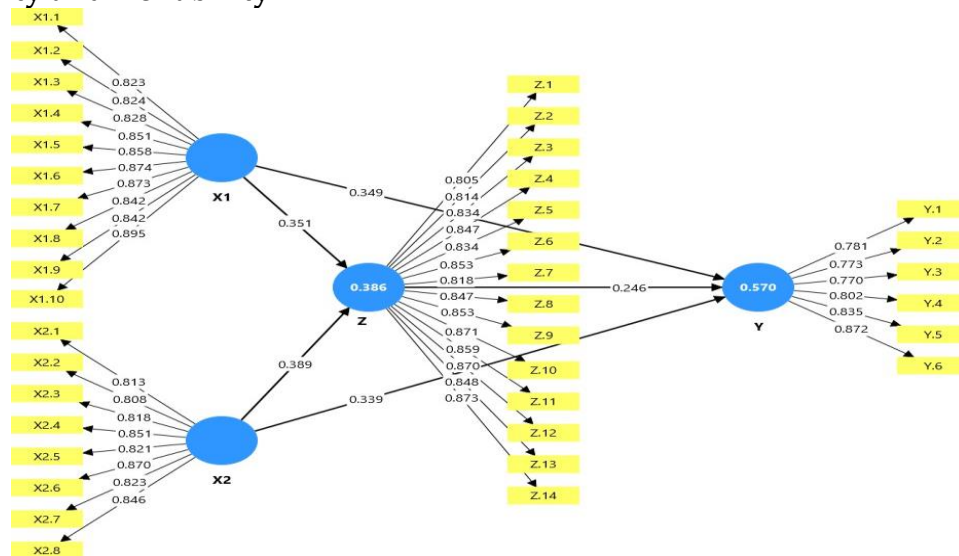


Figure 2. Loading Factor Full Model

Figure 2 presents the Full Model Loading Factor, illustrating the relationships between latent variables and their indicators. The model consists of four latent variables, namely Service Quality (X1), Price (X2), Patient Satisfaction (Z), and Patient Loyalty (Y), where each construct is measured using several indicators. Service Quality is measured by 10 indicators (X1.1-X1.10), Price is measured by 8 indicators (X2.1-X2.8), Patient Satisfaction is measured by 14 indicators (Z1-Z14), and Patient Loyalty is measured by 6 indicators (Y1-Y6). The model also illustrates both direct and indirect relationships among variables, where Patient Satisfaction acts as a mediating variable in the relationship between Service Quality and Price toward Patient Loyalty.

The loading factor values indicate the extent to which each indicator represents its respective latent construct within the measurement model and reflect the strength of the relationship between indicators and their corresponding latent variables. Higher loading factor values demonstrate that the indicators are more effective in measuring the intended construct. In

addition, the path coefficient values shown between the latent variables represent the magnitude and direction of the structural relationships tested in this study. These coefficients provide empirical evidence regarding the direct effects of Service Quality and Price on Patient Satisfaction and Patient Loyalty, as well as the indirect effects transmitted through Patient Satisfaction as the mediating variable.

Table 1. Validity and Reliability Test

<i>Variabel</i>	<i>Indikator</i>	SQ	P	PL	PS
<i>Service Quality (X1)</i>	X1.1	0.823			
	X1.2	0.824			
	X1.3	0.828			
	X1.4	0.851			
	X1.5	0.858			
	X1.6	0.874			
	X1.7	0.873			
	X1.8	0.842			
	X1.9	0.842			
	X1.10	0.895			
<i>Price (X2)</i>	X2.1		0.813		
	X2.2		0.808		
	X2.3		0.818		
	X2.4		0.851		
	X2.5		0.821		
	X2.6		0.870		
	X2.7		0.823		
	X2.8		0.846		
<i>Patient Loyalty (Y)</i>	Y.1			0.781	
	Y.2			0.773	
	Y.3			0.770	
	Y.4			0.802	
	Y.5			0.835	
	Y.6			0.872	
<i>Patient Satisfaction (Z)</i>	Z.1				0.805
	Z.2				0.814
	Z.3				0.834
	Z.4				0.847
	Z.5				0.834
	Z.6				0.853
	Z.7				0.818
	Z.8				0.847
	Z.9				0.853
	Z.10				0.871
	Z.11				0.859
	Z.12				0.870
	Z.13				0.848
	Z.14				0.873

The validity and reliability test results presented in Table 1 indicate that the measurement model demonstrates satisfactory psychometric properties. All indicators have outer loading values above the recommended threshold of 0.70,

indicating strong convergent validity and adequate indicator reliability. The loading factor values for Service Quality range from 0.823 to 0.895, Price range from 0.808 to 0.870, Patient Loyalty range from 0.770 to 0.872, and Patient Satisfaction range from 0.805 to 0.873. These results confirm that all indicators are capable of representing their respective latent constructs and meet the recommended criteria for convergent validity.

The findings further indicate that all constructs satisfy the validity requirements because each indicator loading exceeds the minimum threshold of 0.70 suggested by Hair et al. (2021). The highest loading value is observed for the indicator X1.10 (0.895) under the Service Quality construct, while the lowest loading value is observed for Y.3 (0.770) under the Patient Loyalty construct. Nevertheless, all loading values remain within the acceptable range, demonstrating that the indicators provide adequate measures of their corresponding constructs. Overall, these findings confirm that the measurement model satisfies the convergent validity requirements and that all indicators are appropriate for further analysis in the structural model. Therefore, no indicators need to be removed from the model, and all constructs can be retained for subsequent reliability assessment, structural model evaluation, and hypothesis testing procedures.

Heterotrait-monotrait (HTMT)

Table 2. Discriminant validity - Heterotrait-monotrait ratio (HTMT)

<i>Variables</i>	<i>X1</i>	<i>X2</i>	<i>Y</i>	<i>Z</i>
<i>Service Quality (X1)</i>	-			
<i>Price (X2)</i>	0.420	-		
<i>Patient Loyalty (Y)</i>	0.651	0.665	-	
<i>Patient Satisfaction (Z)</i>	0.521	0.554	0.648	-

Based on Table 2, The Heterotrait-Monotrait Ratio (HTMT) was evaluated to assess the discriminant validity of the measurement model. According to Hair et al. (2021), discriminant validity is established when the HTMT values between constructs are below the recommended threshold of 0.90. The HTMT criterion is considered one of the most reliable approaches for assessing whether latent constructs are empirically distinct from one another. The results presented in Table 2 show that all HTMT values are below the threshold value of 0.90. The HTMT value between Service Quality and Price is 0.420, between Service Quality and Patient Loyalty is 0.651, between Service Quality and Patient Satisfaction is 0.521, between Price and Patient Loyalty is 0.665, between Price and Patient Satisfaction is 0.554, and between Patient Loyalty and Patient Satisfaction is 0.648.

Among the construct pairs, the highest HTMT value is observed between Price and Patient Loyalty (0.665), while the lowest HTMT value is found between Service Quality and Price (0.420). Nevertheless, all values remain substantially below the recommended threshold of 0.90, indicating that each construct measures a distinct concept and does not overlap excessively with other constructs. Overall, these findings confirm that the measurement model satisfies the discriminant validity requirements based on the HTMT criterion. Therefore, the constructs of Service Quality, Price, Patient Satisfaction, and Patient Loyalty

are empirically distinct and can be retained for further structural model evaluation and hypothesis testing procedures.

R-Square

Table 3. R Square

<i>Endogenous Variable</i>	<i>R-Square</i>	<i>R-Square Adjusted</i>
<i>Patient Loyalty (Y)</i>	0.570	0.563
<i>Patient Satisfaction (Z)</i>	0.386	0.379

Based on Table 3, The coefficient of determination (R^2) was evaluated to assess the explanatory power of the structural model. According to Hair et al. (2021), R^2 values of 0.75, 0.50, and 0.25 can be categorized as substantial, moderate, and weak, respectively. The R^2 value indicates the proportion of variance in an endogenous construct that can be explained by its predictor variables. The results presented in Table 3 show that the R^2 value for Patient Loyalty (Y) is 0.570, with an adjusted R^2 value of 0.563. This finding indicates that 57.0% of the variance in Patient Loyalty can be explained by Service Quality, Price, and Patient Satisfaction, while the remaining 43.0% is influenced by other variables not included in the model. Based on the classification proposed by Hair et al. (2021), this value demonstrates a moderate level of explanatory power.

Furthermore, the R^2 value for Patient Satisfaction (Z) is 0.386, with an adjusted R^2 value of 0.379. This result suggests that Service Quality and Price explain 38.6% of the variance in Patient Satisfaction, whereas 61.4% is explained by factors outside the proposed model. Although lower than the R^2 value for Patient Loyalty, this result still indicates an acceptable level of predictive accuracy for the endogenous construct. Overall, the coefficient of determination results demonstrate that the proposed structural model possesses moderate explanatory power in predicting both Patient Satisfaction and Patient Loyalty. These findings indicate that Service Quality and Price play important roles in explaining Patient Satisfaction, while Service Quality, Price, and Patient Satisfaction collectively contribute to explaining Patient Loyalty among general inpatients at Setio Husodo Hospital Kisaran.

F-Square

Table 4. F Square

<i>Relationship</i>	<i>f²</i>	<i>Interpretation</i>
<i>Service Quality (X1) → Patient Loyalty (Y)</i>	0.202	<i>Medium Effect</i>
<i>Price (X2) → Patient Loyalty (Y)</i>	0.184	<i>Medium Effect</i>
<i>Patient Satisfaction (Z) → Patient Loyalty (Y)</i>	0.086	<i>Small Effect</i>
<i>Service Quality (X1) → Patient Satisfaction (Z)</i>	0.167	<i>Medium Effect</i>
<i>Price (X2) → Patient Satisfaction (Z)</i>	0.205	<i>Medium Effect</i>

Based on Table 4, The effect size (f^2) was evaluated to assess the contribution of each exogenous construct to the endogenous constructs within the structural model. According to Hair et al. (2021), f^2 values of 0.02, 0.15, and 0.35 indicate small, medium, and large effects, respectively. The f^2 statistic

measures the extent to which an exogenous variable contributes to the explained variance of an endogenous variable when included in the model.

The results presented in Table 4 indicate that Service Quality (X1) has an f^2 value of 0.167 on Patient Satisfaction (Z), suggesting a medium effect size. Similarly, Price (X2) demonstrates an f^2 value of 0.205 on Patient Satisfaction (Z), which also represents a medium effect. These findings indicate that both Service Quality and Price make meaningful contributions to explaining variations in Patient Satisfaction.

Regarding Patient Loyalty (Y), Service Quality (X1) exhibits an f^2 value of 0.202, while Price (X2) shows an f^2 value of 0.184. Both values fall within the medium effect size category, indicating that Service Quality and Price have substantial contributions to explaining Patient Loyalty. In contrast, Patient Satisfaction (Z) demonstrates an f^2 value of 0.086 on Patient Loyalty, which is categorized as a small effect size. Although smaller than the effects of Service Quality and Price, Patient Satisfaction still contributes to explaining Patient Loyalty within the structural model. Overall, the effect size analysis indicates that Service Quality and Price exert moderate influences on both Patient Satisfaction and Patient Loyalty, whereas Patient Satisfaction has a relatively smaller influence on Patient Loyalty. These findings suggest that improvements in service quality and pricing strategies are important factors in enhancing patient satisfaction and loyalty at Setio Husodo Hospital Kisaran.

Path Coefficients

Table 5. Path Coefficients

<i>Research Hypothesis</i>	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics</i>	<i>P Values</i>	<i>Decision</i>
<i>Direct Effects</i>						
<i>Service Quality (X1) → Patient Satisfaction (Z)</i>	0.351	0.353	0.083	4.217	0.000	Accepted
<i>Price (X2) → Patient Satisfaction (Z)</i>	0.389	0.388	0.084	4.610	0.000	Accepted
<i>Service Quality (X1) → Patient Loyalty (Y)</i>	0.349	0.350	0.077	4.549	0.000	Accepted
<i>Price (X2) → Patient Loyalty (Y)</i>	0.339	0.341	0.072	4.674	0.000	Accepted
<i>Patient Satisfaction (Z) → Patient Loyalty (Y)</i>	0.246	0.242	0.087	2.831	0.005	Accepted
<i>Indirect Effects</i>						
<i>Service Quality (X1) → Patient Satisfaction (Z) → Patient Loyalty (Y)</i>	0.086	0.086	0.038	2.283	0.022	Accepted
<i>Price (X2) → Patient Satisfaction (Z) → Patient Loyalty (Y)</i>	0.096	0.093	0.040	2.415	0.016	Accepted

Based on Table 5, the hypothesis testing results indicate that all proposed relationships in the structural model are statistically significant, as evidenced by T-statistics values greater than 1.96 and P-values lower than 0.05. Therefore, all research hypotheses are accepted. Regarding the direct effects, Service Quality has a positive and significant effect on Patient Satisfaction ($\beta = 0.351$, $t = 4.217$, $p < 0.001$). This result indicates that higher levels of service quality significantly enhance patient satisfaction at Setio Husodo Hospital Kisaran. Similarly, Price has a positive and significant effect on Patient Satisfaction ($\beta = 0.389$, $t = 4.610$, $p < 0.001$), suggesting that patients who perceive hospital pricing as affordable and fair are more likely to experience higher satisfaction.

Furthermore, Service Quality has a positive and significant effect on Patient Loyalty ($\beta = 0.349$, $t = 4.549$, $p < 0.001$), while Price also positively influences Patient Loyalty ($\beta = 0.339$, $t = 4.674$, $p < 0.001$). These findings imply that improvements in service quality and favorable pricing perceptions can directly encourage patients to remain loyal to the hospital. In addition, Patient Satisfaction has a positive and significant effect on Patient Loyalty ($\beta = 0.246$, $t = 2.831$, $p = 0.005$), indicating that satisfied patients are more likely to revisit the hospital and recommend its services to others.

Regarding the indirect effects, Patient Satisfaction significantly mediates the relationship between Service Quality and Patient Loyalty ($\beta = 0.086$, $t = 2.283$, $p = 0.022$). Likewise, Patient Satisfaction significantly mediates the relationship between Price and Patient Loyalty ($\beta = 0.096$, $t = 2.415$, $p = 0.016$). These findings demonstrate that Service Quality and Price not only influence Patient Loyalty directly but also indirectly through Patient Satisfaction. Overall, the results confirm that Service Quality and Price are important antecedents of Patient Satisfaction and Patient Loyalty. Moreover, Patient Satisfaction plays a significant mediating role in strengthening the effects of Service Quality and Price on Patient Loyalty among general inpatients at Setio Husodo Hospital Kisaran.

DISCUSSION

The findings indicate that Service Quality has a positive and significant effect on Patient Satisfaction among general inpatients at Setio Husodo Hospital Kisaran. This suggests that patients who perceive healthcare services as reliable, responsive, and professional tend to experience higher levels of satisfaction. In the context of hospital services, patients highly value prompt medical treatment, the competence of healthcare professionals, the availability of adequate facilities, and the willingness of staff to respond to their needs. The descriptive findings revealed that patients appreciated the hospital's efforts in providing comfortable facilities, responsive healthcare personnel, and professional medical services. These positive experiences contribute to favorable evaluations of healthcare services and ultimately increase patient satisfaction. These findings support Service Quality Theory, which explains that customer satisfaction is achieved when service performance meets or exceeds customer expectations. The results are consistent with studies conducted by Kamalo et al. (2024), Seieun and Hak-Seon (2023), and

Sabina et al. (2023), which found that Service Quality positively affects Patient Satisfaction in healthcare settings.

The findings indicate that Price has a positive and significant effect on Patient Satisfaction among general inpatients at Setio Husodo Hospital Kisaran. This suggests that patients are more satisfied when they perceive healthcare costs as reasonable, affordable, and consistent with the quality of services received. Patients tend to evaluate healthcare services not only based on medical outcomes but also on whether the financial sacrifices incurred are justified by the benefits obtained. The descriptive findings showed that patients who perceived hospital charges as fair and competitive reported higher satisfaction levels. These findings support Perceived Value Theory, which argues that satisfaction is influenced by the balance between perceived benefits and costs. The results are consistent with studies conducted by Halawa et al. (2022), Santoso and Bernarto (2022), and Datt Bhatt (2024), which found that Price positively influences Patient Satisfaction.

The findings indicate that Service Quality has a positive and significant effect on Patient Loyalty among general inpatients at Setio Husodo Hospital Kisaran. This suggests that patients are more likely to revisit the hospital and recommend its services when they perceive the quality of healthcare services to be high. Patients particularly value reliable medical treatment, professional healthcare personnel, responsive services, and comfortable healthcare facilities. Positive service experiences encourage patients to develop long-term relationships with the hospital and strengthen their commitment to continue utilizing its services. These findings support Relationship Marketing Theory, which emphasizes the importance of service quality in establishing and maintaining long-term customer relationships. The results are consistent with studies conducted by Rahma and Prayoga (2022), Ribowo and Ardansyah (2024), and Yulius and Kosasih (2024), which found that Service Quality positively influences Patient Loyalty.

The findings indicate that Price has a positive and significant effect on Patient Loyalty among general inpatients at Setio Husodo Hospital Kisaran. This suggests that patients who perceive healthcare costs as fair and competitive are more likely to remain loyal to the hospital. Patients often compare healthcare costs with those of competing hospitals and evaluate whether the services received provide value for money. The descriptive findings revealed that favorable pricing perceptions contribute to patients' willingness to revisit the hospital and continue utilizing its healthcare services. These findings support Equity Theory, which explains that individuals tend to maintain relationships when they perceive fairness in exchanges. The results are consistent with studies conducted by Nawastuty et al. (2022), Zaato et al. (2023), and Octavianti et al. (2025), which found that Price positively affects Patient Loyalty.

The findings indicate that Patient Satisfaction has a positive and significant effect on Patient Loyalty among general inpatients at Setio Husodo Hospital Kisaran. This suggests that satisfied patients are more likely to return to the hospital when healthcare needs arise and are more willing to recommend the hospital to others. Patients who experience positive healthcare outcomes, satisfactory interactions with healthcare professionals, and comfortable treatment environments tend to develop stronger emotional attachment and commitment

toward the hospital. These findings support Expectation Confirmation Theory, which explains that satisfaction resulting from fulfilled expectations encourages future behavioral intentions and loyalty. The results are consistent with studies conducted by Sitepu and Kosasih (2024), Pratiwi et al. (2024), and Huang and Nuangjamnong (2023), which found that Patient Satisfaction positively influences Patient Loyalty.

The findings indicate that Patient Satisfaction significantly mediates the relationship between Service Quality and Patient Loyalty among general inpatients at Setio Husodo Hospital Kisaran. This suggests that improvements in healthcare service quality enhance patient loyalty not only directly but also indirectly through increased patient satisfaction. Patients who receive reliable, responsive, and professional healthcare services tend to experience greater satisfaction, which subsequently strengthens their willingness to revisit and recommend the hospital. These findings support Expectation Confirmation Theory, which emphasizes that positive service experiences create satisfaction that ultimately leads to loyalty. The results are consistent with studies conducted by Yum and Yoo (2023), Mubarok et al. (2023), and Kang et al. (2023), which found that Patient Satisfaction mediates the relationship between Service Quality and Patient Loyalty.

The findings indicate that Patient Satisfaction significantly mediates the relationship between Price and Patient Loyalty among general inpatients at Setio Husodo Hospital Kisaran. This suggests that favorable pricing perceptions strengthen patient loyalty through increased satisfaction. Patients who perceive healthcare costs as fair and proportional to the benefits received are more likely to feel satisfied and subsequently remain loyal to the hospital. The descriptive findings revealed that satisfaction with hospital pricing policies contributes to patients' intentions to continue utilizing healthcare services and recommending the hospital to others. These findings support Perceived Value Theory, which explains that customer loyalty develops when customers perceive favorable value exchanges. The results are consistent with studies conducted by Nawastuty et al. (2022), Zaato et al. (2023), and Datt Bhatt (2024), which found that Patient Satisfaction mediates the relationship between Price and Patient Loyalty.

CONCLUSION AND RECOMMENDATION

Based on the findings of this study, Service Quality and Price have positive and significant effects on Patient Satisfaction and Patient Loyalty among general inpatients at Setio Husodo Hospital Kisaran. Patient Satisfaction also has a positive and significant effect on Patient Loyalty, indicating that patients who are more satisfied with the healthcare services received are more likely to revisit the hospital and recommend its services to others. Furthermore, Patient Satisfaction significantly mediates the effects of Service Quality and Price on Patient Loyalty, suggesting that higher levels of patient satisfaction strengthen the influence of service quality and pricing perceptions on patient loyalty.

The findings suggest that the management of Setio Husodo Hospital Kisaran should continuously improve healthcare service quality by enhancing the

responsiveness of healthcare personnel, ensuring the reliability of medical services, improving healthcare facilities, and strengthening patient safety and comfort. In addition, the hospital should implement appropriate pricing strategies by maintaining affordability, ensuring fairness between service quality and costs, and providing greater transparency regarding healthcare charges. These strategies are expected to increase Patient Satisfaction and ultimately strengthen Patient Loyalty among general inpatients.

FUTURE RESEARCH

This study has several limitations that should be considered. First, the research was conducted only among general inpatients at Setio Husodo Hospital Kisaran, which may limit the generalizability of the findings to patients in other hospitals, healthcare facilities, or geographical regions. Second, this study focused only on Service Quality, Price, Patient Satisfaction, and Patient Loyalty, while other factors such as Hospital Image, Patient Trust, Perceived Value, Healthcare Facilities, Service Innovation, and Patient Experience may also influence patient loyalty. Third, this study employed a cross-sectional design, which limits the ability to observe changes in patients' perceptions, satisfaction levels, and loyalty behavior over time.

Therefore, future research is recommended to involve broader research settings by including different hospitals, healthcare institutions, and patient groups to improve the generalizability of the findings. Future studies are also encouraged to incorporate additional variables and apply longitudinal approaches to provide a more comprehensive understanding of the factors influencing Patient Satisfaction and Patient Loyalty in healthcare services.

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