



# Impact Of Marketing Mix And Service Quality On Patient Satisfaction Through Patient Loyalty

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## ABSTRACT

This study investigates the effects of the marketing mix and service quality on patient satisfaction and loyalty at RSUD dr. Soebandi, a government run hospital in Kabupaten Jember. Utilizing a quantitative research design, the study involved a sample of 200 inpatient patients, selected through stratified random sampling to ensure representation across different care classes. Data were collected via surveys measuring perceptions of marketing mix elements (product, price, place, promotion, people, process, and physical evidence) and service quality (reliability, responsiveness, assurance, empathy, and tangibles). The findings reveal that both the marketing mix and service quality have a significant positive impact on patient satisfaction and loyalty, with patient loyalty acting as a mediator between these variables and satisfaction. The study highlights the importance of improving service quality and strategically applying the marketing mix to foster long-term patient loyalty, providing valuable insights for hospital management in a competitive healthcare environment.

## INTRODUCTION

Hospitals play a vital role in the healthcare system by providing essential medical services to individuals and communities, both through public and private institutions. As organizations with both social and commercial missions, hospitals face the challenge of improving their performance to meet broader public health goals (Rahmawati & Nadjib, 2023). This challenge is exacerbated by rising costs and decreasing revenues, while maintaining high-quality services and patient satisfaction is essential (Bertke & Nufer, 2021). Efficient management practices and innovation in hospital operations can help achieve these goals, with direct impacts on organizational performance and service improvement (Rini et al., 2019). In Kabupaten Jember, RSUD dr. Soebandi, a government-run hospital, plays a critical role in providing accessible healthcare services to the local population. It faces significant competition from both public and private hospitals, which offer varying levels of care and pricing, with private hospitals attracting patients through modern facilities and personalized services (Pezeshki et al., 2019). Despite these

challenges, RSUD dr. Soebandi remains a primary choice for many due to its affordable rates and comprehensive services. However, the hospital must continuously focus on enhancing service quality to maintain patient loyalty, particularly under the constraints of the National Health Insurance (JKN) system, which requires patients to initially seek care at primary health facilities. Balancing the needs of patients covered by BPJS Health and private insurance requires RSUD dr. Soebandi to ensure that both groups are satisfied with the quality of care, efficiency, and comfort (Bertke & Nufer, 2021). As a referral hospital, it must also optimize patient experiences, reduce wait times, and improve administrative services to retain patient loyalty, ultimately ensuring its position as the preferred choice for both local and referred patients.

The phenomenon reflected in the 2024 Patient Satisfaction Survey at RSUD dr. Soebandi shows significant fluctuations in various service aspects that greatly influence patient satisfaction. In healthcare services, patient satisfaction serves as a key indicator for assessing hospital performance and the quality of services provided. Given that RSUD dr. Soebandi continues to strive to improve medical services, facilities, and patient interactions, the trends shown in this table highlight the importance of research on patient satisfaction. Fluctuations in satisfaction scores, particularly in areas such as waiting times, administrative services, and healthcare services, indicate challenges in creating a consistent and satisfying experience for patients. The results of this study can be used to formulate more effective strategies to enhance service quality at RSUD dr. Soebandi, ultimately leading to a positive impact on the hospital's reputation and overall patient satisfaction.

Patient satisfaction in hospitals in Indonesia is a key indicator of healthcare service quality, influenced by factors such as medical service quality, facility comfort, communication between patients and healthcare providers, and efficient waiting times (Sitepu & Kosasih, 2024). Despite efforts by many hospitals to improve services through staff training and facility upgrades, challenges remain in ensuring consistent and equitable services, especially in remote areas (Ayuningtyas & Wibowo, 2024). Patient satisfaction surveys in various hospitals indicate that patients tend to be more satisfied with hospitals offering comprehensive facilities and friendly, communicative medical staff (Putri et al., 2020). However, issues such as costs and long queues remain major complaints that affect patient satisfaction (Arum et al., 2023). Therefore, hospitals must continuously innovate to enhance their services, providing better experiences and boosting patient loyalty (Widodo & Prayoga, 2022). Patient loyalty is significantly impacted by service quality, comfort, and the sense of security patients feel during treatment (Nurhasma et al., 2021). Patients who receive proper attention from healthcare providers, clear information about their health, and prompt services are more likely to feel satisfied and return to the same hospital for future care (Aribowo et al., 2024). Additionally, cleanliness, supporting facilities, and a personal approach from staff play key roles in building loyalty (Purnama & Yuliaty, 2025). When patients feel valued and treated with empathy, they are more likely to trust the hospital as their primary healthcare provider (Harini et al., 2023). Thus, hospitals aiming to maintain patient loyalty need to ensure that the overall patient experience, from registration to recovery, consistently meets expectations and adds value (Hartati et al., 2025).

The marketing mix plays a crucial role in creating patient satisfaction and loyalty in hospitals. Product refers to high-quality medical services, adequate facilities, and advanced medical equipment (Hailu et al., 2021). Transparent and competitive pricing significantly influences patients' perceptions of the value they receive, thereby increasing their satisfaction (Chana et al., 2021). Location and accessibility, which are part of the "place" element, are crucial for patient comfort, while effective promotion, through advertising or direct communication, raises patient awareness of the services offered (Mutia & Pujianto, 2022). The "people" element refers to medical personnel and hospital staff who interact directly with patients, where friendliness, empathy, and professionalism are critical to patient satisfaction (Octivanny & Berlianto, 2022). Process refers to the efficiency of service delivery, from registration to recovery, which should be smooth and unobstructed. Physical Evidence includes the hospital environment,

which should be not only clean but also pleasant, with modern and comfortable facilities (Elgarhy & Mohamed, 2023). When all these elements are well implemented, they create a positive patient experience, enhancing satisfaction and ultimately fostering patient loyalty (Cooper et al., 2022). Patients who feel valued and satisfied with the quality of service are more likely to return to the hospital for future care and recommend it to others. Hospital service quality is significantly influenced by various factors, including the competence of medical staff, available facilities, and efficient service systems (Jonkisz et al., 2021). High-quality service includes clear communication between doctors and patients, adequate attention to patients' needs, and a professional and empathetic approach from all hospital staff (Abdelwahed & Zehri, 2024). Additionally, factors such as cleanliness, comfort, and comprehensive facilities play a significant role in creating a positive experience for patients (Gill et al., 2023). The use of advanced medical technology and standardized operational procedures can enhance diagnostic accuracy and treatment effectiveness, which in turn improves patient satisfaction (Elendu et al., 2024). Good service quality not only supports patient recovery but also builds trust and loyalty towards the hospital (Sondakh et al., 2022).

Previous studies have shown that the Marketing Mix has a positive impact on customer satisfaction, with elements such as product, price, and promotion significantly contributing to shaping satisfaction (Redwanuzzaman & Khan, 2021). Additionally, service quality has proven to significantly affect customer satisfaction across various sectors, including banking and healthcare, with trust and social influence playing crucial roles (Nguyen et al., 2021). High satisfaction, in turn, strengthens customer loyalty, as satisfied customers are more likely to continue using the same services and provide positive recommendations (Chen, 2023; Demirel, 2022). Loyalty is also influenced by adequate product and service quality, with studies highlighting the positive relationship between satisfaction and loyalty in various industries (Balinado et al., 2021).

This study also identifies gaps in previous research. Some studies have found no significant effect between service quality and customer loyalty, despite service quality affecting satisfaction (Supriyanto et al., 2021). One study revealed that while service quality dimensions such as reliability and empathy impact satisfaction, others like tangibles and responsiveness had no significant relationship with customer satisfaction (Balinado et al., 2021). In AI-based services, although service quality plays a role in enhancing customer loyalty, factors such as trust and perceived value dominate loyalty drivers. Additionally, gaps exist regarding the role of the Marketing Mix in building customer loyalty, with some studies finding no significant impact between Marketing Mix elements and loyalty, especially in highly competitive industries (Budur & Poturak, 2021; Naini et al., 2022). This study proposes loyalty as a mediating variable linking the Marketing Mix and service quality to patient satisfaction, highlighting how improvements in service quality, shaped by elements of the Marketing Mix, enhance patient satisfaction and strengthen their loyalty to the hospital.

## LITERATURE REVIEW

This study adopts the equity theory as its grand theory to analyze patient satisfaction at RSUD dr. Soebandi. The theory is relevant as it focuses on the sense of fairness perceived by patients in the relationship between the inputs they provide (such as time, cost, and effort) and the outcomes they receive (healthcare quality). If patients feel they are getting value equal to what they have given, their satisfaction with healthcare services will increase. Conversely, perceived unfairness in care will lead to decreased satisfaction (Mensah, 2019; Ogbujah, 2021). Studies also show that applying fair treatment can significantly enhance patient satisfaction, particularly in urban primary care settings (Panganiban et al., 2024). Additionally, marketing mix elements, such as product, price, place, promotion, people, process, and physical evidence, play

a crucial role in improving patient loyalty in hospitals. Effective marketing can improve service quality, which, in turn, enhances both satisfaction and loyalty (Kottke et al., 2020; Shiddiqi Fahmi, 2024; Wulandari et al., 2023). A holistic marketing approach can create positive patient experiences that directly contribute to hospital loyalty (Zebua, 2023).

The marketing mix also plays a critical role in enhancing service quality, which impacts both patient satisfaction and loyalty. Research shows that implementing the marketing mix in hospitals can improve patient satisfaction, directly boosting loyalty (Mutia & Pujiyanto, 2022). Elements such as "process" and "people" significantly affect patient experience, emphasizing the importance of interaction quality and efficient service delivery (Kim & Park, 2022). Furthermore, physical evidence, such as comfortable hospital facilities and the professionalism of medical staff, enhances perceptions of service quality, further improving patient satisfaction and loyalty (Khorsheed et al., 2020).

## METHODS

This study adopts a quantitative approach and focuses on inpatients at RSUD dr. Soebandi Kabupaten Jember. Variables in this study are measured using specific indicators: Patient Satisfaction (5 indicators: transparency, participation, accountability, sustainability, and neutrality as per (Sulaiman et al., 2022)), Patient Loyalty (3 indicators: existence, engagement, and pride based on (Soegandhi, 2013)), Marketing Mix (7 indicators: product, price, place, promotion, people, process, and physical evidence as defined by (Kotler & Keller, 2016)), and Service Quality (5 indicators: tangibles, reliability, responsiveness, assurance, and empathy as per (Siagian, 2020)). The data will be collected through questionnaires and analyzed using appropriate statistical techniques to examine the direct and indirect relationships between these variables.

The population for this study includes all inpatients at RSUD dr. Soebandi Kabupaten Jember, totaling 758 patients across various care classes. Based on the sample size calculation (Hair et al., 2017), 200 respondents will be analyzed. The sample distribution follows the patient population proportions across care classes, ensuring fairness and representation. The study will use stratified random sampling to select respondents from each care class: Kelas I (150 patients), Kelas II (200 patients), Kelas III (300 patients), VIP (50 patients), Paviliun (58 patients), and Ruang Isolasi (50 patients). This approach ensures that each class is fairly represented, allowing for an accurate representation of patient experiences across different levels of care. Statistical tools will be employed to analyze the data and test the hypotheses about the relationships between the marketing mix, service quality, patient loyalty, and patient satisfaction.

## RESULTS

**Table 1. Validity Result**

Indicator	Original sample (O)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
X1.1 <- Mix Marketing (X1)	0.839	0.023	36.480	0.000
X1.2 <- Mix Marketing (X1)	0.591	0.091	6.471	0.000
X1.3 <- Mix Marketing (X1)	0.778	0.036	21.558	0.000
X1.4 <- Mix Marketing (X1)	0.655	0.050	13.073	0.000
X1.5 <- Mix Marketing (X1)	0.369	0.104	3.554	0.000
X1.6 <- Mix Marketing (X1)	0.387	0.100	3.857	0.000
X1.7 <- Mix Marketing (X1)	0.408	0.091	4.456	0.000
X2.1 <- Service Quality (X2)	0.724	0.051	14.187	0.000
X2.2 <- Service Quality (X2)	0.680	0.051	13.442	0.000

Indicator	Original sample (O)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
X2.3 <- Service Quality (X2)	0.812	0.031	26.269	0.000
X2.4 <- Service Quality (X2)	0.848	0.026	32.634	0.000
X2.5 <- Service Quality (X2)	0.501	0.076	6.602	0.000
Y1.1 <- Patient Satisfaction (Y)	0.821	0.028	29.561	0.000
Y1.2 <- Patient Satisfaction (Y)	0.727	0.052	13.879	0.000
Y1.3 <- Patient Satisfaction (Y)	0.690	0.052	13.243	0.000
Y1.4 <- Patient Satisfaction (Y)	0.387	0.099	3.906	0.000
Y1.5 <- Patient Satisfaction (Y)	0.602	0.069	8.691	0.000
Z1.1 <- Patient Loyalty (Z)	0.874	0.019	45.995	0.000
Z1.2 <- Patient Loyalty (Z)	0.753	0.063	12.032	0.000
Z1.3 <- Patient Loyalty (Z)	0.782	0.033	23.782	0.000

Source: Data Processed, 2025

The validity results presented in Table 1 demonstrate that all indicators for the variables in this study Mix Marketing (X1), Service Quality (X2), Patient Satisfaction (Y), and Patient Loyalty (Z) are statistically significant, as indicated by their T statistics values exceeding the threshold of 1.96 and P values below 0.05. Specifically, the indicators for Mix Marketing (X1), such as X1.1 (0.839), X1.2 (0.591), and X1.3 (0.778), show high T statistics and low P values, indicating strong validity. Similarly, the indicators for Service Quality (X2), including X2.1 (0.724), X2.2 (0.680), and X2.3 (0.812), as well as those for Patient Satisfaction (Y) and Patient Loyalty (Z), all demonstrate significant relationships with their respective constructs. For instance, Z1.1 (0.874) for Patient Loyalty shows a particularly high T statistic of 45.995. Overall, these results confirm the validity of the measurement model used in this study.

**Table 2. Reliability Result**

Variable	Rho_c	Rho_a	Cronbach's Alpha
Patient Satisfaction (Y)	0.788	0.745	0.683
Service Quality (X2)	0.842	0.781	0.760
Patient Loyalty (Z)	0.846	0.735	0.726
Mix Marketing (X1)	0.784	0.791	0.714

Source: Data Processed, 2025

Table 2 presents the reliability results for the variables in this study. The values of Rho\_c, Rho\_a, and Cronbach's Alpha for each variable indicate good reliability. For Patient Satisfaction (Y), Rho\_c is 0.788, Rho\_a is 0.745, and Cronbach's Alpha is 0.683, which suggests a satisfactory level of internal consistency.

Similarly, Service Quality (X2) shows Rho\_c of 0.842, Rho\_a of 0.781, and Cronbach's Alpha of 0.760, indicating a strong reliability. Patient Loyalty (Z) has Rho\_c of 0.846, Rho\_a of 0.735, and Cronbach's Alpha of 0.726, all suggesting a reliable measurement model. Lastly, Mix Marketing (X1) shows Rho\_c of 0.784, Rho\_a of 0.791, and Cronbach's Alpha of 0.714, also demonstrating a reliable construct. These results confirm that the instruments used to measure each variable are reliable.

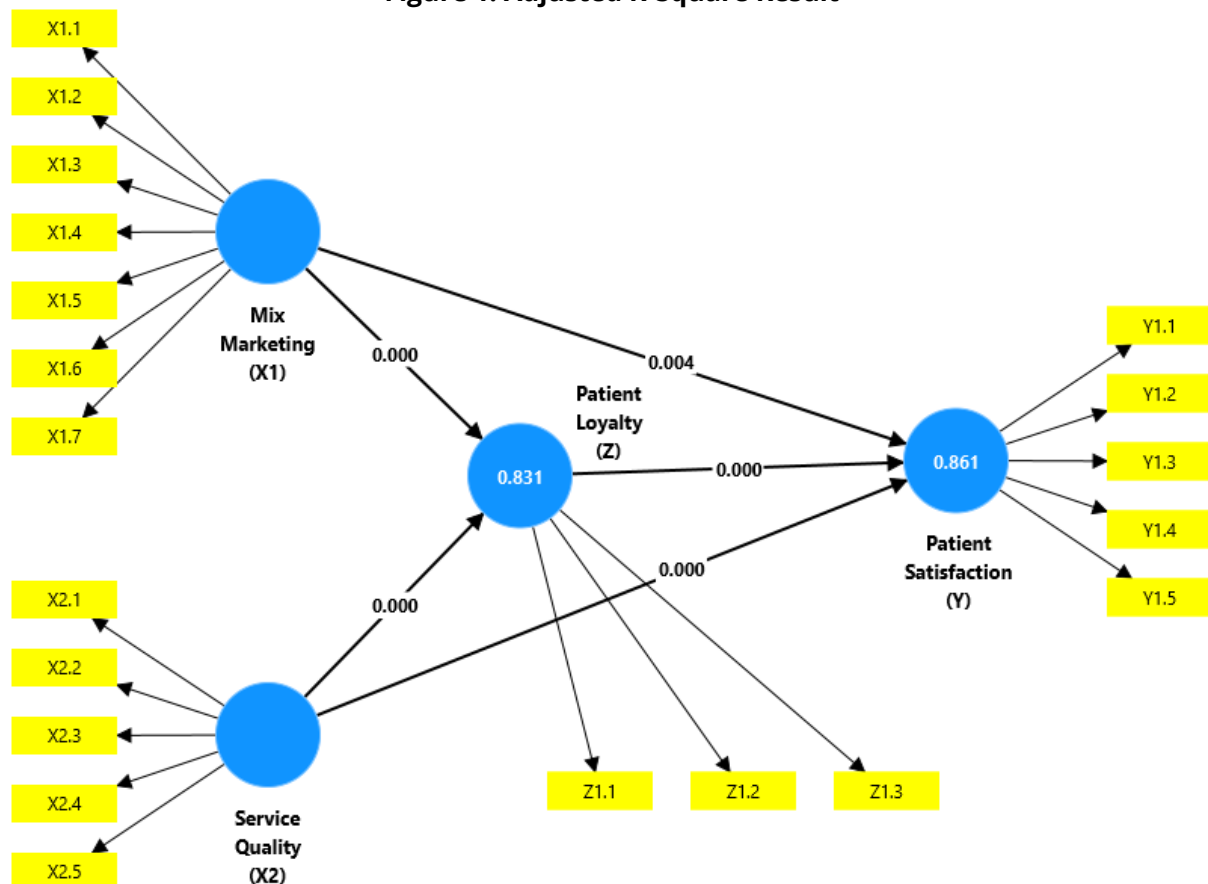
**Table 3. Hypothesis Result**

Indicator	Original sample (O)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
X1 -> Y	0.180	0.062	2.881	0.004
X2 -> Y	0.255	0.059	4.292	0.000
X1 -> Z	0.361	0.058	6.261	0.000
X2 -> Z	0.615	0.057	10.743	0.000
Z -> Y	0.544	0.082	6.642	0.000
X1 -> Z -> Y	0.196	0.048	4.059	0.000
X2 -> Z -> Y	0.335	0.052	6.392	0.000

Source: Data Processed, 2025

The results from the hypothesis testing indicate significant relationships between the variables in the study. The direct paths from both X1 to Y (0.180,  $p = 0.004$ ) and X2 to Y (0.255,  $p = 0.000$ ) show a positive influence of Marketing Mix and Service Quality on Patient Satisfaction. Similarly, both X1 to Z (0.361,  $p = 0.000$ ) and X2 to Z (0.615,  $p = 0.000$ ) indicate a strong positive impact of Marketing Mix and Service Quality on Patient Loyalty. The direct effect of Z to Y (0.544,  $p = 0.000$ ) demonstrates that Patient Loyalty significantly influences Patient Satisfaction. Furthermore, the indirect paths show that Marketing Mix and Service Quality impact Patient Satisfaction through Patient Loyalty, with X1 -> Z -> Y (0.196,  $p = 0.000$ ) and X2 -> Z -> Y (0.335,  $p = 0.000$ ) providing further support for the mediating role of loyalty in these relationships. These findings highlight the importance of both direct and indirect effects in understanding the factors influencing patient satisfaction and loyalty.

**Figure 1. Adjusted R-Square Result**



The figure illustrates the Adjusted R-Square results for the model, with focus on the values represented within the circles for Patient Loyalty (Z) and Patient Satisfaction (Y). The Adjusted R-Square value for Patient Loyalty (Z) is 0.831, indicating that approximately 83.1% of the variability in Patient Loyalty is explained by the independent variables, including Marketing Mix (X1) and Service Quality (X2). This high value suggests a strong model fit and that Patient Loyalty is heavily influenced by these factors. Similarly, the Adjusted R-Square value for Patient Satisfaction (Y) is 0.861, meaning 86.1% of the variability in Patient Satisfaction is explained by the independent variables and Patient Loyalty. This high value further confirms that the model is effective in explaining the factors contributing to Patient Satisfaction, with a significant role played by Patient Loyalty as a mediator.

## DISCUSSION

The findings of this study provide significant insights into the relationship between the marketing mix, service quality, patient loyalty, and patient satisfaction at RSUD dr. Soebandi, Kabupaten Jember. The results confirm that both marketing mix and service quality have direct and indirect effects on patient satisfaction, with patient loyalty acting as a crucial mediator. These findings are consistent with previous research that has highlighted the positive influence of marketing strategies on customer satisfaction and loyalty in various industries, including healthcare (Kottke et al., 2020; Shiddiqi Fahmi, 2024). In particular, the study reinforces the critical role of the marketing mix, including elements such as product quality, price, place, and promotion, in shaping patients' perceptions and satisfaction levels (Mutia & Pujiyanto, 2022). Additionally, the study further supports the notion that well-executed service quality, encompassing reliability, responsiveness, and empathy, can significantly enhance the patient's overall experience, leading to greater satisfaction and loyalty (Jonkisz et al., 2021; Abdelwahed & Zehri, 2024).

The significant direct relationship between service quality and patient satisfaction ( $\beta = 0.255$ ,  $p < 0.000$ ) as shown in the hypothesis results aligns with the findings of Sitepu & Kosasih (2024), who argue that the quality of healthcare services, especially in terms of reliability and responsiveness, is paramount in ensuring patient satisfaction. Similarly, the strong positive effect of service quality on patient loyalty ( $\beta = 0.615$ ,  $p < 0.000$ ) is consistent with studies by Nurhasma et al. (2021) and Purnama & Yuliaty (2025), which demonstrate that service quality impacts patients' loyalty to healthcare providers. These findings emphasize the importance of providing consistent, high-quality care to build lasting relationships with patients. In healthcare settings, where trust and safety are critical, patient loyalty acts as a direct reflection of the perceived value patients receive from their interactions with the hospital (Harini et al., 2023).

The study also corroborates the findings of previous research suggesting that marketing mix elements, especially those related to pricing and promotional efforts, directly influence patient satisfaction and loyalty (Wulandari et al., 2023; Shiddiqi Fahmi, 2024). In this research, the relationship between marketing mix and patient satisfaction ( $\beta = 0.180$ ,  $p = 0.004$ ) is statistically significant, highlighting that even though price and promotion strategies may not have as strong an impact as service quality, they still play an important role in shaping patient perceptions. The direct relationship between marketing mix and patient loyalty ( $\beta = 0.361$ ,  $p < 0.000$ ) suggests that when patients are satisfied with the hospital's pricing, promotional efforts, and facilities, they are more likely to remain loyal to the institution. These findings support the assertions of Chana et al. (2021), who emphasized the importance of transparent and competitive pricing in fostering positive patient experiences.

Moreover, the mediation role of patient loyalty in the relationship between service quality and patient satisfaction ( $X2 \rightarrow Z \rightarrow Y = 0.335$ ,  $p < 0.000$ ) reinforces the idea that patient loyalty is a critical factor influencing the overall satisfaction process. This outcome aligns with research by Chen et al. (2023), who found that patient loyalty not only directly affects satisfaction but also

mediates the impact of service quality on satisfaction. In a similar vein, the mediation of loyalty in the marketing mix-satisfaction relationship ( $X1 \rightarrow Z \rightarrow Y = 0.196, p < 0.000$ ) further underscores the value of building a strong emotional connection with patients, which ultimately enhances their satisfaction levels (Demirel, 2022). By focusing on patient loyalty, hospitals can ensure that their efforts in improving marketing and service quality will result in more sustained and beneficial relationships with their patients.

The adjusted R-squared values (0.831 for patient loyalty and 0.861 for patient satisfaction) demonstrate the robustness of the model in explaining the variability in patient outcomes. These high values indicate that the independent variables, particularly the marketing mix and service quality, account for a significant proportion of the variance in both patient loyalty and satisfaction. This highlights the effectiveness of the model in capturing the key determinants of patient satisfaction and loyalty, which are crucial for hospital management and patient retention (Kim & Park, 2022). Such results are also in line with previous studies that have emphasized the predictive power of service quality and customer loyalty in healthcare settings (Sondakh et al., 2022).

However, the study also reveals gaps identified in the literature, particularly concerning the inconsistent effects of service quality on customer loyalty in some studies (Supriyanto et al., 2021). This inconsistency may arise from contextual factors such as the type of healthcare facility, patient demographics, and cultural differences, which could influence how patients perceive and experience service quality. It is also important to consider that while service quality and marketing mix elements have a significant impact on patient loyalty, some dimensions of service quality, such as tangibles and responsiveness, may not always show a direct effect on satisfaction in certain contexts (Balinado et al., 2021). These nuances in the findings suggest the need for further investigation into the specific factors that mediate the relationship between service quality and patient loyalty.

This study provides strong evidence that both service quality and the marketing mix are fundamental drivers of patient satisfaction and loyalty in RSUD dr. Soebandi, Kabupaten Jember. The findings highlight the need for hospitals to continuously improve service quality, focus on the emotional and relational aspects of patient care, and leverage effective marketing strategies to retain patients and enhance their overall experiences. Future research could explore additional variables, such as patient engagement and digital healthcare tools, to further refine the model and enhance our understanding of the dynamic factors influencing patient satisfaction and loyalty in the healthcare sector.

## CONCLUSION

*This* study highlights the critical role of service quality and the marketing mix in shaping patient satisfaction and loyalty at RSUD dr. Soebandi, Kabupaten Jember. The findings confirm that both service quality and the marketing mix directly influence patient satisfaction and loyalty, with patient loyalty acting as a significant mediator in these relationships. Specifically, the study demonstrates that elements of the marketing mix, such as product quality, pricing, promotion, and the professionalism of healthcare staff, contribute significantly to patient satisfaction and loyalty. Service quality, encompassing reliability, responsiveness, and empathy, plays a vital role in enhancing both satisfaction and loyalty, reinforcing previous research on the importance of these factors in healthcare settings.

The results also underscore the importance of patient loyalty in mediating the relationship between service quality, marketing mix, and patient satisfaction. The strong mediation effect observed in this study suggests that building patient loyalty is essential for hospitals aiming to enhance patient satisfaction in the long term. Furthermore, the high adjusted R-squared values for both patient satisfaction and loyalty indicate the robustness of the model, emphasizing the significant impact of marketing mix and service quality in explaining patient outcomes. These



findings are essential for healthcare providers in improving operational practices, aligning service offerings with patient expectations, and fostering long-term patient relationships.

In practical terms, RSUD dr. Soebandi should continue to prioritize improving both the tangible and intangible aspects of care, focusing on enhancing service quality and marketing strategies that emphasize patient engagement and trust. The hospital must ensure a balanced approach that caters to both BPJS and private insurance patients, as they have different expectations regarding service delivery and facility standards. By focusing on continuous improvements in service quality and leveraging a holistic marketing approach, RSUD dr. Soebandi can enhance patient experiences, strengthen loyalty, and improve overall satisfaction, thereby maintaining its competitive position in the region.

Future research could further explore the nuances of service quality dimensions that may not have shown a direct effect on patient satisfaction in certain contexts. Additionally, the impact of emerging factors, such as digital health technologies and patient engagement strategies, could provide a more comprehensive understanding of the evolving landscape of *healthcare service delivery*.

## LIMITATION

This study has several limitations that should be acknowledged. First, its cross-sectional design captures patient perceptions at a single point in time, limiting the ability to examine long-term effects. Future research could adopt a longitudinal approach to track changes over time. Second, focusing on a single hospital, RSUD dr. Soebandi, may limit the generalizability of the findings to other healthcare settings, as different hospitals may have varying structures and patient demographics. Third, the study does not account for external factors such as socioeconomic status or patient expectations, which could also influence satisfaction and loyalty. Additionally, self-reported data from patients may be subject to biases like social desirability or recall issues, which could impact the accuracy of the findings. Incorporating objective measures and expanding the scope to include a broader range of factors could offer a more comprehensive understanding of patient satisfaction and loyalty.

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