THE EFFECT OF SERVICE QUALITY ON LOYALTY WITH MEDIATION OF PATIENT SATISFACTION

Umie Kulsum
Tantri Yanuar Rahmat Syah

Universitas EsaUnggul
umikulsumhdl@gmail.com

ABSTRACT

Patient satisfaction was one of internal factors that need improvement for betterment of the health care organizations so that the doctors, nurses and administratives staff can produce maximum work productivity. Hospitals and other health care providers assumed an important role in service sector is growing rapidly. Hospitals must paid attention to the decline in the number of inpatients. In case that determined the quality of hospitals, among others: to minimize patient's complaints against service of doctors, nurses and administrators who were often late and less nimble. Hospital industry must achieved service quality parameters with accuracy and precision of the results of medical examination, courteous and friendly service. Patient satisfaction had an important role on several aspects of health care organizations. Service quality was considered as an important factor for developing patient loyalty. Balaraja Hospital made progress of safety patient to improve the service quality. Patients received such satisfaction will feel comfortable and form a positive perception of service quality. Service quality played a major role in achieving patient satisfaction. This condition then made hospital services deserve the number one position according to patient so that he becomes loyalty by not using the hospital services of competitors. The aim of this study was to determine the effect of service quality on loyalty with mediation of patient satisfaction. Respondents were used as many as 170 inpatients grade two and grade three in Hospital Balaraja. Data were analyzed using Structural Equation Model (SEM). The results showed that service quality has an influence on patient satisfaction, patient satisfaction has an influence on loyalty and service quality has an influence on loyalty.

Keywords: service quality, patient satisfaction, loyalty, inpatient

INTRODUCTION

General hospital industry made progress and more productive and growing rapidly along with the increase in technology and medical science. The public hospitals had inadequate medical equipment due to the lack of local government budget allocations. Human capital in the hospital which was support the hospital services are the doctors, nurses and administrative staff. Hospital management system required an increase in human resources performance. Service quality was one of the internal factors that need improvement for the purpose of betterment and advancement of hospital management system that led to maximum performance. The hospital was a health care business based on the principle of trust; thus, service quality, patient satisfaction and loyalty of patients determine their success.

In business services, service quality affected service user's decision. Outstanding service quality had an impact on customer satisfaction. One of the competitive advantages

to be created a company that focuses attention on customer satisfaction. If consumers received service quality as expected, then service quality considered good and satisfactory. If consumers felt the satisfaction he decided to always use these services. The hospital was one example of an institution that markets health services. Hospitals need to improved on progress to show its presence in the field of services for hospital not only serves as a social institution, but an institution for-profit business. Increasingly fierce competition demanded the hospital as a service provider services to always pamper patients by providing the best service. The high service quality of hospital that was able to exceed the expectations of patients or consumers. Conversely, if the service quality of hospital did not correspond to the expectations of patients, service quality got low ratings for the patient or the consumer. Patients who were satisfied with service quality can lead to comfort and shaping positive perceptions of the services of the hospital. This condition made the hospital subsequently get the number one position for the patient so that the patient has a loyal attitude to be attracted to the hospital competitors.

But also Pouragha and Zarei (2016), stated that a phenomenon occurs in a hospital that focus on the evaluation of service quality of inpatient to outpatient satisfaction and service had ignore. Ministry hospital of outpatient department was one part that had the most important role of the health system. Outpatient departments became a major revenue for hospitals to attract the hearts of outpatient become inpatients. Therefore, an outpatient department was a liaison between patient and hospital. Thus, outpatient services quality contributed significantly to the patient's overall impression of the quality of hospital services. In addition, compared to some other hospitals, outpatient departments had a faster growth and higher income from the revenue department inpatient services. Therefore, an outpatient department played an important role in profitability of other hospitals. The ability of hospitals to provide high services quality to the department to be very important for the sustainable operation of hospitals in the long term. Likewise in the earlier study Arsanam and Yousapronpaiboon (2014), Markovic, et al. (2014) and Aykac, et al. (2009) in his study to say service quality has an influence on patient satisfaction.

Aykac, et al. (2009) not only conducted research service quality to satisfaction but the results of his research said there was the influence of service quality on loyalty, as well as on researched by Kesuma, et al. (2013) and Arab, et al. (2012). That matter interpreted, when a consumer felt service quality according to their expectations or exceed those expectations then could lead to satisfaction and loyalty. In other studies not only measured service quality to customer satisfaction and loyalty, but others measured or found loyalty based on someone satisfaction. As research conducted by Srivastava (2015) in his research said that there was the influence of satisfaction on loyalty as did Mendoza (2014) in research said there was an influence of patient satisfaction on loyalty CP Reyes Hospital, patients were very satisfy with the quality of medical services. In competed of service business, created customer satisfaction and kept the consumer needs to be done. In achieved patient satisfaction, the hospital created some approaches to improve service quality. In addition to an important factor for the prosperity of a company, satisfying the needs of customers increased competitive advantage in business.

In this study, there was a gap of research in Balaraja Hospital declined number of inpatients caused by several factors, among others: (1) number of inpatients rooms in Balaraja hospital were limited, so if there was a patient who wants to hospitalization but no room empty, then the patient referred to another hospital; (2) if there were inpatients who died so prospective inpatients others may not directly used the room because it must be sterilized and the processed lasts for 6 hours; (3) visits specialists who were not on time so that many patients were forced to postpone his return. In previous studies there was a literature that examines the impact of service quality on satisfaction, how the

services quality to loyalty and how satisfaction influences loyalty. The difference in this study, the researchers placed satisfaction as mediating variables between the variables of service quality on loyalty. This study was conduct in Balaraja Hospital, which was a newly establish hospitals and accredited C so it still had limitations both facilities and infrastructure that support the needs of patients. Balaraja Hospital start to improved service quality to achieve and toward B accreditation . Services quality of Balaraja Hospital, among others such as: medical or non-medical personnel performed health checks with fast and accurate results, the medical officer or non-medical services rendered polite and friendly. That service quality parameters that must achieved to maintained and increased patient loyalty.

One of the main ways to maintained patient satisfaction is to provide health services of consistently high quality to met consumer expectations that increased patient loyalty. Balaraja Hospital made progress of safety patient to improve the service quality. Visits specialists who were not on time so that many patients felt unsafe and guilty. Balaraja Hospital need to improved and developed the safety patient system.If the safety patient quality was high so that service quality became outstanding. In addition, to minimized the patient's complaints against service quality by improved the management system in the hospital. The doctors, nurses, administrative staff and other staff improved performance and discipline as a dedication to their profession. Local authorities were expected to provide an adequate budget to supported infrastructure and improved the service quality of hospital. From the explanation above, this study aims to identified and examined (1) the effect of service quality on patient satisfaction; (2) the effect of patient satisfaction with loyalty; (3) The effect of service quality on loyalty.

From the above data, the last three months of 2015 showed stability the number of inpatients. Entering the year 2016 increased and decreased in the number of inpatients. From the data obtained Balaraja Hospital decreased the number of patients caused by several things related to service quality. Researchers had observations and the results found that some patients complain of the slow handled of the clerk to go into the wards, doctors often not there, when patients required the services of a doctor's consultation health problems. The number of nurses who performed duties at night less than the nurses who performed tasks in the morning or evening. Furthermore, there were some patients complained about the cleanliness of the facilities at the hospital. Conclusion the results of the observation by the above statement that patients who complain indicated of patient dissatisfaction with service quality provided in Balaraja Hospital. The conditions of service quality in Balaraja Hospital was what needs to be improved in order to reduced the level of patient dissatisfaction.

Research about the effect of service quality to patients satisfaction in an effort to increased the loyalty of inpatients in Balaraja Hospital to did, because this research had not been done in Balaraja Hospital. The sample in this study were inpatients, for patients who were hospitalized would intersect more intensive with many aspects of hospital services starting from medical services, room facilities, medical equipment facilities, nursing facilities and others. This study aimed to inpatients in grade two and three. Based on the above research gaps, the objectives to be achieved in this research is to give an explanation about the influence service quality on loyalty with mediation of patient satisfaction in Balaraja Hospital.

LITERATURE REVIEW
Service Quality

Service quality by Parasuraman, Zeithmal and Berry (1988) was a reflection of consumers' evaluative perception of the service received at any given time. Lewis and Booms (2007) service quality as a measured of how good the level of services rendered capable accordance with customer expectations. Service quality could be realized through the fulfillment of customer wants and accuracy of delivery to keep pace with customer expectations. Furthermore, Kotler (2010) defined service quality as a performance that can be offered by one person to another. This performance might be an act that is intangible and did not result in possession of any item and against anyone.

Assessment of service quality based on research conducted Parasuraman, et al. (1988) knew as service quality based on five dimensions of service quality include tangibility is a dimension of service quality among other physical facilities, equipment, personnel and means of communication as well as the circumstances surrounding neighborhood is tangible proof of the services provided by the service provider. Both reliability that was a dimension in service quality of the ability to provide the promised services on time consistently and reliably. Third responsiveness that service quality dimensions of staff capabilities to assist customers and provide services to respond. The fourth dimension of service quality assurance which includes the ability, courtesy and trustworthiness owned by staff, is free from risk or hesitations. Last empathy, include the ease of had good communication and understand the needs of customers.

Satisfaction

The sense of satisfaction, according to Lovelock (2002) was an attitude that is decided on the basis of experience gained. Satisfaction according to Oliver (2010) that as the level of someone's feelin after comparing the performance or results that he felt with his expectations. The level of satisfaction was a function of the difference between the perceived performance with expectations. If the performance was below expectations, then the customer will be very disappointed. When performance as expected, then the customer would be very satisfied. When performance exceed customer expectations would be very satisfied, customer expectations can be shaped by past experiences, comments from relatives as well as appointments and information from various media.

Further satisfaction according to Kotler (2010) was the level of someone's feeling happy after comparing the performance or perceived results as compared to expectations. So satisfaction or dissatisfaction was the conclusion of the interaction between expectations and experience after using the service or services rendered. Consumers who were satisfied will tend to say something that is good about the product in question to others and this is expected by the company (Crosby, Evans and Cowles, 1990). Customer satisfaction could be measured through the satisfaction to have the satisfaction of doing the right thing, overall satisfaction with the products and services (Crosby, Evans and Cowles, 1990 and Kim and Cha, 2002).

Loyalty

Definition of loyalty according to Kotler and Keller (2009) was a strongly held commitment to make another purchase or subscribe to a particular product or service again in the future even though the effect of the situation and marketing efforts that could potentially lead to the transition behavior. Griffin (2010) defined a consumer loyalty is said to be loyal or disloyal when consumer buying behavior shows regularly or there is a condition in which the consumer requires the purchase of at least two times in a certain time interval.

Furthermore, Oliver (2010) suggested that there should be a definition of loyalty not only count what has been done by the customer, but also must take advantage of the psychological sense of loyalty. Loyal customers who were holders of the commitment to re-purchase a subscription to the products or services that have been consistently in the future even though affected by the situation and the potential marketing effort that will result in the displacement behavior. Relation to the customer experienced, Smith and Wheeler (2002) revealed that customer loyalty can not be created just like that, but it should be designed by the company. The loyalty could be measured in three dimensions which include: repeat patronage, switching behavior, and word of mouth (Lin and Ding, 2006).

DEVELOPMENT HYPOTHESIS

Of all activities undertaken by a company will ultimately lead to the value to be given by consumers regarding the perceived satisfaction. To get a good assessment for the consumer, should the product/service that promised to be in accordance with what they imagined in their minds. This is because the satisfaction experienced by consumers are intimately associated with the service quality of the products/services offered. The service quality offered should have to have values that are able to make the customer feel good after wearing the product or use a service offered. Gains if a product/ service has a good quality service is that consumers will not hesitate to consume or reuse of products/ services. Consumers are loyal to wear the products/services that have been used previously shown their satisfaction after using the products/services. This indicates consumers have enjoyed the benefits or good results after using the product/service or it can be said the service quality of a product/service that has a good quality.

Satisfaction experienced by consumers is closely related to the service quality provided. Service quality must be able to meet the standard quality are good especially in the service let create professionals who are trained in serving customers. HR behavior in providing services is one aspect that is very important in realizing the service quality that satisfy customers. Therefore, the importance of regulating strategy oriented to the interests of consumers with attention to service quality components. In the service sector should be components of service quality should be concerned with what the needs and desires of consumers. This will give rise to feelings of pleasure which can lead to satisfaction. Satisfaction is a feeling which consumers compare the results on the performance of the products/services are used in accordance with what is expected. In this globalization era, companies will always realize the importance of consumer factors. Therefore, measuring the level of customer satisfaction is very necessary, although it is not as easy as measuring weight or height consumer is concerned. Many benefits can be received by the company with the achievement of high levels of customer satisfaction.

But also study Aykac, et al. (2009) states that there is influence of service quality on customer satisfaction at Marmara University Hospital. Markovic, et al. (2014) revealed the results of his research that patients were satisfied with the services provided, which means that service quality is a measurement of consumer satisfaction. Furthermore Arsanam and Yousapronpaiboon (2014) and Pouragha and Zare (2016) in his research stating there is influence between service quality and patient satisfaction. From several previous studies can be seen that, the quality of service is regarded as a significant strategy to satisfy customers. Based on the above literature hypotheses that can be submitted:

H₁: The higher service quality improve patient satisfaction

Companies must prepare several factors that need to be implemented, namely human resource capability, expected profit rate, the expected level of involvement, experience of the company in a previous relationship marketing strategy, as well as the ability to measure the performance of a relational done. Two companies will probably have the same level of satisfaction, but the relationship with the survival of the consumer will be different. To better understand the effect of this satisfaction to the survival of the consumer should see its own distinct appeal of other competitor where customer satisfaction should be the main target. Customer satisfaction become an important assessment of the characteristic or feature of a product/service, which should be able to provide the level of consumer pleasure with regard to the fulfillment of desires of consumers. Sense of satisfaction that arises is the key to generating customer loyalty is to provide high value to consumers. Besides the emergence of consumer satisfaction are very dependent on the perceptions and expectations of consumers. Satisfaction is a response to the perception of consumers before purchase compared to the results of real-world performance of a product/service after use, whether to meet their needs as to what has been perceptions.

High satisfaction shows that consumers gain from a product/service is greater than what she expected. The results of which can exceed expectations can cause the loyalty of a customer. The shape of a consumer loyalty can be a purchase products/services in a sustainable manner. In addition, consumers do not easily switch to other products/services of other competitors because of their sense of love and bonding dependence on products/services of the results of the use of these products. Ties of dependence and liking of a product/service can make consumers share the experience well after using the product/service to the closest people. This will bring benefits for the company are the products/services received positive image for the community that can indirectly attract more new customers.

Conversely, if what consumers obtained the same or lower than what is expected, then the consumer will feel indifferent or dissatisfied. This situation resulted in consumers switching to other products or services, it can be said that consumers have no loyalty. Furthermore, in previous studies Srivastava (2015) shows that there is a relationship between customer satisfaction and customer loyalty. Consumer life experiences and cognitive processes into one influence of customer satisfaction on consumer loyalty. Later studies from Mendoza (2014) also states there is a relationship between patient satisfaction and loyalty of patients in CP Reyes Hospital. In his research, explained that patients in the CP Reyes Hospital is very satisfied with the quality of medical care they receive. From the above literature, the hypothesis can be put forward, namely:

H_2: The higher patient satisfaction increase patient loyalty.

Talking about relations service quality received by the customer loyalty is very clear terms. High services quality that are able to make the customers to be loyal. Besides customer loyalty is the cornerstone of a company. The company realizes that retain activity more profitable than finding new customers. It can be concluded that a loyal customer to deliver benefits to the company because it can save the cost of marketing to find new customers. Therefore, one important aspect to make customers be loyal is to improve the service quality of a product or service. Only customers who enjoy the products or high service quality to loyalty in the company. Not only the service quality of products or services that have a high quality course but the most important thing of the high quality of a product/service is able to be of useful in accordance with the needs of consumers. Services quality should present the best thing you are able to understand and

fulfill the needs and desires of consumers. If the service quality received did not meet what the needs and desires of consumers resulted in consumers do not feel the benefits or even disappointed after the use of products/services. Losses incurred cause consumers will switch looking for products/services which are able to meet their needs. It can be said that given the low services quality lead customers will not be loyal.

Instead high service quality that can meet customer expectations of a product/service, in which products/service are used to meet the needs and desires of its customers. Customers will feel comfortable using the product so that the product/service can meet the needs of its customers. Customers who are satisfied with a product/service purchases resulted in recurrent or ongoing loyalty so we can say customer loyalty. To see the relationship, then we need to understand the function of a service. In improving the service or services should be the responsibility of every soul and all employees of businesses that provide such services. In a previous study Aykac, et al. (2009) attest to the service quality has an influence on customer loyalty at the Hospital of the University of Marmara. The study Arabic, et al., (2012) proved that there is influence between service quality to patients in the loyalty Private Hospital, explains the research results loyalty can be explained by the service quality. Likewise the research results by Kesuma, et al., (2013) the results of the study concluded that there are significant between service quality to patient loyalty, as customers find sevice quality of hospital meet their expectations or even exceed expectations, they will be satisfied and loyal. From the above literature, the hypothesis can be put forward, namely:

H_3: The higher service quality increase patient loyalty.

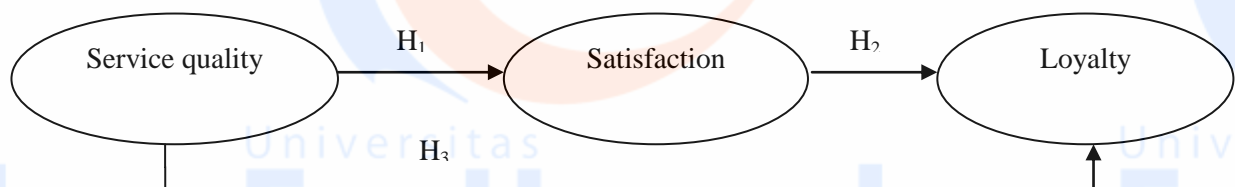From the description above can be described the research model as follows:

Figure 1
Research model

RESEARCH METHODS

We are conduct a study of inpatients in Balaraja Hospital, Indonesia. This study has the aspect of service quality, patient satisfaction and loyalty. Researchers are conduct a study in October 2016, with a survey method. Researchers are collect data by distributing questionnaires to inpatients second and three in Balaraja Hospital, Indonesia. Methods of data analysis use Structural Equation Model (SEM). According to Hair, Anderson, Tatham and Black (2006) the sample size is the number of samples = number of questionnaires x 5, for each question on the questionnaire are observable variable, then the research questionnaire contains 34 statements, which means having 34 questionnaires are observed. Thus the number of samples requires is 5 x 34 = 170 respondents. The respondents answers questions on a questionnaire as well as minimal sample size. People who are responds to the questionnaire are inpatients Balaraja Hospital grade two and three. We use a Likert scale of measurement with a scale of one to five (Azwar, 2012).

Measurement

In this study there is an exogenous variable that is service quality, an endogenous variable that is loyalty and the satisfaction of acting as mediating variables that affect exogenous and endogenous. Service quality in this study is measured by using the dimensions of Parasuraman, et al. (1988), known as service quality include: reliability, responsiveness, assurance, tangibles and empathy. Satisfaction in this study is measured using the dimensions of Crosby, et al. (1990) and Kim and Cha (2002), to has the satisfaction of doing the right actions and overall satisfaction with the product or service. While loyalty in this study is measured by using the dimensions of Lin and Ding (2006) which includes: repeat patronage, switching behavior and word of mouth. Further questionnaires such measurements is show in the form of a questionnaire and then test the validity data. This study uses Confirmatory Factor Analysis, to examine the validity of that by looking at the value of Kaiser-Meyer-Olkin Measure of Sampling (KMO) and Measures of Sampling Adequacy (MSA). In this test the value obtained must be greater than 0.5, the which means that the factor analysis is right or Appropriate for use, and can be further processed (Malhotra, 2004). Scale service quality consists of 22 questionnaires and all valid questionnaires, satisfaction scale consists of three questionnaires and all valid questionnaires and loyalty scale consists of nine questionnaires and all valid questionnaires. Test reliability with Cronbach alpha values> 0.5, the which means reliable (Anwar, 2012), so we can say the questionnaires service quality, patient satisfaction and patient loyalty can be said to be reliable as a means of collection of data in the study and reliability.

RESULTS

Our research focuses on the influence of service quality on loyalty with mediation of patient satisfaction. Results show the model analysis measurements to characterize indicator (observed variables) for each variable construct, and calculate the value of reliability to contruct. The results of the study according to the recommendations of Hair, et al., (2006) that the observation variable decent use in the operation of the constructs or latent variables must have a load factor (factor loading) of greater than 0.5 so that the model used to have a good match , in addition to the value of the t-value. Its loading factor must be greater than the critical value (> 1.96). Results of the study show all the questionnaires of each dimension can be considered valid because the value of factor loading it all had a good match (> 0.50), while the value of the t-value greater than t-table (1.96) at the level of significance 5%. On the results of the reliability of the constructs, shows all the variables have been eligible reliability with good value on service quality construct reliability of 0.96, satisfaction and loyalty by 0.96 by 0.95 and the variance value of 0.82 extracted service quality, satisfaction 0.91 and loyalty of 0.86 (variance extracted> 0.50).

Further results of analysis by an analysis of the goodness of fit, from this analysis group 1 to group 7 some testing showed such a good fit Chi Square, ECVI, AIC and CAIC, Fit Index, Critical N and Goodness of Fit. There is a close fit on the results in the form RMSEA. From the results of this analysis, it can be concluded that the matches throughout the model qualifies (goodness of fit). Furthermore, this study resulted in the path diagram as follows:
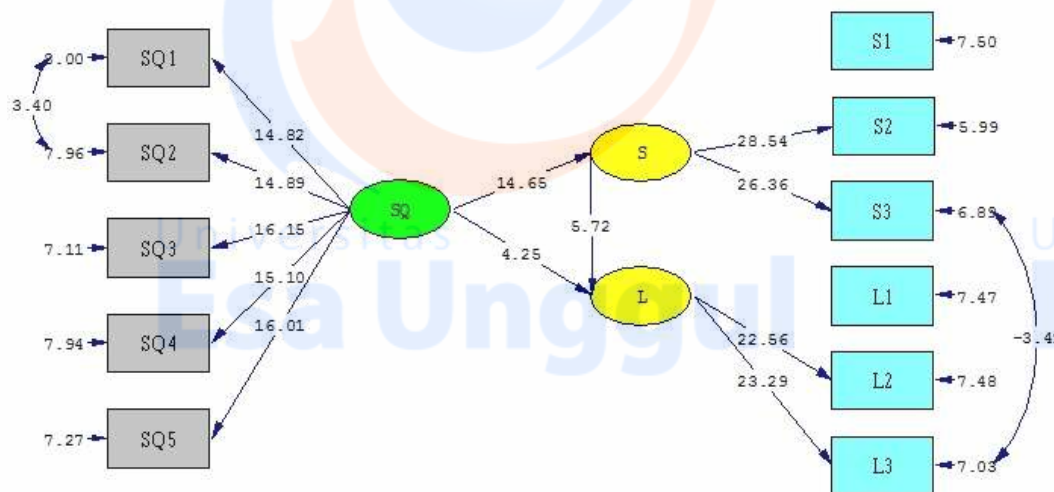
Chi-Square=41.39, df=39, P-value=0.36676, RMSEA=0.019

Explanation of Figure 2:
Service Quality=SQ; Satisfaction=S and Loyalty=L

Figure 2
Path Diagram T-Value

Based on Figure 2 Path Diagram T-Value is a hypothesis in this study, structural equation presented in the following:

Table 1
Hypothesis Testing Research Model

Hypothesis	Hypothesis statement	T-Value	Explanation
H_1	The higher service quality improve patient satisfaction.	14.65	Data support hypothesis
H_2	The high satisfaction increase patient loyalty	5.72	Data support hypothesis
H_3	The high service quality increase patient loyalty	4.25	Data support hypothesis

DISCUSSION

The results of the first hypothesis (H_1) test, it was found that the analysis results support the hypothesis H_1 which is a high service quality increase patient satisfaction by 14.65. This shows that the effect on the quality of service satisfaction. Seen in Path T.Value diagram (Figure 2) that the service quality in this study using five dimensions include: Tangible (SQ1) amounted to 14.82, Reability (SQ2) of 14.89, Responsiveness (SQ3) 16.15, assurance (SQ4) of 15.10 and Emphaty (SQ5) of 16.01. It can be seen from the values dimension is that service quality responsiveness whose value is the highest rate of patient satisfaction. It can be interpreted that the hospital personnel who work with attentive and have their own initiatives to work quickly responsive and appropriate to meet the wishes of the patient needs can lead to satisfaction. This will create a good impression and assessment of the service quality for patients of the hospital. Therefore the service quality should be started from the needs of customers and end on customer perception (Kotler, 2010). Furthermore, Lewis and Booms (2007) suggests that the

service quality as a measure of how good a given level of service able to match the expectations of customers, service quality can be realized through the fulfillment of customer wants and accuracy of delivery to keep pace with customer expectations"

If the precision and speed of service (responsiveness) provided able to exceed the expectations of patients can lead to high patient satisfaction. The high patient satisfaction indicates that the patient has felt the benefits or good results of the quality of those services. This indicates the service quality provided is able to influence the affection of patients because it indirectly can make the patient feel that he cared for, neglected and means causing a sense of safety, comfort and satisfaction. Conversely, if a medical or non-medical personnel providing services at a slow pace, lack of initiative and the work that is given is not appropriate or not responsiveness, can cause the patient to feel dissatisfied. Patient dissatisfaction arose because the needs of the patient's wishes are not met with the expected patient appear causing dissatisfaction. Furthermore, the results of this study are consistent with the researchers Aykac, et al. (2009), Markovic, et al. (2014), Arsanam and Yousapronpaiboon (2014), Pouragha and Zare (2016) concluded that there are significant service quality to satisfaction.

The results of the second hypothesis (H_2) test, it was found that the analysis results support the hypothesis H_2 is a high satisfaction will increase patient loyalty of 5.72. This shows that the service quality of Balaraja Hospital been able to provide high services that exceed the expectations of patients, causing a good satisfaction. This indicates that patients are satisfied means feel welcome, comfortable to service quality Balaraja Hospital inpatients have no doubt that ultimately prioritize Balaraja Hospital be the first choice for treatment, so bring loyalty. Tjiptono (2012) states that satisfaction can encourage the creation of customer/patient loyalty. Patient satisfaction become one of an important assessment of the distinctive services, where service quality should be able to make the patient feel comfortable happy and satisfied. The level of patient satisfaction affects the service quality that prioritizes on meeting the needs of consumers desire. Sense of satisfaction that arises is the key to generate patient loyalty is to give patients a high value. Besides the emergence of patient satisfaction is extremely dependent on the patient's perception and expectations. High satisfaction showed that patients get the results of service quality is greater than what she expected. The results of which can exceed expectations can cause the loyalty of one of his patients. The shape of the loyalty of a patient can be purchase products/services in a sustainable manner. This condition can make patients do not easily switch to other competitors hospital due to a sense of satisfaction and bonding dependence on services provided. Ties of dependence and satisfaction with the service quality in Balaraja Hospital can make the patient described the experience as good to the people closest. This will bring benefits to the company, can indirectly attract more new customers.

Conversely, low service quality that can make patients feel dissatisfied and cause the patient turned to other hospitals so that patients do not behave loyal. The results of this study are consistent with previous studies conducted by Mendoza (2014) and Srivastava (2015) which states, service quality effect on loyalty. Based on the above analysis it can be seen that improvements in the satisfaction it will increase patient loyalty. The results of the second hypothesis (H_3) test, it was found that the analysis results support the hypothesis H_3 that is high service quality will increase patient loyalty of 4.25. From the results of this test showed that service quality effect on patient loyalty. Seen in Path T.Value diagram (Figure 2) that the service quality in this study using five dimensions include: Tangible (SQ1) amounted to 14.82, Reability (SQ2) of 14.89, Responsiveness (SQ3) 16.15, Assurance (SQ4) of 15.10 and Emphaty (SQ5) of 16.01. The values of these dimensions is seen that the service quality responsiveness whose

value is the highest rate of patient loyalty. This means that the service quality is an effort to fulfill the needs and desires of the patient, to the hospital, hospital officials are responsive initiative Balaraja Hospital immediate response to provide services appropriately or according to what the patient wants and needs.

Services (responsive) rapid response medical personnel in working with the right results can lead to professional impression to the medical personnel in Balaraja Hospital. Results of appropriate services or be in talk according to what patients need, of course, can make the patient feel comfortable and safe in the treatment in Balaraja Hospital that would make patients be loyal. Besides speed of hospital personnel in the work to minimize or even cause the absence of the complaints of the patient. This can make the patient feel free to reuse services Balaraja Hospital for treatment or can be said as a gesture of loyalty shown patients. Besides this condition can bring a good name in the eyes of the public Balaraja Hospital. Good experience in patients undergoing treatment in Balaraja Hospital, is expected to make the patients tell the good experience to the people close to this attitude can also be regarded as one of the loyal attitude. Guilitnan (1997) suggests that one of the benefits of customer satisfaction is that it can increase customer loyalty. This can provide an impetus for patients to establish mutually beneficial relationship for the future of the hospital Balaraja Hospital. Therefore, patients did not hesitate in prioritizing Balaraja Hospital's main hospital as an option to revisit this as a form of loyalty from its patients. The results of this study reinforce previous research by Aykac, et al. (2009), Arab, et al. (2012) and Kesuma, et al. (2013) which says that there is influence between service quality on loyalty.

MANAGERIAL IMPLICATIONS

This study aims to determine the effect of service quality on loyalty with mediation of patient satisfaction. Managerial implications for improving the quality of services with real suggestions submitted through the dimensions used in this study. The first dimension, namely tangibles, shows the extent of the physical facilities, equipment and means of communication in hospitals Balaraja can provide good service quality. Should be the head of the hospital should pay attention to and support the needs of medical equipment by making a financial budget policy with the cost to repair and improve infrastructure in hospitals Balaraja. Head of the hospital reform of the medical equipment to replace modern medical equipment to have better quality. Furthermore, regarding the cleanliness of public facilities, the head of the hospital can create a program for memenage parts janitor in performing their duties. Head of the hospital should impose penalties firmly against the janitor who do not perform the obligations of his job. Making the environment of hospital hygiene program is essential become a major priority, since the cleanliness of hospital is the main thing to improve health, comfort for patient and hospital visitors. Patients who feel comfortable is expected to make patients feel satisfied so as to be loyal to the hospital.

Implications for reliability dimension, is the ability of the medical officer/non-medical in providing the promised service with immediate, accurate and satisfactory. In this case the head of the hospital can monitor and adjust the position of the resource corresponding job description. This has the advantage that human resources in Balaraja Hospital be better able to work anymore because human resources have earned job positions according to their capabilities. The next step head of the hospital can conduct special training mainly on the performance of medical or non-medical personnel were not reliable enough. In addition to training, the head of the hospital can hold a special program on the decline in performance of medical or non-medical personnel and should immediately conduct an investigation of the problems occurred. The low performance of

medical or non-medical personnel in providing services, making the patient feel uncomfortable and dissatisfied resulting in the patient becoming disloyal.

Then all three dimensions to improve the service quality of perception (responsiveness), namely the desire of the medical or non-medical personnel in helping patients and provide services to respond. The implications that can be submitted is the head of the hospital can instill a concern for medical or non-medical personnel as employees and co-workers in Balaraja Hospital. Head of the hospital can hold events like doing family gathering for refreshing is able to strengthen relationships in the working environment, improve good cooperation among colleagues and superiors. Furthermore, the head of the hospital must take firm action and uphold the disciplinary environment of a hospital, such as cutting the salaries of some specialists who are not punctual in meeting with patients. Head of the hospital can perform a special approach to the specialist to establish good communication in order to reduce the problems that occur. Head of the hospital can provide physicians lounge with full facilities so that doctors feel comfortable in the workplace so that the patient does not wait long when in need of medical assistance. Hospital personnel who have an attitude of responsiveness makes the patient feel her attention and more ominously, because the desire and needs met properly so that it can give rise to satisfaction.

The fourth dimension is the guarantee (assurance), includes the knowledge, skills, courtesy, and trustworthiness which is owned by the medical officers/non-medical, free from danger, risk or doubt. In this case the head of the hospital should be developed and trained medical or non-medical personnel in order to be professionalism. Head of the hospital can provide training and seminars with material knowledge up to date to improve the knowledge of the medical or non-medical personnel to follow the development of globalization. Not only that, service quality in the administration of payments, the officer must conduct an honest and transparent administration. In addition to medical or non-medical personnel must have an attitude of polite and friendly when providing care for patients in order to get a good assessment of the patient. Patients who have a good assessment of the service quality in hospitals Balaraja can lead to feelings of pleasure and satisfaction. This situation makes the patient does not hesitate to tell the good experiences while undergoing inpatient treatment in Balaraja Hospital. Indirectly patients have recommended Balaraja to the closest hospitals, Balaraja Hospital won the trust and loyalty of patients.

The fifth dimension is empathy, including ease medical officer/non-medical hospital in the relationship, good communication, personal attention, and understand the needs of patients. Balaraja Hospital Chief should provide specialized knowledge and guidance to the medical staff on how to handle and understand the physical and psychological condition of the patients. The knowledge can make medical personnel to understand and easy to understand the attitudes and behavior of the patient. In addition to providing knowledge, hospital medical officer Balaraja must have patience when serving patients. Medical officers should continue to serve well and patiently if it finds a patient who is difficult to set up and megeluh. Medical officers should be able to memahai condition of the patient and keep trying to meet the needs and desires of the patient. Besides medical officer should be able to be a good listener for patients as willing to listen to any complaints from patients. It is expected to make patients feel that medical personnel willing to pay attention and care about him and eventually the patient does not feel lonely, feel comfortable, happy and generate satisfaction.

CONCLUSION

The findings in this study it can be concluded that the first hypothesis, there is the influence of service quality on loyalty with mediation of patient satisfaction in Balaraja Hospital. The higher service quality improve patient satisfaction. Human resources in this case is the hospital personnel, especially nurses and hospital staff not earnestly execute their duties. These factors trigger because less strict management system from recruitment, coaching to performance evaluation. Apart from the management system and the lack of commitment of the employees, as well as lack of community participation in delivering inspiring and grievances feel when receiving care at the General Hospital of Balaraja. Lack of professionalism of the organizers of hospital services officer worst service quality provided to the public. Conclusion the second hypothesis is the effect of patient satisfaction on loyalty, it can be say that the high satisfaction increase patient loyalty in government health services are still lack of not used by the community. One reason is the service quality of health organized by the government-owned health care facilities are still not or do not meet the expectations of the patients or the public. Balaraja Hospital efforts to improve health care quality measurement of patient satisfaction level is absolutely necessary. Through these measurements can see the extent to which the dimensions of health care has been organized to meet the expectations of patients. Further conclusions third hypothesis, there is the influence of service quality on loyalty in Balaraja Hospital, it can say that the high service quality increase patient loyalty. Service quality is influential indirectly loyalty through customer satisfaction. The influence of service quality on loyalty with mediation of patient satisfaction. This indicates that Balaraja Hospital has shortcomings in determining the allocation of service time, so patients require a long time in service, taking care of enrollment, treatment, as well as the time required for the service is not in line with expectations patient.

Research limitations

Our study has several limitations that may be considered for future research. Limitations of this study include: (1) The study was conducted at the hospital that Balaraja Hospital; (2) The subject of the study is limited inpatients grade two and three; (3) This study discusses only limited to the quality service quality, patient satisfaction and loyalty; (4) There is a possibility of the respondents had not filled with real or just filling based on ideal conditions expected and not the currently condition.

Suggestion

Based on the conclusion, suggestions are given to maintain or increase patient loyalty, for example Balaraja Hospitals will improve the service quality that is of course by providing the same service, attention and genuine care for the patients. But the service quality is not only related to how the services of medical personnel providing services to patients but also how patients feel comfortable with the conditions and situations that hospitals will create, so expected the patient will feel satisfied. Patient satisfaction will certainly provide a positive impact to the hospital. Patients who feel satisfied with hospital services, will create the assessment that the hospital has been able to provide maximum services to the patients. This means that the higher will increase patient satisfaction, the loyalty of hospital patients will increase and patients will have more confidence in the quality of hospital services Balaraja and recommend it to others to use the services of Balaraja Hospital. This research is still very limited because it only examines the extent of service quality, satisfaction and loyalty. For the development of research suggested future research may add other variables that influence loyalty and further research can be performed on the object of research in other service companies that obtained results are more objective and representative with wider coverage.

REFERENCE

Arab, M., Tabatabaei, SM. G., Rashidian, A., Forushani, A. R., and Zarei, E. 2012. The Effect of Service Quality on Patient loyalty: a Study of Private Hospitals in Tehran, Iran. *Iran Public Health.* Vol, 41(9): 71–77.

Arsanam, P., and Yousapronpaiboon, K. 2014. The Relationship Between Service Quality and Customer Satisfaction of Pharmacy Departments in Public Hospitals. *International Journal of Innovation, Management and Technology*. Vol. 5, No. 4.

Aykac, S., Aydin, S., Ates, M and Cetin, A.T. 2009. Effects of Service Quality on Customer Satisfaction and Customer Loyalty: Example of Marmara University Hospital. *International Congress on Performance and Quality in Health..* March 19-21, 2009, Antalya, Turkey.

Azwar, S. 2012. *Metode Penelitian*. Yogyakarta: Pustaka Pelajar.

Crosby, L. A., Evans, K. R. and Cowles, D. 1990, Relationship quality in services selling: an interpersonal perspective. *Journal of Marketing*. Vol. 54. pp.68-81.

Griffin, J. 2010. *Customer Loyalty, Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Jakarta: Erlangga.

Guiltinan, J.P., Paul, G. W and Madden, T. J. 1997. *Marketing Management: Strategies and Programs*, Sixth Edition. McGraw-Hill Companies, Inc.

Hair, J. F., Anderson, R. E., Tatham, R. L., and Black, W. C. 2006. *Multivariate Data Analysis, Fifth Edition*. USA: Prentice Hall International.

Kesuma, I. A. W., Hadiwidjojo, D., Wiagustini, N. L. P., and Rohman, F. 2013. Service Quality Influence on Patient Loyalty: Customer Relationship Management as Mediation Variable. *International Journal of Business and Commerce*. Vol. 2, No.12.

Kim, W.G., and Cha, Y. 2002. Antecendents and Consequences of Relationship Quality in Hotel Industry. *Hospitally Management*. Vol. 21. No.3. pp 321-338.

Kotler, P and Amstrong, G. 2010. *Principles Of Marketing*. 13 Edition. New Jersey. Upper Saddle River: Pearson Prentice Hall.

Kotler, P., and Keller. 2009. *Marketing Management* (13th ed). Upper Saddle River: New Jersey.

Lewis R.C., and Booms B.H. 2007. Marketing Aspects in Quality and Product Differentation. *Jurnal of Marketing*, Vol 15, pp 99-107.

Lin, C. P., and Ding, C. G. 2006. Evaluating the Group Differences in Gender During the Formation of Relationship Quality and Loyalty in ISP Service. *Journal of Organizational and End User Computing*. Vol. 18, 38-62.

Lovelock, C. 2002. *Service Marketing In Asia*. Singapore: Prentice Hall Inc

Malhotra, N. 2007. *Marketing Research: an applied orientation*. Pearson education, inc., fifth edition. New Jearsey: USA.

Markovic, S., Loncaric, D., and Loncaric, D. 2014. *Service Quality and Customer Satisfaction in The Health Care Industry-Towards Health Tourism Market. Tourism and Hospitality Management.* Vol. 20, No. 2, pp. 155-170.

Mendoza, A. M. 2014. Correlation Analysis of Customer Satisfaction and Loyalty in Carlito Peña Reyes Hospital. *Asia Pacific Journal of Multidisciplinary Research*. Vol. 2, No. 4.

Oliver, R. L. 2010. *Satisfaction, A Behavioral Perspective on The Customer*. New York: Mc Graw-Hill. Companies Inc.

Parasuraman, A., Zeithaml, V. A and Berry, L. L. 1988. Servqual A. Multiple item for Measuring Customer Perception of Service Quality. *Journal of Retailing*. Vol.64. p.12-40.

Pouragha, B., and Zare, E. 2016. The Effect of Outpatient Service Quality on Patient Satisfaction in Teaching Hospitals in Iran. *Mater Sociomed*. Feb: 28(1): 21–25.

Smith, S., and Wheeler, J. 2002. *Managing The Customer Experience*. London: Prentice Hall.

Srivastava, M. 2015. Influencers of Customer Satisfaction-Customer Loyalty Relationship: A Conceptual Research Model. *IMJ*. Vol, 7 Issue, 1.

Tjiptono, F. 2012. *Servis Manajemen Mewujudkan Layanan Prima.*Yogyakarta: Penerbit Andi.