

The Relationship between Patient Satisfaction and Service Quality to Patient Loyalty at the Outpatient Installation of Saiful Anwar Hospital, Malang

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ABSTRACT

This study was aimed to identify patient satisfaction, service quality, and patient loyalty at the outpatient unit of Saiful Anwar Hospital in Malang. The research is quantitative, employing a descriptive quantitative method with a sample of 100 outpatient surgery clinic patients. The sample was selected using a purposive sampling technique, and data were collected using a Likert Scale-based questionnaire with 40 items. The findings indicated that patient satisfaction has an influence on patient loyalty, with a significance value of 0.00, which is less than the α threshold of 0.05. However, service quality alone does not significantly impact patient loyalty, as shown by a significance value of 0.574, which is greater than the α threshold of 0.05. When combined, patient satisfaction and service quality do have a significant impact on patient loyalty, with an F-test value ($F_{\text{calculated}}$) of 267.04, which is greater than the F_{table} value of 3.071, and a significance probability of 0.000, which is less than α 0.05. These results indicate a significant combined effect of patient satisfaction and service quality on patient loyalty in the outpatient unit at Saiful Anwar Hospital, Malang.

Keywords: Outpatient, Patient Loyalty, Patient Satisfaction, Service Quality

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BACKGROUND

Patient satisfaction and service quality are two key factors influencing patient loyalty. Patient satisfaction refers to the level of enjoyment or contentment patients feel toward the services they receive. Service quality, on the other hand, is the extent to which the services patients receive align with their expectations. Both satisfaction and service quality play crucial roles in impacting patient loyalty toward a healthcare service, as discussed in research by (Maharani et al., 2023).

Patient satisfaction involves the extent to which patients feel heard, understood, and cared for during their interactions with healthcare providers. Conversely, service quality relates to how well the services received meet patients' expectations. This includes factors like the accuracy of diagnoses, the effectiveness of treatments, clarity in communication with providers, the safety of medical procedures, and the ease of access to care. When patients are satisfied with the care they receive and feel that the service meets or even exceeds their expectations, they are more likely to remain loyal to that healthcare provider, as shown in research by (Anfal, 2020).

According to research by (Herman et al., 2022), patient loyalty is a critical factor in a hospital's success in achieving its goals. Loyal patients consistently use the hospital's services, recommend them to others, and provide positive feedback. This loyalty helps enhance the hospital's reputation, attract new patients, and increase profitability. Patient loyalty forms a vital foundation for a hospital's success in meeting its objectives, as noted in Chameliya's study (2019). Loyal patients not only continue using hospital services but also tend to recommend these services to others. Positive feedback from loyal patients not only boosts the hospital's reputation but also plays a significant role in attracting new patients. Through patient loyalty, hospitals can build long-term relationships, create positive service experiences, and ultimately improve their profitability.

The healthcare service system is a critical aspect of modern society, which is rapidly evolving. According to research by (Apolonia Due1, 2023) hospitals play an essential role in meeting patients' needs as healthcare providers. Today, patient satisfaction and service quality are considered key factors influencing patient loyalty toward a hospital. Saiful Anwar Hospital in Malang, as one of the healthcare institutions in Indonesia, also faces the challenge of maintaining and enhancing patient loyalty. The healthcare system plays a crucial role in modern society. Hospitals, as healthcare providers, bear significant responsibility for meeting patient needs, as highlighted in (Rina, 2021) research. Currently, patient satisfaction and service quality are regarded as essential factors affecting patient loyalty to a hospital.

Saiful Anwar Hospital in Malang, as one of the healthcare institutions in Indonesia, also faces the challenge of maintaining and enhancing patient loyalty, as discussed in recent studies. To navigate this dynamic, focusing on improving patient satisfaction through positive interactions, understanding individual needs, and enhancing service quality will be key steps. According to research by (Said et al., 2019), by maintaining a balance between patient satisfaction and service quality, Saiful Anwar Hospital can strengthen its relationship with patients, build a positive reputation, and continue to make meaningful contributions to public health.

Saiful Anwar Hospital (RSSA) in Malang is one of the referral hospitals in East Java, with a high patient visit rate. Amidst intense competition among hospitals, RSSA must improve service quality to maintain patient loyalty. As a leading referral hospital in East Java with high patient visits, RSSA is under pressure to continually enhance its service quality to retain patient loyalty in a competitive healthcare market. Research by (Purwanto et al., 2022) highlights that, with growing competition in the healthcare industry, service quality is key to winning and maintaining patient trust. Efforts to improve service quality at Saiful Anwar

Hospital can cover various aspects, including faster service, accurate diagnoses, availability of modern medical facilities and technology, and improved communication between patients and medical staff, as noted by (Rohmah, 2023). By consistently focusing on and enhancing overall service quality, Saiful Anwar Hospital can maintain its position as the preferred choice for patients and the public, strengthen existing patient loyalty, and continue to attract new patients.

According to research by (Rohmah, 2023), the importance of a deep understanding of the relationship between patient satisfaction, service quality, and patient loyalty underscores the need for this study. Through this research, Saiful Anwar Hospital in Malang can gain deeper insights into the factors influencing patient loyalty in outpatient clinic services. A careful analysis of patient satisfaction levels and their perceptions of outpatient service quality will provide a comprehensive view of areas for improvement, as highlighted by (Pathak & Padroo, 2024). By better understanding patients' needs and expectations, the hospital can develop effective strategies to enhance service quality and meet patient expectations. (Pathak & Padroo, 2024) suggest that these efforts not only positively impact outpatient satisfaction levels but also strengthen patient loyalty, create a more supportive service environment, and improve Saiful Anwar Hospital's reputation within the community. Thus, this study serves as an important foundation for continuously optimizing healthcare services and ensuring the hospital's ongoing excellence in providing high-quality care to patients.

The researcher's goal in this study was to analyze the complex relationship between patient satisfaction, service quality, and patient loyalty in the outpatient department at Saiful Anwar Hospital (RSSA) in Malang, as described by Nusantari and Wekadigunawan (2021). The results of this research are expected to provide a foundation for Saiful Anwar Hospital to develop more effective strategies to improve patient satisfaction, enhance service quality, and strengthen long-term relationships with their patients. The conclusions drawn from this study served as valuable guidance for Saiful Anwar Hospital in their efforts to continuously deliver high-quality healthcare services and meet the expectations and needs of their outpatients, as noted by Nusantari and Wekadigunawan (2021).

Preliminary research on patient loyalty at Saiful Anwar Hospital has been conducted. The study found a positive relationship between patient satisfaction, service quality, and patient loyalty. However, the research had some limitations, such as a small sample size and a focus limited to only a few aspects of patient satisfaction and service quality. As a result, the researcher aims to conduct further investigation at Saiful Anwar Hospital (RSSA) in Malang. The reason the researcher chose this topic is to analyze the complex relationship between patient satisfaction, service quality, and patient loyalty in the outpatient department at Saiful Anwar Hospital (RSSA) Malang. This study is expected to provide valuable insights to Saiful Anwar Hospital in improving service quality and strengthening patient loyalty.

METHODS

This study was quantitative in nature. It was conducted from March to August 2024. The research took place at the Outpatient Department of Saiful Anwar Hospital in Malang, located at Jalan Jaksa Agung Suprpto No. 2, Kec. Klojen, Malang City, East Java, 65112. The population in this study consisted of outpatient surgery patients at Saiful Anwar Hospital Malang. The sample was determined using the Lemeshow formula. Sampling was conducted using a non-probability sampling technique, specifically purposive sampling. Several criteria were used to select the sample, including: the respondent must be an outpatient at Saiful Anwar Hospital Malang, particularly from the surgery department; the respondent must have used the service at least once. The research instrument used was a Likert scale. The Likert scale used in this study ranged from 1 to 5, with the form of the scale being either multiple-

choice or a checklist. Data collection started after the research proposal was approved by the examiner and the Head of the Postgraduate Program at IIK STRADA Indonesia. The researcher then submitted a research request letter from IIK STRADA Indonesia addressed to the training department at Saiful Anwar Hospital Malang. Data processing was carried out through several stages: editing, coding, scoring, and tabulating. Data analysis was conducted using classical assumption tests and hypothesis tests with SPSS.

RESULTS

Result of Validity and Reliability

The results of the instrument validity test using ordinal regression show that the Kaiser-Meyer-Olkin (KMO) value is 0.85, indicating that the data is highly suitable for factor analysis, with values above 0.70 considered good. Bartlett's Test of Sphericity shows a significance value (Sig.) of 0.000, which means there is a significant relationship between the items being tested.

Table 2. Result of Reliability

No	Variable	Koeficient	Criteria	Result
1	Patient Satisfaction	0,773	0,60	Reliabel
2	Service Quality	0,772	0,60	Reliabel
3	Patient Loyalty	0,784	0,60	Reliabel

The results of the calculation tests in the table above show that the coefficient value for the Patient Satisfaction instrument is 0.773. The coefficient value for the Service Quality instrument is 0.772, and the coefficient value for the Patient Loyalty instrument is 0.784. This indicates that all variables have a Cronbach's Alpha value above 0.60, which is considered reliable.

Result of Normality Test

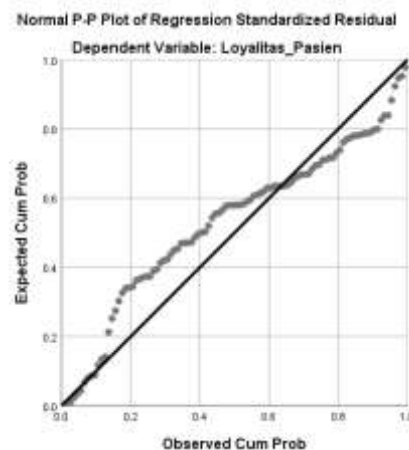


Figure 1. Normality Test

The figure above shows that the data are spread around the diagonal line and follow the direction of the line, indicating that the data in this regression model are normal and the regression model meets the assumption of normality.

Result of Linearity Test

Table 2. Linearity Test

Linearity	df	F	Sig
	1	100.394	.000

Based on the results of the linearity test above, the linearity significance value is $0.000 < 0.05$, which leads to the conclusion that the linearity test is met.

Result of Multicollinearity Test

Table 3. Multicollinearity Test
Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Patient Satisfaction	.510	1.959
	Service Quality	.510	1.959

a. Dependent Variable: Patient_Loyalty

Based on the results of the multicollinearity test above, it is observed that the tolerance value is > 0.100 and the VIF value is < 10.00 . Therefore, it can be concluded that there is no multicollinearity issue in the variables of this study.

Result Heteroscedasticity Test

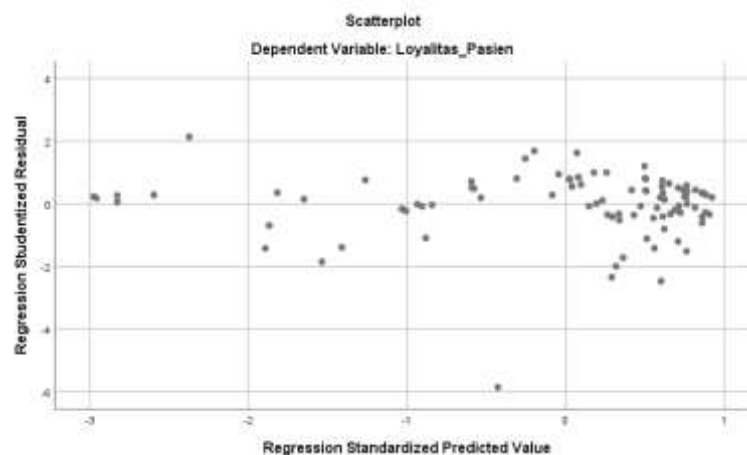


Figure 2. Heteroscedasticity Test

The figure above shows that the points are randomly scattered, without forming a clear or regular pattern, and are evenly spread above and below the 0 mark on the Y-axis. Therefore, "no heteroscedasticity" is present in the regression model.

Multiple Linear Regression Test

Table 4. Multiple Linear Regression Test

Model	B	Std. Error
Constant	1.375	2.909
Patient Satisfaction	.661	.039
Service Quality	.036	.064

The equation above shows that all independent variables (Patient Satisfaction and Service Quality) have positive coefficients, meaning that all independent variables have a direct influence on the dependent variable (Patient Loyalty). The research model in the form of the multiple linear regression equation above can be interpreted as follows:

1. If Patient Satisfaction and Service Quality are assumed to be zero, Patient Loyalty will have a value of 1.375.
2. The data result is 0.661, and if Patient Satisfaction increases by one unit, Patient Loyalty will increase by 0.661, assuming other variables remain unchanged.
3. The data result is 0.036, and if Service Quality increases by one unit, Patient Loyalty will increase by 0.036, assuming other variables remain unchanged.

Results of Univariate Test

Table 5. Univariate Test of Patient Satisfaction

Patient Satisfaction	Frequency	Percentage
Very Satisfied	45	45%
Satisfied	35	35%
Dissatisfied	10	10%
Not Satisfied	7	7%
Very Dissatisfied	3	3%
Total	100	100%

Table 6. Univariate Test of Service Quality

Service Quality	Frequency	Percentage
Very Good	40	40%
Good	35	35%
Adequate	15	15%
Poor	7	7%
Very Poor	3	3%
Total	100	100%

Table 7. Univariate Test of Patient Loyalty

Patient Loyalty	Frequency	Percentage
Strongly Agree	50	50%
Agree	30	30%
Neutral	10	10%
Disagree	6	6%
Strongly Disagree	4	4%
Total	100	100%

Result of Chi-Square Test

Table 8. Chi-Square Test

Statistics	Value	Df	Asymp. Sig. (2-tailed)
X1 - Y	35.67	8	0,000
X2 - Y	8.25	8	0,574

The Chi-Square value is 35.67 with 8 degrees of freedom (df), and the p-value (Asymp. Sig.) is 0.001, which is smaller than 0.05. This indicates a significant relationship between patient satisfaction and patient loyalty. The Chi-Square value is 8.25 with 8 degrees of freedom (df), and the p-value (Asymp. Sig.) is 0.574, which is greater than 0.05. This indicates no significant relationship between service quality and patient loyalty.

Result of F-Test

Table 9. F-Test

Model	Df	F	Sig
Regression	2	267.041	.000

Based on the table regarding the effect of patient satisfaction and service quality on patient loyalty, the calculated F-value is 267.04, which is greater than the table F-value of 3.071, with a significance probability of 0.000, which is less than α 0.05. Therefore, the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted. It can be concluded that patient satisfaction (X1) and service quality (X2) together have an effect on patient loyalty (Y). This indicates a significant relationship between patient satisfaction and service quality together on patient loyalty at the outpatient installation of RS Saiful Anwar Malang.

Result of R-Square Test

Table 10. R-Square Test

Model	R	R Square	Adjusted R Square	Std. Error Estimate
1	.920	.846	.843	5.302

Based on the table above, it can be seen that the multiple correlation coefficient value of 0.920 is categorized as strong, meaning that the relationship between patient satisfaction and service quality with patient loyalty is strong. Meanwhile, the R-Square value is 0.846, indicating that approximately 84.6% of the variation in patient loyalty can be influenced by patient satisfaction and service quality, while 15.4% is influenced by other variables not studied.

DISCUSSION

Patient satisfaction refers to the level of satisfaction or contentment patients feel regarding the services provided by the healthcare organization or service provider. This can include various aspects, such as service quality, communication with medical staff, waiting times, accessibility, cleanliness of facilities, and more. The results of this study aligned with the theory proposed by Ambarika & Wardani (2021), which stated that loyalty is formed from patient satisfaction. Satisfaction was considered a cognitive and affective construct that was

complex enough to mediate the impact of customer value perceptions on repurchase behavior and other outcomes, such as patient loyalty.

There were 18 statements provided to respondents to assess their level of satisfaction with the healthcare services at the hospital. Statements about satisfaction with the services provided were items 1 to 3. These statements focused on satisfaction with the Emergency Department (ED) service, services at the outpatient clinic, and administrative services for outpatient care. The majority of respondents expressed being very satisfied with the ED service, with 48 people indicating "very satisfied," 28 people indicating "satisfied," 14 people indicating "somewhat dissatisfied," 3 people indicating "dissatisfied," and 7 people indicating "very dissatisfied." Regarding the second statement about outpatient clinic services, the majority of respondents were also very satisfied, with 46 people indicating "very satisfied," 28 people indicating "satisfied," 17 people indicating "somewhat dissatisfied," 3 people indicating "dissatisfied," and 8 people indicating "very dissatisfied." For the statement about administrative services for outpatient care, the majority of respondents (43 people) indicated being "very satisfied," 26 people indicated "satisfied," and 31 people expressed dissatisfaction across the categories of "very dissatisfied," "dissatisfied," and "somewhat dissatisfied." Therefore, it can be concluded that the majority of respondents assumed the services provided by the hospital were very satisfying, even though a few individuals expressed some level of dissatisfaction with the hospital's services.

A high level of patient satisfaction is important as it reflects the effectiveness of care, patient adherence to recommended treatments or medical procedures, and patient trust in the healthcare system as a whole. According to the research by (AMBARI et al., 2023), in efforts to improve patient satisfaction, healthcare institutions and service providers continually strive to enhance service quality, communicate information clearly, respect patient rights and needs, and respond to patient feedback promptly and effectively.

There were 15 statements in the questionnaire used to measure the quality of patient services in relation to patient loyalty. The first criterion was medical expertise and ethics, which was measured using 3 statements. The first statement, "Saiful Anwar Malang Hospital has skilled medical staff," showed that the majority of respondents strongly agreed, with 49 people, while 39 agreed, 7 disagreed, 3 strongly disagreed, and 2 strongly disagreed. The second statement, "Saiful Anwar Malang Hospital's medical staff has good medical expertise," had the majority of respondents strongly agreeing (50 people), with 34 agreeing, 12 disagreeing, 1 strongly disagreeing, and 3 strongly disagreeing. The third statement, "Saiful Anwar Malang Hospital's medical staff provides services without discriminating based on social status," was met with strong agreement from the majority of respondents (57 people), while 24 agreed, 13 disagreed, 3 strongly disagreed, and 3 strongly disagreed. Based on these results, it can be concluded that the medical expertise and ethics at Saiful Anwar Malang Hospital were highly regarded.

The results of this study align with the research by (Romadhona et al., 2019) which found that the quality of service did not affect patient loyalty. However, according to (Asri Rosnita Dewi et al., 2023), the quality of service has a positive and significant impact on patient satisfaction. Health is a critical need for society, and the increasing social status of the community today has led to higher demands for the quality of services provided by healthcare providers. This situation requires healthcare providers to continuously improve the quality of their services to meet these growing expectations.

There were 12 statements in the questionnaire used to measure patient loyalty in this study. Based on the results of the questionnaire about always using healthcare services from the hospital, for statement 1 about respondents always seeking treatment at Rumah Sakit Saiful Anwar Malang, the majority of respondents strongly agreed, with 53 people, 20

people agreed, 13 people somewhat agreed, 5 people disagreed, and 9 people strongly disagreed. For statement 2 about always using Rumah Sakit Saiful Anwar Malang for health consultations, the majority of respondents strongly agreed, with 44 people, 24 people agreed, 11 people somewhat agreed, 9 people disagreed, and 12 people strongly disagreed. For statement 3 about always using the services of Rumah Sakit Saiful Anwar Malang in both urgent and non-urgent situations, the majority of respondents strongly agreed, with 49 people, 26 people agreed, 8 people somewhat agreed, 8 people disagreed, and 9 people strongly disagreed. Therefore, it can be concluded that respondents intend to continue using the healthcare services at Rumah Sakit Saiful Anwar Malang.

This is in line with the research conducted by (Vigaretha & Handayani, 2018) which found a positive relationship between patient satisfaction, service quality, and patient loyalty. Patients can become loyal to a hospital for several key reasons; patients who receive effective and satisfactory care are likely to feel trust and loyalty towards the hospital. Good health outcomes are an important factor. If the hospital provides comprehensive services that meet the patients' needs, they are more likely to choose that hospital as their primary place of care. This means that patients who are satisfied with the services provided and feel content with their interactions with medical staff or service officers are more likely to be loyal to the organization or healthcare provider. They are more likely to return for future services and recommend the organization to others.

CONCLUSION

1. Based on the research results, the partial influence of patient satisfaction (X1) on patient loyalty (Y) shows that H0 is rejected and Ha is accepted with a significance value of $0.00 < \alpha 0.05$. Therefore, it can be concluded that patient satisfaction (X1) partially has an influence on patient loyalty (Y).
2. Based on the research results, the partial influence of service quality (X2) on patient loyalty (Y) shows that H0 is accepted and Ha is rejected with a significance value of $0.574 > \alpha 0.05$. This means that H0 is accepted, Ha is rejected, and it can be concluded that service quality (X2) does not partially influence patient loyalty (Y).
3. Based on the research results, the simultaneous influence of patient satisfaction and service quality on patient loyalty shows that the F-test value is $267.04 > F\text{-table } 3.071$, with a significance value of $0.000 < \alpha 0.05$. Therefore, the null hypothesis (H0) is rejected, and Ha is accepted, concluding that patient satisfaction (X1) and service quality (X2) together have an influence on patient loyalty (Y). This shows a significant influence of patient satisfaction and service quality together on patient loyalty in the outpatient department of Saiful Anwar Hospital Malang.

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