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Original Research

## Nurse Responsiveness and Empathy as Predictors of Patient Loyalty: A Cross-Sectional Study in Hospital Care Settings

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### ABSTRACT

**Introduction:** Patient loyalty serves as an important indicator in evaluating the overall quality of nursing services within hospital settings. Loyalty reflects a crucial determinant of hospital competitiveness and sustainability. This study aims to analyze the relationship between nurse responsiveness, empathy, and patient loyalty in the hospital service environment.

**Methods:** This quantitative cross-sectional study involved 62 patients as respondents using accidental sampling techniques. Patient in the ward patients admitted to the ward during January. Data were collected through questionnaires to measure nurses' responsiveness and empathy through patient perceptions, as well as the Patient Loyalty Questionnaire (PLQ), which includes dimensions of attitudinal loyalty, behavioral loyalty, word of mouth, and recommendation intentions. Data were analyzed using Spearman correlation and Ordinal Logistic Regression.

**Results:** Patient perceptions of nurse responsiveness showed that more than half (66.1%) were in the good category. Similarly, patient perceptions of nurse empathy showed that more than half (71%) were in the good category. Some patients (54.9%) had high loyalty. Analysis of the relationship between responsiveness and loyalty ( $p=0.001$  and  $r=0.69$ ) and between empathy and loyalty ( $p=0.001$  and  $r=0.59$ ). Both results indicate that responsiveness and empathy are related to loyalty with the strength of the relationship in the strong category.

**Conclusions:** Nurses' responsiveness and empathy are important factors influencing patient loyalty. Hospital management needs to develop training programs to strengthen nurses' skills in responding to patient needs quickly and effectively, as well as work systems that support nurses' quick, responsive, and timely responses in interacting with patients, so that patients feel satisfied and become loyal.

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## 1. INTRODUCTION

In the world of health services in hospitals, nursing services are one of the fundamental aspects that determine the overall quality of

care. Nurses, as the largest group of health professionals, play a central role in providing continuous, holistic, and patient-centered care (Moi et al., 2019). Their interactions with patients are not limited to clinical procedures

but also include communication, emotional support, and responsiveness to individual needs. Consequently, the quality of nursing services is often a decisive factor in shaping patients' perceptions of hospital performance. Patient trust, satisfaction, and ultimately loyalty are strongly influenced by how effectively nurses demonstrate both professional competence and humanistic values, such as empathy and attentiveness (Mashudi, 2025; Rohayani et al., 2024). These aspects highlight the importance of examining how specific dimensions of nursing care—particularly responsiveness and empathy, contribute to patient loyalty in hospital service environments.

Patients' perceptions of the quality of these interactions can directly impact satisfaction. Regarding patient-nurse interactions, responsiveness and empathy are two dimensions of nursing care that contribute significantly to patient satisfaction and engagement (Tyneke et al., 2023). Responsiveness refers to the speed and responsiveness of nurses in responding to the physical and emotional needs of patients, reflecting the nurse's ability to recognize patient requests and respond quickly and appropriately (Rakhmawati & Suhartini, 2023; Sapriilla, 2018). On the other hand, empathy is the nurse's ability to understand and feel what the patient is experiencing, building a therapeutic relationship filled with trust, safety, and emotional comfort. These two aspects are essential foundations for humane and high-quality nursing care. (Butarbutar & Fathi, 2018; Hasim et al., 2018).

The novelty of this research lies in its focus on nurses' responsiveness and empathy as predictors of patient loyalty. Responsiveness describes the nurse's accuracy and speed in responding to patient needs, while empathy indicates the nurse's ability to understand the patient's feelings, complaints, and expectations (Andi Mu'tiah Sari, 2023; V. M. Hasan, 2022). While these two aspects have often been positioned as moral values in nursing practice, they have rarely been scientifically tested as determinants of patient loyalty. Furthermore, the approach used also provides a new perspective. While most patient loyalty studies measure it through marketing indicators like Net Promoter Score or overall satisfaction, this study emphasizes the interpersonal relationship between nurses and patients as the primary variable. This perspective demonstrates that loyalty stems not solely from the technical quality of hospital services, but also from the

patient's emotional experience when interacting with empathetic and responsive nurses. To date, research on patient loyalty in Indonesia is relatively limited and tends to focus on aspects of service satisfaction or the quality of hospital facilities. Few studies have specifically examined the role of nurse responsiveness and empathy as predictors of patient loyalty, even though both factors are directly related to patients' experiences during care. This research gap is the primary reason why this study is important, providing a deeper understanding of how the quality of nursing interactions can strengthen patient loyalty to hospital services.

Individual satisfaction will impact loyalty, which is a patient's commitment to return to the service and recommend it to others. This loyalty not only reflects satisfaction but also serves as an indicator of the success of patient-centered services (Alodhialah et al., 2024; Nurholifah et al., 2024). Loyal patients tend to return for further services and recommend the hospital to others. This will undoubtedly have a positive impact on the sustainability of healthcare organizations. Although numerous studies have examined the determinants of patient satisfaction, few have specifically examined how interpersonal dimensions of nursing care, such as empathy and responsiveness, influence patient loyalty, particularly in the context of inpatient care.

Various studies in Indonesia over the past five years have shown that patient loyalty still needs to be significantly improved. A Net Promoter Score (NPS) survey at a hospital in Jakarta recorded an average score of 57.5% in 2021, indicating that not all patients are active promoters of patient care (Prakoeswa et al., 2022). Another study at a private hospital in Tangerang also confirmed that aspects such as service quality, trust, and patient assessment have a positive influence on patient loyalty (Ade Yusup & M. Rachman Mulyandi, 2022). The results of other studies show that quality service by service providers and the physical-psychosocial environment contribute directly to patient behavioural loyalty (Sudibyo & Keni, 2025). This confirms that the quality of interaction and support of the service system is crucial for building loyalty.

However, most hospitals currently still focus on quality evaluation on structural and technical aspects such as infrastructure, medical technology, and waiting times, so that interpersonal dimensions such as empathy and nurse responsiveness often do not receive much

attention. The emotional dimension of service, especially that related to effective communication and nurse attention, has a significant contribution in forming patient loyalty by increasing trust (Pujiastuti et al., 2023). In daily practice, responsiveness and empathy are weakened by high workloads, administrative pressures, and a lack of interpersonal communication training. When patients experience a prompt and warm response in healthcare services, their trust and loyalty to healthcare providers significantly increase. This gap is increasingly relevant in developing countries, including Indonesia, where healthcare systems face challenges in patient retention, quality assurance, and effective communication between nurses and patients. A deeper understanding of the influence of nursing behaviour on patient loyalty will provide valuable input for hospital management and ward heads in improving service quality. This situation demonstrates the need for serious attention to strengthening nursing soft skills as part of a strategy to improve service quality. Therefore, this study aims to analyse the influence of nurse responsiveness and empathy on patient loyalty in hospital care settings.

## 2. METHODS

### 2.1 Design

This study employed a correlational design with a cross-sectional approach. A correlational design was chosen because it allows researchers to examine the relationship between variables without manipulating them, making it appropriate for exploring associations between nurse responsiveness, empathy, and patient loyalty. The cross-sectional approach was applied by collecting data at a single point in time, enabling the capture of patients' perceptions and experiences during their hospital stay. This design provides a snapshot of the relationship between the independent variables (responsiveness and empathy) and the dependent variable (patient loyalty), thereby offering valuable insights into how the quality of nurse-patient interactions contribute to patients' willingness to continue utilizing hospital services. Although this approach does not establish causality, it is effective in identifying significant patterns and correlations that can guide further research and inform improvements in clinical practice.

### 2.2 Population Sample and Sampling

The sample size in this study consisted of 62 patients, obtained through an accidental sampling technique. The population comprised 80 patients who had been treated in the internal ward during December 2024. From this population, 62 patients who were admitted and received care in the same ward during January 2025 were recruited as respondents. The use of accidental sampling was considered appropriate because it enabled the inclusion of patients who were present and met the inclusion criteria during the data collection period, ensuring feasibility within the limited timeframe of the study. This approach allowed researchers to capture the perspectives of patients who had recent and direct experiences with nursing care in the internal ward, thereby enhancing the relevance of their responses in assessing the relationship between nurse responsiveness, empathy, and patient loyalty. Although non-probability sampling limits the generalizability of findings, the chosen sample size was sufficient to provide meaningful insights into the research objectives.

### 2.3 Variable

In this study, the independent variables were nurses' responsiveness and empathy, while the dependent variable was patient loyalty. Responsiveness refers to the ability of nurses to provide prompt, timely, and appropriate responses to patients' needs, questions, and concerns during the course of care. Empathy, on the other hand, reflects the capacity of nurses to understand patients' feelings and conditions, accompanied by a caring and supportive attitude that makes patients feel valued and respected. Both dimensions are essential components of nursing service quality and are expected to significantly influence how patients perceive their care experience. Patient loyalty, as the dependent variable, represents the willingness of patients to continue using hospital services, recommend them to others, and maintain trust in the nursing staff and institution. The conceptual framework of this study assumes that higher levels of responsiveness and empathy demonstrated by nurses will lead to increased satisfaction and trust, which ultimately strengthen patient loyalty.

### 2.4 Instruments

The independent variables in this study were assessed using a structured questionnaire

designed to capture patients' perceptions of nurse responsiveness and empathy, with each construct measured through five items. Responsiveness items evaluated the timeliness, adequacy, and appropriateness of nurses' responses to patient needs, while empathy items assessed the extent to which nurses demonstrated understanding, compassion, and supportive communication. The dependent variable, patient loyalty, was measured using a 10-item patient loyalty questionnaire encompassing four domains: attitudinal loyalty, behavioural loyalty, word-of-mouth communication, and recommendation intentions. The loyalty instrument was adapted from prior studies that have conceptualized and operationalized loyalty through constructs of attitudinal commitment, repeat service utilization, and Net Promoter Score (NPS)-based recommendations.

All questionnaire items were carefully translated, culturally adapted, and reviewed by a panel of experts to ensure face and content validity. The final version of the instrument was pilot tested prior to data collection. The results of validity and reliability testing demonstrated strong psychometric properties, with a Cronbach's alpha value of 0.86, confirming that the questionnaire items were both valid and reliable for use in this study.

## 2.5 Procedure

The sample selection process was carried out through a direct approach to inpatients in the hospital's internal medicine ward during the study period. Respondents were identified and recruited based on predetermined inclusion criteria to ensure data quality and relevance. The criteria were as follows: (1) patients who had been hospitalized for a minimum of three days, allowing them adequate exposure to and experience with nursing services; (2) patients who were conscious and clinically stable, thereby capable of providing reliable and objective assessments of the nursing care they had received; (3) patients aged 18 years and older, ensuring legal and cognitive capacity to give informed consent; and (4) patients who voluntarily agreed to participate by signing an informed consent form.

Recruitment was conducted through ward visits in accordance with a schedule arranged with hospital management. During these visits, researchers approached patients who met the inclusion criteria and explained the purpose, procedures, and ethical aspects of the study.

Patients who expressed willingness and met eligibility requirements were enrolled as respondents. They were provided with the study questionnaire, which they could complete independently. For patients who experienced difficulties in reading or writing, the researchers assisted by reading the questions aloud and recording the patients' responses, while ensuring that the answers reflected the patients' own perspectives. This procedure safeguarded both inclusivity and the reliability of the collected data.

## 2.6 Data Analysis

Data analysis in this study was conducted in two main stages: bivariate and multivariate analysis. At the bivariate level, the Spearman rank correlation test was employed to examine the relationship between the independent variables (nurse responsiveness and empathy) and the dependent variable (patient loyalty). This non-parametric test was selected because it is suitable for ordinal data and does not assume a normal distribution, making it appropriate for analysing perception-based questionnaire responses. The correlation test provided an initial overview of the strength and direction of the associations between variables.

Subsequently, multivariate analysis was performed using ordinal logistic regression to identify the predictors that had the greatest influence on patient loyalty. This method was chosen because the dependent variable, patient loyalty, was measured on an ordinal scale, and logistic regression allows for estimating the probability of higher levels of loyalty as influenced by multiple predictors simultaneously. Through this analysis, the relative contribution of nurse responsiveness and empathy could be assessed, thus enabling a more comprehensive understanding of which dimension of nursing care has a stronger predictive value for fostering patient loyalty. Model fit and significance levels were evaluated to ensure the robustness of the regression findings.

## 2.7 Ethical Clearance

This study has obtained ethical approval from the Ethics Committee of Karya Husada Health College, Kediri, under registration number 0379/EC/LPPM/STIKES/KH/XII/2024. Prior to data collection, the researcher explained the purpose, benefits, and procedures of the study to respondents verbally and in writing. All patients participating in this study provided voluntary,

written informed consent after receiving clear information without coercion.

This study guarantees the confidentiality of respondents' identities and personal data. Data were collected without identifying names or direct identification and were used solely for academic purposes. Respondents were also given the right to withdraw from the study at any time without any consequences to their healthcare.

### 3. RESULTS

Table 1 shows that some respondents are in the young adult category, more than half of the respondents are female patients with self-employed employment status and are long-term patients.

Table 2 shows that more than half of respondents have a perception of nurse responsiveness in the good category. The results of the identification of nurses' empathy show that the majority of respondents have a perception of nurses' empathy in the good category, as shown in the data in Table 3. The level of respondent loyalty based on table 4 shows that the majority are in the high category.

The cross-tabulation results between nurse responsiveness and loyalty levels revealed an interesting and meaningful pattern. Of the 62 respondents, the majority of patients who rated nurse responsiveness as good tended to have high loyalty, namely 27 out of 41 patients in that category. Meanwhile, only 6 patients from the same group reported low loyalty.

The analysis showed that the majority of patients who rated nurses' empathy as good tended to have high levels of loyalty. Of the 44 patients who rated nurses' empathy as good, 28 demonstrated high loyalty, while only 6 demonstrated low loyalty.

The data in Table 5 shows a strong and statistically significant relationship between nurse responsiveness and patient loyalty ( $p$ -value = 0.001; correlation coefficient = 0.69). This correlation indicates a strong positive relationship, meaning that the better the nurse's responsiveness, the higher the patient's likelihood of loyalty.

Of the 41 patients who rated nurse responsiveness as good, 27 (65.8%) indicated high loyalty. Conversely, among patients who rated nurse responsiveness as poor, only 2 indicated high loyalty, while the other 7 indicated moderate to low loyalty. These findings confirm that patients' subjective

experiences with responsive service are a key determinant of their loyalty to a hospital.

Table 6 shows a statistically significant relationship between nurse empathy and patient loyalty ( $p$ -value = 0.001). The correlation coefficient of 0.59 indicates a positive relationship at a moderately strong level, indicating that the higher the level of nurse empathy perceived by patients, the higher the level of patient loyalty. Specifically, identification results indicate that of the 44 patients who rated nurse empathy as good, 28 (63.6%) reported high loyalty, and only 6 (13.6%) reported low loyalty. Conversely, of the 12 patients who rated nurse empathy as poor, only 3 (25%) reported high loyalty, while almost all respondents (41.6%) reported low loyalty. The results of the regression analysis in this study indicate that responsiveness has the strongest influence on patient loyalty ( $\beta$  = 0.566;  $p$  < 0.001).

### 4. DISCUSSION

#### 4.1 The Relationship Between Nurse Responsiveness and Patient Loyalty

This directional relationship with the strong category can be explained through the Servqual theory developed by Parasuraman, which states that responsiveness is one of the five main dimensions of service quality that directly impact customer satisfaction and loyalty. In nursing services, responsiveness not only reflects the nurse's time efficiency and willingness to assist patients quickly, but also a form of empathy and professionalism in addressing patient needs (Khamidah et al., 2024; Suhonen et al., 2018). Patients who experience prompt and responsive care will feel valued as individuals treated humanely, not simply as objects of care. This can build emotional trust, which can develop into relational intention and commitment, namely the desire to continue using the same service and even recommend it to others. (Reny Sari Marlina et al., 2024)

The findings of this study, when analyzed from a hospital management perspective, highlight the importance of investing in human resource development, specifically nurses, through training in communication, time management, and quality patient-centered service. Improving service quality through responsiveness will not only increase patient loyalty but also positively contribute to the

Table 1. Respondent Characteristics Based on Age, Gender, Occupation, and Hospital Admission

Characteristics	Category	F	%
Age (years)	18-34	34	54%
	35-60	28	45%
Gender	male	22	35%
	female	40	65%
Occupation	Farmers	2	3%
	Traders	16	25%
	Employees	4	6%
	Civil Servants	2	3%
	Self-Employed	38	61%
Hospital Admission	new patients	30	48%
	old patients	32	51%

Tabel. 2 Identification of Nurse Responsiveness

Responsiveness Criteria	F	%
Good	41	66,1%
Enough	12	19,4%
Poor	9	14,5%

Tabel. 3 Identify Nurse Empathy

Empathy Criteria	F	%
Good	44	71%
Enough	6	9,7%
Poor	12	19,4%

Tabel. 4 Identify Loyalty Patient

Loyalty criteria	F	%
High	34	55,9%
Medium	16	25,8%
Low	12	19,4%

Tabel. 5 Cross Tabulation of Nurse Responsiveness and Loyalty

Responsiveness Criteria	Loyalty criteria			Total
	High	Medium	Low	
Good	27	8	6	41
Enough	5	4	3	12
Poor	2	4	3	9
Total	34	16	12	62
P value =0,001		r =0,69		

Tabel. 6 Cross-tabulation of Nurse Empathy and Loyalty

Empaty Criteria	Loyalty criteria			Total
	High	Medium	Low	
Good	28	10	6	44
Enough	3	2	1	6
Poor	3	4	5	12
Total	34	16	12	62
P value =0,001		r=0,59		

hospital's image, enhancing its brand image, and ultimately, its sustainability (Rachmania & Widayati, 2019; Suciantoro et al., 2025). Nurse responsiveness, from a nurse's perspective, is influenced by a combination of internal factors (age, education, experience, knowledge, training) and external factors (workload, patient condition/priority) (Nurul Imam et al., 2024).

In this study, factors influencing nurse responsiveness from a patient's perspective include the nurse's speed in responding to patient complaints, the nurse's willingness to assist patients, and good communication, as determined by interviews with respondents during the research process. This aligns with research conducted by (Fauzia & A Sabil, 2024) that linked nurse responsiveness to patient satisfaction. They explained that patients felt satisfied because of good nurse responsiveness, particularly in terms of the nurse's speed in responding to patient complaints, the nurse's willingness to assist patients, and good communication.

The results of this study indicate that some nurses with low responsiveness receive high loyalty from patients. Essentially, if nurses have a low level of responsiveness, patient loyalty will generally decrease. However, in reality, there are situations where patients still show high loyalty even though nurses' responses are not always prompt. This can be explained by several reasons: First, patient loyalty is influenced not only by the speed of nurse response, but also by other service dimensions such as reliability of care, safety, empathy, and the quality of facilities. Even with low responsiveness, patients can still feel satisfied and loyal if these aspects are met. Second, the reputation of the hospital and doctor is also a significant factor. Patient loyalty is often linked more to the success of treatment, the reputation of the hospital, or the treating doctor, rather than solely to the responsiveness of the nurse. Third, there are patient expectations. In some cultures, patients do not always demand a very quick response. They value respect, friendliness, and treatment results more than speed of service.

The results of this study indicate that responsiveness has the strongest influence on patient loyalty. This means that the more quickly and accurately nurses respond to patient needs, the higher the loyalty formed. This indicates that patients highly appreciate the attention provided by nurses in a timely manner when they are in an uncomfortable condition and need care.

The findings of this study confirm that concrete and prompt action by nurses is the primary foundation for building patient trust in the quality of care and can even be sustained over the long term. This direct responsiveness demonstrated by nurses can strengthen patients' perceptions of the hospital's overall professionalism. This trust can foster patient loyalty (Nurdin et al., 2024). Patients undergoing hospital treatment are closely associated with pain and anxiety, which can increase the need for attention. (Widayati, 2020). Nurse responsiveness can be an important starting point in creating a sense of safety. (Rizky Abdillah Pranata & Yunita Haryanti, 2024). The results of this study indicate that most patients have a positive perception of nurse responsiveness. Respondents assessed that nurses were quite prompt in responding to calls, providing assistance, and responding promptly when patients needed help.

#### 4.2 The Relationship Between Nurse Empathy and Patient Loyalty

Significant relationship between nurse empathy and patient loyalty indicates a positive relationship at a moderately strong level, indicating that the higher the level of nurse empathy perceived by patients, the higher the level of patient loyalty. The findings of this study reinforce the assumption that the emotional bond formed between nurses and patients has a significant influence on patient loyalty.

When linked to Jean Watson's theory of Human Caring, empathy is a key component of transpersonal nursing practice, where nurses are present holistically, not only physically but also emotionally and spiritually. The empathy provided by nurses can enable patients to have a positive experience during treatment (feeling valued as individuals treated humanely). Research by (Septiawan, 2025) shows that the integration of humanist values can be a sustainable advantage in health service marketing strategies in facing the current competitive situation.

The patient's experience when undergoing treatment with a nurse who is full of understanding towards the patient can form a positive bond because the patient not only remembers what the nurse did but also how the patient was treated. This is in line with research (Wongso et al., 2024) Demonstrating empathy contributes to increasing patient satisfaction and loyalty in the long term. Patient loyalty is reflected not only in the intention to return but

also in the form of trust and comfort through positive interactions. This demonstrates that empathy can act as an emotional mediator in increasing patient loyalty. (Dzahabiyyah, 2024; S. Hasan & Putra, 2019).

The practical implication of this study's findings is the importance of empathy training in nursing education and practice. Empathy is not simply an individual's natural talent, but rather a feeling and behavior that needs to be cultivated and cultivated through self-reflection, therapeutic communication, and a holistic approach to patients (Nugroho, 2022). One of the hospital's efforts to maintain its existence by improving the quality of service can be done by building a culture of empathy. (Putro et al., 2022)

Patients' perceptions of nurse empathy don't emerge spontaneously but are shaped by a combination of what the patient feels, how the nurse behaves, and the organizational conditions in which care is provided (V. M. Hasan, 2022). From the patient's perspective, demographic factors and personal experiences play a role. Age, education level, previous caregiving experiences, and cultural expectations about caring influence how gentle words or simple actions translate into "empathy" in the patient's eyes. For example, patients with previous negative care experiences tend to be more sensitive and demand more explicit signs of empathy; conversely, patients with a long hospital stay may base their empathy judgments on the consistency of the nurse's demeanor on a daily basis.

From a nurse's perspective, empathy is influenced by personal character and professional capacity. Personality traits (levels of openness and emotional sensitivity), emotional intelligence, and clinical experience shape a nurse's ability to read a patient's feelings and respond genuinely. Furthermore, education and training that explicitly cultivate therapeutic communication and empathic skills can enhance these abilities, but they are fragile when faced with high workloads, fatigue, or burnout; such circumstances make it difficult for nurses to be fully emotionally present, even with the best of intentions.

Regarding patient loyalty, the literature shows that it is influenced by several key domains: clinical and non-clinical service quality (including responsiveness and reliability), patient satisfaction, hospital image or brand, patient-perceived value (benefit versus cost/effort ratio), and relationship factors such as trust and commitment (Rizky Abdillah

Pranata & Yunita Haryanti, 2024). Nurse empathy plays a role in many of these areas because it reinforces the interpersonal dimensions of service quality and builds trust, two factors that frequently emerge as strong determinants of patient loyalty in integrative review studies.

In this study, in addition to responsiveness, empathy was also shown to have a significant relationship with patient loyalty ( $\beta = 0.408$ ;  $p < 0.001$ ). Although its effect was smaller than that of responsiveness, empathy provides an equally important emotional contribution. When nurses are able to demonstrate that they understand a patient's feelings, a stronger emotional connection is formed, which provides a solid foundation for long-term patient loyalty.

There are situations where patients remain highly loyal to a hospital or healthcare provider even if the nurses providing care have low levels of empathy. This is because patient loyalty is not determined by a single factor, but rather by a combination of factors that shape the patient's overall experience, including the patient's hope for recovery, trust in the hospital, ease of accessibility, and previous experiences with hospital care. In this study, positive patient and family experiences also shape loyalty. Patients who have previously received good treatment, or whose families have had a satisfactory experience, will continue to choose the same hospital, even if their current interactions with the nurses are less than warm.

There are three things that support the strength of this study, namely: 1) related to the focus of the study on the humanistic aspects of nursing services, namely the involvement of empathy and responsiveness aspects that show high relevance to improving the quality of patient-based services, 2) data collection related to nurses' responsiveness and empathy from the patient's perspective (through direct perceptions from patients) which can provide a real picture of the service experience received, 3) the results of the analysis show a significant and strong relationship between nurses' empathy and responsiveness with patient loyalty, providing important empirical evidence for hospital service management. However, this study also has several limitations, namely: 1) the use of a cross-sectional design can limit the ability to draw causal conclusions, 2) generalization of the results is also limited because the study was conducted in one institution and has not considered other factors that may influence patient loyalty, such as the



quality of facilities or administrative aspects of services.

## 5. CONCLUSION

This study demonstrates that both nurses' responsiveness and empathy are significantly associated with patient loyalty to nursing services. Responsiveness emerged as the more influential factor, underscoring the pivotal role of timely and appropriate attention to patient needs in fostering sustained loyalty. Empathy, although comparatively less influential, remains essential in establishing trust, emotional connection, and a sense of comfort during hospitalization. Together, these two aspects highlight the multidimensional nature of patient loyalty, which is shaped not only by the efficiency of care delivery but also by the quality of interpersonal interactions between nurses and patients. The findings suggest that improving the quality of responsiveness and empathy should be prioritized in nursing practice to enhance patient experiences and outcomes. Hospital administrators and policymakers may consider integrating these dimensions into service quality standards, nurse training programs, and performance evaluations to ensure that care delivery aligns with patients' expectations.

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## 8. AVAILABILITY OF DATA AND MATERIALS

All data underlying the findings are fully available.

## 9. AUTHORS' CONTRIBUTION

The author carried put all phases pertaining to this research study.

## 10. CONFLICT OF INTEREST

None.

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