

## Literature Review: *Faktor-Faktor yang Mempengaruhi Loyalitas Pasien di Rumah Sakit*

### Literature Review: Factors that Affecting Patient Loyalty in Hospital

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#### ABSTRAK

**Latar Belakang:** Loyalitas konsumen memiliki peranan penting dalam kemajuan suatu perusahaan baik perusahaan jasa ataupun barang. Konsumen yang loyal merupakan sebuah aset penting bagi perusahaan untuk memenangkan kompetisi dalam berbisnis. Salah satu perusahaan yang harus senantiasa memiliki pelanggan yang loyal adalah rumah sakit. Sebagai perusahaan yang memiliki orientasi pada kesehatan, rumah sakit perlu memperhatikan hal-hal yang mempengaruhi loyalitas pasiennya.

**Tujuan:** penelitian ini dilakukan untuk mengidentifikasi faktor-faktor yang berhubungan atau yang mempengaruhi loyalitas pasien di rumah sakit

**Metode:** metode yang digunakan adalah literature review dengan menerapkan protokol PRISMA. Sumber data dan referensi dikumpulkan secara online melalui Google Scholar, SAGE, dan ResearchGate. Kriteria inklusinya yaitu artikel yang dipublikasi dalam kurun waktu 2017-2022, original research, full text, dan open access.

**Ulasan:** loyalitas pasien di rumah sakit dapat dipengaruhi oleh beberapa hal yaitu faktor kualitas pelayanan, faktor bauran pemasaran yang terdiri dari unsur harga, unsur produk, unsur promosi, unsur proses, dan unsur orang, serta faktor kepuasan pasien

**Kesimpulan:** kualitas pelayanan, bauranpemasaran serta kepuasan pasien memiliki hubungan yang signifikan terhadap loyalitas pasien di rumah sakit

**Kata kunci:** Loyalitas pasien, Kualitas pelayanan, Rumah sakit

#### ABSTRACT

**Background:** Consumer loyalty has an important role in the progress of a company, both service and goods companies. Loyal customers are an important asset for companies to win the competition in doing business. One company that must always have loyal customers is a hospital. As a company that has a health orientation, hospitals need to pay attention to things that affect patient loyalty.

**Objectives:** this study was conducted to identify any factors related to or influencing patient loyalty in the hospital

**Methods:** the method used is a literature review by applying the PRISMA protocol. Data sources and references are collected online through Google Scholar, SAGE, and ResearchGate. The inclusion criteria are articles published in the period 2017-2022, original research, full text, and open access.

**Discussion:** Patient loyalty in hospitals can be influenced by several things, namely service quality factors, marketing mix factors consisting of price elements, product elements, promotional elements, process elements, and people elements, as well as patient satisfaction factors.

**Conclusions:** service quality, marketing mix and patient satisfaction have a significant relationship to patient loyalty in the hospital

**Keywords:** Patient's loyalty, Service quality, Hospital

## INTRODUCTION

Loyalty means faithful, it is a form of attitude that arises without coercion, but with self-awareness based on past events. Loyalty in a business context is often associated with consumers or customers, therefore loyalty can be interpreted as the ability of customers to continue to buy products or services from a company in the long term (Febriani, 2021). According to the definiton, it can be seen that loyalty is more aimed to a behavior, that is intended for routine purchases, based on intake unit decision. Customer loyalty is a form of customer commitment to buy or visit the same brand (hospital) frequently, and appeal the customers to identify brands in comparison to its competitors (Massoudi, 2020). It depends on both attitude and behavior, leaning toward a special brand and ignoring others.

Consumer loyalty plays an important role in the progress of a company or business, both service and goods companies. Loyal customers are an important asset for a company to win the business competition. The current market now is filled with consumers who are smart, sophisticated, unfaithful to one brand, and the conditions change very quickly. Therefore, companies need to increase partnerships so that they can move the business appropriately (Djohan, 2015). Hospitals are one of the companies that need to have loyal customers. The hospital industry is becoming one of the competitive businesses and facing significant change. Hospitals are interested in improving high-quality services, so it can attract new customers, retain current customers, and even attract competitors' customers, which if managed properly, will ensure survival and success in the future.

Both in terms of service providers and patients, patient loyalty is very important for the continuity of the health industry (Djohan, 2015). Patient loyalty is very influential on the continuity of the hospital (Ervina, et al., 2019). Hospital as a company that engaged in the health sector, needs to pay attention to the things that affect the loyalty of its customers. Patient loyalty cannot appear immediately during the first visit, but will appear when they return and make purchases or repeat health services at the hospital continuously. This is every hospital's hopes to continue to survive (Utami, 2019). Based on this background, the purpose of this study was to identify factors related to patient loyalty in the hospital

## METHOD

This study used the literature review method by applying the PRISMA (Preffered Reporting Item for Systematic Review and Meta Analysis) protocol. Data sources and references are collected online through databases, namely Google Scholar, SAGE and ResearchGate. Search on Google Scholar database is limited to the first 5 pages only. The keywords used in the article search were "Patient Loyalty", "Service Quality", and "Hospital". The literature process is described as following:

Articles were selected based on criteria that had been determined by the researcher. The inclusion criteria of this study are journals published during 2017-2022, published journals that are not paid journals, articles are original research, full text, open access, are not the results of thesis or thesis research and discuss about patient loyalty in outpatient services or inpatient services, and the articles should be Indonesian or English. Meanwhile, the exclusion criteria in this study that are journals published before 2017, results of thesis, paid article and restricted access.

## RESULT AND DISCUSSION

Based on the screening process which includes inclusion and exclusion criteria, the appropriate articles are 5 (five) articles. The study was conducted to determine the factors that affect patient loyalty in the hospital. There are 1 article published in 2017, 2 articles published in 2018, 1 article published in 2020, and 1 article in 2021. Selected articles are published in the Google Scholar and Research Gate database. The results of the research review showed that service quality, marketing mix, and patient satisfaction had a positive relationship to patient loyalty at the hospital

Loyalty is the quality of being loyal to a particular company or brand, it is depends on both behavior and attitude in decision making to make repeated purchases of goods or services of a selected brand. loyalty is defined as the ac of nonstop purchasing of goods or services for a certain brand no matter what the competition offers. Consumers who return several times to buy services from the same company and ignoring the others are called loyal customers. Hospitals are a dynamic and fast-growing sector of public service business. In a highly competitive market, creating strong relationships with patients can attract their loyalty. Patient loyalty could be measured by Tri-component

model, based on the Chahal’s research, the factors that significantly influence patient loyalty include service quality, marketing mix, and patient satisfaction. Service quality is perceived as an important factor for creating customer loyalty. In the research of Widadi and Wadji (2015) and Sumitro and Wahjono (2018), it is also stated that service quality and patient loyalty have a significant relationship. Good service quality increases people’s interest in reusing the services of the same provider. The research of Ervina, et al (2019), also stated that there was an influence between service quality and patient loyalty at the Labuang Baji Hospital Makassar. However, in contrast to the research conducted by Sektiyaningsih et al (2019), that if the quality of service increases, then patient loyalty tends to decrease but not significantly.

Hospital marketing mix is a variable that can be controlled and used by hospitals to influence the reactions of service buyers (Hayati et al, 2018). The marketing mix has 7 elements that consist of product, price, place, promotion, process, person, and physical evidence (7P). The results of this study found that the marketing mix has the result that the elements of product, price, promotion, people, and process have a significant relationship with patient loyalty. While the elements of place and physical evidence have no relationship to patient loyalty. Promotion plays a role in service company not only to provide important information about the product, but also to influence and persuade consumers to buy the services that offered by the hospital itself. To support the sale of a product and introduce it to other

people, and to attract them to buy the product, an effort is needed to promote the product.

The price variable affects loyalty because service rates are too expensive and not in accordance with the services provided to patients will affect the patient's decision to return in the future. In previous research showed that satisfaction and repurchase decisions have a significant relationship with customer loyalty. In addition, research by Amin and Nasharuddin (2013) also proves that the variable of patient satisfaction has a positive and significant effect on patient loyalty. This supports the results of this study which states that patient satisfaction is one of the factors that affect patient loyalty. Based on research conducted by Sari (2014), marketing has a very strong relationship with the loyalty of outpatients at Awal Bros Hospital Pekanbaru (R = 0.897, correlation = 0.80-1,000) and has an R Square value of 80.5% which means that marketing has recently contributed to the loyalty of outpatients at Awal Bros Hospital, Pekanbaru.

The product variable is the supply of medicines and medical support facilities. The completeness of drug supplies and medical support facilities is known to affect patient loyalty. This is in line with the theory that customers will be loyal if the products are offered well (Radfan, et al., 2015). While the promotion factor can affect patient loyalty if the promotion is not complete and does not reach the residents, so that the patient does not know about the hospital's promotional activities. According to Radfan et al (2015), one of the determining factors to manage the marketing program is promotion.

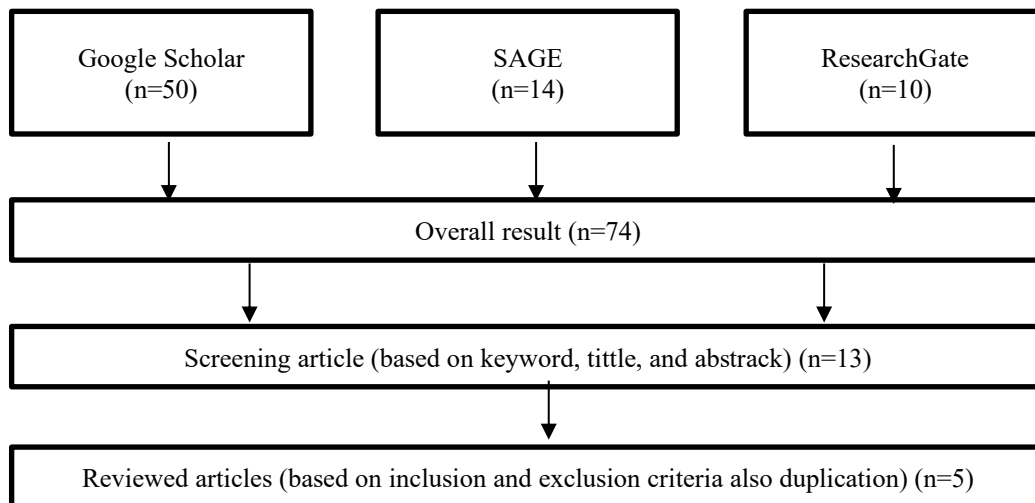


Figure 1. Article Search Framework

**Table 1.** Result and Discussion

No	Author, year	Aim	Method	Result
1	Arianto, Nurmin (2017)	This study aims to see the effect of service quality, price and satisfaction on patient loyalty.	Data obtained from primary and secondary data. Sampling by simple random sampling.	<ol style="list-style-type: none"> <li>1. There is a positive and significant effect between service quality and patient loyalty with the results of hypothesis testing obtained values (<math>4.301 &gt; 1.984</math>),</li> <li>2. The price variable has a value of (<math>4.389 &gt; 1.984</math>) which indicates that there is a significant and positive effect on patient loyalty</li> <li>3. The satisfaction variable also has a positive and significant effect on loyalty with the acquisition value (<math>2.405 &gt; 1.984</math>).</li> </ol>
2	Hayati, Sandra, Herawati (2018)	The goals of this study is to analyze the relationship between the marketing mix and patient loyalty	The method used is analytic with a cross sectional design with a sample of 90 respondents taken with a systematic random sampling technique.	<ol style="list-style-type: none"> <li>1. The product mix with outpatient loyalty has a correlation with p value = <math>0.000 \leq 0.05</math>.</li> <li>2. The price mix has a correlation with outpatient loyalty with p value = <math>0.000 \leq 0.05</math>.</li> <li>3. Between the promotion mix and outpatient loyalty there is a correlation with p = <math>0.023 \leq 0.05</math>.</li> <li>4. The process mix with outpatient loyalty has a correlation with p value = <math>0.000 \leq 0.05</math>.</li> <li>5. People mix has a correlation with outpatient loyalty with p value = <math>0.002 \leq 0.05</math>.</li> <li>6. Mix of place and mix of physical evidence has no relationship with outpatient loyalty.</li> </ol>
3	Sholeh, M dan Chalidyanto, D (2021)	To determine the quality of service's effect on satisfaction and loyalty, the satisfaction's effect on loyalty and quality of service's effect on loyalty through satisfaction at X Hospital	A quantitative observational study with cross sectional research design.	<ol style="list-style-type: none"> <li>1. There is a positive and significant effect between service quality and satisfaction (10.992)</li> <li>2. Service quality has a positive and significant correlation on loyalty (3,270)</li> <li>3. Found a positive and significant correlation between satisfaction and loyalty (2,176)</li> <li>4. Service quality and loyalty has a significant positive correlation through satisfaction (1987)</li> <li>5. Through patient satisfaction (indirect), service quality and loyalty have the most dominant influence (0.886)</li> </ol>
4	Susanti, Nyorong, dan Sudiro (2020)	Knowing the factors that influence patient's loyalty at Bandung Medan Hospital	Analytical study with cross sectional study design. Collecting data using a questionnaire with 100 respondents. Data were analyzed by SEM-PLS	<ol style="list-style-type: none"> <li>1. Service quality has a significant effect on patient satisfaction with the results of the T test = 25.288 and the p value = 0.0001</li> <li>2. Patient satisfaction has a significant effect on patient loyalty (9.684, 0.0001)</li> <li>3. There is a significant effect between service quality and patient loyalty (T = 18.966, p = 0.0001)</li> </ol>
5	Mahendrayana, Suyatna, dan Indiani (2018)	To determine the service quality's impact on patient loyalty through patient satisfaction.	Quantitative descriptive research with multivariate analysis technique using Partial Least Squares (PLS)	<ol style="list-style-type: none"> <li>1. There is a positive and significant correlation between service quality and patient satisfaction with a significance value of 0.29.</li> <li>2. Service quality and patient loyalty has a positive and significant correlation with a significance value of 0.39.</li> <li>3. The correlation between patient satisfaction and patient loyalty is positive and significant with the significance value of 0.56.</li> <li>4. Patient satisfaction in mediating the effect of service quality on patient loyalty has a positive and significant correlation on with significance value of 0.469.</li> </ol>

People are an important essential element in the production and delivery of services that can be added value and are more competitive. To achieve the best quality, employees must be trained to realize the importance of their work. The importance of people in service marketing is closely related to internal marketing, namely an interaction or relationship between every employee in a company as internal consumers and internal service providers. The purpose of this relationship is to encourage officers in the performance of providing satisfaction to consumers. Patients really expect that they are treated with a friendly, gentle, polite, serious, understanding and compassionate attitude. Therefore, the officer relates to patient loyalty.

The service process consists of payment service time, administrative service, payment service. According to Rengkuan, et al. (2015), there is a relationship between the service process and patient loyalty because it includes procedures for providing services to patients. While the mix of people is caused by officers and doctors who are not friendly in serving patients and cannot communicate well with patients. Officers are an important essential element in the production and delivery of services that can be added value and more competitive (Rengkuan, et al., 2015).

Patient satisfaction and patient loyalty are two strategic constructs that need to be monitored and look after in order to keep the success over time. This is in line with the research of Sharon and Santosa (2017) which states that patient satisfaction and patient loyalty have a significant relationship. Hospitals must understand the relationship between specific dimensions of health care quality, patient satisfaction and patient loyalty. Patient satisfaction is the value obtained by comparing the expectations of the product or service with the perception of the product or service received by the patient. There is convincing evidence that when patients receive high-quality services in a hospital, they are more likely to return to the same hospital in the future, say positive things and will recommend it to their friends and relatives (Arab et al, 2012). If the conditions are suitable, then the patient will be satisfied and will make repeat purchases at the company. People who need health services will look for a provider who can offer a satisfaction to them. Hence, health care providers must be able to provide information and patient needs in order to fulfill patient desires and increase patient satisfaction.

## CONCLUSION

Patient loyalty can be influenced by various things, consist of service quality, marketing mix, and patient satisfaction. The elements of product, price, promotion, people and process have a significant relationship to patient loyalty while the elements of place and physical evidence do not have a significant

relationship to patient loyalty. The relationship between service quality and patient satisfaction have a significant positive relationship with patient loyalty. Quality dimension were found to be key determinants of the patient's loyalty in the private hospitals in Tehran (Arab et al, 2012).

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