ABSTRACT

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Patient loyalty is an important factor contributing to an increase in inpatient visits to hospitals. This study aims to understand the importance of patient loyalty in the context of increasing patient visits. This study examines the impact of service quality variables, hospital brand image, patient perceived value and patient satisfaction on patient loyalty. This study was conducted in Cirebon City, Indonesia, with a sample of 160 eligible samples from state-owned XYZ hospital. The sample criteria were patients with hospitalization status. Then, this study developed 8 hypotheses to test the statistical relationship between direct, intervening and multiple-effect models. Problem-solving and research focus are carried out using a quantitative method approach with a PLS-SEM-based testing tool. The bootstrapping method is being used with the constant bootstrapping step to demonstrate the results of hypothesis testing; we find that the overall hypothesis has a positive and significant effect. In testing the importance-performance map analysis (IPMA) it was concluded in this study that the hospital's brand image needs to be improved, while service quality needs to be maintained to achieve high patient loyalty

Keywords*: Patient Loyalty, Patient Satisfaction, Perceived Value, Brand Image, Service Quality*