



# Determinants of Patient Loyalty in a Regional Hospital - The Impact of Satisfaction, Image, and Trust

Asyifa Zulinanda Ep Lubis<sup>1</sup>, Nuraini<sup>2</sup>, Ramadani Syafitri<sup>3</sup>

<sup>1,2,3</sup>Faculty Of Public Health, Institut Kesehatan Helvetia, Medan

Email Correspondence: [asyifa@helvetia.ac.id](mailto:asyifa@helvetia.ac.id)

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INFO	ABSTRACT
<p>Submitted: 23-06-2024, Revised: 10-07-2024, Accepted: 10-08-2024</p> <p>Copyright © 2024, Jurnal Perilaku Kesehatan Terpadu (Jupiter) Under the License</p> <p><a href="#">Creative Commons Attribution-ShareAlike 4.0 International License.</a></p>  	<p><i>This study examines the key factors influencing patient loyalty at RSU Dr. R.M. Djoelham Binjai, focusing on patient satisfaction, hospital image, and trust. The purpose is to determine how these factors impact patients' intentions to return for future healthcare services. A quantitative research design was employed, using a cross-sectional analytical survey conducted on 93 inpatients from Super VIP, VIP, and Class 1 rooms. Data were collected through structured questionnaires and analysed using univariate, bivariate, and multivariate methods to explore the relationships between satisfaction, image, trust, and revisit intentions. The results demonstrate that higher patient satisfaction significantly increases the likelihood of returning to the hospital. A positive hospital image also plays a crucial role in fostering patient trust, which further enhances revisit intentions. The multivariate analysis confirms that patient satisfaction is the most significant predictor of loyalty, followed closely by trust and hospital image. In conclusion, the study highlights the importance of maintaining high service quality, a positive hospital image, and strong patient trust to enhance patient loyalty. Hospital management should focus on these areas to improve patient retention and ensure ongoing patronage.</i></p>

Keywords: *Satisfaction, Image, Trust*

## INTRODUCTION

One of the functions of a hospital is to provide treatment for those who are sick (patients). So that through the treatment carried out, the patient can recover from the disease that plagues him. In order to carry out treatment well and patients can recover from their illnesses, hospitals and the elements within them must work wholeheartedly. Patient recovery is one of the dimensions of health services, thus, services to patients need to be managed well so that hospitals can provide quality treatment services and provide satisfaction to patients. This is related to patient loyalty to the hospital. In increasing patient loyalty, hospital management must also be able to provide services according to health service standards. Often in a city or district there is more than one hospital, including in the city of Binjai. According to data from the Ministry of Health of the Republic of Indonesia, there are 9 government and private hospitals standing in the city of Binjai. It is common knowledge that the image of government hospitals in the community is that they have less satisfactory services when compared to private hospitals. You often find reports in various media about services in government hospitals. This makes the image of government hospitals less good in society.

The large number of hospitals requires hospital management to improve management and develop appropriate formulas and strategies to attract patients and maintain patient loyalty. The existence of intense competition encourages business entities to further strengthen their strategies (Ferianda

et al., 2022). With the concepts of customer-focused or market-oriented culture to continue to be able to access the market profitably and guarantee sustainable growth (Dimiyati, 2016). To be successful in competition, a market-oriented marketing strategy is needed that can anticipate patient wants and needs. Patient needs are a challenge for hospitals to always understand patient behavior. So, hospitals will be able to anticipate current and future patient needs through understanding patient behavior. Seeing this situation, hospitals must understand the needs and desires of patients in order to remain loyal. The loyalty referred to is the interest in returning visits if the patient has a health problem or illness (Junaidi & Sulistiadi, 2022).

Olson, in his research, found that loyalty in relation to service is behavior that includes activities such as repeated purchases, return visits, and purchasing products (Jurnaiti & Lubis, 2017). Leo, in his research, observed that loyalty to a product/service is developed by the business entity over a long period of time through a repeated purchasing process. Leo found that loyalty is formed because of the superiority of the services offered, which leads to high trust due to satisfaction and a positive image of the products/services provided. Loyal patients, or those who are interested in making return visits when experiencing illness, are patients who are very satisfied with the services provided, so they have enthusiasm to introduce them to others and will return to the same place if they need similar services (Ahmad et al., 2022).

In Honifa's research, patient loyalty is mostly linked to patient satisfaction with a certain brand of product or service. Patients' loyalty and willingness to return to use the service are contingent upon the hospital service maintaining a positive and favorable public image (Honifa et al., 2022). Dr. R.M. Djoelham Binjai has devised a service plan to preserve and enhance patient loyalty, based on the preliminary findings of a survey. The service strategy pertains to Regulation 741/MENKES/PER/VII/2008 issued by the Minister of Health of the Republic of Indonesia, which establishes the minimum service requirements in the health sector. The loyalty mentioned pertains to the patient's inclination to seek further medical care at Dr. R.M. Djoelham Binjai Hospital if they have any health issues or illnesses. This method prioritizes the preservation of patient pleasure, reputation, and confidence.

Dr. R.M. Djoelham Binjai has implemented a strategy to provide the best service to patients so that they do not turn to competitors, in this case other hospitals. Dr. R.M. Djoelham Binjai always strives to find out what patients want, study market dynamics and competitor conditions. Dr. R.M. Djoelham Binjai hopes that, by implementing strategies that refer to the Regulation of the Minister of Health of the Republic of Indonesia Number 741/MENKES/PER/VII/2008, patients will remain loyal or patients will return for treatment if they experience health problems/illness at Dr. Hospital. R.M. Djoelham Binjai. However, the problems faced by Dr. R.M. Djoelham Binjai is that not all inpatients are satisfied with the service they receive. Therefore, hospitals must always evaluate the services provided to patients so that they are satisfied with the services provided and foster trust in the minds of consumers so that they will make repeat visits when they need health services.

Initial survey, the number of inpatients at Dr. R.M. Djoelham Binjai experienced ups and downs. This could be a factor that influences the rise and fall of the number of patients using health services at Dr. Hospital. R.M. Djoelham Binjai. The rise and fall of the number of inpatient visits proves that patient loyalty to Dr. R.M. Djoelham Binjai experienced ups and downs. Patient loyalty is also influenced by reciprocity from hospital management in responding to patient complaints, and the ability to handle complaints plays an important role in building patient trust. Trust in hospitals is also an important asset in marketing. Patients will believe that the hospital pays great attention to every patient's problem, and always tries to improve their shortcomings. Apart from that, patients are also very influenced by the public's assessment, in this case the hospital's image of Dr. Hospital. R.M. Djoelham Binjai.

The data was collected through interviews with a total of 40 patients who were staying in the inpatient room. Among these patients, there were 10 in the VIP class, 8 in class I, 14 in class II, and 8 in class III. Based on the interview findings, it was discovered that 8 individuals (20%) said that the doctor's appointment schedule was irregular, the doctor showed less attentiveness towards

patients, and the doctor's diagnosis was ambiguous and prolonged. Out of the total number of participants, 10 individuals (constituting 25% of the sample) expressed dissatisfaction with the room's comfort level, subpar amenities, lengthy registration process, and restricted visiting hours. 10 individuals (25%) said that nurses exhibited unresponsiveness, diminished levels of care, less responsiveness, and a lack of empathy in their communication patterns. 6 individuals (15%) expressed their dissatisfaction with the service and said that they would not undergo treatment again, while another 6 individuals (15%) had no intention of recommending or informing others about Dr. Hospital. R.M. Djoelham Binjai addressing his family and coworkers. The author intends to perform study titled "The Influence of Satisfaction, Image, and Trust in Hospitals on Inpatient Visit Interest at Dr. Hospital. R.M. Djoelham Binjai" in response to the identified issues.

### **Research Question:**

As hospitals face increasing competition and a growing need to maintain patient loyalty, understanding the factors that influence patient satisfaction, trust, and image becomes crucial. This study aims to explore these dynamics within the context of Dr. R.M. Djoelham Binjai General Hospital, focusing on how these factors contribute to patient loyalty and return visits. To guide this exploration, the following research questions have been formulated:

What is the relationship between patient satisfaction and their likelihood to return to Dr. R.M. Djoelham Binjai General Hospital for future healthcare needs?

How does the perceived image of Dr. R.M. Djoelham Binjai General Hospital influence patient trust and their intention to revisit the hospital?

To what extent does patient trust in the services provided by Dr. R.M. Djoelham Binjai General Hospital impact their overall loyalty and decision to return for subsequent treatments?

## **METHODS**

### **Research Design**

This study employs an analytical survey methodology, specifically utilizing a cross-sectional approach. This design was chosen because it allows for the observation of a population at a single point in time, making it suitable for assessing the relationships between variables such as patient satisfaction, trust, and image. However, it is important to note that while this approach can identify correlations, it does not establish causality. The research was conducted at Dr. R.M. Djoelham Binjai General Hospital, focusing on patients admitted to the Super VIP, VIP, and Class 1 inpatient rooms. This setting was selected due to the hospital's diverse patient base, which allows for the exploration of satisfaction and loyalty among different patient categories. The study commenced in October 2023, beginning with the submission of the research title and followed by an initial survey. The data collection process occurred over the following months, with the study concluding with a comprehensive analysis and review of the findings.

### **Population and Sample**

The population for this study comprised all patients who received treatment in the Super VIP, VIP, and Class 1 inpatient rooms at Dr. R.M. Djoelham Binjai General Hospital. According to hospital records, there were an average of 93 patients per month in 2023. Given the manageable size of the population, a census approach was employed, meaning that the entire population of 93 patients was included as the sample. This approach ensures that the findings are representative of the population within the selected categories of hospital care.

### **Data Collection & Data Analysis**

Data were collected using structured questionnaires designed to measure patient satisfaction, trust, and image. The questionnaires were developed based on existing validated instruments in the literature, with modifications made to fit the specific context of Dr. R.M. Djoelham Binjai General Hospital. Patients were approached during their hospital stay, and informed consent was obtained before they participated in the study. The data collection process ensured confidentiality and anonymity for all participants.

The data analysis was conducted in several stages:

**Univariate Analysis:** This initial analysis focused on the distribution, central tendency, and variability of individual variables (satisfaction, trust, and image). Descriptive statistics such as means, medians, and standard deviations were calculated using SPSS software to provide a clear overview of the data. **Bivariate Analysis:** To explore the relationships between independent variables (satisfaction, trust, and image) and the dependent variable (patient loyalty), correlation tests were conducted. The chi-square test was used for categorical variables, while Pearson's correlation coefficient was applied for continuous variables. These tests helped to identify significant associations between variables. **Multivariate Analysis:** A logistic regression analysis was performed to assess the simultaneous impact of multiple independent variables on patient loyalty. This analysis was particularly useful for understanding which factors had the strongest influence on the likelihood of patients returning to the hospital. Assumptions underlying the statistical tests, such as normality and multicollinearity, were tested to ensure the robustness of the results.

### Ethical Considerations

The study received ethical approval from the hospital's ethics committee. All participants were informed of their rights, including the right to withdraw from the study at any point. Confidentiality and anonymity were strictly maintained throughout the research process.

### RESULTS & DISCUSSION

Univariate analysis involves examining the distribution of characteristics among respondents. The study used univariate data analysis to evaluate the frequency distribution of respondent attributes, satisfaction, trust, and image. in the hospital room of Dr. R.M. Djoelham Binjai's facility. The frequency distribution in this study encompasses the demographic attributes of the research participants (age, gender, education, occupation), as well as their levels of pleasure, trust, and image perception.

**Table 4.1** presents the distribution of characteristics of the research respondents at Dr. R.M. Djoelham Binjai.

<b>Age</b>	<b>n</b>	<b>%</b>
35-40 Years	15	16,1
41 -46 Years	32	34,4
47-52 Years	30	32,2
53-58 Years	16	17,2
<b>Gender</b>	<b>N</b>	<b>%</b>
Man	42	45
Woman	51	55
<b>Education</b>	<b>n</b>	<b>%</b>
high school	74	79,5
Bachelor	15	16,1
Masters	4	4,3
<b>Work</b>	<b>n</b>	<b>%</b>
Private	73	79,5
IRT	20	21,5
<b>Total</b>	<b>93</b>	<b>100</b>

According to the data in table 4.1, out of the 93 respondents analyzed, it is evident that the largest group consisted of 32 individuals (34.4%) who were between the ages of 41-46. Conversely, the smallest group comprised 15 individuals (16.1%) who were aged 35-40. Out of the total respondents, the female participants constituted the majority, with 51 individuals (55%), while the male participants constituted the minority, with 42 individuals (45%). In terms of respondents'

education, the majority of participants had obtained a high school education, with 74 respondents (79.5%) falling into this category. On the other hand, a minority of respondents, namely 4 individuals (4.3%), had Master's degrees. In terms of occupational characteristics, the majority of individuals, namely 73 persons (79%), work as private workers, while a minority work as housewives.

### Dissemination of Patient Satisfaction at RSUD Dr. R.M. Djoelham Binjai

The distribution of patient satisfaction at RSUD Dr. R.M. Djoelham Binjai is being assessed in relation to their inclination to revisit the inpatient ward at the hospital. The table below displays the presence of R.M. Djoelham Binjai:

**Table 4.2** presents the distribution of satisfaction, image, patient trust, and interest in patient visits to RSUD. Dr. R. M. Djoelham Binjai

<b>Patient Satisfaction</b>	<b>N</b>	<b>%</b>
Satisfied	31	33
Less satisfied	62	67
Total	93	100
<b>Image</b>	<b>n</b>	<b>%</b>
Good	34	36,5
Not good	59	63,5
Total	93	100
<b>Patient Trust</b>	<b>n</b>	<b>%</b>
Believe	34	36,5
Lack of trust	59	63,5
Total	93	100
<b>Interested in visiting</b>	<b>n</b>	<b>%</b>
Interest	33	35,5
Not interested	60	64,5
Total	93	100

According to the data in table 4.2, out of the 93 respondents surveyed, the majority, consisting of 62 persons (67%), expressed dissatisfaction, while 31 people (33%) reported feeling satisfied while evaluating Dr. RSUD. R.M. Djoelham Binjai. According to the data in table 4.3, out of the 93 respondents surveyed, a majority of them, specifically 59 individuals (63.5%), had a negative opinion about the image of RSU Dr. Djoelham Binjai. On the other hand, 34 individuals (36.5%) had a positive perception of the image. According to the data in table 4.4, out of the 93 respondents who were surveyed, the majority, 59 persons (63.5%), expressed a lack of trust, whereas 34 people (36.5%) felt confident in evaluating RSU Dr. Djoelham Binjai. According to the data in table 4.5, it is evident that out of the 93 respondents surveyed, the majority, including 60 individuals (64.5%), expressed no interest in visiting RSUD Dr. RM Djoelham Binjai. Conversely, 33 respondents (35.5%) indicated their desire in visiting RSUD Dr. R.M. Djoelham Binjai.

### Analysis of two variables

The Correlation between Patient Satisfaction and RSUD Dr. R.M. Djoelham Binjai expresses interest in revisiting patients who are currently staying in the inpatient room at Dr. R.M. Djoelham Binjai. The table below illustrates the correlation between patient satisfaction with RSUD Dr. R.M. Djoelham Binjai and their inclination for revisiting the inpatient ward of RSUD Dr. R.M. Djoelham Binjai.

**Table 4.6** illustrates the correlation between satisfaction and RSUD. Dr. R.M. Djoelham Binjai expresses interest in revisiting patients in the inpatient room at Dr. R.M. Djoelham Binjai.

Satisfaction	Interest in Repeat Visits				total		p Value
	Interest		Lack of Interest				
	F	%	f	%	f	%	
Satisfied	25	26,6	6	6.3	31	33	0.001
Less satisfied	15	16,2	47	51	62	67	
Total	40	43	53	57	93	100	

According to the data in table 4.6, it is evident that out of the 62 respondents who expressed dissatisfaction with RSUD Dr. R.M. Djoelham Binjai, 15 individuals (16.2%) showed an inclination to revisit, while 47 individuals (51%) showed no interest in revisiting. Out of the total of 31 individuals, constituting 33% of the sample, 25 individuals, accounting for 26.6%, expressed their intention to revisit RSUD Dr. R.M. Djoelham Binjai. Conversely, 6 individuals, representing 6.3%, indicated their lack of interest in making a return visit. The calculations above indicate that the statistical test yielded a significant p-value of 0.001, which is less than the threshold of 0.05. Therefore, we can conclude that there is a relationship between satisfaction with RSUD Dr. R.M. Djoelham Binjai and the interest of inpatients in revisiting the hospital. Correlation between patient picture and Regional Public Hospital (RSUD) Dr. R.M. Djoelham is interested in revisiting patients who are now in the inpatient room at Dr. R.M. Djoelham Binjai. The table below illustrates the correlation between patient images and the desire of patients in making recurrent visits to the inpatient ward of RSUD Dr. R.M. Djoelham Binjai.

**Table 4.7** illustrates the correlation between the image and RSUD. Dr. R.M. Djoelham is interested in revisiting patients in the inpatient room at Dr. R.M. Djoelham Binjai.

Image	Interest in Repeat Visits				Total		P Value
	Interest		Lack Of Interest				
	F	%	F	%	F	%	
Good	30	32,2	4	4,2	34	36,5	0.001
Not good	14	15	45	48,4	59	63,5	
Total	44	47,2	49	52,6	93	100	

According to the data in table 4.7, out of the 59 respondents that rated RSUD Dr. R.M. Djoelham Binjai poorly, 14 individuals (15%) expressed an interest in revisiting, while 45 individuals (48%) showed no interest in revisiting. Out of the total of 34 individuals, representing 36.5% of the sample, 30 individuals (32%) expressed a positive perception of RSUD Dr. R.M. Djoelham Binjai and showed interest in revisiting the facility. Conversely, 4 individuals (4.2%) indicated a lack of interest in making a return visit. The calculations indicate that the statistical test yielded a significance p value of 0.001, which is less than the threshold of 0.05. Therefore, it can be inferred that there is a correlation between the image value and the interest of inpatients at RSUD Dr. R.M. Djoelham Binjai in revisiting the hospital.

The patient's trust relationship with RSUD Dr. R.M. Djoelham Binjai concerning the desire to see patients again in the hospital room at Dr. R.M. Djoelham Binjai. The table below illustrates the correlation between patient trust in RSUD Dr. R.M. Djoelham Binjai and their inclination to make repeat visits to the inpatient ward of the same hospital.

**Table 4.8** illustrates the correlation between the level of trust in RSUD Dr. R.M. Djoelham Binjai and the inclination to revisit patients in the inpatient room at Dr. R.M. Djoelham Binjai.

Trust	Interest in Repeat Visits				Total		P Value
	Interest		Lack ofInterest				
	F	%	F	%	F	%	
Believe	25	27	9	10	34	36,5	0.003
Lack of trust	14	15	45	48,4	59	63,5	

Total	39	32	54	58	93	100
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According to the data in table 4.8, out of the 59 respondents who expressed a lack of faith in RSUD Dr. R.M. Djoelham Binjai, 14 individuals (15%) indicated an interest in revisiting, while 45 individuals (48%) showed no interest in revisiting. Out of the total of 34 individuals, representing 36.5% of the sample, 25 individuals (27%) expressed an inclination to revisit RSUD Dr. R.M. Djoelham Binjai, whereas 9 individuals (10%) indicated a lack of interest in making a repeat visit. The calculations indicate that the statistical test yielded a significance p value of 0.003, which is less than the threshold of 0.05. Therefore, it can be concluded that there is a significant relationship between trust in Dr. RSUD R.M. Djoelham Binjai and the interest in revisiting inpatients at RSUD Dr. R.M. Djoelham Binjai.

**Multivariate Analysis refers to the statistical analysis of many variables simultaneously**

Multivariate analysis seeks to assess the simultaneous importance of the effect between the independent variable and the dependent variable, while deciding which influence has a greater dominance on interest in repeat visits. The logistic regression test utilizes the Enter method to assess the impact of the independent variable on the dependent variable, specifically when the dependent variable has a significance level of  $p < 0.05$ . This analysis focuses on the variables of satisfaction, image, and trust in relation to interest in repeat visits at RSUD Dr. R.M. Djoelham Binjai. The results of the multivariate analysis test using logistic regression are presented in the following table:

**Table 4.9** The table presents the results of a logistic regression test analysis that examines the influence on the interest of patients to re-visit the inpatient room at RSUD Dr. R.M. Djoelham Binjai.

Variable	p value	Information
Satisfaction	0,001	Candidate
Image	0,001	Candidate
Trust	0,003	Candidate

Based on 4.9 above, it can be seen that all variables, namely the three variables, are candidate models in the logistic regression test where the p value is  $<0.05$ . The results of the logistic regression analysis can be seen in the following table:

**Table 4.10.** Results of the First Stage of Logistic Regression Analysis

No	Variable	B	S.E.	Wald	df	Sing	Exp(B)	95%CI
1	Satisfaction	4.646	1.486	9.779	1	.001	104.118	5.663-1914.428
2	Image	3.691	1.432	9.813	1	.002	103.258	5.500-187.879
3	Trust	3.591	1.032	12.113	1	.003	36.258	4.800-273.879

According to the findings presented in Table 4.10, Based on the findings, the satisfaction variable is the most significant factor that affects interest in repeat visits. The statistical analysis shows that the p-value is 0.001, which is less than the significance level of 0.05. Additionally, the 95% confidence interval is from 5.663 to 1914.428. This indicates that satisfaction has a significant impact on the likelihood that inpatients at Dr. R.M. Djoelham Binjai want v repeat visits. The value of B, or  $\ln(3,691)$ , is 103,258. Due to the positive value of B, the picture variable positively impacts the level of interest in repeat visits or the respondent's drive to revisit 103,258 times. The trust variable has an Exp (B) value of 3,591, indicating that respondents who have higher levels of trust are more likely to show interest in repeat visits with a magnitude of 3,591. The value of B, or  $\ln(3,691)$ , is 36,258. Given that the value of B is positive, the trust variable exerts a positive

impact on the level of interest in repeat visits or the respondent's inclination to revisit a staggering 36,258 times. This study hypothesizes that trust has a significant impact on the level of interest in making repeat visits to RSUD Dr. R.M. Djoelham Binjai. All of the findings from the analysis conducted in this study consistently endorse and shape the inclination towards making further visits. These findings are in direct opposition to numerous prior studies that concluded trust had no substantial impact on the desire to revisit.

### **Patient Satisfaction and Loyalty**

The relationship between patient satisfaction and loyalty is critical in the healthcare sector. This study found a significant correlation between patient satisfaction and the likelihood of return visits to Dr. R.M. Djoelham Binjai General Hospital. Satisfied patients are more likely to return for future healthcare needs, reflecting findings from similar studies (Dagger et al., 2017; Elayan et al., 2019). High levels of satisfaction foster a sense of trust and commitment, which is crucial for patient retention in a competitive healthcare environment (Zarei et al., 2022). Moreover, the study's results align with the expectation that patient satisfaction directly impacts their willingness to recommend the hospital to others, thereby indirectly boosting the hospital's reputation and patient base (Gourevitch et al., 2020).

### **Hospital Image and Patient Trust**

The study also highlights the role of hospital image in fostering patient trust and loyalty. A positive hospital image significantly contributes to the development of patient trust, which in turn encourages repeat visits (Ong et al., 2021; Lee & Yom, 2017). Hospitals that are perceived positively by patients tend to have higher levels of trust and satisfaction, reinforcing the importance of maintaining a strong, positive public image (Kim & Han, 2020). Trust in the healthcare provider is a crucial determinant of loyalty, as it ensures that patients feel secure and valued, which is consistent with findings from other studies (Han & Hyun, 2017; Mosadeghrad, 2018).

### **Patient Trust and Loyalty**

The influence of patient trust on loyalty is evident from this study, where trust in the services provided by Dr. R.M. Djoelham Binjai General Hospital significantly influenced patients' intentions to return. Trust acts as a mediating factor between service quality and loyalty, as supported by similar findings in the literature (Benedetto et al., 2018; Sweeney et al., 2020). When patients trust their healthcare provider, they are more likely to adhere to treatment recommendations and return for future care, which is crucial for the hospital's long-term success (FitzPatrick et al., 2017). Furthermore, trust reduces patients' perceived risks and uncertainties, making them more likely to become loyal patients (Mittal & Frennea, 2020).

## **CONCLUSION**

This study provides valuable insights into the key factors influencing patient loyalty at RSUD Dr. R.M. Djoelham. The findings underscore the importance of patient satisfaction, hospital image, and patient trust in shaping the intention of patients to return for future healthcare services. **Impact of Patient Satisfaction on Revisit Intentions:** The study confirms that patient satisfaction plays a critical role in determining the likelihood of patients revisiting RSUD Dr. R.M. Djoelham. Satisfied patients, who feel that their expectations and needs are met, are more inclined to choose the same hospital for subsequent healthcare needs. This highlights the necessity for hospitals to consistently deliver high-quality services that meet or exceed patient expectations. **Role of Hospital Image in Patient Loyalty:** The hospital's image significantly influences patients' decisions to revisit. A strong, positive image not only attracts new patients but also retains existing ones. This study demonstrates that a favorable perception of RSUD Dr. R.M. Djoelham enhances patient trust and loyalty, thereby increasing the likelihood of return visits. Hospital management must, therefore, invest in building and maintaining a positive public image. **Importance of Patient Trust in Healthcare Services:** Trust in the hospital's services is a crucial determinant of patient loyalty. The research shows that when patients trust the care and services provided by RSUD Dr. R.M. Djoelham, they are more likely to return for future healthcare. Trust reduces perceived risks and reassures

patients about the quality of care they will receive, making it an essential component of patient retention strategies.

### **Suggestions**

Based on the conclusions drawn from this study, the following strategic recommendations are proposed for RSUD Dr. R.M. Djoe Ham: Enhancing Service Quality: Hospital management should prioritize continuous improvement in service quality, ensuring that it aligns with or exceeds patient expectations. This involves regular training for healthcare providers, adopting patient-centered care practices, and actively seeking patient feedback to identify areas for improvement. Building and Sustaining a Positive Hospital Image: It is imperative for the hospital to develop and maintain a strong, positive image. This can be achieved through consistent delivery of high-quality services, effective communication, and public relations efforts that highlight the hospital's strengths and successes. A positive image not only builds patient trust but also enhances the hospital's competitive advantage in the healthcare market. Leveraging social media for Image and Trust Building: Hospital management should harness the power of social media to reinforce the hospital's image and build trust among current and potential patients. Social media platforms offer a unique opportunity to engage with patients, share success stories, provide health education, and address patient concerns promptly. This proactive approach can significantly contribute to building a loyal patient base.

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### **Conflict of Interest**

The authors declare that there is no conflict of interest regarding the publication of this paper.

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