



## Analyzing the Impact of Service Quality and Patient Trust on Loyalty: The Mediating Role of Satisfaction in a Healthcare Setting

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### **Abstract**

This study examines the influence of service quality and patient trust on patient loyalty, with satisfaction acting as a mediating variable, at Wahyu Agra Medika Clinic Sragen. Using a quantitative survey approach, data were collected from 203 respondents and analyzed through Structural Equation Modeling (SEM). Findings indicate that while service quality and trust positively impact patient satisfaction, trust has a direct effect on loyalty, whereas service quality affects loyalty only indirectly through satisfaction. This result underscores the importance of patient satisfaction as a key factor in fostering loyalty within healthcare settings. The study suggests that enhancing service quality and building trust can significantly improve patient satisfaction and, consequently, loyalty. These insights offer valuable implications for healthcare providers aiming to develop effective strategies for sustaining long-term patient relationships.

**Keywords:** *Service Quality; Patient Trust; Patient Loyalty; Patient Satisfaction; Healthcare Services*

### **Introduction**

In the era of modern healthcare, patient loyalty has emerged as a critical factor in the success and sustainability of healthcare institutions (Fatima, 2018; Fatonah, 2019; Zeithaml et al., 1996). The rapid development in healthcare services has led to heightened patient expectations, particularly regarding service quality and trustworthiness (Andaleeb, 2001; Cronin Jr & Taylor, 1994). Patients today are more informed and selective, making patient loyalty essential for clinics to thrive in competitive environments (Sadeh, 2017; Shabbir, 2016).

Patient loyalty reflects the degree of a patient's commitment to consistently seek healthcare services from a particular provider and recommend it to others (Ahmed, 2017; Oliver, 1999). Loyalty is influenced by multiple factors, including satisfaction, quality of care, and the level of trust in healthcare providers (Fatima, 2018). For clinics, fostering patient loyalty means improved patient retention and positive referrals, which are valuable in a sector where patient preferences can easily shift (Nasirin, 2020; Zeithaml et al., 1996).

Service quality is often considered a foundation of patient satisfaction and loyalty (Aljumah, 2020; Grönroos, 1984; Zeithaml et al., 1996). It encompasses various dimensions, such as reliability, empathy, responsiveness, and the physical environment (Dogra, 2022; Khaleel, 2022; Zeithaml et al., 1988). High-quality service not only addresses patients' medical needs but also improves their overall experience, which can significantly influence their loyalty (Chen, 2024; Peltier, 1999).

Trust is a crucial component in the healthcare provider-patient relationship (Shan et al., 2016). Patients need to trust that their providers will prioritize their well-being and provide safe, effective care (Sari et al., 2020; Yan et al., 2018; Zahra et al., 2022). This trust is built over time through positive healthcare experiences and transparent communication (Liu et al., 2021; Murray & McCrone, 2015)

Patient satisfaction plays a mediating role between service quality, trust, and loyalty (Kessler & Mylod, 2011; Naidu, 2009). Satisfied patients are more likely to remain loyal to their healthcare providers and recommend them to others (Sertan et al., 2023). While trust and service quality directly affect satisfaction, satisfaction itself serves as a pathway that links these factors to loyalty (Huang et al., 2021; Sertan et al., 2023)

While several studies have explored the effects of service quality, trust, and satisfaction on loyalty, there remains a need for focused research within specific healthcare settings (Sari et al., 2020; Yan et al., 2018; Zahra et al., 2022). Not all healthcare providers may experience these dynamics in the same way (Berkowitz, 2016; Siddiqui et al., 2015). Thus, this study aims to address these gaps by examining how satisfaction mediates the relationship between service quality, trust, and loyalty specifically at Wahyu Agra Medika Clinic.

Wahyu Agra Medika Clinic, as a primary healthcare provider, faces the challenges of maintaining high patient satisfaction and loyalty amid competition (Majeed Alhashem et al., 2011; Siddiqui et al., 2015). Examining these factors in this setting allows for practical insights that can directly benefit the clinic's management and inform other clinics facing similar challenges (Gray et al., 2012)). The unique characteristics of the clinic's patient demographic add value to the analysis and conclusions drawn from this study (Kang, 2010; Majeed Alhashem et al., 2011)

The primary objective of this study is to analyze the impact of service quality and trust on patient loyalty, with patient satisfaction as a mediating factor (Andreano & Pardede, 2023; Dogra, 2022). By focusing on the clinic's patient base, this study aims to identify specific actions and strategies that could enhance loyalty through improved service quality and trust-building measures (Aljumah, 2020; Majeed Alhashem et al., 2011)

This study seeks to answer several key research questions: (1) Does service quality directly impact patient loyalty at Wahyu Agra Medika Clinic? (2) To what extent does trust influence patient satisfaction and loyalty? (3) How does satisfaction mediate the relationship between service quality, trust, and patient loyalty? This research contributes to the existing literature by exploring the nuanced roles of service quality, trust, and satisfaction in developing patient loyalty. By focusing on the mediating effect of satisfaction, it builds on previous studies and offers a deeper understanding of how these relationships unfold within a healthcare setting, particularly in a local clinic context (Andreano & Pardede, 2023)

The findings from this study can offer actionable insights for healthcare providers aiming to enhance patient loyalty (Peltier, 1999; Zhou et al., 2017). By focusing on both service quality and trust, clinics can create a more satisfying experience for patients, thereby fostering long-term relationships and improving patient retention rates (Sertan et al., 2023; Yan et al., 2018; Zahra et al., 2022). Additionally, the study provides guidance on prioritizing resources toward the aspects of service most influential in patient

The remainder of this paper is structured as follows: the Literature Review examines previous studies on service quality, trust, satisfaction, and. The Methodology section outlines the research design, data collection, and analysis methods used. The Results section presents the findings from the Structural Equation Modeling (SEM) analysis (. The Discussion section interprets these findings, and the Conclusion offers final remarks and suggestions for future.

## ***Literature Review and Hypothesis***

### **Loyalty**

Patient loyalty plays a crucial role in the competitive healthcare industry, reflecting a patient's willingness to continue using a specific healthcare service despite alternative options. Loyalty is influenced by patient satisfaction, trust in healthcare providers, and the quality of services received (Liu et al., 2021). A high level of patient loyalty benefits healthcare institutions economically and socially by strengthening their reputation and competitiveness. Additionally, loyal patients serve as effective brand ambassadors by recommending services to others, contributing to an expanded patient base. Key factors affecting patient loyalty include satisfaction, trust, and service quality, with interpersonal relationships, accessibility, and service consistency also playing significant roles (Caruana et al., 2000). Widiastuti & Wibowo (2011) define patient loyalty through three dimensions: repurchase intention, recommendation, and commitment. Loyal patients are more likely to return for future services, recommend healthcare providers to others, and remain committed despite alternative choices. Understanding and managing patient loyalty is essential for healthcare institutions to maintain their reputation and long-term sustainability.

### **Satisfaction**

Patient satisfaction is a critical determinant of hospital success, as it reflects whether healthcare services meet or exceed patient expectations (Hussain et al., 2019). Satisfaction is influenced not only by medical services but also by hospital environment, cleanliness, and infrastructure quality (Woo & Choi, 2021). Effective communication, empathy, and professionalism from healthcare providers contribute significantly to a positive patient experience (Hussain et al., 2019). Additionally, waiting times and service efficiency impact overall satisfaction (Xie & Or, 2017). According to (Kotler, 2009), consumer satisfaction arises when service performance meets or exceeds expectations, driven by product quality, pricing, emotional factors, and service accessibility. Measuring patient satisfaction can be conducted through surveys, complaint systems, customer feedback, and comparative evaluations (Tjiptono, 1997). Zeithaml (1990) identifies five key service dimensions influencing satisfaction: tangibles (physical facilities and equipment), reliability (service accuracy and dependability), responsiveness (prompt assistance), assurance (competence and trustworthiness), and empathy (personalized attention). A comprehensive understanding of these factors enables hospitals to develop effective strategies to enhance patient satisfaction, ensuring long-term competitiveness and a positive institutional image.

### **Service Quality**

Service quality refers to consumers perceptions based on the comparison between their expectations and the actual performance of a service (Parasuraman, 1985). In the healthcare industry, service quality plays a crucial role in patient satisfaction and loyalty, encompassing dimensions such as reliability, responsiveness, assurance, empathy, and tangible aspects of healthcare facilities (Kotler, 2009; Widiastuti & Wibowo, 2011). High-quality healthcare services ensure that patient expectations are met or exceeded, directly impacting their overall experience. Factors influencing service quality include medical staff competence, effective communication, facility standards, and efficient time management (Park et al., 2014). Studies confirm a strong relationship between perceived service quality and patient satisfaction,

indicating that superior healthcare services lead to higher patient trust and engagement (Bakan et al., 2014; Leisen Pollack, 2008) Additionally, service quality differentiation enhances hospitals' competitive advantage and operational efficiency (Olorunniwo et al., 2006), making it a key element in healthcare management strategies.

## **Trust**

Trust is a fundamental element in patient-provider relationships, reflecting the belief that healthcare providers will act in the patient's best interest while maintaining medical confidentiality (Leisen & Hyman, 2001). Trust is shaped by factors such as clinical reputation, personal patient experiences, communication transparency, and adherence to professional ethics (Adhikary et al., 2018). It influences patient satisfaction, compliance with medical recommendations, and long-term loyalty (Ward, 2018). When patients trust their healthcare providers, they are more likely to follow prescribed treatments and engage in open communication, leading to improved healthcare outcomes. Trust also mitigates uncertainty and risk, particularly in environments where face-to-face interactions are limited (Kumar et al., 2021). Given its role in fostering positive patient relationships, trust is a critical factor in enhancing the overall effectiveness and quality of healthcare services.

## ***Hypothesis***

### **Service Quality and Patient Satisfaction**

Service quality plays a crucial role in shaping patient satisfaction, as explained by the expectation-perception theory, which states that patient satisfaction is achieved when the received service meets or exceeds their expectations (Zeithaml et al., 1988). Several studies support the positive relationship between service quality and patient satisfaction. For instance, Chen (2024) found that both tangible and intangible service quality attributes, such as physical facilities and personalized care, significantly impact patient satisfaction. Khaleel (2022) and Nguyen (2021) also demonstrated a positive correlation between healthcare service quality and patient satisfaction in private hospitals and developing countries, while Dogra (2022) highlighted that a patient-centered service orientation enhances satisfaction. Based on this theory and empirical evidence, the hypothesis proposed is:

H1: Service quality has a positive and significant effect on patient satisfaction.

### **Trust and Patient Satisfaction**

Patient trust in healthcare providers is another critical factor influencing satisfaction, as trust develops when patients believe that providers possess competence, honesty, and a commitment to acting in their best interests. Shan et al. (2016) found that trust enhances patient security in receiving care, while Greene & Ramos (2021) emphasized that provider competence and adequate resources strengthen trust, leading to higher satisfaction. Gopichandran (2019) further noted that strong trust enables greater patient involvement in care decisions. Thus, the hypothesis is:

H2: Trust has a positive and significant effect on patient satisfaction.

### **Service Quality and Patient Loyalty**

High service quality not only impacts satisfaction but also patient loyalty, as service marketing theory suggests that customers develop loyalty when the service they receive is consistent and meets their expectations (Zeithaml et al., 1996). Arman (2023) found that service quality influences patient loyalty through satisfaction in specialized hospitals, while Fatima (2018) indicated a direct impact of hospital

service quality on patient loyalty in the private sector. Bentum-Micah (2024) demonstrated that perceived service quality mediates the relationship between administrative functions and loyalty, underscoring its importance in patient retention. Therefore, the hypothesis proposed is:

H3: Service quality has a positive and significant effect on patient loyalty.

### **Satisfaction and Patient Loyalty**

Patient trust is a fundamental element in building loyalty, as it strengthens patients' emotional attachment to healthcare providers and reinforces their commitment to staying with the same provider. Studies by Ramli & Sjahrudin (2015) and Aljumah, (2020) showed that as patient trust in healthcare providers increases, so does their loyalty, particularly in medical tourism. Huang et al. (2021) revealed that trust mediates the relationship between service quality and patient loyalty, while Zhou et al. (2017) identified organizational commitment and trust as key drivers of patient loyalty. Thus, the hypothesis is:

H4: Trust has a positive and significant effect on patient loyalty.

### **Satisfaction and Patient Loyalty**

Patient satisfaction plays a key role in fostering loyalty to healthcare providers, as satisfied patients are more likely to continue using the same services and recommend them to others. Arman (2023) and Setyawan et al. (2020) confirmed a positive relationship between satisfaction and patient loyalty, with satisfaction acting as a significant mediator. Sadeh (2017) further found that patient satisfaction strengthens loyalty in hospitals, while Fatima (2018) emphasized that high satisfaction directly influences patient loyalty in the private sector. Based on these findings, the hypothesis is:

H5: Satisfaction has a positive and significant effect on patient loyalty.

### **Service Quality and Patient Loyalty Mediated by Patient Satisfaction**

Lastly, patient satisfaction enhances hospital reputation and can increase service utilization and market share (Andaleeb, 2001). For healthcare providers, customer satisfaction leads to positive outcomes such as higher patient retention, positive recommendations, and greater profitability (Zeithaml, 2000). Patient satisfaction serves as a mediator between service quality and patient behavior (Shabbir et al., 2016), and studies indicate that it mediates the relationship between service quality and loyalty (Caruana et al., 2000). Research by Sundram et al. (2022) found that patient satisfaction significantly mediates the relationship between service quality and patient loyalty, where higher service quality leads to increased satisfaction and, in turn, greater loyalty. Addo et al. (2020) also confirmed that satisfaction mediates the relationship between medical service quality and patient loyalty, as higher service quality results in greater patient satisfaction, ultimately fostering loyalty. Additionally, Fatima et al. (2018) demonstrated that service quality dimensions such as physical environment, privacy, and security are significantly associated with patient loyalty through satisfaction with received services. Based on this, the final hypothesis proposed is:

H6: Service quality has a positive and significant effect on patient loyalty, mediated by patient satisfaction.

### **Trust and Patient Loyalty Mediated by Patient Satisfaction**

Patient trust in healthcare service providers also plays a crucial role in shaping their loyalty, mediated by patient satisfaction. Andreano & Pardede (2023) found that patient trust significantly influences patient loyalty, with satisfaction serving as a key mediator in this relationship. This finding aligns with the study



by Addo et al. (2020), which demonstrated that patient trust plays a major role in enhancing satisfaction and loyalty toward the healthcare services they receive. Based on this explanation, the following hypothesis is proposed:

H7: Trust has a positive and significant effect on patient loyalty, mediated by patient satisfaction.

### **Method**

This study employs a quantitative research design, using a cross-sectional survey method to analyze the relationships between service quality, trust, patient satisfaction, and loyalty at Wahyu Agra Medika Clinic. A structured questionnaire was developed to capture data on these variables, following previous validated instruments from studies on healthcare service quality and patient loyalty (Andreano & Pardede, 2023; Bentum-Micah, 2024; Dogra, 2022; Sertan et al., 2023). The questionnaire included Likert-scale items ranging from 1 (strongly disagree) to 5 (strongly agree) to measure respondents' perceptions of service quality, trust in providers, satisfaction with services, and loyalty intentions. This section typically has the following sub-sections: Sampling (a description of the target population, the research context, and units of analysis; the sampling itself; and the respondents' profiles); data collection; and measures (or measurements).

The target population consisted of patients who had recently received services at Wahyu Agra Medika Clinic. Using purposive sampling, respondents were selected based on specific criteria: age 18 or older and recent clinic visits within the last six months. Data collection was conducted through in-person survey distribution, with informed consent obtained before participation. A total of 203 usable responses were collected, meeting the recommended sample size for Structural Equation Modeling (SEM) analysis (Hair et al., 2019). This sample size ensured adequate power to test the hypothesized relationships among the variable

Collected data were analyzed using Structural Equation Modeling (SEM) with the SmartPLS software. SEM was chosen for its ability to examine complex relationships between observed and latent variables and to test mediating effects, which is essential in this study. The analysis followed a two-step approach, beginning with an assessment of the measurement model for reliability and validity through Cronbach's alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). Subsequently, the structural model was evaluated to test the hypothesized paths, using path coefficients, t-statistics, and R-squared values to interpret the relationships among service quality, trust, satisfaction, and loyalty (F. Hair Jr et al., 2014)

### **Result and Discussion**

#### **Descriptive Statistics of Respondents**

This study aims to analyze the impact of service quality and patient trust on patient loyalty, with satisfaction as a mediating variable, at the Wahyu Agra Medika Primary Clinic. A total of 203 respondents participated by completing a questionnaire designed to measure their perceptions of service quality, trust, satisfaction, and loyalty. The data collected were analyzed using Structural Equation Modeling (SEM) to assess both direct and indirect effects among the variables, as well as the mediating effect of satisfaction. The findings are expected to provide strategic recommendations for clinic management in enhancing patient loyalty. In terms of respondent characteristics, 51.23% were male and 48.77% female, with a balanced age distribution, where the 36-45 age group formed the largest portion (23.15%), followed by those aged 56 and above (21.18%). Most respondents had a high school education (38.92%), followed by elementary school (31.03%) and middle school (23.15%), with only a few holding higher education degrees (6.40% with bachelor's, master's, or doctoral degrees).

**Measurement Model Assessment**

The measurement model was evaluated using Cronbach’s alpha, and Average Variance Extracted (AVE) to ensure reliability and validity. All constructs demonstrated strong internal consistency, with Cronbach’s alpha and CR values above the recommended threshold of 0.6. AVE values for each construct exceeded 0.5, indicating satisfactory convergent validity (Hair et al., 2014). These results confirmed that the survey items reliably measured the latent constructs of service quality, trust, satisfaction, and loyalty.

Table 1. Measurement model

Variable	Indicator	Satisfaction	Quality	Trust	Loyalty	AVE	Cronbach's Alpha
Satisfaction	KP1	0.805				0,640	0,959
	KP2	0.933					
	KP3	0.917					
Quality	KW1		0.747			0,786	0,862
	KW10		0.794				
	KW11		0.834				
	KW12		0.853				
	KW13		0.8				
	KW14		0.651				
	KW15		0.789				
	KW2		0.729				
	KW3		0.787				
	KW4		0.814				
	KW5		0.817				
	KW6		0.835				
	KW7		0.843				
KW8		0.824					
KW9		0.858					
Trust	KY1			0.927		0,859	0,918
	KY2			0.917			
	KY3			0.936			
Loyalty	L1				0.892	0,828	0,931
	L2				0.938		
	L3				0.864		
	L4				0.944		

Source: Author 2024

Figure Structural Model Results

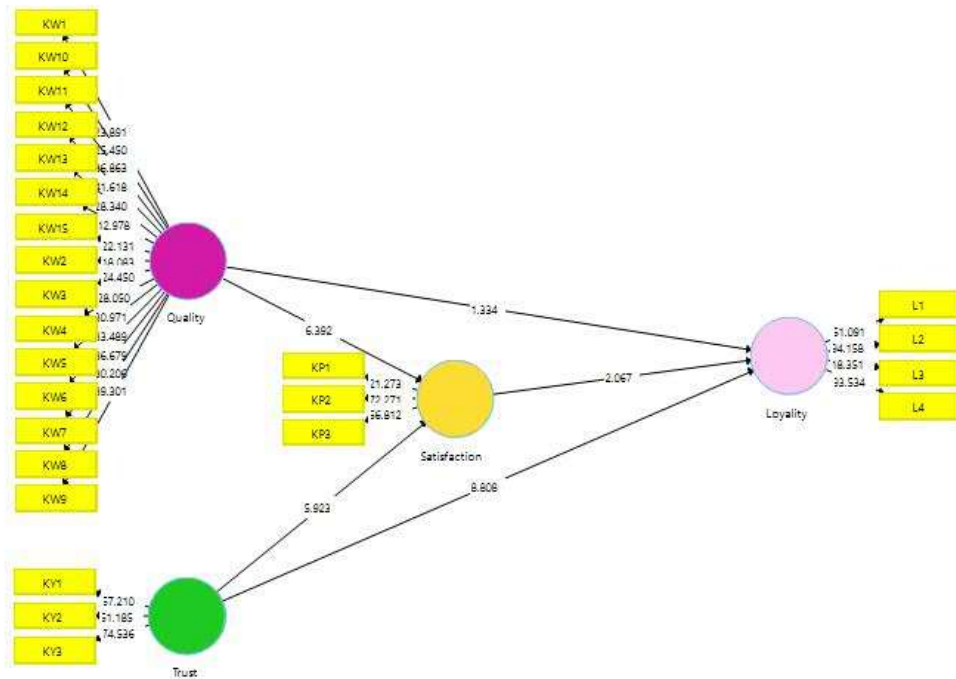


Figure 1. Structural Model

The structural model analysis, conducted through SEM, tested the hypothesized relationships between service quality, trust, satisfaction, and loyalty. The analysis results indicate that the direction of the relationships between these variables is generally positive. Trust has a positive relationship with both patient satisfaction and loyalty, as indicated by a positive coefficient and a highly significant p-value (0.000), demonstrating that the greater the patients’ trust in the clinic, the higher their levels of satisfaction and loyalty. Similarly, patient satisfaction has a positive relationship with loyalty, with a p-value of 0.048, suggesting that higher satisfaction can strengthen patient loyalty, though this effect is somewhat smaller compared to trust. Quality also has a positive and significant relationship with satisfaction, with a p-value of 0.000, indicating that better service quality enhances patient satisfaction. However, the relationship between quality and loyalty is not significant, with a p-value of 0.194, indicating that service quality does not have a direct effect on loyalty. Overall, these positive relationships suggest that improvements in trust, quality, and satisfaction contribute to enhancing patient loyalty, with trust and satisfaction being the primary factors.

Table 2. Structural Model Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics	P Values
<b>Trust -&gt; Satisfaction</b>	0.486	0.480	0.082	5.923	<b>0,000</b>
<b>Trust -&gt; Loyalty</b>	0.643	0.633	0.073	8.808	<b>0,000</b>
<b>Satisfaction -&gt; Loyalty</b>	0.194	0.204	0.094	2.067	<b>0,048</b>
<b>Quality -&gt; Satisfaction</b>	0.410	0.417	0.064	6.392	<b>0,000</b>
<b>Quality -&gt; Loyalty</b>	0.081	0.080	0.060	1.334	<b>0,194</b>

Source: Author 2024



Role of Satisfaction as a Mediating Variable in Service Quality and Trust on Loyalty

Table 3. Mediating

	T Statistic 1	T Statistic 2	P Values
<b>Trust -&gt; Satisfaction -&gt; Loyalty</b>	8.861	1.844	<b>0.066</b>
<b>Quality -&gt; Satisfaction -&gt; Loyalty</b>	1.301	1.758	<b>0.079</b>

Source: Author 2024

Based on the analysis results, there is no significant mediating role of satisfaction in the relationships between trust and loyalty, or between service quality and loyalty. For the relationship between trust and loyalty through satisfaction, the T statistic is 8.861 for the trust-to-satisfaction path and 1.844 for the satisfaction-to-loyalty path, with a p-value of 0.066. Although there is a tendency for satisfaction to act as a link, the p-value exceeding 0.05 indicates that this mediating role is not statistically significant.

Similarly, for the relationship between service quality and loyalty through satisfaction, the T statistic is 1.301 for the quality-to-satisfaction path and 1.758 for the satisfaction-to-loyalty path, with a p-value of 0.079. This also suggests an insignificant mediating effect, as the p-value is again above 0.05. Thus, these results conclude that satisfaction does not mediate the relationship between trust and loyalty or between service quality and loyalty. In other words, neither trust nor service quality requires satisfaction as an intermediary to establish patient loyalty.

### Discussion

In this discussion, several relevant studies support the findings that trust and service quality significantly impact patient satisfaction and loyalty, although satisfaction does not play a significant role as a mediating variable. For instance, the study by Chen, (2024) demonstrates that both soft and hard attributes of healthcare service quality have a direct impact on patient satisfaction and loyalty, underscoring the importance of trust in building positive relationships with patients. Bentum-Micah (2024) also found that administrative functions and service quality perceptions have a direct impact on satisfaction, which, in turn, enhances patient loyalty, supporting the direct role of service quality in fostering loyalty without requiring satisfaction as a mediator.

Furthermore, the study by Arman (2023) concludes that service quality and satisfaction significantly influence patient loyalty, especially in regional hospitals. These results align with findings that service quality directly enhances satisfaction, which can strengthen patient loyalty, although service quality does not significantly mediate the relationship with loyalty. Similarly, Dogra (2022) in his research indicates that satisfaction can enhance patient loyalty through the influence of service quality but does not serve as a strong mediator. This result confirms that while service quality enhances positive patient experiences, the direct role of trust is more critical in driving loyalty.

Khaleel (2022) highlights that healthcare service quality in private hospitals in Jordan has a significant impact on satisfaction, which ultimately contributes to patient loyalty. This research supports the finding that service quality is an influential factor for satisfaction, which is essential for loyalty but not as a mediator. Additionally, Nguyen, (2021) emphasizes that service quality has a direct impact on patient satisfaction, which also influences loyalty without the need for a significant mediating role of satisfaction.

Conclusions from previous studies, including those by Fatima et al. (2018) and Sadeh (2017), also support the findings that trust and service quality play a significant role in building patient loyalty without requiring satisfaction as a significant mediator. Therefore, clinics should focus their strategies on directly enhancing trust and service quality as the main drivers of patient satisfaction and loyalty, rather than relying on satisfaction as an intermediary variable.

For Wahyu Agra Medika Clinic and similar healthcare providers, these findings suggest that enhancing service quality alone may not be sufficient to build loyalty. Efforts should also focus on improving satisfaction, especially by fostering trust through transparent communication, reliable care, and responsive service. Additionally, clinics could implement training programs to enhance patient-provider interactions, which build trust and contribute to higher satisfaction and loyalty levels. In a competitive healthcare landscape, such focused strategies are essential for sustaining long-term patient relationships and fostering loyalty.

### **Conclusion**

Based on the analysis results, trust and service quality have a significant impact on patient satisfaction, and trust also has a significant effect on patient loyalty. This indicates that trust plays a primary role in building sustainable relationships with patients, contributing to both increased satisfaction and loyalty. Additionally, satisfaction serves as an important factor in driving loyalty, though its influence is relatively smaller compared to that of trust. However, the role of satisfaction as a mediating variable between service quality and loyalty, or between trust and loyalty, is not significant. This suggests that trust and service quality each have a direct influence on loyalty and satisfaction, without needing satisfaction as an intermediary. This study has several limitations that should be considered. First, it uses a cross-sectional design, which prevents definitive causal conclusions. Second, the sample used may be limited to a specific type of healthcare facility or geographic area, so the findings may not fully apply to other types of clinics or hospitals. Third, other variables that may influence patient loyalty, such as perceived value, service pricing, and clinic reputation, were not explored in this study. For future research, it is recommended to use a longitudinal design to capture the dynamics of patient loyalty over time and gain a deeper understanding of causal relationships. Additionally, expanding the scope of the study by including various types of healthcare facilities or diverse patient populations could help produce more generalizable results. Further studies should also consider incorporating additional variables, such as perceived value and reputation, which may affect patient loyalty. For clinics, efforts to increase patient loyalty should focus on enhancing trust and satisfaction through transparent communication, reliable service, and empathetic care in patient interactions, rather than relying on satisfaction as an intermediary between service quality and loyalty.

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