

The Impact of Perceived Service Quality, Trust, and Hospital Image on Patient Satisfaction and Patient Loyalty

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Abstract:

This study aims to examine the impact of perceived service quality, trust, and hospital image on both patient satisfaction and patient loyalty. Conducting research on how perceived service quality, trust, and hospital image can lead to patient satisfaction and loyalty can assist healthcare sectors in maintaining their competitiveness. The research design employed a quantitative methodology. The study's hypotheses were examined through the application of Structural Equation Modelling-Partial Least Squares (SEM-PLS). The data was collected using Google Forms, with a total of 233 responses. The study revealed that trust and hospital image have a significant impact on patient satisfaction, however, perceived service quality does not have a significant impact on patient satisfaction. Furthermore, it has been determined that the perceived service quality and patient satisfaction play a vital role as a predictor of patient loyalty. However, trust and hospital image do not have a significant impact on patient loyalty. Findings indicate that perceived service quality and patient satisfaction play a very important role in achieving patient loyalty. This research significantly contributes to the existing literature of the healthcare services sector, and also academicians by demonstrating the relationship between perceived service quality, and patient satisfaction as a factors influencing patient loyalty. This study enhances the current literature on patient loyalty and offers valuable insights for hospital businesses in Indonesia.

Keywords:

Perceived Service Quality, Trust, Hospital Image, Patient Satisfaction, Patient Loyalty.