

THE INFLUENCE OF SUPPORTING FACILITIES, THE QUALITY OF HEALTH CENTER SERVICES, AND THE MEDICAL PERSONNEL COMPETENCY ON PATIENT LOYALTY WITH SATISFACTION AS AN INTERVENING

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ABSTRACT

Quality health services are a crucial factor in enhancing patient satisfaction and loyalty, particularly in primary healthcare facilities such as health centers. However, numerous challenges remain regarding supporting facilities, service quality, and the competence of medical personnel, all of which need to be optimized to meet patient expectations. This study aims to analyze the influence of supporting facilities, service quality, and medical personnel competence on patient loyalty, both directly and indirectly through patient satisfaction as a mediating variable. Data were collected from patients who utilized services at the Jember Regency Health Center using a survey method and analyzed with Structural Equation Modeling (SEM) via WarpPLS software. The results indicate that supporting facilities, service quality, and medical personnel competence have a positive and significant direct effect on patient loyalty. Additionally, these three variables positively and significantly impact patient satisfaction, which in turn mediates their influence on patient loyalty. These findings underscore the importance of enhancing comfortable facilities, high-quality services, and professional medical personnel competencies to boost patient satisfaction and loyalty in primary healthcare services. This research is expected to serve as a reference for Community Health Center management in developing strategies to improve service quality and maintain patient loyalty.

INTRODUCTION

Healthcare in Indonesia in general still faces significant challenges despite advances in technology and health systems. One of the main problems is the suboptimal quality of services, especially in primary health services such as health centers, which are the frontline of healthcare services for the wider community (Izar Hasanah & Ewom Oktemka, 2024). Factors such as limited supporting facilities, lack of competent medical personnel, and ineffective data recording and integration systems are obstacles in providing maximum service. In addition, equitable access to health services is still an important issue, especially in remote and rural areas, so that people have not fully received proper and standard services. Demographic changes and increasingly complex disease patterns also add to the burden on the health system, demanding a more holistic and responsive approach. On the other hand, the availability of medicines and the completeness of facilities are often problems that interfere with the smooth running of services (Juliany, 2021). This overall phenomenon shows the need for a comprehensive improvement in the health service system in order to meet public expectations and support the effective achievement of loyalty goals.

Health services are one of the basic human needs that are very important to support the quality of life and welfare of the community. In this modern era, improving the quality of health services is the main focus for the government and health service providers to meet the expectations and needs of patients optimally (Sigit Indrawijaya, 2022). One of the indicators of the success of health services is the level of satisfaction of consumers or patients who receive these services. Patient satisfaction not only reflects the quality of service received, but also affects the effectiveness of treatment, patient loyalty, and the image of the health institution itself. In an effort to improve the quality and equitable distribution of health services for all Indonesian people, the government through the National Health Insurance (JKN) program is committed to realizing patient satisfaction. This program aims to provide access to affordable and quality health services regardless of socioeconomic status. However, the success of the implementation of satisfaction is not only measured by the scope of participants, but also by the level of loyalty to the services received (Saputro & Fathiyah, 2022).

Quality health services are one of the crucial aspects of the health service system that is oriented towards consumer or patient loyalty. In Indonesia, Community Health Center as a first-level health facility has a strategic role in providing basic health services that are easily accessible to the wider community (Pebriyanti & Rinaldi, 2024). The level of consumer loyalty to Community Health Center services is an important indicator in assessing the success of health service delivery. Patient satisfaction not only reflects subjective perceptions of the services received, but also impacts patient loyalty (Syukhul, 2022), the effectiveness of treatment, and the sustainability of health services. Consumer loyalty in the context of health services is influenced by various factors, including the available supporting facilities, the quality of services provided by Community Health Center as primary health facilities, and the Medical Personnel Competency who serve patients. These three factors are interrelated and play an important role in creating a satisfying service experience. In addition, the role of patient satisfaction as a national

policy also has a moderation function that can strengthen or weaken the influence of these factors on consumer satisfaction.

Supporting facilities are one of the important variables that affect consumer loyalty at the Community Health Center. This facility includes facilities and infrastructure such as comfortable waiting rooms, complete and modern medical equipment, environmental cleanliness, and adequate availability of medicines (Murniyanti, 2023). Adequate facilities not only improve patient comfort but also speed up the service process, reduce anxiety, and increase patient confidence in the services provided. Previous research has shown that good support facilities contribute significantly to creating a positive experience for patients, thus encouraging them to continue using the Community Health Center services in the future and recommending them to others, which ultimately increases patient loyalty (Aiyanto, 2024).

Service quality is a major dimension that is directly related to the interaction between medical personnel and patients. The quality of service includes aspects such as speed of service, accuracy of diagnosis, clarity of information provided, friendly and professional attitude of medical personnel, and ability to handle patient complaints (Sherly Monica, 2021). The high quality of service will provide a sense of security and comfort for patients, thus encouraging them to continue using Community Health Center services and remain loyal as customers. In the context of Community Health Center, the quality of services is also measured by the facility's ability to provide comprehensive and standard health services, as well as responsiveness to patient needs, which can ultimately increase patient loyalty to the services provided (Ficy Septiani et al., 2021).

The Medical Personnel Competency is the ability of health workers, such as doctors, nurses, and other health workers, to provide services that are effective, efficient, and in accordance with professional standards (Widyatmojo et al., 2023). These competencies include medical knowledge, clinical skills, communication skills, and a professional attitude in serving patients. Competent medical personnel are able to make accurate diagnoses, provide appropriate treatment, and provide health education that is beneficial to patients. Good medical personnel competencies will increase patients' trust in the services provided and encourage them to remain loyal to using the services of the Community Health Center, as well as recommend them to others, thus contributing to increasing consumer loyalty at the Community Health Center (Hastuti, 2024).

Patient satisfaction is an important aspect that plays an intervening variable in the relationship between supporting facilities, service quality, and medical personnel competence towards *Outcome* health or patient behavior. Patient satisfaction reflects the extent to which the patient's expectations for health services are met after receiving services. In this context, supporting facilities, service quality, and the Medical Personnel Competency contribute directly to shaping patient loyalty levels. Furthermore, patient satisfaction serves as a mediator that bridges the influence of these factors on patient decisions, such as loyalty, adherence to treatment, and sustainable use of health services. Thus, increasing patient satisfaction is the key to creating optimal health outcomes and effective service continuity (Ginting & Agustina, 2023).

Some studies have shown that supportive facilities have a positive effect on patient loyalty through satisfaction, but others have found that the effect is indirect or insignificant without the mediation of satisfaction (Agra et al., 2023). Service quality

generally has a direct positive effect on loyalty, but some studies affirm satisfaction as an important mediator, while others doubt the role of such mediation (Prastiwi & Rivai, 2022). The Medical Personnel Competency often has a positive effect through satisfaction, but some studies have found a direct influence that is not significant without the role of satisfaction. Therefore, including satisfaction as an intervening variable is important to explain how facilities, service quality, and Medical Personnel Competency indirectly affect patient loyalty, so that the resulting model is more accurate and reflects the real condition of health services.

This research has a novelty by integrating patient satisfaction variables as an intervening variable that improves the understanding of the relationship between supporting facilities, service quality, and medical personnel competence to patient loyalty. In contrast to previous studies that have mostly examined the direct influence between these variables and patient loyalty, this study focuses on the mediating role of satisfaction that was found to bridge and strengthen these indirect relationships. Another novelty lies in the effort to comprehensively test the three main variables at once in one model with satisfaction as a mediator, thus providing a more holistic and accurate picture of the mechanism of forming patient loyalty. This approach answers the inconsistencies of previous research results and provides a practical contribution for healthcare managers in designing strategies to increase patient loyalty based on increased satisfaction through improving facilities, service quality, and competence of medical personnel.

Jember Regency, East Java, has 50 health centers spread across 31 sub-districts, which function as basic health service providers for the community. Some health centers still experience limited physical facilities such as narrow poly spaces and inadequate parking areas, although in general the quality of service has shown good standards with indicators of empathy, reliability, responsiveness, and guarantee. With increased patient satisfaction, it is hoped that the health services received can be better and patients will become more loyal in using the health services provided.

Table 1. Satisfaction Assessment Aspects

Satisfaction Aspect	Description	Satisfied	Dissatisfied	Total	%
Supporting Facilities	Availability and condition of physical facilities such as waiting rooms, hygiene, medical equipment, and comfort	34	6	40	84,0%
Quality of Service	Speed, accuracy, friendliness, and responsiveness of medical personnel in providing services	30	10	40	75,3%

Competence of Medical Personnel	Technical and communication skills of medical personnel in providing humane and professional services	32	8	40	80,4%
Service and Communication	Interaction and communication of health workers with patients, including attitudes and explanations given	36	4	4	90%
General Patient Satisfaction	The overall level of patient satisfaction with the services received at the Community Health Center	22	12	40	55,6%

Source : Pre-research Survey Data (2025)

Based on table 1, the results show that the patient satisfaction aspect at the Ambulu Health Center includes supporting facilities, service quality, competence of medical personnel, and service communication. Most patients were satisfied with physical facilities such as waiting rooms and hygiene (84%), as well as the Medical Personnel Competency who were considered reliable and communicative (80.4%). The quality of service, which includes the speed and friendliness of the officers, received a satisfaction rate of 75.3%, while the communication and attitude of the officers received the highest score of 90%. However, general patient satisfaction varies between 55.6% to 86.6%, indicating differences in experience that need to be considered for overall service improvement.

Community Health Center as a first-level health facility has a strategic role in providing effective and equitable health services. However, the reality is that many health centers face challenges such as limited adequate supporting facilities, lack of competent medical personnel, and uneven distribution of health workers, especially in rural areas (Imran et al., 2021). In these conditions, patient satisfaction is an important variable that acts as a mediator (intervening variable) that connects the quality of facilities, services, and the Medical Personnel Competency to subsequent loyalty. Patient satisfaction levels reflect the extent to which the services received meet their expectations and needs equally (Aisyah et al., 2023). Factors such as the speed of service, the availability of facilities and infrastructure, and the ability of medical personnel directly affect this satisfaction. By increasing patient satisfaction, Community Health Center can encourage patient loyalty,

including the intention to make repeat visits and compliance in undergoing treatment, which ultimately supports the achievement of more effective and sustainable health services (Ginting & Agustina, 2023; Imran et al., 2021). Therefore, the management of the quality of services and facilities at the Community Health Center must be focused on increasing patient satisfaction as the main step to improve health service outcomes.

This phenomenon illustrates that although Community Health Center have an important role in the national health system, there are still *gap* between the expectations of the community and the reality of the services provided. This raises the urgent need to conduct in-depth research to identify the factors that affect consumer satisfaction and how patient satisfaction can play a role as a moderation in improving the quality of health center services (Saputro & Fathiyah, 2022).

RESEARCH METHODS

This study employs a quantitative research method with a descriptive approach. According to Sujarweni (2014), quantitative research Quantitative research is a type of research that produces discoveries that can be achieved using statistical procedures or other means of quantitative. The population in this study is patients of the Ambulu Health Center, Jember Regency. In this study, using the Slovin formula provides a general reference to determine the sample size because the number of population is known, based on the results of the calculation using the Slovin formula to determine the number of samples, the results show 99.3 and rounded to 100, so the sample used in this study is 100 respondents who are patients from the Community Health Center in Ambulu District. This study employed purposive sampling techniques According to Squirrel, (2016) What is meant *Accidental sampling* is a sampling technique in which the researcher selects respondents by chance, i.e. anyone who happens to be met or available at the research site according to the research context, without any prior planning or special criteria. While *Purposive sampling* is a sampling technique in which researchers deliberately select individuals or groups as samples based on certain characteristics relevant to the research objectives. In this study, to test the hypothesis, the study used *Moderated Regression Analysis* (MRA) with SPSS statistical tools. Equation Modeling *Moderated Regression Analysis* (MRA) is an Interaction Test (*Moderated Regression Analysis* - MRA), Classical Assumption Test, Test *Coefficient of Determination* (R^2) and Absolute Difference Value Test and Residual Test.

RESULTS AND DISCUSSION

1. Validity Test

The validity test criteria were to use the criteria of loading factor (cross loadings factor) with a value of more than 0.70 and *average variance extracted* (AVE) with a value greater than 0.50 for the test *convergent validity* and *Discriminant validity* using the root comparison of AVE with correlations between variables. The AVE value of the construct should be higher than the correlation between variables. The AVE value of the construct should be higher compared to the correlation between latent variables (Ghozali, 2018). The results of WarpPLS 8.0 are as follows:

Table 2. Combined loadings and cross-loadings

	X1	X2	X3	Z	Y	Type (As Defined)	ONE	P value
X1.1	(0.740)	0,159	0.075	0.122	0.774	Reflective	0.082	<0.001
X1.2	(0.887)	0.354	0.020	0.027	0.419	Reflective	0.079	<0.001
X1.3	(0.881)	0.232	0.338	0.004	0.288	Reflective	0.079	<0.001
X1.4	(0.827)	0.376	0.323	0.038	0.214	Reflective	0.080	<0.001
X1.5	(0.887)	0.020	0.134	0.017	0.011	Reflective	0.079	<0.001
X1.6	(0.735)	0.140	0.881	0.174	1.858	Reflective	0.082	<0.001
X2.1	0.249	(0.907)	0.316	0.083	0.163	Reflective	0.078	<0.001
X2.2	0.100	(0.910)	0.177	0.011	0.039	Reflective	0.078	<0.001
X2.3	0.171	(0.904)	0.313	0.088	0.082	Reflective	0.078	<0.001
X2.4	0.268	(0.885)	0.271	0.080	0.204	Reflective	0.079	<0.001
X2.5	0.293	(0.878)	0.194	0.075	0.006	Reflective	0.079	<0.001
X3.1	0.212	0.284	(0.864)	0.025	0.221	Reflective	0.079	<0.001
X3.2	0.155	0.165	(0.890)	0.068	0.161	Reflective	0.079	<0.001
X3.3	0.407	0.292	(0.848)	0.041	0.080	Reflective	0.079	<0.001
X3.4	0.141	0.103	(0.920)	0.004	0.050	Reflective	0.078	<0.001
X3.5	0.117	0.055	(0.903)	0.057	0.346	Reflective	0.078	<0.001
Z.1	0.011	0.255	0.006	(0.880)	0.307	Reflective	0.079	<0.001
Z.2	0.046	0.166	0.177	(0.743)	0.011	Reflective	0.082	<0.001
Z.3	0.200	0.212	0.253	(0.936)	0.228	Reflective	0.078	<0.001
Z.4	0.154	0.345	0.375	(0.890)	0.184	Reflective	0.079	<0.001
Z.5	0.031	0.292	0.036	(0.817)	0.180	Reflective	0.080	<0.001
Y.1	0.197	0.070	0.107	0.035	(0.907)	Reflective	0.078	<0.001
Y.2	0.058	0.104	0.229	0.210	(0.878)	Reflective	0.079	<0.001
Y.3	0.119	0.063	0.353	0.027	(0.911)	Reflective	0.078	<0.001
Y.4	0.275	0.099	0.132	0.037	(0.879)	Reflective	0.079	<0.001
Y.5	0.314	0.140	0.881	0.174	(0.835)	Reflective	0.080	<0.001

Source: Data processed by researchers 2025

The criterion for *the factor of cross-loadings* with a value of more than 0.70 is said to be high, while a value of 0.50 – 0.60 can be considered sufficient. In the results of the WarpPLS 8.0 calculation in table 2. above indicates that the value of *cross-loadings* above 0.70 is considered high, indicating that the factors significantly affect the related variables and meet the convergent validity criteria well.

2. Reliability Test

Reliability testing is carried out with the aim of ensuring that the research instrument used can present concept measurements consistently without any bias (Scott, 2016). Data processing results *WarpPLS* 8.0 is as follows:

Table 3. Reliability Test
Composite reliability coefficients

X1	X2	X3	Z	Y
0.929	0.954	0.948	0.931	0.946

Cronbach's alpha coefficients

X1	X2	X3	Z	Y
0.907	0.939	0.931	0.907	0.929

Source: Data processed by researchers 2025

The basis used in the reliability test is the *Composite reliability coefficient* value and *Cronbach's alpha coefficients* above 0.7. Results in table 3. shows that the questionnaire instrument in this study has met the requirements of the reliability test.

3. Direct Influence Path Coefficient Calculation

Table 4. Direct Influence Path Coefficient Value

Hypothesis	Path coefficients	P values	Information
X1 > Z	0.223	0.001	Significant
X2 > Z	0.228	0.009	Significant
X3 > Z	0.272	0.033	Significant
X1 > Y	0.442	<0.001	Significant
X2 > Y	0.263	0.003	Significant
X3 > Y	0.260	0.003	Significant
Z > Y	0.322	0.014	Significant

Source: Data processed by researchers 2025

The results in Table 4. are the results of PLS analysis which will then be interpreted to answer the hypothesis proposed. The explanation of the results of the hypothesis test can be stated as follows:

- The effect of Supporting Facilities (X1) on Patient Satisfaction (Z) resulted in a *path coefficient* value of 0.233 with a *p-value* of 0.001. Since *p-value* is lower than the significance level of α ($0.001 < 0.05$) Therefore, based on the results obtained, it can be concluded that there is an influence.
- The effect of Service Quality (X2) on Patient Satisfaction (Z) resulted in a *path coefficient* value of 0.228 with a *p-value* of 0.009. Since *p-value* is lower than the significance level of α ($0.009 < 0.05$) Therefore, based on the results obtained, it can be concluded that there is an effect.
- The effect of Medical Personnel Competency (X3) on Patient Satisfaction (Z) resulted in a *path coefficient* value of 0.272 with a *p-value* of 0.033. Because *p-value* is lower than the significance level of α ($0.033 < 0.05$) Therefore, based on the results obtained, it can be concluded that there is an influence.

- d. The effect of Supporting Facilities (X1) on Patient Loyalty (Y) resulted in a *path coefficient* value of 0.442 with a *p-value* of <0.001. Because *p-value* is lower than the significance level of α ($0.001 < 0.05$) Therefore, based on the results obtained, it can be concluded that there is an effect.
- e. The effect of Service Quality (X2) on Patient Loyalty (Y) resulted in a *path coefficient* value of 0.263 with a *p-value* of 0.003. Because *p-value* is lower than the significance level of α ($0.003 < 0.05$) Therefore, based on the results obtained, it can be concluded that there is an effect.
- f. The effect of Medical Personnel Competency (X3) on Patient Loyalty (Y) resulted in a *path coefficient* value of 0.260 with a *p-value* of 0.003. Because *p-value* is lower than the significance level of α ($0.003 < 0.05$) Therefore, based on the results obtained, it can be concluded that there is an effect.
- g. The effect of Patient Satisfaction (Z) on Patient Loyalty (Y) resulted in a *path coefficient* value of 0.322 with a *p-value* of 0.014. Because *p-value* is lower than the significance level of α ($0.014 < 0.05$) Therefore, based on the results obtained, it can be concluded that there is an effect.

4. Indirect Influence Path Calculation

Table 5. Value of the Indirect Influence Path Coefficient

Hypothesis	Indirect and total effects	P values for sums of indirect effects	Information
X1 > Y > Z	0.405	0.023	Significant
X2 > Y > Z	0.315	0.005	Significant
X3 > Y > Z	0.302	0.014	Significant

Source: Data processed by researchers 2025

The results given in table 5. above show the indirect influence of variables X1 (support facilities), X2 (quality of service), X3 (competence of medical personnel) on variables Y (patient loyalty) through Z (patient satisfaction) as follows:

- a. The indirect influence from X1 (Supporting Facilities) to Y (Patient Loyalty) was significant with a path coefficient value of 0.405 and a *p-value* of 0.023. Because the *p-value* is lower than the significance level of α ($0.023 < 0.05$). This indicates that there is a significant positive influence.
- b. The indirect influence from X2 (Quality of Service) to Y (Patient Satisfaction) was significant with a path coefficient value of 0.315 and a *p-value* of 0.005. Because the *p-value* is lower than the significance level of α ($0.005 < 0.05$). This indicates that there is a significant positive influence.
- c. The indirect influence from X3 (Medical Personnel Competence) to Y (Patient Loyalty) was significant with a path coefficient value of 0.302 and a *p-value* of 0.014. Because the *p-value* is lower than the significance level of α ($0.014 < 0.05$). This indicates that there is a significant positive influence.

5. Determinant Coefficients

Table 6. Test Research Model

<i>Adjusted R-squared coefficients</i>				
X1	X2	X3	Z	Y
			0.858	0.874

Source: Data processed by researchers 2025

The above determinant coefficients are presented in the form of *Adjusted R-squared coefficients* in the table. Based on the *r-square value* in table 6, it shows that Supporting Facilities, Service Quality and Medical Personnel Competency are able to explain the Patient Satisfaction variable of 85.8% or categorized as a good correlation, and the remaining 14.2% is explained by other constraints outside of those studied in this Study. Meanwhile, Supporting Facilities, Service Quality and Medical Personnel Competency were able to explain the Patient Satisfaction variable of 87.4% or categorized as a good correlation, and the remaining 12.6% was explained by other factors other than those studied in this Study.

Discussion

1. Supporting Facilities have a positive and significant effect on Patient Loyalty

The results of this study show that Supporting Facilities have a positive and significant effect on Patient Loyalty. Supporting facilities are one of the important factors that play a role in shaping patient loyalty to health services at the Jember Regency Health Center. The existence of adequate and well-designed facilities not only increases patient comfort but also provides a positive experience that encourages patients to return to use the service.

Indicators of supporting facilities affect patient loyalty. First, spatial considerations or planning in the Community Health Center include the selection of colors, textures, proportions, and combinations of interior elements designed to create a calm and comfortable atmosphere. This aspect is important because it is able to provoke a positive emotional response that supports the healing process and comfort during the patient's receiving health services. Research shows that a spatially comfortable atmosphere can improve patients' perception of the quality of facilities, which contributes to their loyalty. Second, space planning that includes the arrangement of furniture, waiting rooms, examination rooms, and air circulation should be designed to be comfortable, functional, and accessible. Good spatial planning affects service efficiency while reducing congestion, so patients feel more valued and comfortable. This efficiency and convenience have an impact on patient loyalty because they feel that the service process runs smoothly without any obstacles that interfere with their experience. Third, ergonomic and standard equipment and furniture, such as comfortable waiting chairs and appropriate examination tables, support the activities of medical personnel and patient comfort. The right choice of furniture causes patients to feel cared for physically and psychologically, thereby increasing satisfaction which leads to loyalty. Fourth, the lighting and color in the Community Health Center also play an important role in creating a relaxed and safe atmosphere. Natural and artificial lighting and the right wall color not only affect the patient's mood, but also reduce stress while waiting or undergoing an examination. This condition strengthens psychological comfort which indirectly

strengthens the patient's loyalty to health facilities. Fifth, graphic messages such as clear signs, symbols, and symbols facilitate patient orientation within the Health Center. An effective directional system helps patients find the service space quickly and reduces confusion that can cause discomfort. This ease of navigation enhances the patient experience which has a positive impact on their loyalty. Finally, other supporting elements such as clean toilets, adequate parking areas, canteens, and free Wi-Fi facilities complement the overall comfort of patients and visitors. These additional facilities reflect the Community Health Center' attention to patient needs holistically, thereby adding value to their satisfaction and loyalty.

The results of the research are in line with the research conducted by Muhtarom et al., (2022) and Wadhwa & Jaya (2022) These findings suggest that well-designed supportive facilities have a positive and significant influence on patient loyalty. In other words, optimizing supporting facilities at Community Health Center not only has an significantly contributes to service quality, but is also a key factor in building strong long-term relationships with patients through high loyalty.

2. Service Quality has a positive and significant effect on Patient Loyalty

The results of the study show that Service Quality has a positive and significant effect on Patient Loyalty. The quality of health services is an important factor that affects patient loyalty at the Jember Regency Health Center. Quality service not only involves technical medical aspects, but also includes various dimensions of service quality felt by patients while receiving services.

Based on service quality indicators that have a positive and significant effect on patient loyalty. First, reliability or reliability shows the ability of the Community Health Center to provide the promised health services accurately, on time, and consistently. In the context of the Jember Regency Health Center, this includes the accuracy of diagnosis, drug administration, and medical measures according to standards. This reliability is critical because the accuracy and consistency of the service makes patients feel satisfied and trust the service, which ultimately increases their loyalty. Second, responsiveness refers to the alertness of medical personnel and officers in helping patients quickly and appropriately. Promptly serving patient complaints, questions, and requests can improve patient comfort and satisfaction. This aspect gives the impression that the Community Health Center cares and is responsive to patient needs, thereby strengthening patient loyalty. Third, assurance includes knowledge, politeness, and the ability of medical personnel to provide trust and confidence to patients. The friendly and professional attitude of health workers is very important in building trust, one of the main foundations of patient loyalty to the Health Center. Fourth, empathy or empathy is related to individual attention and service that shows understanding and concern for the needs and health conditions of each patient. Treatment that respects and cares for patients personally strengthens the emotional bond between patients and healthcare providers, increasing loyalty. Fifth, tangibles or physical evidence include the appearance of Community Health Center facilities, cleanliness, neatness, medical equipment, and the appearance of officers. Adequate facilities and a clean, comfortable environment increase patients' positive perception of the quality of service and encourage their loyalty.

The results of the research are supported by Rizkiawan et al., (2022), Viola et al.,

(2024) and Sasongko (2021). Research conducted shows that the quality of service consisting of these five dimensions has a positive and significant influence on patient loyalty. In particular, the reliability and alert attitude of the officers in serving patients contributes greatly to patient satisfaction and trust. Although there are some obstacles such as limited space, overall the quality of service is at a good standard and is able to increase patient loyalty.

3. Medical Personnel Competency has a positive and significant effect on Patient Loyalty

The results of the study show that the Medical Personnel Competency has a positive and significant effect on Patient Loyalty. The Medical Personnel Competency is a key factor that has a positive and significant effect on patient loyalty at the Jember Regency Health Center. These competencies include not only technical knowledge and skills, but also the quality of work, responsibilities, and initiatives that directly affect patient satisfaction and trust.

The findings are in-depth discussion of the results of the research based on the competency indicators of medical personnel that were found to play an important role in increasing patient loyalty. First, the quality of work of medical personnel includes thoroughness, neatness, and suitability of services with applicable health standards. This good performance is important to avoid medical errors and ensure accurate and satisfactory service for patients. At the Jember Regency Health Center, qualified medical personnel are able to provide services that meet standards, thereby increasing patient trust and satisfaction. Second, the amount of work describes the number of patients that can be served in a given period. The efficiency and effectiveness of medical personnel in handling patients increased access and coverage of health services in the region. Despite the challenges of the availability of health workers, efforts to optimize the quantity of work contribute to improving the service felt by patients. Third, punctuality in service is very important to reduce patient waiting time and provide a sense of appreciation. Medical personnel and officers who are able to complete services on schedule, such as timely arrival of doctors and quick treatment, create a positive experience for patients and strengthen their loyalty to the Community Health Center services. Fourth, the responsibility of medical personnel is an important indicator in maintaining the quality of service. The awareness and commitment of medical personnel in carrying out their duties professionally and ethically affects patients' trust in the Health Center. Research confirms that high responsibility of healthcare workers has a positive impact on service quality and patient loyalty. Fifth, the initiative of medical personnel, namely the ability to take proactive steps in solving problems and improving services, is indispensable to overcome challenges in the field. Medical personnel who demonstrate initiative to improve service effectiveness and patient satisfaction, especially in situations that require quick and appropriate action.

This study is in line with previous findings Pasaribu (2024), Haryono (2025), Wadhwa & Jaya (2022), Rosalia De et al., (2023) and Arifin et al., (2023) which states that the Medical Personnel Competency is a determining factor in creating satisfactory services and maintaining patient loyalty in primary health facilities such as health centers. Therefore, continuous competency improvement is highly recommended to strengthen

patient loyalty and the quality of health services in Jember Regency.

4. Supporting Facilities have a positive and significant effect on Patient Satisfaction

The results of this study show that Supporting Facilities have a positive and significant effect on Patient Satisfaction, Supporting Facilities are an important aspect that contributes significantly to patient satisfaction at the Jember Regency Health Center. The availability and quality of facilities that are appropriately designed can provide a comfortable and satisfactory service experience for patients and support the effectiveness of the work of medical personnel.

The following is an in-depth discussion of the role of various indicators of supporting facilities in improving patient satisfaction. First, spatial considerations or planning that include the selection of colors, textures, proportions, and combinations of interior elements plays an important role in creating a calming and comfortable atmosphere for both patients and medical staff. This atmosphere provokes a positive emotional response that supports the healing process and comfort while the patient receives services at the Health Center. Second, space planning with interior and architectural design that pays attention to the placement of furniture, waiting rooms, examination rooms, and good air circulation makes the space feel comfortable, functional, and accessible. Efficient spatial planning can reduce activity density and make it easier for patients, which directly improves the service experience and patient satisfaction. Third, the equipment or furniture chosen must support patient comfort and the activities of medical personnel. For example, ergonomic waiting chairs and standard examination tables are supporting facilities that support the smooth health service process and improve patient comfort while waiting or undergoing an examination. Fourth, lighting and color play an important role in creating a relaxed and safe atmosphere in the Health Center. Well-regulated natural and artificial lighting and the right choice of wall colours can reduce patient stress while improving their psychological comfort while waiting and undergoing medical procedures. Fifth, graphic messages in the form of clear and easy-to-understand signs, symbols, or symbols are very helpful for patient and visitor orientation at the Health Center. An effective directional system makes it easier for patients to find service spaces quickly, reduces confusion, and provides a sense of security and comfort, contributing to patient satisfaction. Finally, other supporting elements such as clean toilets, adequate parking areas, canteens, and free Wi-Fi facilities complement the overall comfort of patients and visitors. This additional facility shows the Community Health Center' attention to the holistic needs of patients, increasing overall satisfaction with the services provided.

Related research Arifin et al., (2023), Husna (2025) and Wadhwa & Jaya (2022) found that the quality and completeness of supporting facilities significantly affected patient satisfaction. A comfortable space atmosphere and good spatial planning increase the positive perception of the patient towards the service, while supporting facilities such as cleanliness, spatial arrangement, and ease of access help create a pleasant experience while receiving services.

5. Service Quality has a positive and significant effect on Patient Satisfaction

The results of the study show that Service Quality has a positive and significant

effect on Patient Satisfaction. Service quality is the main factor that has a positive and significant effect on patient satisfaction at the Jember Regency Health Center. Good service quality not only meets the medical needs of patients, but also pays attention to aspects of service that are directly felt by patients.

The following is an explanation of the results of the study based on service quality indicators that have an impact on patient satisfaction. First, *reliability* in the context of the Jember Regency Health Center refers to the ability of health facilities to provide the promised services accurately, on time, and consistently. This includes accurate diagnosis, medication administration, and medical procedures according to standards. The reliability of this service is critical as it makes patients feel satisfied and trusted, thus increasing overall satisfaction. Second, *responsiveness* or *responsiveness* shows the alertness of medical personnel and officers in helping patients quickly and appropriately. A quick response to a patient's complaints, questions, or requests creates a sense of comfort that increases satisfaction. This indicator is one of the dominant factors in determining the quality of services at the Health Center. Third, *assurance* or *assurance* is related to the knowledge, polite attitude, and ability of medical personnel and officers in providing trust and confidence to patients. A friendly and professional attitude is significant in building the trust of patients which contributes to their satisfaction. Fourth, *empathy* refers to the personal attention given to patients, by understanding the needs and conditions of each patient. Service that shows empathy makes patients feel valued and cared for, which is very influential in increasing satisfaction. Fifth, *tangibles* or physical evidence include the appearance of Community Health Center facilities, cleanliness, neatness, medical equipment, and the appearance of officers. Adequate facilities and a clean and comfortable environment increase patients' positive perception of the quality of services at the Health Center.

Research by Yani & Sugiyanto (2022), Pratiwi (2021) and Dewantari et al., (2024) strengthening the role of the five service quality indicators on patient satisfaction. Study data show that service quality such as reliability and responsiveness are the biggest factors that affect patient satisfaction. Patients state that fast, precise, and attentive service is able to meet their expectations, resulting in increased patient satisfaction.

6. Medical Personnel Competency has a positive and significant effect on Patient Satisfaction

The results of the study show that the Medical Personnel Competency has a positive and significant effect on Patient Satisfaction. The Medical Personnel Competency is an important factor that has a positive and significant effect on patient satisfaction at the Jember Regency Health Center. These competencies include not only medical technical aspects, but also work quality, responsibility, timeliness, quantity of work, and initiatives that have a direct impact on the patient service experience.

The following is a discussion of the results of the research based on the competency indicators of medical personnel that show their effect on patient satisfaction. First, the quality of work of medical personnel includes thoroughness, neatness, and suitability of services with applicable health standards. This good performance is very important to avoid medical errors and increase service productivity, so that patients obtain accurate and satisfactory services. Conscientious and professional medical

personnel create a high level of trust and satisfaction in patients. Second, the quantity of work that reflects the ability of medical personnel to serve a certain number of patients in a given period also contributes to increased access and coverage of health services. Efficiency in patient handling at the Jember Regency Health Center facilitates patient access to services so as to increase satisfaction because their health needs are well met. Third, the timeliness of service is very influential in reducing patient waiting time. The ability of medical personnel and officers to complete services according to schedules such as the right doctor's schedule and patient handling quickly is the main factor in positive patient perception. This punctuality shows respect for the patient's time and increases comfort during treatment. Fourth, the responsibility of medical personnel in carrying out their duties and accounting for the results of work greatly determines the quality of service. The commitment and professionalism of medical personnel in carrying out their duties and high work ethics are able to maintain the quality of service and provide a sense of security and comfort for patients, which significantly contributes to their satisfaction. Fifth, the initiative of medical personnel in taking proactive steps to solve problems and improve services without waiting for orders is needed in facing challenges in the field. This initiative accelerates the handling of obstacles and increases the effectiveness of services, thereby strengthening patient satisfaction with the services received.

Some research results Pomsaru et al., (2025), Rosalia De et al., (2023) and Rizqi et al., (2024) states that the Medical Personnel Competency significantly affects patient satisfaction. For example, a study at Baladhika Husada Hospital Jember found that good nurse competence was positively related to the level of inpatient satisfaction. The analysis data shows that the accuracy of the work, responsibility, and initiative of the officers are important factors in creating a satisfactory service experience. In addition, the efficiency and timeliness of service also make a real contribution in reducing complaints and increasing patient comfort. These findings are consistent with various studies that show that improving the Medical Personnel Competency is the key to improving the quality of service and patient satisfaction in primary health services and hospitals in Jember Regency.

7. Patient Satisfaction has a positive and significant effect on the level of Patient Loyalty

The results of the study show that Patient Satisfaction has a positive and significant effect on the level of Patient Loyalty. Patient satisfaction is an important factor that has a positive and significant effect on the level of patient loyalty at the Ambulu Health Center, Jember Regency. Patient satisfaction reflects the extent to which the patient's expectations and needs are met while receiving health services, and this will influence the patient's decision to return to the service or recommend it to others.

The following is a discussion based on patient satisfaction indicators that contribute to patient loyalty. First, easy and unhindered access to health services is the main aspect in meeting patient expectations. In Jember Regency, especially at the Ambulu Health Center, efforts to improve the accessibility of health services are carried out through the elimination of geographical, administrative, and cost barriers. This ease of access ensures that all levels of society, including those living in remote areas, can

reach healthcare equally and improve patient satisfaction. Second, the complete coverage of essential services at the Ambulu Health Center ranging from health promotion, disease prevention, treatment to rehabilitation meets the needs of patients as a whole. The provision of this comprehensive service makes patients feel that all their health needs are taken care of, thereby increasing their sense of satisfaction and contributing to loyalty. Third, affordability is an important indicator that greatly affects patient satisfaction. The J-Pasti Keren program, which provides free services for class III at the Ambulu Health Center, helps eliminate cost barriers for underprivileged people. The availability of these cost-effective or free services increases patient satisfaction as they can obtain care without a heavy financial burden. Fourth, the quality of service that focuses on patient safety, drug availability, and improving the Medical Personnel Competency are key factors in ensuring the success of treatment. A well-maintained quality of service creates trust and satisfaction for patients, which in turn becomes a strong basis for the formation of loyalty. Fifth, patient satisfaction in terms of communication with medical personnel, speed of service, comfort of facilities, and sense of fairness in service show how patients' experience during the service process greatly determines their loyalty. Patients who feel valued and well served will tend to be more loyal to using Community Health Center services.

Research Sania & Putra (2024), Arrosadi & Verawati (2022), Viola et al., (2024) and Giovanni & Ie (2022) proves that patient satisfaction has a positive and significant influence on patient loyalty. Studies show that satisfaction indicators such as easy access to services, complete service coverage, affordable costs, excellent service quality, and good communication and comfort contribute greatly to patients' decision to return to the service. These findings are consistent with the literature that explains that patient satisfaction is one of the strongest predictors of patient loyalty in primary healthcare facilities such as health care centers. Therefore, management that focuses on improving overall patient satisfaction is very important to build and maintain patient loyalty at the Ambulu Health Center and other areas.

8. Supporting Facilities have a positive and significant effect on Patient Loyalty through Patient Satisfaction

The results of the study show that Supporting Facilities have a positive and significant effect on Patient Loyalty through Patient Satisfaction. This study shows that supporting facilities have a positive and significant effect on patient loyalty through patient satisfaction as a mediating variable. Adequate and well-designed support facilities not only directly improve patient comfort and experience, but also strengthen patient satisfaction which in turn contributes to their loyalty to healthcare.

Supporting facilities such as comfortable service spaces, cleanliness, adequate availability of medical equipment, clear directional systems, and additional facilities such as parking areas and *Wi-Fi* services are important factors in creating a conducive environment for patients. The availability of these facilities strengthens patients' positive perceptions of the quality of service received, thereby increasing their satisfaction. Increased patient satisfaction due to good support facilities then plays a key role in increasing patient loyalty. Satisfied patients are more likely to return to the same service and recommend the facility to others. Thus, patient satisfaction serves as an important

bridge that connects the influence of supporting facilities to patient loyalty. A number of relevant studies support these findings, revealing that supportive facilities have a significant influence on patient satisfaction, and patient satisfaction in turn influences loyalty positively. In the context of primary health services such as health centers, facility improvements not only have an impact on immediate satisfaction but also indirectly strengthen patient loyalty through improved service experience and comfort when receiving services.

Therefore, the improvement and maintenance of supporting facilities needs to be the main concern of Community Health Center managers to ensure that patients feel satisfied, which will ultimately increase the loyalty and sustainability of the health services provided, in line with research conducted by Wadhwa & Jaya (2022), Rosalia De et al., (2023) and Manafe et al., (2022).

9. Service Quality has a positive and significant effect on Patient Loyalty through Patient Satisfaction

The results of the study show that Service Quality has a positive and significant effect on Patient Loyalty through Patient Satisfaction. Service quality has a positive and significant influence on patient loyalty through patient satisfaction as a mediating variable. This shows that good service quality not only directly increases patient loyalty, but especially through increased satisfaction felt by patients while receiving health services.

Service quality includes various dimensions, such as *reliability*, empathy, effective communication, and responsiveness of medical personnel to patient needs. These dimensions play an important role in ensuring that patients feel satisfied, valued, and receive the service that they expect. When the quality of service is maintained and improved, the level of patient satisfaction also increases significantly. High patient satisfaction then becomes a major factor that drives patient loyalty. Satisfied patients show a tendency to return to using the same service and recommend it to others, thus increasing overall loyalty. Therefore, patient satisfaction serves as an important link between service quality and patient loyalty.

Some research Budiarno et al., (2022), Dewantari et al., (2024), Wadhwa & Jaya, (2022) and Efendi & Kholunnafiah (2023) It shows that the relationship between service quality, satisfaction, and patient loyalty is very strong and significant. The analysis using the structural equation modeling (SEM) method confirmed that the quality of service had a positive effect on patient satisfaction, while the patient's satisfaction mediated the effect of service quality on loyalty. Factors such as reliability, empathy, and communication skills are the main dimensions that support the relationship.

10. Medical Personnel Competency has a positive and significant effect on Patient Loyalty through Patient Satisfaction

The results of the study show that the Medical Personnel Competency has a positive and significant effect on Patient Loyalty through Patient Satisfaction. The Medical Personnel Competency has a positive and significant effect on patient loyalty through patient satisfaction as a mediating variable. This shows that the Medical Personnel Competency does not only affect patient loyalty directly, but also through

increased patient satisfaction while receiving health services.

The competencies of medical personnel include technical skills, knowledge, communication skills, as well as empathy and a professional attitude in serving patients. When medical personnel have good competence, they are able to provide accurate, effective, and attentive service so as to create a positive experience for patients. Increased patient satisfaction due to the service of competent medical personnel is an important factor in building patient loyalty. Patients who are satisfied with the quality of service, communication, and attention received will be more likely to return to using the same service and recommend it to others.

A number of studies Wadhwa & Jaya (2022), Fernandes (2021), Rosalia De et al., (2023) and Dewantari et al., (2024) proving that the Medical Personnel Competency significantly improves patient satisfaction. Patient satisfaction further mediates the relationship between the Medical Personnel Competency and patient loyalty. This means that high competence will be more effective in increasing loyalty if patients are also satisfied with their service experience.

In conclusion, improving the Medical Personnel Competency through training, skill development, and professional attitude coaching is essential to increase patient satisfaction, which ultimately strengthens patient loyalty to healthcare facilities. The combination of good competence and high level of satisfaction results in a positive and continuous service experience, which is the basis for long-term patient loyalty.

CONCLUSION

Based on the results of the study, it can be concluded that supporting facilities, service quality, and the Medical Personnel Competency all have a positive and significant effect on patient loyalty and satisfaction. Complete and comfortable facilities and fast, precise, friendly, and professional service increase patient satisfaction. In addition, competent and professional medical personnel also make patients feel confident and comfortable. This patient satisfaction ultimately drives them to be loyal, i.e. to continue using the service and recommending it. Thus, patient satisfaction is an important link between facilities, services, and competencies of medical personnel and patient loyalty.

SUGGESTION

Based on the results of this study, there are several suggestions that can be given. First, the management of health facilities such as health centers and hospitals should continue to improve the quality of services, facilities, and the ability of medical personnel so that patients are more satisfied and loyal. Second, it is important for medical personnel to receive regular training, not only about technical skills, but also the ability to communicate and empathize with patients. Third, the management of supporting facilities such as cleanliness and comfort must be prioritized because it greatly affects patient satisfaction. Fourth, a periodic monitoring and evaluation system is needed to measure patient satisfaction as the basis for improving services. Fifth, for future research, it is recommended to be carried out with a wider scope and test other factors such as patient psychology and the role of technology in services. Sixth, qualitative or combined methods can be used to gain a deeper understanding of the patient experience. Finally,

the next study can also study the influence of service quality, facilities, and competencies of medical personnel in various types of health services, such as outpatient and inpatient, to see the difference in their effects.

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