

# The Effect of Promotion, Quality of Service and Price on Patient Loyalty with Patient Satisfaction as Mediation (Outpatient at Premier Bintaro Hospital)

Yulfa Astarini<sup>1</sup>, Achmad Fachroddji<sup>2</sup>

Master of Management, Faculty of Economics and Business, Mercu Buana University  
[astariniyulfa@gmail.com](mailto:astariniyulfa@gmail.com)

**Abstract** - *Research objectives: test and analyze the effect of promotion, quality of service and price on patient loyalty with patient satisfaction as a medium. Type of research: causal associative research with quantitative techniques. Research sample: 160 outpatients at Premier Bintaro Hospital with nonprobability sampling technique used is purposive sampling. Analytical Method: smartPLS SEM software version 4.0. Research results: the effect of promotion on satisfaction with a t-value of 2.33 and estimate 20%, the effect of service quality on satisfaction with a t-value of 2.28 and estimate 57%, the effect of price on satisfaction with a t-value of 2.30 and estimate 46%, the effect of promotion on loyalty with a t-value of 2.06 and estimate 39%, the effect of service quality on loyalty with a t-value of 2.07 and an estimate of 61%, the effect of price on loyalty with a t-value of 4.40 and an estimate of 51%, promotion of loyalty through satisfaction with t-value 2.06 and estimate value 17%, quality of service to loyalty through satisfaction with t-value 2.13 and estimate value 42%, price to loyalty through satisfaction with t-value 2.84 and niali estimate 0.47 or 47%. Conclusion: promotion, quality of service and price have a positive and significant effect on loyalty and satisfaction. Promotion, service quality and price have a positive and significant effect on loyalty through satisfaction, satisfaction has a positive and significant effect on loyalty.*

**Keywords** - *Promotion, Quality of Service, Price, Patient Loyalty, Patient Satisfaction.*

## I. INTRODUCTION

Based on BPS data (2022), the percentage of health complaints has fluctuated over the past 5 years. The data on health complaints each year is listed in table 1 below:

**Table 1**  
**Health Complaints for 2018-2022**

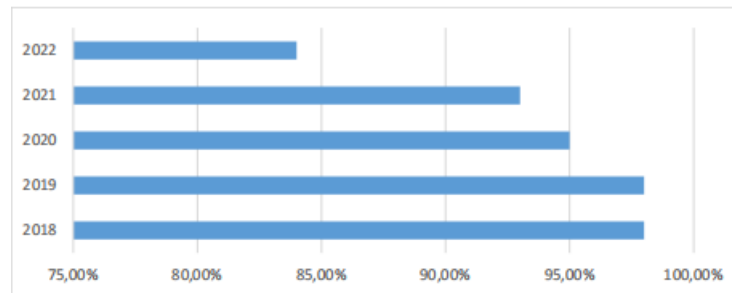
2018	2019	2020	2021	2022
30,96%	32,36%	30,96%	27,23%	29,94%

Based on BPS data. The number of Health Complaints in Indonesia in 2018 was 30.96%, increased in 2019 by 32.36%, then decreased in 2020 by 27.23%, and again increased in 2022 by 29.94%. With a high level of health complaints, the government provides health facilities, one of which is hospitals. Hospital is a form of organization that manages health services that includes health, disease prevention, disease healing, and health recovery, with inpatient, outpatient, and emergency care services.

Efforts made to improve the quality of hospital services must be accredited periodically at least once every three years. One of the hospitals that has JCI (Joint Commission International) accreditation is Premier Bintaro Hospital, among the surrounding hospitals that do not yet have JCI accreditation. Premier Bintaro Hospital is the first hospital in Indonesia to be accredited using the fourth edition of the JCI (Joint Commission International) standard.

One of the indicators of the quality of health facility services is patient satisfaction. According to Kotler and Keller in the book Rahmawati (2016) "Consumer satisfaction is a feeling of pleasure or disappointment that arises

after comparing the performance of a thought product with the expected performance". According to the Regulation of the Ministry of Health of the Republic of Indonesia in 2017 concerning Minimum Service Standards for patient satisfaction, which is above 76.61%. The following is data on the percentage of satisfaction of Premier Bintaro Hospital from 2018-2022:



**Fig 1: Percentage of satisfaction of Premier Bintaro Hospital**

The percentage of outpatient satisfaction at Premier Bintaro Hospital in 2018 was 98%, in 2019 it was 98%, in 2020 it was 95%, in 2021 it was 93.78%, and in 2022 it was 84%. Outpatient satisfaction at Premier Bintaro Hospital can be said to have met the Minimum Service Standards. With the results of satisfaction, almost all patients are satisfied with using the health services of Premier Bintaro Hospital, there are still complaints that are often submitted by patients to the Premier Bintaro Hospital, including the following table:

**Table 2  
Consumer Complaints against Premier Bintaro Hospital services**

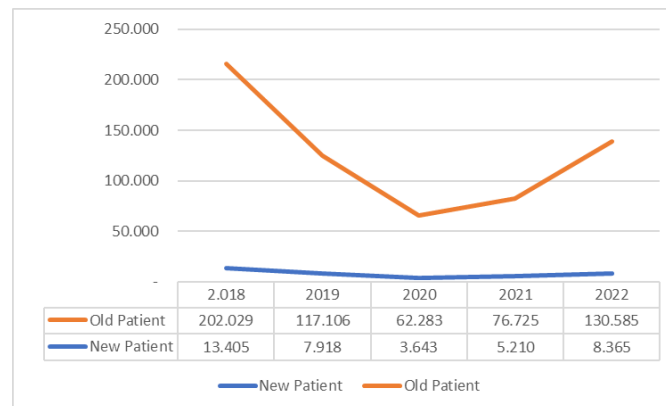
Service	Criticism/Complaints
Outpatient Counter	Registration and cashier please diimprove very slow (108)
	For cashier services, whether it can be fast or the cashier counter is expanded. (103)
	Cashiers wait too long (154)
	The speed of registration and insurance payments can be further accelerated so that the queue is not too long. (176)
	Flow in administration still needs to be improved, so as not to queue too long (151)
Pharmacy	Very long drug waiting time (155)
	Wait for the drug up to 1 hour. Back and forth to poly because you forgot to give medicine paper (Dental Poly)
	I waited for the medicine 62 minutes and have not been called. Feb 4th drug waiting time 3 hours (175)
	Puyer drug retrieval waiting time needs to be increased (faster) (153)

Based on the results of patient complaints, it is known that the complaints that are often submitted are at outpatient counter services with a long queue time for registration and payment. In addition, it occurs in pharmacy services with long drug collection queue times.

Patient satisfaction must be met by hospitals in order to be able to successfully create and retain patients, so that with patient satisfaction, patient loyalty will increase. Customer loyalty is a combination of the level of trust, the level of satisfaction and the existence of customer connection to a product / service, so that customers make repeated purchases in the present and future (Griffin, 2015). According to Kotler and Keller's translation of Bob Sabran (2016) customer loyalty indicators consist of repeat purchases, retention and referrals.

Many factors can affect both consumer satisfaction and loyalty. One of them is promotion, quality of service, and price. According to Kotler and Armstrong (2017) "Promotion is an activity that conveys the benefits of a product and persuades customers to buy it". There are five dimensions of promotion, namely advertising, sales promotion, public relations, individual sales and direct marketing. According to Kotler and Keller (2016) "Service quality is the entire characteristic and nature of a product or service that affects the ability to satisfy stated or implied needs". In the Service Quality study by Parasuraman in the book Halim (2021), there are five dimensions, namely tangible, reliability, responsiveness, assurance, empathy. In addition, according to Kotler and Armstrong (2017) "Price is the sum of money, carried out by charging or assessing the exchange of purchases, using goods or services". There are several characteristics in measuring prices, namely affordability, price suitability with the quality of a product or service, price suitability with benefits, and price according to price ability or competitiveness.

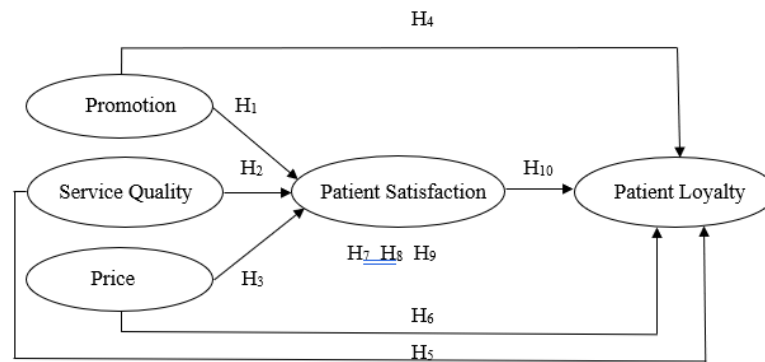
With regard to the percentage of patient satisfaction surveys that meet the Minimum Service Standards but there are still patient complaints, and the decline in the number of long-outpatient patient visits in 2019 to 2022, then increase in 2021 to 2022, but the number of visits in 2022 is not comparable to the number of visits in 2018, this problem has an impact on premier bintaro hospital, especially with the number of fluctuations of outpatients in the following data:



**Fig 2: Outpatient Graph of Premier Jakarta Hospital**

In the data shown, it can be seen that the number of visits to long-outpatient patients at Premier Bintaro Hospital in 2018 amounted to 202,029 patients, and new patients amounted to 13,405 patients. There was a decrease in patient visits in 2019 amounting to 117,106 patients, and new patients totaling 7,918 patients. The decline in patient visits continued until 2020 with 62,283 patients, and 3,643 new patients. Then in 2021 there was an increase in the number of patient visits totaling 76,725 patients and new patients totaling 5,210 patients. Until 2022, it continues to experience an increase in outpatient visits with 130,585 visits and 8,365 new patients.

Patient loyalty can be a problem for hospitals or other health care organizations where the development of hospital houses is increasingly strict, so that patients can freely choose hospitals when they need health services. Based on existing data, researchers will conduct researchers who influence Promotion, Quality of Service and Price on Patient Loyalty With Patient Satisfaction as Mediation, then the frame of thought is as follows:



**Fig 3: Design of research conceptual thinking**

Hypothesis 1 : Promotion affects patient satisfaction.

Hypothesis 2: The quality of service affects patient satisfaction.

Hypothesis 3: Price affects patient satisfaction.

Hypothesis 4 : Promotion affects patient loyalty.

Hypothesis 5: The quality of service affects patient loyalty.

Hypothesis 6 : Price affects patient loyalty.

Hypothesis 7 : Satisfaction acts as a mediation between promotion and patient loyalty.

Hypothesis 8 : Satisfaction acts as a mediation between the quality of service and patient loyalty.

Hypothesis 9 : Satisfaction acts as a mediation between price and patient loyalty.

Hypothesis 10 : Satisfaction affects patient loyalty.

## II. METHODS

The type of research carried out is causal associative research with quantitative techniques. According to Sugiyono (2018) "Associative is a formulation of a research problem that asks about the relationship between two or more variables. Whereas a causal relationship is a causal relationship". The population in this study was all patients who had outpatient treatment at Premier Bintaro Hospital. The criteria for the number of research samples were adjusted to the analysis of the model using SEM (Structural Equation Modeling) with the help of SmartPLS version 4.0. according to Hair et.al. using SEM allows the analysis of a series of relationships simultaneously so as to provide statistical efficiency.

The sampling technique with nonprobability sampling, according to Sugiyono (2019) is "A sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample". The nonprobability sampling technique used is purposive sampling, which is a sampling technique that does not provide equal opportunities for each element of the population to be selected as a member of the sample, this technique uses certain considerations to determine the sample. Some of the sampling criteria are patients who have used health services at Premier Bintaro Hospital more than 1 (one) time, patients with possible conditions when filling out the questionnaire, and also patient companions if the patient is not possible to fill out the questionnaire.

Primary data collection was carried out using a questionnaire on respondents with a likert scale of 1-5. Meanwhile, secondary data is obtained by studying literature from relevant books, media or research journals. The data analysis method uses descriptive statistics and data statistics. In this study, it was obtained through a questionnaire that was distributed directly to 170 respondents. The number of questionnaires processed was 160 respondents, then used as a sample for research data analysis.

## III. RESULTS AND DISCUSSION

Premier Bintaro Hospital is part of the Ramsay Sime Darby Health Care Group, which is the largest private hospital in Australia with approximately 118 hospitals and Day Surgery facilities in Australia, England, France, Malaysia and Indonesia. There are 3 (three) stages of testing in this study, namely the overall model match test, the measurement match test and the indicator equation match test.

Testing measurement models in SEM analysis is used to test the validity of indicators on each construct. The loading factor value of each indicator in the construct. In this test, the indicator is declared valid if it has a loading factor value of  $AVE > 0.5$  and a T-value of  $> 1.96$ , while the construct reliability test is carried out by calculating the CR value, the construct is declared reliable if the AVE model  $> 0.5$  and the CR model  $> 0.7$ . The following are the test results of the entire construct measurement model to be analyzed in the SEM analysis.

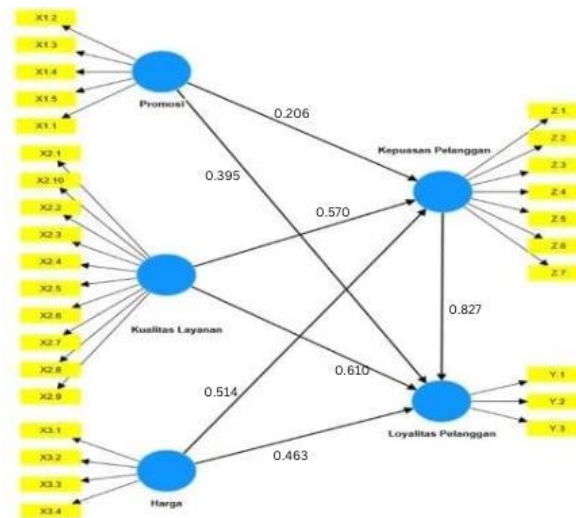
**Table 3**  
**Reability And Validity Test Results**

Variable	CR > 0,7	AVE > 0.5
Promotion	0.817	0.509
Service Quality	0.940	0.570
Price	0.907	0.762
Satisfaction	0.906	0.626
Loyalty	0.868	0.761

Table 3 shows that the latent variable Promotion has passed the validity test, because of the loading factors value  $> 0.50$ . In the reliability test, the Promotion variable with a good reliability value is the Construct Reliability (CR) value =  $0.81 > 0.7$ , and Variance Extracted (VE) =  $0.509 > 0.50$ . In the reliability test, the Quality of Service variable with a good reliability value is the Construct Reliability (CR) value =  $0.94 > 0.7$  and Variance Extracted (VE) =  $0.57 > 0.50$ . In the price variable reliability test with a good reliability value, namely the Construct Reliability (CR) value =  $0.90 > 0.7$ , and Variance Extracted (VE) =  $0.76 > 0.50$ . Latent variables have met the validity and reliability test requirements.

In the reliability test, the Pelangga Satisfaction variable with a good reliability value is the Construct Reliability (CR) value =  $0.90 > 0.7$  and Variance Extracted (VE) =  $0.62 > 0.50$ . The latent variable Of Satisfaction of the Offender has met the requirements of the validity and reliability test.

The following is a structural equation model measurement variable to analyze the relationship of matches and hypotheses on the research variables as follows:



**Fig 4: Model Path Diagram Of The Study**

The effect of the variables Promotion, Quality of Service, Price, Customer Satisfaction on Customer Loyalty can be directly seen in the Total Effect Table below:

**Table 4**  
**Direct Influences Between Variables**

Inter-Construct Relationships		<i>Estimates Total Effect</i>	<i>Percentage</i>	<i>T- Values</i>	<b>Description</b>
Direct	Promotions - > Customer Satisfaction	0.206	20%	2,33	Significant Positive Effect
	Promotions -> Customer Loyalty	0,395	39%	2,06	Significant Positive Effect
	Quality of Service - > Customer Satisfaction	0,570	57%	2.28	Significant Positive Effect
	Quality of Service - > Customer Loyalty	0,610	61%	2.07	Significant Positive Effect
	Price - > Customer Satisfaction	0,463	46%	2,30	Significant Positive Effect
	Price - > Customer Loyalty	0,514	51%	4,40	Significant Positive Effect
	Customer Satisfaction -> Customer Loyalty	0,827	82%	2.18	Significant Positive Effect

Promotion has a significant effect on Customer Satisfaction of 0.206 or 20% with a t-value of 2.33 > 1.96. Promotional activities carried out by Premier Bintaro Hospital through the provision of discounts, information through social media, and educational activities have a low impact on patient satisfaction. This shows that the other 80% is influenced by other variables, so there is a need for specific strategies to increase patient satisfaction. Meanwhile, the Promotion has a significant effect on Customer Loyalty of 0.395 or 39% with a t-value of 2.06 > 1.96. The results of this study confirm the results of the research of Hanny et al. (2021) that Promotion has a positive and significant effect on consumer loyalty of PT Calista Beauty Clinic Medan. The promotional activities carried out by Premier Bintaro Hospital through the provision of discounts, information through social media, and educational activities, mostly do not make patients reason to return to using health services. This shows that the other 61% are influenced by other variables, so there is a need for specific strategies to increase patient loyalty. The results of this study confirm the results of research from Windreis (2021) that Promotion has a positive and significant effect on RS customer satisfaction. Bina Kasih Pekanbaru. It can be concluded that the research hypothesis (H1) and (H4) is acceptable that Promotion has a positive and significant effect directly on customer satisfaction and loyalty.

Service Quality has a significant effect on Customer Satisfaction of 0.570 or 57% with a t-value of 2.28 > 1.96. Medical and nonmedical personnel have accuracy, competence and credibility in handling patient complaint problems supported by sophisticated medical devices making patients feel quite satisfied with the quality of services provided. This suggests that another 43% of patient satisfaction is influenced by other variables. Service Quality has a significant effect on Customer Loyalty of 0.610 or 61% with a t-value of 2.07 > 1.96. The results of this study confirm the results of research from Anastasia (2021) that Service Quality has a positive and significant effect on Outpatient Loyalty at Kesdam Cijantung Hospital. The quality of services provided by Premier Bintaro Hospital to patients in terms of medical and nonmedical personnel has accuracy, competence and credibility in handling patient complaint problems supported by sophisticated medical devices. This makes the reason for patients to reuse health care services, and another 39% is influenced by other variables. The results of this study confirm the results of research from Addo et al. (2020) that Service Quality has a positive and significant effect on patient satisfaction. It can be concluded that the research hypothesis (H2) and (H5) is acceptable that Service Quality has a positive and significant effect directly on customer satisfaction and loyalty.

Price has a significant effect on Customer Satisfaction of 0.514 or 51% with a t-value of 2.30 > 1.96. Patients are satisfied with the price to pay because the services provided by medical and non-medical personnel make the



patient's health condition improve. Another 49% of patient satisfaction was influenced by other variables. Then, Price has a significant effect on Customer Loyalty 0.463 or 46% with a t-value of  $4.40 > 1.96$ . The reason for patients to return to using health services is because the services provided by medical and non-medical personnel make the patient's health condition improve, so that patients do not object to the costs that must be incurred. 54% of patients' desire to reuse health care services is influenced by other variables. And the last one Customer Satisfaction has a significant effect on Customer Loyalty 0.827 or 82% with a t-value of  $2.18 > 1.96$ . The results of this study confirm the results of research from Ismoerida and Anabanu (2019) that price has a positive and significant effect on Loyalty. Patient satisfaction with the services provided, perceived values and benefits, and adequate facilities make patients return to using health services continuously, and are willing to recommend to friends and relatives. This suggests that the other 18% are affected by other variables. The results of this study confirm the results of research from Sie et al. (2022) that Price has a positive effect on customer satisfaction. It can be concluded that the research hypothesis (H3) and (H6) is acceptable that Price has a positive and significant effect directly on customer satisfaction and loyalty.

The research hypothesis (H10) states Customer satisfaction has a positive and significant effect directly on Loyalty. The test results with SEM showed a t-value of 2.18 greater than 1.96, and an estimate value of 0.82 or 82.0% of the effect on Customer Loyalty. The results of this study confirm the results of research from Widodo et al. (2020) that Satisfaction has a positive and significant effect on Loyalty. It can be concluded that the research hypothesis (H10) is acceptable that Customer satisfaction has a positive and significant effect directly on customer loyalty. On the indirect influence can be seen from the following table 5:

**Table 5**  
**Indirect Influence Of Research**

Inter-Construct Relationships		Estimates Total Effect	Percentage	T-Values	Description
Indirect	Promotions -> Customer Satisfaction -> Customer Loyalty	0,170	17%	2,06	Significant Positive Effect
	Quality of Service -> Customer Satisfaction -> Customer Loyalty	0,471	47%	2,84	Significant Positive Effect
	Price -> Customer Satisfaction -> Customer Loyalty	0,426	42%	2,13	Significant Positive Effect

Based on table 5, it is found that the value of t-Values =  $2.06 > 1.96$ . The coefficient value is positive which is 0.17 meaning that the Promotion variable has a positive effect on the Customer Loyalty variable through the Customer Satisfaction variable of 17%. Thus the H7 hypothesis is accepted. The provision of discounts, information through social media, and educational activities carried out by Premier Bintaro Hospital to patients have a very low influence on satisfaction, so that the reason for patients to reuse health service services is influenced by other things. The results of this study confirm the results of research from Agustawan (2022) that hospital health promotion can increase satisfaction and positively affect loyalty. It can be concluded that the research hypothesis (H7) is acceptable that Promotion has a positive and significant effect directly on Customer Loyalty through Customer Satisfaction.

Meanwhile, with the value of t-Values =  $2.13 > 1.96$  The coefficient value is positive, which is 0.42, meaning that the Service Quality variable has a positive effect on the Customer Loyalty variable through the Customer Satisfaction variable of 42.0%. The results of this study confirm the results of research from Sukumuljo et al. (2021) that Service Quality has a positive and significant effect directly on Loyalty through Satisfaction. It can be concluded that the hypothesis of the indirect influence of H8 is accepted. The influence of the quality of services provided by Premier Bintaro Hospital to patients in terms of medical and nonmedical personnel who have accuracy,

competence and credibility in handling patient complaint problems supported by sophisticated medical devices, makes patients feel satisfied to make them an excuse to return to using health services at Premier Bintaro Hospital.

It is also found with the value  $t\text{-Values} = 2.84 > 1.96$ . The coefficient value is positive which is 0.47, meaning that the Price variable has a positive effect on the Loyalty variable through the Satisfaction variable of 47%. Thus the hypothesis is accepted. The results of this study confirm the results of research from Herman et al. (2022) that Price has a positive and significant effect on Loyalty through Satisfaction. With the patient's health condition improving, patients are satisfied with the services provided by medical and non-medical personnel, and do not mind the costs that must be paid. This is the reason for patients to return to using health services at Premier Bintaro Hospital.

#### IV. CONCLUSIONS

Based on the discussion of the results of research conducted on the phenomenon of the number of percentages exceeding 90% on outpatient satisfaction but there are still complaints submitted by patients, as well as an increase in the number of long-outpatient patient visits in 2021 which is not significant with the number of long-outpatient patient visits in 2019, it can be concluded that the promotion carried out by Premier Bintaro Hospital has an impact on the satisfaction felt by patients. In addition, the promotional activities carried out by Premier Bintaro Hospital have an impact on patient loyalty, so it can be said that the increasing promotional activities will increase the sense of patient loyalty in reusing health services, especially on an outpatient basis.

The quality of services provided by Premier Bintaro Hospital has an impact on the satisfaction felt by patients and also the quality of services provided by Premier Bintaro Hospital has an impact on patient loyalty, it can be said that the increasing quality of service increases the sense of patient loyalty. The prevailing price at Premier Bintaro Hospital has an impact on the satisfaction and loyalty felt by patients, so it can be said that the more competitive the price applied, the more competitive the patient will increase the sense of satisfaction and loyalty of patients in using health services. Moreover, the sense of patient satisfaction has an impact on patient loyalty, so it can be said that the increasing sense of patient satisfaction will increase the patient's sense of loyalty in reusing health services, especially on an outpatient basis.

Managerial implications that can be done are on promotions, indicators regarding activities held by Premier Bintaro Hospital such as seminars, etc. So the activities held by Premier Bintaro Hospital must be carried out regularly and more interesting in terms of the topic or theme of the material discussed by the speakers at the seminar, or the existence of interesting activities such as games or free checks at the exhibition. Meanwhile, in the quality of service, the indicators that are lacking are in the section on patient trust with the credibility possessed by Premier Bintaro Hospital. So Premier Bintaro Hospital needs to improve the standard of certain criteria on the competence of medical and non-medical officers in overcoming complaints about the patient's condition. Furthermore, at the price, the result that must be improved is the suitability of the price of health services at Premier Bintaro Hospital to the services provided by medical and non-medical personnel. Then the price that has been determined and applied needs to be reviewed whether it is appropriate or not in accordance with the services provided.

On the other hand, on satisfaction, consumers are dissatisfied with services during treatment which include registration, consultation, pharmacy and payment services. So it is necessary to follow up on criticisms and suggestions submitted by patients regarding long waiting times, by increasing the number of officers in registration, consultation, pharmacy and cashier services so that the health service process runs well. And the last thing is on loyalty, patient interest in offers provided by other hospitals, then Premier Bintaro Hospital can implement a switching barriers strategy.

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