



The Influence of Perceived Value and Patient Satisfaction on Customer Loyalty in Labuang Baji Hospital, Sul-Sel Prov and Grestelina Hospital, Makassar, 2022

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ABSTRACT:

Object. Patient loyalty is a deep view of commitment to consistently repurchase a product or service better in the future. Perceived value is a consumer's overall assessment of the usefulness of a product or service based on perceptions of what is received and what is given. And patient satisfaction is an expectation or concept of service expectations that is intended to measure the normative expectations of customers, and these expectations represent the "ideal standard" of performance.

Method. This research method is *analytical observational* with a *cross sectional study approach* by distributing questionnaires to 268 patients at Labuang Baji Regional Hospital and 270 patients at Grestelina Hospital. Sampling was carried out using *proportional stratified random sampling technique* from each hospital. and analyzed using the *Chi-square test* and *path analysis*.

Result. The research results showed that *Perceived Value* has an effect on *Customer Loyalty* ($p=0.001$), *Perceived Value* has an effect on *Patient Satisfaction* ($p=0.001$), *Perceived value* does not have a big influence on customer loyalty through patient satisfaction. The path diagram between perceived value and *customer loyalty* because the direct path coefficient is greater than the indirect path coefficient, namely $0.267 > 0.076$. Based on the research results, it is known that *Perceived Value* and *Patient Satisfaction* are still low, which will affect engagement and have an impact on low *customer loyalty*.

Conclusion. It is recommended for hospitals to increase *Perceived Value* and *Patient Satisfaction*, by making improvements in all sectors starting from superiors and subordinates as well as fellow colleagues, providing good service so as to create loyalty in patients.

Introduction

Patients are consumers at the health service level, including in hospitals. Patients are increasingly critical in viewing and choosing, considering the intense competition between operational hospitals so they are

more selective. Therefore, hospitals are required to measure patient perceived value and patient satisfaction so that they can maintain patient trust and create patient loyalty¹. The importance of loyalty has long been known to play an important role in an organization. One



study states that the benefit if customers already have loyalty is that service costs are much lower compared to new customers, customers who are loyal and willing to pay higher prices, loyal customers will become good salesmen through word of mouth².

Patient satisfaction is one of the most important things in reviewing the quality of service in a hospital. Hospitals have an obligation to continuously carry out various efforts to improve the quality of services to achieve the level of patient satisfaction. Various methods can be used to find out how patient satisfaction with the services provided is, one of which is by measuring the community satisfaction index (IKM)³. The Community Satisfaction Index (IKM) is an important thing to measure regarding public services. This measurement survey is in accordance with and based on Law of the Republic of Indonesia Number 25 of 2009 concerning Public Services and Regulation of the Minister for Empowerment of State Apparatus and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning Guidelines for Preparing Community Satisfaction Surveys for Public Service Units. This aims to be the basis for improvements in order to improve service which will lead to increased loyalty which is increasingly satisfying. Appropriate, fast and effective patient service is the desire of every patient who comes to the hospital to seek healing.

Hospitals in this global era do not only develop social missions. The business aspect of hospital management has a natural consequence, therefore hospitals no longer put aside efforts to further promote themselves. Companies or business organizations, in this case the hospital industry, that are able to provide services that have high competitiveness will be able to dominate the market⁴. The current growth in the number of hospitals in Makassar has brought a mindset towards many choices to determine which hospital the public will choose. People will choose hospitals that are seen as providing maximum satisfaction. Therefore, it is hoped that every hospital should be oriented towards patient satisfaction to be able to compete with other hospitals⁵.

Labuang Baji Regional Hospital, South Sulawesi Province and Grestellina Hospital have carried out measurements in the form of customer satisfaction surveys for the last 3 years. The survey shows that the

level of customer satisfaction does not meet the good criteria according to Minister of Health Decree No. 129 of 2008. Based on the table above, it can be seen that the patient satisfaction survey conducted at the two hospitals in the 2019-2021 period showed an average satisfaction of 75.8% at Labuang Baji Regional Hospital and 80.58% at Grestelina Hospital. This figure still does not reach the standards of Minister of Health Decree no. 129 of 2008 concerning minimum hospital service standards. This indicates that patient satisfaction does not meet standard criteria. Based on this, the researchers wanted to see whether perceived value and patient satisfaction had an influence on customer loyalty at Labuang Baji Regional Hospital, South Sulawesi Province and at Grestelina Hospital.

Materials and Methods

Location and research design

This research was carried out at Labuang Baji Regional Hospital, SUL-SEL Province and Grestelina Hospital, Makassar. The type of research used is analytical observational with a *cross sectional approach*.

Population and sample

The population is all general outpatients who receive services at the Outpatient Installation at the two hospitals using a total sampling of 538 people.

Method of collecting data

The instrument used in data collection is a standard questionnaire that has been modified and has been tested for validity and reliability. The independent variables are *perceived value* and *patient satisfaction*, while the dependent variable is *customer loyalty*.

Data analysis

Univariate analysis was carried out to get a general picture of the research problem by describing each variable used in the research and the characteristics of the respondents. Univariate analysis consists of descriptive analysis of respondent characteristics, descriptive analysis of research variables and crosstabulation analysis between independent and dependent variables. Bivariate analysis was carried out to see the relationship between two variables, namely between the independent variable and the dependent variable. The statistical test used was the Chi Square



test. Multivariate analysis is Path Analysis using the AMOS Program.

Results

Table 1 : Distribution of Respondents Based on Respondent Characteristics at Labuang Baji Hospital and Grestelina Hospital in 2022

Characteristics		HOSPITAL Labuang Wedge			RS Grestelina		
		(n)	(%)	Total	(n)	(%)	Total
Age	17-25 year	88	32.8	268	88	32.6	270
	26-35 year	103	38.4		98	36.3	
	36-45 year	67	25.0		76	28.1	
	46-55 year	10	3.7		8	3.0	
Type Sex	Man - man	77	28.7	268	95	35.2	270
	Woman	191	71.3		175	64.8	
Income	No There is	33	12.3	268	33	12.2	270
	< Rp. 1,000,000	70	26.1		78	28.9	
	Rp. 1,000,000-2,500,000	91	34.0		94	34.8	
	Rp. 2,500,000 5,000,000	55	20.5		45	16.7	
	> Rp. 5,000,000	19	7.1		20	7.4	
Type Financing	General	268	100	268	270	100	270
Education	JUNIOR HIGH SCHOOL/ junior high school	5	1.9	268	5	1.9	270
	SMA/SMK/SLTA	203	75.7		201	74.4	
	D3	19	7.1		24	8.9	
	S1	35	13.1		32	11.9	
	Other	6	2.2		8	3.0	

Source: Primary Data

Table 1 showed that the frequency distribution based on the characteristics of respondents at the research location, showing that the majority of respondents at Labuang Baji Hospital were at the age level of 26-35 years, namely 103 respondents (38.4%) and at Grestelina Hospital the same age level was 26-35 years as many as 98 respondents (36.3%). In terms of gender, the majority of respondents at Labuang Baji Regional Hospital were female, namely 191 respondents (71.3%) and at Grestelina Hospital, the

largest number of respondents were also female, amounting to 175 (64.8%). Based on income, the majority of respondents at Labuang Baji Regional Hospital had an income of Rp. 1,000,000 – Rp. 2,500,000, namely 91 respondents (34.0%) and at Grestelina Hospital the highest income category was Rp. 1,000,000 – Rp. 2,500,000 as many as 94 respondents (34.8%). Judging from the latest education, the majority of respondents at Labuang Baji Hospital had SMA/SMK/SLTA education, namely 203



respondents (75.7%) and the largest number of respondents at Grestelina Hospital had

Table 2: Frequency Distribution of Perceived Value Variables at Labuang Baji Regional Hospital and Grestelina Makassar Hospital in 2022

House Sick	Perceived Value				Total	
	Not enough Good		Good			
	Amount	%	Amount	%	Amount	%
HOSPITAL Labuang Wedge	142	53.0	126	47.0	268	100.0
RS Grestelina	123	45.6	147	54.4	270	100.0

Source: Primary Data

Table 2 showed the 268 respondents at Labuang Baji Regional Hospital, 47.0% (a total of 126 respondents) with perceived value classified as good and 53.0% (142 respondents) with perceived value classified as not good.

Meanwhile, at the Grestelina Hospital, of the 270 respondents, 54.4% (147 respondents) with perceived value were classified as good and 45.6% (123 respondents) with perceived value classified as poor.

Table 3: Frequency Distribution of Patient Satisfaction Variables at Labuang Baji Regional Hospital and Grestelina Hospital in 2022

House Sick	Patients Satisfaction				Total	
	Not enough Good		Good			
	Amount	%	Amount	%	Amount	%
HOSPITAL Labuang Wedge	158	59.0	110	41.0	268	100.0

SMA/SMK/SLTA education, 201 respondents (74.4%).

RS Grestelina	125	46.3	145	53.7	270	100.0
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Source: Primary Data

Based on Table 3, it showed that the 268 respondents at Labuang Baji Regional Hospital, 41.0% (110 respondents) had patient satisfaction classified as good and 59.0% (158 respondents) with patient satisfaction classified as poor.

Meanwhile, of the 270 respondents at Grestelina Hospital, 53.7% (145 respondents) with patient satisfaction classified as good and 46.3% (125 respondents) with patient satisfaction classified as poor.

Table 4: Frequency Distribution of Customer Loyalty Variables at Labuang Baji Regional Hospital and Grestelina Makassar Hospital in 2022

House Sick	Customer Loyalty				Total	
	Not enough Good		Good			
	Amount	%	Amount	%	Amount	%
HOSPITAL Labuang Wedge	150	56.0	118	44.0	268	100.0
RS Grestelina	126	46.7	144	53.3	270	100.0

Source: Primary Data

Table 4 showed that the 268 respondents at Labuang Baji Regional Hospital, 44.0% (118 respondents) had good customer loyalty and 56.0% (150 respondents) had poor customer loyalty.

Meanwhile, of the 270 respondents at Grestelina Hospital, 53.3% (144 respondents) had good customer loyalty and 46.7% (126 respondents) had poor customer loyalty.



Table 5: Perceive Value Relationship with Customer Loyalty at Labuang Baji Regional Hospital and Grestelina Makassar Hospital in 2022

Hospital	Perceive Value	Customers loyalty				Total		P-value
		Not enough Good		Good				
		n	%	N	%	N	%	
HOSPITAL Labuang Wedge	Not enough Good	112	76.7	34	23.3	146	100.0	0.001
	Good	59	48.4	63	51.6	122	100.0	
	Total	171	63.8	97	36.2	268	100.0	
RS Grestelina	Not enough Good	71	64.5	39	35.5	110	100.0	
	Good	55	34.4	105	65.6	160	100.0	
	Total	126	46.7	144	53.3	270	100.0	

Source: Primary Data

The Relationship between Perceived Value and Patient Satisfaction at Labuang Baji Regional Hospital and Grestelina Hospital in 2022

House Sick	Perceive Value	Patients Satisfaction				Total		P-value
		Not enough Good		Good				
		n	%	n	%	N	%	
HOSPITAL Labuang Wedge	Not enough Good	109	74.7%	37	25.3%	146	100.0	0.001
	Good	49	40.2%	73	59.8%	122	100.0	
	Total	158	59.0%	110	41.0%	268	100.0	
RS Grestelina	Not enough Good	55	50.0%	55	50.0%	110	100.0	
	Good	46	28.8%	114	71.2%	160	100.0	
	Total	101	37.4%	169	62.6%	270	100.0	

Source: Primary Data

Relationship between Patient Satisfaction and Customer Loyalty at Labuang Baji Regional Hospital and Grestelina Makassar Hospital in 2022

House Sick	Patients Satisfaction	Customers Loyalty				Total		P-value
		Not enough Good		Good				
		n	%	n	%	N	%	
HOSPITAL Labuang Wedge	Not enough Good	121	76.6%	37	23.4%	158	100.0	0.001
	Good	50	45.5%	60	54.5%	110	100.0	
	Total	171	63.8%	97	36.2%	268	100.0	
RS Grestelina	Not enough Good	66	65.3%	35	34.7%	101	100.0	
	Good	60	35.5%	109	64.5%	169	100.0	
	Total	126	46.7%	144	53.3%	270	100.0	

Source: Primary Data



Table 5 showed the relationship between the independent variables and the dependent variable. Based on the results of the analysis, it can be seen the relationship between the variables perceived value, patient satisfaction and customer loyalty from the Labunag Baji Regional Hospital, SUL-SEL Province and the Grestelina Hospital.

The results of bivariate analysis using the Pearson correlation test showed that there is a relationship between the perceived value dimension and customer loyalty with a value of $p = 0.000$, the perceived value variable with the patient satisfaction variable with a value of $p = 0.000$ and the patient satisfaction variable with loyalty with a value of $p = 0.003$

Table 6: Results of Path Analysis between Perceived Value, Patient Satisfaction, and Customer Loyalty at Labunag Baji Regional Hospital and Grestelina Makassar Hospital in 2022

Variable	Coefficient	p value	Information
Perceived Value → Patient Satisfaction	0.267	0,000	Direct
Perceived Value → Customer Loyalty	0.230	0,000	Direct
Patient satisfaction → Customer Loyalty	0.278	0.002	Direct
Perceived Value → Patient Satisfaction → Customer Loyalty	0.076	0.005	Indirect

Source: Primary Data

Table 6 showed the results of the path analysis of the direct influence of work motivation on organizational commitment of 0.446, while the indirect path coefficient of work motivation on organizational commitment through work involvement is 0.086.

Therefore, the direct path coefficient is greater than the indirect path coefficient, namely $0.446 > 0.086$, meaning that work motivation has no influence on nurses' organizational commitment through work involvement.

Discussion

Research hypothesis 1 (H1) is declared accepted because it is based on results analysis statistics Which done is known that Perceived value has an influence on *customer loyalty* in RSUD Labuang Baji and Grestelina Hospital. The effect is shown by the p value = 0,000, Because mark $p < \alpha = 0.000 < 0.05$ so that in matter This H1 accepted (Ho rejected).

Research hypothesis 2 (H2) is declared accepted. Based on results analysis statistics Which done is known that *perception value* influential to *patients satisfaction* in RS Grestelina and Labuang Baji Regional Hospital. The effect is shown by the p -value 0,000, Because mark $p < \alpha = 0,000 < 0.05$ so that in matter This H1 accepted (Ho rejected).

Research hypothesis 3 (H4) is declared accepted based on results analysis statistics Which done is known that There is *patients satisfaction* Work to *customers loyalty* nurse in HOSPITAL Labuang Wedge And RS Grestelina Makassar. The influence indicated by the value $p = 0.001$, because p value $< \alpha = 0.001 < 0.05$ so that in terms of This H1 accepted (Ho rejected).

Research hypothesis 4 (H4) was declared accepted based on the results of the analysis carried out using path analysis to see the magnitude of the direct influence and influence indirect between variables found that for the path coefficient No direct between *perception value* to *customers loyalty* through *patient satisfaction*, namely 0.076 and the direct path coefficient between *perceived value* and *customer loyalty* is 0.230. So the direct path coefficient is greater than the indirect path coefficient that is $0.230 > 0.076$ means *perception value* No own big influence to *customers loyalty* through *patients satisfaction* compared influence direct *perception value* to *customers loyalty* .

Perceived value can increase the desire to remain loyal and lead to a feeling of loyalty to the hospital, thereby reducing the patient's desire to look for alternatives to other hospitals. A study conducted by Johnson et al (2006) found that perceived value has a positive influence on customers' intentions to remain loyal. Perceived value as the main determinant of patient loyalty. It can be underlined the reason that the patient's perception of perceived value directly influences the intention to remain loyal to a hospital which will give



rise to great loyalty. The results of this research are supported by research based on statistical analysis using path analysis, explaining that there is an influence between perceived value on customer loyalty, this has been proven and the hypothesis is proven and can be accepted. This can be seen from the sig value. = 0.001 which is smaller than 0.05. Perceived value can increase the desire to remain faithful and loyal to the hospital and reduce the patient's desire to look for alternative hospitals.

However, in this research which was conducted at Labuang Baji Regional Hospital and Grestelina Makassar Hospital, the results obtained that there was a positive and significant influence between perceived value on customer loyalty, this showed that the aspect of perceived value is one of the important aspects of service life. hospitals, including working life in business organizations. Based on univariate results, it showed that at Grestelina Makassar Hospital, 54.4% of patients' perceived value is classified as quite good, meaning that the perceived value of the services provided to patients is quite high, someone who feels high service value and satisfaction tends not to give themselves a chance. or other people to look for alternative hospitals, in which case the patient will prefer to be loyal to that hospital.

Meanwhile, at Labuang Baji Regional Hospital, 53.0% of Baji's perceived value showed poor results, meaning that from the results of this research it can be seen that there are still many patients who still feel the low value of the services provided by the staff. Customer perceived value or in this case perceived value refers to customers' assessment of the utility of products and services, which depends on their perception of what they are given and what they receive in return.

The univariate results also showed that the results from the two hospitals, namely Grestelina Hospital and Labuang Baji Regional Hospital, showed that 27.5% of the respondents said they did not agree with the statement "Many people I know come for treatment at this hospital" then 21.9% said they strongly disagreed. agree with the statement "Treatment at this hospital is considered very well socially." and 17.1% of patients disagreed with the statement "People I know think it is right that I seek treatment at this hospital." This showed that there is no difference in the social value dimensions of the two hospitals, namely that they both showed poor

percentages. However, the accumulated perceived value variables at Grestelina Hospital are better than Labuang Baji Hospital.

Based on the statement above, it showed that social value is still low and has not been able to build a positive perspective for respondents to the two hospitals. This showed that the patient's perceived value has not been implemented properly, there are still patients who do not feel that at the hospital there are not many people close to them who use the services at the hospital, there are still many patients who feel that the hospital is not a hospital that needs to be considered. well recommended to others. The lower the customer's perspective regarding the value he feels towards the services provided, the greater the patient's lack of loyalty to the hospital.

Furthermore, there is an influence of patient satisfaction on customer loyalty at Grestelina Hospital and Labuang Baji Regional Hospital. With a value of 27.8%. This research is in line with research by Lintang & Widiyastuti which showed that there is an influence between patient satisfaction and patient loyalty in outpatients at UPT Wonotirto. The results of this research are also supported by research conducted by Bajamal et al., (2018) in which the research showed the effective contribution of the variable satisfaction of outpatients at Dr. Hospital. Gl. Tobing customer loyalty, the T-Statistics value obtained was 4,713, so it can be said that there is a strong influence influenced by patient satisfaction⁶.

The aspect of absolute patient satisfaction receives serious attention from managers⁷. The results of this research showed that customer satisfaction is formed from the value of the benefits received after using products or services provided by health service providers. Much empirical research has shown that customer satisfaction secures future revenues⁸, reduces future transaction costs⁹, reduces price elasticity¹⁰, and minimizes the likelihood of customer to move elsewhere if the quality declines¹¹.

Customer satisfaction is considered as customers can obtain more benefits compared to the costs incurred¹². Customer satisfaction plays the most important role in total quality management. Compared with other traditional performance measures, customer satisfaction may be less sensitive to seasonal fluctuations, cost



changes, or changes in accounting practices¹³. Therefore, many researchers consider customer satisfaction to be the best indicator of a company's future profits.

This research also looks at the direct and indirect influence of perceived value on customer loyalty through patient satisfaction. Based on the path analysis carried out, the results showed that there is an indirect influence between perceived value on customer loyalty through patient satisfaction with a value of 7.6%, but if we look at which path has a greater role in customer loyalty, perceived value has a greater value that directly influences customer loyalty is compared through patient satisfaction, namely with a value of 23.0%. This research is supported by previous research which states that when a customer feels satisfied with the service and feels high value for the service provided by the officer then this can influence and increase a customer's loyalty.

This research is in line with research conducted by Ambalao et al., showing that the patient satisfaction variable can play an indirect role in influencing a patient's loyalty to the hospital¹⁴. Previous research also states that customer satisfaction with products or services will have a positive impact on loyalty^{15,16,17}. From the results of this research, it was found that perceived value is related and has an influence on a person's customer loyalty, both directly and indirectly.

The relationship between perceived value and customer loyalty has been proven by several researchers who state that high perceived value felt by customers can have a positive impact and increase patient or customer loyalty. If a customer has low satisfaction and perceived value, it can affect patient loyalty and will have an impact on a decrease in the number of visits.

However, in this study there are several limitations, namely, firstly, there are still some respondents who did not complete the questionnaire, and some respondents who filled out the questionnaire not seriously and secondly, the factors that influence customer loyalty in this study only consist of two variables, namely perceived value and patient satisfaction, while there are many other factors that influence customer loyalty.

Conclusions and Recommendations

The research results showed that *the Perceived Value of Patiellnt Customer Satisfaction loyalty*

The research results showed that Perceived Value influences Customer Loyalty and patient satisfaction. Patient satisfaction influences customer loyalty. Perceived value has a greater role in directly influencing customer loyalty without going through patient satisfaction. In other words, patient satisfaction does not have a large mediating role in influencing and increasing customer loyalty. It is recommended that the hospital map out marketing seriously. Increase cooperation with related aspects. Digitalization must begin to be promoted slowly. Digitalization of promotions for consumers to be able to increase the number of visits, especially long-term visits, which will lead to loyalty. The management of each hospital, especially in outpatient installations, needs to improve strategies in building customer value, especially in the social value dimension, which has been detected that there is no special pride felt by patients or the patient's acquaintances when seeking treatment at outpatient installations.

The hospital needs to identify indicators of perceived value (the value felt by the patient) periodically so that they can always know what values are perceived by the patient in relation to the services they receive. The hospital really needs to change and improve the service system so that the quality and quality of service can improve, especially in terms of access, certainty of waiting times and increasing time so that patients feel comfortable in conveying their complaints in detail. And it is also important for transparency regarding service hours related to outpatient installations and also service holiday times that must be clarified.

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