

Research Article

The Influence of Service Quality and Facilities on Loyalty Through Patient Satisfaction at Anggrek Pontianak Clinic

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ABSTRACT

This study examines the influence of service quality and facilities on loyalty through patient satisfaction at Anggrek Clinic in Pontianak. An associative approach was used with 100 respondents, and data analysis was conducted using Structural Equation Modeling (SEM), including Convergent Validity, Discriminant Validity, Construct Reliability, and hypothesis testing. The results indicate that service quality and facilities have a significant simultaneous influence on patient satisfaction (47.2%) and loyalty (53.3%). Specifically, service quality positively and significantly influences patient satisfaction, while facilities significantly influence patient satisfaction. Additionally, patient satisfaction has a direct positive influence on loyalty. However, service quality and facilities do not directly influence loyalty. Indirect effect analysis shows that both service quality and facilities positively influence loyalty through patient satisfaction as an intervening variable. Further research is recommended to expand the sample by involving different health clinics throughout West Kalimantan to improve the generalizability of the results. Further qualitative studies may provide deeper insights into patients' perceptions and experiences, which may help improve service quality, patient satisfaction, and loyalty in healthcare settings.

Keywords: Service Quality; Facilities; Patient Satisfaction; Loyalty

1. INTRODUCTION

Health is a basic right of every human being that supports quality of life. Health is a basic need for everyone because every aspect of life is directly related to health (Susanto & Mufarokhah, 2023). However, many people, especially those in remote areas with economic limitations, still have difficulty accessing adequate health services. Efforts to improve health in Indonesia in order to achieve the goal of a healthy society are to develop quality health care facilities. This has been proven by the demand for fast and responsive services to support the health and survival of the community. The government is improving the quality of health by providing free services to the underprivileged. The market potential for home health services is increasingly promising. However, to implement these services, clinics need to overcome several challenges, such as the availability of appropriate and affordable medical equipment, as well as varying public perceptions about homecare services. Some may still be skeptical about the quality of services provided at home, so specific adjustments to services are needed for each individual. Therefore, clinics need to develop comprehensive strategies to address these challenges, starting with collaborating with medical equipment providers and educating the public about the benefits of home care services, to establishing clear standard operating procedures to ensure service quality. Medical institutions that provide high-quality services are always respected and trusted by the community (Veriana et al., 2024).

The development of clinics in Pontianak has also been steadily increasing each year. One of the clinics that has been operating for a long time is Anggrek Clinic. Anggrek Clinic is one of the first healthcare services in the form of a health center/clinic to operate in the city of Pontianak, established in September 1991. Anggrek Clinic holds an operational license with the number: 445/12836/Dinkes-Yankesfar/2021. In its first year of operation, Anggrek Clinic provided general health check-ups, prenatal care by midwives, childbirth services, 24-hour inpatient care, and a pharmacy. In line with the growing demand for healthcare services from the community, Anggrek Clinic continues to adapt and improve its services to meet these needs. There are 58 medical staff members at Anggrek Clinic in Pontianak, including a Pediatric Specialist, an Anatomy Specialist, an Internal Medicine Specialist, a Clinical Psychologist, a Manager, a Non-Medical Department Head, a Medical Department Head, and a Pharmacist, each with one person. There are 10 general practitioners, 4 analysts, cashiers, cleaning staff, and receptionists in each department, and 6 nurses. The Non-Medical Department Head,

Administration & Finance team consists of 2 people, 5 pharmacy assistants, and 3 security guards, medical record keepers, and doctor assistants. With sufficient medical staff, Anggrek Clinic will be able to provide effective and efficient healthcare services to patients, which is expected to influence the number of visits to Anggrek Clinic in Pontianak. The number of visits to Anggrek Clinic in Pontianak from 2022 to 2024 is presented in **Table 1**.

Table 1. Number of Patient Visits from 2022 to 2024

No	Year	Total	Increase/Decrease
1	2022	49.013	-
2	2023	36.634	30,68%
3	2024	33.766	28,28%

Source: Anggrek Pontianak Clinic, 2024

Table 1, shows the number of patient visits to Anggrek Pontianak Clinic, which has decreased every year. In 2022, the number of patients was 49,013, continuing to decline over the past two years. In 2023, there was a decrease of 30.68% with 36,634 visits. In 2024, there was a decrease of 28.28% with 33,766 visits. Based on the data on patient visits at Anggrek Clinic, there has been a decrease in the number of visits, leading to a decline in revenue at the clinic. Many patients have switched to facilities that collaborate with government-sponsored services, which has impacted the clinic's revenue. The following is the revenue of Anggrek Clinic Pontianak from 2022 to 2024:

Table 2. Summary of Revenue for 2022-2024

No	Year	Total	Increase/Decrease
1	2022	Rp.6.741.373.700	-
2	2023	Rp.5.159.315.400	(-30,53%)
3	2024	Rp.5.000.768.800	(-29,59%)

Source: Anggrek Clinic Pontianak, 2024.

Table 2, shows that annual revenue has decreased significantly over the last two years. In 2023, revenue amounted to Rp.5,159,315,400, a decrease of -30.53%, and in 2024, revenue amounted to Rp.5,000,768,800, a decrease of -29.59%, according to the three-year revenue summary of Anggrek Clinic Pontianak. Anggrek Clinic regularly evaluates operational costs and service prices compared to competitors to remain competitive and ensure patient comfort. Anggrek Clinic is committed to providing quality service, and this policy is part of their efforts to maintain patient trust and provide the best healthcare services through the available medical staff. Anggrek Clinic has implemented various measures, particularly to increase revenue. Suggestion boxes are one way to measure patient satisfaction at Anggrek Clinic. However, Anggrek Clinic generally receives positive reviews with an average rating of 4 stars on Google. Many patients praise the clinic's cleanliness and the efficiency of the registration process. Some reviews also highlight adequate facilities, such as the waiting area. Patients often mention that the waiting area at Anggrek Clinic is clean and comfortable. This is important for creating a positive experience, especially for patients who may feel anxious or uncomfortable.

Examination rooms are an important aspect of the facilities, so Anggrek Clinic has created clean and well-maintained examination rooms to help patients feel safe and comfortable. These are complemented by supporting services such as a laboratory for basic tests, a pharmacy for affordable medication, and convenient access to the clinic, including ample parking facilities. However, some patients have provided constructive feedback, such as improving the friendliness of receptionists and reducing waiting times. Patient reviews can provide valuable insights into their experiences with the available facilities. The increase in healthcare facilities has had a positive impact, making it easier for the community to access healthcare services (Bagaskara & Utari, 2023). Clinics can measure patient satisfaction with the services provided, which is important to determine the extent to which the services provided meet patient expectations. Satisfaction also plays a role in determining patient loyalty to a clinic (Angraini et al., 2025). General clinics are required not only to provide quality medical services but also to maintain patient trust and provide a pleasant experience for patients so that they feel they are receiving the best quality care from the clinic. The facilities provided by the clinic can also influence the level of satisfaction felt by patients. This is worth noting because the more complete the facilities available at Anggrek Clinic, the less likely patients are to switch to other healthcare facilities.

2. RESEARCH METHOD

This study uses an associative approach. According to Sugiyono (2019), associative research is a research formulation that aims to determine the relationship between two or more variables. This study aims to determine how one variable influences another, namely service quality, facilities, patient satisfaction, and loyalty. Data collection techniques use primary and secondary data. Sugiyono (2022) defines primary data as a data source that directly provides data to the data collector. Primary data collection methods include observation and questionnaires. A questionnaire is a data collection technique that involves giving a series of written questions or statements to respondents to answer (Sugiyono, 2016). The respondents in this study were patients who visited the Anggrek Pontianak Clinic in the last three years. In this study, secondary data includes information about the types of services, medical staff, patient visits, and annual income. In this study, the population consists of all patients who visited Anggrek Pontianak Clinic in the last three years. The sample in this study was taken using the Slovin formula, resulting in 100 respondents.

The sampling technique used was purposive sampling. According to Sugiyono (2019), purposive sampling can be defined as selecting samples or data sources through consideration. The criteria for sample selection were respondents aged at least 17 years and respondents who had undergone treatment at least twice at Anggrek Clinic. This study uses independent, dependent, and intervening variables. Independent Variables: Service Quality (X1) and Facilities (X2), Dependent Variable: Loyalty (Y), and Intervening Variable: Patient Satisfaction (Z). The data analysis method used is Path Analysis with Smart Partial Least Square (PLS) software. Ningsi (2012) explains that PLS consists of external relationships (outer model) and internal relationships (inner model). The main analysis tests whether the path construction is empirically valid by examining direct and indirect effects through regression correlations. Structural Equation Modeling (SEM) is also used to describe the relationships between the research variables.

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Convergent Validity

Convergent validity testing can be done by evaluating the loading factor values for each construct indicator. A high loading factor indicates that the indicators are concentrated on the same point. This value represents the level of correlation between the indicator and the latent variable. Preferably, the accepted loading factor value should be greater than 0.7. The results of the convergent validity test of all variables in this study can be seen in **Table 2**.

Table 2. Convergent Validity Test Results

Variable	Indicators	Loading Factor	Description
Service Quality (X1)	X1.1	0,765	Valid
	X1.2	0,724	
	X1.3	0,700	
	X1.4	0,785	
	X1.5	0,760	
	X1.6	0,750	
	X1.7	0,775	
	X1.8	0,806	
	X1.9	0,738	
	X1.10	0,763	
	X1.11	0,708	
	X1.12	0,720	
	X1.13	0,809	
	X1.14	0,738	
	X1.15	0,735	
Facilities (X2)	X2.1	0,733	Valid
	X2.2	0,734	
	X2.3	0,791	

Facilities (X2)	X2.4	0,743	Valid		
	X2.5	0,748			
	X2.6	0,781			
	X2.7	0,718			
	X2.8	0,703			
	X2.9	0,716			
	X2.10	0,775			
	X2.11	0,757			
	X2.12	0,732			
	X2.13	0,741			
	X2.14	0,813			
	X2.15	0,746			
	Patient Satisfaction (Y1)	Y1.1		0,792	Valid
		Y1.2		0,813	
		Y1.3		0,835	
Y1.4		0,809			
Y1.5		0,801			
Y1.6		0,816			
Y1.7		0,824			
Y1.8		0,825			
Y1.9		0,773			
Loyalty (Y)	Y.1	0,794	Valid		
	Y.2	0,746			
	Y.3	0,839			
	Y.4	0,798			
	Y.5	0,783			
	Y.6	0,818			
	Y.7	0,795			
	Y.8	0,839			

Source: Processed Data, 2025.

Based on the results of the convergent validity test shown in **Table 2**, it can be seen that the loading factor values referenced through the original sampling indicate that all indicators of each variable, namely Service Quality, Facilities, Patient Satisfaction, and Loyalty, have values above 0.7. This indicates that each indicator is valid and capable of representing the latent variable construct being measured.

3.1.2 Discriminant Validity

Discriminant validity was tested using the Fornell-Larcker criteria, which serve to assess whether a construct has adequate discriminant ability. The values on the Fornell-Larcker criteria for the construct being tested must be higher than the values on other latent constructs. If the correlation between the construct and its measurement items is greater than that of other constructs, this indicates that the latent construct has better measurement quality than other constructs. The results of the discriminant validity test in this study are presented in **Table 3**.

Tabel 3. Discriminant Validity Test Results

Variable	Facilities	Patient Satisfaction	Service Quality	Loyalty
Facilities	0,749			
Patient Satisfaction	0,694	0,810		
Service Quality	0,659	0,478	0,752	
Loyalty	0,677	0,671	0,376	0,802

Source: Processed Data, 2025.

Based on the results of the discriminant validity test in **Table 3**, it can be seen that each indicator in the variable has a higher Fornell-Larcker value than the values in other variables measured. This means that these indicators are valid for measuring their respective variables or dimensions, especially if the Fornell-Larcker value is greater than 0.70. In other words, the correlation between an indicator and its own construct is greater than the correlation with other constructs, making the latent construct more appropriate in explaining its indicators compared to indicators from other constructs.

3.1.3 Average Variance Extracted (AVE)

Another way to test construct validity is by looking at the Average Variance Extracted (AVE) value. A construct is considered valid if its AVE value is greater than 0.5. The AVE values from this study can be seen in **Table 4**.

Table 4. Average Variance Extracted (AVE)

Construct	AVE
Secive Quality (X1)	0,566
Facilities (X2)	0,562
Patient Satisfaction (Y1)	0,656
Loyalty (Y2)	0,644

Source: Processed Data, 2025.

Based on the AVE test results listed in **Table 4**, it can be seen that all variables in this study have AVE values exceeding 0.5. Thus, all constructs meet the discriminant validity requirements, and it can be concluded that the indicators used are appropriate and valid for this study.

3.1.4 Reliability Test

Composite reliability testing on the measurement model was conducted to assess the extent to which the construct is reliable. A good composite reliability value is above 0.7, indicating a high level of reliability. Additionally, construct reliability can be further strengthened by examining Cronbach's alpha values, where the expected value is also above 0.7. The reliability test results from this study are presented in **Table 5**.

Table 5. Composite Reliability & Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability
Secive Quality (X1)	0,945	0,951
Facilities (X2)	0,944	0,950
Patient Satisfaction (Y1)	0,934	0,945
Loyalty (Y2)	0,921	0,935

Source: Processed Data, 2025

The results of Cronbach's Alpha and Composite Reliability tests in **Table 5**, show that all constructs in the tested model have met the reliability requirements. This is indicated by Composite Reliability and Cronbach's Alpha values that are all above 0.7. Therefore, it can be concluded that all measurement items in these variables are reliable and suitable for use in this study.

3.1.5 Coefficient of Determination (R-Square)

The coefficient of determination (R-Square) is used to measure how much of the endogenous variable can be explained by the exogenous variable. The R-Square value ranges from 0 to 1, where a value of 0.67 indicates high strength, a value of 0.33 indicates moderate strength, and a value of 0.19 indicates weak strength. The results of the R-Square calculations can be seen in **Table 6**.

Table 6. R-Square Values

Endogenous Variable	R-Square	R-Square Adjusted
Patient Satisfaction (Y1)	0,483	0,472
Loyalty (Y2)	0,547	0,533

Source: Processed Data, 2025.

Based on the results of the *R-Square* test in **Table 6**, the results can be explained as follows:

1. The *R-Square Adjusted* value for the Patient Satisfaction (Y1) variable is 0.472, which means that the Patient Satisfaction (Y1) variable is simultaneously influenced by the Service Quality (X1) and Facilities (X2) variables by 47.2%, and the remaining 52.8% of Patient Satisfaction is influenced by other variables outside the scope of this study. Based on the *R-Square* value of 0.483, it can be concluded that the influence of the exogenous constructs of Service Quality (X1) and Facilities (X2) on Patient Satisfaction (Y1) is moderate.
2. The *R-Square Adjusted* value for the Loyalty (Y2) variable is 0.533, which means that the Loyalty (Y2) variable is simultaneously influenced by the Service Quality (X1), Facilities (X2), and Patient Satisfaction (Y1) is 53.3%, with the remaining 46.7% of Loyalty influenced by other variables outside the scope of this study. Based on the *R-Square* value of 0.547, it can be concluded that the influence of the exogenous constructs Service Quality (X1), Facilities (X2), and Patient Satisfaction (Y1) on Loyalty (Y2) is moderate.

3.2 Hypothesis Testing

3.2.1 Direct Effect Test

Direct effect is a test to see the direct influence of an exogenous latent construct or variable on an endogenous latent variable. The *Direct Effect* test can be seen based on the results of the bootstrapping output path coefficient. The *Direct Effect* test in this study can be seen in **Table 7**. below:

Table 7. Direct Effect Test

H	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H1	Service Quality →	0,290	2,336	0,020	Significant
	Patient Satisfaction				
H2	Facilities →	0,592	4,838	0,000	Significant
	Patient Satisfaction				
H3	Patient Satisfaction →	0,678	5,230	0,000	Significant
	Loyalty				
H4	Service Quality →	-0,042	0,428	0,669	Not Significant
	Loyalty				
H5	Facilities →	0,234	1,665	0,097	Not Significant
	Loyalty				

Source: Processed Data, 2025.

Based on the results of direct hypothesis testing in **Table 7**, the results of the direct effect can be explained as follows:

1. Service Quality (X1) has a direct effect on Patient Satisfaction (Y1) with a T-statistic of 2.336, a significance level > 1.96, and a P-value of 0.020, indicating a significance level < 0.05. Therefore, it can be concluded that Service Quality has a positive and significant direct effect on Patient Satisfaction.
2. Facilities (X2) have a direct effect on Patient Satisfaction (Y1) with a T-statistic of 4.838, a significance level > 1.96, and a P-value of 0.000, indicating a significance level < 0.05. Therefore, it can be concluded that Facilities have a direct, positive, and significant effect on Patient Satisfaction.
3. Patient Satisfaction (Y1) has a direct effect on Loyalty (Y2) with a T-statistic of 5.230, a significance level > 1.96, and a P-value of 0.000, indicating a significance level < 0.05. Therefore, it can be concluded that Patient Satisfaction has a direct positive and significant effect on Loyalty.
4. Service Quality (X1) has a direct effect on Loyalty (Y2) with a T-statistic of 0.428, a significance level < 1.96, and a P-value of 0.669. Therefore, it can be concluded that Service Quality does not have a positive and significant direct effect on Loyalty.
5. Facilities (X2) have a direct effect on Loyalty (Y2) with a T-statistic of 1.665, a significance level < 1.96, and a P-value of 0.097, indicating a significance level > 0.05. Therefore, it can be concluded that Facilities do not have a direct positive and significant effect on Loyalty.

3.2.2 Indirect Effect Test

Indirect effect is a test to see the indirect influence of an exogenous latent construct or variable on an endogenous latent variable through a mediating variable. The Indirect Effect test can be seen based on the results of the specific indirect effect of bootstrapping output. The Indirect Effect test in this study can be seen in Table 8.

Table 8. Indirect Effect Test

H	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
	Service Quality →				
H5	Patient Satisfaction → Loyalty	0,197	2,087	0,037	Significant
	Facilities →				
H6	Patient Satisfaction → Loyalty	0,402	3,847	0,000	Significant

Source: Processed Data, 2025.

Based on the results of indirect hypothesis testing in Table 8, the results of the indirect effect can be explained as follows:

1. Service Quality (X1) has an indirect effect (indirect effect) on Loyalty (Y2) mediated by Patient Satisfaction (Y1) with a T-statistic of 2.087, a significance level > 1.96, and a P-value of 0.037, indicating statistical significance at the 0.05 level. Therefore, it can be concluded that Service Quality has a positive and significant indirect effect on Loyalty through Patient Satisfaction.
2. Facilities (X2) have an indirect effect on Loyalty (Y2) mediated by Patient Satisfaction (Y1) with a T-statistic of 3.847, a significance level > 1.96, and a P-value of 0.000, indicating a significance level < 0.05. Therefore, it can be concluded that indirectly, Facilities have a positive and significant influence on Loyalty through Patient Satisfaction.

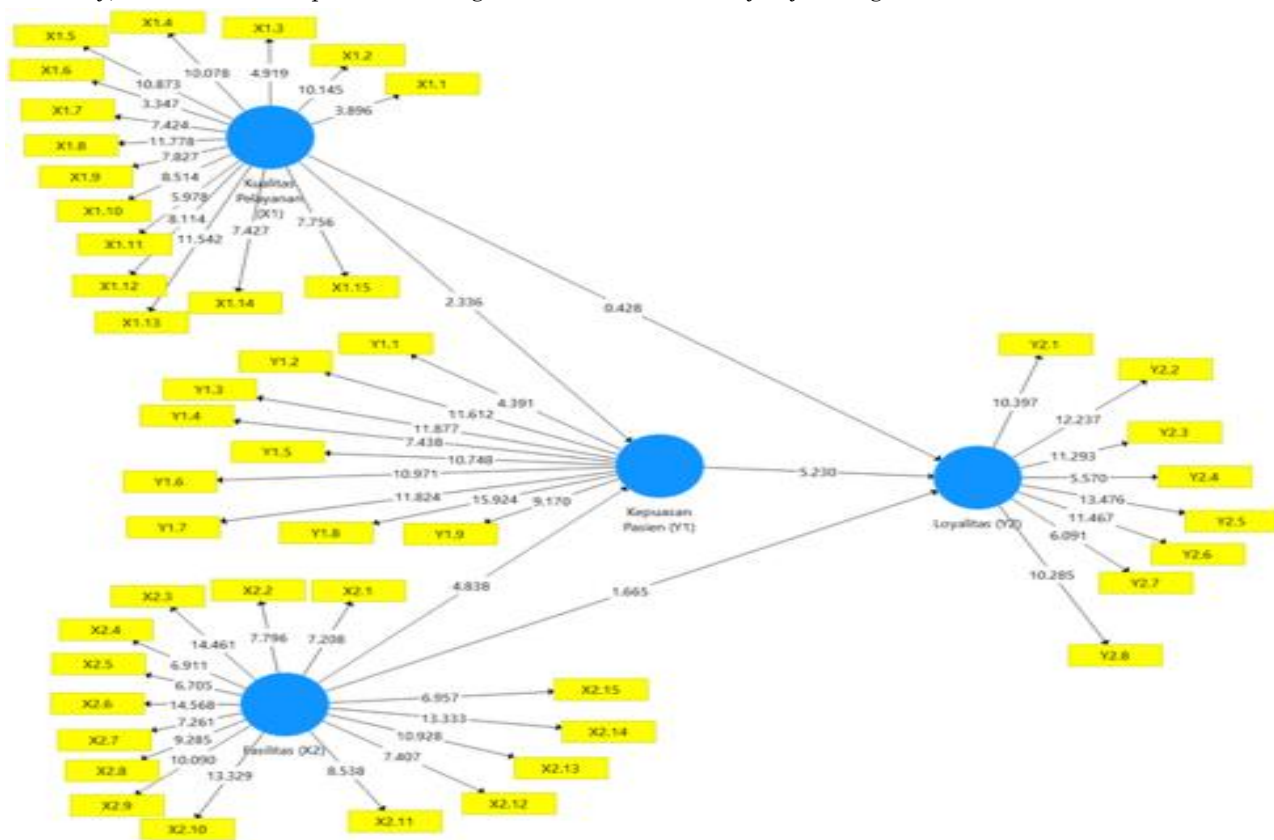


Figure 1. Inner Model Test Results

Source: SmartPLS output, 2025

DISCUSSION

The Influence of Service Quality on Patient Satisfaction

Service quality has a positive and significant effect on patient satisfaction with a T-statistic value of 2.336 and a P-value of 0.020. The results of this study are in line with those of (Mahfudhoh & Muslimin, 2020), (Sembiring & Sinaga, 2022), and (Setianingsih & Susanti, 2023), which indicate that service quality has a significant influence on patient satisfaction. The results of this study show that the better the quality of service provided, the higher the level of patient satisfaction. Service quality includes medical staff expertise, staff friendliness, service timeliness, and responsiveness to patient needs. When a clinic provides efficient, timely, and patient-expectation-aligned services, this enhances patient satisfaction. Therefore, Anggrek Clinic must continue to focus on improving service quality aspects, such as training for medical and non-medical staff, as well as enhancing the service system to be faster and more effective.

The Influence of Facilities on Patient Satisfaction

Facilities has a positive and significant influence on patient satisfaction with a T-statistic value of 4.838 and a P-value of 0.000. Adequate and comfortable facilities greatly influence patient satisfaction levels. The results of this study are consistent with those of previous studies conducted by (Rika F & Anung P, 2020), Kabbani & Prio, 2023, and (Ramdhani & Fadili, 2024), which indicate that facilities has a positive and significant influence on patient satisfaction. These results indicate that patients feel more satisfied when the facilities provided, such as waiting rooms, examination rooms, and other amenities, are in good condition and comfortable. Anggrek Clinic, with its comfortable and complete facilities, creates a positive experience for patients who not only expect good medical care but also comfort during their time at the clinic. Attention to cleanliness, comfort of seating in the waiting room, and the availability of adequate medical equipment are factors that can significantly contribute to patient satisfaction. Therefore, Anggrek Clinic needs to invest in updating and maintaining its existing facilities to create a better experience for patients.

The Influence of Patient Satisfaction on Loyalty

Patient satisfaction has a positive and significant influence on patient loyalty with a T-statistic value of 5.230 and a P-value of 0.000. The results of this study are consistent with those of previous studies conducted by (Pattiasina, 2020), (Surachman & Agustina, 2023), and (Evandinnartha et al., 2023), which indicate that patient satisfaction has a positive and significant influence on loyalty. These results indicate that satisfied patients are more likely to return and recommend the clinic's services to others. Patient satisfaction is not only about good medical care but also about the overall comfort experienced during the treatment process. Anggrek Clinic needs to ensure that patients feel cared for and valued throughout the service process. This will build an emotional connection between patients and the clinic, which forms the foundation for their loyalty. Therefore, it is important for Anggrek Clinic to always listen to patient feedback and strive to improve every aspect that can enhance their satisfaction.

The Influence of Service Quality on Loyalty

Service quality does not have a significant direct effect on patient loyalty with a T-statistic value of 0.428 and a P-value of 0.669. Although service quality is very important for patient satisfaction, these results indicate that service quality does not have a significant direct effect on patient loyalty. This may be because patient loyalty is influenced by various other factors, such as the overall experience at the clinic, the facilities provided, and the emotional satisfaction patients receive during their interactions with clinic staff. In this case, although service quality is very important, patient loyalty is also influenced by how patients perceive the added value provided by the clinic beyond medical quality. Anggrek Clinic needs to understand that to create loyalty, non-medical aspects such as facility comfort and a pleasant experience are likely to be very influential.

The Influence of Facilities on Loyalty

Facilities has a positive influence on loyalty with a T-statistic value of 1.665 and a P-value of 0.097, but this influence is not significant at the 0.05 level. Although facilities has a positive influence on loyalty, this result indicates that the influence is not strong enough to reach the level of significance at the 0.05 level. This suggests that while good facilities can strengthen the emotional bond between patients and the clinic, the direct impact of facilities on patient loyalty is more limited. Anggrek Clinic needs to understand that facilities are not the only factor shaping loyalty but must be combined with service quality, the overall patient experience, and patient satisfaction. Enhancing facilities in a more integrated manner with clinic services could potentially increase the impact of facilities on loyalty.

The Influence of Service Quality on Loyalty through Patient Satisfaction as an Intervening Variable

Service quality has a positive and significant influence on loyalty through patient satisfaction with a T-statistic value of 2.087 and a P-value of 0.037. The results of this study are consistent with the research conducted by (Gousario et al., 2024) and (Arfa & Ahri, 2025), which indicate that service quality has a positive and significant influence on loyalty through patient satisfaction as a mediator variable. These results indicate that although service quality does not have a direct effect on loyalty, good service quality plays an important role in improving patient satisfaction, which in turn influences loyalty. Patient satisfaction acts as a mediator linking service quality and loyalty. This suggests that Anggrek Clinic needs to ensure that the service quality provided not only leads to short-term satisfaction but also builds long-term loyalty. Efforts to improve service quality must always be followed by measurement and attention to patient satisfaction levels, as this is crucial in determining their loyalty levels.

The Influence of Facilities on Loyalty through Patient Satisfaction as an Intervening Variable

Facilities has a positive and significant influence on loyalty through patient satisfaction with a T-statistic value of 3.847 and a P-value of 0.000. Facilities are proven to have a significant influence on loyalty through patient satisfaction. The results of this study are in line with the research conducted by (Salman, 2019) and (Putri et al., 2023), which showed that facilities have a positive and significant influence on loyalty through patient satisfaction as a mediator variable. This indicates that good facilities play an important role in creating satisfaction, which then influences patient loyalty. Satisfaction derived from comfortable, easily accessible, and complete facilities strengthens the relationship between patients and the clinic, thereby increasing the likelihood of patients returning. Anggrek Clinic needs to ensure that its facilities are always in optimal condition, as positive experiences related to facilities will strengthen patient loyalty. Efforts to improve facilities should be carried out continuously to maintain high patient satisfaction and enhance their loyalty toward the clinic.

4. CONCLUSION

Based on the analysis and discussion, it can be concluded that this study demonstrates a significant influence of service quality and facilities on patient satisfaction, which in turn impacts patient loyalty at Anggrek Clinic in Pontianak. Service quality and facilities have a direct positive effect on patient satisfaction, while patient satisfaction also has a direct positive effect on patient loyalty. However, service quality and facilities do not have a significant direct effect on patient loyalty. The indirect effect analysis shows that patient satisfaction acts as an intervening variable that strengthens the impact of service quality and facilities on patient loyalty. This study also reveals that the Adjusted R-Square for patient satisfaction is 0.472, indicating that 47.2% of the variation in patient satisfaction is influenced by service quality and facilities, while the Adjusted R-Square for patient loyalty is 0.533, meaning that 53.3% of patient loyalty is influenced by service quality, facilities, and patient satisfaction. Therefore, Anggrek Clinic needs to continuously improve the quality of services and facilities to enhance patient satisfaction, which will ultimately increase patient loyalty. However, the limitations of this study include the use of only one clinic location in Pontianak and a relatively small sample size. Future research is recommended to expand the sample to include various clinics across West Kalimantan to improve the generalizability of the findings. A qualitative approach could also be utilized to gain deeper insights into patients' experiences and perceptions regarding the quality of services and facilities available.

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