

DETERMINANTS OF PATIENT LOYALTY: A SYSTEMATIC REVIEW

Yulinda Ferdiana Ubery^{1*}, Ernawaty²

^{1,2}Faculty of Public Health, Universitas Airlangga

Email Korespondensi: yulinda.ferdiana.ubery-2023@fkm.unair.ac.id

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ABSTRACT

Patient loyalty is the key to business success for healthcare providers as well as patient health outcomes. This research aims to identify factors that determine patient loyalty using a systematic review study. Articles published in the last 5 years in Proquest, Google Scholar, and PubMed databases were systematically reviewed. Eight articles that met the inclusion and exclusion criteria were selected for further review. Findings regarding the determinants of patient loyalty to healthcare organizations were systematically synthesized. Publications on factors that determine patient loyalty to screening health care providers and 20 articles were included in this study. Twenty articles explore 14 determinants of patient loyalty such as patient satisfaction, quality, value, hospital brand image, trust, commitment, CRM, patient experience, service delivery, relationship marketing and word-of-mouth (WoM), CSR, perceived value, implementation of innovation, and environmental services. This review identified and modeled the determinants of patient loyalty to healthcare providers. Further research should consider extending this research to general hospitals, clinics and health centers. clinics and health centers to identify the most dominant factors of interest.

Keywords: Health Services, Patient Loyalty, Systematic Review

BACKGROUND

Over the past few decades, competition in the healthcare sector has been an important part of healthcare reform in many countries (Brown 2016). In today's competitive business environment, consumers are faced with many alternative brand choices. Indonesia has attempted to increase financial access to healthcare through the administration of the national health insurance, BPJS-Health, beginning in 2014 (Fauziyyah et al. 2024). As in other countries, the provision of public health services is controlled by the government, which funds the

services or enrolls its citizens in insurance schemes paid for by taxes (Blomqvist 2022). In addition, the private healthcare sector is growing, making the healthcare industry competitive (Boyacı 2023).

The competitive environment requires healthcare providers to face increasing competition and compete with each other to gain a larger market share. On the other hand, patients have the freedom to choose their healthcare provider. The recognition of patient choice has led to intense competition among healthcare providers. In competitive

situations, success in health care is not only the result of good technical skills and the provision of high-quality services, but also of satisfying customers and encouraging them to return to the practice (Gaynor, Moreno-Serra, and Propper 2013).

The loyalty of patients is considered to be a key factor in the business success of healthcare service providers (Sumaedi et al. 2015). In a competitive situation, healthcare providers must pay attention to attracting and retaining customers. Healthcare success is not only the result of healthcare satisfaction and excellent technical skills, but also the result of patient loyalty (Pan et al. 2015). Loyalty is a customer's behavior to continue receiving services from a service provider. Patient loyalty can be defined as the intention to choose the same institution again for future healthcare needs or to recommend it to family and friends (Unal, Akbolat, and Amarat 2018). This is considered a key success factor for healthcare providers.

Patient loyalty is also positively associated with a variety of patient outcomes, particularly adherence to treatment plans and preventive measures. Therefore, for the benefit of both healthcare providers and beneficiaries, hospital leaders must effectively manage patient loyalty. To do this, it is critical to understand the factors that determine patient loyalty. Several researchers have examined the factors that influence patient loyalty. An integrative study shows that patient loyalty can be positively influenced by satisfaction, quality, value, hospital brand image, trust, commitment, and OCB (Zhou et al. 2017).

Several studies show that quality has an indirect effect on patient loyalty (AlOmari, AlOmari,

and Hamid 2022, Pratami et al. 2023). For example, Shabbir studied 600 inpatients at government and private hospitals and found that patient satisfaction mediated the relationship between service quality and patient loyalty (Shabbir, Malik, and Malik 2016). Dalatony also studied 964 patients in dental clinics in Saudi Arabia. They showed that overall patient satisfaction influences loyalty. In addition, overall patient satisfaction is influenced by care services and word-of-mouth recommendations (El Dalatony et al. 2023).

Due to increasing competition in the industry, loyalty has become important in recent years. The company concludes that "loyalty" has a similar meaning and has developed strategic marketing and advertising efforts to create a relationship between the company and its customers. In general, customer loyalty means the intention to repurchase products and services, and this is an industry goal or loyalty is a firmly held commitment to repurchase or re-subscribe to a preferred product or service consistently in the future, thereby causing the same thing to happen again and again, repeat purchasing sets of the same brand or brands. Customer loyalty is the most valuable outcome of marketing efforts, so developing customer loyalty is an important focus of marketing strategy (Khan 2013). This article aims to review the evidence that identifies the determinants of patient loyalty using systematic review studies.

LITERATURE REVIEW

Loyalty is defined as the customer's willingness to use the same goods or products repeatedly and recommend them to friends or closest family of their own accord

(Kesuma, 2023). Factors that influence loyalty: A person can become a customer according to (Tjiptono & Anastasia, 2003) as seen from several factors as follows:

- a. There is some proportion of purchases in a continuous period of time.
- b. There is closeness and interaction between customers and product or service providers.
- c. Customers feel that using a product or service brings positive feelings of benefit and makes it easier for them.
- d. Customers use goods or services continuously for a long time or consistently from customers.

If communication is effective then this can influence emotions where the patient will believe in the medicine they receive and if they get healing then this can influence the patient's desire to visit again and this creates a sense of loyalty in the patient. Apart from that, communication is considered an effort to listen to patient complaints, after that providing an explanation of the complaints experienced by the patient so that there is satisfaction for the patient to create patient loyalty (Sinulan, 2016).

METHODS RESEARCH

This research uses a systematic review study which was carried out by searching for articles on Proquest, Google Scholar and PubMed. Search keywords using Boolean Operators include OR/AND/NOT. The literature search terms used were "patient(s)" AND "loyalty" AND "hospital" OR "healthcare". The selection of library source articles was carried out by assessing the quality and results of studies discussing the determining factors of patient loyalty. Inclusion criteria are original studies conducted as empirical research, articles published in the last five years 2019-2024, research published in English, full text and free access. Literature review articles, systematic reviews and meta-analyses were excluded from this study.

Quality Appraisal

The CASP Critical Appraisal of Study Quality tool is used to critically appraise studies, including the validity of the research, the accuracy of the research findings, and the usefulness of the research for practice. The quality assessment tool uses a series of questions according to the research design to assess whether the study can be used as high-quality evidence.

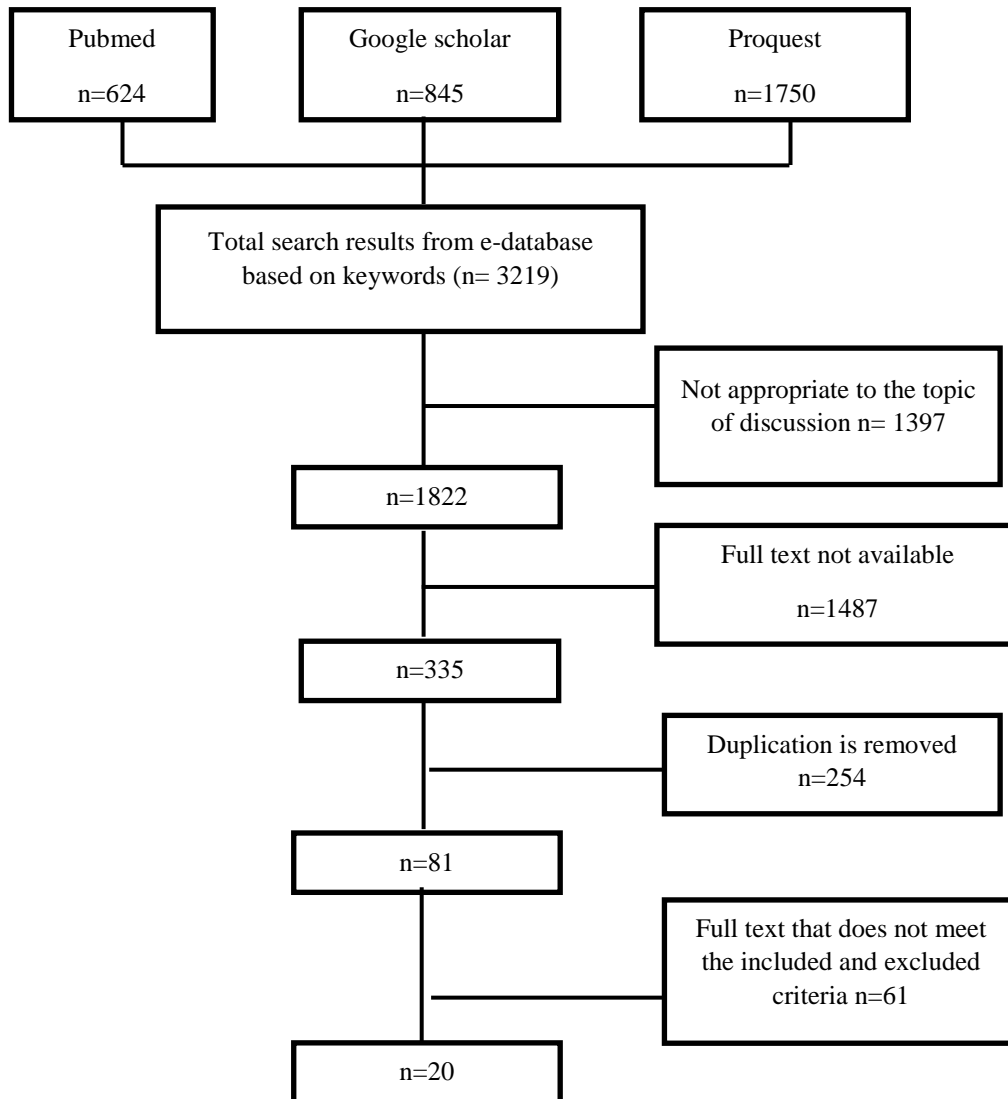


Figure 1 Flow Chart Of Articles Included In The Study

Data abstraction and synthesis

For each article, we extracted author(s) information, title, year of publication, location of the research, sample details, objectives and findings/ conclusions (Table 1). After carrying out the screening process, the final results were 20 articles. The articles obtained represent various countries,

including 17 research articles conducted on Asia (Indonesia, Malaysia, Vietnam, Thailand, China, Japan, India, Bangladesh, Syria, United Arab Emirates and Egypt), 2 research articles conducted on European (Hungary and Serbia) and 1 research article conducted on the African continent (Ghana).

Table 1. Data Abstraction

No	Title, Author, year	Location of the study	Design and sample study	Results
1.	Factors associated with patient loyalty in private healthcare sector in Egypt (Garem, Fouad, and Hassan 2024)	Mesir	Cross-sectional study Sample: 462	<ul style="list-style-type: none"> a. perceived service quality, not significantly, has a positive effect on patient loyalty b. Trust shows a significant influence on patient satisfaction and patient loyalty c. the relationship between perceived Value (price) and patient satisfaction and loyalty is positive but not significant
2.	Patients' intent to revisit with trust as the mediating role: lessons from Penang Malaysia (Isa, Lim, and Chin 2019)	Malaysia	Cross-sectional study Sample: 240	<ul style="list-style-type: none"> a. cognitive components (i.e. hospital image and perceived medical quality) do not have a significant influence on patients' intention to revisit b. affective components (i.e. relationship marketing) and behavioral components (i.e. word of mouth) increase patient intention to revisit the home c. Trust does not have a significant mediating effect between predictor variables and patient intention to revisit, but has a significant relationship with affective and

No	Title, Author, year	Location of the study	Design and sample study	Results
				behavioral components
3.	Managing Patient Loyalty Through Digital Patient Experience (Pratami et al. 2023)	Indonesia	Cross-sectional study Sample: 214	Patient loyalty can be influenced by health facilities that simultaneously implement innovation, digital patient experience and service quality.
4	The Relationships Between Patient Experience with Nursing Care, Patient Satisfaction and Patient Loyalty: A Structural Equation Modeling (Chen et al. 2022)	Tiongkok	Cross-sectional study Sample: 1469	Patient experience is related to nursing services, patient satisfaction and patient loyalty. Better patient experience in nursing services has a significant relationship with better patient satisfaction and greater patient loyalty.
5	Strategies to improve patient loyalty and medication adherence in Syrian healthcare setting: The mediating role of patient satisfaction (AlOmari, AlOmari, and Hamid 2022)	Suriah	Cross-sectional study Sample: 1469	<p>a. patient satisfaction mediates the relationship between patient loyalty and service quality (assurance, reliability and financial aspects).</p> <p>b. Financial aspects have the highest influence on patient satisfaction and treatment compliance.</p>
6	Patient satisfaction mediates the influence of trust, service quality and hospital sharia compliance on patient loyalty in Sharia hospitals in Riau province	Indonesia	Cross-sectional study Sample: 342	<p>a. Trust has a positive and significant influence on patient loyalty</p> <p>b. Service quality does not have a significant influence on patient loyalty</p> <p>c. Compliance has a positive and significant effect on</p>

No	Title, Author, year	Location of the study	Design and sample study	Results
	from an Islamic perspective (Wahyuningsih, Mariyanti, and Hatta 2023)			<p>patient loyalty and patient satisfaction</p> <p>d. Trust has a positive and significant effect on patient satisfaction</p> <p>e. Service quality has a positive and significant effect on satisfaction</p> <p>f. Satisfaction mediates the influence of trust on loyalty positively and significantly</p> <p>g. Satisfaction mediates the influence of service quality on patient loyalty positively and significantly</p> <p>h. Satisfaction mediates the effect of compliance on loyalty positively and significantly</p> <p>i. Satisfaction has a positive and significant influence on loyalty</p>
7	Obstetrics services in Malaysia: factors influencing patient loyalty (Yeo, Tan, and Goh 2021)	Malaysia	Cross-sectional study Sample: 419	<p>a. Providing excellent service has increased the level of patient satisfaction and achieved patient loyalty</p> <p>b. Patient satisfaction was found to mediate the relationship between hospital reputation and patient loyalty</p> <p>c. Patient trust and loyalty are related to patient care and patient loyalty</p>

No	Title, Author, year	Location of the study	Design and sample study	Results
				d. Administrative procedures do not have a significant effect on patient satisfaction
8	Factors influencing patient loyalty to outpatient medical services: an empirical analysis of the UAE's government healthcare system (Dayan et al. 2022)	Uni Emirat Arab	Cross-sectional study Sample: 418	<p>a. service quality, word of mouth promotion (word of mouth WoM) and outpatient-doctor relationships have a positive influence on outpatient satisfaction and indirectly influence patient loyalty</p> <p>b. hospital image has a positive effect on outpatient satisfaction and loyalty and has a partial mediating effect on loyalty</p> <p>c. waiting time satisfaction has no effect on outpatient satisfaction and has no moderating effect on the outpatient satisfaction-loyalty relationship</p> <p>d. switching costs have a positive influence on loyalty but do not have a moderating effect on the outpatient satisfaction-loyalty relationship</p>
9	What determines behavioural intention in health services? A four-stage loyalty model	India	Cross-sectional study Sample: 420	patient satisfaction, trust and commitment can create good behavioral intentions among patients. When patients demonstrate higher trust, they are more likely to value healthcare services and are willing to commit to

No	Title, Author, year	Location of the study	Design and sample study	Results
	(George and Sahadevan 2024)			a long-term relationship, resulting in increased patient loyalty
10	Determinants of Patients' Behavioral Intention and Loyalty in Private Hospitals in Chengdu, China (Luo 2023)	China	Cross-sectional study Sample: 500	<p>a. Treatment costs, reasonableness, technical health services, and interpersonal behavior have a significant effect on service quality. Apart from that, service quality has the strongest significant influence on patient satisfaction. Patient satisfaction has a significant effect on patient loyalty and behavioral intentions</p> <p>b. Technical health services, hospital environment and doctor services have a significant relationship to patient satisfaction. Patient satisfaction has a significant influence on patient loyalty to health services in hospitals.</p>
11	Customer relationship management and patient satisfaction and loyalty in selected hospitals in Ghana (Abekah-Nkrumah et al. 2021)	Ghana	Cross-sectional study Sample: 788	<p>c. CRM has a significant positive correlation with patient satisfaction and patient loyalty</p> <p>d. patient satisfaction is also significantly correlated with patient loyalty</p>
12	Patient satisfaction and loyalty in Japanese primary	Jepang	Cross-sectional study	Factors that are significantly related to loyalty, namely a combined variable that includes

No	Title, Author, year	Location of the study	Design and sample study	Results
	care: a cross-sectional study (Kijima et al. 2021)		Sample: 206	longitudinality and first contact (regular access), as well as family-centeredness
13	The effect of corporate social responsibility (CSR) health-care services on patients' satisfaction and loyalty - a case of Bangladesh (Hossain, Yahya, and Khan 2020)	Bangladesh	Cross-sectional study Sample: 195	significant positive relationship between CSR health services and patient satisfaction as well as between patient satisfaction and loyalty
14	Healthcare Services: Patient Satisfaction and Loyalty Lessons from Islamic Friendly Hospitals (Rahman, Bhuiyan, and Zailani 2021)	Malaysia	Cross-sectional study Sample: 379	<p>a. Administrative behavior, doctor services, and technical health care have a direct and positive relationship with loyalty intentions, while sharia facilities have a negative and significant relationship with loyalty</p> <p>b. Technical health services, hospital environment and doctor services have a significant relationship to patient satisfaction. Patient satisfaction has a significant influence on patient loyalty to health services in hospitals.</p> <p>c. Administrative behavior, doctor services, and technical health care have a direct and positive relationship with loyalty intentions, while sharia facilities have a negative and significant relationship with loyalty</p>
15	Patient satisfaction and loyalty to the healthcare organization	Vietnam	Cross-sectional study Sample: 550	a. TQM total quality management and PE patient expectations have a positive effect on the

No	Title, Author, year	Location of the study	Design and sample study	Results
	(Nguyen and Nagase 2021)			perceived service quality of PSQ b. PE patient expectations influence TQM total quality management c. PE patient expectations, PSQ perceived service quality and TQM total quality management influence PS patient satisfaction d. PC patient complaints and PS patient satisfaction influence PL patient loyalty e. PS patient satisfaction influences PC patient complaints.
16	Factors Influencing Patient Satisfaction and Loyalty as Perceived by Dentists and Their Patients (Szabó et al. 2023)	Hongaria	Cross-sectional study Sample: 1198	Factors that significantly influence satisfaction and loyalty include convenience of location, quality of care, trust in the dentist's decision, satisfaction with the frequency of visits, clear explanation of treatment, dentist's interest in symptoms, patient engagement with dental staff, and dentist's knowledge of patient and medical records
17	The Influential Factors of Health Care Customer Loyalty: Evidence from Serbia (Rajić, Milošević, and Rakić 2020)	Serbia	Cross-sectional study Sample: 300	patient satisfaction as the most significant determinant of loyalty, followed by physical evidence and care of other medical staff, which in terms of total influence is a statistically significant determinant of loyalty

No	Title, Author, year	Location of the study	Design and sample study	Results
18	Determinants of patient behavioural loyalty on primary health centres: Evidence from a cross-sectional study in Indonesia (Mardaleta et al. 2022)	Indonesia	Cross-sectional study Sample: 389	Two elements of internal service factors (service provider and service environment) have a positive and significant influence on service quality. Service quality has a positive and significant influence on patient behavioral loyalty.
19	Factors Influencing Patient Loyalty towards Dental Care Providers - Residents in Bangkok, Thailand (Intzes and Nuangjamnong 2024)	Thailand	Cross-sectional study Sample: 385	There is a relationship between service quality and patient satisfaction, and recognizing both are important elements that support patient loyalty.
20	Health promoting hospital: A practical strategy to improve patient loyalty in public sector (Wartiningsih et al. 2020)	Indonesia	Cross-sectional study Sample: 101	Health-Promoting Hospitals influence patient expectations, which in turn influence perceived value and satisfaction. In addition, perceived value and satisfaction influence patient loyalty.

RESULT RESEARCH

The studies explored a total of 14 determinants of patient loyalty, namely patient satisfaction, quality, value, hospital brand image, trust, commitment, CRM, patient

experience, service delivery, relationship marketing and word-of-mouth (WoM), CSR, perceived value, implementation of innovation, and environmental services.

DISCUSSION

Patient satisfaction

Patient satisfaction is the main determinant of loyalty (Intzes and Nuangjamnong 2024), patient satisfaction can create good behavior intent among patients.

Patient satisfaction is the most significant determinant of loyalty, followed by physical evidence and other medical staff care (Rajić, Milošević, and Rakić 2020). Patients tend to have higher levels of trust,

value healthcare services, and are willing to engage in long-term relationships, resulting in increased patient loyalty (George and Sahadevan 2024). Patient satisfaction mediates the relationship between reputation (Yeo, Tan, and Goh 2021), hospital image (Dayan et al. 2022), patient experience (Chen et al. 2022) and service quality (AlOmari, AlOmari, and Hamid 2022) with patient loyalty.

Satisfaction positively and significantly mediates the influence of trust, service quality and compliance on loyalty. Satisfaction has a positive and significant influence on patient loyalty (Wahyuningsih, Mariyanti, and Hatta 2023). Factors that significantly influence satisfaction and loyalty include convenience of location, quality of care, trust in the doctor's decisions, satisfaction with frequency of visits, clear explanations of treatment, patient engagement with staff, and the doctor's knowledge of the patient and their medical records. Service satisfaction has a positive and significant influence on patient behavioral loyalty (Szabó et al. 2023).

Garem also found that the influence of patient satisfaction and loyalty was positive but not significant (Garem, Fouad, and Hassan 2024). This illustrates how healthcare professionals can successfully meet the needs and expectations of their patients while maintaining a high level of service. Satisfaction in the service sector is related to the idea that customers are the end users of goods or services.

Service quality

Several studies have shown that the quality of service has an indirect effect on patient loyalty.

The quality of service perceived by patients has a positive effect on patient loyalty (Garem, Fouad, and Hassan 2024). In terms of mediators, satisfaction was found to mediate the relationship between service quality and patient loyalty. A study in Thailand shows that service quality is an important element that supports patient loyalty (Intzes and Nuangjamnong 2024). Satisfaction mediates the effect of service quality on loyalty (Dayan et al. 2022). Nguyen also demonstrated that perceived service quality increases patients' intention to return by increasing patient satisfaction (Nguyen and Nagase 2021).

Mardaleta found that internal service factors such as service provider and service environment have a positive and significant influence on service quality, and service quality has a positive and significant influence on patient behavioral loyalty (Mardaleta et al. 2022).

In addition, service quality has the strongest significant impact on patient satisfaction. Patient satisfaction has a significant impact on patient loyalty and behavioral intentions (Luo 2023). Service quality is described as the difference between customer expectations and actual perceptions of the services provided. In the context of health services, the perception of service quality depends on determining whether the service provided is the best in terms of the outcomes delivered, whether it meets the customer's expectations, and whether it is delivered with consideration for the doctor-patient relationship.

Trust

Trust significantly influences patient satisfaction and loyalty ((Garem, Fouad, and Hassan 2024).

Trust has a positive and significant effect on patient loyalty (Wahyuningsih, Mariyanti, and Hatta 2023). Patient satisfaction, trust, and commitment can create good behavioral intentions among patients. When patients demonstrate higher levels of trust, they are more likely to value healthcare services and are willing to commit to long-term relationships, resulting in increased patient loyalty (George and Sahadevan 2024).

Isa et al. confirmed the indirect relationship between trust and good behavioral intentions among patients; trust has a significant relationship with the affective component (i.e., relationship marketing) and the behavioral component (i.e., word of mouth), which increases the patient's intention to return to the hospital (Isa, Lim, and Chin 2019).

Compliance/ commitment

Wahyuningsih found that compliance had a positive and significant effect on patient loyalty. Compliance has a positive and significant effect on satisfaction, satisfaction mediates the effect of trust on loyalty positively and significantly (Wahyuningsih, Mariyanti, and Hatta 2023). Patient satisfaction, trust and commitment can create good behavioral intentions among patients. When patients demonstrate higher trust, they are more likely to value health services and are willing to commit to long-term relationships, resulting in increased patient loyalty (George and Sahadevan 2024).

Perceived Value

Garem shows that perceived value (price) has a positive effect on patient loyalty, perceived value has an influence on behavioral intentions, not only increasing

behavioral intentions directly, but also increasing overall satisfaction (Garem, Fouad, and Hassan 2024). Customer value is "a consumer's overall assessment of the usefulness of a product based on perceptions of what is received and what is given", this term shows how customers define quality in relation to price. Wartiningsih found that the concept of perceived value is considered an important determinant that positively influences consumer behavior. increasing consumer loyalty and satisfaction levels (Wartiningsih et al. 2020).

Brand image

Dayan suggests that hospital brand image has a positive effect on outpatient satisfaction and loyalty, and a partial mediating effect on loyalty (Dayan et al. 2022). Brand image has direct and indirect effects on patient loyalty, not only directly increasing patient loyalty, but also increasing patient satisfaction by increasing perceived service quality, which in turn increases patient intention to return (Yeo, Tan, and Goh 2021).

CRM/ Customer Relationship Management

Abekah et al. found that customer relationship management (CRM) was significantly positively correlated with patient satisfaction and patient loyalty, while patient satisfaction was also significantly correlated with patient loyalty. In addition, the research results show that the introduction of education, ownership of health facilities, health insurance status, and gender do not have a significant impact on the relationship between CRM and patient satisfaction/loyalty, nor do they directly influence patient satisfaction and loyalty (Abekah-Nkrumah et al. 2021).

A strong patient-physician relationship can have important implications for the bond between providers and patients, in addition to helping providers better understand patients, it can also improve the quality of services and benefits for providers and patients (Szabó et al. 2023). Physical evidence and concern from other medical staff, which in terms of overall influence is a statistically significant determinant of loyalty. The results of this study suggest that managers' attention to these predictors can lead to higher levels of patient loyalty to the institution (Rajić, Milošević, and Rakić 2020). CRM through patient loyalty can also have a positive impact on patients through continuity of service, better understanding of patient needs, and ultimately improved treatment outcomes.

Patient Experience

Patient experience is related to care services, patient satisfaction, and patient loyalty. Better patient experience in nursing services has a significant relationship with better patient satisfaction and better patient loyalty (Chen et al. 2022).

Care Provider

Providing excellent service has increased patient satisfaction and patient loyalty. Patients tend to switch to other providers if they are dissatisfied with the services they are currently receiving (Yeo, Tan, and Goh 2021). Clear explanation of care, physician knowledge of the patient, patient and staff engagement (Szabó et al. 2023), and medical staff concern for the patient (Rajić, Milošević, and Rakić 2020) influence patient satisfaction and loyalty.

Regular access to care and family-centered services, identified

as important functions in primary care, have a significant impact on loyalty (Kijima et al. 2021). Health technologies have a direct and positive relationship with loyalty intentions (Rahman, Bhuiyan, and Zailani 2021). The patient-physician relationship has a positive effect on patient satisfaction and an indirect effect on patient loyalty (Dayan et al. 2022).

Relationship Marketing And Word-Of-Mouth As The Determinants Of Patient Loyalty

Affective components (i.e., relationship marketing) and behavioral components (i.e., word of mouth) increase patients' intention to return home (Isa, Lim, and Chin 2019). Service quality, word of mouth (WoM), and the patient-physician relationship positively influence outpatient patient satisfaction and indirectly influence patient loyalty (Dayan et al. 2022).

Corporate Social Responsibility (CSR) Health-Care Services On Patients

CSR services in the form of drug supply facilities, nursing facilities, food supply facilities, ambulance services, and medical assistance have a positive impact on patient loyalty (Hossain, Yahya, and Khan 2020)

Cost

Treatment cost, adequacy, technical health services and interpersonal behavior have a significant effect on service quality. In addition, service quality has the strongest significant impact on patient satisfaction (Luo 2023). Switching costs have a positive impact on loyalty, but do not have a moderating effect on the relationship between ambulatory satisfaction and loyalty (Dayan et al. 2022).

Digital Innovation And Experience Application

Patient loyalty can be influenced by healthcare organizations that simultaneously implement innovation, digital patient experience, and service quality (Pratami et al. 2023). Administrative behavior, nursing services and Sharia facilities have a very significant impact on satisfaction.

Technical health services, hospital environment and physician services have a significant relationship with patient satisfaction. Patient satisfaction has a significant impact on patient loyalty to health services in hospitals (Rahman, Bhuiyan, and Zailani 2021). Internal service factors (service providers and service environment) have a positive and significant impact on service quality.

Service quality has a positive and significant impact on patient behavioral loyalty (Mardaleta et al. 2022).

Service Environment

Two elements of internal service factors (service provider and service environment) have a positive and significant influence on service quality (Mardaleta et al. 2022). Location convenience influences patient loyalty mediated by patient satisfaction (Szabó et al. 2023).

Patient Loyalty: An Integrated Conceptual Model

The literature explores several determinants of patient loyalty within a single framework. Therefore, an integrated conceptual model consisting of all the suggested determinants is proposed (Figure 2).

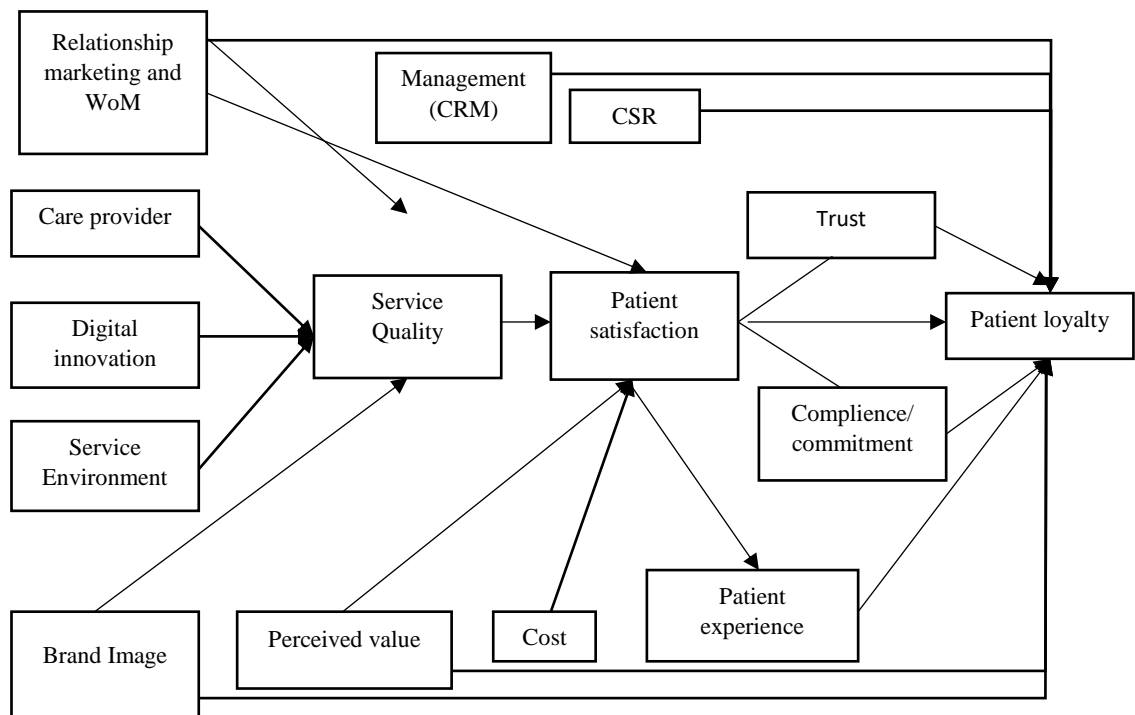


Figure 2. Integrated Conceptual Model Of Patient Loyalty

This paper attempted to propose an integrated model of patient loyalty by establishing the

relationships among fourteen key constructs. The integrated conceptual model shows the

significant positive direct impact of quality on satisfaction and value, satisfaction on trust and commitment, trust and commitment on loyalty, brand image on quality and loyalty, perceived value on quality and loyalty, relation marketing on satisfaction and loyalty, and CRM and CSR on loyalty.

Several articles focused on the influence of quality, value, and satisfaction on patient loyalty. Perceived quality is defined as the customer's assessment of the superiority or excellence of a product. Patient satisfaction is explained as a favorable/unfavorable feeling experienced by patients based on their assessment of the match between their expectations and the performance of service providers. The direct effect of quality, value and satisfaction on patient loyalty was not immediately apparent from our results. Service quality is influenced by care providers, digital innovation, service environment, brand image and relationship marketing (WoM).

These factors have a positive impact on service quality, it can be concluded that the better these factors are, the service quality will increase, thus affecting patient satisfaction and patient loyalty. In addition to service quality, there are factors such as perceived value, cost, and relationship marketing (WoM) that affect patient satisfaction. Increased patient satisfaction can result in positive behavioral intentions in the form of trust and compliance/commitment. So that patient satisfaction is a significant determinant of patient loyalty, in addition to patient satisfaction, good management, CSR and patient experience can increase patient loyalty.

Limitation

Several limitations of our study were identified. The search did not identify qualitative or mixed methods studies. Qualitative and quantitative data from other methods of analysis provide a better understanding of patients' behavioral intentions. Second, studies examining the determinants of patient loyalty vary in methodological quality, research location, and patient sample, limiting comparisons between studies.

CONCLUSION

This review attempts to identify the determinants of patient loyalty that are closely related to healthcare provider profitability and patient health outcomes. Patient loyalty can be positively influenced by patient satisfaction, quality, value, hospital brand image, trust, commitment, CRM, patient experience, service delivery, relationship marketing and word-of-mouth (WoM), CSR, perceived value, implementation of innovation, and environmental services. Our integrated conceptual model, consisting of all proposed determinants, shows significant positive direct effects of quality on satisfaction and value, satisfaction on trust and commitment, trust on commitment and loyalty, and brand image on quality and loyalty. The results regarding the direct impact of quality, satisfaction, value and commitment on loyalty are still contradictory.

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