

**ANALYZING THE IMPACT OF SERVICE QUALITY ON LOYALTY
WITH MODIFYING EFFECT OF PATIENT SATISFACTION IN
GADJAH MADA UNIVERSITY DENTAL HOSPITAL YOGYAKARTA
(A Study Using Service Performance Method)**

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ABSTRACT

Patient loyalty to the hospital is the ultimate result of upon fulfilment of hospital's obligations to continuously supply quality services. High quality of service that meets patient's expectations will deliver satisfaction to increase patient loyalty. High patient loyalty will lead toward various advantages for the hospital. This study aimed to examine the impact of service quality on patient loyalty with by the effect of modifying patient satisfaction.

This is a cross sectional inferential analytic design study. Total participants involved in this study were 120 outpatient patients at Prof. Soedomo Dental Hospital UGM with the following criteria: completed receiving treatment, aged 17-65 years, high school graduates or above, and with no advanced care requirements. Instrument being used in this study were questionnaire on service quality, satisfaction, and patient loyalty, while participants recruitment using purposive accidental sampling technique.

Multiple linear regression analysis of service quality displayed a positive and significant effect on satisfaction ($B=0.326$, $p<0.001$). Multinomial logistic regression analysis indicated that patient satisfaction had a positive and significant effect on patient loyalty (moderate loyalty, $OR=1.414$, $p=0.005$), (high loyalty, $OR=1.985$, $p<0.001$); and service quality on loyalty through moderate satisfaction as a modifier ($OR=1.471$; $p=0.001$). The test results reported that positive and significant effect discovered from perceived service quality on patient satisfaction, positive and significant effect of satisfaction on patient loyalty, and positive and significant effect of perceived service quality on loyalty with modified effect of patient satisfaction at Gadjah Mada University Dental Hospital.

This study concluded that perception of service quality affects patient's satisfaction, satisfaction affects loyalty, and moderate patient satisfaction presented as the effect of modifying service quality and patient loyalty.

Keywords: patient loyalty, patient satisfaction, service quality