THE ROLE OF HOSPITAL SERVICESCAPE IN BUILDING PATIENT LOYALTY

Ni Putu Cristin Carolina
Universitas Mahasaraswati Denpasar

I Gusti Agung Eka Teja Kusuma
Universitas Mahasaraswati Denpasar

Gregorius Paulus Tahu
Universitas Mahasaraswati Denpasar

ABSTRACT

Customer or patient satisfaction is the main key to success in the competitive world. Customers who are truly satisfied will cause a sense of pleasure or excitement. When customer satisfaction is created, it can have an impact on customer or patient loyalty. Therefore, to achieve patient satisfaction, attention is needed on service quality and servicescape in hospitals. If the patient is satisfied, the patient will be loyal. The purpose of this study was to determine and test the construction of Service Quality and Servicescape on satisfaction to build patient loyalty at BaliMed Hospital Karangasem. This study uses quantitative methods that are used to fulfill research objectives other than literature review. The population of this study were patients at BaliMed Hospital Karangasem with a sample of 102 respondents. Data were collected by questionnaire using a Likert scale. The data were analyzed using a variant-based structural equation model analysis known as Partial Least Square (PLS) analysis. The results of this study indicate that: 1) Service qualitypositive and significant effect on customer loyalty; 2) Servicescape positive and significant effect on customer loyalty; 3) Service quality positive and significant effect on satisfactioncustomer; 4) Servicescape positive and significant effect on satisfaction customer.;5) Satisfactioncustomers have a positive and significant effect onloyaltycustomer.

The results of this study provide advice and input to BaliMed Hospital Karangasem regarding efforts to increase patient satisfaction and loyalty.

Keywords: *service quality, servicescape, patient loyalty, satisfaction*

1. INTRODUCTION

Health services in hospitals in general include services, where services focus on the performance of service providers. The hospital business is a service business that has a high level of contact character in the service process and even needs special treatment given by officers to its patients. Patients cannot judge the results of hospital services before experiencing the services they receive for themselves. The full involvement of staff in delivering health services allows a different assessment for each patient. Patients will assess the quality of services starting from the first time they come, the service process, the costs incurred, until the patient goes home. If the perceived service is not as expected, the patient is dissatisfied and ultimately will not be loyal to the hospital.

Credibility and patient loyalty are important for hospitals to get hospital profitability in the long term. This condition makes the hospital provide the best health services to achieve patient satisfaction. If each patient has received services according to their needs, the patient will become patient loyalty, Ristrini (2005). Loyalty can basically be defined as a person's loyalty to something. Customer loyalty is the customer's commitment to persist deeply to re-purchase or re-subscribe to

the chosen product or service consistently in the future, even though the effects of the situation and marketing efforts have the potential to cause behavior change.

Customer loyalty expresses the intended behavior with regard to products or services for the company. Customer loyalty as a customer mindset holds a favorable attitude towards the company, is committed to repurchasing the company's products or services and recommends products or services to others (Saravanakumar, 2014). Customer loyalty is one of the most important indicators of an organization to do its best. Since customer loyalty is directly related to customer satisfaction, it is evident that customer loyalty can be measured through customer satisfaction (Odunlami and Matthew, 2015).

Customer satisfaction is the basis for every organization to achieve its goals. In other words, the level of customer satisfaction reflects the level of achievement of organizational goals. Satisfied customers tend to create profitable and enjoyable relationships with the organization. Customer loyalty to the organization arises from the satisfaction received by the customer by using the product or service received from the organization. The important nature of understanding the level of customer loyalty, for an organization today is a must to create and maintain profitable relationships (Odunlami and Matthew, 2015).

The important thing needed to create a sustainable relationship is customer loyalty. However, customer loyalty depends on how much satisfaction comes from the service or output organization. Satisfied or dissatisfied customers may tell people about their experience. Customer satisfaction is one of the business goals, which can be achieved through understanding the market needs for products, and providing products according to customer needs will further increase customer satisfaction, build and maintain long-term profitable relationships with market needs for products (Odunlami and Matthew, 2003). 2015).

According to the opinion of Rashid et al., (2016), which states that satisfaction has an effect on customer loyalty, this also affects the higher profits achieved by the company. Satisfied customers will show signs of their loyalty through behavior and attitudes, and customer satisfaction is also good for company growth. Only by measuring customer satisfaction can companies tell how vulnerable customers are to changing their spending patterns or leaving competitors with better product offerings. Thus, the importance of customer satisfaction and customer loyalty cannot be underestimated in today's competitive business environment. Although customer satisfaction does not guarantee repeat purchases from customers,

The basis for true loyalty lies in customer satisfaction, where service quality is the main input (Lovelock et al., 2011). Customer satisfaction is an important benchmark in business continuity. Satisfaction is the result of consumer assessments that the product or service has provided a level of enjoyment where this level of fulfillment can be more or less (Sudaryono, 2016). Highly satisfied or even service-loving customers tend to become loyal supporters of the company, combine all their purchases with one service provider, and spread positive news. Dissatisfaction, on the other hand, keeps customers away and becomes a determining factor in switching behavior (Lovelock et al., 2011).

Research conducted by Halim (2019) proved that customer satisfaction has a positive and significant influence on customer loyalty. That is, the better the level of customer satisfaction, the higher the level of customer loyalty. The same effect is also shown from the results of research by Ryalsyah et al., (2020), Sari (2018), Sitompul (2020), Cheng and Rashid (2013), Ardani and Suprapti (2012), and Thomas (2013). While the different findings of research conducted by Budiarta and Fachira (2017) show that customer satisfaction does not have a role as a variable that mediates the variables of service quality and customer loyalty. These results show that customer loyalty is not formed or influenced by perceived or received customer satisfaction.

Another factor that influences service satisfaction and patient loyalty in the study is the quality of service and the quality of the service environment which is usually referred to as

Servicescape. Service quality is defined as the overall customer perception of: (1) technical and functional quality, (2) service delivery, service environment, (3) reliability, responsiveness, empathy, assurance, and physical evidence related to the service experience (Brady and Cronin , 2001). Service quality is an important factor that needs to be maintained and improved in business continuously. Companies that have superior services will be able to maximize the company's financial performance. Efforts to improve the service quality system will be much more effective for business continuity (Aryani and Rosinta, 2010).

The quality of service is also very important to create customer loyalty. Quality perceived by customers is basically the perception of customers as a whole about service quality. Quality as a significant predictor of customer loyalty, in the long run is an important predictor of superior economic returns through repeated sales. Service quality or perceived service but not the same as satisfaction resulting from the comparison of expectations with performance. It is also suggested that when the perceived quality of a particular product rises, then the expected customer satisfaction will also increase and may eventually lead to customer loyalty. Satisfied customers will further increase their loyalty (Kassim et al., 2014).

According to Tjiptono (2014) there are five dimensions of service quality, including physical evidence (tangibles), reliability (reliability), responsiveness (responsiveness), assurance (assurance), and empathy (empathy). So the level of customer satisfaction with the services of a company can be seen from customer satisfaction with the five dimensions of services offered by the company. In addition to service quality, there is also a physical environment (servicescape) which is an important factor for consumers to be able to determine the services they will visit. Because the existence of a good physical environment will facilitate the company in the process of delivering information and services so that it is more selective and efficient, so that consumers feel comfortable with the conditions that exist in that location.

*Servicescape*included in Physical Evidence which is all aspects of an organization's physical facilities which are a form of real communication (Zeithaml, Bitner, & Gremler, 2013). Servicescape is divided into three dimensions, namely Ambient Conditions; Spatial Layout and Functionality; Signs, Symbols, and Artifacts (Lovelock, Wirzt, & Mussry, 2011). According to Brady & Cronin as quoted by Tjiptono (2014) that service quality is influenced by the quality of the physical environment. Therefore Servicescape can influence the response and behavior of visitors. Good servicescape handling will result in customer satisfaction and affect customer loyalty. Servicescape is defined as the environment in which services are delivered and where companies and customers interact (Baker and Cameron, 1996; in Musriha, 2012).

*Servicescape*refers to the physical environment in which service delivery takes place, and how this environment affects customers and employees within the service organization. The physical environment is important in services because customers and employees are influenced by their environment (Bhakar et al., 2013). Atmospheric effects (color, layout, facility aesthetics, lighting, noise) are environmental cues for consumer behavior. When people interact with their environment, the atmospheric effect describes how consumers' shopping behavior can increase due to the influence of environmental stimuli. Atmospheric effects can lead to customer satisfaction. People who are satisfied with their environment have a higher level of pleasure and arousal. Therefore, people have the intention to return and spend more time in that place (Ramlee and Said, 2014). This opinion is in accordance with the findings of research conducted by Ryalsyah et al., (2020), Sitompul (2020) which states that servicescape has a positive and significant effect on loyalty.

Consumer loyalty can be increased by designing a strategy that makes consumers satisfied with the product or service that will be provided, namely by providing a different experience and never getting it. Because loyal consumers will provide benefits to the company, namely being loyal to the company and not thinking about the products or services offered by other companies. The

higher the level of satisfaction from consumers, the higher the loyalty of consumers. The next previous research used is the research written by Musriha (2012). The results of this study indicate that the effect of servicescape on customer satisfaction, the positive effect of servicescape on customer loyalty, the positive effect of customer satisfaction on customer loyalty,

The importance of service quality for companies engaged in services, therefore the quality of service is formed from consumer perceptions of the services provided. As stated by Lewis and Booms in Wijaya (2011) regarding service quality, which is a measure of how well the level of service provided is able to match customer expectations. (Wijaya, 2011:152). One of the service businesses that are also often found is the hospital. The hospital is a means of providing health services and also as a health service company for the community (Tjiptono, 2002).

Research conducted by Munawir (2018) states that service quality has a positive and significant effect on customer satisfaction. Where, customers believe that the management of the shopping center has given good results. The results of this study are in line with research by Rivai Pa (2020), Sahanggamuet et al., (2015), Lena (2018), Sitompul (2020), Anggarayana and Pramudana (2013), Soelasih (2015), Wantara (2015), Ismail and Yunan (2016), and Muqimuddin (2017). Different research results are shown by the research of Kim and Moon (2008) which states that the perception of service quality has no effect on the intention to revisit.

Customer satisfaction can be created, one of which is by paying attention to the servicescape which is part of the marketing strategy (Hurriyati, 2010). For consumers who visit retail stores, the service environment is the first aspect of service that is perceived by customers and at this stage consumers tend to form an impression on the level of service they will receive (Upadhyaya et al., 2018). The company's physical facilities essentially "wrap" or "package" the services offered and communicate an external image of what is in them to customers (Tjiptono, 2014).

Some things that need to be considered as a health company are the available facilities such as complete medical equipment and services provided to consumers, in this case patients. (Tjiptono, 2012:317) Facilities are physical resources that must exist before a service is offered to consumers. Facilities at the hospital provided such as the provision of medicines, and complete medical equipment.

Facilities provided to consumers at health companies, for example, consider adequate ventilation, representative medical equipment rooms, comfortable patient waiting rooms, clean patient rooms. According to Kotler (2016: 153) consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance or product results that are thought of against the expected performance or results. So satisfaction or dissatisfaction is the conclusion of the interaction between expectations and experiences after using the services or services provided.

Servicescape (physical environment) that is unique and different from competitors is expected to provide a better experience to customers. In addition, Servicescape (physical environment) can be used by service providers to differentiate their company from competitors. The relationship between servicescape and customer satisfaction is very close, because the servicescape concept greatly influences consumer perceptions so that it can make consumers satisfied. According to Lupiyoadi (2013: 120), servicescape is the environment where the service delivery is located. According to Zeithaml and Bitner (2013: 296), there are three dimensions that make up the servicescape consisting of ambient conditions, space and function, as well as signs, symbols, and artifacts. Servicescape as a way to compete with other hospitals. With the servicescape, it is hoped that the hospital can provide good service quality for consumers. By providing and improving the quality of good services, customer satisfaction will also increase, and can provide added value to the hospital which will increase customer loyalty to come back for treatment at the hospital when they are sick.

Research by Upadhyaya et al., (2018) shows that spatial planning and surrounding conditions have the strongest relationship with perceived quality in servicescapes. Satisfaction with servicescape is positively influenced by perceived quality of servicescape. This study is in line with the results of research by Sulartiningrum, et al., (2016), and Grosso et al., (2017) Emilda (2021), Rivai Pa (2020), Ryalsyah et al., (2020), Sitompul (2020). Different results were revealed in the research of Kurniawan et al., (2018) and Muqimuddin (2017) which stated that the servicescape had a negative and insignificant effect on customer satisfaction. While research conducted by Sahanggamu et al., (2015), Lena (2018) states that servicescape has no effect on loyalty.

This research was carried out in Karangasem Regency, there are two hospitals, namely: (a) Balimed Karangasem General Hospital on Jalan Nenas Kecicang Loaddem and (b) Karangasem Hospital on Jalan Ngurah Rai No 58. Apart from the two hospitals, in Karangasem Regency there are also 12 Health centers are scattered in each village. The lack of hospitals in Karangasem Regency makes the two hospitals the foundation for the health services needed by the Karangasem community because the two hospitals are health care facilities equipped with medical devices to support the health service process. The impact of limited hospitals in Karangasem causes a capacity gap compared to the number that must be served which affects service performance.

Based on several patient complaints, it can be seen that the doctor on duty often does not come according to the specified practice schedule due to having to take emergency action, and this causes the patient to have to wait. Patients also expect clear information about the disease they are suffering from by providing solutions in the treatment process. Characteristics of different patients with different levels of knowledge, causing the importance of clarity of information without the need for the patient to ask first.

The limited number of doctors on duty at Bali Med Karangasem, makes the patient queue long so that the doctor has limited time to provide consultations to each patient. This is of course very detrimental to the patient, because what is the problem cannot be found at that time. The patient's expectations are high for the doctor on duty, so the role of the doctor as a medical worker is the most important in the health service process. Doctors must not only be competent according to their field, but also must be able to know what the needs of each patient are, because the needs of each patient are different. If the doctor in his service process can provide what the needs and expectations of each patient,

In addition to the quality of doctor's services, complaints are also shown by the lack of responsiveness of the quality of the services of other supporting medical personnel and non-medical personnel. Likewise with the limited availability of both the quantity and quality of supporting facilities and infrastructure. For example, if the patient waiting room in the hospital is very clean and comfortable, the patient will feel comfortable while waiting in line. The patient waiting room at the outpatient polyclinic of the Balimed Karangasem hospital is considered uncomfortable by the patient, so that the patient does not feel at home during treatment.

Seeing the importance of each point in health services to maintain the credibility of the hospital and the patient's perception of the services provided, and from the results of preliminary research from interviews with several patients, the researcher can conclude that the specialist polyclinic of the Balimed Karangasem hospital outpatient installation is not optimal in providing health services. . Both from medical personnel, non-medical personnel, as well as supporting facilities and infrastructure, giving rise to an unfavorable perception of the patient.

The number of registered patient visits, returning and canceling treatment at the Balimed Karangasem Hospital Outpatient Installation above can be seen that the number of outpatient visits has increased and decreased. It can be seen that in August 2021 there was a decrease in the number of patient visits registered for control returned to the system and the number of patients who came back also decreased, while the number of patients who canceled treatment increased. In September 2020, there was an increase in the number of patient visits registered for control again in the system

and the number of patients who came back also increased, while the number of patients who canceled treatment continued to increase.

Quoted from the monthly report of the Balimed Karangasem Hospital, the unstable number of visits and visitors in the last 3 years is due to the impact of the COVID-19 pandemic which has caused a decrease in outpatient visits and visitors, especially outpatient installations. Due to the COVID-19 pandemic, which requires hospitals to reduce the number of visitors by 50% as an effort to break the chain of the spread of COVID-19. According to research from (Priyanka & Hardy, 2013) a decrease in the number of visits can result in a decrease in income from the polyclinic which will result in reduced hospital income. If the number of patient visits decreases and hospital income also decreases,

Based on the description of the background above, the researcher is interested in conducting further research on the analysis of the effect of patient perceptions of the quality of doctor's services on patient loyalty at the specialist outpatient polyclinic of Balimed Karangasem Hospital in 2021, which to the researcher's knowledge there has been no research. which highlights the same thing. From this thought, the researcher believes that this study is very important and strategic because it will really benefit the health service implementers. Because if improvements are not made to the quality of doctor's services received by patients, it is feared that it will affect the patient's perception.

Based on the phenomena and research gap above, the researcher is interested in conducting a research entitled "**The Role Of Hospital Servicescape In Building Patient Loyalty**".

2. LITERATURE REVIEW

A. *Theory of Reason Action***(TRA)**

There have been many studies conducted to study human behavior. One model that is widely used is the Theory of Reason Action (TRA). This theory is a cognitive social model that provides a framework for understanding an individual's conscious behavior. This theory is based on research conducted by Fishbein and Ajzen (1975). The theory was introduced in the field of social psychology and used to explain individual behavior (Alsughayir and Albarq, 2013)

This model is based on theory and the assumption that the behavior of an object can be estimated based on the intention to perform the behavior (Eagly and Chaiken, 1993). Ajzen and Fishbein (1975) stated that the basic assumption of TRA is that humans are rational beings and use information systematically. Humans will consider the implications of their actions before they perform a certain behavior.

In simple terms it can be said that TRA is a theory that studies how the relationship between intentions and a person's behavior is. There are several important components studied in TRA. Some of these components include attitudes, subjective norms, and intentions/intentions.

TPB fixes the weaknesses of TRA. TRA does not accommodate people who do not have full control over their will. TRA does not take into account non-motivational things such as the existence of opportunities and the presence or absence of resources (time, money, ability and cooperation). An important factor that distinguishes TPB from TRA is control over the person's perceived behavior. (Perceived behavioral control). It should be noted that it is the perception of control that has a more important role than the actual control. So it can be concluded that the greater a person's perception that he has control, the more likely that person is to perform the behavior. (Ajzen, 1991).

Balimed Hospital continues to make efforts to improve the quality of services provided to patients. Regarding these improvements, based on interviews with several patients, there were several obstacles faced, namely there were still services that were not friendly, administrative staff took too long to serve, drug queues at old pharmacies, staff's product knowledge was lacking, doctors' practice hours often changed - change, medical and non-medical officers who are less competent in their respective midwives. In addition to this, other obstacles faced by Balimed

Karangasem Hospital are intense competition between hospitals and the transfer of some patients. As a business actor in the health industry, Balimed must compete to create customer or patient loyalty.

In the servicecape category, customer complaints take the form of poor toilet cleanliness, the waiting room for queuing feels full, the waiting room lighting is lacking, and the vehicle parking is narrow. With these complaints, it can be concluded that in reality the Balimed Karangasem hospital has not been able to provide the best service both in terms of facilities and infrastructure that are not supportive, the internal and external environment of the hospital are not comfortable, the service of medical personnel and non-medical personnel is bad and incompetent. The results of the temporary study stated that the health services of the Balimed Karangsem hospital were not in accordance with its vision and mission.

Quality of service in health according to Azwar (1996) states that it is necessary to limit in general it can be stated that what is meant by quality of health services is referring to the level of perfection of health services, where it is stated that there are two levels of customer expectations for services, namely adequate and desire service. The first is the minimum acceptable level of service performance. This is based on estimates of what services may be received and depending on the available alternatives, and the second is the level of service performance that customers expect to receive which is a combination of what expectations can and should be received. Service quality is very important for the continuity of the institution's operations.

In the category of quality of health services, apart from the services of medical personnel and non-medical personnel, it can also be in the form of comfort from the internal and external environment of the hospital, in addition to unsupported hospital facilities and infrastructure, and unsupported facilities. The company's success is from good service, usually compared between consumer expectations with what is actually received. Zeitmahl, et al (1990) mention five service quality indicators including tangible, reliable, responsiveness, assurance and empathy. Balimed Hospital must pay attention to these five dimensions in providing health services, so the hope of providing the best service can be realized and patient satisfaction will be achieved.

The characteristic in the service business is intangibility, namely the study of the physical environment through the role of the servicescape which refers to the physical environment and other elements that also shape the experience of consumers. After the consumer enters the facility, it will automatically observe the aesthetics of the interior and will affect the consumer experience, Baker (1986). When patients enter the Balimed hospital area, they will indirectly feel the interior of the hospital, which in the end the patient can experience whether he likes it or not. Cleanliness is the condition of a service business area that is free from all dirt and bad smells, Hussainy (2017). Service businesses that must prioritize cleanliness as an effort to realize patient trust are hospitals. The convenience factor can represent non-verbal communication between consumers and the servicescape (Lam et al., 2011). Patients who already have experience feeling the Balimed hospital services will be able to determine whether they feel comfortable or not. To assist patients in realizing a service experience and guide consumers in performing and receiving health services, the servicescape at the Balimed Karangasem hospital must be seriously considered.

The hypothesis that was built was then tested for truth through an analysis process using data obtained from research subjects at BaliMed Hospital Karangasem in the form of a Patient Loyalty result report using the documentation method and this research data was secondary data, while to answer the problem formulation, the study used quantitative descriptive analysis with using a structural equation model analysis technique (Structural Equation Modeling-SEM), known as Partial Least Square (PLS). Determination of the sample size is done with a saturated sample.

The whole research process will produce a conclusion as an answer to the problem under study. These conclusions will later be used as material for evaluating decision making. The series

will produce a thesis concept. The thesis concept provides a new finding that can be used and contributes to a new theory or scientific development in research.

Hypothesis
H1: Service quality has a positive effect on patient loyalty
H2: Servicescape has a positive effect on customer loyalty
H3: Service quality has a positive effect on patient satisfaction
H4: Servicescape has a positive effect on service satisfaction
H5: Service satisfaction has a positive effect on service loyalty

3. RESEARCH METHODS

Research Location and Time

      This research was conducted at Balimed Hospital, Karangasem. The reason for conducting research at Balimed Karangasem hospital is because researchers want to provide a change to the problems raised and to know the effect of the variables on the impact of service quality and servicescape on trust to build patient attitudes which will be analyzed in this study. In addition, the Balimed Karangasem hospital is one of two hospitals in Karangasem, so its existence is very much needed by the people of Karangasem as a place for health services. The characteristics of the patients are also different both in terms of knowledge and social conditions, and their needs are of course different according to the disease they are suffering from. The research time used is starting at 08.

Population and Sample

      The population in this study was the number of patients who came back for treatment at Balimed Hospital Karangasem during July to September 2021 with a total population of 9,183 sick patients.The sampling technique used is proportionate stratified random sampling. Proportionate Stratified Random Sampling is done by dividing the population into sub-populations/strata proportionally and randomly (Sekaran, 2006:87). The sampling technique using Proportionate Stratified Random Sampling was carried out by collecting data on the number of patients who came back for treatment at Balimed Karangasem Hospital during July to September 2021. Umar (1999) stated that to determine the minimum sample required if the population size is known, it can be used with the Slovin formula with With an error rate of 10%, the final result was 102 patients who came back for treatment at Balimed Hospital, Karangasem, which could be used as samples in this study.

Identification of Research Variables

      The variables used in this study are the exogenous variables in this study are service quality (X1) and servicescape (X2), and the endogenous variables in this study are Customer Satisfaction (Y1) and Customer Loyalty (Y2).

Research Instruments

      The questionnaire used in this study is a structured questionnaire in accordance with the previous literature where respondents are asked to give a mark or fill in the desired value through a set scale. The instrument in this study is structured, meaning that each question has an alternative answer. Alternative answers using a Likert scale. Likert scale is used to measure the nature, opinions and perceptions of a person or group of people about social phenomena. In research, this social phenomenon has been specifically defined by the researcher, hereinafter referred to as the

research variable. With a Likert scale, the variables to be measured are translated into indicators of instrument items which can be in the form of statements or questions, Sugiyono (2017).

Data analysis technique

In this study, the inferential technique was used to test the empirical model and the proposed hypothesis. The analysis technique used is a structural equation model (Structural Equation Modeling-SEM) based on variance or component-based SEM and known as Partial Least Square (PLS). This PLS uses a certain scale measurement, is used on a small sample size (30-50) units or <100 units, and can also be used for theory confirmation (Ghozali, 2008: hair et al., 2010). The output results using the smart-PLS software were analyzed descriptively qualitatively.

4. RESEARCH RESULTS AND DISCUSSION

Hypothesis Testing Results

Hypothesis testing is done by t-test on each path of direct influence partially and indirect effect through mediating variables. Related to this test, hypothesis testing can be divided into direct submission and indirect effect testing or mediating variable testing. In the following sections, the results of the direct influence test and the mediating variable test are described respectively.

1. Live Effect Test

The results of the Path coefficient validation test on each path for a direct effect can be presented in Table 1

Table 1 Results of Testing Direct Effects

No	Relationship between Variables	Path Coefficient (Bootstrapping)	T-Statistics	P Values	Information
1	Service Quality->Customer loyalty	0.740	9.173	**0.014**	Significant
2	*Servicescape* ->Customer loyalty	0.848	8,796	**0.015**	Significant
3	Service Quality->Customer satisfaction	0.609	6.505	**0.000**	Significant
4	*Servicescape* ->Customer satisfaction	0.825	3.063	**0.004**	Significant
5	Customer satisfaction->Customer loyalty	0.644	21.372	**0.000**	Significant

Source: Data processed, 2021

Table 1 shows the results of hypothesis testing which are described in the following description:

1) Service Quality(X1) proved to have a positive and significant effect on Customer loyalty(Y). This result is indicated by the path coefficient which has a positive value of0.740with T-statistic =9.173(T-statistic > 1.96), so hypothesis 1 (H1):Service Quality positive and significant effect on Customer loyalty provable. From the results obtained, it can be stated that the better Service Quality, so Customer loyalty will increase.

2) *Servicescape*(X2) proved to have a positive and significant effect on Customer loyalty(Y). This result is indicated by the path coefficient which has a positive value of0.848with T-statistic =8,796(T-statistic > 1.96), so hypothesis 2 (H2): Servicescape has a positive and significant

effect on Customer loyalty provable. From the results obtained, it can be stated that the better Servicescape, the better Customer loyalty will increase.

3) Service Quality(X1) proved to have a positive and significant effect on Customer Satisfaction (Z). This result is indicated by the path coefficient which has a positive value of0.609with T-statistic = 6.505 (T-statistic > 1.96), so hypothesis 3 (H3):Service Quality positive and significant effect on customer satisfaction can be proven. From the results obtained, it can be stated that the better Service Quality, then customer satisfaction will increase.

4) *Servicescape*(X2) proved to have a positive and significant effect on Customer Satisfaction (Z). This result is indicated by the path coefficient which has a positive value of0.825with T-statistic =3.063(T-statistic > 1.96), so hypothesis 4 (H4): Servicescape has a positive and significant effect on customer satisfaction can be proven. From the results obtained, it can be stated that the better the Servicescape, the more customer satisfaction will increase.

5) Customer Satisfaction (Z) is proven to have a positive and significant effect onCustomer loyalty(Y). This result is indicated by the path coefficient which has a positive value of0.644with T-statistic = 21,372 (T-statistic > 1.96), so hypothesis 5 (H5): Customer satisfaction has a positive and significant effect on Customer loyalty provable. From the results obtained, it can be stated that the more customer satisfaction increases, the more Customer loyalty will increase.

2. Testing Indirect Effects Through Mediation Variables

In testing the following hypothesis, the mediating role of the Customer Satisfaction (Z) variable on the indirect effect of Service Quality (X1) and Servicescape (X2) on Customer loyalty(Y). The indirect effect hypothesis testing in this study is presented in Table 2.

Table 2. Recapitulation of Results
l Testing of Mediation Variables

No	Variable Mediation	(a)	(b)	(c)	(d)	Note:
1	Service Quality->Customer satisfaction->Customer loyalty	0.740 (Sig)	0.911 (Sig)	0.609 (Sig)	0.644 (Sig)	*partial mediation*
2	*Servicescape* ->Customer satisfaction->Customer loyalty	0.848 (Sig)	0.913 (Sig)	0.825 (Sig)	0.644 (Sig)	*partial mediation*

Note: Significant (Sig) = T-statistic > 1.96 at : 5%
Source: Data processed, 2021

Table 2 shows the results of testing the mediating variables that can be submitted as follows:

1. Satisfaction Customer (Z) does not mediate the indirect effect of Service Quality (X1) on Customer Loyalty (Y). This result is shown from the mediation test carried out, it appears that the effect of a; c; and d has a significant value and path coefficient value a<b. The results of this test determine that Service Quality (X1) can affect Customer Loyalty (Y) through Customer Satisfaction (Z) which can be empirically proven. Based on these results it can be interpreted, the higher the Customer Satisfaction (Z) which is based on good Service Quality (X1), the Customer Loyalty (Y) to Balimed Hospital Karangasem will increase. Other information that can be conveyed, the mediating effect of the Customer Satisfaction variable (Z) on the indirect effect of Service Quality (X1) on Customer Loyalty (Y) is partial mediation (partial mediation). This finding is an indication that the variable Customer Satisfaction (Z) is a determining variable on the effect of Service Quality (X1) on Customer Loyalty (Y)

2. Customer Satisfaction (Z) is able to mediate the indirect effect of Servicescape (X2) on Customer Loyalty intentions (Y). This result is shown from the mediation test carried out, it appears that the effect of a; c; and d has a significant value and path coefficient valuea<b. The results of this test determine that Servicescape (X2) can affect Customer Loyalty (Y) through

Customer Satisfaction (Z) which can be empirically proven. Based on these results it can be interpreted, the higher the Customer Satisfaction (Z) which is based on a good Servicescape (X2), the Customer Loyalty (Y) to Balimed Hospital Karangasem will increase. Other information that can be conveyed, the mediating effect of the Customer Satisfaction variable (Z) on the indirect effect of Servicescape (X2) on Customer Loyalty (Y) is partial mediation(partial mediation). This finding is an indication that the variable Customer Satisfaction (Z) is a determining variable on the effect of Servicescape (X2) on Customer Loyalty (Y).

1. **The Effect of Service Quality on Customer Loyalty at Balimed Hospital Karangasem**
      The results of hypothesis testing show that service quality positive and significant effect on customer loyalty. This result means that the better service quality, so customer loyalty be increasing. The results of this hypothesis test support the various concepts and empirical findings that have previously existed that explain service quality have a positive and significant impact on customer loyalty.
      Service quality is a concern for customers by providing the best service to facilitate the ease of meeting their needs and realizing their satisfaction, so that they are always loyal to the organization/company. The findings seen in this study are when there arepatientwhich comeget a bed in a clean examination roomso thatpatientbecome loyal to Balimed Hospital Karangasem. BesidesThat medicine is neatly arranged and nurses provide services politely to make patientsloyal to Balimed Hospital Karangasem.
      The results of this study support research conducted by Sitompul (2020), Amry yanti and Sukaatmadja (2012) and Sutrisni (2010) which show the results that service quality has a positive and significant effect on customer loyalty.

2. **Servicescape's influence onCustomer loyalty Balimed Hospital Karangasem**
      The results of hypothesis testing show that *servicescape* positive and significant effect on customer loyalty. This result means that the better *servicescape*, so customer loyalty be increasing. The results of this hypothesis test support the various concepts and empirical findings that have previously existed that explain *servicescape* have a positive and significant impact on customer loyalty.
      The level of consumer preference for physical evidence can be influenced by how consumers see and feel the surrounding environment (Ryu & Jang, 2008). Dimensions that influence consumers in assessing physical evidence are environmental and design dimensions. Environmental dimensions include such as noise, aroma, air quality, and cleanliness, these are not easily recognized because they are in the subconscious of consumers (Aubert-Gamet, 1997). Thus, the more adequate servicescape a company has, it will affect consumer preference for the company and will ultimately increase customer loyalty. The findings seen in this study are that when a patient comes for treatment, he feelscomfortable hospital room temperature and clear directions show the room in the hospital area so thatpatientbecome loyal to Balimed Hospital Karangasem. Besidesit's a good hospital area lighting make patientsloyal to Balimed Hospital Karangasem.
      The results of this study support research conducted by Ryalsyah et al., (2020), Sitompul (2020) which stated that servicescape had a positive and significant effect on customer loyalty..

3. **Influence Service quality to Customer satisfaction Balimed Hospital Karangasem**
      The results of hypothesis testing show that service quality positive and significant effect on customer satisfaction. This result means that the better service quality, so customer satisfaction be increasing. The results of this hypothesis test support the various concepts and empirical findings that have previously existed that explain service quality have a positive and significant impact on customer satisfaction.

Service Quality is a presentation of products and services that are in accordance with the company's standards and strived to deliver the same product or service as expected by a customer. The better the excellent service provided, the more influential it is on customer satisfaction. The findings seen in this study are when there arepatientwhich comeget a bed in a clean examination roomso thatpatientbe satisfied. BesidesThat medicine is neatly arranged and nurses provide services politely to make patientsbe satisfied.

The results of this study support research conducted by Rivai Pa (2020), Sahanggamu et al., (2015), Lena (2018), and Sitompul (2020),show the result that service quality significant effect oncustomer satisfaction.The results of this study are also in line with research Anggarayana and Pramudana (2013), Soelasih (2015), Wantara (2015), Ismail and Yunan (2016), and Muqimuddin (2017)who found thatservice quality positive and significant effect oncustomer satisfaction.

4. Servicescape's influence on Customer satisfaction Balimed Hospital Karangasem

The results of hypothesis testing show that *servicescape* positive and significant effect on customer satisfaction. This result means that the better *servicescape*, so customer satisfaction be increasing. The results of this hypothesis test support the various concepts and empirical findings that have previously existed that explain *servicescape* have a positive and significant impact on customer satisfaction.

The level of consumer preference for physical evidence can be influenced by how consumers see and feel the existing servicescape. When viewed in terms of dimensions in the servicescape, namely aesthetics, cleanliness, comfort, and layout, it also has its own influence in the formation of customer satisfaction. The findings seen in this study are that when a patient comes for treatment, he feelscomfortable hospital room temperature and clear directions show the room in the hospital area so thatpatientbe satisfied. Besidesit's a good hospital area lighting make patientsbe satisfied.

The results of this study support research conducted by Research Grosso et al., (2017) proved that the store environment has a positive effect on customer satisfaction.

5. Influence Customer satisfaction To Loyalty Customer Balimed Hospital Karangasem

The results of hypothesis testing show thatcustomer satisfactionpositive and significant effect on customer loyalty. This result means that the better customer satisfaction, so customer loyalty be increasing. The results of this hypothesis test support the various concepts and empirical findings that have previously existed that explain customer satisfaction have a positive and significant impact on customer loyalty.

Customer satisfaction is a satisfaction that is obtained by consumers and is truly satisfied even more than just feeling satisfied. So customer satisfaction can also be interpreted as a value added or added value received by consumers more than their expectations, for example high service quality. Thus, customer satisfaction will affect customer loyalty. The findings seen in this study are that the medical facilities and medicines owned by Balimed Hospital Karangasem are adequate. In addition, friendly doctor services at Balimed Hospital Karangasem. This is what makes customers loyal to BNI KCP Kapal.

The results of this study support research conducted by Ryalsyah *et al.,*(2020), Sari (2018), Sitompul (2020), Cheng and Rashid (2013), Ardani and Suprapti (2012), and Thomas (2013). Wantara's research (2015) suggests that customer satisfaction has a positive impact on service loyalty. Anggarayana and Pramudana (2013) show the same results where customer satisfaction has a greater direct influence on customer loyalty.

5. CONCLUSIONS

Conclusion

Based on the results of the analysis and discussion that has been carried out in this study, it can be concluded as follows:

1. Service quality positive and significant effect on customer loyalty. This result means that the better service quality, then customer loyalty increases. The results of this hypothesis test support the various concepts and empirical findings that have previously existed that explain service quality has a positive and significant impact on customer loyalty.

2. *Servicescape* positive and significant effect on customer loyalty. This result means that the better *servicescape*, then customer loyalty increases. The results of this hypothesis test support the various concepts and empirical findings that have previously existed that explain *servicescape* has a positive and significant impact on customer loyalty.

3. Service quality positive and significant effect on satisfaction customer. This result means that the betterservice quality, so satisfaction customers are increasing. The findings seen in this study are when a patient comes for treatment and gets a bed in a clean examination room so thatpatientbe satisfied.

4. *Servicescape* positive and significant effect on satisfaction customer. This result means that the better *Servicescape*, so satisfaction customers are increasing. The findings seen in this study are that when a patient comes for treatment, they feel comfortable hospital room temperature and clear directions show the room in the hospital area so that patien tbe satisfied.

5. Satisfaction customers have a positive and significant effect on loyalty customer. This result means that increasing satisfaction customer, then loyalty customers are increasing. The results of this hypothesis test support the various concepts and empirical findings that have previously existed that explain satisfaction customers have a positive and significant impact onloyaltycustomer. The findings seen in this study are that the medical facilities and medicines owned by Balimed Hospital Karangasem are adequate. This is what makes patient become loyal to Balimed Hospital Karangasem.

REFERENCES

Abdillah, W., Hartono. 2015. Partial Least Square (PLS). Yogyakarta: Publisher Andi.

Alrubaiee, L., Alkaa'ida, F. 2011. The Mediating Effect of Patient Satisfaction in The Patient's Perceptions of Healthcare Quality- Patient Trust Relationship. International Journal of Marketing Studies, 3 (1).

Arnould, EJ, Price, LL, & Tierney, P. 1998. Communicative staging of the wilderness servicescape. Service Industries Journal. Available from: URL:https://doi.org/1080/02642069800000034. (Accessed June 1, 2021).

Aubert, Gamet V. 1997. Twisting Servicescape: Diversion of the physical environment in a re-appropriation process. International Journal of Services Industry Management. Available from: URL:https://doi.org/10. 1108/09564239710161060. (Accessed June 1, 2021)

Azwar, Azrul. 1996. Introduction to Health Administration. Jakarta: Literature Development.

Avilia Health. Recognize the Type and Classification of Type C Hospitals (RS).https://www.avitaliahealth.com/2017/07/mengenal-rs-tipe-c.html?m=1, accessed April 20, 2021.

Baker, J. 1986. The Role of the Environment in Marketing Services: The Consumer Perspective. Available from:URL:https://doi.org/10.1080/02642069800000034. (Accessed June 1, 2021).
_____ . 1994. The Influence of store environment on quality inferences and store image. Journal of the Academy of Marketing Science. Available from:URL:https://doi.org/10.1107/0092070394224002. (Accessed June 1, 2021).

Bitner, MJ 1992. Servicescape: The Impact of Physical Surroundings on Customers and Employees. Journal of Marketing, Available from: URL:https://doi.org/10.2307/1252042. (Accessed June 1, 2021).

Bluhm, DJ, Harman, W., Lee, TW, & Mitchell, TR 2011. Qualitative research in management: A decade of progress. Journal of Management Studies, 48: 1866–1891

Braurer, RL 1992. Facilities Planning: User Requirements Method (2rd Edition). New York: Amacom Books.

Buchanan, DA, & Huczynski, a. 1997. Organizational behavior: an introductory text (3rd ed). London: Prentice Hall.

Cooper, Donald R and Schindler, Pamel a S. 2006. Business Research Methods. Volumes 2- 9/E. Jakarta: Global Education Media.

Danang, Sunyoto. 2012. Human Resource Management. Jakarta: PT Buku Seru.

Indonesian Ministry of Health. 1994. Guidelines for Recording Hospital Service Activities in Indonesia. Jakarta: The Indonesian Ministry of Health.

Djarwanto. 1994. Principles of Research Methods and Technical Guidance on Thesis Writing. Yogyakarta: Liberty.

Fahleti, Widya H. 2018. The Effect of Servicescape and Service Quality on Consumer Satisfaction at the Tepian Pandan Restaurant in Tanggarong. JEMI Vol. 18 No. 2.

Fernandes, T., & Neves, S. 2014. The Role of servicescape as a driver of customer value in experience-centric service organizations. The Dragon Football Stadium.

Frels, RK, & Onwuegbuzie, AJ 2013. Administering quantitative instruments with qualitative interviews: A mixed research approach. Journal of Counseling & Development, 91(2)

Garvin, DA 1987. Managing Quality. New York: The Free Press.

Geisser, JR 1975. The Predictive Sample Reuse Method with Application. Journal of The American Statistical Association. 70.320-328.

Ghozali, Imam. 2005. Application of Multivariate Analysis with SPSS. Semarang: Diponegoro University.

_____, Priest. 2008. Structural Equation Modeling, Edition II. Semarang: Diponegoro University.

Hair et al., . 1998. Multivariate Data Analysis, Fifth Edition, Prentice Hall. Upper Saddle River:

Hertiana, Siska. 2009. Thesis. Analysis of Patient Expectations and Satisfaction on the Quality of Health Services Using the IPA (Importance Performance Analysis) Method at Kartasura Health Center.

Hussainy, SK 2017. A. Preminary Investigation of the Effects of Servicescape on Customer's Loyalty Intentions. The Khadim Ali Shah Bukhari Institute of Technology (KASBIT), 10.

Hurriyati, Ratih. 2015. Marketing Mix and Consumer Loyalty. Bandung: Alphabeta.

Hoffman, KD, & Bateson, JEG 2010. Services Marketing: Concepts, Strategies, & Cases (4th Edition). United States of America: South-Western College Pub.

Ministry of National Education. 2001. Big Indonesian Dictionary. Jakarta: Balai Pustaka.

Indonesian Ministry of Health. 2016. Data and Information on Indonesian Health Profile 2016. Ministry of Health of the Republic of Indonesia Pusdatin Ministry of Health RI GEN, Jakarta Pusdatin Ministry of Health RI.

Kuncoro, Mudrajat. 2000. Development Economics: Theory, Problems and Policies, UPP AMP YKPN.

Kotler, Philip & Armstrong, Garry. 2008. Principles of Marketing, Volume 1. Jakarta: Erlangga

Kotler P, Clarke RN. 1987. Marketing for Health Care Organizations. Prentice-Hall Inc., New Jersey.

Koesoemo, Adi. 2012. Hospital Management. Jakarta: Sinar Harapan Library.

Kreitner, Robert & Kinicki, Angelo. 2007. Organizational Behavior, Seventh Edition. Mc. Graw Hill International.

Latan, H and Ghozali, I. 2012. Partial Least Squares Concepts, Techniques and Applications Using Smart PLS 2.0 M3 Program. Semarang: Diponegoro University Publishing Agency.

Lewicki, RJ., & Bunker, BB 1996. Developing and Maintaining Trust in Work Relationships. In RM Kramer & TR Tyler (Eds)., Trust in Organizations: Frontiers of Theory and Research.

Maharani, Astri Dhiah. 2010. Thesis. Analysis of the Effect of Customer Trust and Satisfaction on Customer Loyalty in Savings Bank Mega Semarang. Semarang: Diponegoro University Semarang.

Oebit, Z. and Sari, PK 2018. The Effect of E-Servicescape on Trust and Its Impact on Repurchase Intention: A Go-Food Case Study. Journal of Information Systems Vol. 14 No. 2.

Patawayati, DZ, Setiawan, M., & Rahayu, M. 2013. Patient Satisfaction, Trust and Commitment: Mediator of Service Quality and Its Impact on Loyalty (An Empirical Study in Southeast Sulawesi Public Hospitals). IOSR Journal of Business and Management, 7 (6).

Regulation of the Minister of Health of the Republic of Indonesia Number 340/MENKES/PER/III/2010.

Permana, AW, Suardika, N., SUjana, W., & Yuesti, A. 2019. Analysis of Service Quality and Value Effect on Patient Satisfaction and its Effect on Loyalty of Hospital Patients in Hospital and Children of Pucuk Permata Hati. International Journal of Contemporary Research and Review, 10(2), 21255-21266.

Pohan, IS 2015. Quality Assurance of Health Services. Jakarta: EGC.

Tanudjaya, PK 2014. The Effect of Dental Clinic Service Quality on Patient Satisfaction and Confidence Thus Increasing The Desire To Return To Treatment. Journal of Service Management and Marketing.

Ristrini. 2005. Changes in the Paradigm of Hospital Health Services and Strategic Policy Recommendations for Leaders. JMPK Vol. 8 No. 1.

Ryu, K., & Jang, S. 2008. Influence of Restaurant's physical environment on Emotion and Behavioral Intention. Service Industries Journal. Available from: URL:https://doi.org/10.1108/02642060802188023. (Accessed June 1, 2021).

Sagala, LM Br. 2011. Treatment of hypertension sufferers at home by Batak and Javanese families in Lau Cimba Kabanjahe Village. Http://Repository.Usu.Ac.Id/.

Sugiyono. 2010. Educational Research Methods Quantitative, Qualitative, and R&D Approaches. Bandunzg: Alphabeta.

_____. 2013. Quantitative, Qualitative and R&D Research Methodology. Bandung: Alphabeta.
_____. 2014. Educational Research Methods Quantitative, Qualitative and R&D Approaches. Bandung: Alphabeta.
_____ 2017. Quantitative, Qualitative, and R&D Research Methods. Bandung: CV Alfabeta.

Suhermin and Hermawati, Adya. 2021. Building Trust in Hospitals Based on Service Quality And Patient Satisfaction. Equilibrium Volume 10 No. 1.

Siwi, AR Supandi, AS and Loindong, SR 2017. The Effect of Servicescape and Service Quality on Patient Satisfaction in Outpatient Installations at Prof. Hospital. DR. R.D Kandou Manado. EMBA Journal Vol. 5 No. 2.

Simamora, Henry. 2004. Human Resource Management. Yogyakarta: STIE YKPN.

Solimun, AMPS 2010. Partial Least Square-PLS Method. Malang: CV Citra Malang.

Stone, M. 1974. Cross Validatory Choice and Assessment of Statistical Predictions. Journal of The Royal Statistical Society, Series B, 36(2). 111-133.

Stern, PC 2000. Toward a Coherent Theory Of Environmentally Significant Behavior. Journal of social issues.

Tjiptono, Fandy and Chandra, Gregory. 2007. Service, Quality Satisfaction. Yogyakarta: Andi Offset.

Law of the Republic of Indonesia Number 44. 2009. Regarding Hospitals. Article 1.

Wachdi, Anis. 2003. The Relationship Between Trust In Others With Aggressiveness In Adolescents. Thesis of the Islamic University of Indonesia.

Wakefield, KL 1994. The Importance of Servicescape in Leisure Service Settings. Journal of Services Marketing. Available from:https://doi.org/10.1108/08876049610148594. (Accessed June 1, 2021).

_____ . 1996. The effect of the servicescape on customer's behavioral intentions in leisure service settings. Journal of Services Marketing. Available from: URL:https://do.org/10.1108/08876049610148594. (Accessed June 1, 2021).

Wasisto, Broto et al. 2006. Effective Doctor-Patient Communication. Jakarta: Indonesian Medical Council.

Wimala, R. K, Krisjanti, MN 2017. Analysis of the Effect of Online Servicescape on Consumer Confidence in Consumer Purchase Intentions at Tokopedia.Com. Scientific Works EM 19388.

Yamin Sofyan, Heri Kurniawan. 2009. SPSS Complate Complete Statistical Analysis Technique with SPSS Software, Jakarta: Salemba Infotek.

Zeithaml VA., Parasuraman A., Berry LL. 1988. SERVQUAL: a multiple-item scale for measuring consumer perception of service quality. Journal of Retailing; 64 (1).

_____ . 1990. Delivering Quality Service: Balancing Customer Perceptions and Expectations. New York: The Free Press.

Zeithaml, VA, and MJ Bitner, D, D. Gremler. 2013. Services Marketing: Integrating Customer Focus Across The Firm 6th ed. Boston: Mc. Graw Hill.

Agung Krisnamurti Rivai Pa, MR (2020). The Effect Or Service Quality and Servicescape on Behavioral Intention Intervening with Customer Satisfaction. International Journal of Innovation Creativity and Change. www.ijicc.net, 244.

Sepang, SS (March 2015,). Analysis Of Service Quality, Servicescape And Trust To Customer Satisfaction At Sinarmas Bank Bitung. Journal of EMBA 1084 Vol.3 No.1 , p. 1084-1095.

Ryalsyah Putra1, AF (nd). The Effect of Servicescape on Customer Loyalty. International Journal of Research and Reviews.