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Building Patient Loyalty Through Location and Quality Services with Patient Satisfaction as a Variable Intervening (Case Study at the Widya Dharma Husada Clinic in Pamulang South Tangerang City)

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Abstract: The aim of this research is to understand the influence of location and service quality on patient loyalty at the Widya Dharma Husada Clinic with patient satisfaction as an intervening variable. The method used is quantitative. The sampling technique used saturated sampling/Slovin's formula and a sample of 100 respondents was obtained. Data analysis carried out included: validity test, reliability test, classical assumption test, linear regression analysis, coefficient of determination test, path test, sobel test, and hypothesis test. The results of this research are that location has a positive and significant effect on patient satisfaction. Service quality has a positive and significant effect on patient satisfaction. Location and quality of service simultaneously have a positive and significant effect on patient satisfaction. Location has a positive and significant effect on loyalty. Service quality has a positive and significant effect on loyalty. Patient satisfaction has a positive and significant effect on loyalty. Location, service quality and patient satisfaction simultaneously have a positive and significant effect on loyalty. Patient satisfaction is able to mediate the influence of location on patient loyalty. Patient satisfaction is able to mediate the influence of service quality on patient loyalty.

Keywords: Location, Service Quality, Patient Satisfaction, Loyalty.

INTRODUCTION

In the past few years, population growth in Indonesia has continued to increase. If this continues, it will of course give rise to new problems such as economic, social, educational and health problems. Especially for health problems, the government and several social organizations have tried to provide health facilities, but the numbers are not commensurate with the existing population and are not evenly distributed throughout Indonesia. In several large cities in Indonesia, health facilities (in this case clinics and hospitals) are actually very

abundant, because of the role of foundations and business entities that do business in the health sector. When viewed from a business perspective, the large number of businesses (health services) established in an area means that competition becomes tight.

Widya Dharma Husada Clinic (WDH) is one of the many clinics in South Tangerang which also feels the intense competition in attracting patients. Widya Dharma Husada Clinic understands the importance of cultivating a loyal attitude in patients in maintaining their existence, but there are things that prevent the patient's loyal attitude from being instilled optimally. The perception that health services are only for use by people who are sick makes them reluctant to visit regularly if they don't feel sick. This perception means that loyal attitudes have not developed in some patients.

Table 1. Data on the Number of Widya Dharma Husada Clinic Patients for 2019-2021

Year	Number of Patients (People)	Old Patients (People)	New Patient (Person)
2019	4424	1451	2973
2020	3247	643	2604
2021	6762	3340	3422

Source: Widya Dharma Husada Clinic Data (2022)

If you look at the table data above, it can be seen that the number of old patients of the Widya Dharma Husada Clinic who have visited more than once in the period 2019 to 2021 has experienced fluctuations. The number of patients who visited more than once (old patients) was smaller compared to new patients who visited. The decrease in visits (decreased loyalty) was allegedly caused by a decrease in patient satisfaction levels.

In practice, there are still several things that prevent patient satisfaction at the Widya Dharma Husada Clinic from being comprehensive. As an illustration of the patient satisfaction that has been achieved by the Widya Dharma Husada Clinic, the following is data on the volume of patient visits for treatment at the Widya Dharma Husada clinic from 2019 to 2021.

Table 2. Percentage Decrease or Increase in the Volume of Widya Dharma Husada Clinic Patient Visits in 2019-2021

Year	Volume of Patient Visits (People)	Decrease / Increase (Person) (%)
2019	4424	-
2020	3247	- 26.6
2021	6762	+ 108.25

Source: Widya Dharma Husada Clinic Data (2022)

The fluctuations in the past three years raise the question of what factors influence the volume of visits that reflect patient satisfaction at the Widya Dharma Husada Clinic. According to Indrasari (2019:83) explains that "customer satisfaction is determined by perceptions of service quality, product quality, price, situational factors (location), and personal factors".

In this type of business that operates in the service sector, such as a health service provider, what is being bought and sold is the service, therefore to obtain customer satisfaction you must start with good and maximum service quality. The quality of service at the Widya Dharma Husada Clinic still has several shortcomings. Phenomena related to the quality of service at the Widya Dharma Husada Clinic can be seen from the following table:

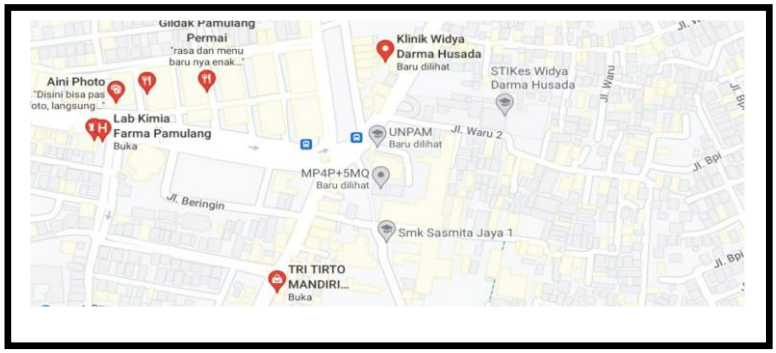
Table 3. Data on Service Facilities (Tangible) and Service Responsiveness (Responsiveness)

No	Service	Service standard	Rill
1	Waiting room (Tangible)	Several soft seats are available	Some soft seating is not yet available
2	Complaint Media (Responsiveness)	Media Available to Provide Complaints	There is no media available to provide complaints

Source: Observation Results at the Widya Dharma Husada Clinic (2022)

Based on this data, it can be seen that the quality of service at the Widya Dharma Husada Clinic still has several shortcomings, in terms of *Tangible* , in this case the waiting room does not have several soft seats to make patients (with certain complaints) sit and wait comfortably. In terms of *Responsiveness*, there are shortcomings, namely the absence of media for patients to provide criticism and suggestions.

The second factor related to patient satisfaction at the Widya Dharma Husada Clinic is the location factor. This strategic location creates a conducive and potential business situation. Location can be said to have a big influence on the business situation, because a good location environment will make customers comfortable receiving services. The following is a picture of the floor plan and building of the Widya Dharma Husada Clinic to understand the condition of the location where this clinic stands.



Source: Google Maps

Figure 1. Widya Dharma Husada Clinic Floor Plan

Based on the picture above, it can be seen that road access to the Widya Dharma Husada Clinic is well available, making it easy for patients to reach it. The visibility of the Widya Dharma Husada Clinic is very clear, supported by a signboard and its location on the side of the road, making it easy for patients, especially new ones, to know where it is. Traffic in the Widya Dharma Husada Clinic environment is very supportive for this type of business because the traffic is influenced by the presence of residential areas and public facilities, however traffic at certain times often becomes congested which can hamper service.

Based on the above phenomenon, the researchers raised the title " Building Patient Loyalty Through Location and Service Quality with Patient Satisfaction as an Intervening Variable (Case Study at the Widya Dharma Husada Clinic in Pamulang, South Tangerang City) ".

METHOD

The object of this research is the Widya Dharma Husada (WDH) Clinic which is located at Jl. Pajajaran No.1 West Pamulang District. Pamulang, South Tangerang City, Banten Province. The population in this study was 6762, which is the total number of WDH Clinic patients in 2021. The sample size was 100 respondents, the result of calculations using the Slovin formula which was then made proportional. Data collection methods in this research were observation, questionnaires and literature study. Data analysis techniques used include: Validity Test, Reliability Test, Classical Assumption Test, Linear Regression Test, Determination Test, Path Test, Sobel Test, and Hypothesis Test.

RESULTS AND DISCUSSION

Data Feasibility Test Results

Previously, the Abgket data was actually tested, the author tested the feasibility of the data through validity tests, reliability tests and classical assumption tests, which will then be tested through statistical inference.

Results of Inferential Statistical Data Analysis

1. Linear Regression Test

a. Simple Linear Regression Analysis of Location Variables (X1) on Patient Satisfaction (Y)

Table 4. Simple Linear Regression Test Results for Location Variables (X 1) on Patient Satisfaction (Y)

Coefficients a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4,562	1,710		2,668	,009
	Location (X1)	,774	,070	,745	11,053	,000

a. Dependent Variable: Patient Satisfaction (Y)

Source: Processed data, 2022

Based on the test results in the table above, the regression equation Y = 4.562 + 0.774X 1 can be obtained. From the equation above it can be concluded as follows:

a = Constant value of 4.562

b = 0.774 not ≠0 (Not equal to zero)

1) If the value of b = 0 (the location is not managed well), then the regression coefficient value = constant.
2) The b value is ≠0 (the location is well managed, and the sign is positive), then the regression coefficient value increases by 1 (one) unit.
3) Because the b value ≠is 0 (0.774) which means **there is influence**
4) Because the b value is positive, it means that the influence model is unidirectional, that is, if the location is strategic, then patient satisfaction will increase and vice versa.

The figure is 0.774 ≠0 so there is an influence of location on patient satisfaction. The figure 0.774 is a positive number, meaning that there is a unidirectional influence , namely if the location is strategic, then patient satisfaction will increase and if the location is considered not strategic, then patient satisfaction will decrease.

b. Simple Linear Regression Analysis of Service Quality Variables (X2) on Patient Satisfaction (Y)

Table 5. Simple Linear Regression Test Results for Service Quality Variables (X 2) on Patient Satisfaction (Y)

Coefficients a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2,915	1,116		2,612	,010
	Service Quality (X2)	,514	,028	,882	18,482	,000

a. Dependent Variable: Patient Satisfaction (Y)

Source: Processed data, 2022

Based on the test results in the table above, the regression equation Y = 2.915 + 0.514X 2 can be obtained . From the equation above it can be concluded as follows:

a = Constant value of 2.915

b = 0.514 not ≠0 (Not equal to zero)

1) If the value of b = 0 (Service Quality is not managed well), then the regression coefficient value = constant.

2) The b value is ≠0 (Service Quality is Managed Well, and the sign is positive), then the regression coefficient value increases by 1 (one) unit.
3) Because the b value is ≠0 (0.514) which means **there is influence**
4) Because a positive b value means that the influence model is unidirectional, namely if the quality of service provided is good, then patient satisfaction will increase and vice versa.

The figure is 0.514 ≠0 so there is an influence of service quality on patient satisfaction. The number 0.514 is a positive number, meaning that there is a unidirectional influence, namely if the quality of service provided is good, then patient satisfaction will increase and if the quality of service is considered not good, then patient satisfaction will decrease.

c. Multiple Linear Regression Analysis of Location Variables (X1) and Service Quality (X2) on Patient Satisfaction (Y)

Table 6. Multiple Linear Regression Test Results for Location Variables (X 1) and Service Quality (X 2) on Patient Satisfaction (Y)

Coefficients a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2,012	1,225		1,643	,104
	Location (X1)	,136	,080	,131	1,710	,090
	Service Quality (X2)	,454	,045	,778	10,124	,000

a. Dependent Variable: Patient Satisfaction (Y)

Source: Data, processed, 2022

Based on the test results in the table above, the regression equation Y = 2.012 + 0.136X $_1$ + 0.454X $_2$ can be obtained . From the equation above it can be concluded as follows:

a = Constant value of 2.012

b $_1$ = 0.136 not ≠0 (Not equal to zero)

b $_2$ = 0.454 not ≠0 (Not equal to zero)

1) If the values of b1 and b2 = 0 (Location and Service Quality are not managed well), then the regression coefficient value = constant.
2) Values b $_1$ and b $_2$ ≠0 (Location and Service Quality are managed well, and the sign is positive), then the regression coefficient value increases by 1 (one) unit.
3) Because the value of b is $_1$ ≠0 (0.136) and b $_2$ ≠0 (0.454) means **there is an influence**
4) Because the values of b $_1$ and b $_2$ are positive, this means that the influence model is unidirectional, namely if the strategic location and the quality of service provided are good together, then patient satisfaction will increase and vice versa.

The numbers b 1 0.136 ≠0 and b 2 0.454 ≠0 so that there is a simultaneous influence of location and service quality on patient satisfaction. The numbers b 1 = 0.136 and b 2 = 0.454 are positive numbers, meaning that there is a unidirectional influence, namely if the location is strategic and the quality of service provided is good together, then patient satisfaction will increase and if the location is not strategic and the quality of service is considered poor. both together, then patient satisfaction will decrease.

d. Simple Linear Regression Analysis of Location Variables (X1) on Loyalty (Z)

Table 7. Simple Linear Regression Test Results for Location Variables (X 1) on Loyalty (Z)

Coefficients [a]

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	5,018	2,525		1,988	,050
	Location (X1)	1,059	,103	,719	10,252	,000

a. Dependent Variable: Loyalty (Z1)

Source: Processed data, 2022

Based on the test results in the table above, the regression equation Z = 5.018 + 1.059X 1 can be obtained . From the equation above it can be concluded as follows:

a = Constant value of 5.018

b = 1.059 not ≠0 (Not equal to zero)

1) If the value of b = 0 (the location is not managed well), then the regression coefficient value = constant.
2) The b value is ≠0 (the location is well managed, and the sign is positive), then the regression coefficient value increases by 1 (one) unit.
3) Because the b value is ≠0 (1.059) which means **there is influence**
4) Because the b value is positive, it means that the influence model is unidirectional, namely if the location is strategic, then patient loyalty will increase and vice versa.

The figure is 1.059 ≠0 so there is an influence of location on patient loyalty. The number 1.059 is a positive number, meaning that there is a unidirectional influence , namely if the location is strategic, then patient loyalty will increase and if the location is considered not strategic, then patient loyalty will decrease.

e. Simple Linear Regression Analysis of Service Quality Variables (X2) on Loyalty (Z)

Table 8. Simple Linear Regression Test Results for Service Quality Variables (X 2) on Loyalty (Z)

Coefficients a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3,571	1,886		1,893	,061
	Service Quality (X2)	,684	,047	,827	14,535	,000

a. Dependent Variable: Loyalty (Z1)

Source: Processed data, 2022

Based on the test results in the table above, the regression equation Z = 3.571 + 0.684X 2 can be obtained . From the equation above it can be concluded as follows:

a = Constant value of 3.571

b = 0.684 not ≠0 (Not equal to zero)

1) If the value of b = 0 (Service Quality is not managed well), then the regression coefficient value = constant.
2) The b value is ≠0 (Service Quality is Managed Well, and the sign is positive), then the regression coefficient value increases by 1 (one) unit.
3) Because the b value ≠is 0 (0.684) which means **there is influence**
4) Because the b value is positive, it means that the influence model is unidirectional, namely if the quality of service provided is good, then patient loyalty will increase and vice versa.

The figure is 0.684 ≠0 so **there is an influence** of service quality on patient loyalty. The number 0.684 is a positive number, meaning that there is a **unidirectional** influence , namely if the quality of service provided is good, then patient loyalty will increase and if the quality of service is considered not good, then patient loyalty will decrease.

f. Simple Linear Regression Analysis of Patient Satisfaction Variables (Y) Against Loyalty (Z)

Table 9. Simple Linear Regression Test Results Patient Satisfaction Variable (Y) Against Loyalty (Z)

Coefficients a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,209	1,717		1,287	,201
	Patient Satisfaction (Y)	1,221	,073	,861	16,774	,000

a. Dependent Variable: Loyalty (Z1)

Source: Processed data, 2022

Based on the test results in the table above, the regression equation Z = 2.209 + 1.221Y can be obtained **.** From the equation above it can be concluded as follows:

a = Constant value of 2.209

b = 1.221 not $\neq$0 (Not equal to zero)

1) If the b value = 0 (Patient Satisfaction is not managed well), then the regression coefficient value = constant.
2) The b value is $\neq$0 (Patient Satisfaction is Managed Well, and the sign is positive), then the regression coefficient value increases by 1 (one) unit.
3) Because the b value is $\neq$0 (1.221) which means **there is influence**
4) Because the b value is positive, it means that the influence model is unidirectional, namely if the patient satisfaction received is considered good, then patient loyalty will increase and vice versa.

The number is 1.221 $\neq$0 so **there is an influence** of patient satisfaction on patient loyalty. The number 1.221 is a positive number, meaning that there is a **unidirectional** influence , namely if the patient satisfaction received is considered good, then patient loyalty will increase and if the patient satisfaction received is considered less good, then patient loyalty will decrease.

g. Multiple Linear Regression Analysis of Location Variables (X1), Service Quality (X2) and Patient Satisfaction (Y) on Loyalty (Z)

Table 10. Multiple Linear Regression Test Results for Location Variables (X 1), Service Quality (X 2) and Patient Satisfaction (Y) on Loyalty (Z)

Coefficients a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,200	1,840		,109	,914
	Location (X1)	,152	,120	,103	1,269	,208
	Service Quality (X2)	,199	,095	,241	2,091	,039
	Patient Satisfaction (Y)	,811	,151	,572	5,388	,000

a. Dependent Variable: Loyalty (Z1)

Source: Processed data, 2022

Based on the test results in the table above, the regression equation Z = 0.200 + 0.152X_1 + 0.199X_2 + 0.811Y can be obtained. From the equation above it can be concluded as follows:

a = Constant value of 0.200

b_1 = 0.152 not $\neq$0 (Not equal to zero)

b_2 = 0.199 not $\neq$0 (Not equal to zero)

b $_3$ = 0.811 not ≠0 (Not equal to zero)

1) If the values of b $_{1,}$ b $_2$ and b $_3$ = 0 (Location, Service Quality and Patient Satisfaction are not managed well), then the regression coefficient value = constant.
2) Values b $_{1,}$ b $_2$ and b $_3$ ≠0 (Location, Service Quality and Patient Satisfaction are managed well, and the sign is positive), then the regression coefficient value increases by 1 (one) unit.
3) Because the value of b $_{is\ 1}$ ≠0 (0.152), b $_2$ ≠0 (0.199) and b $_3$ ≠0 (0.811) means **there is influence**
4) Because the values b $_{1,}$ b $_2$ and b $_3$ are positive, this means that the influence model is unidirectional, that is, if the location is strategic, the quality of service provided is good and the patient satisfaction received is considered good together, then patient loyalty will increase and vice versa.

The numbers b 1 0.152 ≠0, b 2 0.199 ≠0 and b 3 0.811 ≠0 so that there is a simultaneous influence of location, service quality and patient satisfaction on patient loyalty. The numbers b 1 = 0.152, b 2 = 0.199 and b 3 = 0.811 are positive numbers, meaning that there is a unidirectional influence , that is, if the location is strategic, the quality of service provided is good and the patient satisfaction received is considered good together, then patient loyalty will increase and if the location is not strategic, the quality of service is considered not good and the patient satisfaction received is considered not good together, then patient loyalty will decrease.

2. Determination Test Results

The analysis of the coefficient of determination is intended to determine the percentage strength of influence between the independent variable on the dependent variable either partially or simultaneously. In this study, the variables location (X $_1$) and service quality (X $_2$) on patient satisfaction (Y) have an impact on loyalty (Z) . The following are the results of the calculation of the coefficient of determination processed using the SPSS Version 26 program , as follows:

a. Location Partial Determination Coefficient Test Results (X1) on Patient Satisfaction (Y)

Tabel 11. Location Partial Determination Coefficient Test Results (X 1) on Patient Satisfaction (Y)

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,745 a	,555	,550	2,842

a. Predictors: (Constant), Location (X1)
b. Dependent Variable: Patient Satisfaction (Y)

Source: Processed data, 2022

Based on the test results in the table above, the coefficient of determination value obtained is 0.555, so it can be concluded that the location variable has an influence on the patient satisfaction variable by 55.5% while the remaining 44.5% is influenced by other factors that were not researched.

b. Partial Determination Coefficient Test Results for Service Quality (X2) on Patient Satisfaction (Y)

Tabel 12. Results of Partial Determination Coefficient Test of Service Quality (X 2) on Patient Satisfaction (Y)

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,882 a	,777	,775	2,011

a. Predictors: (Constant), Service Quality (X2)

b. Dependent Variable: Patient Satisfaction (Y)
Source: Processed data, 2022

Based on the test results in the table above, a coefficient of determination value of 0.777 was obtained, so it can be concluded that the service quality variable has an influence on the patient satisfaction variable by 77.7%, while the remaining 22.3% is influenced by other factors that were not researched.

c. Simultaneous Coefficient of Determination Test Results of Location (X1) and Service Quality (X2) on Patient Satisfaction (Y)

Tabel 13. Simultaneous Determination Coefficient Test Results for Location (X1) and Service Quality (X2) on Patient Satisfaction (Y)

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,885 a	,784	,779	1,992

a. Predictors: (Constant), Service Quality (X2), Location (X1)
b. Dependent Variable: Patient Satisfaction (Y)
Source: Processed data, 2022

Based on the test results in the table above, a coefficient of determination value of 0.784 was obtained, so it can be concluded that the location and service quality variables had an influence on the patient satisfaction variable by 78.4%, while the remaining 21.6% was influenced by other factors that were not researched.

d. Results of the Partial Determination Coefficient Test for Location (X1) on Loyalty (Z)

Tabel 14. Results of the Partial Determination Coefficient Test for Location (X 1) on Loyalty (Z)

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,719 a	,517	,513	4,195

a. Predictors: (Constant), Location (X1)
b. Dependent Variable: Loyalty (Z1)
Source: Processed data, 2022

Based on the test results in the table above, the coefficient of determination value obtained is 0.517, so it can be concluded that the location variable has an influence on the loyalty variable by 51.7% while the remaining 48.3% is influenced by other factors that were not researched.

e. Test Results of Partial Determination Coefficient of Service Quality (X2) on Loyalty (Z)

Tabel 15. Partial Determination Coefficient Test Results of Service Quality (X 2) on Loyalty (Z)

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,827 a	,683	,680	3,400

a. Predictors: (Constant), Service Quality (X2)
b. Dependent Variable: Loyalty (Z1)
Source: Processed data, 2022

Based on the test results in the table above, a coefficient of determination value of 0.683 was obtained, so it can be concluded that the service quality variable has an influence on the loyalty variable by 68.3%, while the remaining 31.7% is influenced by other factors that were not researched.

f. Partial Determination Coefficient Test Results Patient Satisfaction (Y) Against Loyalty (Z)

Tabel 16. Partial Determination Coefficient Test Results Patient Satisfaction (Y) Against Loyalty (Z)

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,861 a	,742	,739	3,070

a. Predictors: (Constant), Patient Satisfaction (Y)
b. Dependent Variable: Loyalty (Z1)

Source: Processed data, 2022

Based on the test results in the table above, a coefficient of determination value of 0.742 was obtained, so it can be concluded that the patient satisfaction variable has an influence on the loyalty variable by 74.2% while the remaining 25.8% is influenced by other factors that were not researched.

g. Simultaneous Determination Coefficient Test Results for Location (X1), Service Quality (X2) and Patient Satisfaction (Y) Against Loyalty (Z)

Tabel 17. Simultaneous Determination Coefficient Test Results for Location (X1), Service Quality (X2) and Patient Satisfaction (Y) Against Loyalty (Z)

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,875 a	,766	,759	2,952

a. Predictors: (Constant), Patient Satisfaction (Y), Location (X1), Service Quality (X2)
b. Dependent Variable: Loyalty (Z1)

Source: Processed data, 2022

Based on the test results in the table above, a coefficient of determination value of 0.766 was obtained, so it can be concluded that the variables of location, service quality and patient satisfaction have an influence on the loyalty variable by 76.6% while the remaining 23.4% is influenced by other factors that were not researched.

3. Hypothesis Test Results

a. Location Variable t Test (X1) on Patient Satisfaction (Y)

The results of data processing using the SPSS Version 26 program, with the following results:

Table 18. Hypothesis Test Results (t Test) Location Variables (X 1) on Patient Satisfaction (Y)

Coefficients a

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4,562	1,710		2,668	,009
	Location (X1)	,774	,070	,745	11,053	,000

a. Dependent Variable: Patient Satisfaction (Y)

Source: Processed data, 2022

Based on the test results in the table above, the $_{calculated}\, t\ value > t_{\ table}$ or (11.053 > 1.984) is obtained. This is also reinforced by the significance value < 0.050 or (0.000 < 0.050). Thus, H0 $_{is}$ rejected and Haa $_{is}$ accepted, this shows that there is a significant influence between location on patient satisfaction

b. Service Quality Variable t Test (X2) on Patient Satisfaction (Y)

The results of data processing using the SPSS Version 26 program, with the following results:

Table 19. Hypothesis Test Results (t Test) Service Quality Variables (X 2) on Patient Satisfaction (Y)

Coefficients a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2,915	1,116		2,612	,010
	Service Quality (X2)	,514	,028	,882	18,482	,000

a. Dependent Variable: Patient Satisfaction (Y)

Source: Processed data, 2022

Based on the test results in the table above, the $_{calculated}\, t\ value > t_{\ table}$ or (18.482 > 1.984) is obtained. This is also reinforced by a significance value < 0.050 or (0.000 < 0.050). Thus, $H_{\ 0}$ is rejected and $Ha_{\ a}$ is accepted, this shows that there is a significant influence between service quality and patient satisfaction

c. f test of location variables (X1) and service quality (X2) on patient satisfaction (Y)

The results of data processing using the SPSS Version 26 program, with the following results:

Table 20. Simultaneous Hypothesis Test Results (f Test) Location Variables (X 1) and Service Quality (X 2) on Patient Satisfaction (Y)

ANOVA a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1393,213	2	696,607	175,606	,000 b
	Residual	384,787	97	3,967		
	Total	1778,000	99			

a. Dependent Variable: Patient Satisfaction (Y)

b. Predictors: (Constant), Service Quality (X2), Location (X1)

Source: Processed data, 2022

Based on the test results in the table above, the $_{calculated}\, f\ value > f_{\ table}$ or (175.606 > 2.470) is obtained. This is also reinforced by the significance < 0.050 or (0.000 < 0.050). Thus, $H_{\ 0}$ is rejected and $Ha_{\ a}$ is accepted, this shows that there is a significant simultaneous influence between location and service quality on patient satisfaction at the Widya Dharma Husada Clinic.

d. Location Variable t Test (X1) on Loyalty (Z)

The results of data processing using the SPSS Version 26 program, with the following results:

Table 21. Hypothesis Test Results (t Test) Location Variables (X 1) on Loyalty (Z)

Coefficients a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5,018	2,525		1,988	,050
	Location (X1)	1,059	,103	,719	10,252	,000

a. Dependent Variable: Loyalty (Z1)

Source: Processed data, 2022

Based on the test results in the table above, the $_{calculated}\, t\ value > t_{\ table}$ or (10.252 > 1.984) is obtained. This is also reinforced by the significance value < 0.050 or (0.000 <

0.050). Thus, H_0 is rejected and Ha_a is accepted, this shows that there is a significant influence between location on loyalty.

e. Patient Satisfaction Variable t Test (X2) on Loyalty (Z)

The results of data processing using the SPSS Version 26 program, with the following results:

Table 22. Hypothesis Test Results (t Test) Service Quality Variable (X 2) on Loyalty (Z)

Coefficients a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3,571	1,886		1,893	,061
	Service Quality (X2)	,684	,047	,827	14,535	,000

a. Dependent Variable: Loyalty (Z1)

Source: Processed data, 2022

Based on the test results in the table above, the $_{calculated}\, t\ value > t_{table}$ or (14.535 > 1.984) is obtained. This is also reinforced by a significance value < 0.050 or (0.000 < 0.050). Thus, H_0 is rejected and Ha_a is accepted, this shows that there is a significant influence between service quality and loyalty.

f. Patient Satisfaction Variable t Test (Y) Against Loyalty (Z)

The results of data processing using the SPSS Version 26 program, with the following results:

Table 23. Hypothesis Test Results (t Test) Variable Patient Satisfaction (Y) Against Loyalty (Z)

Coefficients a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2,209	1,717		1,287	,201
	Patient Satisfaction (Y)	1,221	,073	,861	16,774	,000

a. Dependent Variable: Loyalty (Z1)

Source: Processed data, 2022

Based on the test results in the table above, the $_{calculated}\, t\ value > t_{table}$ or (16.774 > 1.979) is obtained. This is also reinforced by a significance value < 0.050 or (0.000 < 0.050). Thus, H_0 is rejected and Ha_a is accepted, this shows that there is a significant influence between patient satisfaction and loyalty.

g. f test Location Variables (X1) Service Quality (X2) and Patient Satisfaction (Y) Against Loyalty (Z)

The results of data processing using the SPSS Version 26 program, with the following results:

Table 24. Simultaneous Hypothesis Test Results (f Test) Location Variables (X 1), Service Quality (X 2) and Patient Satisfaction (Y) Against Loyalty (Z)

ANOVA a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2738,108	3	912,703	104,716	,000 b
	Residual	836,732	96	8,716		
	Total	3574,840	99			

a. Dependent Variable: Loyalty (Z1)

b. Predictors: (Constant), Patient Satisfaction (Y), Location (X1), Service Quality (X2)

Source: Processed data, 2022

Based on the test results in the table above, the $_{calculated}f\ value > f_{table}$ or (104.716 > 2.470) is obtained. This is also reinforced by the significance < 0.050 or (0.000 < 0.050). Thus, H_0 is rejected and Ha_a is accepted, this shows that there is a significant simultaneous influence between location, service quality and patient satisfaction on loyalty to the Widya Dharma Husada Clinic.

CONCLUSION

Based on the descriptions in the previous chapters, and from the results of the analysis and discussion regarding the influence of location and service quality on patient satisfaction which has an impact on loyalty, the following conclusions are obtained:

1 There is a positive and significant influence between locations on patient satisfaction at the Widya Dharma Husada Clinic.
2 There is a positive and significant influence between service quality on patient satisfaction at the Widya Dharma Husada Clinic.
3 There is a positive and significant influence between location and service quality on patient satisfaction at the Widya Dharma Husada Clinic.
4 There is a positive and significant influence between locations on the loyalty of the Widya Dharma Husada Clinic.
5 There is a positive and significant influence between service quality on Widya Dharma Husada Clinic loyalty.
6 There is a positive and significant influence between patient satisfaction and loyalty to the Widya Dharma Husada Clinic.
7 There is a positive and significant influence between location, service quality and patient satisfaction on Widya Dharma Husada Clinic loyalty.

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