Analysis of the Determinants of Patient Loyalty in the Inpatient Installation at the General Hospital 'Aisyiyah St. Khadijah Pinrang District

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ABSTRACT

Loyalty is repurchase behavior solely concerning the purchase of the same particular brand repeatedly. Patients who feel satisfied, can take repeated actions as repeated use of services in the future and tell others about the perceived service performance. This study aims to determine the determinants of loyalty of inpatient installation patients at 'Aisyiyah St. Khadijah General Hospital, Pinrang Regency. This research is included in the type of quantitative research by applying a *cross sectional* approach. The sample in this study were 90 inpatients obtained by *accidental sampling* method. Data collection using a questionnaire. Data processing was carried out through the *Chi-Square* test and the Logistic Regression test. The results of the *Chi-Square* test show that there is an influence between service quality in terms of reliability, responsiveness, assurance, empathy, physical evidence, hospital image, moving barriers, and distance of residence on the loyalty of inpatient installation patients at 'Aisyiyah St. Khadijah General Hospital, Pinrang Regency. The results of the Logistic Regression test show that the quality of service in terms of assurance with Exp (B) = 25.274 is the variable that has the most influence on the loyalty of inpatient installation patients at 'Aisyiyah St. Khadijah General Hospital Pinrang Regency.

Keywords: Patient Loyalty; Service Quality; Hospital Image; Moving Barriers; Residence Distance; Hospitalization.

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INTRODUCTION

Hospitals are one of the health service institutions, both public and private, which are required to continue to improve and improve services in order to produce quality services and benefit the community, so that patient loyalty will be formed or patients are interested in visiting again to utilize these health services.[1]

Loyalty according to Tjiptono (2011 cited in Sihombing, 2022: 2) is repurchase behavior solely concerning the purchase of the same particular brand repeatedly. Patients who feel satisfied, can take repeated actions as repeated use of services in the future and tell others about the perceived performance of service products.[2]

Based on data from Indonesia's health profile in 2020, the number of hospitals in Indonesia has increased. The growth of hospitals in Indonesia from 2016-2020 has increased by 12.86%. Hospitals in Indonesia in 2016 were 2,601 hospitals, while in 2020 it has reached 2,985 hospitals consisting of 2,449 General Hospitals and 536 Special Hospitals.[3]

The competition that arises as a result of the many new private hospitals and the growing government hospitals actually has a positive impact on hospital users because they get many choices in choosing a hospital.[1] The existence of such competition has encouraged hospitals to provide the best service to retain loyal patients. As a service provider, hospitals must have the right strategy to continue to be able to maintain patient loyalty to a hospital.[4]

'Aisyiyah St. Khadijah Pinrang General Hospital is challenged to become the hospital of choice for the community in Pinrang Regency. In the midst of existing competition, hospitals must be able to further improve their ability to create loyal patients. There is BTO (*Bed Turn Over*) data in 2018-2022 obtained from preliminary data collection at RSU 'Aisyiyah St. Khadijah Pinrang Regency. The BTO in 2018 was 84 times, in 2019 it was 85 times, in 2020 it was 65 times, in 2021 it was 60 times, and in 2022 it was 84 times. The BTO of RSU 'Aisyiyah St. Khadijah Pinrang in 2018-2022 exceeds the standard set by the Indonesian Ministry of Health in 2005, which is 40-50 times.

The BTO value that exceeds the standard indicates that many patients use beds in turn. This can lead to less than optimal inpatient services. If there are no days when the beds are not used, then the workload of the care team is very high and causes the beds not enough time to be cleaned because they continue to be used by patients in turn. This condition is likely to cause patient dissatisfaction, have an impact on reducing the performance of medical personnel, and potentially increase the frequency of nosocomial infections. Patient dissatisfaction with suboptimal inpatient services can lead to patient disloyalty to these inpatient services.

Then there is also data on old patient visits in the inpatient installation for January-September 2023 obtained from Medical Records at St. Khadijah Pinrang Hospital 'Aisyiyah. Where old patient visits in January to February decreased by 6.3%, then decreased again by 10.9% in March, in April also

decreased by 13.2%, and there was an increase in May by 21.7%, but in June there was a decrease again by 8.9%, then an increase in July by 23.5%, in August decreased by 8.7%, and in September also decreased by 7%.

The state of fluctuation in the visit of long-stay patients at RSU 'Aisyiyah St. Khadijah Pinrang Regency in January-September 2023 is a problem that cannot be ignored by the hospital, especially the part that handles hospital marketing. The decline in the number of old patient visits at RSU 'Aisyiyah St. Khadijah Pinrang Regency is a problem that requires hospital management attention. This is because the decline in old patient visits indicates a decrease in the number of re-utilization which is one of the benchmarks of patient loyalty. The lower the frequency of re-utilization of a patient, the lower the level of patient loyalty. In addition, this also affects hospital income or revenue. Thus, hospital operations can be disrupted and the services provided to patients are not maximized and can have an impact on patients who choose to seek services at other hospitals.

In order to maintain and improve service quality and patient satisfaction, it is very necessary to manage patient complaints or complaints in a hospital. It should be noted that, any complaints given by patients indicate that these patients will still remain loyal to the health services they have received. By filing a complaint, the patient gives the hospital the opportunity to improve or make improvements in its services.[5]

Based on a satisfaction survey conducted at RSU 'Aisyiyah St. Khadijah Pinrang in July-September 2023, the average percentage was 81.60%. This indicates that patient satisfaction has not reached the standards set by the Indonesian Ministry of Health No. 129 of 2008 of ≥ 90%.

Patient satisfaction surveys that have not reached these standards are due to various kinds of patient complaints or complaints in July-September 2023 obtained from the *customer service* section of RSU 'Aisyiyah St. Khadijah Pinrang. Complaints to the maintenance unit of facilities and infrastructure, namely, the air conditioner in the inpatient room is not cold due to a leak, the room is hot and the roof is leaking, the room lights and toilet lights are off, and there is no additional *exhaust* fan (ventilation fan) for the ward room. Then complaints for security guards, namely, inconsistency regarding visiting hours because there are still many visitors who pass outside of visiting hours. As well as patient complaints about doctors who do not provide explanations to patients and are not on time in conducting examinations to patients. This problem caused the decline in old patient loyalty at the inpatient installation at RSU 'Aisyiyah St. Khadijah Pinrang Regency in August and September.

With the complaints received from patients, it is necessary to be aware of the possibility of indications that patients are dissatisfied and disappointed with the services at RSU 'Aisyiyah St. Khadijah Pinrang. The bad signal will result in a bad image attached to hospital services. The impact is that consumers will drop their choice to competitors. That means the company is not doing *marketing* activities but instead creating *demarketing*.[6]

Patient loyalty has a huge influence on the survival of a hospital because loyal patients not only make repeat visits, but can also act as *loyalty advocators*. This means that patients who voluntarily (own consciousness) recommend hospital products or services to friends, relations, and other community groups, even though they do not necessarily visit the hospital regularly.[7]

Hospitals in managing patient loyalty must understand the factors that influence patient loyalty. Research conducted by Nisa and Aristi (2023) shows that patient loyalty is influenced by service quality.[8] Service quality according to Parasuraman, Zeithaml, and Berry (1988 cited in Tjiptono and Chandra, 2016: 137) can be measured using five dimensions, namely, *reliability*, *responsiveness*, *assurance*, *empathy*, and *tangibles*.[9]

In research conducted by Aryawati et al. (2020) shows that there is a significant relationship between hospital image and patient loyalty. The image of the hospital influences the patient's decision to use the health services provided by the hospital. Therefore, it is very important to understand how the relationship between hospital image and patients' desire to return to utilizing health services.[10] The image of the hospital has a function as a link and as a guardian of the harmony of their relationship with their customers.[11]

Research conducted by Nisa and Aristi (2023) shows that moving barriers have a relationship with patient loyalty in using services in hospitals.[8] This is because loyalty functions as a *switching barrier* that provides reasons for consumers not to move from old services when they are about to buy new services.[12]

Loyalty is also influenced by distance of residence. The main reason for patients in choosing a hospital is close to the location, this can create patient loyalty to hospitals that are close to where they live.[13] This is supported by research Panjaya et al. (2017) which shows a relationship between distance of residence and patient loyalty. Most patients who have a loyal attitude are patients who have a relatively close residence distance. This happens because of easy access and not too long time, making it easier for patients to utilize health services.[14]

Based on the facts above, the researcher is interested and feels the need to conduct research entitled Analysis of Determinants of Inpatient Installation Patient Loyalty at 'Aisyiyah St. Khadijah General Hospital, Pinrang Regency.

METHODS

This study is a quantitative study using a *cross sectional* approach. The sample in this study were 90 long-stay patients at 'Aisyiyah St. Khadijah General Hospital, Pinrang Regency, obtained by *accidental sampling* method. Data collection using a questionnaire instrument. Data processing using data processing applications using the *Chi-Square* test and multivariate Logistic Regression test. This research has obtained ethical approval with Number: 1213/UN4.14.1/TP.01.02/2024.

RESULTS

The characteristics of respondents including age, gender, payment type, treatment category, latest education, and occupation of respondents can be seen in the following table.

Table 1 shows that the study subjects were mostly in the age group 17-29 years, totaling 30 people (33.3%). Based on gender, there were more women, namely 59 people (65.6%). Based on the type of payment, 86 people (95.6%) used BPJS. Based on the category of care, the most in class 3 care was 40 people (44.4%). Based on the latest education, most of them graduated from high school / vocational school, namely 47 people (52.2%) and based on the occupation of the respondents, most of them were housewives / not working, namely 34 people (37.8%).

Table 2 shows that most respondents were satisfied with the quality of health services in terms of reliability (92.2%), most were satisfied with responsiveness (75.6%), then in assurance most respondents were also satisfied (85.6%), most respondents were satisfied with empathy (96.7%), the majority of respondents were also satisfied with physical evidence (87.8%), most respondents said the hospital image was good (83.3%), the majority of respondents had high moving barriers (73.3%), most of the respondents' residence distance to the hospital was close (78.9%), and the majority of respondents would also be loyal to inpatient services at RSU 'Aisyiyah St. Khadijah Pinrang (88.9%).

Table 3 shows that the results of the bivariate statistical test of the reliability variable on patient loyalty at the 'Aisyiyah St. Khadijah

Table 1. Distribution Based on Respondent Characteristics at the Inpatient Installation of the 'Aisyiyah St. Khadijah General Hospital, Pinrang Regency in 2024.

Characteristics	Frequency (n=90)	Percent (%)
Age		
17-29 years old	30	33.3
30-39 years old	20	22.2
40-49 years old	18	20.0
≥ 50 years	22	24.4
Gender		
Male	31	34.4
Female	59	65.6
Payment Type		
General	4	4.4
BPJS	86	95.6
Care Category		
VIP	8	8.9
Class 1	30	33.3
Class 2	12	13.3
Class 3	40	44.4
Last Education		
Not graduated from elementary school	1	1.1
Elementary school graduate	3	3.3
Junior high school graduate	7	7.8
High school/vocational school graduate	47	52.2
Higher Education	32	35.6
Jobs		
Housewife/Not Working	34	37.8
Student	13	14.4
Trader/ Self-employed	22	24.4
PNS	8	8.9
Miscellaneous	13	14.4
Total	**90**	**100.0**

Table 2. Distribution of Respondents Based on the Variables Studied at 'Aisyiyah St. Khadijah General Hospital, Pinrang Regency 2024.

Variables	Frequency (n = 90)	Percent (%)
Reliability		
Satisfied	83	92.2
Not Satisfied	7	7.8
Responsiveness		
Satisfied	68	75.6
Not Satisfied	22	24.4
Assurance		
Satisfied	77	85.6
Not Satisfied	13	14.4
Empathy		
Satisfied	87	96.7
Not Satisfied	3	3.3
Physical Evidence (*Tangibles*)		
Satisfied	79	87.8
Not Satisfied	11	12.2
Hospital Image		
Good	75	83.3
Not good	15	16.7
Moving Barriers		
High	66	73.3
Low	24	26.7
Distance of Residence		
Near (≤ 5 KM)	71	78.9
Far (> 5 KM)	19	21.1
Patient Loyalty		
Loyal	80	88.9
Not Loyal	10	11.1
Total	**90**	**100.0**

Table 3. Bivariate Analysis of Determinants of Inpatient Installation Patient Loyalty at 'Aisyiyah St. Khadijah General Hospital, Pinrang Regency in 2024.

| Variables | Patient Loyalty | | | | Total | | P Value |
| | Loyal | | Not Loyal | | | | |
	n	%	n	%	N	%	
Reliabilty							
Satisfied	76	91,6	7	8,4	83	100	0.005
Not Satisfied	4	57,1	3	42,9	7	100	
Responsiveness							
Satisfied	64	94,1	4	5,9	68	100	0.006
Not Satisfied	16	72,7	6	27,3	22	100	
Assurance							
Satisfied	74	96,1	3	3,9	77	100	0.000
Not Satisfied	6	46,2	7	53,8	13	100	
Empathy							
Satisfied	79	90,8	8	9,2	87	100	0.002
Not Satisfied	1	33,3	2	66,7	3	100	
Physical Evidence (*Tangibles*)							
Satisfied	73	92,4	6	7,6	79	100	0.004
Not Satisfied	7	63,6	4	36,4	11	100	
Hospital Image							
Good	71	94,7	4	5,3	75	100	0.000
Not good	9	60,0	6	40,0	15	100	
Moving Barriers							
High	62	93,9	4	6,1	66	100	0.011
Low	18	75,0	6	25,0	24	100	
Distance of Residence							
Near (≤ 5 KM)	66	93,0	5	7,0	71	100	0.018
Far (5 KM)	14	73,7	5	26,3	19	100	

Table 4. Logistic Regression Multivariate Analysis of Reliability, Responsiveness, Assurance, Empathy, Physical Evidence, Hospital Image, Moving Barriers, and Residence Distance to Patient Loyalty in Inpatient Installation at 'Aisyiyah St. Khadijah General Hospital Pinrang Regency in 2024.

Variables	B	S.E	Wald	df	Sig.	Exp(B)
Reliability	0.076	1.636	0.002	1	0.963	1.079
Responsiveness	0.589	1.009	0.340	1	0.560	1.802
Guarantee	3.230	1.072	9.082	1	0.003	25.274
Empathy	1.463	3.955	0.137	1	0.711	4.321
Physical Evidence	1.975	1.186	2.773	1	0.096	7.203
Hospital Image	2.360	1.045	5.101	1	0.024	10.594
Moving Barriers	0.309	1.147	0.072	1	0.788	1.362
Distance of Residence	0.839	1.100	0.582	1	0.445	2.315

Pinrang General Hospital obtained a *p value* = 0.005, the responsiveness variable with a *p value = 0.006*, the guarantee variable with a *p value = 0.000*, the empathy variable with a p value = *0.002*, the physical evidence variable with a *p value = 0.004*, the hospital image variable with a p value = *0.000*, the moving obstacle variable with a p value = 0.011, and the residence distance variable with a p value = 0.018. The *p* value of all variables <0.05 which means, there is a significant influence between the variables of reliability, responsiveness, assurance, empathy, physical evidence, hospital image, moving barriers, and distance of residence on the loyalty of inpatient installation patients at RSU 'Aisyiyah St. Khadijah Pinrang.

Table 4 shows that the guarantee variable is statistically significant at *p* < 0.05. This means that the guarantee variable has the most influence on patient loyalty, seen from the value of *exp β* guarantee is greater than the other variables.

DISCUSSION

The Effect of *Reliability* on Patient Loyalty

Reliability relates to the hospital's ability to provide accurate services from the first time without making any mistakes and delivering its services according to the agreed time.[9]

The results of the research that have been obtained show that service quality in terms of reliability has an influence on the loyalty of inpatient installation patients at RSU 'Aisyiyah St. Khadijah Pinrang Regency. This is shown from the *p-value* = 0.005 where the resulting *p* value is < α = 0.05. This is because the majority of patients have received thorough service both in the registration process and in the treatment in the inpatient room. For example, the doctor was able to provide a clear explanation of the patient's illness and the registration officer served the patient carefully and well.

This research is in line with research conducted by Teguh and Oentara (2022) which states that *reliability has a* positive effect on *patient loyalty*.[15] Other studies also say that there is a significant correlation between the perception of the *reliability* dimension and patient loyalty at Tanjungpinang City Hospital with sufficient relationship strength and positive direction, which means that the better the *reliability* dimension, *the* better the patient's loyalty attitude.[16]

The reliability provided by the hospital in the form of speed, accuracy, and meeting patient expectations will have an impact on increasing the level of patient loyalty to services at the hospital.[8]

The Effect of *Responsiveness* on Patient Loyalty

Responsiveness concerns the willingness and ability of health workers to help patients and respond to their requests, as well as informing when services will be provided and then providing services quickly.[9]

The results of the research that have been obtained show that service quality in terms of responsiveness has an influence on the loyalty of inpatient installation patients at RSU 'Aisyiyah St. Khadijah Pinrang Regency. This is shown from the *p-value* = 0.006 where the resulting *p* value is < α = 0.05. This is because the majority of patients have received fast and responsive health services from both nurses and doctors who treat patients. Responsiveness is needed by patients as sick people. They need fast-paced services because it involves their health and safety.

This research is in line with research conducted by Rashid and Al-shami (2022) which states that there is a relationship between patient loyalty and responsiveness factors to medical treatment at Muslim Friendly Hospitals.[17] Other studies also say that there is a significant correlation between the perception of the *responsiveness* dimension and patient loyalty at the Tanjungpinang City Hospital with a fairly strong relationship strength and positive direction, which means that the better the *responsiveness* dimension, the better the patient's loyalty attitude.[16]

Responsiveness refers to the willingness to help patients quickly (responsive) and precisely by providing clear information. If patients are left waiting without a clear reason, this can have a negative impact on service quality. *Responsiveness refers to* the desire of medical and non-medical personnel to help patients and provide responsive services.[16]

The Effect of *Assurance* on Patient Loyalty

Assurance is the behavior of health workers who are able to foster patient trust in the hospital and the hospital can create a sense of security for its patients. Assurance also means that health workers are always polite and have the knowledge and skills needed to handle any patient questions or problems.[9]

The results of the research that have been obtained show that the quality of service in terms of assurance has an influence on the loyalty of inpatient installation patients at RSU 'Aisyiyah St. Khadijah Pinrang Regency. This is shown from the *p-value* = 0.000 where the resulting *p* value is < α = 0.05. This is because the majority of patients have received health services that are able to make patients assured of a sense of confidence to recover from their illness.

Service quality in terms of this guarantee is also the variable that has the greatest influence on the loyalty of inpatient installation patients because the Exp (B) value obtained is 25.274. This means that the guarantee variable has a 25.274-fold greater influence in determining patient loyalty. Therefore, to encourage patients to become loyal and will remain loyal to inpatient services at RSU 'Aisyiyah St. Khadijah Pinrang Regency, it is necessary to improve health services on the guarantee indicator. The behavior of health workers who are able to foster patient trust in the hospital and the hospital can create a sense of security for its patients.

This research is in line with research conducted by Reski et al. (2019) which states that there is a relationship between the quality of assurance services and patient loyalty at Kendari City Hospital.[18] Other studies also say that there is a relationship between *assurance and the* loyalty of non-insurance patients at Purwodadi Hospital X.[19]

Assurance is one of the most important assets to attract more patients and gain loyal patients. Loyal patients will use the service again, and will even recommend others to use the same health service. Loyal patients are a cheap means of promotion. Having loyal patients will increase the reputation and profits of a health institution.[20]

The Effect of *Empathy* on Patient Loyalty

Empathy is where the hospital understands the problems of its patients and acts in the patient's best interest, as well as providing personal attention to patients and having convenient operating hours.[9]

The results of the research that have been obtained show that service quality in terms of empathy has an influence on the loyalty of inpatient installation patients at RSU 'Aisyiyah St. Khadijah Pinrang Regency. This is indicated from the *p-value* = 0.002 where the resulting *p* value is < α = 0.05. This is because the majority of patients have received the services of doctors and nurses who are able to listen to patient complaints with full attention and can provide solutions to complaints given by patients.

Empathy has a relationship with patients who are hospitalized. This is because some respondents stated that they received genuine attention from health workers. For example, officers are able to comfort patients when patients feel anxious and can respond to each patient's complaints well, do not discriminate against social status and not only some patients get extra attention and service when providing care in hospitalization.

This research is in line with research conducted by Kusumapradja et al. (2013) which states that *empathy* significantly has a positive influence on patient loyalty at Cibinong Hospital.[21] Other studies also obtained a *p-value of* 0.014 <0.05, so it can be concluded that there is a significant relationship between empathy and patient loyalty.[10]

The Effect of Physical Evidence (*Tangibles*) on Patient Loyalty

Tangibles relates to the attractiveness of the physical facilities, equipment, and materials used by the hospital, as well as the appearance of health workers.[9]

The results of the research that have been obtained show that service quality in terms of physical evidence has an influence on the loyalty of inpatient installation patients at RSU 'Aisyiyah St. Khadijah Pinrang Regency. This is shown from the *p-value* = 0.004 where the resulting *p* value is < α = 0.05. This is because patients are very concerned about the indicators of medical personnel using complete PPE when conducting examinations and their clean and tidy appearance. However, some patients still complain about the unattractive appearance of the inpatient room and the incomplete inpatient room facilities.

This research is in line with research conducted by Jayadipraja et al. (2021) which states that there is a relationship between direct evidence and patient loyalty in the inpatient unit of Kendari City Hospital in 2019.[20] Another study also said that there was a significant relationship between physical appearance *(tangible)* and respondent loyalty at the Polyclinic of the Arosuka Hospital, Solok Regency in 2018 with a *p-value of* 0.001 <0.05.[22]

From a convenience perspective, it is very influential on direct evidence. This is because if patients feel comfortable with the facilities available at the hospital, then patients will come back to the hospital again if they are sick or will tell their closest family or relatives about the appropriate facilities they receive at the hospital.

In a service, physical evidence is the first thing to be seen because it can be seen directly. Generally, the first thing that patients focus on is the condition of the hospital. A clean, tidy, and organized hospital condition will give the patient the impression that the hospital can carry out its functions optimally.[4]

The Effect of Hospital Image on Patient Loyalty

Image is the impression, feeling, image of the community towards the company or the impression created intentionally by an object, individual or organization. This can be interpreted that the image

deliberately needs to be created in order to have a positive value. Image can also be interpreted as an impression made based on a person's knowledge and understanding of facts or reality.[23]

The results obtained show that the hospital image has an influence on the loyalty of inpatient installation patients at RSU 'Aisyiyah St. Khadijah Pinrang Regency. This is shown from the *p-value* = 0.000 where the resulting *p* value is < α = 0.05. This is because the highest score is on the indicator that RSU 'Aisyiyah St. Khadijah Pinrang Regency has been known in the eyes of the community to have friendly and polite medical and non-medical personnel. In addition, RSU 'Aisyiyah St. Khadijah is also well known in the community because its employees have displayed good service skills and are known as hospitals that are able to provide healing for the patients they treat.

This research is in line with research conducted by Eftitah et al. (2023) which states that hospital image has a positive and significant effect on patient trust in Fatimah Banyuwangi Islamic Hospital. This means that the better the achievement of the hospital image, the more trust the patient will have.[23] Other studies also say that hospital image has a positive and significant effect on patient loyalty. This means that the better the hospital image, the higher the patient loyalty will be, on the contrary, the worse the hospital image, the lower the patient loyalty will be.[24]

A good image will shape people's thinking that if they have a health problem, they do not need to think long about where they will get health services, because they can make choices based on their own experiences or based on information obtained from others.[25]

The Effect of Transfer Barriers on Patient Loyalty

Switching barriers are obstacles experienced by patients when they want to switch from an old health service to a new health service. Switching barriers refer to how difficult it is to switch to another service provider if patients are not satisfied with the service they receive.[26]

The results of the research that have been obtained show that moving barriers have an influence on the loyalty of inpatient installation patients at RSU 'Aisyiyah St. Khadijah Pinrang Regency. This is shown from the *p-value* = 0.011 where the resulting *p* value is < α = 0.05. This is because the highest score is on the indicator that patients are reluctant to move because they think the service they get is good, the costs incurred are not much, they have mastered administrative procedures so there is no need to learn administrative procedures at other hospitals, and they already have a good relationship with the employees at RSU 'Aisyiyah St. Khadijah Pinrang Regency.

This research is in line with research conducted by Nisa and Aristi (2023) which shows that moving barriers have a relationship with patient loyalty at the Jampang Kulon Hospital Outpatient Installation in 2022. Respondents who have high moving barriers tend to be more loyal, while respondents with low moving barriers tend not to be loyal to the Jampang Kulon Hospital Outpatient Installation.[8]

Another parallel study also showed that there was a relationship between barriers to moving and loyalty at Kendari City Hospital. This is because patients feel that the barriers to moving are quite large because they are influenced by existing senior doctors and the habit of seeking treatment at the Kendari City Hospital service so that patients feel reluctant to move.[18]

In the hospital industry, loyalty can occur due to patients who stay in the hospital because the barriers to switching to another hospital are greater than when they are being treated. Patients are less likely to switch to another service provider when patient satisfaction is high and there are barriers to switching. Respondents with low switching barriers can easily switch to other hospitals. This can lead to patients not being loyal to the hospital.[8]

The Effect of Residential Distance on Patient Loyalty

Location is of utmost concern to those seeking healthcare. This is because proximity will affect how often they visit the hospital. The main reason for choosing a hospital is proximity to the place of residence, this is what can make patients loyal to hospitals that are close to where they live.[13]

Based on the results of this study, most of the 66 respondents (93.0%) found that the distance of the patient's residence was close to the General Hospital 'Aisyiyah St. Khadijah Pinrang Regency so that, making patients loyal to utilize inpatient services. Therefore, it shows that there is an influence between distance of residence on patient loyalty in the inpatient installation at 'Aisyiyah St. Khadijah General Hospital, Pinrang Regency with a *p-value of* 0.018.

This research is in line with research conducted by Umaternate et al. (2022) which states that patient loyalty is influenced by the distance of the patient's residence at Pelamonia Tk II Hospital, Makassar City with a *p-value of* 0.019. The existence of this relationship is because according to respondents, the close distance from their place of residence to the hospital makes them persist in choosing Pelamonia Tk II Hospital Makassar City when they need health services.[27]

Another study also said that there is a relationship between distance of residence and patient loyalty. Most patients who have a loyal attitude are patients who have a relatively close residence distance. This happens because of easy access and not too long time, making it easier for patients to utilize health services at the Makassar Hajj Hospital.[14]

Mileage has an influence on patient loyalty. The closer the patient's residence is to the hospital, the higher the patient's loyalty to the hospital.[4]

CONCLUSION

1. There is an influence between the quality of health services in terms of *reliability* on the loyalty of inpatient installation patients at 'Aisyiyah St. Khadijah General Hospital, Pinrang Regency.

2. There is an influence between the quality of health services in terms of *responsiveness* on the loyalty of inpatient installation patients at 'Aisyiyah St. Khadijah General Hospital, Pinrang Regency.

3. There is an influence between the quality of health services in terms of *assurance* on the loyalty of inpatients at 'Aisyiyah St. Khadijah General Hospital, Pinrang Regency.

4. There is an influence between the quality of health services in terms of *empathy* on the loyalty of inpatient installation patients at 'Aisyiyah St. Khadijah General Hospital, Pinrang Regency.

5. There is an influence between the quality of health services in terms of physical evidence (*tangibles*) on the loyalty of inpatient installation patients at 'Aisyiyah St. Khadijah General Hospital, Pinrang Regency.

6. There is an influence between hospital image on the loyalty of inpatient installation patients at 'Aisyiyah St. Khadijah General Hospital, Pinrang Regency.

7. There is an influence between moving barriers on the loyalty of inpatient installation patients at 'Aisyiyah St. Khadijah General Hospital, Pinrang Regency.

8. There is an influence between residence distance on the loyalty of inpatient installation patients at 'Aisyiyah St. Khadijah General Hospital, Pinrang Regency.

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