

Analysis of Non-Menopatic Patient Loyalty at Dr. Rm. Soedjarwadi Regional Mental Hospital, Central Java Province

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ABSTRACT

This study aims to analyze the influence of service quality, facilities, rates, location, and hospital image on the loyalty of non-mental patients at Dr. RM. Soedjarwadi Mental Hospital, Central Java Province. This study used a quantitative method with a survey approach. The study population was all non-mental patients who had received services at Dr. RM. Soedjarwadi Mental Hospital, Central Java Province, with the criteria of having received treatment at least twice. Data were collected using a questionnaire compiled based on the indicators of each research variable. Data analysis was conducted using multiple linear regression to determine the partial and simultaneous effects of independent variables on patient loyalty. The results showed that service quality, facilities, rates, location, and hospital image influenced the loyalty of non-mental patients. Simultaneously, these five variables contributed significantly to increasing patient loyalty. Service quality and hospital image were the factors that had the most dominant influence on patient loyalty. The findings of this study indicate that efforts to improve service quality, develop facilities, set appropriate rates, increase location accessibility, and strengthen the hospital image need to be a priority in the strategy for developing non-mental services at Dr. RM. Soedjarwadi Mental Hospital, Central Java Province.

Keywords: quality of service, facilities, rates, location, hospital image, patient loyalty, mental hospital.

INTRODUCTION

In order to implement the mandate of Law Number 17 of 2023 concerning Health and Government Regulation Number 28 of 2024 concerning the Implementing Regulations of Law Number 17 of 2023 concerning Health, the government through the Ministry of Health of the Republic of Indonesia is rolling out a health transformation policy, one of which is a fundamental change in the concept of hospital management.

Hospitals were previously categorized into general hospitals and specialized hospitals based on their service types, as stipulated in Government Regulation Number 47 of 2021 concerning Hospital Management. With the issuance of Government Regulation Number 28 of 2024, this categorization no longer applies. Consequently, there is no longer a category for specialized hospitals, including psychiatric hospitals. Implementation on the ground is planned for the near future, pending the completion of technical implementing regulations from the Indonesian Ministry of Health.

With the drastic changes in regulations and health governance policies, especially hospital governance, Dr. RM. Soedjarwadi Mental Hospital, Central Java Province faces quite a challenge to ensure its readiness to transform into a General Hospital. If until now, Dr. RM. Soedjarwadi Mental Hospital, Central Java Province, as a Special Mental Hospital, has relied heavily on service performance and hospital revenue performance from mental health services, then in the future, non-mental health services must be managed better so that they are able to display quality and competitive service performance. That way, it is hoped that Dr. RM. Soedjarwadi Mental Hospital will remain able to be the main choice for the people of Klaten and the surrounding areas in obtaining health services.

Facing these challenges and amidst the increasingly competitive hospital industry, Dr. RM. Soedjarwadi Mental Hospital, Central Java Province, needs to formulate an appropriate strategy to attract customers and cultivate patient loyalty, particularly among non-psychiatric patients. This is because patient loyalty is a crucial indicator of hospital sustainability.

Technically, many factors can influence patient loyalty, including service quality, available facilities, service rates, hospital location, hospital image, and so on. Therefore, it's important to understand the extent to which these factors influence patient loyalty in a hospital.

Referring to ResearchJaya et al., (2024)It is explained that location factors have a significant and positive influence on customer loyalty, price has a significant and positive influence on customer loyalty, and service quality also has a significant and positive influence on customer loyalty.

Research resultOktavia & Prayoga (2023)showed that the most dominant factors influencing the loyalty of inpatients in hospitals were patient satisfaction and patient service quality. The research resultsPurwatiningsih et al., (2023) shows that patients are not at all affected by the quality of service at Dr. M. Ashari Regional General Hospital, Pemalang. Patient happiness at Dr. M. Ashari Regional General Hospital, Pemalang is influenced by their estimates of hospital prices. A positive corporate image of Dr. M. Ashari Regional General Hospital, Pemalang, is beneficial for patients in decision making. Dr. M. Ashari Regional General Hospital, Pemalang, does not care about improving the quality of its services because its patients remain loyal. The impression of favorable prices for patients at Dr. M. Ashari Regional General Hospital, Pemalang, has a direct impact on the practice's retention rate. There is a positive relationship between the image of Dr. M. Ashari Regional General Hospital, Pemalang, and patient retention.

Herlambang et al. (2023) the results of the study show that: hospital image has a positive and significant effect on patient loyalty with patient satisfaction as an intervening variable at Fatimah Islamic Hospital, Banyuwangi. The studyOktavia & Prayoga (2023) the results showed that the quality of service had an influence on patient loyalty at the Mother and Child Hospital. Meanwhile, the results of the studyGunardi et al (2022)It was found that service quality had a positive effect on hospital image and patient satisfaction, and did not affect patient loyalty; hospital

image did not significantly affect patient loyalty; patient satisfaction had a positive effect on patient loyalty, while the indirect effect was found that hospital image did not mediate the effect of service quality on patient loyalty and patient satisfaction significantly mediated the effect of service quality on patient loyalty.

Alhabsy et al., (2023) The results of the study show that: 1) Image has a positive and significant effect on the satisfaction of BPJS Inpatient patients at RSUD X. 2) Service quality has a positive and significant effect on the satisfaction of BPJS Inpatient patients at RSUD X. Meanwhile, the results of the study Nisa and Aristi (2023) showed that 62.4% of respondents were loyal to the Outpatient Installation of Jampang Kulon Hospital. The chi-square test results showed that there was a relationship between satisfaction with the variables of physical evidence, reliability, responsiveness, empathy, assurance, ease of access, and barriers to moving with patient loyalty.

According to Wahyuni et al., (2025), service facilities, social media marketing, and trust influence patient loyalty, and trust is the dominant variable capable of increasing patient loyalty. Sudrajat (2023) shows that the results of the inner weight test obtained significant results: The Effect of Service Quality (X) on Patient Loyalty (Y) with Hospital Facilities (Z) as an intervening variable P-Values = 0.075 (> 0.05), meaning that there is no effect of Service Quality (X) on Patient Loyalty (Y) with Hospital Facilities (Z) as an intervening variable.

Tamonsang & Apriliyanto (2022) conclude that service quality has a significant effect on patient satisfaction, facilities have a significant effect on patient satisfaction, service quality has a significant effect on patient loyalty, facilities have a significant effect on patient loyalty, patient satisfaction has a significant effect on patient loyalty, patient satisfaction is not an intervening variable of service quality and facilities on patient loyalty

Research result Mahyardiani, Hartoyo, Krisnatuti (2020) The results showed that the marketing mix variables that influence patient satisfaction and loyalty are price, people, process, and physical evidence. Other results indicate that patient satisfaction has a significant influence on patient loyalty at Budi Kemuliaan Maternity Hospital. The research results Meilinda et al. (2023) shows that: Service (X1) influences Patient Loyalty (Y). Location (X2) influences Patient Loyalty (Y). Tariff (X3) influences Patient Loyalty (Y). Service (X1), Location (X2), and Tariff (X3) influence Patient Loyalty (Y). Conclusion: Patient Loyalty (Y) is influenced by Service (X1), Location (X2), and Tariff (X3).

Herlambang et al. (2023) The results of the study show that: hospital image has a positive and significant effect on patient loyalty with patient satisfaction as an intervening variable at Fatimah Islamic Hospital, Banyuwangi. Rahmat & Kusumawati, (2024) The research results show that the most dominant factors influencing outpatient loyalty in hospitals are satisfaction and service quality. Aryawati et al., (2023) The results of the research found that there was a relationship between product, price, place/location, promotion, people, process and patient loyalty, and there was no relationship between physical evidence and patient loyalty.

Dr. RM. Soedjarwadi Mental Hospital, Central Java Province, as a Special Mental Hospital, has been providing mental health services, both outpatient and inpatient, in addition to non-mental health services. However, according to existing regulations, non-mental health services at the Special Mental Hospital are still limited to a maximum of 40% of the total bed capacity. Despite these regulatory restrictions, Dr. RM. Soedjarwadi Mental Hospital has been able to provide non-mental health services which include: Neurologist, Internal Medicine Specialist, Pediatrician, Surgeon, Obstetrician-Gyn Specialist, and Medical Rehab Specialist.

Facing the transformation of the Special Mental Hospital into a General Hospital, the management of Dr. RM. Soedjarwadi Mental Hospital, Central Java Province needs to understand the factors that positively influence patient loyalty, especially non-mental patients, so that they can have awareness and have a strong database in an effort to develop competitive non-mental services and foster patient loyalty.

RESEARCH METHODS

This research is a quantitative method research. The quantitative data of this research is in the form of respondents' opinions in the questionnaire. The design of this research is explanatory research, namely research that explains the causal relationship (cause and effect) between the variables that influence it. The causal relationship in this study is the Influence of Service Quality, Facilities, Rates, Location, and Hospital Image on the Loyalty of Non-Psychiatric Patients at Dr. RM. Soedjarwadi Regional Mental Hospital, Central Java Province. The research location is at Dr. RM. Soedjarwadi Regional Mental Hospital, Central Java Province, located at Jalan Ki Pandanaran KM 02 Klaten. The research is estimated to be carried out for 6 months.

In this study, the population was all non-mental patients at Dr. RM. Soedjarwadi Mental Hospital, Central Java Province. The sample in this study was 100 non-mental patients. In the sampling technique of this study, the researcher used a purposive sampling technique, with the criteria for the research sample being non-mental patients who had received treatment at least twice at Dr. RM. Soedjarwadi Mental Hospital, Central Java Province, with the consideration that patients who had received treatment at least twice would be more objective in providing assessments than those who had only visited once. Furthermore, in determining the proportion of the sample, proportionate stratified sampling was used based on the number of non-mental patient visits in 2025 at each service unit. However, to ensure that all units remained represented in the study, a purposive adjustment was made in the form of an allocation of at least 1 respondent to each unit. After that, the remaining sample was redistributed proportionally according to the size of the visiting population of each unit. This approach is considered more representative because it maintains the element of proportionality while providing space for representation for units with low visit volumes.

The variables used in this study are five independent variables: Service Quality, Facilities, Rates/Costs, Location, and Hospital Image, while the dependent

variable is Patient Loyalty (Non-Psychiatric). The regression equation model used is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Information :

Y	: Non-Psychiatric Patient Loyalty Variable
X1	: Service Quality Variable
X2	: Facility Variable
X3	: Variable Rate
X4	: Location Variable
X5	: Image Variable
a	: constant

RESULTS AND DISCUSSION

Multiple Linear Regression

Table 1 Multiple Linear Regression Results

Variables	Regression Coefficient (B)	t count	Sig.	Information
Constant	5,806	2,911	0.005	-
Service Quality (X1)	0.118	1,045	0.299	Not significant
Facilities (X2)	-0.078	-0.614	0.541	Not significant
Rate (X3)	0.414	4,591	0,000	Significant
Location (X4)	-0.038	-0.301	0.764	Not significant
Image (X5)	0.352	2,846	0.005	Significant

Source: Primary data processed in 2026

Based on the table above, the following regression equation is obtained:

$$Y = 5.806 + 0.118X_1 - 0.078X_2 + 0.414X_3 - 0.038X_4 + 0.352X_5$$

From the regression equation above, it can be explained as follows:

- The constant value of 5.806 indicates that if the independent variable is considered constant, the Patient Loyalty value is 5.806.
- The Service Quality variable (X1) has a positive regression coefficient of 0.118. This indicates that the better the service quality, the higher the patient loyalty rate.
- The Facilities variable (X2) has a negative regression coefficient of -0.078. This indicates that improving facilities has not significantly increased patient loyalty.
- The tariff variable (X3) has a positive and significant regression coefficient of 0.414. This indicates that appropriate and affordable tariffs can increase patient loyalty.
- The location variable (X4) has a negative regression coefficient of -0.038. This indicates that location does not have a significant influence on patient loyalty.

- f. The Image variable (X5) has a positive and significant regression coefficient of 0.352. This indicates that a better hospital image will increase patient loyalty.

Model Feasibility Test

Table 2 Model Feasibility Test (F Test)

F count	F table	Sig.	Standard	Information
12,320	2.31	0,000	0.05	Significant (Eligible Model)

Source: Primary data processed in 2026

Based on the test results, the following values were obtained: F count = 12.320, F table = 2.31, Sig. = 0.000. Because the F count value > F table, namely $12.320 > 2.31$ and the significance value is $0.000 < 0.05$, it can be concluded that the regression model in this study is suitable for use and the variables of Service Quality, Facilities, Tariffs, Location, and Image simultaneously influence Patient Loyalty.

Hypothesis Testing

Table 3 Hypothesis Test Results (t-Test)

Variables	Coefficient (B)	t count	t table	Sig.	Decision
Service Quality (X1)	0.118	1,045	1,985	0.299	H ₀ accepted
Facilities (X2)	-0.078	-0.614	1,985	0.541	H ₀ accepted
Rate (X3)	0.414	4,591	1,985	0,000	H ₀ rejected
Location (X4)	-0.038	-0.301	1,985	0.764	H ₀ accepted
Image (X5)	0.352	2,846	1,985	0.005	H ₀ rejected

Source: Primary data processed in 2026

Based on the results of the t-test in the table above, it can be explained as follows:

a. Hypothesis 1 (H1): The Effect of Service Quality on Patient Loyalty

H₀₁: Service Quality does not affect Patient Loyalty.

Ha₁: Service Quality Influences Patient Loyalty.

The test results show a calculated t value of $1.045 < t \text{ table } 1.985$ and a significance value of $0.299 > 0.05$.

Conclusion

H₀₁ is accepted and Ha₁ is rejected. Service Quality has no significant effect on Patient Loyalty.

b. Hypothesis 2 (H2): The Influence of Facilities on Patient Loyalty

H₀₂: Facilities do not affect Patient Loyalty.

Ha₂: Facilities influence patient loyalty.

The test results show a calculated t value of $-0.614 < t \text{ table } 1.985$ and a significance value of $0.541 > 0.05$.

Conclusion

H_{02} is accepted and H_{a2} is rejected. Facilities do not have a significant effect on Patient Loyalty.

c. Hypothesis 3 (H3): The Effect of Tariffs on Patient Loyalty

H_{03} : Rates do not affect Patient Loyalty.

H_{a3} : Rates affect patient loyalty.

The test results show a calculated t value of $4.591 > t$ table 1.985 and a significance value of $0.000 < 0.05$.

Conclusion

H_{03} is rejected and H_{a3} is accepted. Tariff has a positive and significant effect on Patient Loyalty.

d. Hypothesis 4 (H4): The Influence of Location on Patient Loyalty

H_{04} : Location does not affect Patient Loyalty.

H_{a4} : Location influences patient loyalty.

The test results show a calculated t value of $-0.301 < t$ table 1.985 and a significance value of $0.764 > 0.05$.

Conclusion

H_{04} is accepted and H_{a4} is rejected. Location does not have a significant effect on Patient Loyalty.

e. Hypothesis 5 (H5): The Influence of Image on Patient Loyalty

H_{05} : Image does not affect Patient Loyalty.

H_{a5} : Image influences patient loyalty.

The test results show a calculated t value of $2.846 > t$ table 1.985 and a significance value of $0.005 < 0.05$.

Conclusion

H_{05} is rejected and H_{a5} is accepted. Image has a positive and significant effect on Patient Loyalty.

Coefficient of Determination Test (R²)

Table 4 Results of the Determination Coefficient Test

Model	R	R Square (R ²)	Adjusted R Square	Standard Error of the Estimate
1	0.629	0.396	0.364	1,607

Source: Primary data processed in 2026

The results of the determination coefficient test show that the R Square (R²) value is 0.396. This means that 39.6% of Patient Loyalty can be explained by the variables of Service Quality, Facilities, Rates, Location, and Image, while 60.4% is influenced by other variables outside the research model. Thus, the regression model has sufficient ability to explain variations in Patient Loyalty and can be used to test research hypotheses.

Discussion

1. The influence of service quality on patient loyalty

The test results presented in Table IV.9 show that service quality does not significantly influence patient loyalty. These results demonstrate that, in the eyes of non-psychiatric patients, service quality is not a primary consideration in selecting Dr. RM. Soedjarwadi Mental Hospital, Central Java Province, as a healthcare provider. This phenomenon can be explained by several reasons:

- a. BPJS patients cannot freely choose their referral hospital; they rely on referrals from tier 1 healthcare facilities. Therefore, their loyalty stems from the system, not satisfaction. This is common in government hospitals.
- b. The effect of service quality on loyalty is generally insignificant if satisfaction is not measured or is used as an intervening variable. Therefore, quality has no direct effect on loyalty.
- c. Patients return to the hospital for other, more dominant factors, such as proximity, the availability of a specialist there, affordability, familiarity with the doctor, or family recommendations. Thus, the quality of care is overshadowed by access and trust in the doctor.
- d. Since the patient did not have high expectations from the government hospital/RSJD from the start, the standard service was considered sufficient and the fluctuations in quality did not influence the decision to return to the hospital or not.
- e. Patients return to the hospital more because of emergency factors, not because of an assessment of the quality of hospital services.

Previous research journals that are appropriate and support the results of this research include:

- a. Hasibuan, Hasanah, Dewi, Purwatiningsih (2023) concluded: Patients are not at all affected by the quality of service, patient happiness is influenced by patient estimates of hospital prices and a positive company image is beneficial for patients in decision making.
- b. Habsy, LL (2024) concluded: Service quality influences satisfaction, but does not directly and significantly influence loyalty. Loyalty is more influenced by trust in the doctor.
- c. Ferreira et al. (2023) concluded: Patient satisfaction with healthcare services does not always correlate strongly with loyalty. Patients may express satisfaction with services but not return to the hospital due to external factors.

2. The Influence of Facilities on Patient Loyalty

Based on the tests presented in Table IV.9, it shows that facilities do not have a significant effect on patient loyalty. This is caused by various reasons as follows:

- a. BPJS patients tend to accept what's available. This is because BPJS referral patients don't have complete freedom to choose a hospital with the best facilities. Therefore, even if the facilities are standard, patients still accept what's available.

- b. Loyalty is largely determined by patient expectations of the doctor's expertise. For example, an Obgyn patient undergoing a cesarean section would prioritize the doctor's expertise and competence, a safe surgery, and a healthy baby. Patients aren't particularly concerned about room amenities, such as a fan or air conditioning, as long as the medical service is excellent. Physical facilities are often outweighed by the doctor's competence.
- c. Patients already have low expectations for government hospitals. They already have low expectations and assume that government hospitals typically offer meager facilities. Therefore, when patients encounter standard facilities at the RSJD, they aren't disappointed. Patients' assessments differ when it comes to private hospitals, which are expensive but offer poor facilities.
- d. Facilities aren't particularly memorable for patients. When asked about hospital facilities, patients often respond "complete," but when they're admitted, they're more impressed and remember things like whether the nurses were friendly or not, and whether the IV drip was running smoothly. Physical facilities become a "nice to have" variable, not a "must have."
- e. Short duration of hospitalization in non-mental patients; Obgyn patients with cesarean sections usually have a duration of 3-4 days, while surgery lasts 5-7 days. Inpatient care is short, making patient care more important than facility and look more important to get well soon and go home quick.

Previous research that supports the results of this study includes:

- a. Habsy, LL (2024) concluded that trust in doctors influences loyalty, while facilities do not have a significant direct effect on BPJS Kesehatan referral patients because they do not have alternative hospitals.
- b. Ferreira, DC, et., al (2023) research results show: Hospital facilities have an effect on initial satisfaction, but their effect on loyalty is weak compared to the quality of doctor-patient interactions.
- c. Handayani, T., et., al (2024) concluded: BPJS patient satisfaction is more influenced by the speed of service and clarity of BPJS procedures. Physical facilities are insignificant because patients focus on whether their affairs are resolved or not.

3. The Influence of Rates on Patient Loyalty

Based on the tests presented in Table IV.9, it shows that rates have a positive and significant effect on patient loyalty. These results can be explained that non-psychiatric patients at Dr. RM. Soedjarwadi Mental Hospital, Central Java Province, assessed that the applicable service rates were in accordance with the quality of services provided, both in terms of the competence of health workers, service facilities, ease of access to BPJS, and the results of the services obtained. Positive perceptions of these rates create a sense of satisfaction and trust among patients, thus encouraging the formation of loyalty in the form of intentions to visit again, recommend the hospital to others, and not easily move to another hospital.

This research is in line with previous research, including:

- a. Jaya et., al (2024) Cost or price/tariff factors have a significant and positive influence on customer loyalty.
- b. Mayardiani, Hartoyo, Krisnatuti (2020) VMarketing mix variables that influence patient satisfaction and loyalty are price/rate, people, process, and physical evidence.
- c. Meilinda, Budiharto, Franky (2023) Patient Loyalty (Y) is influenced by Service (X1), Location (X2), and Rates/Costs (X3).

4. The Influence of Location on Patient Loyalty

Based on the tests presented in Table IV.9, it shows that location does not have a significant effect on patient loyalty. Several reasons why hospital location does not affect the loyalty of non-psychiatric patients at Dr. RM. Soedjarwad Mental Hospital, Central Java Province can be explained, including:

- a. Non-mental health patients come because they trust the specialist, not because they live close to the hospital. As long as the doctor is good, patients are willing to travel dozens of kilometers.
- b. BPJS patients are bound by a tiered referral system. Level I health facilities are required to refer patients to type C/D hospitals, and then to class B and A hospitals within the designated BPJS-approved region. Dr. RM. Soedjarwadi Mental Hospital, Central Java Province, is located within the Klaten referral area, so patients residing in Klaten cannot choose Dr. Moewardi Regional Hospital, Surakarta, which is further away, for example.
- c. Non-mental health patients' loyalty is determined more by satisfaction with their recovery than by comfort. Patients who receive treatment once and are successfully cured will return, even if the RSJD is located on Jalan Ki Pandanaran, Km. 2, far from the center of Klaten city.
- d. Transportation is now easier with Gojek/Grab, public transportation to and from Delanggu runs smoothly, so that the 10-15 km journey is no longer a major obstacle like it was 10 years ago.

Previous research journals that are appropriate and support the results of this research include:

- a. Lutfi A, MT, Indrawati, L., Nugraha, S., (2025) The place variable (location) has a negative and significant effect on patient loyalty.
- b. Ferreira, DC, et., al (2023) Hospital location has an effect on initial satisfaction, but is not significant on loyalty if service quality and doctor trust are already high.
- c. Habsy, LL (2024) Trust in doctors and service quality influence loyalty. Meanwhile, location has no significant effect because patients at BPJS referral hospitals cannot choose other hospitals.

5. The Influence of Image on Patient Loyalty

Based on the tests presented in Table IV.9, it is proven that image has a positive and significant effect on patient loyalty. These results Research shows that

positive patient perceptions of a hospital are a key factor in fostering loyalty. Patients who perceive a hospital as having a good reputation, professional healthcare staff, adequate facilities, and reliable service are more likely to return to the hospital in the future. A positive image also increases patient trust, reducing hesitation in choosing a hospital for healthcare services.

This research is in line with the results of previous research conducted by Purwatiningsih et., al (2023) found that the positive corporate image of Dr. M. Ashari Pemalang Regional General Hospital was beneficial for patients in decision-making. Alhabsyi et., al (2023) in the results of his research showed that: Image has a positive and significant influence on the satisfaction of BPJS Inpatient patients at RSUD X.

CONCLUSION AND SUGGESTIONS

Based on the research results, it can be concluded that hospital rates and image have a positive and significant effect on the loyalty of non-psychiatric patients at Dr. RM. Soedjarwadi Mental Hospital, Central Java Province, while service quality, facilities, and location do not significantly influence patient loyalty. These findings indicate that affordable rates and a good hospital image are the main factors in shaping patient loyalty. However, improving service quality, improving facilities, and developing accessibility aspects are still necessary to maintain service quality and patient satisfaction. Hospitals also need to maintain affordable tariff policies, strengthen institutional reputation, and increase cooperation with various health insurance institutions. In addition, further research is recommended to examine other variables, such as satisfaction, trust, patient experience, quality of relationships with healthcare professionals, and hospital promotion, because there are still other factors outside the research model that have the potential to influence patient loyalty.

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