

## The Role of Parkserv and Brand Trust on Loyalty by Mediation of Outpatient and Inpatient Satisfaction at Dr. Mm Dunda Limboto Hospital

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**Abstract.** *This The study aims to examine the impact of Parkserv (Service Quality) and Brand Trust on Patient Loyalty, with Patient Satisfaction serving as a mediating variable, among both outpatients and inpatients at RS MM Dunda Limboto. Parkserv, as a measure of service quality, plays a significant role in shaping patients' perceptions of the hospital, while brand trust serves as a fundamental basis for fostering long-term relationships. A quantitative research design was employed, using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique. Data were collected through structured questionnaires administered to 100 respondents, evenly distributed between outpatients and inpatients. The results indicate that Parkserv has a positive and significant effect on Patient Satisfaction but no direct effect on Loyalty. Brand Trust has a positive and significant effect on both Satisfaction and Loyalty. Patient Satisfaction has a positive and significant effect on Loyalty and mediates the relationship between Parkserv and Brand Trust with Loyalty. The managerial implications of this study suggest that hospital management should prioritize improving perceived service quality, including Parkserv aspects such as facility comfort, staff friendliness, and service efficiency. Strengthening Brand Trust through consistent service quality, a positive reputation, and effective communication will increase satisfaction and encourage patient loyalty. An integrated strategy that combines service quality improvement and brand image management is expected to sustain and enhance patient retention over the long term.*

**Keywords:** *Loyalty; Patient; Satisfaction.*

### 1. Introduction

Healthcare is a crucial aspect in improving the quality of life. Hospitals, as healthcare institutions, must be able to provide quality services and build brand trust to ensure patient satisfaction and loyalty. At MM Dunda Limboto Regional General Hospital, it is crucial to understand how service quality, including parking (ParkServ) and brand trust, influence patient loyalty, both inpatient and outpatient, with satisfaction as a key factor. Hospitals are

now increasingly focused on providing quality services across the board, from technical to emotional aspects. Service quality is a key factor in fostering patient satisfaction and loyalty.

As a referral hospital in Gorontalo Regency, Dr. MM Dunda Limboto Regional General Hospital plays a strategic role in providing healthcare services to the community. To address the challenges of modern healthcare, the hospital needs to consider patient perceptions of the quality of care they receive, both in outpatient and inpatient settings. One instrument that can be used to measure overall service quality is the Parkserv model, which encompasses specific elements of hospital service, from physical comfort and staff interaction to service efficiency.

In an era of global competition in the healthcare sector, service quality is a key indicator in building patient trust and loyalty. Furthermore, brand trust, as explained by Delgado-Ballester and Munuera-Alemán (2001), is a patient's belief in the integrity and reliability of a hospital.

In the hospital context, patient satisfaction is a crucial factor mediating service quality and loyalty. Expectation Confirmation Theory (Oliver, 1980) explains that satisfaction occurs when patient expectations are met or exceeded. ParkServ, or parking services, is a physical element that often influences patients' initial perceptions of hospital service quality.

Through a satisfaction mediation approach, this study attempts to examine the role of ParkServ and Brand Trust on patient loyalty, both outpatients and inpatients at MM Dunda Limboto Regional General Hospital. Furthermore, according to research from (Imania, 2018) The study also stated that the Brand Trust Marketing variable has a positive and significant effect on Customer Satisfaction. Hyunjin, (2013) shows that Customer Satisfaction is important for returning and is marked by the increasing frequency of visits.

In addition to service quality, brand trust in a hospital also plays a crucial role. Trust is built through consistent service, a good reputation, and positive patient experiences. When patients trust a hospital's competence and integrity, they are more likely to return to that hospital and even recommend it to others. Brand trust not only directly impacts loyalty but also influences patient satisfaction.

Patient satisfaction reflects the match between expectations and actual experiences during treatment. Satisfied patients tend to have high levels of loyalty, both in terms of repeat visits, adherence to treatment, and recommendations to others. Therefore, satisfaction plays a crucial mediating role in the relationship between service quality, brand trust, and loyalty.

The phenomenon at MM Dunda Limboto Hospital shows persistent patient complaints, such as long wait times, inconsistent information, and a lack of consistency in service between units. This highlights the need for evaluation and improvement in service quality and hospital image management to continuously enhance patient satisfaction and loyalty.

However, the biggest challenge facing Dr. MM Dunda Regional Hospital is ensuring that all patient segments, especially those in remote and underserved areas, receive equitable access

to services. Therefore, the service strategy implemented must include efforts to reach these areas through collaboration with local governments and the use of appropriate technology to support the quality of healthcare services.

Furthermore, differences in approach and focus across previous studies also indicate a diversity of inconsistent results. For example, a study by Setiawan and Sayuti (2015) found that brand trust significantly influences patient loyalty without the mediation of satisfaction, while a study by Caruana (2002) emphasized that satisfaction plays a strong mediating role in this relationship. Conversely, Firdaus and Marabawi (2020) highlighted the importance of the ParkServ model in the context of public services such as hospitals, but other studies, such as Parasuraman et al. (1988), still rely on the general SERVQUAL model. This inconsistency suggests the need for further testing in more specific contexts, such as MM Dunda Limboto Hospital, considering the mediating role of satisfaction and the differentiation between outpatients and inpatients.

Hospital patients increasingly demand better service quality and a more satisfying experience. Service quality is a driving force for customers to purchase products or services according to their desires. If a hospital has good service quality, many customers will be satisfied. According to Linardi (2019), service quality is a performance that can be offered by one person to another. This performance can be interpreted as a form of hospital service to patients, including services provided, starting from product selection and the transaction process. Research indicates a positive and significant influence between service quality and customer loyalty. This contrasts with the results of research conducted by Dewi et al. (2022), which states that service quality does not significantly influence customer loyalty.

With changing consumer behavior and technological advancements, members now have higher expectations for the quality of service and experience they receive. Hospitals that fail to meet these demands may lose patients, who will likely migrate to hospitals offering better services.

## 2. Research Methods

This research was conducted to test a hypothesis with the aim of confirming or strengthening the hypothesis, which can ultimately strengthen the theory used as a basis. This research used a quantitative approach with an explanatory research type. The goal was to examine the causal relationship between variables using a survey method using a questionnaire. The goal was to explain the causal relationship between the variables Parkserv (Service Quality) and Brand Trust on Patient Loyalty and Patient Satisfaction (Sugiyono, 2012).

## 3. Results And Discussion

The population in this study were outpatients and inpatients at Dr. MM Dunda Limboto Regional General Hospital. The data collection process was carried out directly by visiting patients at health service locations and distributing questionnaires to respondents face to face, so that respondents could directly fill out the prepared research instruments. Through

this direct approach, data was obtained from 100 respondents, in order to determine the general characteristics of the respondents who had participated. The following is a general description of the respondents in this study.

Table Respondent Characteristics

No	Characteristics	Category	Frequency	Percentage ( % )
1	Gender	Man	52	52%
		Woman	48	48%
2	Age Group	< 20h	3	3%
		21–30	14	14%
		31–40	19	19%
		> 40 years	64	64%
3	Level of education	JUNIOR SCHOOL	HIGH 9	9%
		SENIOR SCHOOL	HIGH 42	42%
		D3	28	28%
		Bachelor's/Master's/Doctoral Degree	21	21%
4	Type of Service	Outpatient	50	50%
		inpatient	50	50%
5	Length of Service Use	< 1 year	24	24%
		1–3 years	31	31%
		> 3 years	45	45%

Based on the description of the characteristics of the respondents as explained in Table the characteristics of the respondents in this study describe the socio-demographic background of the outpatients and inpatients at Dr. MM Dunda Limboto Regional General Hospital who were the research sample. The total number of respondents collected was 100 people. Based on gender, the largest proportion were male respondents, namely 52%, while female respondents numbered 48%. This shows that the involvement of male and female respondents in this study was almost balanced, so that gender representation can be considered quite proportional in providing a general picture of patient experiences with hospital services.

In terms of age groups, the data shows that most of the respondents are 64% of respondents were in the age group over 40. Other age groups included 19% of respondents aged 31–40, 14% of respondents aged 21–30, and 3% of respondents under 20. This indicates that the majority of participating patients were adults to elderly. This

relatively high age group also has the potential to influence their perceptions of service quality, given that healthcare needs tend to increase with age.

In terms of education, the majority of respondents had a high school education level of 42%, followed by 28% with a diploma (D3) and 21% with a university degree (S1/S2/S3). The lowest number was junior high school graduates.

9%. Furthermore, based on the type of services they received, respondents were evenly distributed, with 50% receiving outpatient and inpatient services, respectively. Based on the duration of hospital service use, 45% of respondents had used services for more than three years, 31% for 1–3 years, and 24% were new users with a duration of less than one year. These data indicate that most respondents have had extensive experience accessing hospital healthcare services, making their opinions relevant for assessing the quality, satisfaction, and loyalty of the services provided.

Respondents' responses to the Satisfaction variable were obtained by distributing a questionnaire to 100 respondents who served as the research sample. This questionnaire contained three statement indicators that had been formulated to describe the dimensions of Satisfaction.

The collected responses were then analyzed to determine the level of satisfaction of the respondents. Details of the respondents' answers are shown in Table which shows the frequency, mean, and standard deviation of each statement. The following are the results of the respondents' answers, which can be seen in Table.

Table Respondents' Responses to Satisfaction

Table Respondents' Responses to Satisfaction										
No	Descriptive Variables									
	Response Frequency									
	Indicator	STS	TS	CS	S	SS	Mean	Information		
1	Overall satisfaction (general or overall satisfaction)	-	-	6	71	23	4.17	Tall		
2	Confirmation pectation (Hope)	-	-	8	75	17	4.09	Tall		
3	Comparison To Ideal (ideal comparison)	-	-	5	58	37	4.32	Tall		
Average							4.19	Tall		

Source: Processed data (2025)

Based on the calculation results in Table regarding respondents' responses to satisfaction with Hospital services, the mean value of each indicator was obtained which reflects the level

of patient satisfaction with MM Dunda Limboto Hospital services.

The first indicator, which indicates overall patient satisfaction with their experience with the hospital, yielded an average score of 4.17. This score indicates that the majority of respondents gave a positive assessment, ranging from agree to strongly agree. This reflects that the patient experience was generally satisfactory.

### Research result:

#### 1) Inferential Analysis

An inferential test is a statistical technique used to draw conclusions or make predictions about a population based on data taken from a sample. The goal is to determine whether the results obtained from the sample can be generalized to the entire population or larger group.

The analysis was conducted using Smart PLS software version which applies the Partial Least Squares (PLS) and variance-based Structural Equation Modeling (SEM) methods. PLS is a technique used to analyze relationships between variables in complex models, while SEM is used to test causal relationships between the variables involved. Figure 4.1. Represents the latent variable model that will be analyzed in this study.

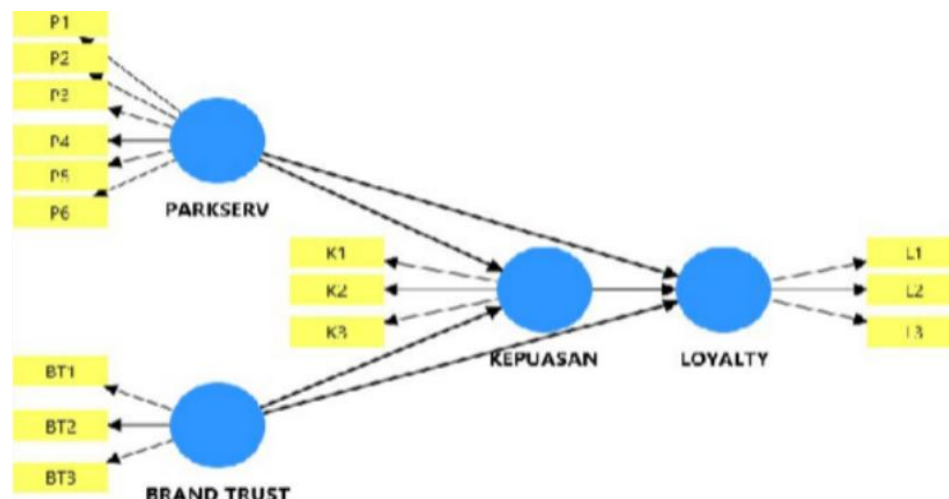


Figure Latent Variable Graph Image

There are two stages in testing a research model: the Outer Model and the Inner Model. The Outer Model focuses on the validity and reliability of the indicators used to measure latent variables, using Convergent Validity, Discriminant Validity, and Construct Reliability tests. The Inner Model focuses on the relationships between latent variables and testing the strength and significance of those relationships, using tests such as  $R^2$ , path coefficients, and path significance.



## 2) Outer Model Results (Measurement Model)

Therefore, it can be concluded that all constructs tested in this study have met the reliability criteria and can be used to further test the relationship between variables in the structural model.

## 3) Inner Model Results

This study uses a structural equation model (SEM) technique using the Partial Least Square method, which functions to determine the relationship between variables in the research method, especially the influence of Parkserv and Brand trust on loyalty, both directly and through mediating variables of outpatient and inpatient satisfaction. Based on the test results, the following results were obtained.

Table Results of Partial Least Square Path Analysis

Variables		Origin of sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STD EV )	P values	Information
PARKSERV LOYALTY	->	0.126	0.126	0.152	0.834	0.202	Not Proven
BRAND TRUST-> LOYALTY		0.633	0.635	0.195	3,253	0.001	Proven
SATISFACTION LOYALTY	->	0.169	0.168	0.094	1,789	0.037	Proven
BRAND TRUST-> SATISFACTION		0.106	0.083	0.217	0.489	0.312	Not Proven
PARKSERV SATISFACTION	->	0.507	0.538	0.223	2,275	0.011	Proven

Data Source processed July 2025

Based on Table which presents the results of path analysis using the Partial Least Square (PLS) method, it can be explained that not all relationships between variables in this research model show a significant influence.

**H1:** From the table above, it can be explained that the influence of Parkserv on loyalty obtained an original sample value of 0.126, indicating that the influence of service quality (PARKSERV) on patient loyalty is positive, However, the relationship is very weak. The T-statistics value is 0.834 with a p-value of 0.202, meaning the relationship is not significant because the p-value is greater than 0.05. Therefore, the hypothesis stating that PARKSERV influences LOYALTY is not statistically proven. Therefore, Hypothesis H1 is rejected.

**H2:** From the table above, it can be explained that the influence of BRAND TRUST on LOYALTY obtained an Original sample value on this path of 0.633, which indicates a positive and quite strong influence of trust in the brand (Brand Trust) on loyalty. With a T-statistic of 3.253 and a p-value of 0.001, this result shows high significance. Because

the p-value is far below 0.05, this relationship is proven to be significant. So Hypothesis H2 can be accepted.

**H3:** From the table above, it can be explained that the Influence of SATISFACTION on LOYALTY Obtaining a value of 0.169 The original sample value shows that patient satisfaction has a positive influence on loyalty. Although the T-statistics value is only 1.789, the p-value obtained is 0.037, which is still below the significance limit of 0.05. Thus, it can be concluded that the influence of satisfaction on loyalty is proven to be significant, although its strength is relatively weak. So Hypothesis H3 can be accepted.

**H4:** From the table above, it can be explained that the influence of BRAND TRUST on SATISFACTION has an Original sample for this path of 0.106, indicating a very small and positive influence of trust in the brand on patient satisfaction. However, the T-statistic of 0.489 and p-value of 0.312 indicate that this effect is not significant, as the p-value is greater than 0.05. Therefore, this hypothesis is not proven. Therefore, Hypothesis H1 is rejected.

**H5:** From the table above, it can be explained that the influence of PARKSERV on SATISFACTION has an original sample value of 0.503 indicating that service quality has a positive and quite strong influence on patient satisfaction. The T-statistics value of 2.275 and p-value of 0.011 indicate that this influence is statistically significant. Therefore, it can be concluded that service quality (PARKSERV) is proven to have an effect on patient satisfaction. So Hypothesis H1 can be accepted.

#### 4) Indirect Effect

After conducting the measurement model test, a structural model test was conducted. Hypothesis testing uses two criteria to determine whether a hypothesis is accepted or rejected. The first criterion is the t-statistic or critical value, where the hypothesis is accepted if the critical value (t-statistic) is greater than 1.96. The second criterion is the p-value, where the hypothesis is accepted if the p-value is less than 0.05. The results of the hypothesis testing are presented in the following table.

Table Results of the Indirect Effect Test

Path Coefficient	T statistics	P values	Information
PARKSERV -> SATISFACTION -> LOYALTY	1,246	0.106	Not Significant
BRANDTRUST -> SATISFACTION -> LOYALTY	0.445	0.328	Not Significant

Source: Data processed July 2025

#### 5) Hypothesis Testing

Based on the results of statistical tests using the Partial Least Squares (PLS) approach, five previously formulated hypotheses were tested. The results and their interpretation are



presented as follows:

**Hypothesis 1 (H1): Parkserv has a significant effect on Loyalty.** Based on the analysis results, the path coefficient value was 0.126 with a T-statistic of 0.834 and a p-value of 0.202. Because the p-value is greater than 0.05, the effect of Parkserv on loyalty is insignificant. This means that hypothesis H1 is not proven. This indicates that service quality is not sufficient to directly shape patient loyalty.

**Hypothesis 2 (H2): Brand Trust has a significant effect on Loyalty.** The path coefficient value is 0.633, with a T-statistic of 3.253 and a p-value of 0.001. Because the p-value is well below 0.05, the effect of brand trust on loyalty can be declared significant. Thus, hypothesis H2 is confirmed. This indicates that the higher a patient's trust in a hospital brand, the higher their loyalty tends to be.

**Hypothesis 3 (H3): Satisfaction has a significant effect on Loyalty.** The effect coefficient is 0.169 with a T-statistic of 1.789 and a p-value of 0.037. Although the T-statistic is below 2, the p-value is below 0.05, indicating that the effect remains significant. Therefore, hypothesis H3 is supported. This indicates that patient satisfaction contributes to increased loyalty to the hospital.

**Hypothesis 4 (H4): Brand Trust has a significant effect on Satisfaction.** The test results show a coefficient value of 0.106, a T-statistic of 0.489, and a p-value of 0.312. Since the p-value exceeds the 0.05 threshold, there is no significant evidence that Brand Trust influences Satisfaction. Therefore, hypothesis H4 is not supported. This indicates that brand trust does not necessarily directly create patient satisfaction.

**Hypothesis 5 (H5): Parkserv has a significant effect on satisfaction.** The path coefficient was 0.503, with a t-statistic of 2.275 and a p-value of 0.011. A p-value below 0.05 indicates a statistically significant effect. Therefore, hypothesis H5 is supported. This demonstrates that good service quality significantly improves patient satisfaction.

## 6) R-Square

R-Square in PLS-SEM measures how well the latent independent variables in a model can explain the variability of the latent dependent variable. The  $R^2$  value indicates the overall predictive power of the model.  $R^2$  values range from 0 to 1, where higher values indicate a better model in explaining variance. The following are the R-Square values in this analysis.

Table Results of the R Square ( $R^2$ ) Test

Dependent Variable	R-square	R-square adjusted
Satisfaction	0.360	0.347
Loyalty	0.723	0.714

Source: Primary data processed July 2025

Based on the analysis of the R-Square and Adjusted R-Square values in the table above, it can be explained that the Satisfaction variable has an R-Square value of 0.360. This

means that 36% of the variation that occurs in patient satisfaction can be explained by these variables.

The independent variables in the model are Parkserv and Brand Trust. The remaining 64% is influenced by other factors not included in this research model. Meanwhile, the Adjusted R-Square value for the Satisfaction variable is 0.347, indicating a slight adjustment after taking into account the number of predictors in the model. Furthermore, the Loyalty variable shows an R-Square value of 0.723. This indicates that 72.3% of the variation in patient loyalty can be explained by the three independent variables, namely Parkserv, Brand Trust, and Satisfaction.

The adjusted R-square value for the Loyalty variable is 0.714, which is also considered high. Overall, these values indicate that this research model has a strong ability to explain the relationships between variables, particularly patient loyalty, which is significantly influenced by the variables in the model.

#### **Discussion:**

##### **1) Parkserv Has a Positive Influence on Loyalty**

The study results showed that Parkserv did not have a significant direct impact on patient loyalty. This finding suggests that while patients perceived the hospital's service as adequate, it was not strong enough to directly motivate them to become loyal patients.

In the context of RSUD dr. MM Dunda Limboto, this can be interpreted that the services provided, such as staff friendliness, speed of service, and comfort of the treatment room have not been the main determining factors in shaping the patient's desire to return to use this hospital's services. Theoretically, this result is in accordance with the theory of Parasuraman, Zeithaml, and Berry (1988) in the SERVQUAL model which states that service quality generally does not immediately create loyalty, but must be mediated by satisfaction first. This is also reinforced by Ladhari's research (2009) which states that service quality more often has an indirect effect on loyalty through satisfaction. It could be that patients still face challenges in non-medical services such as long waiting times, long queues, or physical facilities that are not yet fully comfortable. Therefore, to create loyalty, hospitals need to ensure that good service is followed by comprehensive patient satisfaction, both emotionally and functionally.

##### **2) Brand trust has a positive effect on loyalty**

This study found that patient trust in a hospital's brand has a very significant and strong influence on patient loyalty. This means that when patients believe a hospital is competent and reliable, has good intentions to provide the best service, and consistently maintains its reputation, they tend to be more loyal and willing to return to the hospital.

These results are in line with Morgan and Hunt's (1994) Commitment-Trust Theory, which states that trust is a key factor in maintaining long-term relationships, including those between service providers and consumers. Chaudhuri and Holbrook (2001) also reinforce this view by stating that brand trust has a direct contribution to consumer loyalty. In the context of RSUD dr. MM Dunda Limboto, patients who already trust the hospital as a safe, professional, and reputable place in treating patients are likely to continue choosing the hospital for future visits. Therefore, hospitals need to maintain a commitment to service quality, communication transparency, and the integrity of medical personnel as part of a strategy to build brand trust.

### 3) Satisfaction Has a Positive Influence on Loyalty

Patient satisfaction has been shown to significantly influence loyalty. This means that patients who are satisfied with the services they receive during outpatient or inpatient care will have a greater desire to return to the same hospital and are more likely to recommend it to others. These results align with Oliver's (1980) satisfaction theory, which states that loyalty is the result of a satisfying experience. Kotler and Keller (2009) also state that consistent satisfaction creates a stronger emotional connection between consumers and service providers, ultimately increasing loyalty.

At Dr. MM Dunda Limboto Regional General Hospital, although service quality doesn't directly create loyalty, if patients are overall satisfied with their experience, their likelihood of continuing to choose this hospital increases. This demonstrates that the overall patient experience, including comfort, empathy from healthcare professionals, and treatment outcomes, is crucial in building a loyal patient base.

### 4) Brand trust Has a Positive Influence on Satisfaction

This study shows that trust in a hospital brand does not significantly influence patient satisfaction. This is quite an interesting result because in general, many studies state that brand trust contributes to the formation of satisfaction. However, in the hospital context, patient satisfaction may be determined more by actual experiences during the treatment process, rather than by perceptions of the hospital's brand or reputation alone. For example, even if patients believe the hospital has a good reputation, if during their treatment they experience delays in treatment or encounter obstacles in communication with medical personnel, their satisfaction will remain low. Some literature, such as Sirdeshmukh et al. (2002), explains that trust is more cognitive and related to long-term expectations, while satisfaction is more emotional and depends on the actual experience received. Therefore, this result is still acceptable, especially in the context of regional hospitals that face certain challenges in service operations.

### 5) Parkserv Has a Positive Influence on Satisfaction

Service quality significantly influences patient satisfaction. This means that aspects such as clarity of information, friendliness of medical staff, speed of service, and comfort of

facilities significantly influence how satisfied patients are with a hospital. These results support the SERVQUAL model by Parasuraman et al. (1988), which emphasizes that service quality consists of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These five dimensions, if met properly, will increase patient satisfaction.

In the case of Dr. MM Dunda Limboto Regional General Hospital, this demonstrates that the hospital's efforts to improve physical facilities, enhance staff professionalism, and provide empathetic services have positively impacted patient satisfaction. It also demonstrates that even though public hospitals often face resource constraints, improving service quality can still have a significant impact on patient perceptions. The results of the study indicate that affective commitment significantly influences the performance of Community Health Center employees. This means that the higher the employee's emotional attachment to the organization, the better their performance.

#### 6) Direct and Indirect Influence

In this study, several relationships between variables were directly analyzed, namely ParkServ, brand trust, satisfaction, and patient loyalty. Data processing using SEM-PLS revealed the following:

Parkserv on Patient Satisfaction shows a positive and significant direct relationship. This means that the better the quality of service perceived by patients—such as timeliness, attentiveness of staff, and ease of service process—the higher their level of satisfaction. Brand Trust on Patient Loyalty also has a positive and significant direct effect. This shows that when patients have trust in a hospital, whether in terms of reputation, integrity, or reliability, they are more likely to choose to return for treatment or recommend the hospital to others. Parkserv on Patient Satisfaction does not directly influence loyalty significantly. This means that even if the service quality is good, it is not enough to make patients loyal, unless accompanied by other supporting factors. Brand Trust on Patient Satisfaction has a direct relationship, but it is not significant. This indicates that even though patients trust the hospital brand, that trust does not necessarily create a sense of satisfaction if the service received does not align with their expectations. Satisfaction on Patient Loyalty shows an insignificant direct effect. In other words, patient satisfaction does not automatically encourage them to remain loyal to hospital services. This indicates that there are other emotional or functional factors that have a greater influence on loyalty decisions.

#### 4. Conclusion

Based on the research that has been conducted, the following conclusions can be obtained: Parkserv does not have a significant direct effect on loyalty. Brand trust has a significant direct influence on patient loyalty, meaning that the higher the trust in the hospital, the greater the tendency for patients to remain loyal. Patient satisfaction has been shown to significantly

influence patient loyalty, indicating that the level of patient satisfaction contributes to increasing their loyalty to the hospital. Brand Trust does not have a significant influence on satisfaction. Parkserv has been shown to have a positive and significant impact on patient satisfaction, indicating that the better the service, the more satisfied patients are with the hospital. Satisfaction does not significantly mediate the relationship between Parkserv and Loyalty, so that improving service does not necessarily result in loyalty if it is not accompanied by other factors. Satisfaction also does not mediate the relationship between Brand Trust and Loyalty, indicating that trust in hospitals is not enough to drive loyalty through satisfaction as an intermediary.

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