

The Effect of Quality of Registration Services, General Examination, and Pharmacy Services on Patient Satisfaction and its Impact on Patient Loyalty at the Sumurgung Health Center, Tuban Regency

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Abstract: The aims of study were to analyze the effect of quality of registration services, quality of general examinations, and pharmaceutical services on patient satisfaction and loyalty at the Sumurgung Health Center, Tuban Regency. The approach or method used was a quantitative approach. The location of study were in the registration room, general examination room, and pharmacy room of the Sumurgung Health Center, located in Sumurgung Village, Palang District, Tuban Regency, East Java. The population were known to be 1576 so that the results of the sample calculation are 94.03 rounded up to 94 samples. The independent variables, namely the quality of registration services, the quality of general examinations, and the quality of drug services. The intervening variable was patient satisfaction, and the dependent variable was patient loyalty. The analysis method used the Method of Successive Interval (MSI) to transform data from an ordinal scale to an interval. The data analysis technique uses validity testing, reliability testing, path analysis, classical assumption testing and hypothesis testing. While the mediation test used a Sobel was a statistical method used to test the significance of indirect effects or mediation effects in mediation analysis. The result showed the quality of registration services and the quality of pharmacy services have a positive and significant effect on patient satisfaction. While the quality of general examinations does not have a positive and significant effect on patient satisfaction and patient loyalty. The quality of registration services, the quality of pharmacy services and patient satisfaction have a positive and significant effect on patient loyalty both directly and indirectly. While the quality of general examinations does not have a positive and significant effect on patient loyalty.

Keywords: General Examinations, Loyalty, Pharmaceutical, Registration Dan Services.

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I. INTRODUCTION

The quality of service and patient satisfaction are the two most important things in health services (Layli, 2022). There are five dimensions as tangible such as physical appearance, staff appearance and suitability of tools used in the service. Reliability of suitability of service, concern or attention of the health center to patients, timeliness of service. Speed, accuracy, readiness, and willingness to meet patient needs are characteristics of a responsive health center. The ability to instill confidence in health center services depends on the expertise and friendliness of its staff.

Empathy refers to the health facility's genuine interest in the well-being of its patients and the care and attention its patients show to them. Patient happiness can be seen as a measure of health service (Pratiwi et al, 2023).

The outpatient registration place or often called the registration counter has a function or role in patient service, namely as the first service provider received by the patient or patient's family, so that the quality of hospital services can be assessed from the services received by the patient at the registration location. Service quality is measured by completeness, clarity of information, speed and comfortable

waiting room. (Fiani & Pujiastutik, 2021). The registration counter is the first service benchmark that influences patient satisfaction in receiving subsequent services. (Adian, 2020).

The perception of service by patients or visitors begins when the patient goes through the registration procedure until the patient is served and receives medicine. The quality of health services is influenced by accuracy, agility and speed which will determine patient satisfaction. In addition, the friendliness of the officers, excellent service and other supporting factors encourage good perceptions from patients or visitors and they had impact for patient satisfaction.

The results of observations in the preliminary study and looking at the Sumurgung Health Center Profile data in 2024, there are problems including only one general practitioner with a total of 19,540 BPJS participants at the end of 2024. This number does not meet the requirements when compared to the ratio of doctors to BPJS participants of 1: 5,000 participants, so that there is a gap in the personnel data, namely the lack of general practitioners providing services at the Sumurgung Health Center. General examination services at the Sumurgung Health Center are assisted by two nurses, where for each patient service two examination tables are opened at once and one examination bed in one room, so in this case it does not maintain patient privacy.

The quality of pharmaceutical services is measured by seven indicators, namely the average drug preparation time, time efficiency in drug delivery, percentage of drug quantity according to prescription, prescription replacement, suitability and completeness and the percentage of patient knowledge (Anggraeni, 2018). Patients have demands on the quality of pharmaceutical services by expanding the quality of pharmaceutical services that are oriented towards products such as drugs that is oriented towards patients (patient oriented) with the philosophy of Pharmaceutical Care (pharmaceutical care) (Setyawan et al, 2024).

Patient satisfaction will provide information on the success of quality service providers influencing the interest in returning to the same health center. Service time is one of the indicators for evaluating the quality of pharmaceutical services (Huvaaid et al, 2021). The several studies showed that awaiting time for prescription services is still long or does not meet the minimum service standards set by the Ministry of Health. The results of study by Hidayah et al (2021) on the waiting time for prescription services stated that the average waiting time for non-compounded drugs was around 51 - 71 minutes for compounded drugs, where the results of the study were not relevant to the predetermined service standards. Prasetya (2018) showed a picture of the waiting time for non-compounded drug prescription services exceeding the predetermined time standard, namely the time obtained was 39 minutes (Ardiansyah et al, 2023).

The aims of study were to analyze the effect of the quality of registration services, the quality of general examinations, and pharmaceutical services on patient satisfaction and loyalty at the Sumurgung Health Center, Tuban Regency.

II. LITERATURE REVIEW

➤ *The Effect of Registration Service Quality on Patient Satisfaction*

The quality of healthcare services can increase patient satisfaction. The better the quality of service, the higher the consumer satisfaction. This means that the quality of service affects satisfaction. Quality of Service is one of the factors that can increase the level of satisfaction because with excellent quality of service, customers (patients) will always feel happy and satisfied (Najib et al, 2022).

There is a relationship between the quality of registration services and outpatient satisfaction at X Purwodadi Hospital which includes the following components: tangibles, reliability, responsiveness, assurance, empathy (Arum et al, 2023). There is an effect between outpatient waiting time and satisfaction with registration services (Nurfadillah & Setiatin, 2021). Based on this, the hypothesis proposed is:

- H1: There is an effect of the quality of registration services on patient satisfaction at the Sumurgung Health Center, Tuban Regency.

➤ *The Effect of General Examination Quality on Patient Satisfaction*

The quality of general examination is an evaluation of various aspects of services provided to patients by carrying out general patient examinations by looking at the indications or symptoms suffered by patients at a health facility (Rupida et al, 2019). The results showed that there are a relationship between service quality and patient satisfaction (Sari et al, 2024). Based on this, the hypothesis proposed is:

- H2: There is an effect of the quality of general examinations on patient satisfaction at the Sumurgung Health Center, Tuban Regency.

➤ *The Effect of Pharmaceutical Service Quality on Patient Satisfaction*

The quality of pharmaceutical services is a service that refers to the level of service perfection in creating patient satisfaction in accordance with the average level of satisfaction of the community (Ministry of Health, 2014 in Sirajuddin, 2023).

The results showed pharmaceutical service quality had effect on patient satisfaction Levels at the Youth Health Center UPTD Samarinda showed that the quality of pharmaceutical services had effect patient satisfaction (Umar & Mardahlia, 2024). Potabuga et al showed the quality of pharmaceutical services had effect on outpatient satisfaction at the Pharmacy Installation of RSUD X (Potabuga et al, 2024). The hypotheses proposed include:

- H3: the quality of pharmaceutical services has a significant effect on patient satisfaction at the Sumurgung Health Center, Tuban Regency.

➤ *The Effect of Registration Service Quality on Patient Loyalty*

Parasuraman explains that the quality of service is a comparison of patient assessments between what was received and what was expected to be more appropriate. The patient will feel happy and create satisfaction. (Handyana et al, 2022). The quality or quality of outpatient registration services refers to the quality of service provided to patients during the registration process at a health facility. This quality covers various aspects, such as speed of service, data accuracy, friendliness of officers, and comfort of facilities. High-quality registration services can increase patient satisfaction and the operational efficiency of health facilities.

The registration service quality has a significant effect patient loyalty (Andina *et al*, 2024). The hypotheses proposed include:

- H4: the quality of registration services on patient loyalty at the Sumurgung Health Center, Tuban Regency.

➤ *The Effect of General Examination Quality on Patient Loyalty*

Based on the results showed the effect of service quality on patient loyalty at the Waetuno Health Center, Wangi-Wangi District, Wakatobi Regency, a positive and significant effect was found. The results showed that the service quality variable is able to explain the increase in patient loyalty at the Waetuno Health Center. Azhari et al. (2020) showed that service quality has a positive and significant effect on loyalty if quality is considered, loyalty will be easier to obtain. Wulur, et al. (2020) also revealed that service quality had effect on loyalty (Ipo et al, 2021). The hypotheses proposed include:

- H5: There is an effect of the quality of general examination on patient loyalty at the Sumurgung Health Center, Tuban Regency.

➤ *The Effect of Pharmaceutical Service Quality on Patient Loyalty*

Kotler and Keller (2018) explain that loyalty is a commitment to repurchase a product or service in the future. Patient loyalty is a conscious effort by patients to remain loyal by repurchasing the services they receive. The results of a study conducted by Potabuga et al showed that there was an effect of the quality of pharmaceutical services on the loyalty of outpatients at the Pharmacy Installation of RSUD X (Potabuga et al, 2024). The hypotheses proposed include:

- H6: There is an effect of the quality of pharmaceutical services on patient loyalty at the Sumurgung Health Center, Tuban Regency.

➤ *The Effect of Patient Satisfaction on Patient Loyalty*

Customer satisfaction will impact loyalty. Patient satisfaction is a positioning tool that increases market share. Patients measure the service performance of healthcare facilities. Customer satisfaction impacts loyalty. Patients measure the service performance of healthcare facilities. If the performance results are in accordance with what the

patient expects, it will result in high patient satisfaction so that the patient will feel happy and want to buy the product or service again.

Customer satisfaction is created if the service received exceeds customer expectations. Conversely, if expectations are lower than what is received, dissatisfaction will arise. Hasan and Putra (2018) explain that customer satisfaction influences. The hypotheses proposed include:

- H7: Satisfaction has effect on patient loyalty at the Sumurgung Health Center, Tuban Regency.

➤ *The Direct Effect of Registration Service Quality on Patient Loyalty Through Patient Satisfaction*

Service quality and patient satisfaction had effect on patient loyalty. Testing conducted simultaneously shows that the service quality and patient satisfaction had an effect on patient loyalty (Andina et al, 2024). The hypotheses proposed include:

- H8: The quality of registration services has effect on loyalty through patient satisfaction at the Sumurgung Health Center, Tuban Regency.

➤ *The Direct Effect of General Examination Quality on Patient Loyalty Through Patient Satisfaction*

Service quality had a significant effect on patient satisfaction and patient loyalty. This means that the higher the patient satisfaction caused by the better quality of service, the more patient loyalty can be increased. (Pertiwi et al, 2019). The hypotheses proposed include:

- H9: The quality of general examinations had effect on patient loyalty through patient satisfaction at the Sumurgung Health Center, Tuban Regency.

➤ *The Direct Effect of Pharmaceutical Service Quality on Patient Loyalty Through Patient Satisfaction*

The results of a study at RSIA PKU Muhammadiyah Cipondoh on the Effect of Drug Availability and Quality of Pharmaceutical Services on Outpatient Satisfaction and Loyalty showed that the quality of pharmaceutical services did not have a significant effect on patient loyalty with a t-value of 1.69 and patient satisfaction had a significant effect on patient loyalty with a t-value of 4.31 (Nurmiwiyati et al, 2020). This means that there is a direct effect of the quality of pharmaceutical services on loyalty through patient satisfaction. The hypotheses proposed include:

- H10: There is a direct effect of the quality of pharmaceutical services on patient loyalty through patient satisfaction at the Sumurgung Health Center, Tuban Regency.

III. METHODS

This study uses a quantitative approach that explains causal relationships (Sugiyono, 2018). This study used are primary data from questionnaires distributed by researchers to patients or families of patients who seek

treatment at the Sumurgung Health Center. The location of the study was in the registration room, general examination room, and pharmacy room of the Sumurgung Health Center, located in Sumurgung Village, Palang District, Tuban Regency, East Java.

The population was known by taking the average number of monthly visits of outpatients to the Sumurgung Health Center in 2024, namely a population of 1576. The study population was known to be 1576 so that the results of the sample calculation are 94.03 rounded up to 94 samples. The variables included independent variables, namely the quality of registration services (X1), the quality of general examinations (X2), and the quality of drug services (X3). The

intervening variable is patient satisfaction (Y), and the dependent variable is patient loyalty (Z). The data analysis method used the Method of Successive Interval (MSI) to transform data from an ordinal scale to an interval. Data analysis techniques used validity, reliability, classical assumptions, and hypothesis testing. Mediation testing used the Sobel test to examine indirect effects.

IV. RESULTS

The results showed registration service quality, general examination quality and pharmacy service quality had effect on patient satisfaction and patient loyalty which is explained by the path coefficient value can be seen in Table 1.

Table 1 Results of the Analysis of Direct Effect Paths on Patient Satisfaction and Loyalty

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig,
		B	Std, Error	Beta		
1	(Constant)	4,827	1,481		3,259	0.002
	Registration Service Quality (X1)	0.258	0.069	0.405	3,748	0.000
	General Inspection Quality (X2)	0.044	0.186	0.212	0.237	0.813
	Pharmaceutical Service Quality (X3)	0.438	0.103	0.453	4,260	0.000
2	(Constant)	3,880	1,344		2,887	0.005
	Registration Service Quality (X1)	0.135	0.067	0.212	2,017	0.047
	General Inspection Quality (X2)	-0.036	0.168	-0.026	-0.213	0.832
	Pharmaceutical Service Quality (X3)	0.308	0.096	0.318	3,193	0.002
	Patient satisfaction (Y)	0.703	0.148	0.440	4,764	0.000

Table 1 shows the results of path analysis for the effect of registration service quality, general examination quality and pharmacy service quality on patient loyalty. Based on the results of the path analysis in Table 4.15, the direct effect path equation is explained as follows.

$$Y = 4.827 + 0.405X_1 + 0.212X_2 + 0.453X_3 + e$$

$$Z = 3.880 + 0.212X_1 + 0.026X_2 + 0.318X_3 + 0.440Z + e$$

Based on the path analysis coefficient, the following equation can be made.

$$Z = 4.827 + 0.405X_1 + 0.212X_2 + 0.453X_3 + e$$

➤ *Based on this Equation, it can be Explained as Follows*

- The constant on patient satisfaction of 4.827 shows that if there are no variables for the quality of registration services, the quality of general examinations and the quality of pharmaceutical services or have a constant value, then patient satisfaction is 4.827.
- The path coefficient of registration service quality of 0.405 has a positive value indicating that if the variables of general examination quality and pharmaceutical service quality have a value of zero or constant, then every increase in the quality of registration service will increase patient satisfaction by 0.405 or 40.5%.
- The path coefficient of general examination quality of 0.212 has a positive value indicating that if the variables of registration service quality and pharmacy service quality have a value of zero or constant, then every

increase in general examination quality will increase patient satisfaction by 0.212 or 21.2%.

- The path coefficient of pharmaceutical service quality of 0.453 has a positive value indicating that if the variables of registration service quality and general examination quality have a value of zero or constant, then every increase in the quality of pharmaceutical services will increase patient satisfaction by 0.453 or 45.3%.

➤ *The Effect of Service Quality on Patient Loyalty*

Patient loyalty (Z) is directly effected by patient satisfaction (Y) and also indirectly by the quality of registration services (X₁), the quality of general examinations (X₂), and the quality of pharmacy services (X₃) through patient satisfaction (Y). Based on the path analysis coefficient, the following equation can be made.

$$Y = 3.880 - 0.212X_1 + 0.026X_2 + 0.318X_3 + 0.440Z + e$$

➤ *Based on this Equation, it can be Explained as Follows*

- The constant on patient loyalty of 3.880 shows that if there are no variables for the quality of registration services, the quality of general examinations and the quality of pharmaceutical services or have a constant value, then patient loyalty is 3.880.
- The path coefficient of registration service quality of 0.405 has a positive value indicating that if the variables of general examination quality and pharmaceutical service quality have a value of zero or constant, then every increase in the quality of registration service will increase patient loyalty by 0.405 or 40.5%.

- The path coefficient of general examination quality of 0.212 has a positive value indicating that if the variables of registration service quality and pharmacy service quality have a value of zero or constant, then every increase in the quality of general examination will increase patient loyalty by 0.212 or 21.2%.
- The path coefficient of pharmaceutical service quality of 0.453 has a positive value indicating that if the variables of registration service quality and general examination quality have a value of zero or constant, then every increase in the quality of pharmaceutical services will increase patient loyalty by 0.453 or 45.3%.

The results of the hypothesis testing are explained by each independent variable of the quality of registration services, the quality of general examinations and the quality of pharmaceutical services on patient satisfaction and patient loyalty as follows.

➤ *Hypothesis Testing of the Effect of Service Quality on Patient Satisfaction*

The results of testing the hypothesis of the variables of registration service quality (X_1), general examination quality (X_2), and pharmacy service quality (X_3) on patient satisfaction (Y) are explained below.

- *The Effect of Registration Service Quality (X_1) on Patient Satisfaction (Y)*

The registration service quality had effect on patient satisfaction with a beta value (β) of 0.405 was obtained with a p -value of 0.000 ($0.001 < 0.05$), so H_1 is accepted. The quality of registration services had a positive and significant effect on patient satisfaction of the Sumurgung Health Center, Tuban Regency.

- *The Effect of General Examination Quality (X_2) on Patient Satisfaction (Y)*

The general examination quality had effect on patient satisfaction, a beta value (β) of -0.212 was obtained with a p -value of 0.0813. so H_2 is rejected. This means that the quality of general examination didn't a significant effect on patient satisfaction at the Sumurgung Health Center, Tuban Regency.

- *The Effect of Pharmaceutical Service Quality (X_3) on Patient Satisfaction (Y)*

The pharmaceutical service quality had effect on patient satisfaction, the beta value (β) is 0.454 so H_2 is accepted. This means that the quality of pharmaceutical services had a significant effect on patient satisfaction at the Sumurgung Health Center, Tuban Regency.

➤ *Hypothesis Testing of the Effect of Service Quality on Patient Loyalty*

The results of testing the hypothesis of the variables of registration service quality (X_1), general examination quality (X_2), and pharmacy service quality (X_3) on patient loyalty (Z) are explained below.

- *The Effect of Registration Service Quality (X_1) on Patient Loyalty (Z)*

The test results of the variable quality of registration services on patient loyalty obtained a beta value (β) of 0.212 with a p -value of 0.047. Because the p -value is smaller than α ($0.000 < 0.05$) then H_0 is rejected or H_4 is accepted. This means that there is a significant effect of the quality of pharmaceutical services on patient loyalty. This shows that the higher the quality of registration services, the lower the patient loyalty. Conversely, the lower the quality of registration services, the higher the patient loyalty of the Sumurgung Health Center, Tuban Regency.

- *The Effect of General Examination Quality (X_2) on Patient Loyalty (Z)*

The general examination quality had effect on patient loyalty obtained a beta value (β) of -0.212 with a p -value of 0.832 so H_5 is rejected. This showed that the quality of general examination does not have a significant effect on patient loyalty.

- *The Effect of Pharmaceutical Service Quality (X_3) on Patient Loyalty (Z)*

The pharmaceutical service quality variable on patient loyalty obtained a beta value (β) of 0.318 with a p -value of 0.002 so H_6 is accepted. This shows that the quality of pharmaceutical services has a significant effect on patient loyalty.

- *The Effect of Patient Satisfaction (Y) on Patient Loyalty (Z)*

The patient satisfaction variable on patient loyalty obtained a beta value (β) of 0.440 with a p -value of 0.000. so H_7 is accepted. This shows that patient satisfaction has a significant effect on patient loyalty.

➤ *Indirect Effect*

The indirect effect of the variables of registration service quality, general examination quality and pharmaceutical service quality on loyalty through patient satisfaction using path analysis and trimming theorem. If there are insignificant variables, then the trimming theory will eliminate or delete, the path coefficient is recalculated as follows:

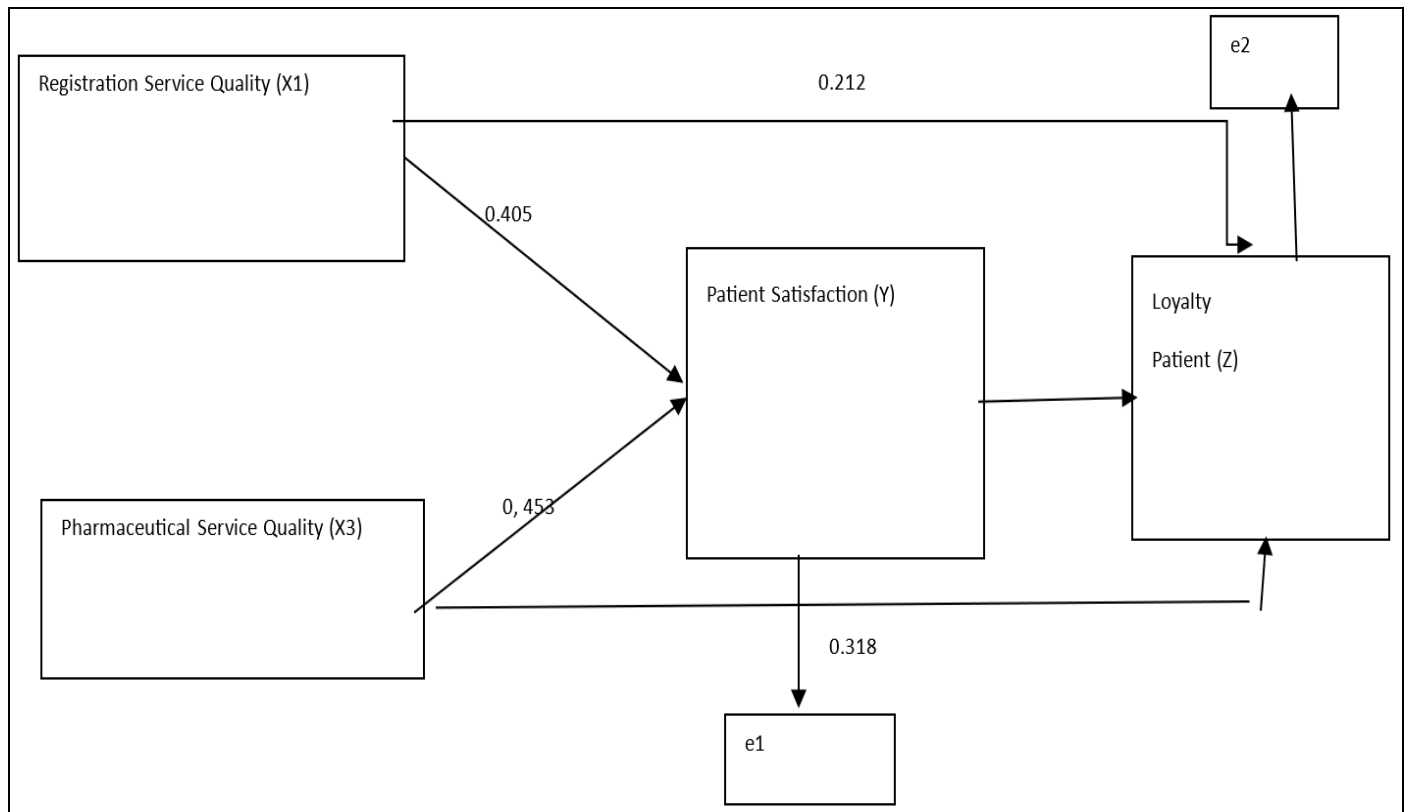


Fig 1 Path Analysis Results

Based on the results, hypothesis 8 which states that the quality of registration services affects patient loyalty through patient satisfaction is proven. Likewise, hypothesis 9 which states that the quality of general examinations affects patient loyalty through patient satisfaction is not proven. Hypothesis 10 which states that the quality of pharmaceutical services affects patient loyalty through patient satisfaction is proven.

Based on analysis the mediating role in the effect of a quality of registration services on patient loyalty through patient satisfaction and the effect of the quality of pharmaceutical services on patient loyalty through patient satisfaction is proven by the hypothesis. This shows that the quality of registration services and pharmaceutical services can increase patient loyalty by increasing patient satisfaction. The mediating role on patient loyalty shows that the quality of registration services and pharmaceutical services affect patient loyalty through patient satisfaction.

V. DISCUSSION

➤ *The Effect of Registration Service Quality on Patient Satisfaction*

The test results showed that the quality of registration services had a positive and significant effect on patient satisfaction and (H1) is accepted. Good registration services, such as speed, accuracy, and friendliness of officers, can increase patient satisfaction with the overall service. These results are consistent with the research of Najib et al, (2022) which explains that the quality of registration services is one of the factors that can increase the level of satisfaction because with excellent service quality, customers (patients)

will always feel happy and satisfied. The results of this study are consistent with the research of Arum et al, (2023) which found that there was a relationship between the quality of registration services and outpatient satisfaction.

Based on the results of this study, it was found that the respondents' perceptions of the general service quality assessment in the patient registration section were very good, although there were still some who considered it not good, so this is certainly a special concern for researchers, although overall it was seen that many respondents were satisfied with the quality of service provided. By providing satisfaction to customers, it can ultimately create a close relationship between customers and the company/institution.

➤ *The Effect of General Examination Quality on Patient Satisfaction*

The results showed that the quality of general examination does not have a positive and significant effect on patient satisfaction. This proves that the second hypothesis (H2) is rejected. The results are inconsistent with the research of Sari et al, (2024) which found that there was a significant relationship between the relationship between the quality of service and patient satisfaction at the Mamburungan Health Center General Polyclinic, Tarakan City, which showed a significant relationship between the quality of general examination health services and patient satisfaction at the Mamburungan Health Center.

General examinations do not affect patient satisfaction at health centers because the quality of general examinations at health centers can be poor due to various factors, including

limited human resources, facilities and infrastructure, and inadequate budgets. The lack of competent health workers and uneven distribution are also problems. In addition, limited accessibility and infrastructure can also affect the quality of service.

➤ *The Effect of Pharmaceutical Service Quality on Patient Satisfaction*

The test showed that quality of pharmaceutical services had a positive and significant effect on patient satisfaction and (H3) is accepted. The results of the study are consistent with the study by Umar and Mardahlia, (2024) who found that the quality of pharmaceutical services affects the level of patient satisfaction at the UPTD Youth Health Center Samarinda. The results of conducted by Potabuga et al., (2024) which showed that there was an effect of the quality of pharmaceutical services on the satisfaction.

The quality of pharmaceutical services is the level of patient satisfaction with various aspects of services provided by pharmacies or other health facilities related to the use of medicines. These aspects include speed of service, accuracy of information, friendliness of staff, and assurance of drug safety and effectiveness. Based on the results of the pharmaceutical service quality questionnaire, it was found that it had a very good assessment.

Pharmaceutical services must also be oriented towards patient services, the provision of quality drugs, including affordable community health center pharmacy services for all levels of society. This is what drives community health center pharmacy services to continuously improve the quality of services for patient satisfaction.

➤ *The Effect of Registration Service Quality on Patient Loyalty*

The results showed that the quality of registration services had a positive and significant effect on patient loyalty and H4 is accepted. Quality quality of registration services significantly affect the level of patient loyalty. These results conducted with Andina et al, (2024) explained that there is a positive effect of the registration service quality variable on the patient loyalty.

Good service quality, including registration services, can create patient loyalty to the hospital brand. Loyal patients are more likely to choose the hospital over other hospitals for their health care. The quality of the registration service of the Sumurgung Health Center in Tuban Regency is mostly in the very good category by patients. Sari (2006) in his research results stated that clear information and calm, friendly and careful officers are a priority. to be considered and developed in the quality of health center services. This is evident from the results of the assessment obtained that patient satisfaction with officers, both doctors and nurses, is mostly in the satisfied category. This is likely because the majority of employees at the Sumurgung Health Center, Tuban Regency are in the young age range and the majority are fresh graduates so that with this background it is very possible to provide services with full patience and be willing to listen to any complaints conveyed by the patient.

➤ *The Effect of General Examination Quality on Patient Loyalty*

The quality of general examination does not have a positive and significant effect on patient loyalty and H4 is rejected. Quality general inspection quality cannot effect the level of patient loyalty because patient satisfaction is also not achieved. This result is inconsistent with the research of Azhari et al. (2020) and Wulur, et al. (2020), also revealed that service quality has a positive and significant effect on loyalty (Ipo et al, 2021).

The quality of general examinations in health centers requires comprehensive efforts, including improving human resources, facilities and infrastructure, budget, and accessibility. Based on this, the quality of general examinations does not affect patient loyalty at the Sumurgung Health Center, Tuban Regency.

➤ *The Effect of Pharmaceutical Service Quality on Patient Loyalty*

The quality of pharmaceutical services had a positive and significant effect on patient loyalty and so that H6 is accepted. Quality quality of pharmaceutical services significantly affect the level of patient loyalty. The better quality of pharmaceutical services, the greater the level of patient loyalty. The results are consistent by Potabuga et al. (2024) which showed that the quality of pharmaceutical services had significant the loyalty of outpatients at the Pharmacy Installation of X Regional Hospital.

Pharmaceutical services are an integrated activity carried out by In addition to being a demand for professionalism, pharmaceutical services can increase patient enthusiasm in buying drugs at a pharmacy. The quality of pharmaceutical services including drug services at health centers is an indicator that makes customers feel confident that a health plan or system is responsive, pleasant, and friendly (Ismaniar, 2015). To measure and assess the level of patient loyalty, pharmaceutical technical personnel identify, prevent, and resolve pharmaceutical and health problems. Pharmaceutical services are intended to improve the quality of life of patients. This paradigm that is oriented towards products (drug oriented) to a new paradigm that is oriented towards patients (patient oriented) but still with the philosophy of pharmaceutical care. The paradigm change occurs because of demands from patients to increase loyalty.

➤ *The Effect of Patient Satisfaction on Patient Loyalty*

The patient satisfaction has a positive and significant effect on patient loyalty and H7 is accepted. Patient satisfaction significantly affect the level of patient loyalty. The better patient satisfaction, the greater the level of patient loyalty. These results are consistent with research by Permana et.al., (2019) which found that customer satisfaction is significant to patient loyalty.

The importance of patient satisfaction can increase patient loyalty to healthcare services. This is consistent with research by Lupiyoadi and Hamdani (2018), which explains that higher customer satisfaction leads to increased customer loyalty. These results also align with the theory of Kotler and

Keller (2018), customer loyalty will increase when customers feel satisfied after making a purchase.

➤ *The Direct Effect of Registration Service Quality on Patient Loyalty Through Patient Satisfaction*

The quality of registration services had significant effect on patient loyalty through patient satisfaction and the eighth hypothesis (H8), is accepted. These results consist with Andina et al, (2024) which that patient satisfaction is a trigger for creating patient loyalty. This can be interpreted that the quality of registration services is a source of loyalty for patients if patient satisfaction needs are met. Good quality registration services will increase patient satisfaction. Increased patient satisfaction will create high loyalty.

➤ *The Direct Effect of General Examination Quality on Patient Loyalty Through Patient Satisfaction*

The quality of general examinations that does not affect patient loyalty through patient satisfaction and H9, is rejected. The indirect effect of the general examination quality variable is not proven because the path of effect of general examination quality on patient satisfaction is not significant. This is in accordance with the trimming theorem, so insignificant paths are removed in the calculation of indirect effects.

Implementatively, the quality of general examination, as part of health services in health centers is limited by inadequate facilities and health equipment so that patients must be referred to the hospital for a complete examination. This result is inconsistent with Pertiwi et al, (2019) which states that quality of general examinations significant effect on patient loyalty through patient satisfaction. This means that the higher the patient satisfaction caused by the better quality of service, the more patient loyalty can be increased.

➤ *The Direct Effect of Pharmaceutical Service Quality on Patient Loyalty Through Patient Satisfaction*

The pharmaceutical service quality had effect on patient loyalty through patient satisfaction and H10 is accepted. The quality of pharmaceutical services has a significant impact on patient satisfaction and loyalty. Good service can increase patient satisfaction, so that patients are more likely to return to the health facility or pharmacy in the future.

The effect between the quality of pharmaceutical services, satisfaction, and loyalty covers various aspects, namely the quality of pharmaceutical services is not only limited to the provision of the right drugs, but also includes other aspects such as drug information, counseling, and friendly service. High-quality pharmaceutical services, such as fast, accurate, and informative services, can increase patient satisfaction. Patient satisfaction arising from good pharmaceutical services will encourage them to return and become loyal customers.

This study consist with Potabuga et al., (2024) and Nurmiwiyati et al, (2020) which shows that the quality of pharmaceutical services does not have a significant effect on patient loyalty with a t-value of 1.69 and patient satisfaction has a significant effect on patient loyalty with a t-value of

4.31 (Nurmiwiyati et al, 2020). This means that there is a direct effect of the quality of pharmaceutical services on loyalty through patient satisfaction.

VI. CONCLUSION AND RECOMENDATION

Based on the results found that thee quality of registration services and the quality of pharmacy services have a positive and significant effect on patient satisfaction. While the quality of general examinations does not have a positive and significant effect on patient satisfaction and patient loyalty. The quality of registration services, the quality of pharmacy services and patient satisfaction have a positive and significant effect on patient loyalty both directly and indirectly. While the quality of general examinations does not have a positive and significant effect on patient loyalty.

The suggestions put forward in this research include: The quality of general examinations at health centers is improved by improving general examination services, improving health center facilities and infrastructure, especially examination equipment such as mcomplete medical equipment, pimproving the information system in health centers by means of mupdate information system, The government increases the budget for health center needs related to health service facilities and further research can add other variables such as patient knowledge, hospital policies and others as well as expanding the objects in the hospital so that there is a comparison.

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