The Influence of Affective Commitment and Service Quality on Patient Satisfaction That Impact on Patient Loyalty in the Mawar Sharon Executive Police Policy at Prof Dr. RD Kandou Manado

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Annotation: Hospitals are an important part of the health system. The hospital provides complex curative services, emergency services, knowledge and technology transfer centers and functions as a referral center. Hospitals must always improve service quality in accordance with customer expectations to increase service user satisfaction. The phenomenon that was found in this study is where the quality of service and the expectations of patients who receive health services become a problem in the service of the third class public hospital inpatient center at RSUP Prof. Dr. RD Kandou Manado. This study aims to determine the effect of affective commitment and service quality on patient satisfaction which has an impact on patient loyalty Outpatients at the Mawar Sharon Executive Polyclinic at RSUP Prof. Dr. RD Kandou Manado. The analytical method used is path analysis. The results of the hypothesis test found that (1) affective commitment has a direct and significant effect on patient satisfaction, (2) service quality has no direct significant effect on patient satisfaction, (3) affective commitment has a direct significant effect on patient loyalty , (4) service quality does not have a direct significant effect on patient loyalty, (5) patient satisfaction has a direct significant effect on patient loyalty. For RSUP Prof Dr. RD Kandou Manado should pay more attention to the quality of service that is applied so that these factors can have a better influence in increasing patient satisfaction and increasing patient loyalty. (2) service quality has no direct significant effect on patient satisfaction, (3) affective commitment has a direct significant effect on patient loyalty, (4) service quality does not have a direct significant effect on patient loyalty, (5) patient satisfaction has a direct significant effect on patient loyalty. For RSUP Prof Dr. RD Kandou Manado should pay more attention to the quality of service that is applied so that these factors can have a better influence in increasing patient satisfaction and increasing patient loyalty. (2) service quality has no direct significant effect on patient satisfaction, (3) affective commitment has a direct significant effect on patient loyalty, (4) service quality does not have a direct significant effect on patient loyalty, (5) patient satisfaction has a direct significant effect on patient loyalty. For RSUP Prof Dr. RD Kandou Manado should pay more attention to the quality of service that is applied so that these factors can have a better influence in increasing patient satisfaction and increasing patient loyalty. For RSUP Prof Dr. RD Kandou Manado should pay more attention to the quality of service that is applied so that these factors can have a better influence in increasing patient satisfaction and increasing patient loyalty. For RSUP Prof Dr. RD Kandou Manado should pay more attention to the quality of service that is applied so that these factors can have a better influence in increasing patient satisfaction and increasing patient loyalty.

Keywords: affective commitment, service quality, satisfaction, loyalty.

INTRODUCTION

Background

Hospitals are an important part of the health system. The hospital provides complex curative services, emergency services, knowledge and technology transfer centers and functions as a referral center. Hospitals must always improve service quality in accordance with customer expectations to increase service user satisfaction.

In Law Number 44 of 2009 concerning Hospitals, Article 29 letter b states that hospitals are required to provide safe, quality, anti-discrimination and effective health services by prioritizing the interests of patients in accordance with hospital service standards, then in Article 40 paragraph (1) stated that in an effort to improve the quality of hospital services, accreditation must be carried out periodically at least once every three years. From the law above, hospital accreditation is important to do on the grounds that quality and quality are integrated and cultivated into the service system in hospitals (Ministry of Health, 2009). This makes the hospital must be able to survive and win the competition. One of the steps that can be taken is to improve and enhance the quality of service and build patient loyalty towards the services they offer. An important principle for companies in their efforts to improve quality is patient satisfaction and health service standards, which of course go through a continuous process (continuous process improvement).

Patient loyalty in general can be defined as patient loyalty to a product or service offered by a health care provider, so that he will continue to buy the product or use the service continuously. Kotler and Keller (2018) state that the costs incurred to retain old customers (patients) are far less than the costs of bringing in new customers (patients). The hospital will benefit from the loyalty of the patient because the patient is committed to surviving and will voluntarily recommend it to his relatives. This also applies to Prof. Hospital. Dr. RD Kandou Manado

The development of Prof. Hospital Dr. RD Kandou Manado in accordance with the Decree of the Minister of Health of the Republic of Indonesia Number HK.02.03/I/0824/2015 As a Class A Teaching Hospital and Decree of the Minister of Health of the Republic of Indonesia Number HK.02.02/MENKES/390/2014 as a National Referral Hospital entered into a collaboration with The Faculty of Medicine, Sam Ratulangi University as a partner in organizing undergraduate medical education and specialist education. Apart from this, Prof. Hospital Dr. RD Kandou Manado held educational collaborations with other health institutions in Manado and the surrounding areas. In 2015, it passed the 2012 version of the plenary accreditation service. Having the slogan "Customer Satisfaction is our priority" it can be concluded that Dr. RSUP Hospital. R.

The hospital is also in improving the quality of services provided to patients, not forgetting to also think about the facilities that will be used by patients. The facilities provided by the Hospital are a means to complement, review and support the smooth running of patient activities in enjoying the services provided. Whether or not the facility is complete has an effect on patient satisfaction itself. This is an important part for the Hospital as one of the providers of health services must create the right marketing strategy, namely by improving the facilities and quality of its services.

The superior services from Prof. Dr. Hospital. R. Kandou Manado by providing the Mawar Sharon Executive Poly service aimed at patients who will use personal expenses or company insurance. Patients can also carry out treatment controls or other health checks at different facilities. The executive polyclinic of Prof. Dr. Hospital. R. D Kandou Manado has an advantage over the existing regular services by providing one-stop services, meaning that patients come, make an appointment to see a specialist, then the patient is examined by a specialist, gets a prescription and medication,

and pays at the cashier with only one series and can get excellent service with good facilities, a comfortable waiting room with AC and TV facilities.

Basically, patients who feel dissatisfied with hospital services will file a complaint with the related hospital. Complaints that are ignored and not handled directly will result in decreased patient satisfaction with the capability of health services at the hospital. Consumer satisfaction has become a central concept in business and management discourse. Consumers generally expect products in the form of goods or services that are consumed to be accepted and enjoyed with good or satisfying service. The following is data on the number and number of repeat visits of outpatients at the Mawar Sharon Executive Polyclinic at Prof. Hospital. Dr. RD Kandou Manado in July 2022 - September 2022;

Table 1 Data on the number and number of repeat visits of outpatients at the Mawar Sharon Executive Polyclinic at Prof. Hospital. Dr. RD Kandou Manado July 2022 - September 2022

No	Month	Amount	Number of Repeat Visits	Average
1	July	278	256	0.92
2	August	326	406	1.24
3	September	288	250	0.86
Total		**892**		

Source: RSUP Prof. Dr. RD Kandou Manado, 2022

Based on Table 1, it can be seen that the data on the number of outpatient patients at the Mawar Sharon Executive Poly Hospital, Prof. Dr. RD Kandou Manado from July 2022 to September 2022 has fluctuated, this can be seen where the number of patients in July amounted to 278 patients which increased to 326 patients in August then decreased again in September to 288 patients . Then it can also be seen that the number of repeat visits from outpatient patients at the Mawar Sharon Executive Polyclinic based on the average return visit from the patient ranges from an average value of 0.9 to 1.2, which means that the patient only makes one visit just. This indicates that there is a decrease in patient loyalty in using the services of Prof. Dr. RD Kandou Manado especially for outpatients at the Mawar Sharon Executive Polyclinic.

The phenomenon that was found in this study is where the quality of service and the expectations of patients who receive health services become a problem in the service of the third class public hospital inpatient center Prof. Dr. RD Kandou Manado. This is intended because based on the practice level, there are often complaints from patients about health services that are not in accordance with existing procedures based on applicable regulations. These complaints include, namely: there is an inequality of health services because the doctors prioritize the factors of kinship and closeness so that the doctors do not prioritize critical patients who need to take precedence.

Research purposes

The aims of this research are as follows:

1. To determine the effect of affective commitment on patient satisfaction at Prof. Hospital. Dr. RD Kandou Manado.

2. To determine the effect of service quality on patient satisfaction at Prof. Hospital. Dr. RD Kandou Manado

3. To determine the effect of affective commitment on patient loyalty at Prof. Hospital. Dr. RD Kandou in Manado

4. To find out the effect of service quality on patient loyalty at Prof. Hospital. Dr. RD Kandou in Manado

5. To determine the effect of patient satisfaction on patient loyalty at Prof. Hospital. Dr. R.D Kandou in Manado

LITERATURE REVIEW

Patient Satisfaction

Satisfaction is the level of consumer feelings after comparing what he received and his expectations (Umar and Husein, 2019:50). A customer, if he is satisfied with the value provided by a product or service, is very likely to be a customer for a long time. According to Kotler, and Kotler (2018:177). Says that Consumer Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought of against the expected performance.

Satisfying consumer needs is the desire of every company. Apart from being an important factor for the survival of the company, satisfying consumer needs can increase the advantage over the competition. Consumers who are satisfied with products and services tend to repurchase products and reuse services when the same need reappears in the future. This means that satisfaction is a key factor for consumers in making repeat purchases, which is the largest portion of the company's sales volume. The indicators used are (Umar and Husein, 2019:50): Product quality, service quality, and price.

Loyalty

Loyalty, namely the willingness of customers to always use it exclusively and recommend company products to friends or colleagues (Tjiptono, 2018: 21). Furthermore, Kotler and Armstrong (2018: 227) explain that customer loyalty is a customer's commitment to a brand figure, or supplier, based on a very positive attitude and is reflected in consistent repeat purchases. Customer loyalty can be grouped into two, namely brand loyalty and store loyalty. Brand loyalty is an attitude of liking or admiring a brand that is represented in consistent purchases of it all the time. while character loyalty is also shown by consistent behavior but the consistent behavior is in visiting figures where customers can buy the desired brand. The indicators used are (Kotler and Armstrong, 2018:27): Trust, Emotion commitment, Switching costs, Word of mouth, and Cooperation.

Affective Commitment

*Affective commitment*is a commitment that arises, because each related party feels confident that between them there are values that are in line and the emergence of this commitment is based on an agreement that this mutually beneficial relationship needs to be continued (Sunyoto, 2017: 56). Commitment in relation to service providers and customers is defined as a promise expressed from the continuation of the relationship with other parties. Commitment in the concept of long term relationship plays a very important role because most long term relationships are based on the commitment of both parties. From this definition it can be concluded that commitment is the feeling of wanting to maintain a relationship that is considered valuable for the long term. . The indicators used are (Buchory and Saladin, 2018:72):

Service quality

According to Tjiptono (2018: 164), the concept of quality is considered as a measure of the perfection of a product or service consisting of design quality and conformance quality

(conformance quality). Design quality is a specific function of a product or service, conformance quality is a measure of how much the level of conformity between a product or service is with the requirements or quality specifications previously set. Therefore what is meant by quality is if several factors can meet consumer expectations such as statements about quality in Tjiptono (2018: 164), "Dynamic conditions related to products, services, human resources, processes, and the environment meet or exceed expectations". According to the above definition in other words,. The indicators used are (Tjiptono, 2018:174-175): Tangible, Empathy, Reliability, Responsiveness, and Assurance

Previous Research

1. Research Harfika, J., & Abdullah, N. (2017).

The effect of service quality and facilities on patient satisfaction at the Aceh Barat Daya district public hospital. Multiple Linear Regression Method. The results of the study based on partial tests show that the service quality variable influences patient satisfaction at Teuku Peukan General Hospital, Aceh Barat Daya District, and facilities affect community satisfaction at Teuku Peukan General Hospital, Aceh Barat Daya District. While the results of the research based on the simultaneous test show that the variables of service quality and facilities simultaneously influence community satisfaction at the Teuku Peukan General Hospital, Southwest Aceh District. The implications of this study indicate that through good service to patients it will be able to increase patient satisfaction so that it has an impact on patient satisfaction. Facilities can be measured through benefits or from what has been provided by the company or perceived alternatives, if the facilities provided by the hospital are adequate and can fulfill the wishes of the patients, it will also have a good impact on the development and success of a company.

### 2. Research by Tamonsang, M., & Apriliyanto, MD (2020).

The Influence of Service Quality and Facilities on Patient Loyalty with Patient Satisfaction as an Intervening Variable (Study at the Heart Polyclinic at Bakti Dharma Husada Hospital, Surabaya). Path Analysis Method. The results of the study concluded that service quality had a significant effect on patient satisfaction, facilities had a significant effect on patient satisfaction, service quality partially had a significant effect on patient loyalty, facilities partially had a significant effect on patient loyalty, patient satisfaction partially had a significant effect on patients. loyalty, patient satisfaction is not an intervening variable of service quality and facility variables on patient loyalty.

3. Research by Sari, SM (2021).

The Effect of Service Quality and Patient Satisfaction on Patient Loyalty (Study at Bhayangkara Hospital Tk Ii Sartika Asih Bandung). Path Analysis Method. Based on the results of the study, it was found that the service quality of Bhayangkara TK II Sartika Asih Bandung Hospital had a negative and not significant effect on patient loyalty. For patient satisfaction at Bhayangkara TK II Sartika Asih Bandung Hospital, it has a positive effect and is more dominant in influencing patient loyalty. Patient loyalty at Bhayangkara TK II Sartika Asih Bandung Hospital in general can be said to be good. Meanwhile simultaneously both variables are equally influential, and partially only patient satisfaction is more dominant. Because Patient Satisfaction more dominantly affects Patient Loyalty, then it becomes a top priority in increasing patient loyalty. Therefore, Bhayangkara TK II Sartika Asih Bandung Hospital is advised to consistently maintain patient satisfaction which is carried out for patients, so that they will become patients who have high loyalty.

RESEARCH CONCEPTS AND HYPPOTHESIS FRAMEWORK

Research Concept Framework
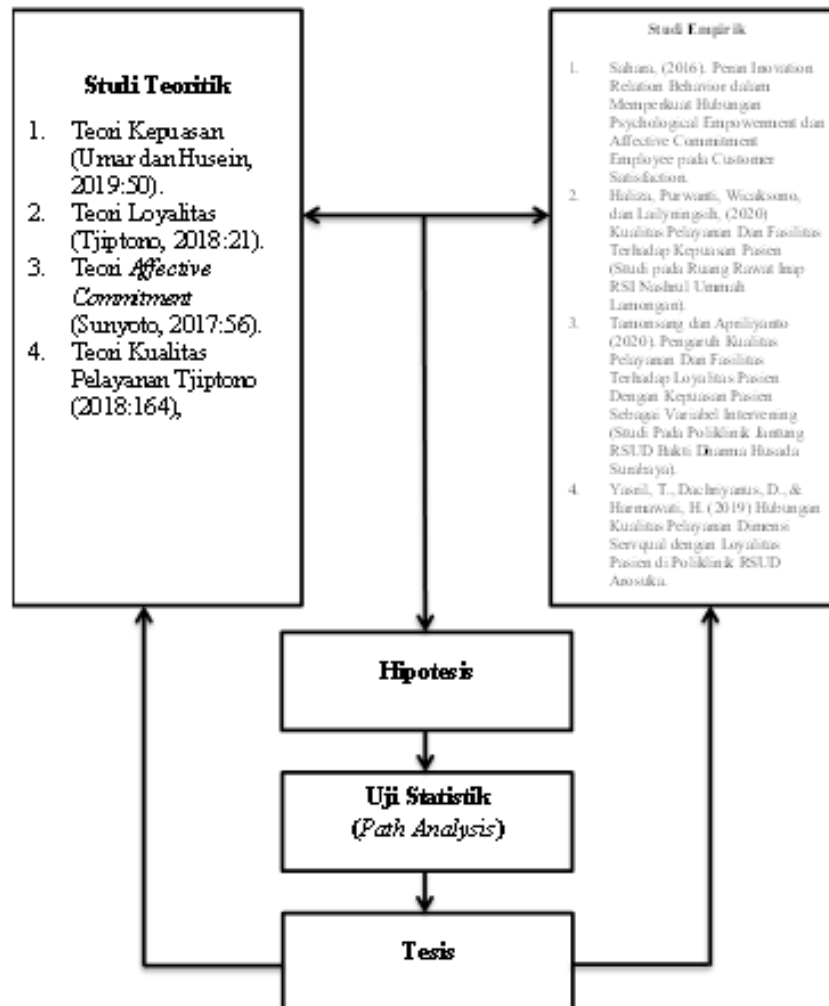
Figure 1 Research Concept Framework
Source: Processed Data, 2022

Research Hypothesis

The hypothesis is a temporary answer to the research problem formulation that aims to direct and or provide guidelines in the subject matter and research objectives. Then from the description contained in the problem formulation above, the research hypothesis can be held as follows

H1. Allegedly affective commitment partially positive and significant effect on patient satisfaction

H2. It is suspected that service quality has a positive and significant partial effect on patient satisfaction

H3. Allegedly affective commitment partially positive and significant effect on patient loyalty

H4. It is suspected that service quality has a positive and significant partial effect on patient satisfaction

H5. Allegedly patient satisfaction partially positive and significant effect on patient satisfaction

RESEARCH METHODS

Types of research

This type of research is associative research. Associative research is research that aims to determine the influence or relationship between two or more variables (Sugiyono, 2016: 112). This study looked for the influence of the independent variables Affective Commitment and Quality of Service (X), on the dependent variable Patient Satisfaction and Patient Loyalty (Y).

Place and time of research

The research was conducted at Prof. Dr. General Hospital. RD Kandou. J Jl. Raya Tanawangko No. 56, West One Malalayang, Kec. Malalayang, Manado City, North Sulawesi, in September 2022 – November 2022

Population and Sample

The population in this study were Outpatient Patients at the Mawar Sharon Executive Polyclinic at Prof. Dr. General Hospital. RD Kandou Manado from July to September 2022 with a total of 892 patients. The sampling technique used in this study uses the slovin formula. Based on this formula, the n obtained is the population so that in this study at least the writer must take data from a sample of at least 90 respondents. The sampling technique uses Accidental Sampling. According to Sugiyono (2016: 81) Accidental Sampling is a sampling technique based on coincidence, that is, consumers accidentally/incidentally meet with researchers can be used as samples, if it is seen that people met by chance are suitable as a source of data

Method of collecting data

Collecting data used in this study using a questionnaire. Questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer them. Questionnaires can be in the form of open or closed questions and can be given to respondents directly or indirectly (Sugiyono, 2016: 188). The questionnaire in this study will be distributed to the number of samples that the author has determined, namely Outpatient Patients at the Mawar Sharon Executive Polyclinic at Prof. Dr. General Hospital. RD Kandou Manado. The measurement of the data carried out in this study is the Likert scale.

Data analysis method

Validity test

The validity test is the degree of speed between the data that actually occurs in the research object and data that can be reported by the researcher. Thus valid data is data "that does not differ" between the data reported by the researcher and the data that actually occurs in the research object (Sugiyono, 2016: 201).

Reliability Test

Reliability/reliability (degree of consistency) is a measure that shows how high an instrument can be trusted or relied on, meaning that reliability relates to the accuracy (in the sense of consistency) measuring instruments (Mustafa, 2018: 87).

Multicollinearity Test

Multicollinearity test aims to test whether the regression model found a correlation between independent variables. A good regression model should not have a correlation between the

independent variables. An analysis is said to have no symptoms of multicollinearity if the VIF (Variance Inflation Factor) value is < 10 (Ghozali, 2016:97).

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from one residual observation to another. If the residual variance from one observation to another observation remains, then it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is one that has homoscedasticity or does not have heteroscedasticity (Ghozali, 2016: 103).

Normality test

This test aims to test whether in the regression model, confounding variables have a normal distribution (Ghozali, 2016: 110). The easiest way to see normality is chart analysis. Graphical analysis is used to see the normality of the data by looking at the histogram graph and the normal curve probability plot.

Path Analysis

Path analysis is a statistical technique for examining a causal relationship between two or more variables. Path Analysis (PA) or path analysis is the relationship between independent variables, intermediate variables, and dependent variables which are usually presented in the form of diagrams. In the diagram there are arrows indicating the direction of influence between the exogenous, intermediary, and dependent variables (Ridwan and Kuncoro, 2018:77).

RESEARCH RESULTS AND DISCUSSION

Research result

Validity and Reliability Test

The instrument used in this research is a questionnaire. Therefore the research instrument must be tested first by using validity and reliability tests. Validity test using Pearson's correlation coefficient. If the correlation value is above 0.3 it indicates the instrument used is valid. The reliability test uses Cronbach's alpha coefficient. If the alpha value is above 0.6 it indicates that the instrument used is reliable.

The results of validity and reliability tests on research instruments using SPSS software version 25.0 are as follows:

Table 2. Validity Test Results

Variable	Statement	Pearson Correlation	r table	Sig	Alpha	Status
Affective Commitment (X1)	X1.1	0.970	0.205	0.000	0.05	Valid
	X1.2	0912	0.205	0.000	0.05	Valid
	X1.3	0.970	0.205	0.000	0.05	Valid
	X1.4	0811	0.205	0.000	0.05	Valid
Service Quality (X2)	X2.1	0.878	0.205	0.000	0.05	Valid
	X2.2	0.819	0.205	0.000	0.05	Valid
	X2.3	0.878	0.205	0.000	0.05	Valid
	X2.4	0.862	0.205	0.012	0.05	Valid
	X2.5	0849	0.205	0.001	0.05	Valid

Patient Satisfaction (Y1)	Y1.1	0.984	0.205	0.000	0.05	Valid
	Y1.2	0.934	0.205	0.000	0.05	Valid
	Y1.3	0.984	0.205	0.000	0.05	Valid
Patient Loyalty (Y2)	Y2.1	0.752	0.205	0.000	0.05	Valid
	Y2.2	0.720	0.205	0.000	0.05	Valid
	Y2.3	0.752	0.205	0.000	0.05	Valid
	Y2.4	0.613	0.205	0.000	0.05	Valid
	Y2.5	0.668	0.205	0.000	0.05	Valid

Source: Processed results of SPSS data 25, 2022

The results from Table 2 show that each of the variables studied is valid. This is shown by value*Pearson Correlation*which is more than the value of r table.

Table 3 Reliability Test Results

| Variable	*Cronbach's Alpha*	Information
Affective Commitment (X1)	0.854	Reliable
Service Quality (X2)	0.739	Reliable
Patient Satisfaction (Y1)	0.881	Reliable
Patient Loyalty (Y2)	0.770	Reliable

Source: Processed results of SPSS data 25, 2022

Table 3 shows that the variables studied are reliable, this is shown by the Cronbach Alpha value of each variable which is more than 0.70

Heteroscedasticity Test
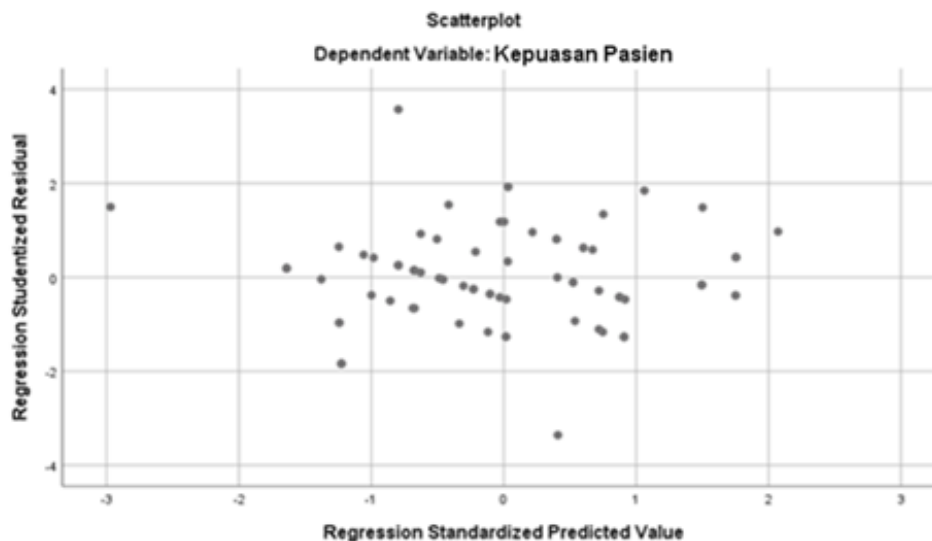
Figure 2 Test Results Heteroscedasticity
Source: Processed results of SPSS data 25, 2022
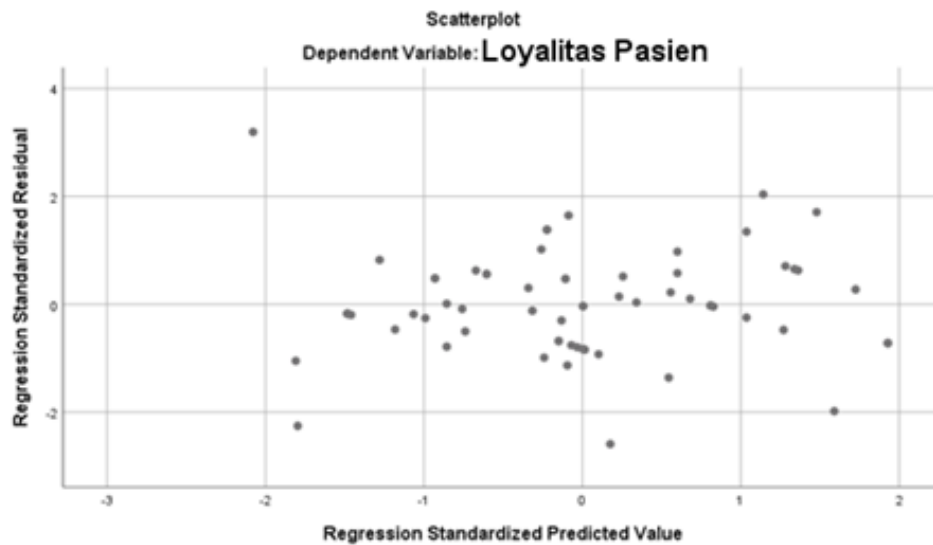
Figure 3 Test Results Heteroscedasticity
Source: Processed results of SPSS data 25,2022

Figure 2 and Figure 3 state that the Scatterplot graph displayed for the heteroscedasticity test shows points that spread randomly and no clear pattern is formed and in the distribution the points spread below and above the number 0 on the Y axis. This indicates no occurrence heteroscedasticity in the regression model, so that the regression model is feasible to use to predict patient satisfaction (Y1) patient loyalty (Y2) variables

Path Analysis

Table 4. Results of the Analysis of Sub-Structure Paths 1 and 2

Y variable	Variable	Beta Coefficient	t count	Prob.	Ket
Y1 = Patient Satisfaction	Affective Commitment (X1)	.790	47,958	.000	Significant
	Service Quality (X2)	012	.628	.532	Not significant
The coefficient of determination (Rsquare) = 0.966 Correlation Coefficient (R) = 0.983a Table t value = 1.661					
Y variable	**Variable**	**Beta Coefficient**	**t count**	**Prob.**	**Ket**
Y2 = Loyalty	Patient Satisfaction (Y1)	1,224	3,087	003	Significant
	Affective Commitment (X1)	1,466	4,594	.000	Significant
	Service Quality (X2)	-.001	-.021	.984	Not significant
The coefficient of determination (Rsquare) = 0.480 Correlation Coefficient (R) = 0.693a Table t value = 1.661					

Source: Processed results of SPSS data 25, 2022

From the results of data processing using the SPSS version 25.0 program on sub-structures 1 and 2 above, the results obtained are as follows:

Coefficient of Sub Structural Model 1

The R value indicates the number 0.983. This means that in this study the Affective Commitment and Service Quality variables as a whole contributed to the Patient Satisfaction variable of 98.3%.

Sub Structural Equation 1

Sub-structure 1 becomes $Y_1 = 0.790X_1 + 0.012X_2 + Ɛ_1$.

The equation above shows that the path coefficient produced by the Affective Commitment variable (X1) is 0.790, the Service Quality Variable (X2) is 0.012

Coefficient of Sub Structural Model 2

The R value indicates the number 0.693. This means that in this study the Affective Commitment and Service Quality and Patient Satisfaction variables as a whole contributed to the Patient Loyalty variable of 69.3%.

Sub Structural Equation 2

Sub-structure 2 becomes $Y_2 = 1.224X_1 + 1.466X_2 - 0.001Y_1 + Ɛ_2$.

The above equation shows that the path coefficient produced by the Affective Commitment variable (X1) is 1.224, the Quality of Service Variable (X2) is 1.466, and the Patient Satisfaction Variable (Y1) -0.001

Hypothesis testing t test (individually)

Individually the statistical test used is the t test. If the calculated t value ≥ t table value, the hypothesis is accepted, meaning it is significant. If the t count value ≤ t table value then accept the hypothesis is rejected means it is not significant.

Effect of Affective Commitment Variable (X1) on Patient Satisfaction (Y1)

Based on the analysis results obtained, it is known that the t count value in table 4.7 is 47,958. thus it is known that t count more ≥ t table, namely 41,885 ≥ 1,661 and a sig value of 0.000 <0.05 thus H0 is accepted and H1 is rejected and the hypothesis that it is suspected that affective commitment affects patient satisfaction is accepted.

Effect of Service Quality Variable (X2) on Patient Satisfaction (Y1)

Based on the analysis results obtained, it is known that the calculated t value in table 4.7 is 0.628, thus it is known that t count is more ≥ t table, namely 0.628 < 1.661 and a sig value of 0.532 > 0.05 thus H0 is rejected and H1 is accepted and the hypothesis that in suspected that service quality affects patient satisfaction was rejected.

Effect of Affective Commitment Variable (X1) on Patient Loyalty (Y2)

Based on the analysis results obtained, it is known that the t count value in table 4.7 is 4,594. thus it is known that t count > t table, namely 4,594 > 1,661 and a sig value of 0.000 <0.05 thus H1 is rejected and H0 is accepted the hypothesis that it is suspected that affective commitment affects patient loyalty accepted

Effect of Service Quality Variable (X2) on Patient Loyalty (Y2)

Based on the analysis results obtained, it is known that the t Count value in table 4.7 is -.021. Thus it is known that t Count is more < t Table, namely -.021 < 1.661 and a sig value of 0.984 > 0.05

thus H0 is accepted and H1 is rejected, which means the hypothesis that it is suspected that service quality influences patient loyalty, is rejected.

The Effect of Patient Satisfaction Variable (Y1) on Patient Loyalty (Y2)

Based on the results of the analysis obtained, it is known that the calculated t value in table 4.7 is 3,087, thus it is known that t count is more than > t table, namely 3,087 > 1,661 and a sig value of 0.003 <0.05, thus H1 is accepted and H0 is rejected and the hypothesis that it is suspected that patient satisfaction has an effect on patient loyalty received.

Discussion

Effect of Affective Commitment Variable on Patient Satisfaction

Based on the results of the study, it can be seen that affective commitment has a positive and significant influence on patient satisfaction. This can be interpreted that affective commitment is an important factor as well as a driving factor in increasing patient satisfaction, especially Outpatient Patients at the Mawar Sharon Executive Polyclinic at Prof. Dr. Hospital. RD Kandou Manado, where Affective Commitment Intuitively, affective commitment will be at the core of the relationship between consumers and brands considering that consumers relate to, and are involved in, most of the brands they regularly consume. Affective commitment describes the process by which consumers become loyal. Consumers have a favorable attitude towards the brand and are repeat buyers of the brand.

This is also supported by previous research conducted by Sahara, (2016) entitled The Role of Innovation Relations Behavior in Strengthening Psychological Empowerment and Employee Affective Commitment Relationships to Customer Satisfaction. The results of the study show that affective commitment has a positive impact on consumer/patient satisfaction.

The Effect of Service Quality Variables on Patient Satisfaction

Based on the results of the study it was found that the service quality variable did not have a significant effect where the tcount value was not greater than the ttable value with a significant level of more than 0.05. This can be interpreted that the quality of services provided by Prof Dr. RD Kandou Manado for Outpatient Patients at the Executive Polyclinic of Mawar Sharon has not met patient expectations, so the quality of service does not have a good impact on increasing patient satisfaction. According to Tjiptono (2018: 164), the concept of quality is considered as a measure of the perfection of a product or service consisting of design quality and conformance quality (conformance quality). Design quality is a specific function of a product or service. Conformance quality is a measure of how much the level of conformity between a product or service is with the quality requirements or specifications set previously. Therefore what is meant by quality is if several factors can meet consumer expectations such as statements about quality in Tjiptono (2018: 164), "Dynamic conditions related to products, services, human resources, processes, and the environment meet or exceed expectations".

This is also in contrast to previous research conducted by Haliza, Purwanti, Wicaksono, and Lailyningsih, (2020) with the title Quality of Service and Facilities on Patient Satisfaction (Studies in Inpatient Rooms of RSI Nashrul Ummah Lamongan). The results showed that the quality of services and facilities simultaneously and partially had a significant effect on patient satisfaction. Research by Harfika, J., & Abdullah, N. (2017) with the title Effects of service quality and facilities on patient satisfaction in public hospitals in Southwest Aceh District. The results of the study based

on the partial test showed that the service quality variable affected patient satisfaction at the Teuku Peukan General Hospital, Southwest Aceh District.

Effect of Affective Commitment Variable on Patient Loyalty

Based on the results of the study, it can be seen that affective commitment has a positive and significant effect on patient loyalty, which means that affective commitment is a supporting factor in increasing the loyalty of Outpatients at the Mawar Sharon Executive Polyclinic at Prof. Dr. Hospital. RD Kandou Manado, where commitment in the long term relationship concept plays a very important role because long term relationships are mostly based on the commitment of both parties, it can be concluded that commitment is the feeling of wanting to maintain a relationship that is considered valuable in the long term and certainly has an impact good for the loyalty of consumers or patients.

This is also supported by previous research from Wijaya, CO, Gunady, LJ, Kartika, E., & Siaputra, H. (2016) entitled The Effect of Affective Commitment on Consumer Satisfaction Through Patient Loyalty as a Mediation Variable at Depot 369. Results The analysis obtained shows that Affective Commitment has a significant effect.

The Effect of Service Quality Variables on Patient Loyalty

Based on the results of the study, it can be seen that service quality does not have a positive and significant effect on patient loyalty. patients, especially Outpatient Patients at the Mawar Sharon Executive Polyclinic at Prof. Dr. Hospital. RD Kandou Manado. Based on this, the parties from RSUP Prof. Dr. RD Kandou Manado needs to pay more attention to the implementation of the service quality factors provided to patients so that in practice they can increase the loyalty of patients who use their services.

This is also inversely proportional to the previous research conducted by Yasril, T., Dachriyanus, D., & Harmawati, H. (2019) research with the title Relationship of Quality of Service Service Quality with Patient Loyalty at the Arosuka Hospital Polyclinic. Statistical test results stated that there was a significant relationship between tangible, reliability, responsiveness, assurance, empathy and patient loyalty at Arosuka Hospital with $p < 0.05$ ($p = 0.001$, $p = 0.015$, $p = 0.010$, $p = 0.002$, $p = 0.022$). Tangible is the most dominant factor associated with patient loyalty. It is expected that the director will make policies regarding service hours, sanctions for those who do not comply with service hours, coordinate with the local government in procuring transportation for patients, the head of the ward designs a comfortable waiting room,

The Effect of Patient Satisfaction Variable on Patient Loyalty

Based on the results of the study it can be seen that patient satisfaction has an effectpositive and significant effect on patient loyalty. RD Kandou Manado. Where satisfaction is the level of consumer feelings after comparing between what he received and his expectations. A customer, if he is satisfied with the value provided by a product or service, is very likely to be a customer for a long time. According to Kotler, and Kotler (2018:177). Says that Consumer Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought of against the expected performance.

This is also supported by previous research conducted by Tamonsang and Apriliyanto (2020). The Influence of Service Quality and Facilities on Patient Loyalty with Patient Satisfaction as an Intervening Variable (Study at the Heart Polyclinic at Bakti Dharma Husada Hospital, Surabaya). The results of the study concluded that patient satisfaction partially has a significant effect on

patient loyalty. Research by Sari, SM (2021). The Effect of Service Quality and Patient Satisfaction on Patient Loyalty (Study at Bhayangkara Hospital Tk Ii Sartika Asih Bandung). Based on the results of the study, patient satisfaction at Bhayangkara TK II Sartika Asih Bandung Hospital has a positive effect and is more dominant in influencing patient loyalty.

CLOSING

Conclusion

The research conclusions are:

1. Affective Commitment has a positive and significant direct effect on patient satisfaction.
2. Quality of Service has no direct significant effect on Patient Satisfaction.
3. Affective Commitment has a positive and significant direct effect on Patient Loyalty.
4. Service Quality has no direct positive and significant effect on Patient Loyalty.
5. Patient satisfaction has a positive and significant direct effect on patient loyalty.

Suggestion

Suggestions that can be given are:

1. RSUP Prof Dr. RD Kandou Manado to pay more attention to the quality of services that are implemented both in terms of facilities and services that are applied, so that these factors can have a better influence in increasing patient satisfaction and increasing patient loyalty, especially for outpatients at Mawar Sharon Executive Polyclinic Di RSUP Prof Dr. RD Kandou Manado.
2. The next research will be carried out in order to expand the research by adding other factors that might influence patient satisfaction and loyalty that have not been studied in this study so that the research results can better describe the real conditions over the long term.

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