

The Influence of Service Quality and Facilities of Community Health Centers on the Loyalty of Prolanis Patients Mediated by Patient Satisfaction at the Manis Jaya Community Health Center

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Abstract. *This research is rooted in the challenges faced by the Manis Jaya Community Health Center in improving the quality of services and health facilities, particularly in the context of the increasing prevalence of non-communicable diseases (NCDs) in the community. Patient satisfaction is a key factor in creating loyalty, especially for participants in the Chronic Disease Management Program (PROLANIS). This study aims to explore the influence of service quality and facilities on PROLANIS patient loyalty, with patient satisfaction as a mediating variable. The method used in this research is a quantitative approach with a cross-sectional design, involving 101 respondents selected through purposive sampling techniques. The data obtained were analyzed using Structural Equation Modeling (SEM) and Partial Least Squares (PLS) to test the proposed hypotheses. The results of the study indicate that service quality has a positive and significant effect on patient satisfaction (t-statistic 4.350, p-value 0.000), and facilities also significantly contribute to patient satisfaction (t-statistic 3.719, p-value 0.000). Furthermore, patient satisfaction has been shown to positively influence PROLANIS patient loyalty (t-statistic 3.750, p-value 0.000). The conclusion of this study emphasizes that improving the quality of services and facilities at the Manis Jaya Community Health Center not only enhances patient satisfaction but also plays a crucial role in building patient loyalty towards the PROLANIS program. These findings are expected to serve as a reference for health service managers in formulating sustainable quality improvement strategies.*

Keywords: *Service Quality, Health Facilities, Patient Satisfaction, Patient Loyalty, Chronic Disease Management Program (PROLANIS)*

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INTRODUCTION

Health constitutes a significant asset sought by every individual, family, and community (Rusdin & Kurniawan, 2022). The attainment of good health has the potential to augment life expectancy, diminish mortality rates, and improve productivity, thereby facilitating progress towards overall well-being (Badruzaman, 2019). In Indonesia, a developing nation, the enhancement of early awareness in community empowerment is essential for the prevention and management of non-communicable diseases (NCDs), which constitutes a priority within the 2030 Sustainable Development Goals (SDGs) agenda (Sari, 2021). Indonesia is presently undergoing an epidemiological transition characterized by a rising prevalence of non-communicable diseases (NCDs) alongside a decline in infectious diseases (Bura & Sodik, 2021). In 2021, the World Health Organization reported that 71% of all global deaths were attributable to non-communicable diseases (NCDs), which encompass cardiovascular diseases, cancer, respiratory diseases, and

diabetes. Diabetes represents a pressing global health concern, with projections indicating that Indonesia is likely to rank as the sixth country with the highest prevalence of diabetes cases worldwide by the year 2040.

The Chronic Disease Management Program (PROLANIS) at the Manis Jaya Community Health Center, located in the Jatiuwung District of Tangerang City, is designed to enhance the quality of life for individuals suffering from non-communicable diseases (NCDs), including diabetes and hypertension. Nevertheless, the data indicates that the attainment of the Controlled Prolanis Participant Ratio (RPPT) at this health center continues to exhibit fluctuations and has not yet achieved the anticipated target. This influences the capitation amount allocated to primary healthcare facilities (FKTP) by BPJS Kesehatan (Hafiz et al., 2020). Preliminary surveys indicate that there are several issues with the services at the Manis Jaya Community Health Center, such as a lack of staff friendliness, long service times, and insufficient education from doctors. Although facilities such as medications are available, there are still challenges in laboratory examinations due to a shortage of reagents (Oktafiani, 2023). Patients also find access to the health center difficult because of its non-strategic location. The quality of service and adequate facilities at the health center are crucial for enhancing the satisfaction and loyalty of PROLANIS patients. Patient satisfaction can influence their adherence to the PROLANIS program and their health outcomes (Wardani et al., 2024).

According to Riadi et al. (2010), service quality is related to the fulfillment of Customer expectations and needs are critical factors in determining the quality of a service. A service is deemed to be of high quality when it effectively delivers products and services that align with the needs and expectations of customers (Yanuar et al., 2017). In this context, quality is intrinsically linked to the provision of exemplary service, which pertains to the demeanor or conduct of employees in effectively meeting the needs of customers or the community. According to the research conducted by Dwiyantoro (2016), the study examines the impact of the PROLANIS service quality standards on the satisfaction levels of PROLANIS patients at the Banjarnegara District Health Center. The findings of this research demonstrate that service quality exerts a significant simultaneous influence on the satisfaction levels of PROLANIS patients at the Banjarnegara Health Center. Similar assertions were made by Sitinjak (2021) in their research, which indicates that service quality has a significant effect on patient satisfaction and that the facilities variable also exerts a considerable impact on patient satisfaction. The findings of the research undertaken by Asnawi et al. (2019) indicate that the quality of service exerts a direct influence on both patient satisfaction and loyalty. In light of the aforementioned problem, this study seeks to examine the impact of service quality and facilities at the community health center on the loyalty of PROLANIS patients, with patient satisfaction serving as a mediating factor, specifically within the context of the Manis Jaya Community Health Center located in Jatiuwung District, Tangerang City.

METHODS

This study employs a correlational quantitative research method characterized by a cross-sectional design approach. It investigates the impact of service quality and facilities at community health centers on the loyalty of PROLANIS patients, mediated by patient satisfaction (Fitrah, 2018; Purwanza, 2022). The independent variables are service quality (X1) and facilities (X2), whereas the dependent variable is PROLANIS patient loyalty (Y), with patient satisfaction (Z) serving as the intervening variable. The population examined in this study comprises all PROLANIS patients who accessed health services at the Manis Jaya Community Health Center during the year 2022, amounting to a total of 1,208 patients. The sample in this study comprises a subset of PROLANIS patients who attended the Manis Jaya Community Health Center and have undergone treatment on a minimum of two occasions. The sampling technique employed is purposive sampling. The sample size for this study was ascertained through the application of Slovin's formula, yielding a total sample of 92 individuals. To mitigate the risk of participant dropout, the researcher incorporated an additional 10% to the minimum sample size, resulting

in a total of 9.2. Consequently, in this study, the researcher utilized a total of 92 plus 9.2, resulting in 101.2, which was rounded to 101 respondents. Consequently, the overall sample for this investigation comprises 101 PROLANIS patients sourced from the Manis Jaya Community Health Center. The methodology for data analysis in this study encompasses several critical steps, commencing with the execution of validity and reliability tests to ascertain that the measurement instruments employed are both accurate and consistent. The validity assessment is performed by determining the correlation between individual item scores and the aggregate scores, whereas the reliability evaluation employs Cronbach's Alpha coefficient, with a value exceeding 0.7 signifying sufficient reliability. Following the assurance of data quality, the subsequent procedures encompass editing, coding, data entry, and tabulation. The analysis of data is conducted utilizing Structural Equation Modeling (SEM) and Partial Least Squares (PLS), methodologies that facilitate the examination of relationships among latent variables. The Partial Least Squares (PLS) model is comprised of a structural model and a measurement model. Evaluation is performed through loading factor analysis, Composite Reliability, and Average Variance Extracted (AVE) to ascertain the validity and reliability of the model (Purwanza, 2022).

RESULTS AND DISCUSSION

Results of the Convergent Validity Test

In order to assess convergent validity, the outer loading or loading factor values are utilized. An indicator is deemed to satisfy the criteria for convergent validity when the outer loading value exceeds 0.7. The following presents the outer loading values corresponding to each indicator within the research variables:

Table1. Outer Loading

Indicator	Facilities	Patient Satisfaction	Service Quality	PROLANIS Patient Loyalty
F1	0.833			
F2	0.774			
F3	0.821			
F4	0.782			
F5	0.793			
KL1			0.833	
KL2			0.820	
KL3			0.866	
KL4			0.812	
KL5			0.826	
KP1		0.816		
KP2		0.805		
KP3		0.828		
KP4		0.837		
KP5		0.788		
LP1				0.797
LP2				0.827
LP3				0.832
LP4				0.835
LP5				0.841

According to the data presented in Table 1, it is evident that each indicator of the research variables within the questionnaire for this study can be effectively extracted, exhibiting a loading

factor value exceeding 0.7. This suggests that the indicators employed in this study are considered appropriate or valid for research purposes and may be utilized for subsequent analysis.

Results of the Discriminant Validity Test

This section will delineate the results of the discriminant validity test. The assessment of discriminant validity employs cross-loading values. An indicator is deemed to possess discriminant validity when its cross-loading value for the respective variable is greater than that of other variables. The following presents the cross-loading values for each indicator:

Table 2. Cross Loading

	Facilities	Patient Satisfaction	Service Quality	PROLANIS Patient Loyalty
F1	0.833	0.595	0.465	0.621
F2	0.774	0.453	0.451	0.551
F3	0.821	0.532	0.541	0.612
F4	0.782	0.569	0.546	0.544
F5	0.793	0.563	0.487	0.505
KL1	0.505	0.594	0.833	0.609
KL2	0.536	0.547	0.820	0.609
KL3	0.528	0.607	0.866	0.645
KL4	0.484	0.595	0.812	0.551
KL5	0.531	0.551	0.826	0.543
KP1	0.519	0.816	0.558	0.595
KP2	0.581	0.805	0.504	0.576
KP3	0.502	0.828	0.567	0.646
KP4	0.575	0.837	0.693	0.686
KP5	0.595	0.788	0.494	0.534
LP1	0.579	0.531	0.485	0.797
LP2	0.633	0.659	0.647	0.827
LP3	0.501	0.590	0.530	0.832
LP4	0.554	0.651	0.634	0.835
LP5	0.649	0.649	0.624	0.841

According to the data delineated in Table 2, it is evident that each indicator of the research variables exhibits the highest cross-loading value for its corresponding variable in comparison to the cross-loading values associated with other variables. In light of the results obtained, it can be concluded that the indicators employed in this study demonstrate strong discriminant validity in the formation of their respective variables. In addition to the observation of cross-loading values, discriminant validity may also be evaluated through an alternative method, specifically by analyzing the Average Variance Extracted (AVE) values for each indicator, which should exceed 0.5 to indicate a robust model.

Table 3. Average Variant Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Facilities	0,642
Patient Satisfaction	0,664
Service Quality	0,692
PROLANIS Patient Loyalty	0.683

According to the data delineated in Table 3, it is evident that the Average Variance Extracted (AVE) values for the variables pertaining to facilities, patient satisfaction, service quality, and PROLANIS patient loyalty exceed the threshold of 0.5. Consequently, it can be asserted that each variable demonstrates strong discriminant validity.

Results of the Composite Reliability and Cronbach Alpha Test

Composite Reliability serves as a metric for assessing the reliability values of the indicators associated with a given variable. A variable is deemed to satisfy the criteria for composite reliability when it possesses a composite reliability value exceeding 0.6. The reliability assessment may be further substantiated through the application of the Cronbach's Alpha coefficient. A variable is considered reliable or satisfies the Cronbach's Alpha criterion when it possesses a value exceeding 0.7. The following presents the composite reliability and Cronbach's Alpha values for each variable utilized in this study:

Table 4. Composite Reliability

Variabel	Cronbach's Alpha	Composite Reliability
Facilities	0,860	0.863
Patient Satisfaction	0,874	0.877
Service Quality	0,888	0,890
PROLANIS Patient Loyalty	0,884	0.888

The data presented in Table 4 indicates that the composite reliability values for all research variables exceed 0.6. The findings demonstrate that all variables have satisfied the composite reliability criterion, with the Cronbach's Alpha values for each research variable exceeding 0.7. Consequently, it can be inferred that all research variables exhibit a high degree of reliability.

Structural Model Testing (Inner Model)

The evaluation of the structural model in Partial Least Squares (PLS) involves the use of R^2 to assess the dependent variables, alongside the path coefficient values for the independent variables. These coefficients are subsequently analyzed for significance through the t-statistic values corresponding to each path. The structural model pertinent to this research is illustrated in the subsequent figure: PLS Program Model Scheme

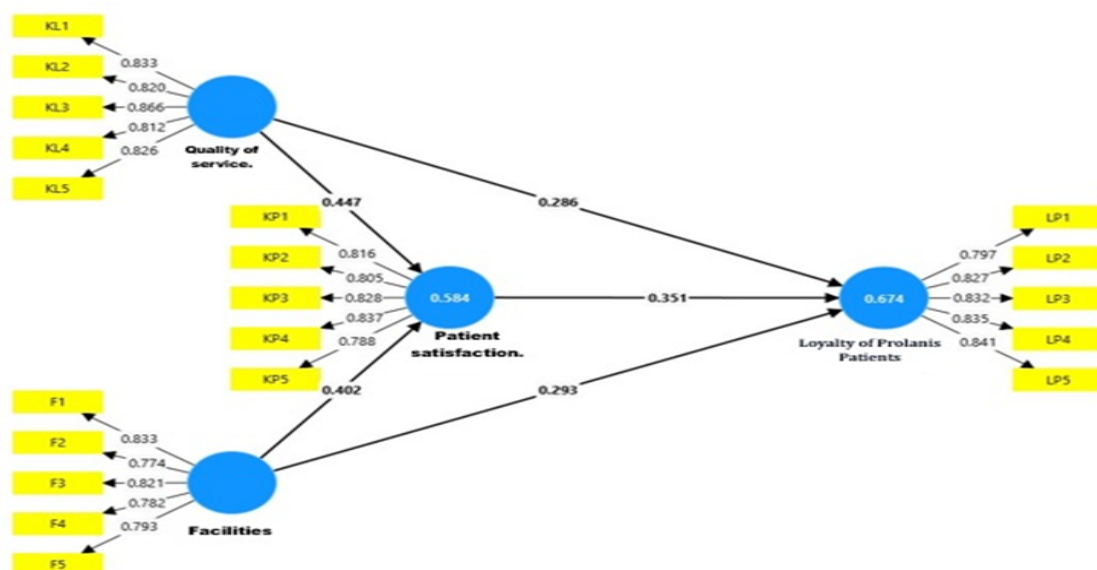


Figure 1. Inner Model

Path Coefficient Test

According to the inner model scheme presented in Figure 1, it is evident that the most significant path coefficient is attributed to the impact of service quality on patient satisfaction, quantified at 0.447. The second most significant influence on patient satisfaction is attributed to facilities, with a value of 0.402. The third most significant influence on PROLANIS patient loyalty is derived from patient satisfaction, quantified at 0.351. The fourth most significant influence on PROLANIS patient loyalty is attributed to facilities, with a value of 0.293. Conversely, the least significant influence is associated with service quality, which demonstrates an effect value of 0.286 on PROLANIS patient loyalty. The results presented indicate that all variables within this model exhibit positive path coefficients, thereby demonstrating a positive directional relationship. This indicates that an increase in the path coefficient value for an independent variable in relation to a dependent variable corresponds to a stronger influence of the independent variable on the dependent variable.

Analysis of Overall Model Fit (Goodness of Fit)

Based on the data processing that has been conducted, the obtained R-Square values are as follows:

Table 5. R Square

Variable	R Square
Patient Satisfaction	0.584
PROLANIS Patient Loyalty	0.674

According to the data illustrated in Table 5, it can be inferred that the R-Square value for the patient satisfaction variable is 0.584. This suggests that the proportion of the impact of the service quality and facilities variables on patient satisfaction is 58.4%. Additionally, the R-Square value for the PROLANIS patient loyalty variable is 0.674, indicating that the service quality, facilities, and patient satisfaction variables collectively account for 67.4% of the influence on PROLANIS patient loyalty.

Table 6. Results of Q²

Variable	Q ² predict	RMSE	MAE
Patient Satisfaction	0.568	0.679	0.531
PROLANIS Patient Loyalty	0.612	0.642	0.494

According to the data illustrated in Table 6, it is evident that the Q² predictive relevance value for the endogenous latent variable of patient satisfaction is 0.568, while for the endogenous variable of PROLANIS patient loyalty, it is 0.612. Given that the Q² predictive relevance values for both endogenous latent variables exceed 0, it can be inferred that the model is deemed to be of good quality.

Table 7. GOF (Goodness Of Fit)

	Saturated model	Estimated model
SRMR	0.063	0.063
d_ULS	0.822	0.822
d_G	0.476	0.476
Chi-square	252.284	252.284
NFI	0.818	0.818

According to Table 7, the estimated model value of the SRMR is 0.063, which is below the threshold of 0.10. This suggests that it satisfies the goodness of fit criteria, thereby allowing for the conclusion that the research model is robust.

Hypothesis Testing

The results derived from the conducted data analysis can be utilized to address the hypotheses presented in this study. The hypothesis testing conducted in this research involved an examination of the T-Statistics and P-Values. The research hypothesis may be accepted if the P-values are less than 0.05. The subsequent findings of the hypothesis testing derived from this study via the inner model are presented below:

Table 8. Results of Hypothesis Testing

Variable	T Statistics (O/STDEV)	P Values	Results
Facilities -> Patient Satisfaction	3,719	0.000	Hypothesis 2 Accepted
Facilities -> PROLANIS Patient Loyalty	3,528	0.000	Hypothesis 5 Accepted
Patient Satisfaction -> PROLANIS Patient Loyalty	3,750	0.000	Hypothesis 3 Accepted
Service Quality -> Patient Satisfaction	4,350	0.000	Hypothesis 1 Accepted
Service Quality -> Patient Loyalty PROLANIS	3,700	0.000	Hypothesis 4 Accepted

Based on the data presented in Table 8 above, it can be concluded that: (1) The facilities of the health center exert a positive and significant influence on patient satisfaction, as evidenced by a t-statistic value of 3.719, which exceeds the t-table value of 1.96, and a p-value of 0.000, which is below the threshold of 0.05; (2) The facilities of the health center exert a positive and significant influence on the loyalty of PROLANIS patients, as evidenced by a t-statistic value of 3.528, which exceeds the t-table value of 1.96, alongside a p-value of 0.000, which is below the threshold of 0.05; (3) Patient satisfaction exerts a positive and significant influence on PROLANIS patient loyalty, as evidenced by a t-statistic value of 3.750, which surpasses the t-table value of 1.96, and a p-value of 0.000, which is below the threshold of 0.05; (4) The quality of service exerts a positive and significant influence on patient satisfaction, as evidenced by a t-statistic value of 4.350, which exceeds the t-table value of 1.96, alongside a p-value of 0.000, which is below the threshold of 0.05; (5) The quality of service exerts a positive and significant influence on the loyalty of PROLANIS patients, as evidenced by a t-statistic value of 3.700, which exceeds the t-table value of 1.96, alongside a p-value of 0.000, which is below the threshold of 0.05.

Mediation Hypothesis

Table 9. Mediation Hypothesis

Variable	T Statistics (O/STDEV)	P Values	Results
Facilities -> Patient Satisfaction -> Patient Loyalty	2.399	0.016	Hypothesis 7 Accepted
PROLANIS Service Quality -> Patient Satisfaction -> Patient Loyalty PROLANIS	2.988	0.003	Hypothesis 6 Accepted

Based on the data presented in Table 9 above, it can be concluded that: (1) Facilities of the health center have a positive and significant effect on PROLANIS patient loyalty through patient satisfaction, as indicated by a t-statistic value of 2.399, which is greater than the t-table value of 1.96, and a p-value of 0.016, which is less than 0.05; (2) Service quality has a positive and

significant effect on PROLANIS patient loyalty through patient satisfaction, with a t-statistic value of 2.988, which exceeds the t-table value of 1.96, and a p-value of 0.003, which is less than 0.05.

Discussion

The Impact of Service Quality on Patient Satisfaction

Research indicates a positive and significant relationship between service quality and patient satisfaction within the PROLANIS program at Manis Jaya Health Center. The paramount indicator of service quality is the attentiveness exhibited by the physician, whereas the foremost indicator of patient satisfaction is the enhancement of the patient's condition following treatment (Suciati & Zaman, 2023). The provision of high-quality service significantly contributes to patient satisfaction, thereby potentially diminishing the inclination to seek alternative healthcare services (Rumbewas et al., 2025).

The Impact of Health Center Facilities on Patient Satisfaction

The relationship between health center facilities and patient satisfaction is both positive and significant (Rombon et al., 2021). The paramount indicator of facilities is the comprehensiveness of laboratory examinations. High-quality facilities play a significant role in enhancing patient satisfaction, which is crucial for the advancement of service quality. The findings of this study align with the research conducted by Setyorini (2018).

The Impact of Patient Satisfaction on Patient Loyalty

The findings indicate a positive and statistically significant relationship between patient satisfaction and loyalty. Patients who express satisfaction are more inclined to utilize the same services again (Nurwahyuni et al., 2024). Patient satisfaction is a significant factor in the establishment of loyalty. The results obtained align with the research conducted by Asnawi et al. (2019).

The Impact of Service Quality on Patient Loyalty

The quality of service provided has a positive and significant effect on patient loyalty. The attentiveness exhibited by physicians serves as the primary indicator (Kosnan, 2019). The enhancement of perceived service quality correlates positively with an increase in patient loyalty. The findings of this study are corroborated by prior research conducted by Mahamad & Ramayah (2010).

The Impact of Health Center Facilities on Patient Loyalty

The presence of high-quality health center facilities exerts a positive and significant influence on patient loyalty (Kawoco ET AL., 2018). The comprehensiveness of facilities contributes to overall satisfaction, which subsequently fosters patient loyalty (Mahyardiani & Krisnatuti, 2020).

The Impact of Service Quality Mediated by Patient Satisfaction on Patient Loyalty

The quality of service, as evidenced by patient satisfaction, exerts a favorable impact on loyalty. Patient satisfaction functions as a significant intermediary in this relationship. The findings of this study align with the research conducted by Mahamad & Ramayah (2010).

The impact of health center facilities, as mediated by patient satisfaction, on patient loyalty

High-quality facilities, as evidenced by patient satisfaction, exert a favorable influence on loyalty. The maintenance and enhancement of facilities are essential to guarantee patient satisfaction and foster loyalty. The findings of this study align with the research conducted by Eftitah et al. (2023).

CONCLUSION

Based on the data obtained and the results of the research conducted, several conclusions can be drawn as follows: First, the quality of service has a positive and significant effect on the satisfaction of PROLANIS patients at the Manis Jaya Community Health Center. Second, the facilities of the health center have a positive and significant effect on the satisfaction of PROLANIS patients at the Manis Jaya Community Health Center. Third, the satisfaction of PROLANIS patients has a positive and significant effect on the loyalty of PROLANIS patients at the Manis Jaya Community Health Center. Fourth, the quality of service has a positive and significant effect on the loyalty of PROLANIS patients at the Manis Jaya Community Health Center. Fifth, the facilities of the health center have a positive and significant effect on the loyalty of PROLANIS patients at the Manis Jaya Community Health Center. Sixth, the quality of service, mediated by the satisfaction of PROLANIS patients, has a positive and significant effect on the loyalty of PROLANIS patients at the Manis Jaya Community Health Center. Seventh, the facilities of the health center, mediated by the satisfaction of PROLANIS patients, have a positive and significant effect on the loyalty of PROLANIS patients at the Manis Jaya Community Health Center.

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