

EXPLORING THE NEXUS BETWEEN SERVICE QUALITY, PATIENT SATISFACTION, AND RECOMMENDATION INTENTIONS IN FAITH-BASED HOSPITAL SETTINGS

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ABSTRAK

Penelitian yang secara khusus mengeksplorasi hubungan antara kualitas layanan dan kepuasan pasien dalam konteks rumah sakit berbasis agama masih terbatas. Penelitian ini bertujuan untuk mengatasi kesenjangan empiris ini dengan menguji hubungan antara kualitas layanan, kepuasan pasien, dan niat untuk merekomendasikan rumah sakit swasta berbasis agama. Survei kuantitatif dilakukan pada bulan Oktober- November 2022 terhadap 200 responden yang menerima perawatan di rumah sakit berbasis agama di Manado, Sulawesi Utara, Indonesia. Data kuantitatif ini kemudian dianalisis menggunakan pemodelan persamaan struktural (SEM) dengan bantuan program statistik SmartPLS versi 3.2. Hasil penelitian menunjukkan bahwa kualitas layanan kesehatan secara positif mempengaruhi kepuasan pasien. Kepuasan pasien, pada gilirannya, merupakan prediktor yang signifikan terhadap niat untuk merekomendasikan layanan kesehatan. Lebih lanjut, hubungan antara kualitas layanan kesehatan dan niat untuk merekomendasikan secara penuh dimediasi oleh kepuasan pasien. Selain itu, penelitian ini mengidentifikasi keandalan sebagai faktor terpenting dalam memprediksi kualitas layanan kesehatan. Temuan ini berkontribusi pada pemahaman yang lebih baik tentang dinamika dalam lingkungan rumah sakit berbasis agama, sebagai acuan penetapan strategi untuk meningkatkan layanan kesehatan dan hasil pasien.

Kata kunci: kualitas layanan kesehatan kepuasan pasien, SERVQUAL rumah sakit rumah sakit berbasis agama.

ABSTRACT

More research is needed, particularly examining the connection between service quality and patient happiness in the setting of faith-based hospitals. This study seeks to fill this empirical void by investigating the correlation between service quality, patient satisfaction, and the intention to recommend a faith-based private hospital. An empirical study was carried out from October to November 2022, with a sample of 200 participants who underwent medical treatment at religiously affiliated facilities in Manado, North Sulawesi, Indonesia. The quantitative data were examined using structural equation modelling (SEM) using SmartPLS version 3.2. The results suggest that the quality of healthcare services has a favourable impact on consumer satisfaction. The intention to promote healthcare services is strongly influenced by patient satisfaction. Moreover, patient satisfaction completely mediates the association between healthcare service quality and recommendation intention. Furthermore, the study highlights reliability as the primary determinant in forecasting the quality of healthcare services. The findings enhance comprehension of the dynamics within faith-based hospital settings, guiding strategic initiatives to enhance healthcare delivery and patient outcomes.

Key words: healthcare service quality, patient satisfaction, hospital SERVQUAL, faith-based hospital.

INTRODUCTION

Over the past few years, there has been a significant increase in the number and com-

plexity of diseases in the healthcare industry, which has led to a need for the growth of health infrastructure. The increasing need for

medical services has resulted in a rapid growth of hospitals, which has, in turn, intensified the level of competition in the business. Hospitals must constantly improve the quality of their services in order to navigate this challenging climate, understanding that customer happiness is a crucial measure of success in the healthcare industry.

The importance of human health as a fundamental element of existence cannot be exaggerated, as optimal physical well-being is essential for unrestricted daily activities. Nevertheless, the widespread presence of diseases in society must not be disregarded. (Healthdata, 2022) study on mortality rates from 2009 to 2019 in Indonesia indicates that certain diseases were responsible for the highest number of deaths. According to World Life Expectancy (2020) research, Indonesia is ranked as the 11th country worldwide in terms of stroke prevalence. These numbers highlight the significant importance of healthcare infrastructure, underlining the urgent need for hospitals to properly tackle both infectious and non-infectious disorders.

According to data from the Central Statistics Agency Indonesia had 2,514 general hospitals and 598 specialized hospitals, with the total reaching 2,877 in 2019 (Mahdi, 2022). This consistent escalation in the demand for healthcare facilities, including hospitals, is expected to rise further in 2022. As the number of hospitals continues to increase, pre-existing hospitals must improve their service quality to maintain competitiveness. Hence, hospitals need to prioritize customer satisfaction as a crucial benchmark for enhancing service quality.

Against this backdrop, the current study aims to explore the intricate relationship among service quality, customer satisfaction, and the intention to recommend within faith-based hospital settings. Understanding this interplay is crucial for hospitals striving to distinguish themselves in a competitive market, as positive patient experiences foster loyalty and act as a driving force behind recommendations to others. The significance

of hospital service quality is underscored by its impact on patient satisfaction, loyalty, and health outcomes.

Poor service quality can result in patient dissatisfaction, which may undermine trust in healthcare practitioners and decrease the likelihood of recommending their services. Meesala and Paul (2018) contend that service quality in healthcare is a crucial factor that has a direct correlation with patient outcomes, including enhanced health results and increased patient contentment. Anfal, (2020) determined that the primary element that influences satisfaction levels is the quality of health services. On the other hand, Kartikasari et al. (2014) assert that service quality has an impact on patient trust, which may be improved through the provision of appropriate hospital services. Lebo and Mandagi (2023) revealed a direct relationship between service quality and client satisfaction. These findings highlight the crucial importance of service quality in influencing patient experiences, satisfaction, and the likelihood of recommending healthcare services. They offer significant insights for hospitals aiming to navigate and excel in today's competitive healthcare environment.

This study intends to assess service quality, customer satisfaction, and the intention to recommend a hospital owned by a faith-based organization. In the context of faith-based organizations, where the ethos and mission often play a significant role in service provision, assessing and ensuring high service quality becomes pivotal. In the broader context, the study's focus on faith-based hospitals aligns with recent discussions on the role of spirituality and mission-driven healthcare in shaping patient experiences. Understanding the dynamics of service quality, patient satisfaction, and recommendation intentions within this specific organizational context contributes to a more complex and contextually relevant comprehension of healthcare management.

Although there have been many studies on service quality and customer satisfaction in hospitals, there needs to be more research

on institutions controlled by faith-based groups. One crucial element of service quality in faith-based hospitals is their strong focus on compassion and empathy (Espedal, 2019). These establishments frequently prioritize delivering care that aligns with their religious principles, guaranteeing that sufferers have a sense of comprehension and emotional assistance. Furthermore, faith-based hospitals place a high emphasis on spiritual care, which includes the provision of services such as chaplaincy, pastoral counselling, and religious rites (Alch et al., 2021; Payne, 2024). This dimension is vital since it corresponds with the hospital's objective and offers comprehensive care that caters to both bodily and spiritual requirements (Rangel et al., 2024)

Consequently, there is a pressing need to investigate the service quality of hospitals affiliated with faith-based organizations from the perspective of consumer satisfaction. This examination aims to discern how consumer satisfaction, influenced by service quality, ultimately shapes the intention of consumers to recommend the hospital. This research contributes to the existing body of knowledge by offering insights into a specific and underexplored context-hospitals owned by faith-based organizations. Its unique focus, coupled with the exploration of consumer satisfaction as a mediating factor and the emphasis on reliability, sets it apart from other articles in the field and provides a valuable foundation for further research and practical applications in healthcare management and service delivery.

THEORETICAL REVIEW

Service Quality

The assessment of the value of a commodity or service is heavily dependent on its quality. Service quality is a complex concept that is defined differently by different scholars. According to Lebo and Mandagi (2023), quality is a measure that evaluates whether a product or service meets its intended purpose, with a focus on functioning and inherent worth. Similarly, Jaya et al.

(2021) argue that quality encompasses various aspects, such as products, services, personnel, procedures, and the environment, with the aim of meeting or exceeding expectations. Anderson and Hidayah, (2023a) discuss the intricate nature of quality, stating that it is difficult to achieve because consumers' needs are constantly changing and evolving. Consumers consistently strive for more advanced and higher benchmarks, which leads to an ongoing cycle of enhancing quality.

Drawing from these references, it is evident that quality operates as a benchmark for evaluating the excellence of goods or services, extending beyond mere product attributes to encompass people, processes, and the environment. Given the inherent subjectivity of individual preferences, quality assumes a high standard value, with diverse measurements determining the perceived excellence of goods or services. Kotler et al. (2018) extends this discourse by defining service quality as a manifestation of production or a series of specific services capable of meeting the needs and desires of a community. Parallely, Nurhasma et al. (2021) posit that service quality attains recognition as commendable and satisfying when the service aligns with anticipated expectations. A key aspect emphasized by Lebo and Mandagi (2023) is the direct involvement of consumers in the service process, accentuating the significance of process quality.

In contrast, companies producing goods typically prioritize the quality of results, as consumers are not directly engaged in the production process. Consequently, a robust quality management system becomes imperative, instilling confidence in consumers that their products have undergone a thorough and quality-centric process. This intricate interplay of definitions and perspectives elucidates the multifaceted nature of quality in both goods and services, underscoring its role as a dynamic and subjective metric.

Customer Satisfaction

Aligned with Kotler et al. (2018) assertion that customer satisfaction hinges on the congruence between perceived performance and customer expectations, this study augments our comprehension of healthcare service quality and patient satisfaction, particularly within the distinctive context of faith-based hospitals. Emphasizing the pivotal role of patient satisfaction as a determinant of recommendation intentions (Rondonuwu & Mandagi, 2023) this study aligns with the proposition that contented customers are more inclined to furnish positive recommendations (Kotler et al., 2018). The conceptualization of customer satisfaction, as delineated by Rahim et al. (2021) as an individual's emotional response to the perceived performance of actual products and services compared to expected performance, forms the foundational framework guiding this research towards a comprehensive exploration of the emotional and experiential facets of patient satisfaction in the unique context of faith-based hospital settings.

Furthermore, contemporary literature accentuates the pivotal role of patient satisfaction in healthcare contexts, underscoring its direct correlation with positive patient outcomes and the success of healthcare providers (Mandagi, Rampen, et al., 2024). This study's findings align with and extend these recent perspectives by specifically delving into the mediating role of patient satisfaction in the intricate relationship between healthcare service quality and recommendation intentions within the distinctive environment of faith-based hospitals.

Recent research also accentuates the imperative for healthcare organizations to prioritize patient-centered care and experiences (Vogus et al., 2020; Mandagi & Aseng, 2021); Mead et al., 2020). The identification of reliability as a significant predictor of healthcare service quality in this study resonates with this contemporary discourse, offering actionable insights for faith-based hospitals aiming to enhance reliability as a foundational component of patient-centred care. It

not only contributes to the theoretical understanding of patient satisfaction in healthcare but also provides pragmatic guidance for faith-based hospitals seeking to navigate the evolving landscape of patient-centred healthcare delivery.

Intention to Recommend

The intention to recommend stands as a pivotal facet of consumer behaviour, elucidating the consumer's propensity to disseminate positive experiences concerning a product or service. The core of this argument is that consumer experiences significantly influence their future actions, especially in terms of making recommendations. Kelejan et al., (2022) posit that consumers, having undergone a product or service experience, leverage this encounter as a guiding determinant for their future decisions. This sentiment is echoed by Tracy (2021), who underscores that the decision to repeatedly engage with a product or service fosters a desire to recommend it to others.

Expanding on this concept, the inclination to recommend intricately intertwines with the positive or negative experiences consumers undergo with a specific product or service. Nugraha (2023) accentuates those recommendations frequently emanating from the act of disseminating information to friends or family members about gratifying or dissatisfying experiences with a product. The data underscores the social dimension of recommendations, wherein individuals feel compelled to share their encounters to guide others in their decision-making processes.

Moreover, Suryani (2023) contribute to the discourse by emphasizing that recommendations transcend mere personal interest. They posit that recommendations can also be impelled by a genuine desire to provide information about a product or service without any ulterior motives. This perspective broadens the conceptualization of recommendations, encompassing both altruistic sharing of positive experiences and expressions of dissatisfaction.

Recent research substantiates these contentions. For instance, a study by Liu et al., (2020) discerned those positive online reviews, often indicative of favourable consumer experiences, exert a significant influence on purchase decisions and recommendations. Additionally, a meta-analysis conducted by (Langitan et al., 2024) underscores the enduring impact of consumer experiences on word-of-mouth recommendations, thereby fortifying the argument that recommendations are intricately connected to the quality of consumer experiences.

Hypotheses Development

This research builds on the concept of SERVEQUAL, which delineates critical dimensions of service quality, encompassing tangibles, reliability, responsiveness, assurance, and empathy (e.g., Jonkisz et al., 2021; AlOmari, 2021; Raza et al., 2020). Within the realm of healthcare, the SERVQUAL model has found extensive application, as evidenced by studies conducted by Pekkaya et al., 2019, AlOmari, 2021, Tripathi & Siddiqui, 2020 and Al-Neyadi et al., 2018). The dimensions specified by SERVQUAL provide a comprehensive theoretical framework for evaluating service quality in healthcare, underscoring the multidimensional nature of patient perceptions.

Moreover, corroborating evidence from studies conducted by Al-Neyadi et al., 2018 and Rahim et al., 2021 lends additional support to the notion that tangible aspects, reliability, responsiveness, assurance, and empathy collectively contribute to overall patient satisfaction. Al-Neyadi's research, in particular, explores the significance of empathy in healthcare interactions, highlighting its pivotal role in fostering positive patient experiences and satisfaction. Similarly, the findings of a study by Sari, (2022) affirm that all dimensions of service quality exert a significant positive effect on customer satisfaction. As comprehensive findings, the following hypothesis was formulated:

H₁: Quality of health services has a significant impact on patient satisfaction.

Within the intricate landscape of healthcare provision, the quality of health services emerges as a paramount determinant influencing patient experiences and subsequently shaping their interactions within the healthcare system. The pivotal role of service quality in shaping patient satisfaction, loyalty, and overall perceptions has been extensively documented in existing literature (e.g., (Al-Neyadi et al., 2018a, 2018b; Chang et al., 2021; Jonkisz et al., 2021; Kelejan et al., 2022)). As patients evolve into increasingly discerning consumers of healthcare, their experiences with service quality play a vital role not only in shaping their satisfaction but also in influencing their intentions and behaviours, such as loyalty and recommendations. Understanding the nexus between healthcare service quality and patients' intention to recommend healthcare providers is a critical pursuit, driven by its implications for enhancing the patient-provider relationship and fostering positive outcomes. This hypothesis, grounded in a rich body of literature, posits that the quality of health services exerts a significant influence on patients' intention to recommend their healthcare provider, offering a comprehensive exploration into the intricate dynamics at the intersection of healthcare quality, patient satisfaction, and active endorsement of healthcare services.

The literature presents ample evidence suggesting that service quality serves as a pivotal determinant of patient satisfaction and loyalty (Berezina et al., 2012; Garbarino & Johnson, 2018; González et al., 2005; Han et al., 2021; Hwang et al., 2021; Lebo & Mandagi, 2023). The quality of healthcare service has been found to be positively associated with both patient satisfaction and loyalty, culminating in patient recommendations (Bahrudin & Zuhro, 2016; Brakus et al., 2009; Chen & Phou, 2013; Hwang et al., 2021; Kumar & Kaushik, 2017; Meesala & Paul, 2018; Ong et al., 2018; Wijayanti, 2020). Similarly, Lebo & Mandagi, (2023) assert that service quality stands as a significant predictor of customer loyalty. Therefore, it is reasonable to assume that the quality of

healthcare services plays a crucial role in influencing patients' intention to recommend healthcare providers. Consequently, the following hypothesis was formulated:

H₂: Healthcare service quality positively affects patient intention to recommend the healthcare provider.

In the intricate domain of healthcare, patient satisfaction emerges as a pivotal metric, serving as a barometer that reflects the quality and efficacy of services proffered by healthcare providers (Al-Neyadi et al., 2018). The dynamic interplay between patient satisfaction and the intention to recommend the healthcare provider has garnered substantial attention in both scholarly research and practical healthcare settings. The fundamental premise underlying this relationship posits that contented patients are more inclined to function as advocates for the healthcare provider, actively endorsing and recommending their services to others (Mandagi, Rampen, et al., 2024). This nexus between satisfaction and the intention to recommend not only shapes individual healthcare choices but also carries profound implications for the reputation and success of healthcare providers (Berezina et al., 2012; Frizia, 2003; Han et al., 2021; Kartikasari et al., 2014; Lebo & Mandagi, 2023; Nurhasma et al., 2021; Putri & Kartika, 2017).

Research conducted by Frizia (2013) discerns that dimensions such as facilities and service quality significantly influence the intention to recommend. Robust facilities and service quality wield considerable influence, compelling consumers to offer recommendations. Consequently, a symbiotic relationship exists between customer satisfaction and the intention to recommend, as satisfied customers are more inclined to share positive experiences. Correspondingly, (Garbarino & Johnson, 2018; Han et al., 2021) identifies a positive influence of perceived benefits on customer trust, positing that trust engenders satisfaction, subsequently fostering the intention to recommend. In alignment with these findings, Mandagi and Tappy (2024) affirm a substantial influence of

service quality and customer satisfaction on recommendation intention.

Following theories and empirical evidence, our hypothesis advances the proposition that patient satisfaction exerts a positive influence on the intention to recommend healthcare providers. This hypothesis seeks to contribute to a comprehensive understanding of the intricate dynamics shaping patient-provider relationships in the healthcare landscape. The amalgamation of theoretical frameworks and empirical findings provides a robust foundation for exploring and comprehending the multifaceted nature of patient satisfaction and its consequential impact on the intention to recommend within the healthcare context. In accordance with previous studies, it is hypothesized that:

H₃: Patient satisfaction with healthcare service positively affects their intention to recommend the healthcare provider.

In the realm of healthcare service delivery, understanding the dynamics that govern patient satisfaction and subsequent behavioural outcomes is paramount for healthcare providers seeking to enhance the overall patient experience (Vogus et al., 2020). This study posits a hypothesis that explores the intricate interplay between healthcare service quality, patient satisfaction, and the intention of patients to recommend healthcare providers. The hypothesis suggests that patient satisfaction operates as a crucial mediator in the relationship between healthcare service quality and patients' intention to recommend. Recognizing that the quality of services received often influences patient satisfaction (Al-Neyadi et al., 2018a; Husen et al., 2021; Jonkisz et al., 2021; Kelejan et al., 2022; Meesala & Paul, 2018; Nurhasma et al., 2021b; Putri & Kartika, 2017; Tripathi & Siddiqui, 2020; Wijayanti, 2020), this hypothesis aims to examine the dynamic mechanisms through which positive healthcare experiences translate into a willingness to recommend healthcare providers. By investigating the mediating role of patient satisfaction, this study seeks to contribute valuable insights into the factors influencing pa-

tient recommendations, which, in turn, have implications for healthcare providers aiming to optimize service quality and cultivate positive patient outcomes.

There is a growing body of literature that has demonstrated the importance of patient satisfaction as a mediator in the relationship between healthcare service quality and patient outcomes, including patient intention to recommend (Anfal, 2020; Fatima et al., 2018; Nurhasma et al., 2021b; Rahim et al., 2021; Sari, 2022; Thayaparan & Mahdi, 2013). For example, Chang et al., (2021) found that patient satisfaction partially mediated the relationship between healthcare service quality and patient intention to recommend. Similarly, Fatima et al. (2018) found that patient satisfaction significantly mediated the relationship between healthcare service quality and patient intention to recommend. Consequently, the following hypothesis is proposed:

H₄: Patient satisfaction mediates the relationship between healthcare service quality and patient intention to recommend.

The research conceptual framework depicted in figure 1 succinctly encapsulates the research variables, their inter relationships, and the corresponding hypotheses.

This visual representation provides a comprehensive overview of the critical elements under investigation and their hypothesized directional associations.

RESEARCH METHOD

This study utilized an explanatory causal research design to examine the impact of service quality and customer satisfaction on the intention to refer to Manado Adventist Hospital. The data-gathering approach utilized a quantitative survey, whereas the subsequent data analysis applied structural equation modelling (SEM). The statistical analysis was conducted using SPSS version 25 and SmartPLS version 3.2 as the software tools. The study specifically examined patients at Adventist Hospital Manado, a privately owned healthcare facility where the Seventh-day Adventist Church operates. The sample size consisted of 200 respondents who were outpatients over the last three months of 2022. Convenient sampling was used to acquire the samples. Given that the study specifically targeted outpatients, this approach allowed for convenient entry and enrollment of participants during their visits to the hospital.

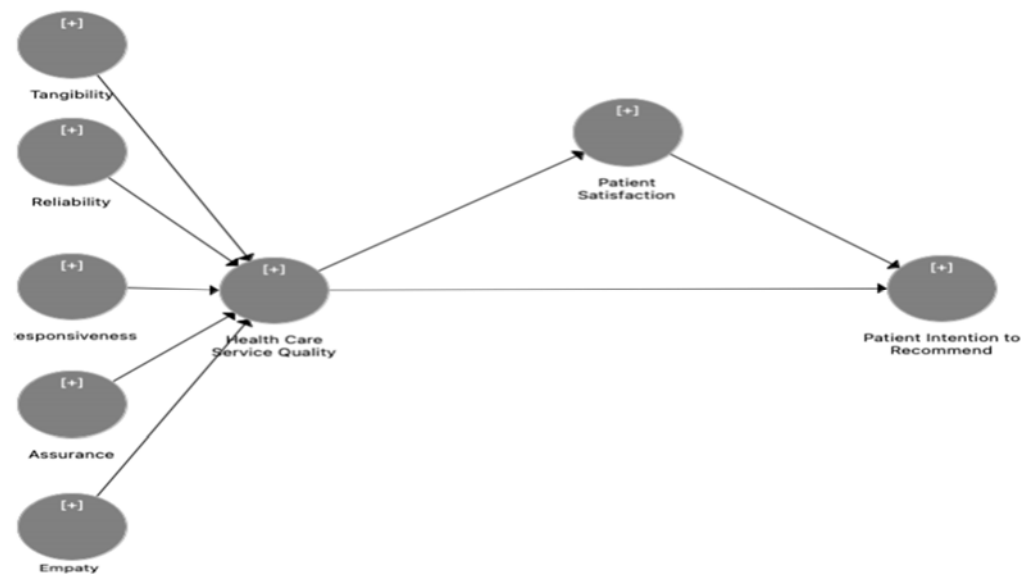


Figure 1
Conceptual Framework

(Source: Authors' elaboration, 2024)

The primary data for this study were obtained utilizing a questionnaire instrument consisting of 25 statement questions that functioned as indicators for the variables being investigated. The customer service quality variable was constructed using 15 indicators, which were divided into five dimensions: tangibility, reliability, responsiveness, assurance, and empathy. The dimensions were composed of three statement items, following the framework of a previous study conducted by Zeithaml et al. (1996). The patient satisfaction variable consisted of 8 questions based on research undertaken by (González et al. (2005) and Thayaparan & Mahdi (2013). The intention to recommend variable was created using 2 items based on the structure outlined in the study of Melnikov et al. (2021). In order to confirm the accuracy and appropriateness of the material, the questionnaire was translated from English to Indonesian utilizing the back translation technique. A panel of experts thoroughly examined and confirmed the accuracy of the translated questionnaire, following the rules specified by Hair et al., (2017). This rigorous procedure was designed to preserve the authenticity and precision of the device, hence improving the dependability of the gathered data.

The researchers employed a combination of printed and online questionnaires as the primary measurement instrument for data collection. The study's sample comprised individuals who had undergone medical treatment or visited Mando Adventist Hospital within the past year (2021-2022) and willingly participated in the questionnaire. Throughout the distribution process, the researchers provided clear explanations regarding the purpose and objectives of the study, as well as guidance on how to correctly complete the questionnaire. Subsequently, upon collecting the completed questionnaires, the researchers meticulously checked each submission to ensure adherence to the provided guidelines. Only fully completed questionnaires were included in the tabulation process. This rigorous quality

control mechanism aimed to maintain the integrity and reliability of the collected data.

The data analysis in this study commenced with the examination and adjustment of the data using descriptive statistics. Subsequently, structural equation modelling (SEM) was employed for the analysis, leveraging its flexibility and capacity to handle models with multiple variables without compromising expected results. SEM, as a method, proves advantageous in conducting comprehensive tests encompassing various concepts, ensuring accuracy, and providing the capacity to address and analyze errors if they arise. Given its ability to manage complex models, SEM is particularly valuable for elucidating the theoretical relationships between the variables under scrutiny in this study—namely, customer service quality, customer satisfaction, and intention to recommend.

The data analysis was executed utilizing SPSS statistical software version 25.0 and SmartPLS version 3.2. Both tools offer efficiencies in data analysis, providing practicality and flexibility. The SEM analysis involved the evaluation of two critical components: the measurement model and the structural model. The initial step in SEM analysis focused on appraising the measurement model, representing the strength of the relationship between observed variables and latent variables (Hair et al., 2019). The evaluation comprised an assessment of convergent validity, discriminant validity, and construct reliability.

Convergent validity in this study underwent scrutiny through an examination of factor loadings, average variance extracted (AVE), and composite reliability (CR) for each construct. As per Hair et al. (2019), convergent validity is established if factor loadings surpass 0.7, AVE exceeds 0.5, and CR is above 0.7. Discriminant validity, on the other hand, was assessed using the Fornell-Larcker Criterion and Cross Loading.

The evaluation of construct or variable reliability involved analyzing Cronbach's alpha (CA), composite reliability (CR), and

EVA. Variables were considered valid if they exhibited CA and CR values exceeding 0.7 and EVA above 0.50. Following the satisfaction of validity and reliability indicators, model structure testing ensued to examine the hypotheses. The PLS Bootstrap procedure within the SmartPLS statistical tool was employed for structural model testing, and hypothesis testing involved scrutinizing the significance of the path coefficient.

Table 1
Demographic Data of Respondents

Variable	Level	n	%
Gender	Male	81	40.3
	Female	119	59.2
Age	>50	23	11.4
	17-27	72	35.8
	28-38	67	33.3
	39-49	38	18.9
Profession	College student	49	24.4
	Public servant	9	4.5
	Private employee	104	51.7
	Entrepreneur	5	2.5
	Others	33	16.4
Hospital visits	> 7 times	42	20.9
	1-2 times	116	57.7
	3-4 times	35	17.4
	5-6 times	7	3.5
	> 7 times	42	20.9

Source: data analysis (2024)

ANALYSIS AND DISCUSSIONS

The study included a sample size of 200 respondents, with 59.2% (n=119) being women and 40.3% (n=81) being men. The primary age group consisted of those aged 17-27, making up 35.8% of the respondents.

This was closely followed by individuals aged 28-38, who accounted for 33.3% of the sample. The occupational demographics revealed that the majority of workers were employed in the private sector.

The majority constitutes 51.7% (n=104), while students make up 24.4% (n=49) of the total. Regarding the frequency of hospital visits, a significant 57.7% of participants reported visiting the hospital 1-2 times per year, while the least frequent visitors, making up 3.5% of the total, visited Manado Adventist Hospital 5-6 times. Table 1 contains a thorough analysis of the demographic profiles of the respondents, including precise information about the characteristics of the individuals involved in the study.

Descriptive Statistics

The descriptive statistics outlined in table 3 reveal a noteworthy mean value of 4.05 for the variable service quality. This numerical representation suggests a discernibly high standard in the quality of services provided by the hospital. In broader terms, the employees of the hospital consistently meet or exceed the expectations of the patients. Turning attention to the data on customer satisfaction, Table 4.2 illustrates a mean value of 4.04, signifying a commendable level of satisfaction among customers concerning the services offered by Manado Adventist Hospital. Concurrently, the mean value of 4.11 for the intention to recommend (refer to Table 2) establishes a classification at a high level. The data indicates a robust inclination among patients to strongly recommend the services provided by the hospital to others.

Table 2
Descriptive Statistics

	N	Min	Max	Mean	Std. Dev	Variance
Service Quality	200	1	5	4.05	0.64	0.405
Customer Satisfaction	200	1	5	4.04	0.73	0.53
Intention to recommend	200	1	5	4.11	0.86	0.74

Source: data analysis (2024)

Measurement Model

The evaluation of the measurement model was conducted to ascertain both its validity and reliability. Convergent validity was rigorously scrutinized in this study by assessing key parameters, including factor loadings, Average Variance Extracted (AVE), and Composite Reliability (CR) for each construct. The graphical representation in figure 2 and the tabulated data in table 3

reveal that the factor loadings significantly surpass the recommended threshold (i.e., 0.7). Moreover, the AVE and CR values, as documented in Table 3, consistently exceed the acceptable benchmarks of 0.5 and 0.7, respectively. These robust findings substantiate the attainment of convergent validity within the measurement model, affirming the model's capability to accurately measure the underlying constructs.

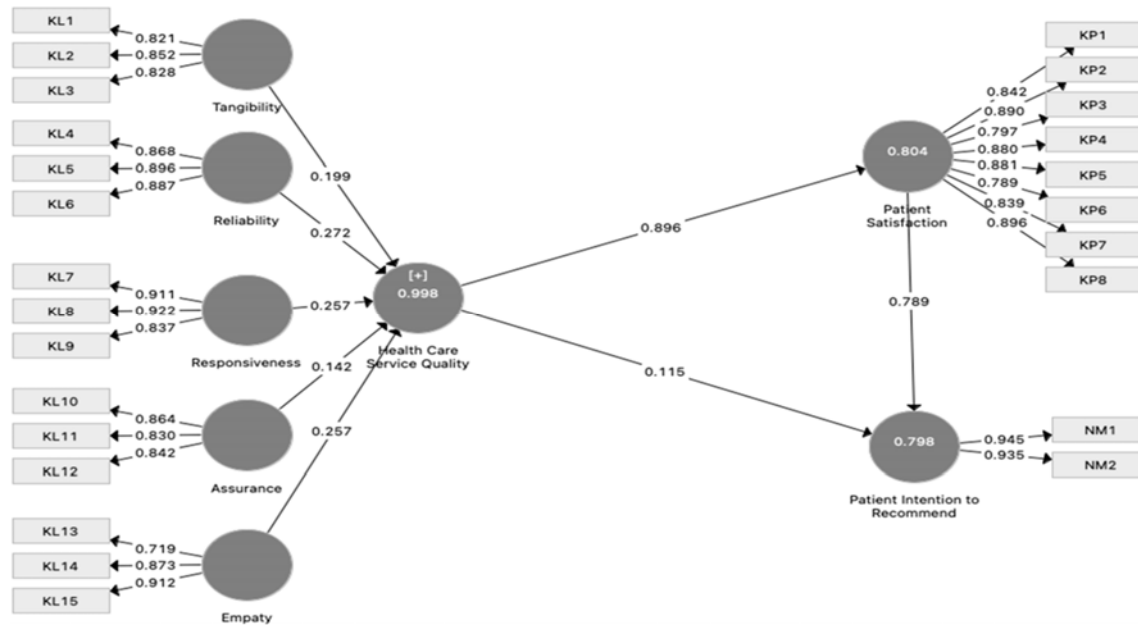


Figure 2
Result of the Measurement Model

Source: Data Analysis Generated by Smart PLS (2024)

Table 3
Variables and Factor Loading

Variables/Dimensions	Indicator	Factor Loading	CR	AVE
Tangibility	KL1	0.82	0.87	0.70
	KL2	0.85		
	KL3	0.83		
Reliability	KL4	0.87	0.92	0.78
	KL5	0.90		
	KL6	0.89		
Responsiveness	KL7	0.91	0.92	0.79
	KL8	0.92		
	KL9	0.84		
Assurance	KL10	0.86	0.88	0.71
	KL11	0.83		

	KL11	0.83		
	KL12	0.84		
Empathy	KL13	0.72	0.88	0.70
	KL14	0.87		
	KL15	0.91		
Patient Satisfaction	KP1	0.84	0.96	0.73
	KP2	0.89		
	KP3	0.80		
	KP4	0.88		
	KP5	0.88		
	KP6	0.79		
	KP7	0.84		
	KP8	0.90		
Intention to Recommend	NM1	0.95	0.94	0.88
	NM2	0.94		

Source: Data Analysis Generated by Smart PLS (2024)

Discriminant validity within this study underwent a rigorous evaluation employing the Fornell-Larcker criterion and cross loading techniques. The findings presented in table 4 unveil correlation coefficients aligning with the Fornell-Larcker Criterion, with values of 0.853 for customer satisfaction, 0.805 for service quality, and 0.940 for intention to recommend. Notably, all coefficients surpass the values in the bottom row, signifying robust discriminant validity among the latent constructs. Complementing this analysis, the results from the cross-loadings, as illustrated in table 5, indicate that the factor loading for each item is consistently high-

her on its designated factor than on any other factors within the model. The study concludes that discriminant validity has been successfully established, fortifying the distinctiveness of the latent constructs under examination.

The evaluation of construct reliability involved measuring CA, CR, rho_A, and AVE values. The findings, as depicted in table 6, indicate that all indicators surpassed the recommended threshold. Consequently, construct reliability met the requisite standards, underscoring the consistency of all indicators in measuring their respective constructs.

Table 4
Result of the Fornell-Larcker Criterion

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Assurance (1)	0.85							
Empathy (2)	0.78	0.84						
Service Quality (3)	0.84	0.92	0.76					
Intention to Recommend (4)	0.64	0.79	0.82	0.94				
Patient Satisfaction (5)	0.71	0.86	0.90	0.89	0.85			
Reliability (6)	0.68	0.78	0.91	0.76	0.82	0.88		
Responsiveness (7)	0.75	0.82	0.91	0.73	0.80	0.79	0.89	
Tangibility (8)	0.58	0.67	0.80	0.66	0.73	0.70	0.61	0.83

Source: Data Analysis Generated by Smart PLS (2024)

Table 5
Result of the Cross-Loading Analysis

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
KL1	0.41	0.52	0.60	0.52	0.57	0.54	0.38	0.82
KL2	0.42	0.50	0.62	0.50	0.56	0.55	0.44	0.85
KL3	0.60	0.64	0.76	0.61	0.67	0.65	0.66	0.83
KL4	0.55	0.67	0.78	0.67	0.71	0.87	0.67	0.58
KL5	0.59	0.65	0.80	0.68	0.74	0.90	0.68	0.65
KL6	0.66	0.75	0.85	0.66	0.74	0.89	0.75	0.63
KL7	0.69	0.75	0.82	0.67	0.74	0.71	0.91	0.53
KL8	0.69	0.78	0.85	0.71	0.75	0.76	0.92	0.56
KL9	0.62	0.66	0.75	0.58	0.65	0.64	0.84	0.52
KL10	0.86	0.71	0.78	0.60	0.64	0.63	0.68	0.58
KL12	0.84	0.67	0.71	0.56	0.64	0.59	0.62	0.43
KL13	0.48	0.72	0.66	0.50	0.59	0.61	0.52	0.58
KL14	0.72	0.87	0.81	0.71	0.75	0.66	0.75	0.56
KL15	0.73	0.91	0.84	0.76	0.80	0.70	0.76	0.56
KP1	0.56	0.72	0.77	0.70	0.84	0.70	0.68	0.71
KP2	0.66	0.76	0.82	0.77	0.89	0.75	0.76	0.65
KP3	0.59	0.67	0.71	0.65	0.80	0.65	0.60	0.59
KP4	0.63	0.72	0.77	0.80	0.88	0.70	0.68	0.62
KP5	0.65	0.78	0.79	0.81	0.88	0.69	0.72	0.62
KP6	0.55	0.65	0.69	0.76	0.79	0.66	0.60	0.53
KP7	0.59	0.74	0.76	0.75	0.84	0.72	0.65	0.62
KP8	0.61	0.78	0.81	0.83	0.90	0.74	0.76	0.63
NM1	0.59	0.75	0.80	0.95	0.87	0.76	0.72	0.63
NM2	0.62	0.73	0.75	0.94	0.80	0.66	0.65	0.60

Source: Data Analysis Generated by Smart PLS (2024)

Table 6
Variable Reliability Test

	CA	rho_A	CR	AVE
Assurance	0.80	0.81	0.88	0.71
Empathy	0.78	0.80	0.88	0.70
Service Quality	0.94	0.95	0.95	0.58
Intention to Recommend	0.87	0.87	0.94	0.88
Patient Satisfaction	0.95	0.95	0.96	0.73
Reliability	0.86	0.86	0.92	0.78
Responsiveness	0.87	0.87	0.92	0.79
Tangibility	0.78	0.79	0.87	0.70

Source: Data Analysis Generated by Smart PLS (2024)

Structural Model (Inner Model)

Figure 3 and table 7 visually represents the outcomes of assessing the structural model through PLS Bootstrapping for the

three variables under scrutiny in this study—namely, service quality, patient satisfaction, and the intention to recommend.

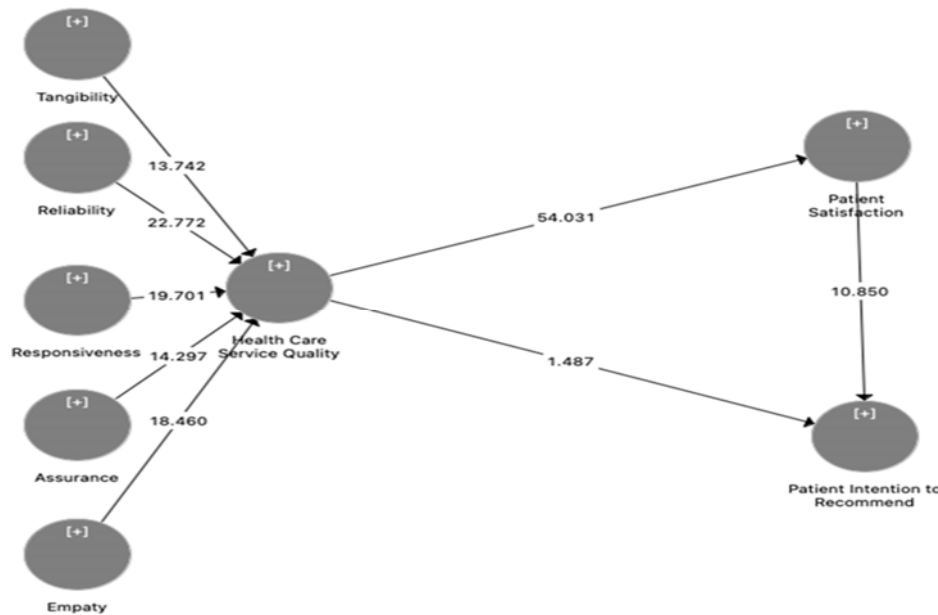


Figure 3
PLS Bootstrapping Structural Model Testing Results

Source: Data Analysis Generated by Smart PLS (2024)

Table 7
Structural Model Testing Results

Path Relationship	STDEV	T Stat.	P Values	Sig?
Assurance -> Service Quality	0.01	54.03	0.00	Yes
Empathy -> Service Quality	0.01	10.85	0.00	Yes
Reliability -> Service Quality	0.01	22.77	0.00	Yes
Responsiveness -> Service Quality	0.01	19.70	0.00	Yes
Tangibility -> Service Quality	0.01	13.74	0.00	Yes
Service Quality -> Patient Satisfaction	0.02	54.03	0.00	Yes
Service Quality -> Intention to Recommend	0.08	1.49	0.13	No
Patient Satisfaction -> Intention to Recommend	0.08	10.85	0.00	Yes

Source: Data Analysis Generated by Smart PLS (2024)

An in-depth analysis of the distinct dimensions of service quality—assurance, empathy, reliability, responsiveness, and tangibility—reveals their significant roles in predicting overall service quality. Particularly notable is the salience of reliability, emerging as the most influential predictor ($\beta = 22.77$, $p < 0.01$). These findings underscore the multifaceted nature of service quality, signifying that the various dimensions collectively contribute to the holistic perception of quality. The emphasis on reliability as a critical driver provides actionable insights for healthcare

providers seeking to enhance perceptions of service quality. This study's exploration of service quality aligns with previous studies conceptualization, accentuating its multifaceted nature (Al-Neyadi et al., 2018a; Anderson & Hidayah, 2023a; Han et al., 2021; Jaya et al., 2021; Jonkisz et al., 2021; Kelejan et al., 2022; Meesala & Paul, 2018; Purbasari & Purnamasari, 2018; Sari, 2022; Tripathi & Siddiqui, 2020). The inclusion of dimensions such as tangibles, reliability, responsiveness, assurance, and empathy resonate with the widely recognized SERVQUAL model

(Parasuraman et al., 1985), offering a comprehensive theoretical framework. The study is highlighting the dynamic and subjective nature of quality, as emphasized by Anderson and Hidayah (2023). By acknowledging the elusive nature of quality due to evolving consumer desires, the study grounds its conceptualization in the ever-evolving landscape of healthcare service delivery.

The result of hypothesis test outcomes confirms the substantial impact of service quality on patient satisfaction ($\beta = 54.031$, $p < 0.01$), validating H1. The data underscores the pivotal role of service quality in shaping the overall satisfaction of healthcare consumers, aligning with Kotler and Keller's (2021) proposition emphasizing patient satisfaction as a determinant of recommendation intentions. This proposition is consistent with previous studies (Lebo & Mandagi, 2023; Mandagi, et al., 2024; Mandagi & Sondakh, 2022; Mandagi & Tappy, 2024; Rondonuwu & Mandagi, 2023). The incorporation of contemporary literature aligns with the imperative for patient-centred care ((Mead et al., 2020; Vogus et al., 2020), providing insights into the specific context of faith-based hospitals.

Despite the statistically insignificant direct effect of service quality on the intention to recommend ($\beta = 1.43$, $p = 0.15$), challenging H2, the mediation analysis results in table 8 reveal an indirect and significant positive influence mediated through patient satisfaction. The finding highlights the complex nature of the relationship, emphasizing the intermediary role of patient satisfaction as a complete mediator between service quality and the intention to recommend.

The findings related to H3 indicate that patient satisfaction has a substantial and statistically significant impact on the intention to suggest, with a coefficient of 10.85 and a p-value less than 0.001. This finding validates prior research that has documented favourable experiences and a deliberate inclination to endorse (Foroudi et al., 2021; Kumar & Kaushik, 2017; Mandagi et al., 2021). Lebo and Mandagi (2023) emphasize the social aspect of recommendations, reinforcing the idea that customers share their experiences to guide others. The study conducted by Langitan et al. (2024) on recommendations that extend beyond personal interest aligns with the current study's investigation of suggestions within the distinctive setting of faith-based hospitals. The enduring impact of customer experiences on recommendations is supported by recent research, as demonstrated by (Liu et al., 2020; Mandagi et al., 2024).

Based on the results of the mediating analysis presented in table 8, it is discerned that although the direct impact of service quality on patient satisfaction lacks statistical significance, the indirect influence of service quality on the intention to recommend, mediated through patient satisfaction, is both significant and positive. This outcome underscores the role of patient satisfaction as a complete mediator in the intricate relationship between service quality and the intention to recommend.

The SEM analysis of the research hypotheses establishes that customers, perceiving hospital services to be of high quality, exhibit an elevated intention to recommend the healthcare provider.

Table 8
Mediating Analysis Results

Path Relationship	STDEV	T Stat	P Values	Sig?
Service Quality -> Intention to Recommend	0.08	1.43	0.15	No
Service Quality ->Patient Satisfaction -> Intention to Recommend	0.07	10.30	0	Yes

Source: Data Analysis Generated by Smart PLS (2024)

Consequently, healthcare providers, represented by hospitals, are urged to not only maintain but also enhance the quality of health services. This strategic approach ensures the cultivation of patient satisfaction, thereby increasing the likelihood of patients recommending the hospital to a broader audience. These findings align seamlessly with the conclusions drawn by Purbasari and Purnamasari (2018), asserting the significant influence of service quality on customer satisfaction and the intention to recommend. Additionally, Sari (2022) posits that all dimensions of service quality exert a significant positive effect on customer satisfaction, further corroborating the identified patterns.

Moreover, the results illuminate that patient satisfaction plays a mediating role in the influence of service quality on the intention to recommend. The study aligns with prior research conducted by (Mandagi, et al., 2024), affirming that customer satisfaction functions as a mediator in the relationship between service quality and loyalty, with the intention to recommend being a pivotal component.

Table 9
Goodness of Fit Model

	<i>Saturated Model</i>	<i>Estimated Model</i>
SRMR	0.07	0.07
d_ULS	6.08	6.13
d_G	0.96	0.93
Chi-Square	1573.59	1572.63
NFI	0.817	0.821

Source: Data Analysis Generated by Smart PLS (2024)

Table 9 presents the outcomes of the goodness-of-fit model test, aimed at gauging the precision of the model in statistically estimating actual values (Hair et al., 2019). The criteria for each goodness-of-fit indicator are stringent: SRMR must be below 0.08, d_ULS must exceed 2.00, d_G must surpass 0.90, chi-square should be less than 5, and NFI should exceed 0.9. Evaluation of the results displayed in Table 8 reveals that the

SRMR value is 0.07, d_ULS is 6.08, d_G is 0.96, and NFI is 0.81. These figures collectively indicate a commendable fit of the data with the proposed model, affirming the accuracy of the statistical estimation in capturing the underlying relationships within the examined constructs.

CONCLUSIONS AND IMPLICATIONS

This study examines service quality in accordance with the definition that highlights its complex and diverse characteristics. The incorporation of dimensions aligns with the widely acknowledged SERVQUAL paradigm, providing a thorough theoretical basis. Moreover, this study enhances our knowledge by emphasizing the fluid and personal aspect of quality, basing its conception on the constantly changing environment of healthcare service provision, specifically within the distinct setting of a faith-based hospital.

An in-depth analysis of various aspects of service quality, including assurance, empathy, reliability, responsiveness, and tangibility, demonstrates their significant influence on predicting the total quality of service. Reliability stands out as the most significant predictor, highlighting the complex nature of service quality and underlining the combined impact of several aspects on the overall opinion of quality. Within the framework of a faith-based hospital, the importance of service quality is heightened in comparison to a non-religious hospital. Reliability, specifically, stands out as a crucial indicator, emphasizing the complex character of service quality and the combined influence of its several aspects on the overall opinion of quality. The focus on reliability not only offers significant insights but also highlights the crucial requirement for healthcare professionals in faith-based organizations to prioritize consistent and trustworthy service delivery.

The integration of hypothesis test results validates the significant impact of service quality on patient satisfaction. The test highlights the crucial importance of service quality in influencing the overall satisfaction of

healthcare customers, which is in line with the idea that patient satisfaction plays a crucial part in determining their likelihood to suggest the service. Within a faith-based hospital, where the provision of spiritual and emotional support is considered just as significant as medical therapy, the quality of service serves as a manifestation of the institution's guiding ideals and beliefs. Patients not only desire medical knowledge but also compassionate treatment that addresses their spiritual and emotional needs. Thus, the degree of importance placed on the quality of service is closely linked to meeting these expectations, ultimately influencing the overall happiness of healthcare consumers.

Furthermore, results reveal a positive and significant effect of patient satisfaction on the intention to recommend. Within the unique context of a faith-based hospital, a positive and significant effect of patient satisfaction on the intention to recommend holds profound implications. In these institutions, where the provision of care extends beyond the physical realm to encompass spiritual and emotional support, patient satisfaction serves as a vital gauge of the effectiveness of holistic healing. Patient satisfaction in a faith-based hospital encompasses more than just the clinical outcome; it encompasses the entire patient experience, including the spiritual and emotional support provided. Patients seek solace, comfort, and a sense of connection to their faith during times of illness or distress. Therefore, when patients express satisfaction with their overall experience, it signifies that the hospital has effectively met not only their medical needs but also their spiritual and emotional ones.

The mediating analysis results discern that, although the direct impact of service quality on patient satisfaction lacks statistical significance, the indirect influence of service quality on the intention to recommend, mediated through patient satisfaction, is both significant and positive. In the context of a faith-based hospital, The indirect influence of service quality on recommendation inten-

tions, mediated through patient satisfaction, reflects the interconnectedness of these elements within the unique ecosystem of a faith-based healthcare institution. It underscores the importance of fostering a culture of empathy, compassion, and spiritual support alongside clinical excellence. In doing so, faith-based hospitals not only fulfil their mission of providing comprehensive care but also cultivate a community of healing and support that extends beyond the confines of medical treatment. Thus, the significance and positivity of this indirect influence highlight the transformative power of service quality in shaping not just patient experiences but also the broader perception and reputation of faith-based hospitals within their communities.

This study adds to the ongoing discussion on the quality of healthcare services, patient happiness, and the likelihood of recommending them. The findings highlight the complex connections between these variables, stressing the diverse characteristics of service quality and the importance of patient satisfaction in mediating these connections. Healthcare practitioners can utilize these observations to customize their approaches, thereby improving patient experiences and promoting favourable recommendations. The study's theoretical and practical contributions establish the foundation for further investigation in the ever-evolving field of healthcare management.

Although this study provides interesting insights, it is important to recognize several limitations. The research is centred on a particular context and environment, which may restrict its applicability to other situations. Further investigation could examine the intricacies of service quality and patient happiness in various healthcare environments. Furthermore, given the ever-changing nature of the healthcare sector, longitudinal studies could offer valuable insights into the long-term viability of the observed relationships.

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