



## **EFFORTS TO INCREASE PATIENT LOYALTY TO HOSPITALS: A SCOPING REVIEW**

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### **ABSTRACT**

Patient loyalty of some hospitals is at low and medium levels. Hospitals develop strategies to increase patient loyalty. Objective to provide a complete overview of the factors that affect patient loyalty and strategies to improve patient loyalty. This method of scoping review reviewed literature published between 2020 dan 2025 with sources from the Pubmed, ScinceDirect dan Scoupas database. The include studies involved research related to ptient loyalty in hospitals. Focusing on the various strategies and efforts used to increase patient loyalty. From the results of literature search using the Population, Concept, Context (PCC) approach in the PubMed and ScienceDirect databases, with the keywords 'Effort to Increase AND Loyalty', 'Hospital OR Healthcare', and 'Patient AND Loyalty', 1,246 articles were obtained. After going through the identification and selection process using the PRISMA-ScR flow, 12 articles were selected that met the criteria and were used in this study. There are various factors that increase patient loyalty, Including: quality of service, patient satisfaction, trust, adn interpersonal relationships between healtcare workers and patients. In addition, there are also various strategies to increase patient loyalty, such as patient-oriented services, improving the skills of helath workers, and the use of information technology. Increasing patient loyalty in hospitals requires a holistic approach, including: information technology, human reasources, quality management and interpersonal between healthcare workers and patiens.

Keywords: efforts to increase loyalty; hospitals; patient loyalty

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## **INTRODUCTION**

Hospitals are a dynamic and growing public health service sector, which is currently facing a new paradigm and increasingly fierce competition (Chen et al., 2022). Competition between hospitals has become more competitive because the number of hospitals has increased so that patients have more options in choosing hospitals as a place to get health services (Arslan et al., 2022). Hospitals in Indonesia have increased by 9.7%, In 2019 the number of hospitals as many as 2,877 increased to 3,155 in 2023 (Kementrian Kesehatan, 2023) Strong relationships with patients followed by patient loyalty are considered as a key factor for hospitals to build a competitive advantage in competition (Arab et al., 2012). Loyal patients are very important for hospitals because attracting new patients is much more expensive than retaining existing patients and patient loyalty results in positive word of mount recommendations (Unal et al., 2018). Patient loyalty to a hospital can be defined as the tendency of patients to return to the same hospital to meet their future health needs due to satisfaction with previous experiences and their trust in healthcare professionals (Kijima et al., 2021).

Research at RSGM IIK Bhakti Jaya Kediri showed patient loyalty of 46.2% (Sari et al., 2020). At hospital X, patient loyalty ranged from 71.9% to 81.5% (Ima Hidayah & Lyliana Endang Setianingsih, 2023). At the Bhayangkara Hospital of the Lampung Police, patient loyalty was obtained at 59% (Balqis et al., 2022). There was a decrease in

the number of repeat patients visiting outpatient facilities in 2023 compared to 2022 by 45.66% (Oktavia & Prayoga, 2023). Respondents who have low loyalty to services in the internal medicine room are 32 respondents (43.8%) (Fakhtul Khanifudin et al., 2024). From some of the results of the research above, it shows that the patient loyalty rate still tends to be low. Disloyal patients tend to move to other hospitals and spread negative opinions about the hospital (Guo et al., 2020). Some of the factors that affect loyalty include patient satisfaction, patient trust, hospital reputation, hospital image, communication, quality of medical services, and patient demographics such as gender and education level (Li et al., 2025). Hospitals have adopted a variety of approaches to improve patient loyalty, including patient-centered care, the application of information technology to accelerate services, improving the capacity of health workers, and patient loyalty programs (Wartiningsih et al., 2020).

Currently, there is no comprehensive mapping of the various efforts that have been made and how effective they are in increasing patient loyalty. To find, categorize, and summarize the hospital's efforts to improve patient loyalty, a thorough review of the available literature is required. The purpose of this scoping review is to provide a complete picture of the efforts and strategies used, as well as to find differences in research that still exist.

## **METHOD**

This study uses the Scoping Review method through the Pubmed, ScienceDirect, and Scoupas databases published from 2020 to 2025. Identified and selected through the Preferred Reporting Items for Systematic Review and Meta-Analysis for Scoping Review Guideline (PRISMA-ScR). Some of the stages carried out include, defining clear and objective research, identifying relevant articles, selecting relevant literature topics, summarizing and analyzing and reporting data results. Literature search uses population, concept, context (PCC) techniques to determine keywords that support the literature search process in each database. The population in this study is patients, the concept includes efforts to increase loyalty (strategies, interventions and supporting factors), the context includes hospitals or health services. Literature search using the Boolean operator "OR/AND". The keywords used are "Patient AND Loyalty", "Effort to Increase AND Loyalty", "Hospital OR Healthcare". After the article search is carried out, it is followed by the process of selecting articles with guidelines (PRISMA-ScR) as a guide, then screening is carried out based on inclusion and exclusion criteria. The inclusion criteria in this study are if the article focuses on the discussion of patient loyalty to the hospital, the article with the year of publication in the range of 2020-2025, the article is open access and full text, in English and relevant. In addition, the exclusion criteria in this study if the article is a scoping review, systematic review, meta analysis, literature review. Through this method, 1,246 articles were obtained, and after the selection process, 12 articles were selected for use in this study.

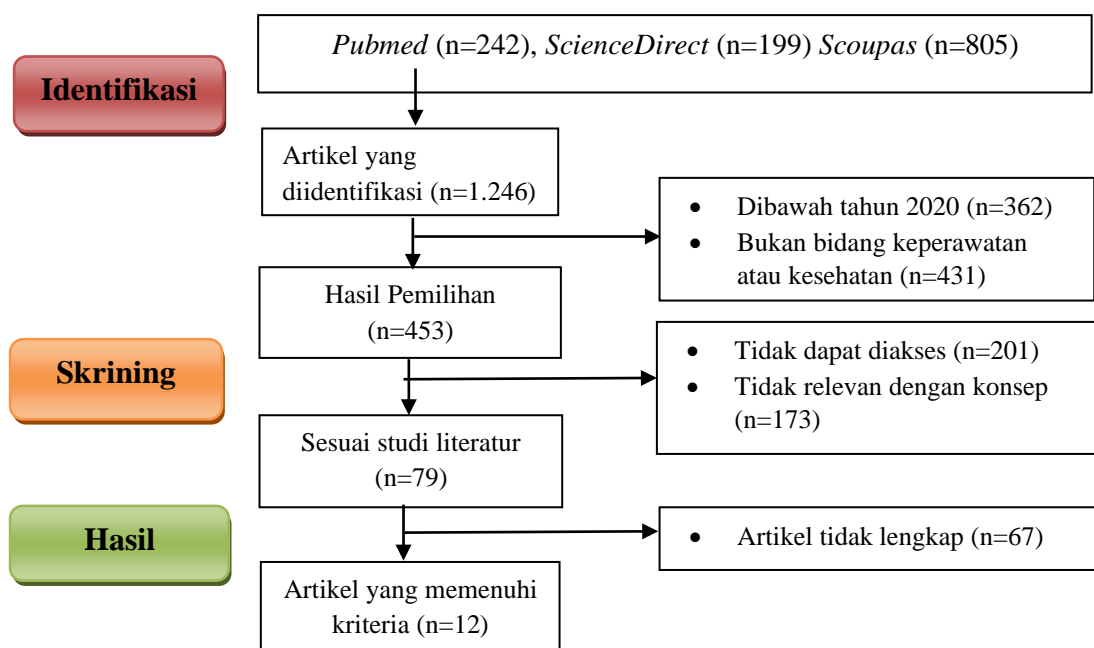


Figure 1. Diagram PRISMA

## RESULT

This article search identifies as many as (900) articles that are subsequently extracted with inclusion criteria so that (20) articles are relevant and usable.

Table 1.  
Article Extraction

No	Article Title	Author/ Year	Objective	Method	Analyzed efforts	Results
1	Key Predictors of Patient Satisfaction and Loyalty in Saudi Healthcare Facilities A Cross-Sectional Analysis (15)	(Alodhialah et al., 2024)	Identifying key factors influencing patient satisfaction and loyalty	Cross-sectional survey	Doctor communication, frequency of visits, comfort	1. Effective communication and frequency of visits have a significant effect on loyalty 2. The doctor-patient relationship is very important in determining loyalty
2	The Impact of Patient Experience on Loyalty in The Context of Medical-Aesthetic Health Services (16)	(Brandão & Ribeiro, 2023)	Assessing the impact of patient experience on loyalty in aesthetic services	Quantitative survey	Pengalaman relasional vs fungsional	1. Relational experiences have a greater influence on loyalty 2. Focus on interpersonal relationships to increase loyalty
3	Understanding patient satisfaction and loyalty in Public and Private Primary Health Care(17)	(Setyawan F et al., 2020)	Comparing satisfaction & loyalty in public and private facilities	Quantitative survey	Service quality, waiting time, staff treatment	1. Service quality is more important than the type of institution 2. Non-structural factors are important in

No	Article Title	Author/ Year	Objective	Method	Analyzed efforts	Results
						building loyalty
4	Health Promoting Hospital A Practical Strategy to Improve Patient Loyalty in Public Sector(18)	(Wartini ngsih et al., 2020)	Assessing the influence of hospital health promotion on loyalty	Experiment of al study	Health education, healthy lifestyle promotion	1. HPH program increases trust & loyalty 2. HPH strategy is effective if implemented systematically
5	The Impact of Patient Satisfaction on Patient Loyalty with the Mediating Effect of Patient(19)	(Liu et al., 2021)	Knowing the relationship between patient satisfaction, trust, dan loyalitas	Survey (N=1,696) in general hospitals, China	Patient satisfaction, trust	Patient satisfaction increases loyalty through trust as a mediator
6	Factors Influencing Patient Loyalty to Outpatient Medical Services an Emprical Analysis of The UAE's Healthcare System(20)	(Dayan et al., 2022)	Determining factors that influence loyalty to outpatient services	Quantitative survey	Service quality, perceived value, facilities	1. Satisfaction → Trust → Loyalty 2. The mediation model shows satisfaction as the key
7	Impact of Service Quality on In-Patients Satisfaction Perceived Value and Customer Loyalty A Mixed-Methods Study from a Developing Country(21)	(Nguyen et al., 2021)	Examining the relationship between service quality, perceived value, and inpatient loyalty	Mixed-method, developing countries	Service quality → satisfaction & value → loyalty	Service quality, perceived value, satisfaction →
8	Managing Patient Loyalty Through Digital Oatient Experience(22)	(Pratami et al., 2023)	Exploring digitalization as a tool to increase loyalty	Literature and case studies	Patient portal, digital communication	1. Technology accelerates and personalizes services 2. HIS/digital tools support increased loyalty
9	The Effect of Service Quality and Patient Satisfaction Toward Patient Loyalty in Special Regional Hospitals of South Sulawesi(23)	(Arman et al., 2023)	Testing the influence of service quality and satisfaction on loyalty	Quantitative	Patient satisfaction	Satisfaction → loyalty; service quality does not have a direct effect
10	Patient's Loyalty to Primary Care Institutions and Associated Factors in China A Cross-Sectional Study(24)	(Li et al., 2025)	Examining patient loyalty to primary institutions	National survey	Availability of doctors, affordability	1. Availability and trust have a big impact 2. Loyalty is determined by accessibility & long-term relationships
11	Emotional Competence of Healthcare Workers	(Mai et al., 2024)	Assessing the influence of emotional	cross-sectional	Analyzing the influence of emotional	EC health workers are key in improving service quality and

No	Article Title	Author/ Year	Objective	Method	Analyzed efforts	Results
	and Its Impact on Patient Loyalty in Vietnamese Hospitals(25)		competence of health workers on patient loyalty in hospitals		competence (EC) of health workers on patient loyalty in hospitals	patient loyalty.
12	The Relationship Between Patient Experience with Nursing Care, Patient Satisfaction and Patient Loyalty A Structural Equation Modeling(26)	(Chen et al., 2022)	Develop a comprehensive overview of the factors influencing patient loyalty and best practices in the context of patient-centered health care.	Quantitative research with survey and design	Analyzing the influence of service quality on patient loyalty levels and factors related to patient perceptions of hospital services.	Patient experience with nursing care (dimensions of quality of care provided by medical personnel) has a direct positive impact on patient loyalty.

## DISCUSSION

Based on the results of the analysis of the article, it shows that there are a number of factors and strategies that significantly play a role in efforts to increase patient loyalty to hospitals. Based on the results of the extraction, the analysis of the article shows that there are a number of factors and strategies that significantly play a role in efforts to increase patient loyalty to hospitals. There are factors that affect patient loyalty such as information technology, human resources, management quality and interpersonal relationships. The digitization of healthcare services, such as digital communication, health information systems (HIS), and patient portals, has the potential to improve patient satisfaction (Dimitrić et al., 2022). This technology improves patient comfort, efficiency, and personalization, and enhances the patient's emotional bond with the hospital. Innovation and technology in smart healthcare play a major role in increasing patient satisfaction and loyalty (Qiu, Xiao & Li, 2024). The emotional competence of health workers has a significant influence on patient loyalty. The higher the EC level that health workers have, the higher the patient's loyalty to the hospital (Phuoc Thien Mai., 2024). Hospital health promotion (HPH) has also been shown to be effective in increasing loyalty through health education and healthy lifestyle promotion (Rezaei et al., 2020). This strategy strengthens long-term relationships and fosters a sense of ownership of the hospital.

The quality of service is closely related to patient satisfaction and perceived value by the patient, which in turn affects patient loyalty. In the hospital context, the quality of service such as timeliness and clear skills of healthcare workers with patients play a big role in creating patient-perceived value, which is the basis for patient loyalty (Rahman et al., 2021). Patient satisfaction and trust act as mediators between service quality and loyalty. Patients who are satisfied and trust the hospital are more likely to show loyalty, including revisits and verbal recommendations, (such as Alghamdi et al., 2024; Li et al., 2025). Quality of service plays a crucial role in shaping patient loyalty. Dimensions such as reliability, tangibles (physical facilities), staff responsiveness, and the ability of medical personnel have been shown to have a significant influence on patients' intention to return to using services and recommend them to others (Yilmaz et al., 2020). Patient satisfaction directly increases patient loyalty, the role of patient trust as a mediating variable strengthens the relationship between satisfaction and loyalty. Patients who are satisfied with hospital services tend to be more

trusting and loyal to the hospital, which also impacts them to return to using the service in the future (Liu et al., 2021).

Experience plays a unique and significant important role, especially in terms of relational aspects such as empathic treatment and health-patient communication. Not only functional experiences, relational experiences also form loyalty. Coelho et al. (2023). These empathetic and responsive services and good interaction between patients and medical staff play a big role in building strong trust, which underlies patient loyalty (Zhou et al., 2022). The dimensions of reliability, responsiveness, empathy play a big role in creating a positive experience for patients, leading to patient loyalty (Singh et al., 2024). Respect and good relations between health workers and patients play a key role as the main mediator in increasing patient loyalty (Phuoc Thien Mai., 2024). There are various strategies and efforts to increase patient loyalty, namely, patient-oriented services, improving health skills and the use of information technology. A patient's experience with nursing care has a direct and positive impact on patient loyalty. In addition, patient experience also influences loyalty through mediating patient satisfaction with nursing care (Xiao Chen., 2022). By listening to the patient's needs and preferences, providing clear explanations, and showing empathy, patients feel valued and more satisfied with the services provided. High satisfaction can motivate patients to return to the hospital in the future.

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## **CONCLUSION**

Patient loyalty is a strategic component that is very important for the sustainability and competitiveness of hospitals, especially in the era of healthcare services that are increasingly patient-oriented. Based on the results of the analysis of ten international articles, it can be concluded that the quality of medical services, patient satisfaction, trust, personal experience, and value-based approach are all factors that affect patient loyalty. Consistent improvement of service quality, strengthening interpersonal relationships between health workers and patients, utilization of digital technology in services, integration of religious and cultural values, and educational health promotion are some of the efforts that have proven successful to foster patient loyalty. External factors such as hospital images and digital reviews (e-WOM) also affects patients' perceptions and loyalty behaviors.

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