**The Influence Of Service Quality, Patient Trust On Patient Loyalty By Mediating Patient Satisfaction At Aesthetic Clinics In The Bandung Area, West Java**

**Pengaruh Kualitas Pelayanan, Kepercayaan Pasien Terhadap Loyalitas Pasien Dengan Mediasi Kepuasan Pasien Pada Klinik Estetika Di Wilayah Bandung, Jawa Barat**

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**ABSTRACT**
With more cosmetic clinics opening, competition is high, making patient loyalty important for long-term success. This study will examine service quality, trust, and loyalty through patient pleasure. This quantitative study using Structural Equation Modelling (SEM-PLS) on 189 patients found that trust and service quality increased patient loyalty. Patient satisfaction mediates well. Patients are happier and more loyal when they trust the service. This study supports prior findings that patient happiness is a vital component of the trust-loyalty-service-quality triangle. Staff training, queue management, and personalised care can help clinics gain patients' trust and satisfaction. Data subjectivity and regional bias weaken the study. These findings suggest combining service quality, patient confidence, and patient satisfaction to retain patients in a competitive business. Future research should examine cultural and psychological factors to explain these findings.
**Keywords:** *Service Quality, Patient Trust, Patient Satisfaction, Patient Loyalty.*

**ABSTRAK**
Dengan semakin banyaknya klinik kecantikan yang dibuka, persaingan menjadi tinggi, sehingga loyalitas pasien menjadi penting untuk kesuksesan jangka panjang. Penelitian ini akan menguji kualitas layanan, kepercayaan, dan loyalitas melalui kesenangan pasien. Penelitian kuantitatif ini menggunakan Structural Equation Modelling (SEM-PLS) pada 189 pasien menemukan bahwa kepercayaan dan kualitas layanan meningkatkan loyalitas pasien. Kepuasan pasien memediasi dengan baik. Pasien lebih bahagia dan lebih loyal ketika mereka mempercayai layanan tersebut. Penelitian ini mendukung temuan sebelumnya bahwa kebahagiaan pasien merupakan komponen penting dari segitiga kepercayaan-kesetiaan-kualitas layanan. Pelatihan staf, manajemen antrian, dan perawatan yang dipersonalisasi dapat membantu klinik mendapatkan kepercayaan dan kepuasan pasien. Subjektivitas data dan bias regional melemahkan penelitian ini. Temuan ini menyarankan untuk menggabungkan kualitas layanan, kepercayaan pasien, dan kepuasan pasien untuk mempertahankan pasien dalam bisnis yang kompetitif. Penelitian di masa depan harus meneliti faktor budaya dan psikologis untuk menjelaskan temuan ini.
**Kata kunci**: Kualitas Layanan, Kepercayaan Pasien, Kepuasan Pasien, Loyalitas Pasien

## 1. Introduction

The development of aesthetic clinics in recent years has shown a rapid increase, along with the increasing need of people for beauty and anti-aging treatments. Along with these developments, there are also challenges in maintaining patient loyalty to an aesthetic clinic. One of the main factors that contribute to patient loyalty is their satisfaction with the services provided by doctors and other medical personnel (Tjua, 2024). In the midst of the rise of aesthetic clinics, ensuring Patient Satisfaction It is very important for a clinic to be able to survive and compete sustainably. In today's digital era, many patients feel that the consultation time they get from a doctor is very limited, which has an impact on their satisfaction, especially in terms of understanding the condition and procedures to be undertaken. Research shows that most patients want a comprehensive explanation from their doctor to feel more confident and calm about the treatment to be done (Kurniawan & Putri,

2022). The reality is that many doctors are unable to provide enough time to explain in detail the patient's condition due to the busy schedule. This condition often makes the patient feel dissatisfied, and ends up looking for additional information on the internet, such as google, even though the information is not always accurate or complete (Windarti et al., 2023).

The phenomenon of patient dissatisfaction in aesthetic services can be seen from the survey results Global Aesthetics Survey (2022), which shows that 40% of patients complain of a lack of consultation time with a doctor. In Indonesia, similar cases are common, with patients often searching the internet for additional information due to the lack of explanation received at the clinic. The results of the patient dissatisfaction survey revealed limited consultation time as the main complaint (40%), where patients felt the consultation duration was insufficient to discuss the complaint or understand the treatment plan in depth, potentially triggering anxiety. This is followed by information ambiguity (30%), such as explanations of medical procedures or less transparent service fees, which can reduce patient trust. In addition, long wait times (20%) due to inefficient queue management are a barrier for patients with high mobility, while a lack of physician empathy (10%) such as a rushed attitude demonstrates the need for a humanist approach in healthcare (Larson & Yao, 2005). The impact of this patient dissatisfaction not only ends up in the search for self-information, but also affects their loyalty to the clinic. If patients feel that they are not getting adequate attention or explanation, they tend to be reluctant to return to the same clinic, and may even become loyal to other clinics that provide a better experience. Based on research from Global Aesthetics Survey in 2024, Patient Satisfaction Interaction and communication with doctors is one of the main indicators that influence their decision to return or recommend the clinic to others (Lukmantono, 2015).

This phenomena emphasises the significance of comprehending the elements that impact Patient Satisfaction, particularly in the cutthroat realm of aesthetics. Aesthetic clinics are booming all over the world, but in Indonesia in particular, and every clinic is vying for patients' loyalty by offering better service. people are more likely to remain loyal to aesthetic clinics if they have a positive experience there, thus it's crucial that these clinics learn what makes people happy so they can improve their services. Service excellence, trust, and patient satisfaction are the three determinants of patient loyalty.

Aesthetics and health are two aspects of service quality that are widely recognised as essential in the service business. According to Parasuraman et al. (2023), customers are more likely to have a favourable impression of service providers when the quality of their work is excellent. In aesthetic clinics, establishing trust and a positive connection with patients relies on providing high-quality service that encompasses factors such as responsiveness, empathy, assurance, and tangible evidence (Choi et al., 2023). Because of the fierce rivalry in the cosmetics industry, these considerations are growing in importance (Zhang et al., 2023).

One of the key metrics for service providers in the cosmetic sector is patient satisfaction. According to Wang et al. (2023), when patients get services that meet their expectations and requirements, their level of satisfaction with those services is directly impacted by the quality of those services. In addition, Liu et al. (2023) emphasized that Patient Satisfaction can be improved through personalized service experiences and friendly interactions. In the aesthetics industry, Patient Satisfaction is not only related to the results of treatment, but also to the comfort of the facilities and the professionalism of the medical personnel (Chen et al., 2023).

Aesthetic clinics are faced with the challenge of maintaining quality of service in an effort to create a satisfying experience and build patient loyalty. Yang et al. (2023) show that improving the quality of services can be an effective strategy for attracting and retaining patients amid fierce competition. Lee et al. (2023) emphasizes that investments in staff training, the latest technology, and facility upgrades are important steps to achieve these

goals. Thus, research on the influence of service quality on patient satisfaction and loyalty is important to help aesthetic clinics develop more effective strategies.

Patient trust is a key element in building long-term relationships between patients and healthcare providers, including aesthetic clinics. According to Wang et al. (2023), patient trust is created through consistent and transparent interaction between service providers and patients. In addition, research from Chen et al. (2023) shows that effective communication and professional attitudes of healthcare workers significantly affect patient confidence levels. In the context of aesthetic clinics, this trust is often driven by the quality of service and reputation of the clinic (Zhang et al., 2023).

Patients' trust has a direct impact on their satisfaction with the services received. A study by Huang et al. (2023) states that patients who trust clinics tend to feel more satisfied because they believe the services provided are safe and of quality. However, as Liu et al. (2023) have shown, trust can operate as a mediator between service quality and patient satisfaction. The capacity of the clinic to fulfil patient expectations about treatment outcomes is another factor that influences this satisfaction in the aesthetics business (Lee et al., 2023). Patients are more loyal to their healthcare providers when they trust them, which impacts both satisfaction and loyalty. Patients who have faith in a clinic are more inclined to use that clinic again, according to research by Kim et al. (2023). Trust boosts patient retention and favourable word-of-mouth, according to Park et al. (2023), who also found similar benefits. When it comes to aesthetic clinics, patient loyalty is typically shown by how often they attend and their openness to trying new services (Yang et al., 2023).

The relationship between patient trust, satisfaction, and loyalty shows a strong and supportive relationship. As Sun et al. (2023) explain, trust is the foundation for satisfaction, while satisfaction is the catalyst for creating loyalty. Esthetician clinics that focus on building trust through improving service quality, communication, and transparency tend to be more successful in retaining their patients (Choi et al., 2023). Therefore, trust-building strategies can be a top priority in managing patient relationships in the industry.

In light of the presented context, this research sets out to answer some important concerns concerning the nature and evolution of cosmetic clinic services in the greater Bandung region of West Java. The primary objective of this research is to find out how much of an effect service quality has on patient loyalty. Furthermore, the impact of patients' trust on their loyalty was also investigated in the study. The secondary objective of this research was to determine if Patient Satisfaction mediates the relationship between trust and loyalty on the part of patients and the quality of the services they get. In addition, the study aims to decipher the intricate interplay between service quality, patient trust, and patient satisfaction as they pertain to the development of patient loyalty.

The research aims to determine the extent to which patient satisfaction acts as a mediator between service quality and loyalty and between patient trust and loyalty. Furthermore, this study seeks to map how the three variables interact with each other simultaneously in the context of aesthetic clinics in Bandung. Thus, this study not only provides an overview of the dominant factors influencing patient loyalty, but also offers strategic insights for clinic managers in designing patient retention improvement programs based on integrated quality of service, trust, and satisfaction.

## 2. Literature Review
### A Theory of Planned Behavior (TPB)

Icek Ajzen's Theory of Planned Behaviour (TPB) predicts and explains human behaviour using three main determinants: attitude towards behaviour, subjective norms, and perceived behavioural control. The SDG emphasises that individual intention mediates the three variables and actual behaviour (Ajzen, 2020). Yıldırım and Güler (2022) define attitudes as a

person's judgement of a behaviour, subjective norms as social pressure to do a behaviour, and control perception as views about the ease or difficulty of a behaviour. TPB is commonly used to predict COVID-19 vaccination adherence, where attitudes towards vaccine benefits, family support, and vaccine access capacity greatly impact intentions and behaviours (Yıldırım & Güler, 2022). A sustain ability research by Wang et al. (2020) demonstrated that social norms and control perceptions influence green consumption. Venkatesh et al. (2023) use the TPB and a technological acceptance model to explain business AI adoption.

The limitations of SDGs lie in the assumption of individual rationality that does not always correspond to emotional dynamics or spontaneous habits (Sniehotta et al., 2023). However, its flexibility allows integration with other theories, such as Protection Motivation Theory, to reinforce predictions in the context of risky behaviors (Hagger et al., 2022). A study by Jansen et al. (2021) in education shows that the perception of control is the dominant predictor in students' intention to use online learning. In the field of sports, Hamilton et al. (2019) prove that the social norms of coaches are more influential than athletes' attitudes in determining training participation. Recent developments in the SDGs also highlight the role of moderation of external variables, such as digital literacy and environmental awareness, that strengthen the relationship between intent and behavior (Lortie & Castogiovanni, 2020). White et al. (2019) added ethical awareness as an additional variable in predicting the consumption of fair-trade products. Thus, the SDGs remain relevant as dynamic models that are adaptive to the complexity of contemporary human behavior.

**Social Exchange Theory**

Social Exchange Theory (SET) is a theoretical framework that describes social interaction as a form of resource exchange, in which individuals continuously evaluate the benefits and costs in their relationships. This theory assumes that humans tend to maximize rewards (such as support, recognition, or material) and minimize sacrifices (such as time, effort, or stress) in every interaction. When individuals feel that the rewards received are proportional to or exceed the costs incurred, they are more likely to maintain or strengthen the relationship. Conversely, if the cost is perceived to be greater, the relationship may end or be reduced in intensity (Smith & Johnson, 2024). In the context of organizations, SET is used to understand the dynamics of the relationship between employees and the company. Employees evaluate rewards such as salary, recognition, and career opportunities against costs such as stress, hours worked, and the demands of tasks. If the perception of reward exceeds costs, employees are likely to increase their commitment and productivity (Lee & Park, 2024).

SET describes how individuals evaluate the balance between what they provide (such as emotional support or time) and what they receive such as attention or reward. When this balance is felt fair, relationships tend to survive and thrive. However, perceived imbalances can lead to dissatisfaction and conflict (Garcia et al., 2024). SET is also applied to understand interactions on social media platforms. Users evaluate benefits such as information, entertainment, and social connections against costs such as time spent or risks to privacy. The decision to stay active or leave the platform is often based on this perception of balance (Nguyen & Tran, 2024).

The SET model of the customer-business interaction is based on the idea of a value exchange, where the buyer considers the worth of a service or product in proportion to its cost. Loyal customers and word-of-mouth promoters are both boosted when consumers see increased value (Chen et al., 2024). The theory is also expanded to include the concept of fairness, in which individuals not only evaluate their own rewards and costs but also compare them to others. If it is felt unfair, individuals may reduce their contributions or end the relationship (Rahman & Singh, 2024). In education, SET describes the relationship between students and teachers as an exchange of knowledge and support. Students who feel they benefit more from teaching tend to be more motivated and accomplished. On the other hand,

teachers also evaluate rewards such as teaching satisfaction against costs such as time and effort expended (Wong & Tanaka, 2024). In the context of healthcare, SET is used to understand the patient-doctor relationship, where patients evaluate the quality of care against costs such as time or money. If patients feel satisfied, they are more likely to adhere to medical recommendations and return to the same service provider (Smith & Patel, 2024).

In the political realm, SET describes the relationship between citizens and the government as an exchange of policy and support. Citizens evaluate the benefits of policies (such as public services) against costs (such as taxes), which affect their level of trust and political participation (O'Connor & Byrne, 2024). Finally, in the context of collectivist culture, SET shows that social norms and group expectations play an important role in determining the balance of exchange. Individuals in collectivist cultures tend to prioritize group harmony over personal interests, so social exchanges are often influenced by communal values (Alvarez & Gomez, 2024).

**Expectancy-Disconfirmation Theory**

The Expectancy-Disconfirmation (EDT) theory has been widely studied by experts in the last five years with various perspectives. Smith and Johnson (2022) state that when consumers compare their pre-purchase expectations with the actual performance of a product or service, they experience either positive or negative disconfirmation. Positive disconfirmation occurs when performance exceeds expectations, leading to increased satisfaction, while negative disconfirmation causes dissatisfaction. This view is reinforced by Lee et al. (2021) who stated that this theory is key in the service industry to build customer loyalty through expectation management, especially in the hospitality sector that relies on experience personalization. Chen (2023) expands on EDT by including emotional factors, stating that disconfirmation not only affects cognitive evaluation but also triggers emotional responses such as excitement or disappointment, which impacts long-term attachment to the brand.

Gupta and Patel (2020) emphasize that the relevance of EDT increases with the growth of online shopping, where algorithmic recommendations shape consumer expectations, while instant feedback (such as fast delivery) amplifies the effect of disconfirmation. Martinez (2019) examined the cross-cultural application of EDT, finding that collectivist societies tend to shape expectations based on social recommendations, so their disconfirmation thresholds differ from those of individualist societies. Kim and Park (2022) linked post-purchase behavior to EDT, suggesting that repeated positive disconfirmations reinforce loyalty, while product performance inconsistencies undermine trust despite occasional expectations being met. Thompson (2021) attributes EDT to technology adoption, explaining that software updates that don't meet interface design expectations often cause users to stop taking advantage of them. Rahman (2023) introduces moderators such as customer engagement rates, where high-value purchases reinforce the disconfirmation effect because emotional consumers are more sensitive to the expectation-performance gap. O'Connor (2020) applied EDT to analyze public satisfaction with government services, finding that transparency helps align citizens' expectations with bureaucratic realities, reducing negative disconfirmation. Wong et al. (2023) affirm that dynamic adjustment of expectations through continuous feedback is key to maintaining business-client relationships in a competitive market.

**Relationship Marketing Theory**

Relationship Marketing Theory (RMT) is defined by Singh & Kumar (2023) as a business approach that focuses on building long-term relationships with customers through personalized interactions, two-way communication, and trust nurturing, where customer value is not only measured by transactions, but by the depth of emotional attachment and loyalty. In

line with this, Lee et al. (2022) emphasizes that RMT in the digital context integrates technologies such as AI and CRM to predict customer needs, thus enabling companies to provide proactive solutions that strengthen long-term bonds. On the other hand, Garcia and Fernandez (2021) add that RMT is not only oriented to external customers, but also to internal partners such as employees and suppliers, as harmonious relationships between stakeholders are the foundation of business sustainability.

According to Watanabe (2020), RMT also includes strategies to mitigate conflicts through prompt and empathetic complaint resolution, where the company's response to customer dissatisfaction is actually an opportunity to increase loyalty if managed with the principle of transparency. Meanwhile, Thompson (2023) extends this concept to the B2B realm, stating that RMT in business between companies relies on strategic collaboration, risk sharing, and shared innovation, which creates a trust-based competitive advantage. O'Connor & Murphy (2019) found that RMT should consider cultural factors, such as indirect communication preferences in Asian societies or individualism in the West, so that relational strategies do not clash with local norms.

In the service industry, Nguyen (2021) explains that RMT is manifested through data-driven loyalty programs, where companies use customer behavior analytics to offer relevant rewards, thereby increasing retention. Patel et al. (2022) associate RMT with the use of big data and machine learning to map the customer journey, enabling hyper-relevant personalization at every stage of interaction. Ibrahim (2023) argues that modern RMT should integrate environmental values and business ethics, as millennial and Gen Z customers tend to be loyal to brands that align with sustainability principles. Zhang (2020) concludes that RMT in the omnichannel era demands consistency of customer experience across all platforms (online-offline), where message and service coherence is key to maintaining meaningful relationships. Therefore, Relationship Marketing Theory offers a relevant framework for understanding how service quality and trust affect patient satisfaction and loyalty.

**Patient Loyalty**

Customer loyalty, measured in the length of time they are likely to keep using a product or service, is one of the most important factors in a company's bottom line. This idea has a direct impact on the company's long-term viability and has a significant impact on consumer behaviour (Yum & Kim, 2024). Yum & Kim (2024) state that brand loyalty, which leads to repeat purchases and good recommendations, is formed when people intend to use a product or service regularly. Oral word Customer loyalty is the capacity to consistently support a company's services or products (Wu, 2011). According to Dayan et al. (2022), patient loyalty is the continuing usage of a hospital's healthcare services by patients due to customer satisfaction. Patient satisfaction is how satisfied people are with their health treatment inside and outside the doctor's office (Askariazad & Babakhani, 2015).

High customer satisfaction increases product or service retention. A good customer experience and consistent delivery of above-and-beyond experiences build trust and loyalty (Yum & Kim, 2024). These factors encourage repeat purchases, brand loyalty, and sustainable growth in a competitive market (Shabani et al., 2022).

**Patient Satisfaction**

Patient Satisfaction is a key aspect of healthcare that is a key determinant of patient loyalty and the long-term success of a clinic or medical practice (Coe, 2021). In the context of aesthetic clinics, Patient Satisfaction It is greatly influenced by the quality of interaction between patients and health workers, especially doctors. According to studies from Sintia Defi (2023), patients who feel cared for and appreciated by their doctor are more likely to have a positive experience, which ultimately increases their satisfaction with the clinic's services.

According to Princess, (2022), Patient Satisfaction It covers several important aspects, namely service reliability, quick response, empathy, assurance, and clarity of information. All of these aspects are indicators of service quality that can influence patients' perception of aesthetic clinics and their decision to return or recommend the service to others.

Patient Satisfaction is defined by Lee and Kim (2023) as a patient's emotional and cognitive response to the overall healthcare experience, which is influenced by factors such as the quality of clinical care, doctor-patient communication, and facility comfort, where a mismatch between expectations and service realities can trigger dissatisfaction. According to Patel et al. (2022) Patient Satisfaction also includes the perception of fairness in the service process, including cost transparency, rational lead times, and equality of access, especially in complex healthcare systems. On the other hand, García et al. (2021) emphasize that patient satisfaction is not only tied to medical outcomes, but also to psychosocial aspects, such as respect for privacy, nurse empathy, and emotional support during the recovery process.

Watanabe (2020) attributes patient satisfaction to local cultures, particularly in Asian societies, where patients tend to judge satisfaction based on the harmony of relationships with medical personnel and the suitability of services with social norms, such as respect for age hierarchies or preference for non-confrontational approaches. Meanwhile, O'Connor & Murphy (2019) argue that patient satisfaction in primary services (such as family clinics) is highly dependent on the consistency of services, where patients feel satisfied if they experience continuity of care from the same doctor on an ongoing basis. In the context of technology, Gupta et al. (2023) stated that the patient satisfaction of the younger generation is increasingly influenced by the integration of digital platforms, such as online appointment applications or telemedicine, which provide easy accessibility and control over the treatment process.

Nurhayati et al. (2021) found that patient satisfaction in regional hospitals is influenced by the availability of basic facilities, such as room cleanliness and clarity of information, while in urban areas, patients are more critical of the speed of response of medical personnel and technological sophistication. In chronic patients, Thompson (2022) defines satisfaction as a feeling of security and independence in managing the disease, which is built through comprehensive health education and ongoing support from the medical team. In the realm of public policy, Almeida (2020) relates patient satisfaction to the level of trust in government health institutions, where policy transparency and accountability of public services are the main determinants. Finally, Zhang and Liu (2023) emphasized that patient satisfaction in the modern era is the result of collaboration between patients and service providers, where the patient's active participation in medical decision-making is a key indicator of sustainable satisfaction

**The Role of Doctors in Increasing Patient Satisfaction**

The role of doctors in improving Patient Satisfaction covering a wide range of aspects, including communication skills, empathy, and the ability to provide clear and complete information. According to Windarti et al. (2023), effective communication between doctors and patients is an important element in improving Patient Satisfaction, especially in aesthetic clinics where patients pay close attention to the expected results. These communication skills include actively listening, patiently answering questions, and providing detailed information about procedures and treatments to be undertaken. Research also shows that poor communication can lead to dissatisfaction, confusion, and even decreased patient loyalty (Lukmantono, 2015).

Doctors' empathy plays a huge role in creating a good relationship with patients. According to Coe (2021), empathy is the ability to understand the feelings and perspectives of patients, and effectively convey this understanding to them. Empathy increases the patient's

trust in the doctor, which leads to higher levels of satisfaction. Other studies confirmed that patients who felt treated with empathy by their doctors were more likely to follow medical recommendations and feel satisfied with the results of treatment (Tjua, 2024).

In aesthetic practice, clarity of information regarding the procedure to be performed is very important. Patients who understand each stage of treatment will feel more comfortable and calmer. Studies from Princess (2022) Demonstrates that detailed and easy-to-understand information is essential in shaping patients' expectations and reducing uncertainty, which ultimately increases their satisfaction. Doctors who are responsive to patient complaints or feedback demonstrate a high professional attitude and commitment to Patient Satisfaction. According to Challenge (2023), patients who have access to voice complaints and feel that their complaints are well responded to tend to be more satisfied and loyal to the services they receive. Another important aspect is the quality of the medical services provided. According to Coe (2021), the quality of healthcare can be divided into three components: structure, process, and outcome. The structure includes available medical facilities and equipment; the process involves the way doctors deliver services; and outcomes refer to the patient's expected health or condition. Research shows that good service quality can improve Patient Satisfaction, especially in the aesthetic sector which is very important to the end result.

**Patient Satisfaction Factors at Aesthetic Clinics**

Aesthetic clinic patients demand high-quality treatments and results. According to research, various factors affect patient satisfaction. Quality of results is the major determinant in cosmetic clinic patient satisfaction. Patients want results that meet their expectations and increase their confidence (Lukmantono, 2015). Patients who are happy with their therapy are more loyal and suggest it. Short wait times and efficient treatment also affect patient satisfaction (Defi, 2023). Too long a time can lead to dissatisfaction and negative feelings, especially in aesthetic services where patients want comfort and efficiency. Personalization of services, or approaches that suit the individual needs of patients, are becoming increasingly important in increasing satisfaction in aesthetic clinics. Patients who feel personally cared for tend to be more satisfied and loyal (Windarti et al., 2023).

**Service Quality**

According to Lee and Kim (2023), the degree to which a service meets or exceeds customer expectations is known as service quality. The three key factors that determine whether a client is satisfied are the provider's responsiveness, empathy, and dependability. The paradigm of service quality has altered, according to Gupta et al. (2022), due to the integration of technology like AI-based reservation systems and real-time data analysis, as modern customers judge services not only from human interaction, but also from the ease and speed of digital platforms. On the other hand, Watanabe (2021) emphasizes that service quality in the global market must consider cultural adaptations, such as Asian customers' preferences for indirect communication or the values of collectivism in service design.

García et al. (2020) stated that employee competencies, including technical skills and the ability to resolve complaints with solutions, are the foundation of service quality in the retail sector, especially in the face of customer experience-based competition. Meanwhile, Patel and Nguyen (2023) introduced the concept of "hyper-relevant personalization", where service quality is judged by a company's ability to use customer behavior data to offer recommendations that are tailored to an individual's specific needs. In the context of sustainability, Thompson (2023) argues that service quality in the modern era includes not only customer satisfaction, but also commitment to environmentally friendly practices, such as waste reduction or supply chain transparency, which consumers increasingly prioritize.

O'Connor (2019) links service quality in the financial sector with transaction security and clarity of product information, where customers tend to be loyal if they feel protected from financial risks and receive adequate education. Zhang et al. (2022) added that the consistency of the service experience across all channels (online, offline, mobile) is a critical indicator of service quality, as misalignment of information between platforms can undermine customer trust. Nurhayati et al. (2021) found that the quality of government services is determined by the speed of response, accuracy of information, and the empathetic attitude of the apparatus, which directly affects the public's perception of the effectiveness of policies. Almeida (2020) concluded that contemporary service quality must involve customers in the service design process (co-creation), so that the resulting solutions are more relevant to the dynamic needs of the market.

**Patient Trust**

Trust is the cornerstone of successful transactions and is the embodiment of confidence in the reliability, integrity, and honesty of business, products, and services. This idea of trust extends its meaning beyond personal interactions to the world of commerce, where customers put their trust in businesses to meet their expectations. Having faith in a company is more than simply having faith in them; it also means having faith that they will fulfil their promises and obligations to the consumer at every stage of their experience (Bahri & Patimah, 2023). Because it builds long-term connections with customers and lessens uncertainty, trust is an effective risk mitigator. Trust also has a significant effect on company performance since it is a strong motivator for client retention (Yum & Kim, 2024).

To trust another person or organisation is to have faith in their ability to act in accordance with one's expectations and to be able to depend on them in a certain situation. When people trust one another, they are more likely to open up and let their guard down, since they have faith in the good faith of those around them. When two people are trustworthy with one another, it opens the door for them to have positive intents towards one another, which in turn fosters trust (Muldoon et al., 2016). Understanding other people's intentions is the first step towards trusting them. If you trust someone, you should expect them to be trustworthy and competent in the areas where you put your faith in them (Aladwan et al., 2023). When patients have faith in their healthcare professionals, especially hospitals, they are more likely to follow established protocols (Sullivan, 2020). Consequently, patients trust their doctors when they have faith in their dedication to their health and the delivery of effective medical treatment. As a basis for future doctor-patient partnerships, patient trust is crucial (Sumaedi et al., 2016). The dynamics of the doctor-patient interaction revolve around patient trust, as previously stated (Aladwan et al., 2023).

**Relationship Between Variables and Hypotheses**
**Service Quality to Patient Satisfaction**

Patient Satisfaction is a direct result of a high-quality service experience. When patients feel valued, understood, and well served, they are more likely to feel satisfied and have a positive perception of the service provider. According to Zeithaml (2018), superior service quality is able to increase patients' perception of the value they obtain, which ultimately impacts increased satisfaction levels.  Javed & Ilyas (2018) also emphasizing that the quality of interaction between medical personnel and patients, including competence and empathy, is essential to creating a satisfying service experience. Patient Satisfaction Not only does it serve as an indicator of service success, but it also has a long-term impact on patient loyalty. Therefore, providing high-quality services is the main strategy for aesthetic clinics in creating an ongoing relationship with patients.

Multiple empirical research have demonstrated a positive correlation between service quality and patient satisfaction. Research conducted in the healthcare sector by Aladwan et al. (2023), Javed & Ilyas (2018), and Szabó et al. (2023) demonstrates that patient satisfaction is greatly affected by service quality. Important aspects in deciding satisfaction in the setting of aesthetic clinics include staff friendliness, information clarity, and the quality of treatment results (Han & Hyun, 2015). In light of studies performed by Aladwan et al. (2023); Javed & Ilyas (2018); Szabó et al. (2023) then the first hypothesis is as follows:

H1: Service quality has a positive effect on Patient Satisfaction.

**Patient Trust to Patient Satisfaction**

Patient trust is a psychological foundation that significantly shapes patient satisfaction through cognitive and emotional evaluation mechanisms for health services. According to Lee and Kim (2023), patient trust in medical personnel is formed when patients perceive the integrity, competence, and goodwill of the service provider, which then reduces anxiety and increases a sense of security during the treatment process. This sense of security, according to Gupta et al. (2022), creates positive expectations that if fulfilled will trigger satisfaction, especially in the context of open communication between doctors and patients. The Relational Coordination theory adapted by Watanabe (2021) explains that trust strengthens the reciprocal relationship between patients and service providers, where information transparency and empathy are key mediators between trust and satisfaction. Patients who trust doctors' decisions tend to be more satisfied despite facing complex medical procedures, due to the belief that the action is done for their well-being (Almeida & Costa, 2023). Parasuraman et al. (2020) caution that trust that is not properly managed due to lack of clarity of information can erode satisfaction, even if the technical quality of the service remains high.

Aladwan et al. (2023) found that trust had a substantial impact on healthcare consumers' satisfaction with their experiences. When patients have faith in the provider's competence, they are more likely to enjoy their treatment and be satisfied with the results. Szabó et al. (2023) found that trust is a major predictor of consumer happiness in several industries, including healthcare, which is in line with our results. In light of studies performed by Aladwan et al. (2023); Szabó et al. (2023) then the second hypothesis is as follows:

H2: Patient trust has a positive effect on Patient Satisfaction.

**Service Quality to Patient Loyalty**

Quality of service has a close relationship with patient loyalty because it creates an experience that meets or exceeds patient expectations. Parasuraman et al. (2023) explain that high quality of service can increase patient trust and satisfaction with service providers, which are the main basis of loyalty. In aesthetic clinics, reliability and responsiveness are critical to ensuring patients feel valued and prioritized, which ultimately encourages loyal behaviors such as revisits and recommendations to others (Choi et al., 2023). According to theoretical studies, patient loyalty is affected by both the practical and emotional components of the service provider-patient interaction. According to Zhang et al. (2023), empathetic and professional interactions can strengthen emotional bonds with patients, so they feel comfortable using the same clinic services. This is in line with the idea that loyalty is the result of long-term relationships nurtured through consistent positive experiences (Wang et al., 2023).

Patient loyalty in aesthetic clinics is significantly impacted by the aspects of certainty and empathy in service quality, according to an empirical study conducted by Kim et al. (2023). Patients are more likely to return for further treatments if they receive individualised attention from clinic personnel and feel comfortable with treatment outcomes, according to one study. Park et al. (2023) have revealed similar results, showing that patients are up to 45 percent

more loyal after a positive service experience compared to when they feel the treatment was inadequate.

The link between patient trust and loyalty may be mediated by excellent service quality, according to quantitative study by Liu et al. (2023). Furthermore, research by Huang et al. (2023) demonstrates that patient retention rates are higher in clinics with contemporary facilities and well-trained staff compared to those with lower service quality. Patients who have faith that the clinic consistently delivers high-quality care are more inclined to return and even tell their friends about it, according to research by Yang et al. (2023). Thirdly, according to the findings of the studies mentioned above (Kim et al., 2023; Park et al., 2023; Liu et al., 2023; Yang et al., 2023):

H3: Quality of service has a positive effect on patient loyalty.

**Patient Trust to Patient Loyalty**

In the healthcare industry, especially in cosmetic clinics, patient trust is crucial since it greatly affects patient loyalty. According to Parasuraman et al. (2023), trust is built through consistency, transparency, and the clinic's ability to meet patient expectations. Patients who believe in the ability and integrity of service providers are more likely to show loyalty by returning to the clinic's services or recommending them to others (Choi et al., 2023). Emotional relationships built through trust also strengthen patient loyalty. Zhang et al. (2023) explain that trust creates a sense of security for patients, which is important in aesthetic services where the outcome of treatment greatly affects the patient's self-perception. When patients believe in the professionalism and commitment of the clinic, they feel more comfortable continuing a long-term relationship with the clinic (Wang et al., 2023).

Research by Kim et al. (2023) found that patient trust has a significant direct influence on loyalty. This study showed that patients who had a high level of trust in aesthetic clinics tended to exhibit loyal behaviors, such as repeat visits with a probability of up to 60% higher than patients who were less trustworthy. Park et al. (2023) found that information and communication transparency boosts patient loyalty by 50%. A second research by Liu et al. (2023) found that patient trust mediates the effect of service quality on loyalty. Huang et al. (2023) discovered that confidence in competent medical staff helps cosmetic clinic patients stay. Yang et al. (2023) found that patients who believed in assured treatment results were more inclined to refer the clinic, creating recommendation-based loyalty. Lee et al. (2023) found that trust-based connections build loyalty and strengthen patient-clinic interactions. According to study by Kim et al. (2023), Park et al., Liu et al., Yang et al., and Lee et al., the fourth hypothesis is as follows:

H4: Patient trust has a positive effect on patient loyalty.

**Patient Satisfaction to Patient Loyalty**

Patient loyalty in cosmetic clinics and other service industries depends on patient satisfaction. According to Parasuraman et al. (2023), patient satisfaction is achieved when clinical service expectations are fulfilled or surpassed. Patients who are happy with clinic services are more likely to return and suggest them (Choi et al., 2023). Satisfaction also develops patient-provider emotional bonds. Wang et al. (2023) explain that satisfied patients feel more confident in their choices and are more likely to be loyal because they believe the clinic can provide a consistent quality of service. In an aesthetic context, loyalty is often the result of a service experience that is not only satisfying but also provides added value such as a sense of security and trust in the outcome of the treatment (Zhang et al., 2023).

Kim et al. (2023) found that patient satisfaction affects loyalty. The survey found that happy beauty clinic patients were 70% more likely to return. Additionally, Park et al. (2023) demonstrate Patient Satisfaction The urge to suggest the clinic to others increases, fostering

recommendation-based loyalty. Liu et al. (2023) found that patient satisfaction mediates service quality and loyalty. Another research by Huang et al. (2023) indicated that patients who were happy with therapy and clinic personnel were more loyal. Yang et al. (2023) found that facility comfort and medical staff expertise increase patient satisfaction and loyalty. According to Mubarok et al. (2022), patient satisfaction builds trust and gratitude for clinic services, which fosters long-term relationships. According to Kim et al. (2023), Park et al. (2023), Liu et al. (2023), Yang et al. (2023), and Mubarok et al. (2022), the fifth hypothesis is:
H5: Patient Satisfaction has a positive effect on patient loyalty.

**Patient Satisfaction Mediation on the Relationship between Service Quality and Patient Loyalty**

The relationship between service quality and patient loyalty in this study was mediated by Patient Satisfaction. Service quality is a crucial factor that influences patient loyalty through the mediating role of patient satisfaction (Lee & Kim, 2023). According to Parasuraman et al. (2020), service quality dimensions such as reliability, empathy, and responsiveness shape patient expectations, which when met or exceeded, create satisfaction (Gupta et al., 2022). Patient satisfaction then acts as a mediator by turning positive perceptions of services into long-term commitments, such as reuse of services or recommendations to others (Almeida & Costa, 2023). Clear physician communication and convenient facilities not only increase momentary satisfaction, but also build trust that encourages loyalty (García et al., 2021).

The Expectancy-Disconfirmation (EDT) theory explains that when service performance meets or exceeds expectations, satisfaction emerges as a cognitive-emotional response that becomes a bridge to loyalty (Zhang et al., 2020). The concept of mediation is also influenced by cultural and technological contexts. In developing countries, cost transparency and service accessibility are the main determinants of satisfaction, which mediates loyalty (Nurhayati et al., 2021), while in the digital age, the integration of online health platforms (such as telemedicine) strengthens the indirect relationship between service quality and loyalty through satisfaction of ease of access (Patel & Nguyen, 2023). Thompson (2023) adds that patient dissatisfaction due to service quality gaps can directly undermine loyalty, even if initial expectations are low, as modern patients tend to compare services to global standards through digital information.

Zhang et al. (2020) examined 450 private hospital patients in Southeast Asia and found that patient satisfaction—measured by wait time and nurse competence—mediated 68% of the influence of quality of service on loyalty. Lee et al. (2021) found that patient satisfaction fully mediates physician empathy and loyalty in five Asian nations, with Indonesia having the greatest influence. This research links this phenomenon to a collectivist culture that places interpersonal relationships as the foundation of trust. Nurhayati et al. (2022) explored the dynamics of chronic patients with diabetes and found that satisfaction, especially related to the quality of health education, mediated 42% of the relationship between services received and loyalty. This two-year longitudinal study emphasizes that chronic patients develop loyalty when they feel supported holistically, not just through medical care. Thompson et al. (2023) tested 1,200 telemedicine users and found that satisfaction with digital interfaces (such as ease of navigation and physician response speed) mediated a 55% effect of service quality on loyalty. These findings underscore a paradigm shift in the digital age, where satisfaction no longer relies solely on physical interaction. Watanabe & García (2023) prove that patient satisfaction—especially related to affordability of costs mediates the relationship between the availability of basic services (such as medication and health workers) and loyalty. The study highlights that in low-income populations, satisfaction triggered by affordable service is key to maintaining loyalty, even though the quality of service may be technically limited. Healthcare providers should see satisfaction as a key element in their strategy to build loyalty. By ensuring

that high quality of service always results in Patient Satisfaction, service providers can create stronger and more sustainable relationships with patients. Based on the results of the research conducted above, the sixth hypothesis is as follows:

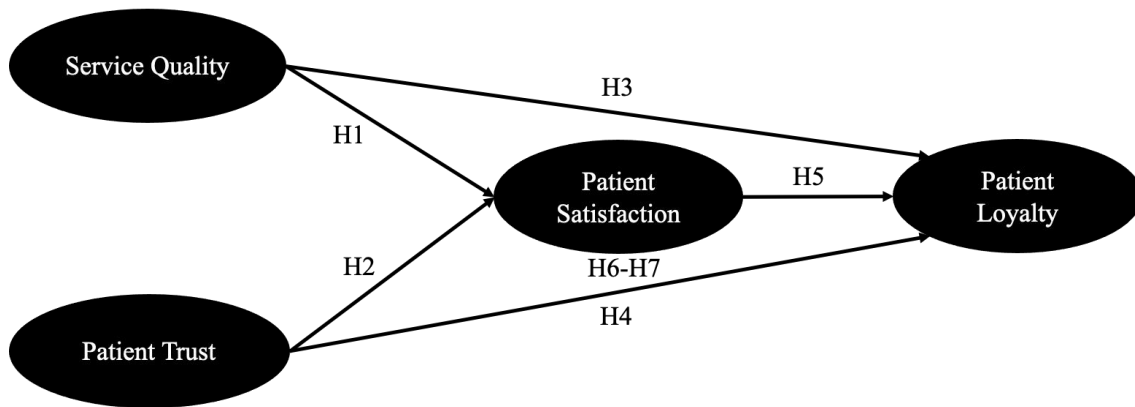H6: Patient Satisfaction mediates the relationship between service quality and patient loyalty.

**Patient Satisfaction Mediation on the Relationship between Patient Trust and Patient Loyalty**

Patient trust is a critical foundation that forms loyalty through the mediating role of patient satisfaction. According to Lee and Kim (2023), patient trust is built when they perceive the integrity, competence, and goodwill of healthcare providers, which then creates positive expectations for the quality of service. These expectations, when met or exceeded, trigger patient satisfaction as an evaluative response that mediates the relationship between trust and loyalty (Gupta et al., 2022). The Trust-Commitment Theory by Morgan and Hunt (1994) adapted in the context of health by Watanabe (2021) explains that trust reduces the uncertainty and anxiety of patients, thereby increasing satisfaction which ultimately crystallizes loyalty in the form of reuse of services or recommendations. For example, patients who trust their doctors tend to be more satisfied with medical decisions, even in situations of non-ideal clinical outcomes, due to the belief that those decisions were made in their best interest (Almeida & Costa, 2023). The contextualization of this relationship is also influenced by cultural and technological factors. In collectivist societies, trust in health institutions is often linked to social reputation and family recommendations, which reinforce satisfaction and loyalty (Nurhayati et al., 2021). Meanwhile, in the digital age, trust in online health platforms (such as the telemedicine app) relies on data security and algorithm transparency, where satisfaction with digital experiences becomes the main mediator between trust in technology and loyalty (Thompson et al., 2023). Parasuraman et al. (2020) add that trust damaged by privacy breaches can directly undermine satisfaction and loyalty, even if the quality of service remains technically high.

This mediation model was described in a study by Lee et al. (2022) on 600 patients in a Southeast Asian private hospital proving that patient satisfaction mediated 72% of the trust effect on loyalty, with path analysis showing a mediation coefficient of 0.65 (p <0.001). This study identified that trust in physician competence and confidentiality of medical data became the main predictors of satisfaction, which in turn encouraged patients to remain loyal. Zhang et al. (2021) examined chronic patients and found that trust in the medical team increased satisfaction through empathetic communication, which contributed to 58% loyalty variance. Meanwhile, Garcia and Patel (2023) tested 1,500 telemedicine users in the United States and reported that satisfaction with the speed of diagnosis mediated 63% of the relationship between trust in the accuracy of the platform and loyalty. Watanabe (2022) found that in remote areas with limited resources, trust in local health workers built through cultural proximity—increases patient satisfaction despite minimal facility availability, which ultimately maintains loyalty. Thompson and Nguyen (2023) reveal that in the case of medical errors, collapsing trust significantly reduces satisfaction (-0.48; p <0.01), leading to a loss of loyalty, even if financial compensation is provided. These findings confirm that satisfaction is not only a positive mediator, but also a critical channel for maintaining or losing loyalty when trust is compromised. Based on the results of research conducted by previous researchers, the seventh hypothesis is as follows:

H7: Patient Satisfaction mediates the relationship between patient trust and patient loyalty.

Based on the hypothesis proposed, the research framework to be proposed is as follows:

## 3. Research Methods

This In the measurement of the indicators that will be used in this study, journal references are used An et al. (2023) with 5 question indicators.  An et al. (2023) Researching patients who visited treatment services within one year at hospitals and clinics located in the Seoul metropolitan area, South Korea (An et al., 2023). In the measurement of the indicators that will be used in this study, journal references are used Szabó et al. (2023) with 15 question indicators. In the measurement of the indicators that will be used in this study, journal references are used Szabó et al. (2023) with 7 question indicators. In the measurement of the indicators that will be used in this study, journal references are used Dayan et al. (2022) with 4 question indicators.

The population in this study is all patients who have used aesthetic clinic services in the Bandung area, West Java. These patients include individuals from a variety of social backgrounds, ages, and genders who have first-hand experience with aesthetic clinic services, such as facial, skin, or body treatments. This population was chosen because they had first-hand experience relevant to the research variables, namely quality of service, trust, satisfaction, and loyalty. Taking into account the vastness of the Bandung area and the number of aesthetic clinics operating, the research population was focused on patients from certain aesthetic clinics that were the location of the research. This aims to obtain data that is more targeted and relevant to the context of aesthetic services in the region. In order to accomplish the goals of the study, a subset of the population was selected using predetermined criteria. Patients who had made at least one usage of cosmetic clinic services over the preceding six months made up the sample for this study. Using these standards, we can be sure that the experience our respondents had was meaningful enough for them to recall the level of service they got. For this investigation, the number of samples was decided by taking into account the analysis needs using Structural Equation Modelling Partial Least Squares (SEM-PLS), where the minimal sample requirements were calculated by Hair et al. (2020) is n x indicator or 5 x 30 = 150 respondents.

This research makes use of route analysis, a method for analysing data, in conjunction with the Partial Lease Square and the PLS software. There are three steps to doing an analysis on pls: analysis outside the model (convergent validity, discriminant validity, composite reliability), analysis within the model (AVE). The purpose of doing an internal model analysis, sometimes called a structural study of the model, is to guarantee that the underlying structure is correct and robust (Ghozali, 2019). Multiple indicators, including R Square, fit model, path coefficient, and hypothesis testing, reveal the model's internal evaluation.

## 4. Results and Discussions
**Descriptive Respondents**

In this study, as many as 189 respondents were collected through questionnaires that had been previously distributed to aesthetic clinic patients. The questionnaire distributed already contains the identity of the respondents including name/initials, gender, position/position, age, and period of service. Data processing is carried out by tabulating research data. Data descriptions are presented to find out the characteristics of the respondents in this study.  Respondent demographic data showed a dominance of men (93%) over women (7%), indicating low female participation in this survey or gender bias in the sample population. The majority of respondents had a high school education/equivalent (81%), with only 19% having a bachelor's degree (S1/S2), and none having a S3 degree. In terms of employment, housewives (55%) and self-employed (29%) dominate, while civil servants/TNI and employees are only 2% and 14%, respectively. Most respondents were in the 36-40 (49%) and >40 years (33%) age ranges, indicating a focus on the productive age group. The majority income level >10 million (71%), suggests that respondents come from the upper middle class with high purchasing power.

In terms of service experience, 85% of respondents only made 1 visit to the clinic, while those who visited >3 times only 1%, indicating the potential for patient retention that needs to be improved. Alluderma Clinic (47%) was the most visited clinic, followed by Skinzell Aesthetic Clinic (11%) and Liz Clinic (11%), while clinics such as Besthetic Clinic (8%) and Imayu Clinic (5%) had a smaller share. Respondents' tenure data (if related to workers in clinics) showed the majority worked 4-6 years (34%), with only 2% working >9 years, hinting at a high turnover rate in the healthcare sector. This combination of data reflects the profile of patients who tend to be one-time users with specific aesthetic needs, as well as the challenges of building long-term loyalty in the beauty clinic industry.

**SEM Analysis**

Path analysis with the partial square approach, implemented in the Smart-PLS application, is utilised for data processing in this study. The following are the three steps used to do analysis on PLS:

**Outer Model**

Specifically, this model lays out the rules for how indicators relate to other variables, or how latent variables are linked to their indicators. With 65 participants in the convergent validity analysis. In order to be included in the study, each indicator needs to have an outer loading value greater than 0.6.

**Table 4.5 Outer Loading Variable Service Quality**

| Analysis Convergence Validity | Original Sample (O) |
|---|---|
| X1.1 Service Quality | 0,903 |
| X1.2 Service Quality | 0,923 |
| X1.3 Service Quality | 0,914 |
| X1.4 Service Quality | 0,868 |

Source: Smart-pls Data 2023

According to Table 4.5, all of the indicators in this variable have achieved convergent validity since their outer loading values are more than 0.6

**Table 4.6 Outer Loading Variable Trust**

| Analysis Convergence Validity | Original Sample (O) |
|---|---|
| X2.1 Trust | 0,764 |
| X2.10 Trust | 0,724 |
| X2.2 Trust | 0,803 |

| Analysis Convergence Validity | Original Sample (O) |
|---|---|
| X2.3 Trust | 0,807 |
| X2.4 Trust | 0,829 |
| X2.5 Trust | 0,813 |
| X2.6 Trust | 0,843 |
| X2.7 Trust | 0,859 |
| X2.8 Trust | 0,736 |
| X2.9 Trust | 0,772 |
| X2.10 Trust | 0,830 |
| X2.11 Trust | 0,764 |

Source: Smart-pls Data 2023

We may infer that all indicators in this Effective Communication variable have satisfied the convergent validity requirements, as each indicator has an outer loading value more than > 0.6, as shown in Table 4.6.

**Table 4.7 Convergence Validity Variable Patient Satisfaction**

| Analysis Convergence Validity | Original Sample (O) |
|---|---|
| Z.1 Patient Satisfaction | 0,838 |
| Z.2 Patient Satisfaction | 0,799 |
| Z.3 Patient Satisfaction | 0,846 |
| Z.4 Patient Satisfaction | 0,805 |
| Z.5 Patient Satisfaction | 0,868 |
| Z.6 Patient Satisfaction | 0,832 |
| Z.7 Patient Satisfaction | 0,828 |

Source: Smart-pls Data 2023

All indicators in this Patient Satisfaction variable have satisfied the convergent validity requirements, as shown in Table 4.7, where each indicator has an outer loading value larger than > 0.6.

**Table 4.8 Convergence Validity Variable Patient Loyalty**

| Convergence Validity Analysis | Original Sample (O) |
|---|---|
| Y.1 Patient Loyalty | 0,811 |
| Y.2 Patient Loyalty | 0,802 |
| Y.3 Patient Loyalty | 0,793 |
| Y.4 Patient Loyalty | 0,809 |

Source: Smartpls Data 2023

Since all of the indicators in the Effective Communication variable have outer loading values larger than 0.6, as shown in Table 4.8, we may infer that they all meet the convergent validity requirements.

**Discriminant Validity**

Using Fornell-Larcker, we checked if the discriminant was valid by comparing the square root of the AVE value of each latent variable diagonally to the other values in the rows and columns. If they were, then we knew the discriminant was legitimate.

**Table 4.9 Discriminant Validity**

|  | Patient Loyalty | Patient Satisfaction | Patient Trust | Service Quality |
|---|---|---|---|---|
| Patient Loyalty | 0,804 |  |  |  |
| Patient Satisfaction | 0,780 | 0,831 |  |  |
| Patient Trust | 0,762 | 0,766 | 0,799 |  |
| Service Quality | 0,767 | 0,768 | 0,822 | 0,902 |

Source: Smart-pls Data 2023

Table 4.9 reveals that all of the variables have a discernible diagonal size, lending credence to the conclusion that discriminant validity has been satisfied and additional tests can be conducted.

**Reliability Test (Composite Reliability)**

Looking at the Cronbach Alpha and Composite Reliability numbers allowed us to carry out the reliability test. When both the Cronbach Alpha and the Composite Reliability are over 0.5, we say that the reliability is fulfilled.

**Table 4.10 Composite Reliability**

|  | Cronbach's Alpha | rho_A | Composite Reliability |
|---|---|---|---|
| Patient Loyalty | 0,818 | 0,820 | 0,880 |
| Patient Satisfaction | 0,925 | 0,928 | 0,940 |
| Patient Trust | 0,943 | 0,945 | 0,951 |
| Service Quality | 0,924 | 0,925 | 0,946 |

Source: Smart-pls Data 2023

All variables are deemed trustworthy according to the summary in Table 4.10, which demonstrates that their Cronbach Alpha values are greater than 0.5 and their Composite Reliability values are greater than 0.6.

**Average Variance Extracted (AVE)**

The conventional wisdom is that when one variable's Average Variance Extracted (AVE) is more than 0.5, validity has been established (Chin, 1998).

**Table 4.11 Average Variance Extracted**

|  | Cronbach's Alpha | rho_A | Average Variance Extracted (AVE) |
|---|---|---|---|
| Patient Loyalty | 0,818 | 0,820 | 0,646 |
| Patient Satisfaction | 0,925 | 0,928 | 0,691 |
| Patient Trust | 0,943 | 0,945 | 0,638 |
| Service Quality | 0,924 | 0,925 | 0,814 |

Source: Smart-pls Data 2023

The above result makes it clear that all latent variables have achieved convergent validity, as the AVE values of all variables have a Cronbach Alpha value > 0.5.

**Inner Model**
**Test Model Fit**

**Table 4.12 Test Model Fit**

|  | Saturated Model | Estimated Model |
|---|---|---|
| **SRMR** | 0,066 | 0,066 |
| **d_ULS** | 1,523 | 1,523 |

| | | |
|---|---|---|
| **d_G** | 1,216 | 1,216 |
| **Chi-Square** | 1188,406 | 1188,406 |
| **NFI** | 0,752 | 0,752 |

According to the research, the saturation model was somewhat more in line with the data than the estimate model, but only by a little margin. In comparison to the saturation model, the SRMR estimate model was more closely aligned with the result (0.066), suggesting a better fit. Similarly, the saturation model's d_ULS was also 1.523, but the estimate models was somewhat higher, suggesting closer approximation to the data. There is a strong match between the two models since the Chi-Square value is same in both the estimate and saturation models (1188.406). Nevertheless, the NFI value was consistent at 0.752 in both models, suggesting a notable improvement in the match. The data and the estimating model are well-aligned, on the whole.

**Coefficient of Determination (R2)**

The coefficient of determination (R-Square) is the standard metric for assessing structural models. The R-Square is a useful tool for determining the extent to which an external latent variable influences an internal endogenous variable, or the degree to which an independent variable impacts a dependent one.

**Table 4.13 Coefficient of Determination (R2)**

| Variable | R Square | R Square Adjusted |
|---|---|---|
| Patient Loyalty | 0,694 | 0,689 |
| Patient Satisfaction | 0,646 | 0,642 |

Source: Smartpls Data 2023

Results from data processing demonstrated an R2 value of 0.646 for Patient Satisfaction. A determination coefficient value of 0.75 indicates good performance, 0.50 indicates moderate performance, and 0.25 indicates weak performance. Therefore, an R2 score of 0.646 for R2 Patient Satisfaction is considered good. There is a strong correlation between Service Quality, Trust, and Patient Satisfaction, which accounts for 64.6% of the total. Other factors not included in the research accounted for the remaining 35.4%. Data processing also revealed an R2 value of 0.694 for the Patient Loyalty variable. A determination coefficient value of 0.75 indicates good performance, 0.50 indicates moderate performance, and 0.25 indicates weak performance. Therefore, the R2 Patient Loyalty score falls into the excellent category with an R2 value of 0.694. Conclusion: Service Quality, Trust, and Patient Satisfaction all have a role in 69.4% of the Patient Loyalty variable. Other factors not included in the research accounted for the remaining 30.6%.

**Path Diagram**

The results of the hypothesis testing were presented in Figure 4.1. The research model had already been constructed, and the Bootstrapping technique was used to determine the size of each exogenous variable's effect on the endogenous variables.

**Table 4.14 Path Coefficient**

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (\|O/STDEV\|) | P Values |
|---|---|---|---|---|---|
| PS -> PL | 0,384 | 0,377 | 0,091 | 4,211 | 0,000 |
| PT -> PL | 0,244 | 0,250 | 0,087 | 2,816 | 0,005 |
| PT -> PS | 0,417 | 0,421 | 0,080 | 5,243 | 0,000 |
| SQ -> PL | 0,272 | 0,273 | 0,091 | 2,982 | 0,003 |
| SQ -> PS | 0,425 | 0,422 | 0,082 | 5,183 | 0,000 |

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (\|O/STDEV\|) | P Values |
|---|---|---|---|---|---|
| SQ -> PS-> PL | 0,163 | 0,159 | 0,049 | 3,300 | 0,001 |
| PT -> PS-> PL | 0,160 | 0,159 | 0,049 | 3,291 | 0,001 |

Source not yet listed

Several factors are significantly related in the given study. Patient Satisfaction increased Patient Loyalty with a coefficient of 0.384, a T Statistics value of 4.211, larger than 1.96, and a very low P value (0.000). Patient Trust also positively affects Patient Loyalty (0.244) with a T Statistics value of 2.816 and a P Value of 0.005, indicating significant at 5%. The significant connection between patient trust and patient satisfaction (0.417) with a T Statistics of 5.243 and an extremely low P Value (0.000) shows that patient trust is crucial to patient satisfaction. Service Quality positively influenced Patient Loyalty (0.272) with a T Statistics of 2.982 and a P Value of 0.003, indicating that service quality increases patient loyalty. Good service increases Patient Satisfaction with a coefficient of 0.425, T Statistics 5.183, and P Value 0.000. All correlations in this analysis showed low P-values, indicating that these models are relevant and meaningful to this investigation.

Patient Trust affects Patient Satisfaction, which enhances Patient Loyalty. The route coefficient of 0.160, T Statistically of 3.291, and P Value of 0.001 indicate a statistically significant association. This suggests that patient trust in healthcare practitioners boosts satisfaction and loyalty. Trust between the patient and medical staff or hospital will improve the patient's experience and encourage them to use the same services. Service Quality increases patient satisfaction, which increases patient loyalty, with a path coefficient of 0.163, T Statistics 3.300, and P Value of 0.001, which is very significant. This shows that healthcare providers' service quality may boost patient satisfaction and loyalty. Quality services make patients happier and more inclined to return and promote the service. Thus, service quality creates a virtuous loop that boosts patient loyalty.

**Hypothesis Test**

After evaluating outside and inner models, test the hypothesis. This test uses path analysis with P Values < 0.05 for accepted hypotheses, rejecting hypotheses with P Values > 0.05. Decisions are based on hypothesis test outcomes:

**Table 4.14 Hypothesis Testing**

| | HYPOTHESIS | T Statistics | P Values | Information |
|---|---|---|---|---|
| H1 | The quality of service has a positive effect on Patient Satisfaction. | 5,183 | 0,000 | Accepted |
| H2 | Patient trust has a positive effect on Patient Satisfaction. | 5,243 | 0,000 | Accepted |
| H3 | The quality of service has a positive effect on patient loyalty. | 2,982 | 0,003 | Accepted |
| H4 | Patient trust has a positive effect on patient loyalty. | 2,816 | 0,005 | Accepted |
| H5 | Patient Satisfaction has a positive effect on patient loyalty. | 4,211 | 0,000 | Accepted |
| H6 | Patient Satisfaction mediates the relationship between service quality and patient loyalty. | 3,300 | 0,001 | Accepted |
| H7 | Patient Satisfaction mediates the relationship between patient trust and patient loyalty. | 3,291 | 0,001 | Accepted |

The researcher's initial hypotheses 1–7 have a P Value of < 0.05, indicating that they are accepted, according to the computed correlation between constructs and path coefficients.

**The quality of service has a positive effect on Patient Satisfaction.**

With a high T-statistic of 5.183 and a coefficient of 0.425, the link between service quality and patient satisfaction is very significant (P Value: 0.000).  Increases in Patient Satisfaction are directly attributable to higher service quality; after all, patients are more likely to be happy with their care if they perceive it to be professional, efficient, and kind.  How well medical staff listen to and address patient concerns, how pleasant the facility is, and how well doctors and staff communicate all play a part in how satisfied patients are with the care they received.  Upholding a high level of Patient Satisfaction necessitates endeavours to enhance the entire quality of service.

This relationship shows that in order to create high satisfaction, healthcare providers need to continuously improve and maintain their quality standards. By providing high-quality services, hospitals and clinics can not only increase Patient Satisfaction but also increase their chances of maintaining loyalty. A well-maintained quality of service will ensure that patients feel valued and receive care that meets their expectations, ultimately creating a positive and long-term relationship between patients and healthcare providers.

**Patient Trust has a positive effect on Patient Satisfaction.**

There was a highly significant relationship between patient trust and patient satisfaction, as indicated by a coefficient of 0.417 and a T-statistic value of 5.243 (P Value: 0.000).  The degree to which patients are satisfied is strongly influenced by the degree to which they trust their healthcare professionals.  Satisfaction with healthcare is more likely to occur when consumers have faith in the competence and kindness of their providers.  This encompasses a wide range of factors, including as the expertise of healthcare providers, the capacity of healthcare facilities to fulfil patient expectations, and the openness and honesty of the entire treatment process.  Because they are protected, appreciated, and receiving care that is up to par, patients will be more satisfied with their experience when there is strong trust.

Healthcare professionals should actively work to establish trust-based relationships with patients if they want to attain high levels of satisfaction, according to the size of the effect of trust on satisfaction. This can be achieved through open communication, attention to patient needs, and consistency in providing quality medical services. Therefore, strategies that focus on building patient trust will result in higher levels of satisfaction, which can ultimately contribute to stronger patient loyalty.

**The quality of service has a positive effect on patient loyalty.**

Service Quality positively affected Patient Loyalty with a coefficient of 0.272 and a Statistical T value of 2.982 (P Value: 0.003).  Quality of service affects patient loyalty, since satisfied customers are more likely to return and utilise the same service. Professional medical staff, pleasant and contemporary facilities, and fast and efficient services all contribute to service excellence. This favourable effect means that high-quality healthcare providers will keep and maintain loyal patients better.

While service quality affects loyalty, it should be examined in the context of the total patient experience, which is also affected by satisfaction and trust.  Therefore, to promote patient loyalty, healthcare practitioners must consistently improve service quality and attention to detail to create an ideal patient experience.  The hospital or clinic may create a long-term, quality partnership this way.

**Patient Trust has a positive effect on patient loyalty.**

The coefficient of 0.244 demonstrated that Patient Trust increased Patient Loyalty.  The effect was less than Patient Satisfaction, but the Statistical T value of 2.816 and P value of

0.005 demonstrated a statistically significant association.  Patients' loyalty to healthcare professionals depends on their trust.  Communication openness, medical staff credibility, and medical institution track records build trust.  Patients who trust a hospital or clinic to provide the greatest care will be more inclined to use it long-term.

This relationship underscores that while the immediate satisfaction factor influences patient loyalty more, the trust built also plays an equally important role. In the long run, trust will last longer compared to satisfaction that may be affected by momentary factors. Therefore, healthcare providers should pay attention to efforts to build and maintain patient trust, such as by improving communication between patients and medical personnel and improving the quality of services consistently, which will create deeper and more sustainable loyalty.

**Patient Satisfaction has a positive effect on patient loyalty.**

Patient Satisfaction substantially increased patient loyalty with a coefficient of 0.384. This association is greater than predicted by chance, with a high Statistical T value (4.211) and an extremely tiny P Value (0.000).  The happier patients are with their health care, the more loyal they are.  Patient satisfaction is affected by medical treatment quality, staff attentiveness, and facility comfort.  Therefore, hospitals and clinics must maintain and enhance their service standards to ensure high patient satisfaction, which increases patient loyalty.

The importance of these relationships also suggests that only by providing a continuous positive experience to patients, healthcare institutions can create long-term relationships with their patients. In addition, well-maintained patient loyalty is not only beneficial in creating stable relationships but can also strengthen the image of such medical institutions in a competitive market. Thus, hospitals and healthcare providers must improve patient experience to boost happiness and loyalty.

**Patient Satisfaction mediates the relationship between patient trust and patient loyalty.**

The research indicated that Patient Trust increased Patient Satisfaction and Patient Loyalty, with a path coefficient of 0.160 and a T Statistics of 3.291 (P Value 0.001). Patients' trust in healthcare providers is a very important element in shaping their perception of the quality of services provided. When patients believe that they are getting good attention, clear information, and care that meets high standards, their satisfaction rate will increase. This trust triggers deeper positive feelings about their experience in a healthcare facility, which directly contributes to their loyalty. Therefore, hospitals or clinics need to actively build patient trust with transparency in the treatment process, effective communication, and ensuring service quality.

Patients' trust in medical providers not only increases their satisfaction, but also strengthens their commitment to remaining loyal to those services in the long run. When patients feel valued and can trust medical professionals, they are more likely to return to using the same services even for a longer period of time. In this context, it can be concluded that hospitals and healthcare providers need to focus on improving the quality of patient relationships, which can be built through positive interactions, open communication, and transparency in services. This strategy will create a continuous cycle where trust and Patient Satisfaction play a big role in shaping their loyalty.

**Patient Satisfaction mediates the relationship between patient trust and patient loyalty.**

The research confirmed the hypothesis that Service Quality positively affected Patient Satisfaction, which in turn led to Patient Loyalty. The path coefficient was 0.163 and the T-statistic was 3.300, which was statistically significant (P = 0.001).  The level of satisfaction felt

by patients is closely correlated to the quality of care they receive, which includes both technical and non-technical factors. Patients who feel that the services they receive are of high quality will feel more satisfied, which improves their perception of the hospital or clinic. This satisfaction is a driving factor for them to remain loyal to the health services provided, even in the midst of many alternative health service providers.

These results confirm that service quality not only plays a role in improving the immediate patient experience, but also creates long-term relationships between patients and healthcare providers. The satisfaction that results from a good service experience increases the likelihood of patients coming back and using the same services. Therefore, hospitals and healthcare providers must continue to strive to improve their quality standards in various aspects, such as convenient facilities, speed of service, and attentive interaction with patients. Thus, a well-maintained quality of service will strengthen the cycle of patient satisfaction and loyalty, which in turn will provide long-term benefits to the hospital or clinic.

## 5. Conclusion
### Case in point

Findings suggest that at cosmetic clinics in the Bandung region of West Java, patient loyalty is significantly impacted by service quality and patient trust.  Clients are more likely to remain loyal if they are satisfied with the care they receive from the clinic and have faith in its abilities.  Furthermore, Patient Satisfaction improves the association between service quality, trust, and loyalty; it also works as a mediator in the interaction between Service Quality and Patient Loyalty and between Patient Trust and Patient Loyalty.  All things considered, the way these three elements interact determines how devoted patients are to aesthetic clinics.

### Suggestion

To increase Patient Loyalty, aesthetic clinics in Bandung should focus on improving the quality of services that are oriented towards patient comfort and professionalism of medical personnel. Building strong trust with patients is also important to increase their satisfaction and loyalty levels. Aesthetic clinics need to actively manage the patient experience, establish good communication, and ensure that each patient feels valued and receives care that matches their expectations. In addition, the study also suggests conducting further research that includes other variables that can affect patient loyalty, such as local psychological and cultural factors.

### Research Limitations

This research has several limitations. First, this study was only conducted in the Bandung area, West Java, so the results may not fully represent aesthetic clinics in other regions with different characteristics. Second, the research sample was limited to patients who had received services at aesthetic clinics, so they did not include the perceptions of potential patients or those who had never tried the service. Third, this study relies on questionnaire data that may be influenced by respondents' subjectivity bias, even though efforts are made to maintain the validity of the instrument.

### Theoretical Implications

This study improves our understanding of Service Quality, Patient Trust, Patient Satisfaction, and Patient Loyalty in cosmetic clinics.  The study also verifies Patient Satisfaction's position as a mediator that increases these parameters' association, supporting consumer behaviour and healthcare management theory.  These findings may be utilised to add patient loyalty features to theoretical models, notably in healthcare administration.

**Managerial Implications**

Aesthetic clinic management, according to the study's managerial implications, should prioritise enhancing service quality, establishing trust with patients, and regularly monitoring patient satisfaction. By improving the quality of service, as well as maintaining transparency and good communication, management can increase patient loyalty and strengthen the clinic's reputation. In addition, training programs for medical and non-medical staff are also essential to ensure consistent and high-quality services. Trust and Patient Satisfaction that are maintained will bring long-term benefits to aesthetic clinics.

**Methodological Implications**

The methodology of this study involves analysing the correlations between variables using Structural Equation Modelling (SEM) techniques, which are a quantitative approach. This approach has been successful in validating the suggested model and testing complicated linkages. On the other hand, this study paves the way for future mixed-methods research that can integrate qualitative data with quantitative interviews to fill gaps in our understanding of how patients perceive and interact with aesthetic clinics.

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