The Effect of Social Media and Service Quality on Patient Loyalty with Satisfaction as Mediation at Mojosongo Clinic 1

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Article Info

ABSTRACT

Mojosongo 1 Clinic is a health clinic that was established in 2017. The clinic has a busy situation every day. This is a reference for researchers to find out whether social media factors and customer quality can affect customer loyalty. The clinic has social media accounts in the form of Instagram and WhatsApp to carry out marketing through social media. The use of social media as a marketing tool has been used for 6 years. The purpose of this study is to analyze the effect of social media and service quality on patient loyalty with satisfaction as mediation at Mojosongo 1 Clinic. This research is quantitative. The participants in this study were visitors to Mojosongo 1 Health Centre. Purposive sampling is the sampling method used. The calculation uses Ferdinand's idea. 140 respondents were obtained as the research sample. Primary data was used in making this research. Questionnaire distribution is the data collection method in this study. The data analysis method in this study uses SMARTPLS software, namely Partial Least Square (PLS). The results of this study show that social media has a positive and significant impact on Loyalty. Service quality has a negative and insignificant impact on Loyalty. Social Media and service quality have a positive and significant impact on Satisfaction. Satisfaction has a positive and significant impact on Loyalty. Social Media has a positive and significant impact on Loyalty through Satisfaction. Service quality has a positive and significant impact on Loyalty through Satisfaction.

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1. INTRODUCTION

Companies engaged in the service sector place customers as an important factor in assessing company operations. Customers who are satisfied with the services provided will generate loyalty to the company [1]. Companies engaged in the health service sector are very concerned about how customers can get health after getting service from them. From this sense of satisfaction, a loyal attitude towards the health services provided by the clinic will arise. With the development of technology today, the use of social media is something that should be done. This is to improve the relationship between the company and customers [2].

The clinic is a company engaged in the health service sector. The clinic focuses on customer service. If customers are satisfied with the services provided by a clinic, this can trigger an attitude of loyalty to the clinic [3]. Describe loyalty as a strong commitment to purchase or support selected products or services consistently in the future, although there is a possibility that customer behavior will change due to situational factors and marketing initiatives [4]. Customer loyalty in the context of service marketing is formed by a definite response, symbolized by a commitment or guarantee to uphold the duties that form the basis of relationship management. This loyalty, which is based on dedication and shared perspectives, is usually demonstrated by the continued acquisition of comparable specialized organizations [5].

Loyal customers can be identified as those who are so satisfied with a product or service that they are eager to introduce it to their acquaintances [6]. Customer loyalty reflects a more supportive customer

attitude towards a brand or company, compared to several other options, and can be seen from the decision to re-subscribe [7].

Loyalty is a psychological state that involves attitudes towards products or services, including attitudinal and behavioral dimensions. In this context, customers will develop beliefs, determine positive or negative preferences, and make decisions about whether they will buy the product or service [8]. Cuong & Khoi (2019) define customer loyalty as a consumer's commitment to continue to buy or subscribe to a favorite good or service, regardless of external factors or promotional initiatives that might encourage behavioral adjustments [9].

Research conducted Anggraini & Budiarti, 2020 and Angrumsari, 2019 states that the satisfaction obtained by customers can affect customer loyalty. This shows that a loyal attitude will arise if the customer is satisfied with the service received.

Customer satisfaction can be described as the fulfillment of customer needs for goods and services [10]. If customers' needs are met and even exceed their expectations after using the goods or services they want and need, customer satisfaction will be realized [11]. In other words, customer satisfaction reaches its peak when the product or service used not only meets customer expectations but also provides satisfaction beyond what is expected [12].

If the performance of a product or service is below expectations, this can lead to customer disappointment; conversely, if the performance meets expectations, the customer will feel very satisfied. Customer satisfaction is a parameter that determines the level of customer loyalty to a product or service [13]. Evaluating sales results, such as how well customer expectations match experience with a product or service before or after use, can make someone feel happy or unhappy. Therefore, the effectiveness of the goods or services provided has a significant impact on the level of customer satisfaction [14].

Based on research conducted by Gultom et al., (2020), and Kurniawan & Auva, (2022) found a significant impact between customer satisfaction and customer loyalty. Customer loyalty can arise with marketing factors through social media and the quality of the service itself. This refers to research conducted by [15]. This study shows the influence of social media and service quality on customer loyalty.

The rapid development of increasingly sophisticated communication technology has caused the use of the internet as a tool for marketing products electronically to become familiar, especially through social networks (social media). One of the main advantages of electronic marketing is the potential savings in marketing communication and promotion costs so that companies can increase their efficiency [16]. The utilization of various media and the latest communication equipment shows significant developments in information technology. Information technology continues to develop and play an important role in human life around the world. The role of social media is to facilitate marketing to increase consumer loyalty [17].

Social media is now the main center for promoting products and services, providing opportunities for marketers to actively interact with customers. Social media facilitates consumers to share information about brands, products, and services with their peers. This opportunity gives marketers an extraordinary ability to reach consumers in their social communities and foster more personalized relationships with them [18].

Social media is an online platform that allows people to communicate, share, collaborate, present themselves, and connect with other users to create virtual social bonds. A study conducted by Anditya & Nanda (2020) shows that there is no significant impact between social media and loyalty. This finding is the basis for researchers to continue further research.

Another factor that can affect customer loyalty is service quality. Any imaginary and irresponsible act or activity that can be proposed by one party to another is referred to as a service. Service includes the behavior of service providers to solve problems and meet customer desires to achieve satisfaction for the actual buyer. Quality service can be reflected in the perceptions that buyers have, based on the assumptions they make [15].

If the buyer experiences service that is considered very good, this is interpreted as quality and satisfying service. Conversely, if the service received does not match expectations, it is considered a poor or poor service. Service quality, according to Lovelock (2013), is the expected standard of excellence and the ability to manage that standard of excellence to satisfy client needs. In other words, the extent to which a service meets or exceeds client expectations is the definition of service quality [19].

Service quality in this context is believed to depend on the gap between the service provided and the desired service on certain dimensions. The higher the service quality, the greater the company's chances of achieving customer satisfaction, which in turn can increase company profits. Service quality focuses on efforts to meet the needs and desires of customers in a way that is by their expectations [20]. Based on research conducted by Sukmanawati & Purwati, (2022) found a significant influence between service quality and customer loyalty.

A clinic is a healthcare facility that organizes individual health services, which include the provision of basic and/or specialist medical services. The clinic aims to provide promotive, preventive, curative, and rehabilitative health services. Clinic services can be implemented in various forms, such as outpatient, inpatient, one-day care, and/or home care. Clinic owners can come from the government, local government, or the community [21].

Mojosongo 1 Clinic is a health clinic that was established in 2017. The clinic has a busy situation every day. This is a reference for researchers to find out whether social media factors and customer quality can affect customer loyalty. The clinic has social media accounts in the form of Instagram and WhatsApp to carry out marketing through social media. The use of social media as a marketing tool has been used for 6 years.

Researchers want to see how the influence of the use of social media is carried out by the clinic in influencing customer loyalty. In addition to social media, the quality of the Mojosongo 1 clinic service is used by researchers to be one of the variables in finding customer loyalty. Researchers want to prove whether the quality of service carried out by the clinic can lead to a loyal attitude by customers. Researchers also want to prove whether customer satisfaction can affect customer loyalty, based on the social media factors used and the quality of service by the Mojosongo 1 Clinic.

This study uses social media variables to test whether these variables can affect patient loyalty at the Mojosongo 1 Clinic. Judging from previous studies that examine what factors affect patient loyalty, there are still few uses of these social media variables. Mojosongo 1 Clinic uses social media tools to help the clinic's operations. Therefore, the use of social media variables is appropriate to test its influence on customer loyalty. This study also involves customer satisfaction variables as mediating variables. The purpose of adding this variable is to test whether customer satisfaction has an intermediary role in the influence of social media and service quality on customer loyalty. When looking at the literature that examines the factors that influence consumer loyalty, it can be concluded that there are still few studies that focus on healthcare clinics. Therefore, this study determines Mojosongo 1 Clinic as a research site that, based on the researcher's observation, has a large number of patients.

This research was conducted because of the research gap in previous studies. Research findings by Subawa & Sulistyawati, (2020) that customer satisfaction cannot mediate between service quality and customer loyalty. However, research conducted by Rofiqo & Addinata, (2021) found that customer satisfaction can mediate between service quality and customer loyalty. Furthermore, research conducted by Tiong, (2018) found that service quality has a positive and significant impact on customer loyalty. However, research conducted by Wijayanto, (2021) found that service quality does not hurt customer loyalty. The difference in results in previous studies is a reference for researchers to conduct this research further.

The purpose of this study is to analyze the effect of social media and service quality on patient loyalty with customer satisfaction as a mediating variable at Mojosongo 1 Clinic.

2.   RESEARCH METHOD

This research adopts the quantitative method as the type of research. The population in focus is Mojosongo 1 clinic customers. In this study, a purposive sampling technique was used which aims to determine the research sample by considering certain criteria. Therefore, not all samples will meet the criteria set by the researcher, and only samples that meet these criteria are considered respondents in this study, so the samples that can become respondents are as follows:
a. Customers who have visited Klinik Mojosongo 1
b. Customers who are over 18 years old

In calculating the sample, this study refers to the theory proposed by Ferdinand (2014). According to Ferdinand (2014), the guidelines for determining the sample size depend on the number of indicators used in all latent variables, where the sample size is calculated by multiplying the number of indicators by a range between 5 and 10. In the context of this study, there are 14 indicators, so using an estimate based on the number of indicators, the sample size is between 70 and 140 people. Based on these calculations, the minimum sample taken by the researcher was 140 respondents.

This research uses primary data as the main source of information. This data is obtained through respondents' answers obtained through a type of interview or closed questionnaire. Primary data refers to information obtained directly by researchers from the first source related to the variables that are the focus of the research.   The data collection method used is by distributing questionnaires. The questionnaire was designed using a Likert scale format, with an interval scale as a measurement method commonly used in questionnaire preparation.

The data analysis technique used in this research is Partial Least Square (PLS) using SMARTPLS software assistance.

3.   RESULTS AND ANALYSIS

In this study, the hypothesis was tested using the Partial Least Square (PLS) data analysis method using SmartPLS 3.2 software. The following is the model structure tested using the PLS program:
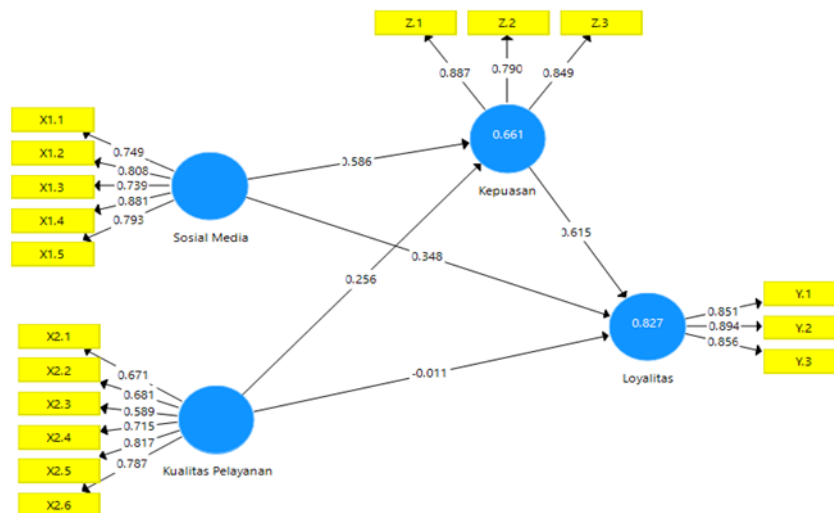
Figure 1. Outer Model

Specification of the relationship between latent variables and their indicators is done through the use of outer model testing. Validity, reliability, and multicollinearity are included in this test.

3.1. Outer Model Analysis
3.1.1. Validity Test
a. Convergent Validity

Testing convergent validity, an assessment of the outer loading or factor loading value is carried out. An indicator is considered to fulfill convergent validity well if the outer loading value is> 0.7. The following is the outer loading value for each indicator on the research variable.

Table 1. Outer Loading Value

	Satisfaction	Service Quality	Loyalty	Social Media	Description
X1.1				0,749	Valid
X1.2				0,808	Valid
X1.3				0,739	Valid
X1.4				0,881	Valid
X1.5				0,793	Valid
X2.1		0,671			Valid
X2.2		0,681			Valid
X2.3		0,589			Valid
X2.4		0,715			Valid
X2.5		0,817			Valid
X2.6		0,787			Valid
Y.1			0,851		Valid
Y.2			0,894		Valid
Y.3			0,856		Valid
Z.1	0,887				Valid
Z.2	0,790				Valid
Z.3	0,849				Valid

Source: Primary data processed, 2023

In Table 1, it can be seen that most of the indicators on the research variables have an outer loading value> 0.7. From this data, it can be concluded that there are no variable indicators that have an outer loading value below 0.5. Therefore, all indicators are considered feasible or valid for use in this study and can be used for further analysis.

b. Discriminant Validity

Convergent validity can also be evaluated by checking the AVE (Average Variance Extracted) value, which should be > 0.5 to be considered valid in terms of convergent validity. The following is the AVE value for each variable in this study:

Table 2. Average Variance Extracted Value

	AVE	Description
Satisfaction	0,710	Valid
Service Quality	0,510	Valid
Loyalty	0,752	Valid
Social Media	0,633	Valid

Source: Processed Primary Data, 2023

Based on Table 2, each variable shows an AVE value> 0.5. Namely Satisfaction of 0.710, Service Quality 0.510, Loyalty 0.752, and Social Media 0.633. This shows that each variable in this study can be considered valid in terms of discriminant validity.

3.1.2. Reliability Test
a. Composite Reliability

Composite reliability is a measure of the reliability of construct measurements used to test the reliability value of indicators on a variable. A variable is considered to meet composite reliability if it has a composite reliability value> 0.7. Table 3, shows the test results:

Table 3. Composite Reliability

	Composite Reliability
Satisfaction	0,880
Service Quality	0,861
Loyalty	0,901
Social Media	0,896

Source: Primary data processed, 2023

From Table 3, the composite reliability value for all research variables is> 0.7. The value for satisfaction is 0.880, service quality is 0.861, loyalty is 0.901, and social media is 0.896. These results indicate that each variable has met the composite reliability criteria, so it can be concluded that all variables have a high level of reliability.

b. Cronbach's Alpha

The second reliability test is Cronbach's Alpha. Cronbach's Alpha is a statistical technique used to measure the internal consistency of psychometric variable indicators.

Table 4. Cronbach's Alpha

	Cronbach's Alpha
Satisfaction	0,795
Service Quality	0,807
Loyalty	0,835
Social Media	0,854

Source: Processed Primary Data, 2023

In Table 4, it is obtained that the Cronbach alpha value of all variables in this study is> 0.6. The conclusion is that Cronbach's alpha has met the requirements so that all constructs can be said to be reliable.

c. Multicollinearity Test

The multicollinearity test can be seen from the tolerance value and variance inflation factor (VIF). Multicollinearity can be detected using cut-off values, where a tolerance value > 0.1 or a VIF value < 5 is considered a normal limit. The following is the VIF value for the variables in this study:

Table 5. Collinearity Statistic (VIF)

	Satisfaction	Loyalty	Description
Satisfaction		2,946	*Non multicollinearity*
Service Quality	3,388	3,582	*Non multicollinearity*
Social Media	3,388	4,398	*Non multicollinearity*

Source: Processed Primary Data, 2023

From Table 5, it is found that the variable value of Satisfaction on Loyalty is 2.946. The Service Quality variable on Satisfaction is 3.388 and on Loyalty is 3.582. Social Media Satisfaction is 3.388 and Loyalty is 4.398. From each variable, these values have a cut-off > 0.1 or VIF < 5, so it can be concluded that there is no multicollinearity violation.
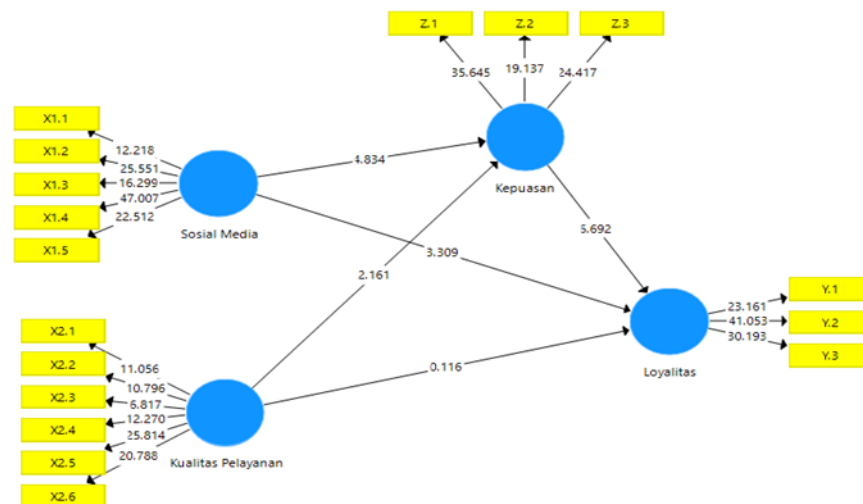

Figure 3. Inner Model

3.2. Inner Model Analysis

To show the relationship between manifest and latent variables of the main predictor, mediator, and outcome variables in one complex model, a structural model evaluation is performed. The two tests in this goodness of fit test are Q-Square (Q2) and R-Square (R2).

3.2.1. R-Square (R^2)

The R2 or R-Square value shows the level of determination of exogenous variables on endogenous variables. A greater R2 value indicates a better level of determination. Ghozali (2015) states that an R2 value of 0.75 indicates a strong model, 0.50 indicates a moderate model, and 0.25 indicates a weak model. The following is the value of the coefficient of determination in this study.

Table 6. R-Square Value

	R Square	R Square Adjusted
Satisfaction	0,661	0,656
Loyalty	0,827	0,823

Source: Processed Primary Data, 2023

In Table 6, R-Square is used to determine the influence of Social Media and Service Quality variables on Customer Satisfaction, namely with a value of 0.661 or 66%, this relationship is strong. R-Square is also used to see the magnitude of the influence of Social Media and Service Quality variables on Customer Loyalty, namely with a value of 0.827 or 83%, this relationship is strong.

3.2.2. Q-Square (Q^2)

The next test is the Q-Square test. The Q2 value in structural model testing is used to evaluate predictive relevance. A Q2 value > 0 indicates that the model has predictive relevance, while a Q2 value < 0 indicates a lack of predictive relevance. Based on data analysis, the Q-Square value is 0.94137. This value explains that the research model can explain as much as 94.1% of the diversity of research data, while the

remaining 5.9% is explained by other factors not included in this research model. Thus, the calculation results show that this research model has good goodness of fit.

3.3. Hypothesis Testing
3.3.1. Direct Effect

In this study, a p-value <0.05 indicates a direct impact between variables, while a p-value> 0.05 indicates that there is no direct impact between variables. In this study, the significance value used is the t-statistic of 1.96 (significant level = 5%).

Table 7. Path Coefficient (Direct Effect)

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Description
Satisfaction (Z) -> Loyalty (Y)	0.615	6.692	0.000	Positive Significant
Service Quality (X2) -> Satisfaction (Z)	0.256	2.161	0.031	Positive Significant
Service Quality (X2) -> Loyalty (Y)	-0.011	0.116	0.908	Negative Not Significant
Social Media (X1) -> Satisfaction (Z)	0.586	4.834	0.000	Positive Significant
Social Media (X1) -> Loyalty (Y)	0.348	3.309	0.001	Positive Significant

Source: Primary data processed, 2023

Based on table 7, the interpretation is as follows:
1) The first hypothesis tests whether Social Media has a positive and significant impact on Loyalty. From Table 7, the t-statistic value is 3.309 with a magnitude of influence of 0.348 and a p-value of 0.001. With a t-statistic value> 1.96 and a p-value <0.05, it can be concluded that the first hypothesis is accepted.
2) The second hypothesis tests whether Service Quality has a positive and significant impact on Loyalty. The t-statistic value is 0.116 with an effect size of -0.011 and a p-value of 0.908. With a t-statistic value <1.96 and a p-value> 0.05, it can be concluded that the second hypothesis is rejected.
3) The third hypothesis tests whether Social Media has a positive and significant impact on Customer Satisfaction. The t-statistic value is 4.834 with a magnitude of influence of 0.586 and a p-value of 0.000. With a t-statistic value> 1.96 and a p-value <0.05, it can be concluded that the third hypothesis is accepted.
4) The fourth hypothesis tests whether Service Quality has a positive and significant impact on Customer Satisfaction. The t-statistic value is 2.161 with an effect of 0.256 and a p-value of 0.031. With a t-statistic value> 1.96 and a p-value <0.05, it can be concluded that the fourth hypothesis is accepted.
5) The fifth hypothesis tests whether Customer Satisfaction has a positive and significant impact on Loyalty. A t-statistic value of 6.692 was obtained with an effect of 0.615 and a p-value of 0.000. With a t-statistic value> 1.96 and a p-value <0.05, it can be concluded that the fifth hypothesis is accepted.

3.3.2. Specific Indirect Effect

If the P-values <0.05, it indicates statistical significance. In this context, the mediator variable mediates the effect between an exogenous variable and an endogenous variable, which means that the effect is indirect. Conversely, if the P-Values > 0.05, it indicates statistical insignificance. This means that the mediator variable does not mediate the effect between an exogenous variable and an endogenous variable, so the effect is direct (Juliandi, 2018). The following is the specific indirect model value:

Table 8. Indirect Effect

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Description
Social Media (X1) -> Satisfaction (Z) -> Loyalty (Y)	0,360	3,908	0,000	Positive Significant
Service Quality (X2) -> Satisfaction (Z) -> Loyalty (Y)	0,158	1,993	0,047	Positif Significant

Source: Primary data processed, 2023

Based on Table 8, the results show that:

1) The sixth hypothesis tests whether Customer Satisfaction mediates the relationship between Social Media on Loyalty. There is a t-statistic value of 3.908 and a p-value of 0.000. With a t-statistic value> 1.96 and a p-value> 0.05. In conclusion, the sixth hypothesis is accepted.

2) The seventh hypothesis tests whether Customer Satisfaction mediates the relationship between Service Quality and Loyalty. The t-statistic value is 1.993 and the p-value is 0.047. With a t-statistic value> 1.96 and a p-value <0.05. In conclusion, hypothesis seven.

3.4. Discussion
3.4.1. The Effect of Social Media on Loyalty
Social Media has a positive and significant impact on Loyalty. This finding is consistent with research conducted by Syafarina (2021), which also found that social media has a positive and significant impact on loyalty. Therefore, it can be concluded that the results of this study support the findings of previous research.

The emergence of social media as a digital platform has made it essential for marketers to choose the most suitable communication channel to place their advertisements. It is expected that social media marketing will foster brand loyalty and encourage repeat business, both of which can increase sales. The high number of social media users in Indonesia is the reason why online promotion is considered more effective.

3.4.2. Effect of Service Quality on Loyalty
Service Quality has a negative and insignificant impact on Loyalty. This research contradicts the research conducted by Warganegara & Alviyani, (2020) which found that service quality has a positive and significant impact on loyalty. So it can be concluded that this study does not support previous research.

The better the quality of service in the clinic, the more clinic consumers will become loyal customers [22]. Good service will be able to make consumers loyal because they feel comfortable with the service they get. However, the results of this study are the opposite where service quality hurts loyalty, which means that most of the respondents in this study think that other things besides service quality make them want to return to treatment at the Mojosongo 1 clinic.

3.4.3. The Effect of Social Media on Satisfaction
Social Media has a positive and significant impact on satisfaction. This finding is in line with research conducted by Puirih et al., (2020), which found that social media has a positive and significant impact on customer satisfaction. Therefore, it can be concluded that this study supports the findings of previous research.

Marketing is currently utilizing social media applications as an extension of traditional marketing strategies [23]. Information generation and user collaboration are made possible by marketing operations conducted through web applications. When customers believe that sellers treat them fairly during transactions, consumer happiness increases. Past experiences, family references, and information and promises from various media can all have an impact on customer satisfaction.

3.4.4. Effect of Service Quality on Satisfaction
Service quality has a positive and significant impact on satisfaction. In line with previous findings by Ritonga et al., (2020) that service quality has a positive and significant impact on customer satisfaction. So it can be concluded that this research supports previous research.

Service quality has a significant impact on the level of customer satisfaction. Companies that are committed to prioritizing quality and consistently providing quality services will gain an advantage in competition. This makes it easier for companies to create customer satisfaction and build successful customer relationships.

3.4.5. Effect of Satisfaction on Loyalty
Satisfaction has a positive and significant impact on Loyalty. In line with the findings by Dewa & Safitri, (2020) who found that satisfaction has a positive and significant impact on loyalty. So it can be concluded that this research supports previous research.

The level of customer satisfaction or dissatisfaction with a product can affect their subsequent behavior patterns. If customers are satisfied, they will likely tend to use the product again, which in turn can result in consumer loyalty [24].

3.4.6. The Effect of Social Media on Loyalty with Satisfaction as a mediating variable
Based on the calculation results, it can be seen that customer satisfaction can act as a mediator in influencing Social Media on Customer Loyalty. These results indicate that the mediating role of customer satisfaction in the relationship between Social Media and Customer Loyalty has significance. This finding is in line with research conducted by Anditya (2020), which states that customer satisfaction can serve as a mediator in the relationship between social media and loyalty.

Social media will increase customer satisfaction because with social media, consumers will be able to see comments and information about the place they are going to. By utilizing social media, businesses can gain broad and unlimited access. Social media is an important key in building a company's brand image, especially in maintaining a close relationship with consumers, especially in special communities related to the brand. Satisfaction arising from consumers will cause a sense of loyalty from consumers.

3.4.7. Effect of Service Quality on Loyalty with Satisfaction as a mediating variable

The calculation results show that Customer Satisfaction can mediate the impact of Service Quality on Customer Loyalty. This is in line with the results of research by Juniantara & Sukawati, (2018) which states that customer satisfaction can mediate the relationship between service quality and loyalty.

The higher the quality and satisfaction of service, the better the quality of the business will be; conversely, if the quality of service is less than satisfactory, the quality of the business may also decline. Service quality can be achieved by fulfilling customer needs and wants and delivering them appropriately so that they match customer expectations. Customers who achieve expectations will feel satisfaction in themselves because what they expect will be achieved. This satisfaction will create a sense of comfort so that the loyal attitude of consumers will grow

4. CONCLUSION
4.1. Conclusion

Based on the results and discussion, it is concluded that social media has a positive and significant effect on Loyalty. Service quality has a negative and insignificant impact on Loyalty. Social Media has a positive and significant impact on Satisfaction. Service quality has a positive and significant impact on satisfaction. Satisfaction has a positive and significant impact on Loyalty. Social Media has a positive and significant impact on Loyalty through Satisfaction. Service Quality has a positive and significant impact on Loyalty through Satisfaction.

4.2. Suggestions

The suggestions for further researchers based on this research are as follows:

a. Suggestions for future researchers, take a sample with a larger number of respondents with varied characteristics to increase generalisation and diversity in research results and aim for better data accuracy in their research.
b. Complementing variables other than those in this study and it is hoped that the results of this study can be a reference for research on the same topic.

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