



The Association Between e-WOM Dimensions and Patient Loyalty

Irfan Fadillah Ramadhan^{1,2*}, Naufal Fakhri Nugraha^{3,4}, Ratih Tresnati², Rachmat Suyanto²

¹Universitas Muhammadiyah Kuningan, Indonesia

²Universitas Islam Bandung, Indonesia

³Universitas Padjadjaran, Indonesia

⁴Universitas Padjadjaran Hospital, Indonesia

Received: May 31, 2026

Revised : June 29, 2026

Accepted : August 06, 2026

Online : August 30, 2026

Abstract

Digital communication and online patient reviews have become increasingly important in shaping patient perceptions and loyalty toward healthcare providers. This study aims to examine the association between perceived electronic word of mouth (e-WOM) dimensions—Concern for Others, Expressing Positive Feelings, and Helping the Company—and patient loyalty among outpatients attending the internal medicine polyclinic of Muhammadiyah Bandung Hospital. A quantitative cross-sectional design was employed involving 133 outpatients selected through simple random sampling. Data were collected using a structured questionnaire and analyzed using descriptive statistics and multiple linear regression. The results indicate that Concern for Others ($\beta = 0.273$, $p = 0.008$), Expressing Positive Feelings ($\beta = 0.242$, $p = 0.036$), and Helping the Company ($\beta = 0.234$, $p = 0.025$) each had a positive and statistically significant effect on patient loyalty. Collectively, the three dimensions significantly explain patient loyalty ($F = 80.054$, $p < 0.001$), accounting for 65.1% of the variance in patient loyalty ($R^2 = 0.651$). These findings extend the healthcare service marketing, patient relationship management, and digital communication literature by demonstrating that distinct motivational dimensions of perceived e-WOM have a positive and statistically significant effect on patient loyalty. The study also highlights the importance of patient relationship management strategies that encourage positive online interactions and patient-generated recommendations to strengthen loyalty and long-term engagement with healthcare providers.

Keywords: *Electronic Word of Mouth, Patient Loyalty, Healthcare Marketing, Patient Relationship Management, Digital Communication*

INTRODUCTION

In the era of economic globalization and the Industrial Revolution 4.0, business competition has become increasingly intense and dynamic (Turel & Akis, 2019). Organizations are required to develop effective strategies, improve service quality, and maintain strong relationships with their customers in order to remain competitive (Meesala & Paul, 2018). One of the most important strategic assets for companies is customer loyalty, which reflects the commitment of customers to continue using products or services offered by an organization over time. Loyal customers not only repeatedly purchase products or services but also tend to recommend them to others through positive communication (So et al., 2025).

Customer loyalty reflects the willingness of customers to maintain an ongoing relationship with a business by repeatedly choosing its offerings despite the presence of other options in the market (Banerji & Singh, 2024). Customer loyalty is largely determined by customer satisfaction, service quality, and the experiences customers have during their interactions with a company. Organizations that consistently deliver excellent service are more likely to achieve greater customer satisfaction, which can encourage customers to make repeat purchases and continue

Copyright Holder:

© Ramadhan, Nugraha, Tresnati & Suyanto. (2026)

Corresponding author's email: irfanfadhilah24@gmail.com

This Article is Licensed Under:



their relationship with the company (Silalahi et al., 2024). Satisfaction is achieved when customers perceive that the performance of a product or service fulfills or exceeds what they initially expected. As a result, satisfied customers often demonstrate stronger commitment toward the company and are more willing to share favorable recommendations with others (Amelia & Nisa, 2025; Rukhmana & Dwiarta, 2026). The advancement of digital technology has transformed the manner in which businesses interact with consumers, leading marketing activities to increasingly rely on online platforms (Pretita & Toha, 2022). Consequently, e-WOM has emerged as a significant factor affecting consumer attitudes, decision-making processes, and loyalty. Favorable online reviews and recommendations can strengthen trust and encourage customers to maintain their relationship with a brand (Mukti et al., 2025; Prissca & Wulandari, 2022). Consequently, positive e-WOM can strengthen consumer trust and encourage long-term loyalty toward a product or service.

Along with the rapid development of digital technology, marketing strategies have shifted from traditional approaches to digital marketing, which relies on internet-based platforms and tools. Digital platforms enable organizations to communicate and interact more effectively with customers through various online media such as websites, social media, and mobile applications. This transformation not only expands market reach but also allows companies to build closer, real-time relationships with customers and to measure marketing performance more accurately (Aleisa et al., 2023; Durmaz & Efendioglu, 2016). One important phenomenon in digital marketing is electronic word of mouth (e-WOM), which refers to positive or negative statements made by consumers about products or services through the internet (Hanlon et al., 2022). Compared to traditional word of mouth, e-WOM allows information to spread more rapidly and reach a wider audience because it is disseminated through digital networks and social media platforms (Setianingtiyas, 2015). As a result, e-WOM has become a powerful source of information that influences consumer perceptions, decision-making processes, and loyalty (Huete-Alcocer, 2017; Navitha Sulthana & Shanmugam, 2020).

Previous research has identified several factors that play a significant role in determining the effectiveness of e-WOM communication. Luo et al. (2015) highlight the importance of source credibility in shaping the trust of information recipients (Luo et al., 2015). In addition, Soinbala et al. (2021) explain that Concern for Others reflects an individual's genuine intention to help other consumers make better decisions by sharing their experiences (Soinbala & Bessie, 2020). Another dimension, Expressing Positive Feelings, refers to the tendency of consumers to share positive experiences after receiving satisfactory services (Detmuliati et al., 2021). Meanwhile, Helping the Company reflects the motivation of customers to provide positive recommendations as a form of appreciation toward companies that deliver satisfying products or services (Soinbala & Bessie, 2020). These dimensions collectively contribute to the formation of positive electronic word of mouth that can strengthen customer loyalty.

The healthcare sector, including hospitals, has also experienced increasing competition as the number of healthcare providers continues to grow. Hospitals need to ensure the delivery of quality healthcare services while fostering strong relationships with patients in order to build trust and encourage long-term loyalty. Patient loyalty plays an important role in maintaining hospital sustainability because loyal patients tend to return for future treatment and recommend the hospital to others (H. Liu et al., 2025). However, public perceptions toward hospital services may vary, particularly between public and private hospitals, which often influences patient decisions in choosing healthcare services (Almosa & Alonazi, 2025).

Prior studies have analyzed the linkage between service quality, patient satisfaction, and loyalty, highlighting their importance in enhancing healthcare service performance (Nurfitrani, 2024; Rachmatillah & Munawar, 2025). However, the existing literature has predominantly

focused on traditional determinants of patient loyalty, while the role of digital communication behavior remains relatively underexplored in healthcare settings. Although previous studies have demonstrated that electronic word of mouth (e-WOM) influences consumer attitudes, purchase intentions, and loyalty in various service industries, empirical evidence regarding the specific motivational dimensions of e-WOM that contribute to patient loyalty in healthcare organizations remains limited (Upe et al., 2024). Furthermore, many studies treat e-WOM as a single construct, providing limited understanding of how different motivations underlying online communication behaviors may influence loyalty outcomes.

From the perspective of relationship marketing and service management, patient loyalty is not only influenced by service encounters and satisfaction but also by interactions that occur beyond direct healthcare delivery (Sihombing et al., 2025). The increasing use of digital platforms has enabled patients to share experiences, recommendations, and evaluations that shape perceptions of healthcare providers. Consequently, e-WOM has become an important strategic resource for healthcare organizations because positive online communication can strengthen trust, reduce perceived risk, enhance organizational reputation, and foster long-term patient relationships (Sihombing et al., 2025). Understanding how e-WOM contributes to patient loyalty is therefore increasingly relevant for healthcare service management and patient relationship management strategies.

This study specifically focuses on three motivational dimensions of e-WOM: Concern for Others, Expressing Positive Feelings, and Helping the Company. These dimensions were selected because they represent distinct theoretical motivations underlying patients' willingness to communicate their healthcare experiences online. Concern for Others reflects altruistic behavior in which patients share information to help others make informed healthcare decisions. Expressing Positive Feelings represents the emotional expression of satisfaction and positive healthcare experiences. Helping the Company reflects patients' intention to support healthcare providers by recommending their services to others. Collectively, these dimensions capture informational, emotional, and relational aspects of digital communication behavior that may contribute to the development of patient loyalty. Despite their theoretical relevance, limited studies have examined the influence of these specific e-WOM dimensions within healthcare organizations.

Muhammadiyah Bandung Hospital is one of the private hospitals located in Bandung that provides healthcare services to the community. Based on online reviews, the hospital has received various comments from patients regarding service quality and patient experiences. These online reviews may influence potential patients when deciding whether to seek treatment at the hospital. Positive electronic word of mouth can strengthen hospital reputation and encourage repeat visits, while negative reviews may reduce patient trust and loyalty. Accordingly, this study seeks to address the following research questions: (1) Is Concern for Others significantly associated with patient loyalty? (2) Is Expressing Positive Feelings significantly associated with patient loyalty? (3) Is Helping the Company significantly associated with patient loyalty? and (4) To what extent do these dimensions collectively explain patient loyalty among outpatients in a healthcare service context?

This study contributes to the healthcare marketing, relationship marketing, and digital communication literature by extending the application of e-WOM motivational dimensions to healthcare services. Specifically, it provides empirical evidence regarding how different forms of patient-generated digital communication influence patient loyalty among outpatients at Muhammadiyah Bandung Hospital. The findings are expected to provide both theoretical insights into digital consumer behavior in healthcare and practical implications for healthcare organizations seeking to strengthen patient loyalty through effective digital engagement strategies.

LITERATURE REVIEW

Patient Loyalty

Patient loyalty is an important indicator of the long-term sustainability of healthcare institutions. In the context of health services, loyalty refers to a patient's commitment to continue using the services of a particular healthcare provider and to recommend those services to others (Zhou et al., 2017). Loyalty reflects a deep commitment from consumers to repurchase or reuse services consistently despite situational influences and competitive marketing efforts. Customer loyalty represents a long-term relationship between customers and service providers characterized by repeat purchases and positive recommendations (Sudirjo et al., 2024).

In the healthcare sector, patient loyalty plays a strategic role because loyal patients are more likely to return for future treatments and provide positive referrals to others (S. Liu et al., 2021). However, with the rapid development of digital technology, patient loyalty is increasingly influenced by information obtained through online platforms, particularly through electronic word-of-mouth communication (Brandão & Ribeiro, 2023).

Electronic Word of Mouth (e-WOM)

Electronic Word of Mouth (e-WOM) refers to positive or negative statements made by consumers regarding products or services that are disseminated through internet-based platforms. Unlike traditional word-of-mouth communication, which occurs through direct interpersonal interaction, e-WOM enables information to be distributed rapidly and reach a wider audience through social media, websites, and online review platforms (Safitri & Indra, 2024). Electronic word of mouth (e-WOM) refers to the exchange of information, opinions, and experiences among consumers through digital platforms such as online reviews, discussion forums, and social media (Soviana et al., 2026).

The emergence of e-WOM has significantly changed the way consumers obtain information and make purchasing decisions. Online reviews and consumer experiences shared through digital platforms often influence perceptions, trust, and behavioral intentions toward products or services. In service industries such as healthcare, where services are intangible and difficult to evaluate before consumption, e-WOM becomes an important information source for potential patients when choosing healthcare providers (Sihombing et al., 2025).

In the context of healthcare services, e-WOM can be examined from two complementary perspectives: the sender (e-WOM producer) and the receiver (e-WOM recipient). While some studies focus on the motivations that encourage consumers to generate online reviews and recommendations, other studies emphasize how recipients perceive, interpret, and utilize information obtained through digital platforms (Periyanto et al., 2024). The present study adopts the recipient perspective, examining how outpatients perceive e-WOM information shared by other patients through online channels and how these perceptions influence their loyalty toward healthcare providers. This perspective is particularly relevant because patients frequently rely on online reviews and shared experiences when evaluating healthcare services that are difficult to assess prior to consumption.

Concern for Others

Concern for Others is one of the motivational dimensions of electronic word of mouth that reflects an individual's desire to help other consumers make better decisions by sharing their experiences. This dimension is closely related to altruistic behavior, where individuals voluntarily

provide information or recommendations to assist others in selecting products or services ([Masarroh et al., 2025](#)). Consumers who share their experiences with the intention of helping others often provide detailed information regarding service quality, benefits, and potential risks. In healthcare services, this type of information is particularly valuable because patients often rely on recommendations from other patients when choosing hospitals or medical services. Previous research has shown that concern for others can encourage positive online communication that strengthens trust and influences consumer decision-making processes ([Lee et al., 2022](#)).

From the recipient perspective adopted in this study, Concern for Others reflects patients' perceptions that online information shared by previous patients is intended to help others make better healthcare decisions. When recipients perceive such information as genuinely helpful and altruistic, they are more likely to trust the information source and develop favorable attitudes toward the healthcare provider. Consequently, perceived concern for others may strengthen confidence in healthcare services and contribute to patient loyalty.

Expressing Positive Feelings

Expressing Positive Feelings refers to the tendency of consumers to share positive experiences after receiving satisfactory products or services. Consumers who experience satisfaction or emotional pleasure after using a service often feel motivated to express these positive feelings through communication with others. This motivation is closely related to psychological satisfaction, where consumers wish to share their happiness or positive experiences with others. Positive emotional experiences often encourage consumers to provide favorable reviews, testimonials, or recommendations through digital platforms. Such positive expressions can enhance the reputation of service providers and influence the perceptions of potential customers ([Soinbala & Bessie, 2020](#)).

In healthcare settings, positive patient experiences can lead to positive online reviews that increase public trust in hospitals and influence patients' decisions to seek treatment at specific healthcare institutions ([Shan et al., 2024](#)).

Helping the Company

Helping the Company refers to the motivation of customers to support a company by sharing positive recommendations after experiencing satisfactory services. Consumers may feel motivated to contribute to a company's success by promoting its services to others as a form of appreciation for positive experiences ([Soinbala & Bessie, 2020](#)).

Customers who are satisfied with a company's services often voluntarily provide positive reviews or recommendations to help the company maintain its reputation and attract new customers. This behavior is particularly important in service industries such as healthcare, where reputation and trust play crucial roles in influencing patient decisions ([Ferreira et al., 2023](#)).

Within the recipient perspective, Helping the Company reflects patients' perceptions that previous patients intentionally provide positive recommendations to support healthcare providers.

Relationship between e-WOM and Patient Loyalty

Electronic word of mouth has become an important source of information influencing consumer attitudes, trust, and loyalty across various service industries, including healthcare. Previous studies have shown that information obtained through online reviews and patient-generated content can shape perceptions of healthcare quality and influence healthcare decision-making ([Shan et al., 2024](#)). In healthcare services, where service outcomes are often difficult to evaluate before utilization, patients frequently rely on the experiences and recommendations shared by other patients through digital platforms ([Entwistle et al., 2011](#)).

Unlike studies that focus on e-WOM generation behavior, the present study emphasizes the recipient perspective by examining how patients perceive e-WOM information communicated by others. According to information adoption and social influence perspectives, individuals are more likely to trust and utilize information that is perceived as helpful, credible, emotionally positive, and supportive of service providers. Consequently, perceptions of Concern for Others, Expressing Positive Feelings, and Helping the Company may positively influence patient evaluations of healthcare providers and strengthen patient loyalty (Garavand et al., 2016).

Therefore, the present study proposes that patients who perceive online information as helpful for decision-making (Concern for Others), reflective of positive healthcare experiences (Expressing Positive Feelings), and supportive of healthcare providers (Helping the Company) are more likely to develop stronger loyalty toward the hospital.

Drawing upon social influence theory and information adoption perspectives, this study argues that patients' perceptions of e-WOM information received through digital platforms influence their evaluations of healthcare providers and subsequent loyalty behaviors. When online information is perceived as helpful, emotionally positive, and supportive of the healthcare organization, recipients are more likely to develop trust and favorable attitudes toward the provider, thereby strengthening patient loyalty (Garavand et al., 2016).

Research Hypotheses

Based on the theoretical framework and previous studies, the following hypotheses are proposed:

H1: Concern for Others positively influences patient loyalty

H2: Expressing Positive Feelings positively influences patient loyalty

H3: Helping the Company positively influences patient loyalty

H4: Concern for Others, Expressing Positive Feelings, and Helping the Company collectively positively influences patient loyalty.

RESEARCH METHOD

Research Design and Location

A cross-sectional design was considered appropriate because it allows the simultaneous assessment of respondents' perceptions of e-WOM and patient loyalty at a single point in time. This design is commonly used in healthcare marketing and consumer behavior research to examine associations among variables without requiring longitudinal follow-up. This study employed a quantitative research approach using a cross-sectional design to examine the influence of electronic word of mouth (e-WOM) dimensions on patient loyalty. The cross-sectional design was used because the data were collected at a single point in time to analyze the relationships between independent and dependent variables.

The research was conducted at Muhammadiyah Bandung Hospital located at Jalan KH. Ahmad Dahlan No. 53, Bandung, Indonesia. The overall study was conducted between June 2020 and March 2021. This period included obtaining institutional and hospital permissions, preparation of the research instruments, administrative procedures, respondent recruitment planning, data collection, and data analysis. The actual questionnaire data collection was conducted from January 25 to February 25, 2021.

Population and Sample

The population of this study consisted of outpatients at the internal medicine polyclinic of Muhammadiyah Bandung Hospital. Based on hospital records, the average number of patient visits to the polyclinic was approximately 300 patients per week.

The sampling technique used in this study was simple random sampling. The sampling frame was developed from the outpatient registration list maintained by the internal medicine polyclinic during the data collection period. Eligible patients who met the inclusion criteria were assigned identification numbers, and respondents were selected using a random selection procedure to provide each eligible patient with an equal probability of participation.

The sample size was determined using the Slovin formula, resulting in a minimum sample requirement of 133 respondents. The final sample consisted of 133 completed questionnaires, which met the minimum sample size requirement for statistical analysis.

Inclusion Criteria

To ensure the relevance of respondents to the research objectives, the following inclusion criteria were applied:

1. Patients visiting the internal medicine polyclinic at Muhammadiyah Bandung Hospital during the sampling period
2. Patients who had visited the hospital at least twice.
3. Patients who were willing to participate in the study after receiving an explanation of the research procedure and signing informed consent
4. Patients aged over 18 years.

Ethical Consideration

Prior to participation, all respondents received an explanation regarding the objectives and procedures of the study. Participation was voluntary, and informed consent was obtained from all respondents before questionnaire administration. Respondents were informed that their responses would be used solely for research purposes and would be analyzed anonymously. To protect confidentiality, no personally identifiable information was recorded in the research database. The study was conducted in accordance with ethical principles governing research involving human participants. The study was conducted following institutional ethical guidelines and hospital authorization procedures.

Data Collection

This study utilized both primary and secondary data sources. Primary data were collected directly from respondents using structured questionnaires administered to outpatients attending the internal medicine polyclinic. No interviews were conducted as part of this study. Secondary data were obtained from hospital administrative records and other relevant institutional documents related to patient visits and hospital services.

Prior to data collection, permission to conduct the study was obtained from both the relevant institution and Muhammadiyah Bandung Hospital. Eligible patients were approached after completing their healthcare services and were invited to participate voluntarily. After providing informed consent, respondents received a paper-based questionnaire, which was distributed directly by the research team. Respondents completed the questionnaire independently without interviewer assistance and returned the completed questionnaire immediately after finishing. Research assistants were available only to clarify questionnaire instructions when requested and did not influence respondents' answers. Only fully completed questionnaires were included in the final analysis.

The research instrument used in this study was a structured questionnaire developed based on relevant theoretical concepts. The questionnaire was designed using a 5-point Likert scale, consisting of the following response categories: (5) SS – Strongly Agree; (4) S – Agree; (3) N – Neutral; (2) TS – Disagree; and (1) STS – Strongly Disagree. For descriptive analysis, mean scores

were interpreted using the following categories: 1.00–1.79 (Very Low), 1.80–2.59 (Low), 2.60–3.39 (Moderate), 3.40–4.19 (High), and 4.20–5.00 (Very High).

Research Variables

The research framework includes one dependent variable and several independent variables. The independent variables represent three dimensions of e-WOM, which include: (1) Concern for Others, (2) Expressing Positive Feelings, and (3) Helping the Company. These variables were measured from the perspective of e-WOM recipients, reflecting respondents' perceptions of online information and recommendations shared by other patients. The dependent variable in this study is Patient Loyalty.

Instrument Testing

Before proceeding with data analysis, the questionnaire was evaluated for its validity and reliability. Item validity was examined through Pearson Product-Moment correlation analysis to ensure that each statement accurately measured the intended construct. Reliability testing was performed using Cronbach's Alpha, which assesses the internal consistency of questionnaire items. A Cronbach's Alpha coefficient of 0.70 or higher was considered acceptable for establishing instrument reliability.

Data Analysis

This study utilized descriptive and hypothesis-testing analyses. Descriptive statistics were used to present respondent profiles and summarize the distribution of responses across the study variables. To test the research hypotheses, multiple linear regression analysis was employed. The t-test was used to determine the significance of the effect of each independent variable individually, whereas the F-test was applied to evaluate their collective influence on patient loyalty. Statistical computations were carried out using the SPSS program.

FINDINGS AND DISCUSSION

Respondent Characteristics

A total of 133 outpatients participated in this study. Table 1 summarizes the demographic characteristics of the respondents. Female respondents accounted for the majority of the sample (55.6%), while males represented 44.4%. Regarding age, most respondents were between 26 and 35 years (30.8%), followed closely by those aged 36–45 years (30.1%). Respondents aged over 45 years comprised 20.3% of the sample, whereas the youngest age group (18–25 years) represented 18.8%.

In terms of educational attainment, most respondents had completed senior high school (63.9%), followed by a bachelor's degree (24.1%). Only a small proportion had completed primary school (4.5%), junior high school (4.5%), or diploma education (3.0%).

Regarding occupation, respondents with other types of occupations constituted the largest group (46.7%), followed by employees (32.3%), students (12.8%), and laborers (8.3%). Overall, the demographic profile indicates that the study participants represented a diverse outpatient population with varying educational backgrounds and occupational statuses.

Table 1. Demographic Characteristics of Respondents

Characteristics	<i>n</i>	%
Sex		
Male	59	44.4
Female	74	55.6

Characteristics	<i>n</i>	%
Age		
18 - 25	25	18.8
26 - 35	41	30.8
36 - 45	40	30.1
> 45	27	20.3
Education		
Primary School	6	4.5
Junior High School	6	4.5
Senior High School	85	63.9
Diploma	4	3.0
Bachelor's Degree	32	24.1
Occupation		
Employee	43	32.3
Laborer	11	8.3
Others	62	46.7
Student	17	12.8

Validity and Reliability Test

The validity of the questionnaire was assessed using Pearson's Product-Moment correlation analysis to determine whether each questionnaire item adequately measured its intended construct. An item was considered valid when its calculated correlation coefficient (r_{xy}) exceeded the critical r -table value of 0.361 at the predetermined significance level. As presented in Table 2, all questionnaire items for the independent variables (Concern for Others, Expressing Positive Feelings, and Helping the Company) and the dependent variable (Patient Loyalty) produced correlation coefficients greater than the critical value. Therefore, all questionnaire items were considered valid and were retained for subsequent statistical analyses. The validity test was conducted during the pilot testing phase involving 30 respondents, resulting in a critical r -table value of 0.361 ($\alpha = 0.05$, $df = 28$).

Table 2. Validity Test Results of the Research Variables

Variable	Item	Rxy	r-table	Note
Patient Loyalty	Y1.1	0.689	0.361	Valid
	Y1.2	0.694	0.361	Valid
	Y1.3	0.724	0.361	Valid
	Y1.4	0.579	0.361	Valid
Concern for Others	X1.1	0.773	0.361	Valid
	X1.2	0.874	0.361	Valid
	X1.3	0.843	0.361	Valid
Expressing Positive Feelings	X2.1	0.645	0.361	Valid
	X2.2	0.582	0.361	Valid
	X2.3	0.572	0.361	Valid
Helping the Company	X3.1	0.683	0.361	Valid
	X3.2	0.683	0.361	Valid

Furthermore, instrument reliability was evaluated using Cronbach's Alpha coefficient to determine the consistency of the measurement tool. As presented in Table 3, the Cronbach's Alpha

values obtained for Concern for Others (0.915), Positive Feelings (0.766), Helping the Company (0.811), and Patient Loyalty (0.834) all exceeded the recommended minimum criterion of 0.70. These findings demonstrate that the instrument possesses satisfactory reliability and can be considered internally consistent for measuring the study variables.

Table 3. Reliability Test Results

Variable	Cronbach Alpha	Critical Value	Note
<i>Concern for Others</i>	0.915	0.70	Reliable
<i>Expressing Positive Feelings</i>	0.766	0.70	Reliable
<i>Helping the Company</i>	0.811	0.70	Reliable
Patient Loyalty	0.834	0.70	Reliable

Concern for Others

The descriptive analysis results indicate that the mean value of the Concern for Others variable is 3.52, which is categorized as high. This finding indicates that patients often obtain treatment recommendations and information about Muhammadiyah Bandung Hospital from other patients through internet-based communication.

Table 4. Respondents' Assessment of the Concern for Others Variable

No.	Variable Items	Mean	Category
1	Outpatients at the Muhammadiyah Bandung Hospital got treatment recommendations over the Internet from patients who had been treated at the hospital previously.	3.59	High
2	Outpatients at Muhammadiyah Bandung Hospital received information about the hospital via the Internet from patients who had previously been treated at the hospital.	3.50	High
3	Outpatients at Muhammadiyah Bandung Hospital feel the care of patients who have been treated at the hospital via the Internet.	3.47	High
Concern for Others		3.52	High

This result suggests that patients are willing to share their experiences with the intention of helping others make better healthcare decisions. Such behavior reflects altruistic motivation in electronic word of mouth communication. Concern for Others represents an individual's intention to help other consumers by sharing useful information based on personal experiences. In healthcare services, this type of information plays an important role because patients often rely on recommendations from previous patients when choosing healthcare providers (Soinbala & Bessie, 2020).

Expressing Positive Feelings

The mean value of the Expressing Positive Feelings variable is 3.48, which is categorized as high. This indicates that patients tend to share positive experiences regarding the services provided by Muhammadiyah Bandung Hospital through internet-based platforms.

Table 5. Respondents' Assessment of the Variable Expressing Positive Feelings

No.	Variable Items	Mean	Category
1	Through the Internet, outpatients at Muhammadiyah Bandung Hospital experience the satisfaction of patients who have been treated there.	3.52	High
2	Patients who had been treated at Muhammadiyah Bandung Hospital provided outpatients with positive feedback about the facility via the Internet.	3.44	High
3	Through the Internet, outpatients at Muhammadiyah Bandung Hospital can learn about the hospital's positive reputation from patients who have been treated there.	3.45	High
Expressing Positive Feelings		3.48	High

Positive emotional experiences after receiving healthcare services often encourage patients to share their satisfaction with others. This behavior reflects the psychological motivation to express positive feelings toward a service provider. Expressing positive feelings occurs when consumers experience satisfaction and emotional pleasure after using a service, which motivates them to communicate favorable experiences to other individuals. In the context of healthcare services, positive online reviews may enhance the reputation of hospitals and influence potential patients' decisions to seek treatment (Detmuliati et al., 2021).

Helping the Company

The Helping the Company variable has a mean value of 3.55, which also falls into the high category. This finding indicates that patients are willing to promote Muhammadiyah Bandung Hospital by sharing positive recommendations through online platforms.

Table 6. Respondents' Assessment of Helping the Company Variable

No.	Variable Items	Mean	Category
1	The willingness of patients who have been treated at Muhammadiyah Bandung Hospital to publicize the hospital is apparent to outpatients via the Internet.	3.59	High
2	Through the internet, outpatients at Muhammadiyah Bandung Hospital can feel an awareness of the quality of the hospital's services, from patients who have been treated at Muhammadiyah Bandung Hospital.	3.51	High
Helping the Company		3.55	High

Customers who experience satisfactory services may feel motivated to support the organization by recommending it to others. This behavior reflects a form of appreciation toward companies that provide positive experiences. Helping the Company represents the motivation of consumers to contribute to a company's success by sharing favorable information or recommendations. In healthcare services, positive recommendations from patients can strengthen hospital reputation and attract new patients (Soinbala & Bessie, 2020).

Patient Loyalty

The descriptive analysis shows that the mean value of the Patient Loyalty variable is 3.40,

which indicates a high level of loyalty among patients. This finding suggests that most patients prefer to continue receiving treatment at Muhammadiyah Bandung Hospital and are willing to use other services provided by the hospital.

Table 7. Respondents' Assessment of Patient Loyalty

No.	Variable Items	Mean	Category
1	Outpatients at Muhammadiyah Bandung Hospital refuse to seek treatment at other hospitals, and prefer to seek treatment at Muhammadiyah Bandung Hospital.	3.4	High
2	Outpatients at Muhammadiyah Bandung Hospital perceive the hospital's service to be superior to that of other Bandung hospitals.	3.47	High
3	Outpatients at Muhammadiyah Bandung Hospital, if they are sick, will repurchase medical services at Muhammadiyah Bandung Hospital.	3.44	High
4	Outpatients at Muhammadiyah Bandung Hospital will utilize the hospital's other services.	3.31	High
Patient Loyalty		3.4	High

Patient loyalty reflects a long-term commitment to continue using healthcare services and recommending them to others. Customer loyalty represents a strong commitment to repurchase or continue using a service despite alternative choices offered by competitors. In the healthcare context, loyal patients not only return for future treatments but also provide positive recommendations to others, which contributes to hospital sustainability ([Sihombing et al., 2025](#)).

Classical Assumption Test

The normality of the data was evaluated using the Kolmogorov–Smirnov test. The analysis produced a significance value of 0.350, which exceeds the established threshold of 0.05. Therefore, the residuals can be considered normally distributed, indicating that the normality assumption required for regression analysis has been satisfied.

Table 8. Normality Test Results with the Kolmogorov Smirnov Test method

Variable	Sig.	Level of Significant	Description
Residual	0.350	0.05	Normal

Based on the multicollinearity analysis, the VIF values obtained for each independent variable were below 10, indicating the absence of significant correlations among the predictor variables.

Table 9. Multicollinearity Test Results with VIF Method

Variable	VIF	Critical Value	Description
<i>Concern for Others</i> (X_1)	4.910	10	No multicollinearity
<i>Expressing Positive Feelings</i> (X_2)	5.846	10	No multicollinearity
<i>Helping the Company</i> (X_3)	5.195	10	No multicollinearity

In addition, the heteroscedasticity test using the Glejser method indicates that the significance values for all variables are greater than 0.05. This suggests that the regression model

does not suffer from heteroscedasticity and is suitable for further regression analysis.

Table 10. Heteroscedasticity Test Results with the Glejser method

Variable	Sig.	Critical Value	Description
<i>Concern for Others (X₁)</i>	0.303	0.05	Homoscedasticity
<i>Expressing Positive Feelings (X₂)</i>	0.656	0.05	Homoscedasticity
<i>Helping the Company (X₃)</i>	0.699	0.05	Homoscedasticity

Table 11. OLS Method of Linear Regression Results

Variable	Standardized Coefficient	Unstandardized Coefficient	t-count	Sig.
Constant	-	0.768	4.394	0.000
<i>Concern for Others (X₁)</i>	0.309	0.273	2.683	0.008
<i>Expressing Positive Feelings (X₂)</i>	0.266	0.242	2.114	0.036
<i>Helping the Company (X₃)</i>	0.269	0.234	2.264	0.025
R ²		: 0.651		
Adjusted R ²		: 0.642		
F-statistik		: 80.054, Sig. = 0.000		
N		: 133		
Dependent Variable (Y)		: Loyalty		

Based on the multiple linear regression analysis, the regression model is expressed as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 0.768 + 0.273X_1 + 0.242X_2 + 0.234X_3$$

Where:

Y = Patient Loyalty

X₁ = Concern for Others

X₂ = Expressing Positive Feelings

X₃ = Helping the Company

The regression equation indicates that all three e-WOM dimensions positively contribute to patient loyalty. Holding other variables constant, a one-unit increase in Concern for Others, Expressing Positive Feelings, and Helping the Company is associated with increases of 0.273, 0.242, and 0.234 units in patient loyalty, respectively.

Influence of Concern for Others on Patient Loyalty

The results of this study indicate that Concern for Others has a positive and significant effect on patient loyalty at Muhammadiyah Bandung Hospital (Table 11). This finding suggests that patients who receive recommendations or useful information from other patients through online platforms are more likely to develop trust and maintain loyalty toward the hospital.

The regression model demonstrates substantial explanatory power, with the independent variables accounting for 65.1% of the variance in patient loyalty (R² = 0.651). The adjusted R² value

indicates that the model remains robust after accounting for the number of predictors included in the analysis. Furthermore, the significant F-statistic ($F = 80.054, p < 0.001$) confirms that the model collectively explains patient loyalty better than a model without predictor variables. These findings suggest that perceptions of e-WOM constitute an important determinant of patient loyalty within healthcare service settings.

From a theoretical perspective, this result can be explained through the concept of altruistic motivation in electronic word of mouth communication (R. Chen et al., 2023). Consumers often share information not only to express their experiences but also to help others make better decisions. In healthcare services, where service outcomes are uncertain and difficult to evaluate before consumption, patients tend to rely heavily on recommendations from other patients who have experienced the services. Such peer-to-peer communication reduces perceived risk and increases trust in healthcare provider (Sihombing et al., 2025). Concern for Others significantly influences consumer behavioral intentions and loyalty. However, the present study extends these findings by showing that the role of Concern for Others is also relevant in the healthcare service context, where patient decisions are often influenced by emotional and informational considerations rather than purely economic factors (Retno & Rachmat, 2025).

In practical, this finding highlights the importance for hospitals to encourage satisfied patients to share their experiences through digital platforms. Positive patient recommendations can function as a powerful marketing mechanism that strengthens hospital reputation and attracts new patients.

Influence of Expressing Positive Feelings on Patient Loyalty

The results also reveal that Expressing Positive Feelings significantly affects patient loyalty (Table 11). Patients who share positive emotions and satisfaction after receiving healthcare services are more likely to develop stronger emotional bonds with the hospital.

This finding supports the theory that positive emotional experiences play a crucial role in shaping consumer loyalty. When consumers experience satisfaction and emotional comfort, they tend to express these feelings through positive communication with others. Such expressions can strengthen both personal attachment and social influence, which ultimately reinforces loyalty (Pranajaya et al., 2023).

Expressing positive feelings through online communication can influence consumer attitudes and behavioral intentions. However, the results of this study suggest that in the healthcare context, the effect of positive emotional expression may be particularly significant because healthcare services often involve emotional experiences such as trust, relief, and psychological comfort (Detmuliati et al., 2021).

Compared with traditional marketing communication, positive emotional expressions shared by patients are often perceived as more credible because they originate from real experiences. Therefore, electronic word of mouth generated by patients may have stronger persuasive power than formal promotional strategies implemented by hospitals (Ramadhanty & Sulistiadi, 2022).

Influence of Helping the Company on Patient Loyalty

The results further indicate that Helping the Company has a positive and significant effect on patient loyalty. This finding suggests that patients who feel satisfied with hospital services may develop a sense of responsibility or willingness to support the hospital by sharing positive recommendations with others. This behavior can be explained through the concept of reciprocity in consumer behavior, where consumers who receive positive experiences feel motivated to reciprocate by contributing to the success of the service provider. In this context, patients perceive

that sharing positive information about the hospital is a way to return the benefits they have received (Eftitah et al., 2023).

Previous studies by Kumalasari et al. (2018) also found that Helping the Company plays an important role in shaping consumer loyalty (Kumalasari et al., 2018). However, the current study demonstrates that this motivation is also relevant in healthcare services, where patient trust and satisfaction can generate voluntary promotional behavior. These findings suggest that hospitals should not only focus on providing high-quality medical services but also on creating positive patient experiences that encourage patients to voluntarily promote the hospital to others.

Simultaneous Influence of e-WOM Dimensions on Patient Loyalty

The regression analysis indicates that Concern for Others, Expressing Positive Feelings, and Helping the Company collectively have a significant effect on patient loyalty, accounting for 65.1% of its observed variation. This finding highlights the significant role of electronic word of mouth communication in shaping patient loyalty in healthcare services. From a broader perspective, this result confirms that e-WOM functions as a social influence mechanism that affects consumer decision-making processes. In healthcare services, patients often face uncertainty when selecting hospitals due to the intangible nature of medical services. As a result, patients rely heavily on information shared by other patients through online platforms (Sihombing et al., 2025).

From a digital marketing perspective, the findings indicate that online patient-generated information functions as a strategic communication asset that extends beyond conventional promotional activities. Unlike organization-controlled marketing communications, e-WOM is perceived as originating from actual patient experiences and is therefore often regarded as more credible and trustworthy. As healthcare consumers increasingly seek information through digital channels before selecting healthcare providers, positive e-WOM may significantly influence perceptions of service quality, organizational reputation, and trust (Ramadhanty & Sulistiadi, 2022).

These findings are consistent with previous studies by Aboubakar et al. (2017), which show that electronic word of mouth significantly influences consumer purchase intentions and loyalty. However, this study contributes to the literature by demonstrating that the motivational dimensions of e-WOM—rather than e-WOM in general—play a critical role in influencing patient loyalty (Abubakar et al., 2017).

The present findings also contribute to the broader customer loyalty literature by demonstrating that loyalty formation in healthcare services is influenced not only by direct service encounters but also by digitally mediated social interactions. Consistent with relationship marketing theory, positive interactions and information exchanges between consumers can strengthen relational bonds and foster long-term commitment toward service providers. In healthcare contexts, where services are characterized by high perceived risk and information asymmetry, positive e-WOM may reduce uncertainty and increase confidence in healthcare providers, thereby contributing to stronger patient loyalty (Upe et al., 2024).

Furthermore, the results highlight the increasing importance of digital communication in healthcare marketing strategies. Hospitals that actively manage patient feedback and encourage positive online interactions may strengthen patient trust and improve long-term patient relationships. From a theoretical standpoint, this research enriches the electronic word-of-mouth (e-WOM) literature by providing evidence that the dimensions of Concern for Others, Expressing Positive Feelings, and Helping the Company play a significant role in shaping patient loyalty within healthcare settings.

From a practical perspective, the findings suggest that hospital management should actively monitor and manage online patient feedback. Encouraging patients to share positive

experiences through digital platforms may strengthen hospital reputation and attract new patients. In addition, improving patient experience and service quality can increase the likelihood that patients will voluntarily recommend the hospital to others.

The present findings also contribute to the broader customer loyalty literature by demonstrating that loyalty formation in healthcare services is influenced not only by direct service encounters but also by digitally mediated social interactions (Sihombing et al., 2025). Consistent with relationship marketing theory, positive interactions and information exchanges between consumers can strengthen relational bonds and foster long-term commitment toward service providers. In healthcare contexts, where services are characterized by high perceived risk and information asymmetry, positive e-WOM may reduce uncertainty and increase confidence in healthcare providers, thereby contributing to stronger patient loyalty (Sihombing et al., 2025).

The results further indicate that e-WOM may contribute to sustainable competitive advantage in healthcare services. Hospitals operating in increasingly competitive healthcare markets can utilize positive patient-generated communication to differentiate themselves from competing providers. Through enhanced trust, improved reputation, and stronger patient retention, e-WOM becomes an important mechanism through which healthcare organizations can strengthen their market position and maintain long-term relationships with patients (Sihombing et al., 2025).

CONCLUSIONS

This study examined the association between perceived electronic word-of-mouth (e-WOM) dimensions and patient loyalty among outpatients attending the internal medicine polyclinic of Muhammadiyah Bandung Hospital. The findings indicate that Concern for Others, Expressing Positive Feelings, and Helping the Company are positively associated with patient loyalty, both individually and collectively. These results suggest that patients who perceive online information and recommendations shared by other patients as helpful, positive, and supportive are more likely to report higher levels of loyalty toward healthcare providers.

From a theoretical perspective, this study contributes to the e-WOM literature by extending the application of motivational dimensions of e-WOM to the healthcare service context. While previous studies have frequently examined e-WOM in general consumer and commercial settings, this study provides empirical evidence that patients' perceptions of specific e-WOM dimensions are associated with loyalty outcomes in healthcare services. The findings also contribute to digital communication and relationship marketing literature by demonstrating the relevance of patient-generated online information in shaping long-term patient relationships.

From a practical perspective, the findings highlight the strategic importance of digital communication for healthcare management and customer relationship management. Positive online interactions and patient-generated recommendations may strengthen hospital reputation, enhance patient trust, and support patient retention efforts. Therefore, healthcare organizations should actively monitor online patient feedback, encourage positive patient experiences, and develop digital engagement strategies that foster constructive communication among patients.

The findings should be interpreted within the context of several methodological limitations. Because the study employed a cross-sectional design, the observed relationships should be interpreted as associations rather than causal effects. In addition, the study was conducted in a single hospital setting, which may limit the generalizability of the findings to other healthcare organizations. Despite these limitations, the study provides useful insights into the role of perceived e-WOM in healthcare services and offers a foundation for future research examining digital communication and patient loyalty across broader healthcare contexts.

LIMITATION & FURTHER RESEARCH

The findings should be interpreted in light of several methodological constraints. First, the investigation was confined to a single healthcare facility, which may limit the transferability of the results to institutions operating under different organizational and demographic contexts. Second, only three dimensions of electronic word-of-mouth were examined, despite evidence suggesting that loyalty is a multifactorial such as service performance, patient experience, trust, and economic considerations. Third, the cross-sectional precludes the evaluation of temporal relationships and causal pathways between electronic word-of-mouth and patient loyalty.

Future studies should adopt more comprehensive analytical frameworks by incorporating additional predictors of loyalty and examining diverse healthcare settings. Multi-center studies involving hospitals of varying characteristics may improve the robustness and generalizability of the findings. Moreover, longitudinal designs would be valuable for investigating how electronic word-of-mouth contributes to changes in patient loyalty over time.

The study also relied on respondents' perceptions of e-WOM information received from other patients (recipient perspective) rather than actual e-WOM generation behavior. Consequently, the findings primarily reflect how patients interpret and utilize online information when forming loyalty toward healthcare providers. Future research may compare recipient and producer perspectives of e-WOM to provide a more comprehensive understanding of the mechanisms through which digital communication influences patient loyalty and healthcare decision-making.

Such an approach would further enrich the e-WOM literature by clarifying whether loyalty is more strongly influenced by the characteristics of information senders, recipients, or the interaction between both parties.

REFERENCES

- Abubakar, A. M., Ilkan, M., Meshall Al-Tal, R., & Eluwole, K. K. (2017). eWOM, revisit intention, destination trust and gender. *Journal of Hospitality and Tourism Management*, 31, 220–227. <https://doi.org/10.1016/j.jhtm.2016.12.005>
- Aleisa, N., Alamri, N., Al-Habeeb, Z., Maqsood, M., AboAlsmh, H. M., Alsedrah, I. T., & Afridi, Z. (2023). The impact of digital marketing on customers' behaviors and enterprises. *Academy of Strategic Management Journal*, 22(3), 1–5.
- Almosa, N. M., & Alonazi, W. (2025). Factors influencing patients' choice of public or private hospitals in Riyadh City: A cross-sectional study. *Cureus*, 17(2), Article e78756. <https://doi.org/10.7759/cureus.78756>
- Amelia, R., & Nisa, P. C. (2025). The effect of consumer satisfaction on loyalty and word of mouth in fast food restaurants among Gen Z. *International Journal of Economics (IJE)*, 4(1), 450. <https://doi.org/10.55299/ijec.v4i1.1296>
- Banerji, R., & Singh, A. (2024). Do social media marketing activities promote customer loyalty? A study on the e-commerce industry. *LBS Journal of Management & Research*, 22(1), 93–109. <https://doi.org/10.1108/LBSJMR-04-2023-0016>
- Brandão, A., & Ribeiro, L. (2023). The impact of patient experience on loyalty in the context of medical-aesthetic health services. *Journal of Patient Experience*, 10, Article 23743735231160422. <https://doi.org/10.1177/23743735231160422>
- Chen, Q., Jin, J., & Yan, X. (2021). Understanding online review behaviors of patients in online health communities: An expectation-disconfirmation perspective. *Information Technology & People*, 35(7), 2441–2469. <https://doi.org/10.1108/ITP-04-2021-0290>
- Chen, R., Yuan, R., Huang, B., & Liu, M. J. (2023). Feeling warm or skeptical? An investigation into the

- effects of incentivized eWOM programs on customers' eWOM sharing intentions. *Journal of Business Research*, 167, Article 114178. <https://doi.org/10.1016/j.jbusres.2023.114178>
- Detmuliati, A., Salsabilla, D., & Setiawan, H. (2021). Analisis pengaruh dimensi expressing positive feelings terhadap keputusan berkunjung ke Puncak Mas Lampung. *Jurnal Aplikasi Manajemen dan Bisnis*, 1(2), 99–108. <https://doi.org/10.5281/zenodo.4697933>
- Durmaz, Y., & Efendioglu, I. H. (2016). Travel from traditional marketing to digital marketing. *Global Journal of Management and Business Research*, 16(E2), 35–40. <https://doi.org/10.34257/GJMBREVOL22IS2PG35>
- Eftitah, E., Martini, N. N. P., Susbiyani, A., & Herlambang, T. (2023). Pengaruh kepuasan dan citra rumah sakit terhadap kepercayaan dan loyalitas pasien. *Relasi: Jurnal Ekonomi*, 19(1), 69–88. <https://doi.org/10.31967/relasi.v19i1.663>
- Entwistle, V. A., France, E. F., Wyke, S., Jepson, R., Hunt, K., Ziebland, S., & Thompson, A. (2011). How information about other people's personal experiences can help with healthcare decision-making: A qualitative study. *Patient Education and Counseling*, 85(3), e291–e298. <https://doi.org/10.1016/j.pec.2011.05.014>
- Ferreira, D. C., Vieira, I., Pedro, M. I., Caldas, P., & Varela, M. (2023). Patient satisfaction with healthcare services and the techniques used for its assessment: A systematic literature review and a bibliometric analysis. *Healthcare*, 11(5), Article 639. <https://doi.org/10.3390/healthcare11050639>
- Garavand, A., Mohseni, M., Asadi, H., Etemadi, M., Moradi-Joo, M., & Moosavi, A. (2016). Factors influencing the adoption of health information technologies: A systematic review. *Electronic Physician*, 8(8), 2713–2718. <https://doi.org/10.19082/2713>
- Hanlon, A., Tuten, T. L., Liu, H., Shaalan, A., & Jayawardhena, C. (2022). The impact of electronic word-of-mouth (eWOM) on consumer behaviours. In *The SAGE handbook of digital marketing** (pp. 136–158). SAGE Publications Ltd. <https://doi.org/10.4135/9781529782509>
- Huete-Alcocer, N. (2017). A literature review of word of mouth and electronic word of mouth: Implications for consumer behavior. *Frontiers in Psychology*, 8, Article 1256. <https://doi.org/10.3389/fpsyg.2017.01256>
- Kumalasari, R. D., Gutama, W. A., & Pratiwi, D. E. (2018). Analisis pengaruh electronic word of mouth (eWOM) terhadap keputusan berkunjung ke Agrowisata Café Sawah Pujon Kidul. *Habitat*, 29(2), 65–75. <https://doi.org/10.21776/ub.habitat.2018.029.2.8>
- Lee, P.-C., Liang, L.-L., Huang, M.-H., & Huang, C.-Y. (2022). A comparative study of positive and negative electronic word-of-mouth on the SERVQUAL scale during the COVID-19 epidemic—Taking a regional teaching hospital in Taiwan as an example. *BMC Health Services Research*, 22, Article 1568. <https://doi.org/10.1186/s12913-022-08930-2>
- Liu, H., Jiang, J., Yu, L., & Liu, X. (2025). The impact of hospital competition on healthcare quality: Evidence from China's healthcare reform. *Frontiers in Public Health*, 13, Article 1543884. <https://doi.org/10.3389/fpubh.2025.1543884>
- Liu, S., Li, G., Liu, N., & Hongwei, W. (2021). The impact of patient satisfaction on patient loyalty with the mediating effect of patient trust. *INQUIRY: The Journal of Health Care Organization, Provision, and Financing*, 58, Article 00469580211007221. <https://doi.org/10.1177/00469580211007221>
- Luo, C., Luo, X. (Robert), Xu, Y., Warkentin, M., & Sia, C. L. (2015). Examining the moderating role of sense of membership in online review evaluations. *Information & Management*, 52(3), 305–316. <https://doi.org/10.1016/j.im.2014.12.008>
- Masarroh, I., Syarif, M., & Suyono, S. (2025). Motivations behind e-WOM and brand engagement on consumer platforms: A systematic review. *International Journal of Economics and*

- Management Research*, 4(3), 144–151. <https://doi.org/10.55606/ijemr.v4i3.512>
- Meesala, A., & Paul, J. (2018). Service quality, consumer satisfaction and loyalty in hospitals: Thinking for the future. *Journal of Retailing and Consumer Services*, 40, 261–269. <https://doi.org/10.1016/j.jretconser.2016.10.011>
- Mukti, T. L., Sudarmiatin, S., & Dhewi, T. S. (2025). The role of gender in digital content influences on impulse buying. *International Journal of Management, Entrepreneurship, Social Science and Humanities*, 9(2), 126–146. <https://doi.org/10.31098/ijmesh.v9i2.4002>
- Navitha Sulthana, A., & Shanmugam, V. (2020). Influence of electronic word of mouth (eWOM) on purchase intention.
- Nurfitriani, N. (2024). The influence of service quality on patient loyalty through patient satisfaction at Beriman Hospital, Balikpapan City. *Journal of Engineering Science and Technology Management (JES-TM)*, 4(2), 108–116. <https://doi.org/10.31004/jestm.v4i2.221>
- Periyanto, T., Ardi, A., & Sunarjo, R. A. (2024). Pengaruh eWOM, outcome quality, service encounter dan price reasonable terhadap revisit intention yang dimediasi patient satisfaction. *Syntax Literate: Jurnal Ilmiah Indonesia*, 9(9), 4726–4743. <https://doi.org/10.36418/syntax-literate.v9i9.16677>
- Pranajaya, E., Susetyo, D. P., & Firmansyah, D. (2023). Consumer loyalty: Service quality and emotional satisfaction. *Economics and Digital Business Review*, 4(2), 59–72. <https://doi.org/10.37531/ecotal.v4i2.463>
- Pretita, S., & Toha, M. (2022). Marketing mix strategy formulation of ready meal business using hierarchical clustering (case study of Kokikit). *International Journal of Management, Entrepreneurship, Social Science and Humanities*, 5(1), 161–181. <https://doi.org/10.31098/ijmesh.v5i1.914>
- Prissca, M., & Wulandari, N. (2022). Digital marketing strategy for local business Imanee Clothing Line. *International Journal of Management, Entrepreneurship, Social Science and Humanities*, 5(1), 182–193. <https://doi.org/10.31098/ijmesh.v5i1.917>
- Rachmatillah, Z. Z., & Munawar, F. (2025). The impact of healthcare service quality and patient experience on patient loyalty and patient trust as mediation (survey on outpatient patients at Muhammadiyah Hospital Bandung). *Dinasti International Journal of Education Management and Social Science*, 6(4), 2801–2812. <https://doi.org/10.38035/dijemss.v6i4.4166>
- Ramadhanty, N. M., & Sulistiadi, W. (2022). Peran electronic word of mouth dalam meningkatkan minat pasien mengunjungi rumah sakit di era digital. *Syntax Literate: Jurnal Ilmiah Indonesia*, 7(10), 17505–17512. <https://doi.org/10.36418/syntax-literate.v7i10.13128>
- Retno, C. W., & Rachmat, B. (2025). The effect of service quality, e-WOM, and patient satisfaction on revisit intention moderated by health consciousness at Wonokusumo Public Health Center. *Jurnal Manajemen Motivasi*, 21(2), Article 2. <https://doi.org/10.29406/jmm.v21i2.8143>
- Rukhmana, U., & Dwiarta, I. M. B. (2026). How quality, service, and marketing drive customer satisfaction in medium-scale manufacturing companies. *Manajemen dan Bisnis*, 25(1), 267–279. <https://doi.org/10.24123/mabis.v25i1.1049>
- Safitri, I., & Indra, N. (2024). Pengaruh harga dan e-WOM (electronic word of mouth) melalui media sosial TikTok terhadap minat beli produk skincare Skintific. *PPIMAN: Pusat Publikasi Ilmu Manajemen*, 2(3), 193–206. <https://doi.org/10.59603/ppiman.v2i3.449>
- Shan, W., Wang, J., Shi, X., & Evans, R. D. (2024). The impact of electronic word-of-mouth on patients' choices in online health communities: A cross-media perspective. *Journal of Business Research*, 173, Article 114404. <https://doi.org/10.1016/j.jbusres.2023.114404>
- Sihombing, N. D., Ginting, C. N., & Syahrian, M. F. (2025). The influence of e-WOM and hospital image on patient satisfaction and loyalty at General Hospital Royal Prima Medan. *International*

- Journal of Islamic Education, Research and Multiculturalism (IJIERM)*, 7(1), 93–112. <https://doi.org/10.47006/ijierm.v7i1.441>
- Silalahi, H., Sitopu, J. W., & Sihite, M. (2024). The effect of service quality, customer experience, and customer satisfaction on customer loyalty in the service industry in Indonesia. *Sciences du Nord Economics and Business*, 1(2), 109–117. <https://doi.org/10.58812/sneb.v1i2.37>
- So, K. K. F., Yang, Y., & Li, X. (Robert). (2025). Fifteen years of research on customer loyalty formation: A meta-analytic structural equation model. *Cornell Hospitality Quarterly*, 66(2), 253–272. <https://doi.org/10.1177/19389655241276506>
- Soinbala, R., & Bessie, J. L. D. (2020). Pengaruh electronic word of mouth (e-WOM) melalui media sosial Instagram terhadap keputusan pembelian. *GLORY: Jurnal Ekonomi dan Ilmu Sosial*, 1(1), 65–83. <https://doi.org/10.35508/glory.v1i1.3047>
- Soviana, N., Jumi, J., & Taviyastuti, T. (2026). Determinants of digital banking usage: The role of service features, electronic word of mouth, and brand image in the use of BRIimo mobile banking application. *International Journal of Marketing and Digital Creative*, 4(1), 88–103. <https://doi.org/10.31098/ijmadic.v4i1.4150>
- Sudirjo, F., Sahari, S., Sulastri, T., Munizu, M., & Sasono, H. (2024). Analisis kepribadian pelanggan terhadap kepuasan dan loyalitas pelanggan. *Jurnal Ilmiah Edunomika*, 8(2). <https://doi.org/10.29040/jie.v8i2.12529>
- Turel, M., & Akis, E. (2019). Industry 4.0 and competitiveness. *Research Journal of Business and Management*, 6(3), 204–212.
- Upe, A., Palilati, A., Zaid, S., & Nasrul, N. (2024). Addressing patient loyalty through their commitment influenced by electronic word-of-mouth and hospital's image. *Kesmas*, 19(3), 217–222. <https://doi.org/10.21109/kesmas.v19i3.2085>
- Zhou, W.-J., Wan, Q.-Q., Liu, C.-Y., Feng, X.-L., & Shang, S.-M. (2017). Determinants of patient loyalty to healthcare providers: An integrative review. *International Journal for Quality in Health Care*, 29(4), 442–449. <https://doi.org/10.1093/intqhc/mzx058>