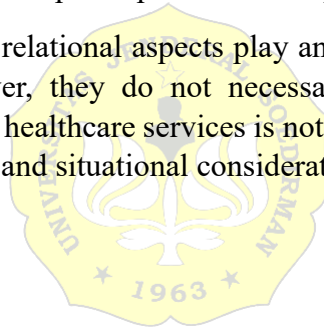


ABSTRACT

This study aims to analyze the effect of patient–physician relationship and patient participation on hospital loyalty intention and compliance with treatment, with relational bonding as a mediating variable. This study employs a quantitative approach using a survey method. Data were collected through questionnaires distributed to 208 patients who received treatment at the RSGMP UNSOED Specialist Clinic, Purwokerto. The data were analyzed using Structural Equation Modeling (SEM) with AMOS software.

The results indicate that patient–physician relationship and patient participation have a positive and significant effect on relational bonding. Furthermore, relational bonding has a positive and significant effect on compliance with treatment, but does not have a significant effect on hospital loyalty intention. In addition, patient–physician relationship has a direct positive and significant effect on hospital loyalty intention. The mediation analysis shows that relational bonding does not mediate the relationship between patient participation and hospital loyalty intention.

These findings suggest that relational aspects play an important role in improving patient compliance; however, they do not necessarily lead to patient loyalty. Therefore, patient loyalty in healthcare services is not only influenced by relational factors but also by practical and situational considerations.



ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *patient-physician relationship* dan *patient participation* terhadap *hospital loyalty intention* dan *compliance with treatment*, dengan *relational bonding* sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui kuesioner yang disebarakan kepada 208 pasien yang menjalani perawatan di Klinik Spesialis RSGMP UNSOED Purwokerto. Analisis data dilakukan menggunakan Structural Equation Modeling (SEM) dengan bantuan software AMOS.

Hasil penelitian menunjukkan bahwa *patient-physician relationship* dan *patient participation* berpengaruh positif dan signifikan terhadap *relational bonding*. Selanjutnya, *relational bonding* berpengaruh positif dan signifikan terhadap *compliance with treatment*, namun tidak berpengaruh signifikan terhadap *hospital loyalty intention*. Selain itu, *patient-physician relationship* memiliki pengaruh langsung yang positif dan signifikan terhadap *hospital loyalty intention*. Hasil uji mediasi menunjukkan bahwa *relational bonding* tidak mampu memediasi hubungan antara *patient participation* dan *hospital loyalty intention*.

Temuan ini menunjukkan bahwa aspek relasional berperan penting dalam meningkatkan kepatuhan pasien terhadap pengobatan, namun belum tentu mendorong loyalitas pasien terhadap rumah sakit. Oleh karena itu, loyalitas pasien dalam layanan kesehatan tidak hanya dipengaruhi oleh faktor relasional, tetapi juga oleh faktor lain yang bersifat praktis dan situasional.