

The Relationship Between Nurses' Loyalty And The Level Of Inpatient Satisfaction At The Sula Islands Regency Hospital

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ABSTRACT

Introduction: Healthcare workers are a key component in providing healthcare services to the community, contributing to the achievement of health development goals. Hospitals rely heavily on the quality of care provided by the hospital. However, some services still fall short of patient expectations, and patient satisfaction levels remain substandard, impacting hospital development. Nurses also need to demonstrate loyalty in providing patient care. Suboptimal levels of loyalty negatively impact the quality of hospital services, thus impacting patient satisfaction. This study aims to determine whether there is a relationship between nurse loyalty and the level of satisfaction of inpatients at the Sula Islands Regency Hospital.

Methods: The research design used a quantitative correlational design with a cross-sectional approach. The variables in this study were the independent variable, namely nurse loyalty, while the dependent variable was the level of satisfaction of inpatients at the Sula Islands Regency Hospital. The population of this study was all nurses, namely 45 nurses and 439 patients calculated on average per year, at the Sula Islands Regency Hospital. And the sample in this study was 45 nurses using total sampling and 81 inpatients with a sampling technique using purposive sampling. The instruments used in this study were a nurse loyalty questionnaire and a patient satisfaction questionnaire. The data analysis method used was the Spearman rank test.

Results: The results of the study proved that the loyalty of nurses who were loyal to the level of patient satisfaction was satisfied, namely 10 (32.3%), and 4 (12.9%) with a very satisfied level of patient satisfaction.

Conclusions: The results of the Spearman rank test show that there is a relationship between nurse loyalty and the level of patient satisfaction at the Kepulauan Regency Regional Hospital, with a p value = (0.025) < (0.05), meaning that increasing nurse loyalty is very important to improve the quality of nursing services and increase patient satisfaction in the hospital environment.

Introduction

Health is realized through various efforts within the framework of comprehensive and integrated health development. Therefore, the government implements health efforts, including providing hospital facilities to provide health services to the public. Hospitals are a form of health care facility that can be provided by the government and the private sector. Health services in hospitals can include outpatient care, inpatient care, and emergency care, encompassing medical and medical support services (Surachman & Agustina, 2023).

A hospital is considered successful in providing healthcare services when there are high numbers of repeat patient visits. Nurses play the most dominant role in hospitals, with 40% of the workforce occupied by nurses (Nurcahyanti & Kuswandani, 2021). Patient satisfaction is an important indicator for the quality of health services, especially in hospitals (Amanda & Andarini,



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2023). Patient satisfaction is not only reflected in the facilities and infrastructure in health services, but also in how nurses serve patients according to their qualifications and how they communicate and behave well to all patients, whatever the patient's condition (Oktaviana & Mudayat, 2023).

Improving the quality of healthcare services is a positive impact of competition among healthcare institutions. The quality of healthcare services can be assessed by the level of patient satisfaction. High patient satisfaction is certainly a primary goal for every hospital in various countries, including Indonesia. Patient satisfaction can reflect the level of fulfillment of patient expectations regarding healthcare services and provide feedback on what concerns or expectations patients have regarding healthcare institutions. Patient satisfaction will occur if the services provided by healthcare professionals meet expectations. Good and attentive service is certainly highly desired. This is highly desirable because when patients are admitted to the hospital, they are experiencing pain and stress due to their illness, so they tend to be sensitive and highly expect good service (Afriliana et al., 2022).

According to the WHO (World Health Organization), a hospital is an integral part of a social and health organization, with the function of providing comprehensive, curative, and preventive services to the community. Hospitals also serve as training centers for health workers and medical research centers (Esty et al., 2023). Hospitals can provide quality care while meeting patient expectations and satisfaction. Improving the quality of healthcare services is essential to patient satisfaction. The quality of healthcare services for a patient is inseparable from a person's satisfaction with the care they receive. Good quality is associated with recovery from illness, improved health, speed of care, a pleasant treatment environment, friendly staff, easy procedures, complete equipment, medications, and affordable costs (Esty et al., 2023).

Meanwhile, according to 2018 data from the Indonesian Ministry of Health, approximately 60% of hospitals in Indonesia have not met the need for efficient services and have not implemented service standards acceptable to the public. The Director General of Medical Services at the Ministry of Health stated that approximately 20% to 40% of the more than 1,000 hospitals have not adequately improved service quality or have not implemented minimum service standards. This is also supported by research conducted by Amirudin et al., which found a positive influence between providing drug information and patient satisfaction when dispensing medication. Research by Imas and Wahyuningsi stated that 85% of patients were satisfied with the friendliness shown by staff. Patients feel appreciated and cared for by staff, so this will make patients want to return to use hospital services (Amanda & Andarini, 2023).

Nurses have a primary role in providing emotional and psychological support to patients and their families in all health care units by providing optimal nursing care (Afriliana et al., 2022). The healthcare services a nurse provides are influenced by their loyalty. A nurse who is loyal to their workplace will provide optimal healthcare services. Loyalty arises when a nurse feels satisfied working at the hospital (Nurcahyanti & Kuswandani, 2021). A nurse's level of loyalty can be seen from their turnover rate in a hospital. According to Leodoro, in his research, one of the factors influencing nurse retention is job satisfaction and work stress levels. Meanwhile, Tarannum's research states that the cause of nurse dissatisfaction is influenced by salary. Similarly, Agustina's research found that compensation and workload significantly influence employee loyalty (Nurcahyanti & Kuswandani, 2021). Based on the above problems, a solution to address them is that nurses need to exert a significant influence on patient care. Nurses also need to foster positive loyalty to achieve patient satisfaction.

Patient satisfaction, on the other hand, is an expression of the patient's personal perspective and tends to be influenced by the patient's psychological response after receiving services from a public service provider. Patient satisfaction is an outcome of healthcare services and represents a desired change in the healthcare system, as well as a primary goal of hospital



service marketing. Patient satisfaction is achieved when optimal outcomes are achieved for each patient, healthcare services consider the patient's or family's capabilities, attention is paid to complaints, the physical environment is adequate, and patient needs are prioritized (Mufi, 2021).

The results of a preliminary study on patient satisfaction at the Sula Islands Regency Hospital on April 2, 2022 with 14 research respondents. In this initial survey, researchers conducted interviews with questionnaires to 6 male respondents and 8 female respondents with questions related to nurse loyalty with the level of patient satisfaction in the inpatient room. It was found that there were 3 patients who were satisfied (23%), while 11 patients (77%) stated that they were dissatisfied with the nurse's performance. The reasons for patient dissatisfaction based on the interview results were known that 2 patients stated that nurses were less responsive and sometimes took a long time to respond to patients, 2 patients stated that nurses were sometimes less friendly in serving patients and, 4 patients said that officers did not pay attention to the equipment to be used, many of the equipment were damaged or could not be used by patients, 3 patients stated that nurses paid less attention to patient complaints and sometimes gave a bad impression. Nurse loyalty results from interviews with 2 nurses, nurses said that nurses are less loyal to their work and are not enthusiastic in serving patients because the hospital environment is located in the hills so that it does not get enough attention from the local government and many hospital facilities are damaged, for example, the tools that will be used for patient examinations cannot be used, and limited or inadequate tools make us not enthusiastic about working, we have also discussed this with the hospital leadership and it has reached 40% until now has not reached the target. Based on the background description above, the researcher is interested in conducting a study on "the relationship between nurse loyalty and the level of satisfaction of inpatients at the Sula Islands Regency Hospital". In this study aims to determine whether there is a relationship between nurse loyalty and the level of satisfaction of inpatients at the Sula Islands Regency Hospital.

Methods

Study Design

This study used a cross-sectional correlational design. Cross-sectional research is research conducted through access, observation, or data collection at a single point in time (point-in-time approach). The purpose of this study was to determine the relationship between nurse loyalty (as the independent variable) and patient satisfaction levels (as the dependent variable).

Setting

This research was conducted on November 25, 2022, at the Sula Islands Regency Regional Hospital. The research consisted of preparation and data collection, followed by data processing using the SPSS computer program.

Research Subject

The population in this study was all 439 inpatients at the Sula Islands Regency Regional Hospital. The average was calculated per year. The total number of nurses working at the Sula Islands Regency Regional Hospital was 45. The sample size was 45 nurses and 81 inpatients at the Sula Islands Regency Regional Hospital, determined using the Slovin formula:

$$n = \frac{N}{1 + N (d)^2}$$



$$n = \frac{439}{1 + 439 (10\%)^2}$$

$$n = \frac{439}{1 + 439 (0,10)^2}$$

$$n = \frac{439}{1 + 439 (0,01)^2}$$

$$n = \frac{439}{1 + 4,39}$$

$$n = \frac{439}{5,39}$$

$$n = 81 \text{ Respondents}$$

The sample selection criteria were based on inclusion and exclusion criteria. The inclusion criteria for this study were inpatients who were willing to be respondents, inpatients who had received health services for at least 3 days, were able to communicate, were cooperative, and were aged 17-40 years. The inclusion criteria for nurses were nurses who were willing to be respondents, inpatient nurses, nurses who were physically healthy, and nurses who were present during the study. Meanwhile, the exclusion criteria for this study were inpatients who had just been admitted to the hospital and had not received services from the hospital, inpatients in critical condition, and inpatients who had just completed surgery. And the exclusion criteria for nurses were nurses who were interns. In this study, the researchers used purposive sampling for the patient sample. For the nurse sample, the researchers used total sampling.

Instruments

In this study, the instrument used to measure nurse loyalty was the Saydam nurse loyalty questionnaire with a Cronbach's alpha value of 0.752. Meanwhile, the instrument used to measure patient satisfaction was the Nursalam patient satisfaction questionnaire, which has been internationally validated with a reliability value of 0.761, processed based on a Cronbach's alpha assessment. In this study, researchers used standard questionnaires or questionnaires that had been used by previous researchers, so they did not undergo validity and reliability tests.

Data Analysis

The data analysis method used in this study is the Spearman rank test. Spearman rank correlation analysis is used to identify relationships or correlations between variables in ordinal or hierarchical data, with the caveat that the data sources for each variable do not have to be the same (Ramadhani et al., 2024). So this analysis method is in accordance with the research objective, namely to determine the relationship between nurse loyalty and the level of satisfaction of inpatients at the Sula Islands Regency Regional Hospital.

Ethical Considerations

In this study, an ethical test was conducted at the Ministry of Health's Health Polytechnic in Malang and received an ethical approval statement on January 6, 2023, with No. 754/KEPK POLKESMA/2023.



Results

From the research results obtained as follows:

Table 1 Characteristics of Nurse Respondents

The table below shows the characteristics of nurse respondents, including age, gender, education, and length of service.

Respondent Criteria	N (%)
Age	
20-29	43 (95,6%)
30-39	2 (4,4%)
Gender	
Male	16 (35,6%)
Female	29 (64,4%)
Education	
D3	27 (60,0%)
S1 Ners	18 (40,0%)
Length of work	
2 years	28 (62,2%)
3 years	10 (22,2%)
4-5 years	7 (15,6%)
Total	45 (100%)

Based on the data in table 1, it is known that the majority of respondents aged 20-29 years, 43 (95.6%) respondents. Respondent characteristics based on gender, 29 (64.4%) respondents were female. Based on education level, 27 (60.0%) respondents had a D3 education. And based on the length of work of the respondents, it was found that the majority of respondents worked for a duration of 2 years, namely 28 (62.2%) respondents.

Table 2 Characteristics of Patient Respondents

The table below shows the characteristics of patient respondents including age, gender, education, and based on the day of treatment.

Respondent Criteria	N (%)
Age	
18-29	80 (98,8%)
30-39	1 (1,2%)
Gender	
Male	36 (44,4%)
Female	45 (55,6%)
Education	
SD	3 (3,7%)
SMP	15 (18,5%)
SMA	56 (69,1%)



S1	7 (8,6%)
Day of care	
1-3 day	19 (23,5%)
>3 day	62 (76,5%)
Total	81 (100%)

Based on the data in Table 2, it is known that the majority of 81 respondents were aged 18-29 years, amounting to 80 (98.8%). Respondent characteristics based on gender showed that 45 (55.6%) respondents were female. Based on education level, it was found that 56 (69.1%) respondents had a high school education. And based on the number of days of treatment, it was found that most respondents were treated for more than 3 days, namely 62 (76.5%) respondents.

Table 3 Frequency Distribution of Nurse Loyalty

Data grouping nurse loyalty criteria is presented in the table below:

Loyalty	Frequency	Presentase %
Very loyal	14	31,1%
Loyal	31	68,9%
Disloyal	0	0%
Total	45	100,0%

Based on the data in table 3, from 45 respondents, it can be seen that the majority of nurses' loyalty shows that nurses are loyal, namely 31 (68.9%) respondents.

Table 4 Frequency Distribution of Patient Satisfaction

Data grouping patient satisfaction criteria is presented in the table below:

Satisfaction	Frequency	Presentase %
Very dissatisfied	2	2,5%
Not satisfied	26	32,1%
Satisfied	42	51,9%
Very satisfied	11	13,6%
Total	81	100,0%

Based on the data in table 4 from 81 respondents, the results showed that the majority of patient satisfaction was in the satisfied category, namely 42 (51.9%) respondents.

Table 5 Cross Tabulation of Nurse Loyalty with Patient Satisfaction

Data on nurse loyalty results and patient satisfaction levels are presented in the table below:

Nurse Loyalty	Patient Satisfaction									
	Very dissatisfied		Not satisfied		Satisfied		Very satisfied		Total	
	f	%	F	%	f	%	F	%	F	%
Very loyal	8	57,1%	3	21,4%	3	21,4%	0	0%	14	100,0%
Loyal	13	41,9%	4	12,9%	10	32,3%	4	12,9%	31	100,0%
Disloyal	0	0,0%	0	0,0%	0	0,0%	0	0,0%	0	00,0%
Total	21	46,7%	7	15,6%	13	28,9%	4	8,9%	45	100,0%



Based on the data in Table 5, data obtained from 45 respondents shows that the loyalty of nurses who are loyal with a satisfied patient satisfaction level is 10 (32.3%) respondents, and 4 (12.9%) with a very satisfied patient satisfaction level. Meanwhile, the loyalty of nurses who are very loyal with a satisfied patient satisfaction level is 3 (21.4%) respondents.

Data analysis was conducted on two variables using Spearman's rank test to test the relationship between nurse loyalty and the level of satisfaction of inpatients at the Sula Islands Regency Hospital.

The following is the test result data using SPSS software.

Table 6 Results of Spearman Rank Correlation Test

Variables	N	Sig.	Correlation coefficient
The Relationship Between Nurse Loyalty and Inpatient Satisfaction Levels at the Sula Islands Regency Regional General Hospital	45	0,025	0,334

Based on the data in table 6, the results of the Spearman rank correlation test obtained a significant value (Sig.) = 0.025 (p value <0.05) meaning that H0 is rejected and H1 is accepted, meaning that there is a relationship between nurse loyalty and the level of satisfaction of inpatients at the Sula Islands Regency Hospital. The results of the Spearman rank analysis also show a correlation coefficient value of 0.334, which means that the relationship between nurse loyalty and the level of satisfaction of inpatients at the Sula Islands Regency Hospital is positive but has a weak relationship strength.

Discussion

1. Nurse Loyalty at the Sula Islands Regency Regional Hospital

The results of the frequency description indicate that the level of nurse loyalty taken from 45 respondents is known to be loyal nurses 31 respondents (68.9%), which means that hospital nurses have high work loyalty. Meanwhile, very loyal respondents 14 respondents (31.1%), this means that 68.9% of hospital nurses have very high work loyalty. This illustrates that inpatient nurses at the Sula Islands Regency Hospital demonstrate good loyalty, belief, or selfless commitment. In line with research (Venakontesa et al., 2023) that the majority of respondents had good performance as many as 63 people (78.8%), very good performance as many as 17 people (21.3%) and no respondents had fairly good or poor performance.

According to research (Fitri et al., 2023) Loyalty is an employee's loyalty to the company where he works, which is reflected in devoting all his abilities, skills, thoughts and time to achieving the company's goals and not taking actions that are detrimental to the company, which is measured using indicators of compliance with regulations, responsibility, willingness to cooperate, a sense of belonging and devotion or loyalty. Considering that nurses are the most important resource in carrying out health services in hospitals, nurses are required to have good intellectual abilities, interpersonal communication, technical and moral abilities to improve performance (Maheswari, 2023).

A hospital is a healthcare institution that provides comprehensive individual health services, encompassing promotive, preventive, curative, and rehabilitative care, by providing inpatient, outpatient, and emergency care. Nurse performance is a crucial issue within healthcare organizations. Improving the productivity and performance of healthcare workers is crucial to



improving the efficiency of healthcare services. A healthcare worker's performance is strongly influenced by their knowledge, skills, motivation, and supportive work environment (Maheswari, 2023). Nurse loyalty also reflects the degree to which nurses feel a part of the organization. Loyalty to an organization is not something nurses take for granted. If an organization fails to treat nurses with the respect they deserve, disgruntled nurses may reconsider whether to continue working for the organization or seek other employment. If so, the organization is unlikely to foster these conditions (Yuniraya & Harimat, 2022).

Nurses are professionals who have the ability, responsibility, and authority to provide nursing services/care at various levels of nursing care. The challenges nurses face in their work are very tough, requiring them to be versatile, highly creative, have broad insight, behave politely and courteously, be responsive in serving patients, and must have high empathy and loyalty towards patients to achieve good performance (Ilmi & Hidayati, 2022). Loyalty plays a crucial role in an organization, reflecting an individual's mental attitude, manifested through commitment and loyalty to the organization. Nurse loyalty is a crucial foundation for the sustainability of hospital operations. Hospitals are a crucial part of an integrated healthcare system, providing a wide range of services to patients, the success of which depends on the contributions of various supporting elements (Cahyaningsih et al., 2025).

According to the researcher's opinion, the high level of nurse loyalty is due to the wages received commensurate with their work, the leadership style that is considered appropriate, and a good work environment. This is also supported by almost all respondents being in the 20-29 year age range. This illustrates that nurses are still in their productive age, and it can be estimated that respondents are still actively pursuing their careers, so the possibility of wanting to leave the organization is small. Almost all respondents are female. The majority of respondents have a D3 educational background, therefore respondents are considered still in need of work so they try to stay in the hospital and do not want to leave the hospital.

2. Patient Satisfaction Level at the Sula Islands Regency Regional Hospital

The results of the frequency description show that of the 81 patients who responded, 42 respondents (51.9%) stated that they were satisfied, meaning that the patients felt satisfied with the services provided by the nurses. Then, 2 respondents (2.5%) were dissatisfied, and then 11 respondents (13.6%) were very satisfied. These results indicate that the majority of patients were satisfied with the performance of inpatient nurses at the Sula Islands Regency Hospital. Patients feel satisfied with the nursing services in inpatient care if their expectations are met, such as fast, responsive, polite, friendly service, optimal service, and good interaction. However, patients often assess the performance of nurses as less independent and less responsive in handling inpatient patients. Patient satisfaction occurs when what is the customer's needs, desires, and expectations can be met, then the patient will be satisfied. However, in reality, patient dissatisfaction occurs with the health services provided. Patient satisfaction is an integral and comprehensive part of health service quality assurance activities. This means that measuring the level of patient satisfaction must be an activity that cannot be separated from measuring the quality of health services, so that patient satisfaction cannot be separated from the nursing services provided by nurses in hospitals that are inseparable from the nurse's workload (Maweikere et al., 2021).

According to Pohan, patient satisfaction is the level of patient feelings regarding the performance of the health services received after the patient compares the performance of the services provided with the patient's expectations. To improve the quality of health services, accurate patient satisfaction levels are required, so it is necessary to measure patient satisfaction levels periodically, regularly, accurately, and continuously (Nurmawati & Pramesti, 2022). Patient satisfaction is a priority that will help nurses provide nursing care and encourage patient



participation during treatment. Therefore, patient satisfaction is the gap between the service received and the patient's expectations (Maweikere et al., 2021).

Customer satisfaction is a state in which customer desires, expectations, and needs are met. A service is considered satisfactory if it meets customer needs and expectations. Measuring customer satisfaction is a crucial element in providing better, more efficient, and effective service. If customers are dissatisfied with a service, the service is likely ineffective and inefficient. This is particularly important for public services. Furthermore, customer satisfaction is the extent to which a product's performance meets customer expectations. If product performance falls short of customer expectations, the customer is satisfied or very pleased. The level of customer satisfaction with service is a crucial factor in developing a service delivery system that is responsive to customer needs, minimizes costs and time, and maximizes the service's impact on the target population. Therefore, to thrive, hospitals must prioritize customer satisfaction. Fulfillment of needs and desires, as well as the value of quality, are crucially determined by the level of importance and satisfaction of customers as users. Unsatisfactory service will lead to a decrease in customers, or even the loss of customers, as they switch to other companies, whether selling goods or services. This presents a significant challenge for companies in building a corporate image that is not only capable of creating and building but also of providing satisfactory service (Karunia et al., 2022).

Patient satisfaction is not simply a subjective response to healthcare services; rather, it is recognized as a key indicator of service quality in the healthcare context. The relationship between patient satisfaction and various aspects of patient behavior and decisions regarding healthcare is important. Patients who are satisfied with healthcare services tend to form better relationships with their providers. This positive relationship can create a supportive and trusting environment between patients and medical staff. This trust, in turn, can strengthen communication between the two parties, enabling a more effective exchange of information and a better understanding of the patient's health condition. Furthermore, satisfied patients are more likely to adhere to recommended treatments. Patient satisfaction also significantly impacts the likelihood of recommending healthcare services to others. Patients who are satisfied with their experience are more likely to provide positive recommendations to friends, family, or colleagues (Langi & Winarti, 2023).

Measuring patient satisfaction can be used as a tool for evaluating the quality of health services, evaluating consultations, interventions and the relationship between health and illness behaviors, making administrative decisions, evaluating the effects of changes in service organization, staff administration, marketing functions, and the formation of medical ethics (S et al., 2023). Patient satisfaction is fundamentally a variable, as it's related to individual expectations and perceptions. Satisfaction is categorized as fulfilled if the service provided meets or aligns with patient expectations. Patient satisfaction is measured concurrently with other measures of healthcare quality. Improved comfort, courtesy, and communication lead to improved healthcare quality, ultimately leading to positive outcomes. The quality of service provided by hospital elements will determine patient satisfaction (Marzuq & Andriani, 2022).

According to the researcher's opinion, the condition of the patient's level of satisfaction is very low because nurses are not yet able to give a good impression, sometimes make mistakes when serving patients, are not yet skilled in carrying out nursing actions, are not ready to provide nursing actions, are less appropriate in meeting patient needs, are less responsive to patient complaints, patients do not fully trust the nursing actions carried out, nurses are sometimes confused in providing services, nurses are also less able to communicate the nursing actions carried out to patients, and nurses are less attentive to patients.

The reasons for patient dissatisfaction are supported by the results of interviews where patients stated that nurses were less responsive and sometimes took a long time to respond to



patients, sometimes less friendly in serving patients, nurses did not provide clear information to patients, nurses did not pay enough attention to patient complaints and sometimes gave a bad impression, nurses belittled patients, and nurses discriminated between one patient and another.

3. The Relationship Between Nurse Loyalty and the Level of Satisfaction of Inpatients at the Sula Islands Regency Regional Hospital

Based on the results of bivariate analysis using the Spearman Rank test, it shows that the p value ($0.025 < 0.05$) which means that the independent variable (nurse loyalty) with the dependent variable (patient satisfaction level) has a relationship, namely there is a relationship between nurse loyalty and the level of satisfaction of inpatients at the Sula Islands Regency Hospital. The results of the Spearman rank analysis also show a correlation coefficient value of 0.334 which means that the relationship between nurse loyalty and the level of satisfaction of inpatients at the Sula Islands Regency Hospital is positive but has a weak relationship strength. So it can be concluded that the higher the nurse loyalty can increase patient satisfaction.

In theory, satisfaction is closely related to expectations and outcomes. In other words, a person will feel satisfied if what they receive matches their expectations. Conversely, a person will feel dissatisfied if what they receive does not match their expectations. Patient satisfaction and nurse workload are crucial in determining behavior and responses to the work and nursing services provided to each patient visiting the hospital. The results of this study also further refine the theory that customer or patient satisfaction motivates nurses to work, and a sense of camaraderie in the work environment contributes to a nurse's positive workload (Maweikere et al., 2021).

Significant results indicate that nurse loyalty impacts patient satisfaction. Suboptimal loyalty impacts the quality of hospital services, thus impacting patient satisfaction. Healthcare facilities, in this case hospitals, still offer service quality that falls short of patient expectations. Patient satisfaction is the patient's response to the discrepancy between their prior perceived importance and the actual performance they experience after use. Patient satisfaction is at the heart of patient-oriented marketing. Patient loyalty is fostered through satisfactory and high-quality service. This satisfactory service will also attract new customers and further enhance the hospital's image (Setianingsih & Susanti, 2021).

The cross-tabulation results illustrate that of the 45 very loyal respondents with a patient satisfaction level category of very dissatisfied 13 respondents with a percentage (41.9%), dissatisfied 4 respondents with a percentage (12.9%), and satisfied 10 respondents with a percentage (32.3%). Meanwhile, loyal respondents with a patient satisfaction level category of very dissatisfied 0 respondents with a percentage (0.0%), dissatisfied 3 respondents with a percentage (21.4%), satisfied 21 respondents with a percentage (46.7%), and very satisfied 7 respondents with a percentage (15.6%). This means that patient satisfaction can be influenced not only by nurse loyalty, but also by other factors. The results of this study also show that patients feel satisfied when their needs, desires, and expectations are met, and then the patient feels satisfied. However, in reality, patients are not satisfied with the services provided. This occurs because the dynamics of patient needs change rapidly, but are balanced by the speed of changes in work patterns and nurses' actions. The recurring effect of poor nurse performance is patient dissatisfaction and a decrease in patient interest in using nursing services at that place. Customers will be disappointed if the service received remains below expectations. This is in line with Yuniarti's opinion that satisfaction is the performance that is felt in relation to expectations. If the nurse's performance is below expectations, the patient will be disappointed. If the performance is in accordance with expectations, the patient will be satisfied, and if the performance exceeds expectations, the patient will be very satisfied (Maweikere et al., 2021).



Apart from that, job loyalty is an impact that occurs due to a person's satisfaction with their job (Ashaf & Antonio, 2021).

Despite the weak relationship, the authors believe that nurse loyalty remains a crucial factor in improving patient satisfaction. This is because loyal nurses contribute significantly to the hospital by speaking positively about their workplace when speaking with patients and relatives or family. Researchers also believe that a heavy workload can be felt if it is not balanced by an appropriate number of staff, unclear job descriptions, and continuous improvement in knowledge and skills.

Conclusion

Based on the findings and discussion above, the following conclusions can be drawn:

1. Most respondents reported high levels of nurse loyalty. This demonstrates that inpatient nurses at the Sula Islands Regency Hospital demonstrate high levels of loyalty, confidence, and selfless commitment.
2. Most patient respondents expressed strong dissatisfaction with the performance of inpatient nurses at the Sula Islands Regency Hospital.
3. There is a relationship between nurse loyalty and inpatient patient satisfaction at the Sula Islands Regency Hospital.

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