

THE ROLE OF PATIENT SATISFACTION QUALITY IN MCU PATIENT LOYALTY AT BEKASI PRIVATE HOSPITAL

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Abstract

Patient loyalty is an important behavior possessed by patients as users of hospital services. Loyalty patients can benefit the Hospital. Loyalty is obtained as a manifestation of perceived brand image, hospital empathy and patient satisfaction that is obtained from quality service. The purpose of this study was to analyze the relationship between brand image, hospital empathy, patient satisfaction and MCU patient loyalty at X Hospital. This research method uses a quantitative approach, using a cross-sectional design, sampling technique with purposive sampling, with a total sample of 349 respondents. The results of the bivariate analysis, with chi-square analysis, showed that there was a relationship between brand image and patient loyalty, with a p-value ($0.000 < 0.05$), there is a relationship between Hospital empathy and patient loyalty, p-value ($0.000 < 0.05$) and there is a relationship between patient satisfaction and patient loyalty with a p-value ($0.000 < 0.05$). The results of the multivariate analysis showed that the most dominant variable was patient satisfaction with a p-value (0.001) and odds-ratio (2.071). The conclusion in this study is the importance of brand image, hospital empathy and patient satisfaction in creating a loyal patient attitude. Hospital management must evaluate patient loyalty on an ongoing basis, as a basic consideration in developing strategies to provide quality services. The results of the multivariate analysis showed that the most dominant variable was patient satisfaction with a p-value (0.001) and odds-ratio (2.071). The conclusion in this study is the importance of brand image, hospital empathy and patient satisfaction in creating a loyal patient attitude. Hospital management must evaluate patient loyalty on an ongoing basis, as a basic consideration in developing strategies to provide quality services.

Keywords: Brand Image, Empathy, Satisfaction, Loyalty, MCU.

1. INTRODUCTION

The large number of hospitals in Indonesia creates intense competition. Hospitals in surviving in business competition must be able to create loyal customers. Customer loyalty is an attitude and repurchasing behavior. Customers who are loyal have a commitment that can be accounted for their desire to repurchase both products and services (Bailey et al., 1999).

The rate of patient return visits is a form of loyalty, one of the reasons patients return to the same hospital. Good loyalty is shown through the behavior and attitude of choosing the same service provider, repurchasing products or services, the behavior of promoting products. Loyalty behavior is caused by a sense of satisfaction felt by patients as hospital customers (Thompson, 1997).

Patients will feel satisfied if the service required is as expected. Patient satisfaction can

arise from differences in expectations, that customer expectations form a reference point for comparison and assessment of perceived service. Customer satisfaction is considered as a subjective feeling, which describes the extent to which customers expect to be satisfied with a purchase. Satisfaction can be seen from their behavior during post-service and service processes (Fang et al., 2019).

Research conducted in Malaysia (2021) regarding the effect of satisfaction and loyalty at the dental clinic showed that there was an effect of patient satisfaction on loyalty given. Efforts to increase satisfaction by providing prices that are in accordance with the facilities provided, with the perceived satisfaction. Patient satisfaction is considered during the health care process. It reflects the extent to which the care provided meets patient needs, meets expectations, and provides an acceptable level of service (Siripipatthanakul & Bhandar, 2021).

Hospitals as providers of health services must maintain quality and focus on patient satisfaction. Efforts are made to maintain satisfaction by providing optimal services, facilitating needs and evaluation related to services. Understanding customer needs is empathy given by the Hospital (Mendrofa et al., 2022). Hospital empathy is needed to create service excellence in service. The existence of empathy given by the hospital can be shown by the care and attention given by the hospital and health practitioners. Understand consumer behavior by understanding customer needs as well as appropriate and comfortable service operating hours (Cheng San, 2022).

Research conducted by Arab (2012) explains that the relationship between service quality and patient loyalty proves the importance of improving service quality to attract and retain patients and expand market share. timeliness of service, especially the doctor's schedule. In addition, the communication and interpersonal skills of doctors and nurses are important factors that can improve service quality.

Brand image at the community attached to X Hospital is a hospital that provides superior maternal and child health services. This service should be an opportunity for the hospital to introduce other superior services to the community and companies in working together to use and become the hospital of choice for preventive and diagnostic services in MCU services. Hospital X has made efforts to improve its brand image by introducing MCU service products through online media such as Instagram, TikTok and through the hospital's website. However, this effort has not been accompanied by an evaluation of the root causes of the delay in the trend of patient visits.

There are three dimensions for measuring brand image, there are 3 main indicators, namely: Strength, Favorable and Unique which are indicators in determining brand image perception (Keller & Swaminathan, 2020). The importance of the hospital having a good brand image, can improve good reputation and the loyal behavior of patients as customers (Vimla & Taneja, 2021).

The data on the results of MCU patient visits at the company patient hospital are still said to be slow. The results of a hospital survey in the last 2 years, mention an increase in visits from 2021 to the year 2022 only increased by 5 % visits. There was a significant decrease in onsite MCU patients from 1603 visits in 2020 to 668 visits in 2022. The most visits were general patients with an increase of 12,625 visits from 2020 to 2022.

The findings of the root of the problem are related to the weakness factors that have not been optimal in human resources, facilities, service methods for facilities and infrastructure, as well as prevention efforts in the presence of threats from external factors, which are caused by a decrease in the trend of visits to MCU patients, become a consideration for researchers to carry out evaluations related to brand image, hospital empathy, patient satisfaction towards perceived loyalty in MCU patients at X Hospital.

2. RESEARCH METHOD

This type of research used is quantitative research with approach cross-sectional. The sampling technique was purposive sampling, with a total sample of 349 respondents. The questionnaire in this study consisted of three questionnaires: the first questionnaire, patient characteristics which contained five questions regarding age, gender, education level, working status and type of insurance. Brand image questionnaire with 12 questions, with five Likert scales. the indicators studied are Strength, Favorability and Uniqueness, adoption of Keller & Swaminathan's brand image theory (2020), The hospital empathy questionnaire contains 12 statements, the patient satisfaction questionnaire contains 16 statements. The questionnaire uses a 5 Likert scale: 1-5 disagree-strongly agree. Patient loyalty questionnaire with 16 questions. The indicators studied are: Re-buy, Purchase at the same place, Recommend to others. Shows superiority to competitors adopting the theory of loyalty Griffin (2010) The questionnaire uses a 5 Likert scale: 1-5 disagree-strongly agree.

Test validity and reliability by using analysis of Bartlett's Test and KMO (kaiser mayer okin). Bartlett's Test Brand Image variable is sig 0.000. Hospital empathy 0.000, patient satisfaction 0.000 and patient loyalty variable sig 0.000. The KMO value on the brand image variable is 0.849. Hospital empathy, 817 Patient satisfaction 0.707 and patient loyalty variable 0.759. MSA test results, communalities and components matrix on brand image variables, hospital empathy, patient satisfaction and patient loyalty show results, all valid statements fulfill criteria > 0.5 . Brand Image variable Reliability Test 0.957, Hospital Empathy 939, Patient satisfaction 967 and Patient Loyalty 0.954, all variables declared reliable. Data were analyzed using SPSS version 25.

Ethics Review

This research was approved by the research ethics committee at Esa Unggul University, Jakarta, with number 0922-08.035/DPKE-KEP/FINAL-EA/UEU/VII/2023. Each respondent has agreed to informed consent and participation without coercion from anyone.

3. RESEARCH RESULT

The results of the univariate analysis present the frequency and percentage of respondents' characteristics.

Table 1 Identification Results of Respondent Characteristics

Variable	Frequency (%)
Gender	
Man	198 (56.7%)
Woman	151 (43.3%)
Total	349 (100.0 %)
Age	
< 25 years	191 (54.7%)
25- 45 Years	123 (35.2 %)
>45 years	35 (10.0%)
Total	349 (100.0 %)
Level of education	
(junior high school)	342 (92.8%)
(PT)	25 (7.2%)
Total	349 (100 %)
Job status	
Doesn't work	64 (18.3 %)
Work	285 (81.7 %)
	349 (100.0 %)
Total	

Patient Type	
General	99 (28.4%)
Insurance	250 (71.6 %)
Total	349 (100.0 %)

Source: Primary Data, 2023.

The results of identifying the characteristics of the respondents in table 4.3 show that, the majority respondent is 44 men (56.7%), with the majority aged <25 years as many as 191 (54.7%). The results of the education level variable showed that the majority of respondents were high school education (SMP-SMA) with 342 (92.8%), with the majority of respondents being workers, 285 (81.7%). Types of patients who visited the majority of patients were patients with insurance as many as 250 (71.6%) respondents.

Table 2 Univariate Analysis Results

Variable	Frequency (%)
Brand Image	
Low	
Currently	4 (0%)
Tall	
Total	154 (44.1%)
	191 (54.7%)
	349 (100.0 %)
Hospital Empathy	
Low	4 (1.1%)
Currently	154 (44.1%)
Tall	191 (54.7%)
Total	349 (100.0 %)
Patient satisfaction	
Low	
Currently	5 (1.4%)
Tall	133 (38.1%)
Total	211 (60.5 %)
	349 (100.0 %)
Patient loyalty	
Low	
Currently	1 (0.3%)
Tall	153 (43.8%)
Total	195 (55.9%)
	349 (100.0 %)

Source: Primary Data, 2023.

The results of table 2 show that the majority of patients perceive the hospital's brand image as high, as many as 191 (54.7%) respondents. The results of identifying hospital empathy showed that the majority of respondents felt empathy for hospitals with a high category of 191 (54.7%) respondents. The results of identifying patient satisfaction, the majority of respondents stated that, having high satisfaction was as much as, 211 (60.5%) respondents, with the results of patient loyalty analysis showing the results that, the majority of respondents had high loyalty as many as 153 (43.8%) and respondents who had moderate loyalty as many as 195 (55.9%) respondents.

The results of bivariate analysis between brand image, hospital empathy, patient satisfaction and patient loyalty at X Hospital.

Table 3 Results of Bivariate Analysis

Variable	Patient Loyalty			Total	P-value* (0.05)
	Low	Currently	Tall	%	
	n	n	N		
Brand Image					
Low	1 (25.0%)	3 (75.0%)	0 (0.0%)	4	0.000*
Currently	0 (0.0%)	76 (49.4%)	78 (50.6%)	154	
Tall	0 (0.0%)	74 (38.7%)	117 (61.3%)	191	
Total	1 (0.3%)	153 (43.8%)	195 (55.9%)	349	
Hospital Empathy					
Low	1 (25.0%)	3 (75.0%)	0 (0.0%)	4	0.000*
Currently	0 (0.0%)	76 (49.4%)	78 (50.6%)	151	
Tall	0 (0.0%)	74 (38.7%)	117 (61.3%)	191	
Total	1 (0.3%)	153 (43.8%)	195 (55.9%)	349	
Patient satisfaction			0 (0.0%)		
Low	1 (20.0%)	4 (80.0%)	61 (45.9%)	5	0.000*
Currently	0 (0.0%)	72 (54.1%)	134 (63.5%)	133	
Tall	0 (0.0%)	77 (36.5%)	195 (55.9%)	211	
Total	1 (0.3%)	153 (43.8%)		349	

Source: Primary Data, 2023. *p-value 0.05

The results of bivariate analysis of brand image with respondent loyalty, using chi-square analysis showed the results, there was a relationship with the results of p-value 0.000 <0.05. The results of the analysis of hospital empathy with patient loyalty showed that there was a relationship between the p-value of 0.000 <0.05. The results of the bivariate analysis of patient satisfaction with respondent loyalty show that there is a relationship with the p-value of 0.000 <0.05.

Table 4 Multivariate Modeling Results

Variable	B	p-values	OR
constant-2,637			
Brand Image,	19,683	1,000	0.000
Hospital Empathy	20071	1,000	5210.0
Patient Satisfaction	0.728	0.001	2,071

In multivariate modelling, it can be concluded that the most dominant variable is the variable that has the greatest odds-ratio at the end of the modelling. It can be concluded that patient satisfaction is the most dominant variable associated with an odds ratio (2.071) with a beta coefficient of 0.728, after controlling for other variables. The probability of hospital empathy for patient loyalty, based on an odds ratio of 2.071, means that the probability of a patient getting high patient satisfaction will have a 2.071 times greater chance of increasing patient loyalty when compared to getting low patient satisfaction.

4. DISCUSSION

A. Relationship between Brand Image and Patient Loyalty

Hospitals in global competition must have their own brand image that differentiates owned hospitals from other hospitals. *Brand image* can strengthen the patient's memory as a customer, will tend to choose the service of interest. The results showed that the majority of respondents perceived the brand image of the hospital as high, but not fully optimal.

Not optimal brand image can be caused by a lack of branding carried out by the hospital so that there is a lack of distinctive features that become memories for customers. The existence

of a distinctive branding can be a differentiator of one hospital from competing hospitals. Branding that can be done by hospitals in providing competing hospital MCU service providers can provide examination packages at low prices. Reducing the cost of MCU costs is made so that there is interest in potential customers, especially new customers who have never used MCU services at all (Keller & Swaminathan, 2020).

The results of the bivariate analysis show that there is a relationship between brand image and patient loyalty. Perceived brand image that is less likely to cause a lack of patient loyalty. This research is in line with research conducted by Harmen (2020). Brand image has a positive influence on customer satisfaction and loyalty. Forming a brand image can grow value in an effort to attract customers who have strengths and advantages in the hospital business. Branding is not yet optimal because the hospital does not yet have optimal strength, especially creating fast and responsive services (Cham et al., 2022).

Research conducted by Gabriela (2022), shows the results that brand image or brand image has a positive impact on satisfaction which increases loyalty. Customer satisfaction has a positive impact on the high customer commitment to continue using the brand. the consistency of continuous reuse will increase profits for the hospital (Gabriela & Antonio, 2022). Efforts made in brand image can be done by measuring loyalty. Hospitals can increase loyalty by doing attractive marketing, and pick up the ball to cooperating companies, by providing a satisfying experience to create repeat purchases (Närvänen et al., 2020).

B. Relationship Hospital Empathy and Patient Loyalty

Service quality has several components in it, one of these components is hospital empathy. The results of the bivariate analysis showed that there was a relationship between RS empathy and loyalty. Fulfillment of facilities and meeting needs and understanding customer desires with a quick response is a form of empathy given by the hospital as a form of providing quality services (Yu et al., 2022).

Hospital empathy can be described by providing quality services, understanding the problems of its customers, acting in the interests of customers, and trying to meet customer needs by solving problems quickly, listening to complaints and understanding customer wishes (Hui-Lin Hsu, Hung-Chi Hsu, Daxng Du, 2014).

The lack of empathy for the hospital in this study was due to the fact that the hospital had not optimally performed good service excellence. Efforts that can fix the problem of lack of empathy experienced by hospitals, can be done by fulfilling the needs: fast service, optimal service will increase loyalty Pleasant experience MCU services provide, with understanding the need for facilities, comfort and fast service, will lead to product promotion behavior (Thompson, 1997).

C. Relationship of Patient Satisfaction and Patient Loyalty

The results of the study showed that there was a positive relationship between patient satisfaction and patient loyalty during MCU visits at X Hospital. Patient satisfaction will influence repeat visits and recommend places they have visited for others to use their services. Research conducted in Malaysia (2021) regarding the effect of satisfaction and loyalty at the dental clinic showed that there was an effect of patient satisfaction on loyalty given. Efforts to increase satisfaction by providing prices that are in accordance with the facilities provided, with the satisfaction felt, patient satisfaction is considered during the health care process. It reflects the extent to which the care provided meets patient needs, meets expectations, and provides an acceptable level of service (Siripipatthanakul & Bhandar, 2021).

The results of the questionnaire analysis based on the peritem show the conclusion that the MCU service has carried out inspection services as expected, but has not been optimal in carrying out administrative services as expected. Customer expectations require fast and

appropriate service, with the impression expected by customers it will increase product loyalty (Thompson, 1997).

The lack of satisfaction for MCU patients is due to the not yet optimal services provided related to delays in the results of MCU supporting examinations. Delay in results can affect the patient's perceived loyalty to fast and quality service standards. Fulfillment of standards is an effort to create satisfaction felt by patients, patients feel satisfied if the needs of health services are met (Soumokil et al., 2021).

D. Determinant Factors Associated with Patient Loyalty

The results of this study show that patient satisfaction is a determinant factor related to loyalty. Patient satisfaction is a feeling of pleasure or disappointment that a person gets by comparing the expected product or service performance with what he perceives (Kotler & Keller, 2016). Satisfaction is influenced by two factors, namely the patient's expectations as consumers of products and services and the actual products or services they have obtained. Patient satisfaction will be created if there is quality service as evidenced by an optimal communication relationship between health workers and patients as customers (Asnawi et al., 2019).

Research conducted by Lacap (2022) showed the results of a positive relationship between patient satisfaction and loyalty. Loyalty patients tend to recommend and promote voluntarily. Patient loyalty arises from satisfaction with the physical environment that supports it, including the aesthetics of the facility, functional layout, and supportive atmosphere in health services (Lacap & Alfonso, 2022). Compliance with standards includes officers, policies, drugs, building environment and equipment. The fulfillment of service standards is a form of effort in creating satisfaction felt by patients, patients feel satisfied if their needs and expectations are fulfilled in accessing health services (Soumokil et al., 2021).

The quality of services provided will meet the needs of the desired expectations and expectations. Patient satisfaction is an indicator of the achievement of quality service indicators (Asamrew et al., 2020). Satisfied customers will promote services, thereby reducing promotion costs (Riley et al., 2021). Efforts made by hospital management to increase satisfaction are carried out by providing mutual respect between humans in comfort, cleanliness, providing quality services. Patient satisfaction will be created if there is ease, comfort, and efficiency in getting the product or service that will be received (Najib, 2022).

5. CONCLUSION

Evaluation of perceived patient loyalty is an activity that needs to be carried out which aims to increase patient visits, as the main indicator of the success of the hospital in providing quality services. The results of this conclusion can be concluded that. The results of the bivariate analysis showed that there was a relationship between brand image, hospital empathy, patient satisfaction and patient loyalty. The dominant factor related to loyalty is patient satisfaction.

A. Managerial Implication

Hospital managerial implications obtained in this study, so that it can be useful as a reference in improving X Hospital:

Brand image the hospital in this study obtained high results, but there were still several aspects that had not been optimally carried out based on the research results. The results of the evaluation of brand image can be used as basic hospital data to evaluate what factors cause a lack of brand image that has not been optimally implemented. by knowing the factors that cause a lack of brand image Hospitals can provide quality services, positive impressions and fast and

responsive handling of problems faced by customers, as an effort to support increased brand image.

Empathy The hospital in this study showed the results of having high empathy. This evaluation can be used as basic data to maintain hospital empathy that has been carried out and to improve hospital empathy that is not yet optimal, so that it can be a strategy in providing excellent service, fast and fulfilling and understanding by providing supporting facilities and human resources that support increasing hospital empathy.

Patient satisfaction in this study was found to have satisfaction in the high category. The existence of positive perceptions related to satisfaction can be used as a strategy to increase loyalty.

Loyalty in this study showed that the majority of respondents highest loyalty, lack of loyalty can be used as a consideration for hospitals in developing strategies to foster a sense of loyalty, by increasing quality services, providing service price promos and providing alternative services and convenience in undergoing MCU access at home. X Hospital.

B. Suggestion

Hospital management must evaluate patient loyalty on an ongoing basis, as a basic consideration in developing strategies to provide quality services.

Thank you note

The researcher's gratitude goes to all parties who participated in supporting the running of this research.

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