

The Influence of Patient Satisfaction on the Loyalty of Inpatient Patients at Dr. Tadjuddin Chalid Hospital Makassar City Year 2023

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ABSTRACT

Patient satisfaction reflects the patient's attitude towards care consisting of emotions and perceptions of the health services provided to them, because patient satisfaction will influence patient loyalty. This research design was carried out with an analytical survey using a quantitative approach using cross sectional research, namely research carried out at the same time which aims to analyze and find out how service quality influences the level of patient satisfaction on patient loyalty. The sample in this study is the population of inpatients in 2022, namely 9,526 patients, the sampling was 276 patients, by calculating the sample size using the Lemeshow formula. The sampling technique used in this research uses the accidental sampling technique, namely a sampling technique based on chance, that is, anyone who meets the researcher by chance can be used as a sample. Based on the research results, there is a relationship between reliability and patient loyalty with statistical test results ($p=0.000$). Assurance has a significant relationship with patient loyalty and statistical test results ($p=0.000$), and empathy has a significant relationship with patient loyalty with statistical test results ($p=0.000$). There is no significant relationship between physical evidence (*tangible*) on patient loyalty and statistical test results ($p=1.000$), responsiveness has no relationship on patient loyalty and statistical test results ($p=0.698$). Researchers' recommendations relate to patient satisfaction and patient loyalty at RSUP Dr. Tadjuddin Chalid Makassar City, to further improve the services needed by the community in general.

Keywords: Patient Satisfaction, Patient Loyalty, Services Quality, Image Hospital.

INTRODUCTION

The World Health Organization (WHO) first proposed patient satisfaction as an important indicator for measuring the quality of health services in public hospitals. A good medical experience not only improves the patient's quality of life, but also reduces disagreements between doctors and patients, which has a positive impact on the overall medical ecology.¹ Towards a much more open global era, it is hoped that providing health services can change the health paradigm. The biggest challenge in health services in health services itself is one of patient satisfaction.²

Based on Global Health Index data which is followed by the Banyuwangi District Health Service, Indonesia's health level is in 101st position out of 149 countries in the world, and based on the results of the 2018 Community Satisfaction Index Survey Report from the Ministry of Health, it shows that the Community Satisfaction Index at Hasan Sadikin Hospital is 78.74%, Fatmawati Regional Hospital 78.23%, Marzoeqi Mahdi Regional Hospital 79.95% and Persahabatan Regional Hospital 78.99%. Based on this, it shows that patient satisfaction in Indonesia is still below the customer satisfaction standards set by the Ministry of Health, namely > 90%.³

Customer loyalty and maximum company profitability in the long term are obtained through customer satisfaction. In an effort to improve services and increase patient satisfaction, hospitals need to conduct patient satisfaction surveys to find out patient expectations and the performance of health service providers.⁴ Health services are one

of the benchmarks for the success of development in a country. The success of health development in the future will include factors such as easy access to health and continuous improvement in the quality of health services. Access to health services is demonstrated by an increase in the number, network and quality of health facilities.⁵

Customer satisfaction is a very important element for customers in consuming a service. Consumer satisfaction is a requirement that companies must fulfill in order to be successful in creating and retaining customers. Meanwhile, patient satisfaction is a level at which the patient's needs, desires and expectations can be met. This results in patients returning to use the service.⁶ The relationship between customer satisfaction and customer loyalty is very strong. It is hoped that customer satisfaction with good service will result in customer satisfaction which will lead to increased income.⁷

Research is carried out on customer or consumer satisfaction in order to survive and be able to compete with market share, companies try to produce the best possible performance so that they can satisfy customers.⁸ The service quality variable has a positive effect on customer satisfaction, the better the service quality, the higher the level of customer satisfaction. Customer satisfaction is the customer's response to the conformity of expectations before receiving service and after the service the customer receives.⁹

Patient loyalty as a strategic service plan to retain customers in the long term by providing better service quality. To achieve patient loyalty, service providers must meet patient needs and expectations. Providers need to communicate regularly with

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patients to meet patient expectations. Five methods have been developed by Parasuraman, Zeithaml, and Berry, namely: a. Tangible (physical evidence), b. Reliability, c. Responsiveness, d. Assurance (guarantee), e. Empathy.¹⁰

Patient loyalty is also formed from the hospital's success in establishing an organizational image which consists of several factors, for example company history, completeness of facilities and infrastructure, and success in providing services to patients. This image appears based on the knowledge and information a person receives about an object. Image is an important element for increasing patient loyalty. Hospital image has a positive and significant impact on service quality.¹¹ Hospitals use various methods to increase patient visits, so hospitals must be able to display and provide health services that will create loyalty to patients so that patients will come back to use the hospital's services.¹²

According to Donabedian, there are three approaches to quality assessment, namely: The structural aspect includes physical facilities, equipment, organization and management, finance, human resources and other resources. What is meant by structure is input. The process aspect is all activities carried out professionally by health workers (doctors, nurses and other professional staff) and their interactions with patients, including methods or procedures for health services. The output aspect is the activities and actions of doctors, nurses and administrative staff that can be felt by patients and provide changes towards the level of health and satisfaction that patients expect.¹³

Referring to the Regulation of the Minister of Health of the Republic of Indonesia Number 30 of 2022 article 1 paragraph 4 explains that a hospital is a health service institution that provides comprehensive individual health services that provide inpatient, outpatient and emergency services.¹⁴ Quality orientation is one of the fundamental needs of any dynamic association to increase productivity. With the increasing number of service providers available in the market and the increasing purchasing power of consumers, the performance and expectations that are useful for measuring quality are becoming increasingly diverse. There is so much to offer the client that if the services provider ignores the client's wishes, the client will look for other options.¹⁵ In the current era, people want health services that are safe and quality, and can answer their needs, therefore efforts to improve quality and patient safety need to be implemented.¹⁶

From a preliminary study at RSUP Dr. Tadjuddin Chalid, Makassar City, the number of inpatient visits has increased, this is because this hospital is one of the referral hospitals in Makassar which serves patients from various regions and outside the region in South Sulawesi. Apart from its access within the city, making it very easy for the public to reach, this hospital also has complete facilities and qualified medical personnel. The number of inpatient visits which can be seen in the following table:

From initial observations carried out at RSUP Dr. Tadjuddin Chalid, inpatients were chosen in the research because patients who are hospitalized are more exposed to or can experience the services provided by the hospital, both in terms of infrastructure and in the process of providing care.

METHOD

This research design was carried out with an analytical survey using a quantitative approach using cross sectional research, namely research carried out at the same time or at the same time, which aims to analyze and find out how the quality of service affects the level of patient satisfaction. In this research, the population of the number of inpatients in 2022 is used, namely 9,526 patients by calculating the sample size using the Lemeshow formula with a sample size of 276 respondents. Data collection used a questionnaire instrument. Data processing

used the Chi-Square test. This research has received ethical approval Number: 5044/UN4.14.1/TP.01.02/2023. Before data collection was carried out, the researcher first asked for the respondent's approval by providing informed consent. After obtaining approval, the researcher collected data by filling out a questionnaire based on the respondents' answers during the interview. Data processing used IBM SPSS Statistics 21 using the Chi-Square test then continued with multiple logistic regression analysis.

RESULTS

The general characteristics of respondents including gender, age, highest level of education and occupation of respondents can be seen in the following table:

Table 2 Shows that most of the research subjects were female, namely 147 people (53.3%). Based on the age of the respondents studied, there were more than 69 people in the 46-55 years age group (25.0%). Based on the education of respondents with a high school education level, there were 128 people (46.4%) and based on the occupation of the respondents studied, there were more respondents with civil servant/TNI/POLRI jobs totaling 135 people (48.9%).

Table 3 shows that the majority of respondents are loyal (42.0%), most are satisfied with physical evidence (63.4%), and are satisfied with responsiveness (63.4%), the reliability variable according to respondents (79.0%) , from assurance amounting to (42.4%), and empathy variable amounting to (46.7%).

Bivariate statistical test results between 5 patient satisfaction variables on patient loyalty at RSUP Dr. Tadjuddin Chalid Makassar City found that 2 variables did not have a significant effect, including: the

Table 1: Number of Inpatient Visits at RSUP Dr. Tadjuddin Chalid 2020 -2022.

Year	Amount	DRILL	LOS	TOI	BTO
2020	3,595	17%	5	19	15.8
2021	5,142	31%	6	14	18
2022	9526	54%	5	4	41

Table 2: Distribution of Characteristics Patient Satisfaction with Loyalty of Inpatients at RSUP Dr. Tadjuddin Chalid Makassar City in 2023.

Characteristics	Frequency (n=276)	Percent (%)
Gender		
Man	147	53.3
Woman	129	46.7
Age		
17-25 Years	37	13.4
26-35 Years	67	24.3
36-45 Years	58	21.0
46-55 Years	69	25.0
56-65 Years	43	15.6
>65 Years	2	0.7
Last education		
Elementary School	11	4.0
Junior High School	19	6.9
Senior High School	128	46.4
D3	12	4.3
S1	106	38.4
Work		
Entrepreneur/Private	48	17.4
IRT	40	14.5
Civil servants/TNI/Polri	135	48.9
Other	53	19.2
Total	276	100.0

(Source: Primary Data, 2023).

Table 3: Distribution of Characteristics Patient Satisfaction with Loyalty of Inpatients at RSUP Dr. Tadjuddin Chalid Makassar City in 2023.

Variables	Frequency (n = 276)	Percent (%)
Loyalty		
Loyal	116	42.0
Not Loyal	160	58.0
Physical Evidence (Tangible)		
Satisfied	175	63.4
Less satisfied	101	36.6
Responsiveness		
Satisfied	221	80.1
Less satisfied	55	19.9
Reliability		
Satisfied	124	79.0
Less satisfied	152	21.0
Guarantee (Assurance)		
Satisfied	117	42.4
Less satisfied	159	57.6
Empathy		
Satisfied	129	46.7
Less satisfied	147	53.3

(Source: Primary Data, 2023).

Table 4: Bivariate Analysis of Influence Patient Satisfaction with Loyalty of Inpatients at RSUP Dr. Tadjuddin Chalid Makassar City in 2023.

Variable Patient Satisfaction	Patient Loyalty				Total		Mark P
	Loyal		Not Loyal		N	%	
	n	%	n	%			
Physical Evidence (Tangible)							
Satisfied	74	76.5	101	57.7	175	100	p =1,000
Less satisfied	42	41.6	59	58.4	101	100	
Responsiveness							
Satisfied	94	42.5	127	57.5	221	100	p =0.762
Less satisfied	42	27.6	110	72.4	152	100	
Reliability							
Satisfied	74	59.7	50	40.3	124	100	p =0,000
Less satisfied	42	27.6	110	72.4	152	100	
Guarantee (Assurance)							
Satisfied	73	62.4	44	37.6	117	100	p =0,000
Less satisfied	43	27.0	116	73.0	159	100	
Empathy							
Satisfied	80	62.0	49	38.0	129	100	p =0,000
Less satisfied	36	24.5	111	75.5	129	100	

(Source: Primary Data, 2023).

Table 5: Analysis Multivariate Multiple Logistic Regression Effects Patient Satisfaction with Loyalty of Inpatients at RSUP Dr. Tadjuddin Chalid Makassar City in 2023.

Variable	B	S.E	Wald	Df	Sig.	Exp (B)
Reliability	,618	,310	3,965	1	.046	1,855
Guarantee	,723	,332	4,756	1	,029	2,061
Empathy	,867	,350	6,135	1	0.13	2,381
Constant	-3,048	,523	34,007	1	,000	,047

(Source: Primary Data, 2023).

Physical Evidence (Tangible) variable with a value of $p = 1.000$, and the Responsiveness variable with a value of $p = 0.762$. Meanwhile, variables that have a significant influence include the Reliability variable with value $p = 0.000$, The Assurance variable has a value of $p = 0.000$ and the Empathy variable has a value of $p = 0.000$.

Based on table 5, it shows that of the 276 respondents, the most influential variable among the other variables is the empathy variable with Exp(B) of 2.381, which means that empathy is 2.3 times greater

than the other variables so that this variable is the one that has the greatest influence among other variables.

DISCUSSION

The Relationship between Physical (Tangible) Evidence and Patient Loyalty

Physical evidence is a tangible asset, namely an asset that has limited

monetary value and is usually in physical form. Includes physical facilities such as equipment, employee appearance, building facilities and communication facilities.

The research results showed that respondents who expressed satisfaction and loyalty to the quality of service at RSUP Dr. Tadjuddin Chalid Makassar City at 42.3%. And less satisfied but loyal by 41.6%. This turned out to get a positive assessment from respondents regarding cleanliness, comfort and medical equipment. Based on the results of the chi - square statistical test, the value of $p = 1,000 > 0.05$, Tadjuddin Chalid, Makassar city.

This statement does not contradict Gani's opinion that patients who use services really pay attention to the facilities and infrastructure owned by health service providers. The more complete and better the quality and facilities of the equipment, the more likely patients are to choose this service compared to health services that have simple infrastructure. The quality of health services in a hospital determines whether the patient's experience is good or bad. Health services are an important factor that influences patient satisfaction.¹⁷

The greater the fulfillment of a patient's initial expectations, the fewer the barriers in the health care system to self-fulfillment and the fewer restrictions on desired rights, measures of quality and the basis for predicting patient behavior.¹⁸

This research is also in line with research by Candra Alfiyanto (2020) which shows that service quality has a positive effect on customer satisfaction. By improving the provision of better services or products by producers, customers will get what they expect.¹⁹

The Relationship between Responsiveness and Patient Loyalty

Responsiveness is a responsibility which is the readiness or desire to help customers in providing fast and accurate services. Responsiveness in this research is related to the employee's attentive attitude, health information/communication, patience and employee readiness in handling complaints.

The research results showed that respondents who expressed satisfaction were related to patient loyalty towards services at RSUP Dr. Tadjuddin Chalid in Makassar city was 41.1%. This shows that responsiveness in services at RSUP Dr. Tadjuddin Chalid in Makassar City, nurses are responsive and fast in providing services to patients.

Based on the results of the chi-square statistical test, the p value = 0.698 > 0.05 , X_{count} , which means the alternative hypothesis (H_0) is accepted and (H_a) is rejected, which means there is no significant relationship between Responsiveness and patient loyalty at Dr. Tadjuddin Chalid, Makassar city.

Nurses are required to be proficient in their field, where nurses also assist doctors with tasks such as surgical care and anesthesia care. Therefore, providing training to nurses is very necessary to improve their abilities to be more responsive in providing services to patients. The responsiveness of staff in serving patients is closely related to patient loyalty at RSUP Dr. Tadjuddin Chalid, Makassar city.

Current societal demands are for easy, fast and comfortable health services, which in the end can provide satisfaction in the results of treatment according to the disease they are suffering from. Therefore, hospitals as an organization operating in the field of public health services are increasingly required to provide better health services.²⁰

This research is in line with previous research at the Haji Makassar Regional Hospital where the research results showed that Reliability ($p=0.048$) had a significant effect on patient satisfaction of BPJS participants at the Makassar Haji Regional Hospital.²¹

Apart from that, previous research shows that if medical personnel provide quality services, patients will feel very satisfied. There is no one party in the health sector who helps in the treatment of an illness, it is medical personnel who are on the front line to ensure that patients receive treatment or recovery from their illness. So the better the quality of service they provide, the higher the patient satisfaction.²²

The Relationship between Reliability and Patient Loyalty.

Reliability is the ability to provide accurate and trustworthy services. Reliable service means consistency. So, reliability has two important aspects, namely, the ability to provide services and how long it takes to provide accurate or precise services. Reliability is closely related to the accuracy of medical services provided to patients. So the effectiveness of time in service can determine the level of patient loyalty.¹²

The results of the research show that there is a significant relationship between reliability and patient loyalty p value= 0.000 $<$ 0.05 Dr. Tadjuddin Chalid, Makassar City.

That respondents who expressed satisfaction with patient loyalty at RSUP Dr. Tadjuddin Chalid in the city of Makassar was 59.7%, those with reliability were less satisfied with the loyalty category of disloyal patients at 72.4%. In this case, health workers in serving patients did not meet their expectations, most of the patients who visited complained because they had been hospitalized for several days, but the doctor had not yet come to examine them, only initial treatment by nurses.

Reliability is the result of the patient's evaluation of the hospital's ability to maintain accurate practice hours, time requirements for administrative processing, time to receive services, completion time for receiving treatment and conformity between the patient's expectations of service and what is received.

This research is in line with previous research²¹ at the Haji Makassar Regional Hospital where the research results showed that Reliability ($p=0.048$) had a significant effect on patient satisfaction of BPJS participants at the Makassar Haji Regional Hospital.

Apart from that, previous research shows that if medical personnel provide quality services, patients will feel very satisfied. There is no one party in the health sector who helps in the treatment of an illness, it is medical personnel who are on the front line to ensure that patients receive treatment or recovery from their illness. So the better the quality of service they provide, the higher the patient satisfaction.²²

The Relationship between Assurance and Patient Loyalty.

Guarantee (Assurance) in this research includes the scientific abilities and skills of the service providers, the politeness and trustworthiness of the service providers as well as freedom from dangerous actions from the organizers and patients.

Based on the results of the chi-square test, the p value = 0.000 $<$ 0.05, which means the alternative hypothesis (H_0) is rejected and (H_a) is accepted, which means there is a significant relationship between assurance and loyalty of inpatients at RSUP Dr. Tadjuddin Chalid, Makassar city.

The results of this study assume that respondents complained that inpatient room services were not in accordance with their membership, so that patients felt dissatisfied with the services at RSUP Dr. Tadjuddin Chalid, Makassar City.

The quality of service quality related to guarantees is a reflection of the attitude of each officer and service facility in a hospital that can provide a sense of trust and security to patients. Guarantees can also be about the politeness of officers, the knowledge and skills of officers in resolving patient problems.

The Relationship between Empathy and Patient Loyalty.

Empathy, namely creating good relationships, understanding individual needs of customers and providing services by giving personal attention to customers.²³

Based on the results of the chi-square test in the empathy category, the p value = 0.000 < 0.05. Thus, Ho is rejected and Ha is accepted. This means that there is a relationship between empathy and the loyalty of inpatients at RSUP. Dr Tadjuddin Chalid, Makassar city. In accordance with previous research conducted by at Rajawali Citra General Hospital shows that the empathy dimension has a positive influence on patient satisfaction.²⁴ The calculation results show that the empathy dimension has a significance value of 0.027, because it is greater than 0.05, there is a significant relationship between not fulfilling the doctor's consultation time and patient loyalty.

Empathy good behavior can make patients at the hospital loyal, this shows the results that there is a relationship between empathy and patient loyalty at RSUP Dr Tadjuddin Chalid, Makassar City. The better the empathy provided by the hospital, the more loyal the patient will show interest in returning for treatment at RSUP Dr. Tadjuddin Chalid, Makassar City.

Today, service quality and service seeker satisfaction can be considered fundamental marketing priorities as they generate positive word of mouth and thereby help organizations or service providers build a positive image that can influence the perceptions of potential consumers.²⁵

CONCLUSION

Based on the results of research on The Influence of Patient Satisfaction on Loyalty of Inpatients at RSUP Dr. Tadjuddin Chalid, Makassar City, it can be concluded as follows: there is no relationship between physical evidence (tangible), responsiveness and patient loyalty, and there is a relationship between reliability, assurance, empathy and loyalty of inpatients at RSUP Dr. Tadjuddin Chalid, Makassar City. Good service quality ultimately brings many benefits, including building harmonious relationships between goods and service providers and patients, creating profitable customer loyalty for service providers.

Researchers suggest so that Hospitals need to pay special attention to the quality of service, especially in inpatient installations which are still not optimal, such as reliability, assurance and empathy in health services. Because the thing most related to hospitals is the quality of service. So that they get patient satisfaction and loyalty from the service from the hospital.

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