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## The Effect of Medical Service Quality on Patient Satisfaction and Its Impact on Patient Loyalty (Study at The General Clinic of Puri Asih Hospital, Karawang Regency)

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**Abstract:** In addition to the problem of Service Quality, low Patient Loyalty is suspected to be due to Patient Satisfaction, because Service Quality and Patient Satisfaction can provide a strong incentive for Personnel to work optimally to achieve high Patient Loyalty. The purpose of this study was to find out and analyze: (1) Service Quality (2) Patient Satisfaction; (3) Patient Loyalty; (4) the influence of Service Quality on Patient Satisfaction; (5) the influence of Service Quality on Patient Loyalty; and (6) the magnitude of the influence of patient satisfaction on patient loyalty in the general clinic of Puri Asih Hospital, Karawang regency. The research method used in this study was a descriptive survey and an explanatory survey. The unit of analysis in this study was staff at the Puri Asih Hospital Public Clinic, Karawang Regency, with a population of 30 people. The type of investigation is causality, and the time horizon in this study is cross-sectional. Based on the results of research and discussion, it was found that the quality of services provided was inadequate, patient satisfaction was considered quite satisfied, patient loyalty was considered quite high, service quality had an effect on patient satisfaction, service quality had an effect on patient loyalty and patient satisfaction had had an effect on patient loyalty. between Service Quality and Patient Loyalty satisfaction which influence Patient Loyalty, it turns out that Service Quality has a dominant influence. Because Service Quality has a dominant influence on Patient Loyalty rather than Patient Satisfaction, it is advisable to create a pleasant work atmosphere, so that they are able to work more professionally.

**Keyword:** Service Quality, Patient Satisfaction, Patient Loyalty

### INTRODUCTION

Health has become an important part of society because with maximum health, a person will be able to carry out their activities properly. Good public health will create a peaceful life situation. Each manufacturer tries to design meaningful differences for its products with products offered by its competitors, so that each product has its own characteristics. Hospital

as a company engaged in health services seeks to provide good and quality health services. Hospitals are required to provide quality services in accordance with standards set by the government and can reach all levels of society. The quality of hospital services has two components, namely compliance with established quality standards and fulfillment of customer satisfaction. Health care systems can be improved through clinical pathways, services, including patient perspectives such as how good the health care services they need are (Utama, 2003).

Quality health services are health services that can satisfy every service user according to the average level of satisfaction of the population and its implementation in accordance with the code of ethics and service standards that have been set (Azwar, 1996). Two important elements in efforts to improve health services are the level of patient satisfaction as service users and the fulfillment of medical service standards set by the government. There are several things that can provide customer satisfaction, namely total customer value consisting of product value, service value, personal value, image value, and total patient costs consisting of monetary costs, time costs, labor costs, and cost of mind for outpatients and inpatients.

One of the factors that can affect patient satisfaction for inpatients is the quality of hospital services. The elements and basic components in service are difficult to inventory, so it can be said that service is related to the process, where the product enjoyed by users is experience (Sulastiyono, 2016: 58).

Bendall-Lyon (2014) evaluated the structure and components of patient satisfaction with hospital services. They defined service structure as the physical environment and facilities in which services are provided. Satisfaction is indicated by the patient's attitude after receiving medical services from the hospital. If the patient feels that the service provided is in accordance with their expectations, they will usually tell the service system obtained to other people they know.

The health care industry must be able to change the old paradigm to a new paradigm if it wants to progress because of the increasingly high level of competition in providing health services. Good service quality in the hospital will create satisfaction for patients. Consumers will provide an assessment of what they get. Puri Asih Hospital, Karawang Regency as one of the health service providers is required to always improve the quality of its services.

There are two parties involved in the service/service process, namely service providers and consumers. The so-called consumers are the people who benefit from the activities carried out by the organization or officers of the service provider organization. Improving the quality of good service does not only come from the hospital's point of view, but also from the patient's point of view. Government Regulation of the Republic of Indonesia Number 47 of 2021, what is meant by hospital classification is a grouping of hospital classes based on service capabilities, health facilities, supporting facilities and human resources. Based on the types of services provided, hospitals are categorized into general hospitals and special hospitals. Nurses as the spearhead of services to patients and their families in the hospital, because the frequency of meeting with patients is the most frequent. In nurses providing patient services, sometimes the influence of the characteristics possessed by patients, ranging from age, gender, education, income or work, and so on may make the service situation provided by nurses different because patients may have different expectations based on the characteristics they have.

All nurse service actions are carried out continuously in order to improve service quality so that patient satisfaction occurs and it is possible to form patient loyalty. A number of empirical studies have concluded that patient satisfaction is positively related to perceptions of the quality of a service. Dissatisfied patients are interpreted as the same as complaints against the hospital, the following services performed by health workers and the structure of the health care system. Patients in seeking treatment at the hospital are offered new facilities of increasing variety and variety. One of them is with several conveniences that can be adjusted for sufferers.

In accordance with Law No. 8 of 1999 concerning consumer protection, it is included in the scope of health services by hospitals to patients. In addition, Law No. 23 of 1992 which regulates health, provides more certainty regarding patient rights protected by law. There is increasingly fierce hospital competition, so improving the quality of service of a hospital is very important. Competition that occurs not only in terms of health equipment technology, but also competition in providing quality services. Therefore, hospitals are required to always maintain patient / consumer trust and satisfaction by improving service quality so that patient satisfaction increases. Puri Asih Hospital, Karawang Regency needs to be smart in determining the needs of patients/consumers as an effort to meet expectations/desires and increase satisfaction with the services provided.

Customer/patient loyalty determines whether or not a customer/patient will return and whether or not they will recommend the hospital to others to use it. To maintain customer loyalty, it is necessary to have good diversion barriers and complaint handling strategies. In such an important way, the loyalty of a consumer is important for an organization or company, so it is appropriate if service companies always put consumers in the most important position to be satisfied in every plan and activity carried out. This means that the standards made by producers in order to provide their products are always based on how to provide the best satisfaction for consumers.

Based on data table 1.1 patient hospitalizations and average admissions per month from January 2019 to December 2020, there was a decrease in patient visits at the general clinic of Puri Asih Hospital, Karawang Regency. However, basically it is seen that the decline in patient visits from January 2020 to December 2011. The types of patients in the hospital, the following types of patients experienced fluctuations such as: Contractor employee patients who experienced a decrease of 12.92%, Retirees experienced a decrease of 2.35%, Puri Asih Hospital Karawang Regency employees experienced a decrease of 42.8%, Health insurance patients experienced an increase of 7.67%, Patients have cash decreased by 9.86%.

## METHOD

To examine the effect of service quality on patient satisfaction and its implications on patient loyalty, the tabulated data is applied to the research approach, namely Path Analysis / Pearson correlation analysis, because for one independent variable and one dependent variable, Pearson correlation analysis is the same as path analysis (Rasyid, 1998; 6). Structurally, the overall research paradigm can be described as follows:

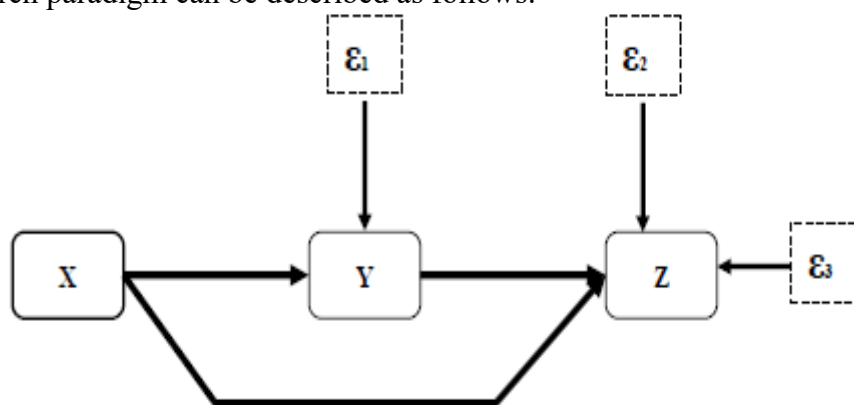


Figure 1. Structurally

Where:

X : Service quality

Y : Patient satisfaction

Z : Patient loyalty

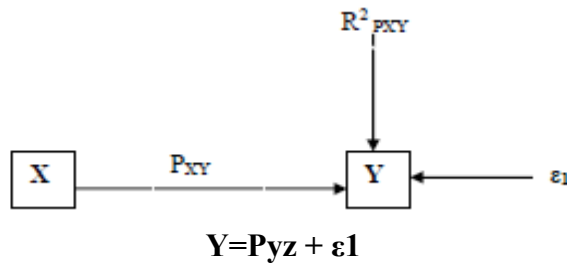
$\epsilon_1$  : Other unmeasured factors that affect Y besides X

$\epsilon_2$  : Other unmeasured factors that affect Z other than X

$\epsilon_3$  : Other unmeasured factors that affect Z in addition to Y

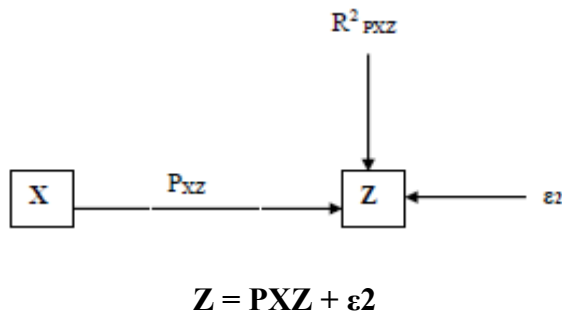
**Hypothesis 1**

**Structure I**



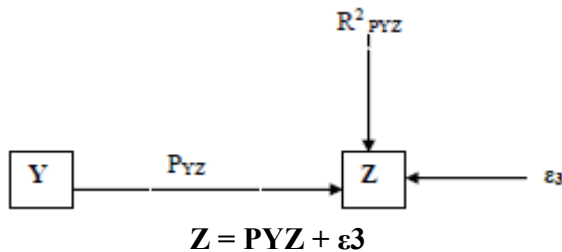
**Hypothesis 2**

**Structure II**



**Hypothesis 3**

**Structure III**



**RESULTS AND DISCUSSION**

**Structure I**

To reveal the effect of a variable or set of variables on other variables, Pearson Correlation Analysis can be used, where the statistical test to be used is path analysis, where the path coefficient is basically a correlation coefficient. To find out whether Service Quality (X) affects Patient Satisfaction (Y), it was carried out using Pearson Correlation analysis and the software used was SPSS release 12.0. The steps for calculating the Pearson Correlation are as follows:

$$P_{Yx_i} = \sum_{j=1}^k CR_{1j} r_{yx_j} \quad I = 1,2$$

And the overall effect of X to Y

$$R^2_{YX_1, X_2, \dots, X_k} = \sum_{i=1}^k P_{IX_i} r_{IX_i}$$

$$= 0.373$$

while the path coefficient of other variables outside variable X is determined through :

$$p_{Y:1} = \sqrt{1 - R_{YX}^2}$$

$$= 0.627$$

meaning that the effect of variable X on variable Y is 0.373 or 37.3%, and the remaining 0.627 or 62.7% is influenced by other variables that are not included in the study. in the study.

Test statistics for each hypothesis

$$t_{oi} = \frac{P_{YX}}{\sqrt{\frac{(1 - R_{YX}^2) C_{Yi}}{n - k - 1}}}, i = 1, 2, 3$$

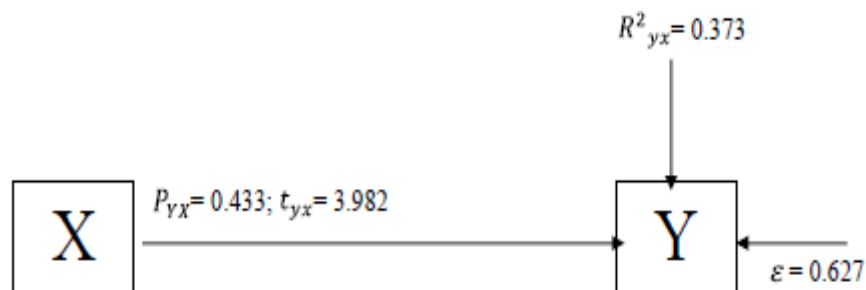
Using the t distribution table, we obtained = 1.70

**Table. 1 Hypothesis testing X against Y**

Pearson Correlation Coefficient		t <sub>count</sub>	t <sub>table</sub>	Conclusion
PXY	0.433	3.982	1.70	Ho reject There is an effect of Service Quality Service Quality on Patient Satisfaction

Source: calculation result

From the above tests, the complete causal relationship diagram of variable X to Y is as follows:



**Figure 2. Diagram of the causal relationship between Service Quality (X) and Patient Satisfaction (Y)**

From the structural picture of the relationship between variables with the values of the structural parameters above, the effect of the causal variables to the variables, the effect of Service Quality on Patient Patient Satisfaction at the General Clinic of Puri Asih Hospital, Karawang Regency is :

**Table. 2 Influence of Variable X to Y and Influence Beyond Variable X**

Interpretation of Path Analysis		
Description	Effect	%
Effect X to Y	0.373	37.3
Other Influences Beyond X	0.627	62.7
<b>Total</b>		<b>100</b>

Source: Statistical Processing Results SPSS Program

From the test results, it can be seen that Service Quality has an effect on Patient Satisfaction, which is 37.3% and other influences are 62.7%, where the lower the Patient Satisfaction, the Patient will be satisfied.

**Structure II**

To reveal the effect of a variable or set of variables on other variables, Pearson Correlation Analysis can be used, where the statistical test to be used is path analysis, where the path coefficient is basically a correlation coefficient. To find out whether Service Quality (X) affects Patient Loyalty (Y), it is done using Pearson Correlation analysis and the software used is SPSS release 12.0. The steps for calculating the Pearson Correlation are as follows:

$$P_{YXi} = \sum_{j=1}^k CR_{ij} r_{YX_j} \quad i=1,2$$

And the overall effect of X to Z

$$R^2_{ZX_1X_2X_3} = \sum_{i=1}^k P_{ZX_i} r_{ZX_i}$$

$$= 0.444$$

while the path coefficient of other variables outside variable X is determined through :

$$p_{ZZ2} = \sqrt{1 - R^2_{ZX_1X_2}}$$

$$= 0.556$$

meaning that the effect of variable X on variable Z is 0.444 or 44.4%, and the remaining 0.556 or 55.6% is influenced by other variables not included in the study.

Test statistics for each hypothesis

$$t_{oi} = \frac{P_{YXi}}{\sqrt{\frac{(1 - R^2_{YX_1X_2X_3}) CR_{ii}}{n - k - 1}}} \quad , i = 1, 2, 3$$

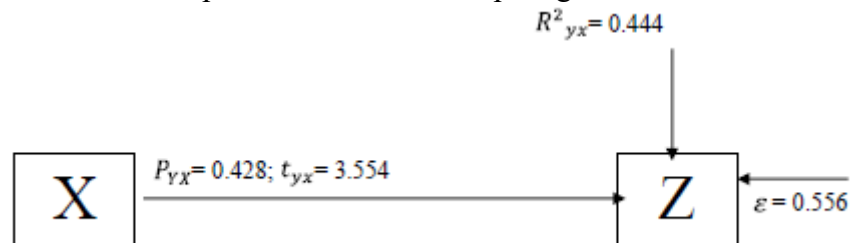
Using the t distribution table, we obtained = 1.70

**Table. 3 Hypothesis testing X against Z**

Pearson Correlation Coefficient		t <sub>count</sub>	t <sub>table</sub>	Conclusion
PXZ	0.428	3.554	1.70	Ho reject There is an effect of Service Quality on Patient Loyalty

Source: calculation result

From the above tests, the complete causal relationship diagram of variable X to Z is as follows:



**Figure 3. Diagram of the causal relationship between Service Quality (X) and Patient Loyalty (Z)**

From the structural picture of the relationship between variables with the values of the structural parameters above, the effect of the causal variables to the variables, the effect of Service Quality on Patient Loyalty at the General Clinic of Puri Asih Hospital, Karawang Regency is:

**Table. 4 Influence of Variable X to Z and Influence Beyond Variable X**

Interpretation of Path Analysis		
Description	Effect	%
Effect X to Z	0.444	44.4
Other Influences Beyond X	0.556	55.6
<b>Total</b>		<b>100</b>

Source: Statistical Processing Results SPSS Program

From the test results, it can be seen that Service Quality has an effect on Patient Loyalty, which is 44.4% and other influences are 55.6%, meaning that the lower the Service Quality, the more Patient Loyalty will increase, because Service Quality has a very significant effect on Patient Loyalty, so the contribution of Service Quality is very meaningful.

**Structure III**

To reveal the effect of a variable or a set of variables on other variables, Pearson Correlation Analysis can be used, where the statistical test to be used is path analysis, where the path coefficient is basically a correlation coefficient. To find out whether satisfaction (Y) affects Patient Loyalty (Z), it is done using Pearson Correlation analysis and the software used is SPSS release 12.0. The steps for calculating the Pearson Correlation are as follows:

$$P_{YX_i} = \sum_{j=1}^k CR_{Y_j} r_{YX_i} \quad i=1,2$$

And the overall effect of Y to Z

$$R^2_{YX_1, X_2, X_3} = \sum_{i=1}^k P_{YX_i}^2 r_{YX_i}^2$$

$$= 0.666$$

while the path coefficient of other variables outside the Y variable is determined through :

$$p_{Z\epsilon} = \sqrt{1 - R^2_{YX_1, X_2}}$$

$$= 0.334$$

meaning that the effect of variable Y on variable Z is 0.866 or 66.6%, and the remaining 0.334 or 33.4% is influenced by other variables not included in the study.

Test statistics for each hypothesis

$$t_{oi} = \frac{P_{YX_i}}{\sqrt{\frac{(1 - R^2_{YX_1, X_2, X_3}) CR_{Y_i}^2}{n - k - 1}}}, i=1,2,3$$

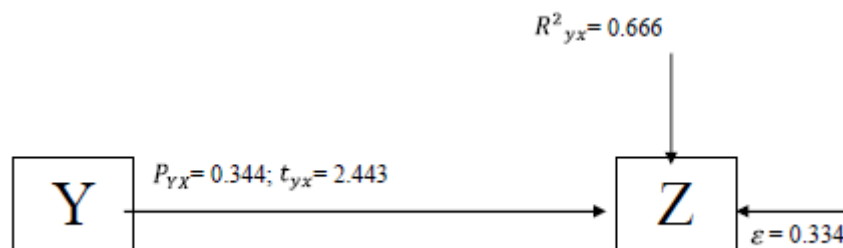
Using the t distribution table, we obtained = 1.70

**Table. 5 Hypothesis testing Y against Z**

Pearson Correlation Coefficient		t <sub>count</sub>	t <sub>table</sub>	Conclusion
PYZ	0.344	2.443	1.70	Ho reject There is a positive influence of Patient Satisfaction on performance

Source: calculation result

From the above tests, the complete causal relationship diagram of variable Y to Z is as follows:



**Figure 4. Causal relationship diagram of Patient Satisfaction (Y) to Performance (Z)**

From the structural picture of the relationship between variables with the values of the structural parameters above, the effect of the causal variables to the variables, the effect of Patient Satisfaction on Patient Loyalty at the General Clinic of Puri Asih Hospital, Karawang Regency is :

**Table. 6 Influence of Variable Y to Z and Influence Beyond Variable Y**

Interpretation of Path Analysis		
Description	Effect	%
Effect Y to Z	0.666	66.6
Other Influences Beyond Y	0.334	33.4



<b>Total</b>	<b>100</b>
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Source: Statistical Processing Results SPSS Program

From the test results, it can be seen that Patient Satisfaction affects Patient Loyalty, which is 66.6% and other influences are 33.4%, this is in accordance with the opinion of Siagian (2008: 25), which says that a more precise understanding of Patient Satisfaction must be related to work performance or performance, so that Patient Satisfaction and performance interact with each other. In addition to the above statement, Davis & John W Newstrom (2003: 106) also stated that: "Patient satisfaction is part of life satisfaction", the nature of a person's environment outside of work affects feelings at work. Likewise, because work is an important part of life, patient satisfaction affects one's life satisfaction. The result is in the spill-over effect that occurs between Patient Satisfaction and life satisfaction. Consequently, managers may not only need to monitor direct work but also monitor Patients' attitudes towards other parts of life.

### CONCLUSION

By starting from the discussion of the problem, theoretical foundation, empirical data analysis, hypothesis testing results, in the last chapter of this study several conclusions will be stated as follows:

1. The quality of service provided to patients of the General Clinic of Puri Asih Hospital, Karawang Regency as a whole is in a good position, which means that in general, patients are quite comfortable and conducive when working at the General Clinic of Puri Asih Hospital, Karawang Regency, but there are some patients who still feel a fairly high level of service quality at work.
2. Patient satisfaction at the General Clinic of Puri Asih Hospital, Karawang Regency is currently considered quite satisfied, but there are several things that need attention, namely the provision of awards that are not in accordance with their competence and the implementation of unfair promotions by not paying attention to achievement and loyalty.
3. Patient loyalty at the General Clinic of Puri Asih Hospital, Karawang Regency is quite high, but there are several things that need to be considered regarding time efficiency and job completion targets for doing a job, this shows that patients at the General Clinic of Puri Asih Hospital, Karawang Regency need to be given a trigger to continue to improve performance.
4. Service quality affects satisfaction, so that if the quality of service that is owned to patients is low, then they will feel satisfied at work.
5. Service Quality affects Patient Loyalty, because low Service Quality will encourage patients to work harder and ultimately improve work performance / performance.
6. Satisfaction affects Patient Loyalty, so that if patients are satisfied with their work they will try to achieve good work performance / performance.

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