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Phone: +62 341-571260; E-mail: dina\_sulaimi@gmail.com The Effect of Health Service  
Model on Patient Satisfaction and Public Loyalty of Local General Hospital of Gambiran  
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65145 Malang, Indonesia **A R T I C L E I N F O** A B S T R A C T Article history: Received 10  
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Keywords: Health care, loyalty, public, paramedic, and satisfaction.

Back ground: Public health service need to regularly evaluate their performance  
according to the patient satisfaction and loyalty to use their service. General Hospital  
Gambiran Kediri has been developing their performance as the demand on their health  
care service increased these years. Objective: The purpose of this research was to  
analyze the effect of service quality on patient satisfaction and the effect of inpatient  
satisfaction on patient loyalty, and the effect of inpatient service quality on patient  
loyalty. Method: The research was conducted in Local General Hospital of Gambiran,

Kediri.

The research was conducted for 10 months, June 2013 to March 2014. Based on the Slovin formula, the sample suggested to be used in this research was 284 respondents. Analysis of the data was conducted using Structural Equation Modeling (SEM). Results: The results of the analysis showed that the straightforward service procedures, the informative service and the supporting facilities have a direct and positive effect on patient satisfaction (Y), which means that the higher the value of straightforward service procedure, informative service and supporting facilities, the higher the patient satisfaction will be.

The medical services satisfaction, the medical support services satisfaction, the public services satisfaction, the administrative services satisfaction, the employee attitude satisfaction and the paramedic's attitude satisfaction directly and positively improve the public loyalty. Conclusion: The higher the value of medical services satisfaction, medical support services satisfaction, public service satisfaction, administrative services satisfaction, employee attitude satisfaction and paramedic's attitude satisfaction, the higher the value of public loyalty will be.

However, the service quality does not significantly influence the public loyalty. © 2015 AENSI Publisher All rights reserved . To Cite This Article: Nurdina, Zaenal Fanani, Bagyo Yanuwadi, Amin Setyo Leksono. The Effect of Health Service Model on Patient Satisfaction and Public Loyalty of Local General Hospital of Gambiran Kediri. Aust. J. Basic & Appl. Sci.,

9(36): 97-103, 2015 INTRODUCTION Hospital as one of the public health service has an important role in providing public health guidance and primary health care. The current distribution of hospitals as the basic health services has been improved. Furthermore, hospital is a place which organizes medical services, medical support services, medical installation services and medical care services, for either outpatient or inpatient (Azwar, 1996). Health problem has become the major concern of nowadays society. The concern is especially on how to get a good health care.

Along with the increasing social welfare, the public is increasingly aware of the health care quality which is more oriented towards customer satisfaction. It means that the hospital provide the best service and evaluate the quality of the service based on customers' views. One of the institutions that deal with public health service is hospital. The functions of hospital today grow toward more comprehensive health services.

These functions include health care, consultation as well as the improvement of health.

Quality has a very close relationship with customers. The quality of services provided by company will lead customers to establish a strong relationship with the company in a long period. Such relationship allows companies to understand thoroughly their customers' expectations and needs, so that companies can improve customer satisfaction by maximizing pleasant customer experience and minimizing or eliminating unpleasant customer experience.

As a result, customer satisfaction can create loyalty to the company (Widagdo, 2010). Many health care providers managed by the government and the private sector offer various types of health services, such as hospital which provides services to the entire 98 Nurdina et al , 2015 Australian Journal of Basic and Applied Sciences, 9(36) December 2015, Pages: 97-103 community.

The improvement of medical technology and other components force hospital management to think and try to manage the finance of the hospital. Hospital management should be able to cope with competition and competitive environment challenge. To respond the challenges in the future, the hospital should be able to create high-tech and innovative services and products as well as provide high quality health care which covers several things: adequate physical infrastructure, reliability, responsiveness, assurance of safety, trustworthy, empathy and affordability in terms of both cost and location.

Customer satisfaction measurement is one way that used to measure hospital performance in providing health services to the community (Trisnantoro, 2005). The hospital ability to meet patients' needs can be measured from the level of patient satisfaction. In general, patients who are dissatisfied with the service will send a complaint to the hospital.

Complaints which are not treated immediately will lead to lower patient satisfaction on the hospital health care capabilities. Customer satisfaction has become the main concept in business and management field. Costumers generally expect products in the form of goods or services which can be satisfactorily consumed, received and enjoyed.

Health service satisfaction index is used as an indicator to determine the quality of health care. Customer satisfaction and dissatisfaction on the product will influence the subsequent behavior patterns such as repeated order on the product. Several studies have found that patients who are satisfied with the health services will revisit (Assuari, 2004).

Prastiwi and Ayubi (2008) stated that a good service quality creates patient satisfaction

and it is a hospital fundamental strategy to be successful in a competitive environment among hospitals. The service quality is closely related to patient loyalty. This loyalty is related to attitudes and behavior of employees towards services provided by public hospitals.

Pleasure and enjoyment lead to public satisfaction, which in turn has an effect on loyalty. Loyalty is important to be built by every company to win the competition. Kandampully and Suhartanto (2000) stated that a 5% increase on customer satisfaction can increase 25% to 85% of profits, and 60% increase of patient number is caused by the recommendation of patients who are loyal to the hospital. The Customer Relationship Management has influence on patient loyalty.

The steps in improving customer loyalty can be conducted using some marketing strategies, one of which is the Customer Relationship Management (CRM). According to Kotler and Keller (2009), CRM or customer relationship management is the process of managing detailed information about each customer. CRM manages all customer contact points to maximize customer loyalty.

General Local Hospital of Gambiran, Kediri has implemented some efforts to answer the challenge in increasing health services by providing good medical services, medical and non-medical support services, nursing care and referral services. In 2014 fiscal year, the indicator standards which could not be reached were Turn Over interval (TOI), Bed Turn Over (BTO), Average length of stay (ALOS), Net Death Rate (NDR) and Gross Death Rate (GDR).

The management of Local General Hospital of Gambiran, Kediri, needs to know what factors that affecting patient satisfaction and the health services quality. Therefore, it is necessary to conduct a study on the relationship of health care quality with patient satisfaction and the effect on patient loyalty. Furthermore, in the current years, the number of hospitals in East Java increased so that the effort in maintaining and increasing the number of patients must be done.

**MATERIALS AND METHOD** This research employed explanatory research with survey method to explain the influence of health service professionalism on patient's satisfaction and its effect on public loyalty. This research examined and analyzed relationship model of health workers service and patients' satisfaction as well as its effect on the public loyalty of Gambiran Hospital, Kediri.

The results of the research are important to be known by the management of higher education so that a better solution can be proposed and the performance of the

hospital can be improved. In accordance with the formulation of the research objectives, a combination of research design was employed. The survey was conducted to get the required information in the form of data related to the variables of this research.

This research was categorized as descriptive and hypothesis testing. Descriptive study is aimed at obtaining information about the characteristics of compensation variable, motivation, commitment to the working performance and its effect on the employee's loyalty to the hospital. Hypothesis testing makes the researchers able to explain the causal relationships between variables (Kuncoro, 2003).

Study Area: This research was conducted in Local General Hospital of Gambiran Kediri, June 2013 to March 2014. The authors chose Local General Hospital of Gambiran, Kediri, due to some scientific reasons: (1) It is one of the hospitals which in the process of improving the quality excellent service and reaching hospital type B predicate; (2) Its patient rate is increasing; (3) It has a target to be educational hospital.

99 Nurdina et al , 2015 Australian Journal of Basic and Applied Sciences, 9(36) December 2015, Pages: 97-103 Data Collection Method: Based on the type of the data, there were two types of data collected in this research, primary data and secondary data. Primary data was collected through direct interviews with respondents through a list of questions (questionnaire).

The data collection was conducted through a structured interview with inpatients of Gambiran hospital and questionnaires distribution. According to Cooper and Emory (1995), there are two sources of secondary data, namely internal and external data sources. Internal data source is the data that comes from each company as research object.

While external data is the data obtained from outside hospital such as Indonesian Central Bureau of Statistics (BPS), Ministry of Health and other related agencies. Population in this research was inpatients of Gambiran hospital stayed in the third class, second class, first class and VIP class. While the sample was part of a smaller population with the following criteria: 1) patients who were hospitalized more than 3 days and hospitalized more than two times in Gambiran hospital, 2) The age of the patients were between 19 to 65 years, 3) The minimum educational background of the patients were Primary School, 4) The patients stay in the Kediri Regency.

In this research, there were 21 parameters estimated: 10 service parameters, 7 patient satisfaction parameters, and 4 patient loyalty parameters. A cross-sectional study sample size used for the Slovin formula (Husein, 2011) was 284 respondents consist of 93

respondents from third class, 80 respondents from second class, 59 respondents from first class and 52 respondents from VIP class.

Research Variables: The independent variable **in this research was** the service quality (X): the outpatient services access easiness (X 1), the straightforward service procedures (X 2), the lounge area representativeness (X 3), the service hour accuracy (X 4), the medical treatment speed (X 5), the support services easiness (X 6), the hospital comfort (X 7), the informative service (X8), the medical procedures precision and standard (X 9) and the facilities (X 10 ).

The dependent variable was the patient satisfaction (Y): the medical services satisfaction (Y 1), the medical support services satisfaction (Y 2), public services satisfaction (Y 3), administrative services satisfaction (Y 4), employee attitudes satisfaction (Y 5) and paramedic's attitudes satisfaction. The second dependent variable was the public loyalty (Z) which covered: using ongoing services (Z 1), providing positive information (Z 2), recommending others to use hospital services (Z 3) and providing advice and input to the hospital to improve the management (Z 4).

Data Analysis: According to Ghozali and Faud (2005), test validity is the ability of an indicator to measure latent variables. Test reliability is the consistency of the indicator measurement **of a latent variable**. The validity of an indicator can be measured with a significant effect of **a latent variable and the** indicators.

To measure the validity and reliability of this research, SEM and LISREL 8.80 program were used because **SEM method can directly explain** validity and reliability. The validity of the questions as the indicators to measure the specific latent variable was assessed by testing whether all loading are significant ( $p < 0.05$ ) indicated by **the value of t** greater than  $| 1.96 |$  in the validity test to determine whether the indicators as a constituent concept can measure what should be measured.

This research used convergent validity which can be judged from the measurement model developed by determining whether each of the indicators estimated validly measure the dimensions of the concept being tested. According to Anderson and Gerbing in Ferdinand (2002), a dimension indicator shows a significant convergent validity if the indicator has a critical ratio greater than two times of the standard error.

In other words, we can say that an indicator is valid in measuring what should be measured in the model presented if:  $CR = 2 Se$  Critical value ratio (which is identical to the t- value in regression) can be obtained using AMOS to analyze the data and using SEM to test the hypothesis. While the reliability of an indicator can be known by

calculating the composite reliability or construct reliability with the following formula (Ghozali and Fuad, 2005)  $\rho = ((S_i)^2) / [(S_i)^2 + S(e_i)^2]$  Description:  $\rho$  = composite reliability  $\rho_i$  = loading indicator  $S(e_i)^2$  = error variance indicator Analysis on the patient satisfaction was conducted using descriptive qualitative analysis, as an analysis of important matters related to patient satisfaction, such as facilities, atmosphere, procedures, professionalism and attitudes. The effect of service quality on patient satisfaction can be determined by analyzing the data using Structural Equation Modeling (SEM).

SEM is a statistical technique used to directly analyze latent variables, indicator variables and error measurement. Latent variable is an abstract concept that is concerned and can only be observed indirectly through its effect on the observed variables (indicators). Indicator variables are variables which can be observed or measured empirically.

Structural Equation Modeling is the second generation of multivariate analysis techniques 100 Nurdina et al , 2015 Australian Journal of Basic and Applied Sciences, 9(36) December 2015, Pages: 97-103 (Ghozali and Fuad, 2005) which allows researchers to examine the relationship between complex variables, both recursive and non – recursive, to obtain an overall pictures of the model.

Data analysis using this method for explaining the effect of performance appraisal on employee promotion, were processed using LISREL 8.8. Linear Structural Relationship (LISREL) is the most popular program used because it is a sophisticated SEM program to estimate various problems which cannot be estimated by other programs.

In addition, LISREL is the most informative program for presenting the results of statistical models in which modification or poor fit model can be easily identified (Ghozali and Fuad, 2005). Results: Goodness of Fit Structural Model (Inner Model): Testing on Goodness of Fit of inner structural model was conducted using predictive value- relevance (Q<sup>2</sup>).

UI of the two models described, the first model was used to determine the value of coefficient determinant happened to the exogenous variables of service quality (X) on endogenous variables of patient satisfaction (Y) which was analyzed to find the data coefficient determinant. The second model also used to know the coefficient determinant of exogenous variables of patient satisfaction (Y).

The role of patient satisfaction in the first model was different from which in the second model. The patient satisfaction in the first model was used as an endogenous variable. Therefore, the second model aimed at determinining the effect of the exogenous variables of patient satisfaction on endogenous variables of patient loyalty with Z

symbol, which in turn the direct effect of determinant coefficient value will be known.

To determine the effect of variable which cannot directly influence because there are so-called intermediate variables or intervening variables contained in the observed variables, the analysis was conducted by calculating the predictive value- relevance (Q<sup>2</sup>) in Table 1. Table 1: R<sup>2</sup> and Q<sup>2</sup> Structural Model Structural Model R<sup>2</sup> Q<sup>2</sup> Model 1 0.880 0.985 Model 2 0.877 The aim of the model was to determine the coefficient of determination.

For the first model, the exogenous variable, service quality (X) which affect the endogenous variable, patient satisfaction (Y) with 0.880 determinant coefficient. It meant that the service quality influenced 88% patient satisfaction and the remaining 12% was influenced by other variables outside the study. In the second model, the determination coefficient showed direct effect of exogenous variable of patient satisfaction (Y) on the endogenous variable of patient loyalty (Z) was 0.877. It meant that the patient satisfaction was able to influence 87.7% of the patient loyalty and the 12.3% was influenced by other variables outside the research. Results of Structural Model Test (Inner Model): From the path diagram (Fig.

1), the standardized coefficient or loading factor of the first indicator, the service access easiness (X 1) can be known. With the p-value of 0.001, the first indicator is significant. The negative results of the standardized coefficient, - 0.041, indicates that the easier the outpatient services access (X 1), the higher the service quality (X).

The second indicator, the X10 (facilities), is also included in the test measurement model. The second indicator standardized coefficient or loading factor, with p-value of 0.001, indicates that the indicator is significant in measuring service quality. The positive coefficient value, 0.221, indicates that the easier the outpatient services access (X 1), the higher the service quality measurement result (X).

The third indicator, straightforward service procedure (X 2) is also included in the test measurement model. The second indicator standardized coefficient or loading factor, with p- value of 0.001, indicates that the indicator is significant in measuring service quality. The positive coefficient value, 0.094, indicates that the higher the value of the service procedure (X 2), the higher the service quality measurement result (X).

The fourth indicator, lounge area representativeness (X 3) is also included in the test measurement model. The fourth indicator standardized coefficient or loading factor, with p- value of 0.001, indicates that the indicator is significant in measuring service quality. The negative coefficient value, -0.045, indicates that the lower the value of the



lounge area representativeness (X 3), the higher the service quality measurement result (X).

The fifth indicator, the service hour accuracy (X 4) is also included in the test measurement model. The fifth indicator standardized coefficient or loading factor, with a p-value of 0.001, indicates that the indicator is significant in measuring service quality. The positive coefficient value, 0.126, indicates that the higher the value of the service hour accuracy (X 4), the higher the service quality measurement result (X).

The sixth indicator, the medical treatment speed (X 5) is also included in the test measurement model. The sixth indicator standardized coefficient or loading factor, with a p-value of 0.001, indicates that the indicator is significant in measuring service quality. The positive coefficient value, 0.085, 101 Nurdina et al , 2015 Australian Journal of Basic and Applied Sciences, 9(36) December 2015, Pages: 97-103 indicates that the higher the value of the medical treatment speed (X 5), the higher the service quality measurement result (X).

The seventh indicator, the medical support service easiness (X6) is also included in the test measurement model. The sixth indicator standardized coefficient or loading factor, with a p-value of 0.001, indicates that the indicator is significant in measuring service quality. The positive coefficient value, 0.097, indicates that the higher the medical support service easiness(X 6), the higher the service quality measurement result (X).

Table 2: Results of Direct Effect of Inner Model Exogen Variable Endogen Variable Path Coefficient T-Statistic Result Service quality (X) Patient satisfaction (Y) 0.938 52.994 Significant Service quality (X) Patient loyalty (Z) 0.156 0.760 Not Significant Patient satisfaction (Y) 0.789 3.967 Significant Fig. 1: Diagram of Hypothesis Testing Results Path of Inner Model Direct Effect of Service Quality (X) on Patient Satisfaction (Y): In testing the direct effect of service quality (X) on Patient Satisfaction (Y), the obtained path coefficient was 0.938 and the T – Statistic was 52.994. T - Statistic value > 1.96 indicated that the Service Quality (X) had a positive and significant effect on patient satisfaction.

The better the service quality, the patient satisfaction will directly increase. A significant effect is indicated when t-value is greater than t-table as a variable. Among the variables, only X 2 (straightforward service procedure), X 8 (informative service) and X 10 (facilities) had a direct and significant effect on patient satisfaction (Y) because the value of  $t > 1.96$ .

Direct Effect of Patient Satisfaction (Y) on Patient Loyalty (Z): In testing the direct effect of Patient Satisfaction (Y) on the patient loyalty (Z), the obtained path coefficient was

0.789 with the value of T - Statistic was 3.967. T-Statistic > 1.96 means that Patient Satisfaction (Y) gives a positive and significant effect on loyalty (Z). Higher patient satisfaction causes an increase on the patient loyalty.

Based on the results of data analysis using SEM, it is known that all items of variable Y (customer satisfaction) have direct and significant effect on variable Z (patient loyalty). Discussion: These results showed that patient satisfaction is determined by overall aspects of service quality. The concern of respondents in terms of service quality is straightforward inpatients treatment procedure.

The patient's family does not expect difficult procedures which will waste time, energy, and money. The easy procedure cause patient satisfaction on the service of Gambiran Hospital. 102 Nurdina et al , 2015 Australian Journal of Basic and Applied Sciences, 9(36) December 2015, Pages: 97-103 Almost all inpatients in Gambiran hospital satisfied with the service in terms of hospital facilities.

Although almost every hospital has the same standard operating procedure and ISO, the patient satisfaction is mostly caused by the easy procedure, informative service and complete facilities. Therefore, Gambiran hospital needs to increase the patient satisfaction through CRM which supports human resources development by conducting education and training for paramedical and non-medical staffs. CRM has three main interrelated aspects, namely:

- Human as an employee who implement CRM.

The key factors that must be considered in this aspect are abilities, skills, and hospitality.

- Process as the systems and procedures which help people identify and establish closer relationships with customers. Process can be formed by profiles identification, communication with customers, additional value, customer complaints handling, and discounts given customers.

- Technology helps accelerate and optimize people and business processes managing relationship with customer. Technology can be strengthened using customer database system and communication media being used to establish a relationship with the customer (Kanaidi and Kurniawan, 2011). CRM development requires the customer databases which contains data of patients who need long-term relationships (Asmara, 2009).

The facilities also need to be improved to help treating patients so that the patients' satisfaction also increased. The next step to keep the number of patient satisfaction is through co-branding as hospital marketing method in attracting more patients. The number of patients able to be handled by skilful paramedics as well as complete

facilities which can accommodate patient loads without reducing patients and inpatients medical support service satisfaction, general facilities satisfaction, administrative satisfaction, paramedical and non- medical attitude satisfaction may form a public loyalty.

However, in this research, loyalty was not significantly influenced by the service quality because there were other factors which significantly influenced public loyalty, so that public loyalty was caused by patient satisfaction only. Recommendation: One of the way to increase the service is through CRM (Customer Relationship Management) provided by monitoring patients or customers, especially for patients with degenerative s in which patients require ongoing treatment and monitoring on the use of drugs so that goal of treatment can be reached.

Another thing that also suggested to be done is a three months evaluation to assess whether the employee has given good quality services, especially in four dimensions of service quality. To do the assessment, independent assessment team is needed to make the assessment more objective. Co branding is another effort which can be taken to promote hospitals or other medical institutions.

Somehow it has to be able to deal with a variety of regulatory and ethical considerations which often limit marketing innovation of the hospital. In addition, co branding is also very useful when the marketing budgets of the hospital are limited. Some of Gambiran hospital programs are conducting routine gymnastics lead by professional instructor and maintaining a good relationship with bank so that the hospital will be freely advertised in bank monthly bulletin or billboard.

Policy advice: Paramedical and non-medical personnel training is important to be programmed to improve the capabilities and skills in health care which in turn has an impact in improving the patient's service quality. Repair and equip the facilities which become the ideal concern of the respondents such as hospital diagnostic equipments because it will help the work of paramedics in this referral hospital.

It is important to increase the discipline of employees which can improve the reliability of health care and ultimately improve the service quality of Gambiran hospitals.

Conclusion: Easy procedure, informative services and facilities have a direct and positive effect on patient satisfaction (Y). It means that the increase on the value of easy procedures, informative services and complete facilities improve patient satisfaction.

Medical services satisfaction, medical support services satisfaction, public services satisfaction, administration services satisfaction, employee satisfaction and paramedic

satisfaction have a direct and positive effect on public loyalty. It means that the increase on the value of medical services satisfaction, medical support services satisfaction, public services satisfaction, administration services satisfaction, employee satisfaction and paramedic satisfaction will increase the public loyalty to Gambiran hospital.

However, the service quality has no significant effect on the public loyalty.

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