

Analysis Of Quality Service Toward Revisiting Intention To The Pediatric Outpatient Clinic At RSUD Belitung Timur With Customer Satisfaction As The Intervening Variable

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ABSTRACT

Health services at the hospital is one of the objectives of the quality of services that will also affect the return of patients to the hospital if patient satisfaction has been felt and the quality of service received by patients well. Understanding the health status and needs of public health services and educating the public about health services and involving the community in providing effective health services are the basis of health service providers. The purpose of this study was to analyze the effect of service quality on the intention to revisit outpatients in Pediatric hospitals in East Belitung Hospital with customer satisfaction as an intervening variable. This type of research is quantitative research, with analytic descriptive using cross-sectional study approaches. The number of samples in this study were 200 people. Data collection was carried out using a questionnaire instrument. Analysis using Structural Equation Modeling (SEM) is also known as Analysis of Moment Structures (AMOS). The results of the study are that service quality has a positive and significant effect on customer satisfaction, service quality has a positive and significant effect on return visits, and customer satisfaction has a positive and significant effect on return visits.

Keywords: Service Quality, Customer Satisfaction, and Returning Intentions

INTRODUCTION

The development of health care should be improved to achieve patients' satisfaction. Therefore, the society could receive better quality in service to correspond to their awareness in the growing body of knowledge. According to Kotler^[1], the quality service involves a holistic feature and product characteristics to answer consumers implied and explicit needs. A qualified company is the one which can offer their products and services to cater the customers' needs beyond their expectation.

Customer satisfaction is the emotional level after comparing the service they received and the service they have expected before. Satisfactory level is the function of the difference between expectation and the performance of the service. If the performance is below the expectation, customers will be disappointed. If the performance answers the need appropriately, the customers will be satisfied^[2]. One of foundational reason the society need to be catered and organized by the government as mentioned in *Undang-undang Dasar 1945 pasal 28 H ayat (1)* that is everyone has the right to live

prosperously physically and mentally, has shelter to life, and receive a good and healthy environment to life and receive healthcare. Furthermore, in *Pasal 34 ayat (3)* "The country is responsible for providing healthcare and adequate public service".

Healthcare equal distribution and service is an effort to enhance the healthcare service. It aims at improving people's lives to achieve better well being for everyone. The hospital in this globalization era has become a labor capital, and technology intensive. It is because hospitals have to employ huge numbers of employees with numerous qualifications. In the daily operation, the hospital receive customers' dissatisfaction toward employee attitude and behavior namely: doctors and nurses unpunctuality, doctors are not around, the difficulty to have inpatient service, prescription unavailability, and lack of sanitary equipment like dust bins, and also lack of order and sanitary in the hospital^[3]. Hospital as a public service institution is also influenced by technology and knowledge development in healthcare. The development of technology and socio-economic

life requires better public healthcare service. Inadequacy of hospital service will affect customers dissatisfaction toward hospital service and the quality of service provided ^[4].

Hospital services should answer patients' satisfaction as one of healthcare service quality indicators. By implementing a satisfaction guarantee service approach, the healthcare service for the patients becomes an integral and comprehensive part of healthcare service satisfaction guarantee. Thus, the patients' satisfaction level measurement should become routine activity in ensuring healthcare quality service ^[5]. Healthcare service in the hospital is one of quality services affecting patients' visit return. When patients have felt satisfied by the service they will decide to return. By understanding public health status and need and also educating them about healthcare service, and also involving them in managing the service are the foundation of healthcare services. Giving healthcare service to the patients will be better received if the health officials are friendly, diligent, and responsible ^[6]. Using this guidance there will be satisfying quality given besides hospitality, courtesy and responsibility in offering the service. The health officials should also be able to use high-tech tools in giving better service to the public. Hospitals as service provider should always improve their service quality regardless of patients' social background and their beneficiaries. Because patients as customers using the service have to achieve better service to meet their satisfaction ^[7].

This happened to Regional Public Hospital (RSUD) in Belitung Timur which needed to improve their service for patients satisfaction particularly for pediatric outpatient clinics. This will affect patients revisit to RSUD Belitung Timur. To determine their intention in returning to the RSUD Belitung Timur outpatient clinic, the researcher conducted a preliminary survey by distributing it to 20 random patients at the pediatric outpatient clinic at RSUD Belitung Timur. The preliminary survey results showed that 7 patients (35%) stated they were satisfied and 13 patients (65%) stated they were dissatisfied. From these 13 (65%) dissatisfied patients, there were 3 patients (23%) said they had to queue for long time for registration, 4 patients (31%) said there was lack of response

from the officials in treating patients, 4 patients (31%) said that the clinic room was too small, 2 patients (15%) said that the pediatric clinic waiting room is not clean.

Based on patient data visited at the pediatric outpatient clinic at RSUD Belitung Timur in 2014 there were 2.447 patient visits. In 2015 there were 2.272 patients. In 2016 there were 1.952 patients. In 2017 there were 1.555 patients. And in 2018 there were 1.504 patients. The decrease of patients visits during 2014 to 2015 was 7,1%. During 2015 to 2016 there was a 14%. decrease While during 2016 to 2017 there were 20,3% decrease. During 2017 to 2018 there were 3,2%. decrease. The total patient visits at the pediatric outpatient clinic at RSUD Belitung Timur during 2014 to 2018 were 9.730, consisting of 6.288 new patients and 3.442 returning patients. The data was based at the only hospital in Belitung Timur Regency. The patient numbers visiting RSUD Belitung Timur during 5 years periods had declined at the pediatric outpatient clinic.

Based on the patient visits data at the pediatric outpatient clinic at RSUD Belitung Timur in 2016 the returning patients numbers were 85 and new patients were 173. In 2017 the returning patients were 34 and the new ones were 140. In 2018 the returning patients were 24 and new ones were 109. Based on the data of new and old outpatients visited in the pediatric clinic of East Belitung Regional Hospital, the number of new patients during the last three years has increased. However, the returning patient numbers decreased for the pediatric outpatient clinic from 2016 to 2018. Based on the Social Security Insurance Program (BPJS) data, the private patients visits and patients visiting the pediatric outpatient clinic at RSUD Belitung Timur in 2016 were 4.402 and the BPJS patients were 11.610, In 2017 the private patients were 3.315 BPJS patients were 11.427. In 2018 the private patients were 3.908 and BPJS patients were 14.035.

The data above came from one and only hospital in Belitung Timur regency. The numbers of BPJS patients visiting the RSUD Belitung Timur in the last three years has increased while for private patients had decreased significantly at the pediatric outpatient clinic in 2016 to 2018. Based on the preliminary survey results and the patients data visits, there were some patients

feeling dissatisfied by the RSUD Belitung Timur service. Therefore, this had affected their intention to return to the hospital. While RSUD Belitung Timur is the only regional hospital in Belitung Timur regency. This had made the researcher interested to entitle this study as analysis of quality service toward revisiting intention to the pediatric outpatient clinic at RSUD Belitung Timur with customers satisfactory as the intervening variable.

METHODS

This is a quantitative research, implementing descriptive analysis using a cross sectional approach. The data are analyzed thoroughly to discover the service quality in corresponding the patients intention to revisit as an intervening variable. The population of this research were the patients at the pediatric outpatient clinic at RSUD Belitung Timur from January 2019, which were 1.504 patients. The sample numbers for this research were 200 patients.

The variables applied in this research are independent, intervening and dependent variables.

1. Independent Variables

Independent variables are the variables that affect, produce, and alter dependent variables. Independent variables used in this research was the quality of the service.

2. Intervening Variables

Intervening variables or mediation variables are the connecting variables between the main independent variable and the dependent variable being analyzed. Intervening variables function as elaboration of variance numbers undetermined in the variable. This research intervening variable was customers' satisfaction.

3. Dependent Variables

Dependent variables are the ones affected by independent variables. Dependent variables used in this research was the patients' intention to revisit.

The data analysis employed Structural Equation Modeling (SEM) or also known as Analysis of Moment Structure. The total index score had used the 3 Three-box Method. Figure 1 shows the SEM model used in this research.

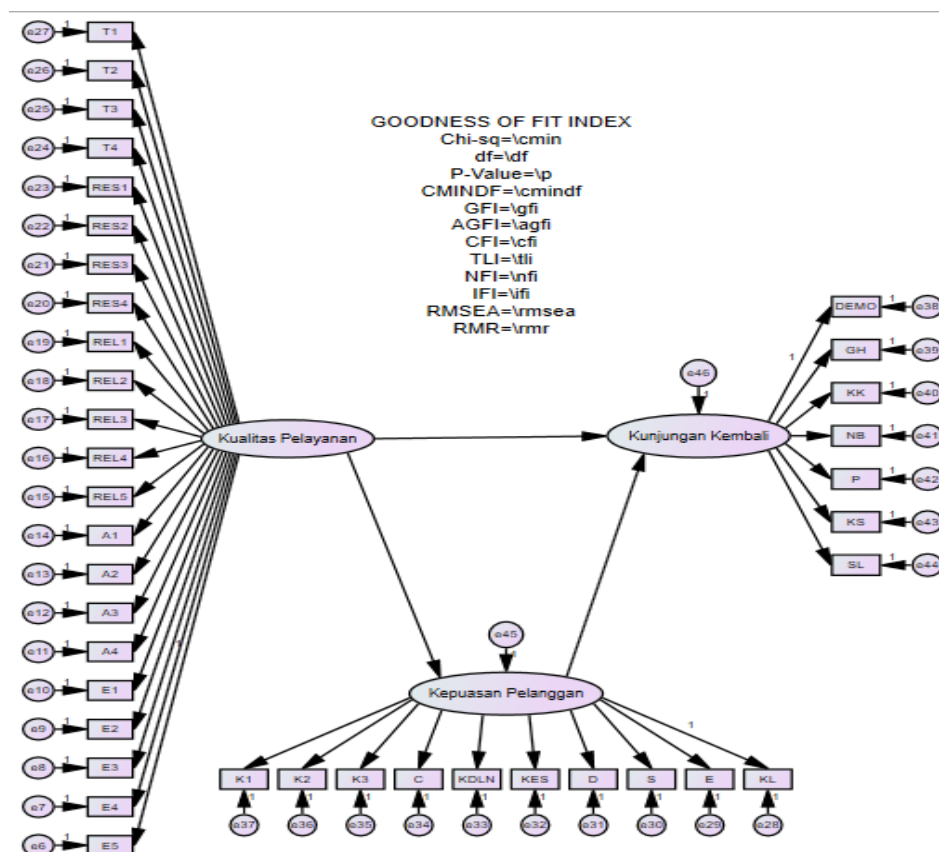


Figure 1. Structural Model

Hypothesis Construction

Based on the elaboration, the hypotheses construction are as follows:

1. H1: The service quality affect positively and significantly toward patients' satisfactory at the pediatric outpatient clinic
2. H2: Patients' satisfaction affect positively and significantly to patients' intention to revisit the pediatric outpatient clinic
3. H3: The service quality affect positively and significantly to patients revisit intention to the pediatric outpatient clinic at RSUD Belitung Timur

RESULTS AND DISCUSSION

Respondents Characteristics Description

The majority of the respondents were female 70%, at the age 21-30 years old (36%), and the last education they received was senior high school (45%).

Research Questionnaire Validity Test

Based on Table 1, the questions items of service quality, customers satisfaction, and

revisit intention were valid. This means that the indicators were appropriate to measure latency variables correctly. From Table 2 the total variables have the score of cronbach's $\alpha > 0,600$. Therefore the items on this questionnaire on each variable were reliable.

Hypotheses Analysis Test

Based on the statistical analysis using AMOS version 20, the hypothesis test which is a causality relation test of each variable of this research elaborated in the following Table 3. Based on Table 3 there are:

- 1) The quality of the service positively and significantly affected customers' satisfaction as the p value was 0,824 or $> 0,05$
- 2) The quality of the service positively and significantly affected the revisit as the p value was 0,284 or $> 0,05$
- 3) The customers' satisfaction positively and significantly affected the revisit as the p value was 0,397 or $> 0,05$

Table 1. Validity Test

No	Questions	Standardized Loading Factor (SLF)	Note
Service Quality			
1	T1	0,725	Valid
2	T2	0,737	Valid
3	T3	0,705	Valid
4	T4	0,711	Valid
5	RES1	0,796	Valid
6	RES2	0,785	Valid
7	RES3	0,757	Valid
8	RES4	0,738	Valid
9	REL1	0,747	Valid
10	REL2	0,736	Valid
11	REL3	0,808	Valid
12	REL4	0,757	Valid
13	REL5	0,746	Valid
14	A1	0,758	Valid
15	A2	0,707	Valid
16	A3	0,740	Valid
17	A4	0,729	Valid
18	E1	0,746	Valid
19	E2	0,757	Valid
20	E3	0,749	Valid
21	E4	0,768	Valid

22	E5	0,757	Valid
Customers Satisfaction Instrument			
1	K1	0,716	Valid
2	K2	0,792	Valid
3	K3	0,819	Valid
4	C	0,824	Valid
5	KDLN	0,814	Valid
6	KES	0,811	Valid
7	D	0,774	Valid
8	S	0,743	Valid
9	E	0,714	Valid
10	KL	0,706	Valid
Revisit Instrument			
1	Demo	0,783	Valid
2	GH	0,789	Valid
3	KK	0,819	Valid
4	NB	0,843	Valid
5	P	0,846	Valid
6	KS	0,771	Valid
7	SL	0,794	Valid

Table 2. Reliability Test Results

No	Variables	Cronbach	Note
1	Quality of service	0,985	Reliable
2	Customers satisfaction	0,969	Reliable
3	Revisit	0,964	Reliable

Discussion

H1: The Service Quality Affected the Patients' Satisfaction at The Pediatric Outpatient Clinic

The variable test of the service quality positively and significantly affected the patients' satisfaction at the pediatric outpatient clinic. The result of this research indicated that the service quality variable, as the highest value indicator for RSUD Belitung Timur mentioned as having strategic location. This result corresponds to Parasunaman's [8] statement, that there are 5 dimensions of quality service in which one of them is tangible evidence. For the patients' satisfaction variable, the highest indicator mentioned the staff of RSUD Belitung Timur who are skillful to answer patients' complaints. This corresponds to Supranto's [9] statements that patient satisfaction is determined by few factors. One of them is the staff performance.

The service quality is a holistic feature and characteristics of products or services that could satisfy customers' needs explicitly or

implicitly [1]. A qualified company will deliver their products or service to answer the correct need or beyond the customers expectation. Westbrook and Really [10] suggested that customers' satisfaction is an emotional response for the experiences associated with the products or services they buy. The purchasing behavior or the buyers behavior and market situation also affected this. This emotional response was instigated by the cognitive evaluation process that compares the perception or belief toward an object. Specific action or circumstance could affect the value or someone's need, desire and passion.

This research corresponds to previous research from Nova [11] which concluded that all variables of the quality service dimension (skillful, intuitive, belief, viability and empathy) have positive and significant influence for patients' satisfaction at RS PKU Muhammadiyah Surakarta inpatient service. This result is also similar to Dewi [12] research that showed the data analysis that quality of service positively and significantly improves patients' satisfaction.

Therefore, the service quality could affect a patient's satisfaction toward the hospital.

Indirectly, this will also affect the patient's revisit to RSUD Belitung Timur.

Table 3. Hypothesis Test Result

	Service Quality	Customers' Satisfaction	Revisit
Customers' Satisfaction	,824	,000	,000
Revisit	,284	,397	,000
SL	,000	,000	,794
KS	,000	,000	,771
P	,000	,000	,846
NB	,000	,000	,843
KK	,000	,000	,819
GH	,000	,000	,789
DEMO	,000	,000	,783
K1	,000	,716	,000
K2	,000	,792	,000
K3	,000	,819	,000
C	,000	,824	,000
KDLN	,000	,814	,000
KES	,000	,811	,000
D	,000	,774	,000
S	,000	,743	,000
E	,000	,714	,000
KL	,000	,706	,000
T1	,725	,000	,000
T2	,737	,000	,000
T3	,705	,000	,000
T4	,711	,000	,000
RES1	,796	,000	,000
RES2	,785	,000	,000
RES3	,757	,000	,000
RES4	,738	,000	,000
REL1	,747	,000	,000
REL2	,736	,000	,000
REL3	,808	,000	,000
REL4	,757	,000	,000
REL5	,746	,000	,000
A1	,758	,000	,000
A2	,707	,000	,000
A3	,740	,000	,000
A4	,729	,000	,000
E1	,746	,000	,000
E2	,757	,000	,000
E3	,749	,000	,000
E4	,768	,000	,000
E5	,757	,000	,000

H2: Influence Between Patients' Satisfaction Variable to Revisit Intention to The Pediatric Outpatient Clinic

The variable test of patients' satisfaction showed that significantly and positively toward the intention to revisit. This result showed that patients' satisfaction variable, had the highest indicator at the staff of RSUD Belitung Timur as becoming so skillful at responding to patients complaints. This corresponds to Supranto's ^[9] statement that patients; satisfaction is affected by several factors. One of them is performance. This also showed that at the patient's satisfaction variable, the highest indicator was also at RSUD Belitung Timur as having adequate equipment. For the revisit variable, the highest indicator was at the family statement that recommended RSUD Belitung Timur since a long time ago.

Patients' satisfaction deduced that customers' satisfaction as a holistic attitude of products or services was achieved after the acquisition and usage. In other words, customers' satisfaction is a post-purchase evaluation produced by buying selection and specification. Customers' loyalty is the customer's oath toward a brand, service, store or supplier, product category, and activities ^[13]. Patients revisit is customers' decision making which integrates learning combinations to evaluate two or more alternatives behaviors, and choose one of them ^[14]. The result of this research corresponds to previous research from Dewi ^[12] that suggested patients' satisfaction positively and significantly patients' loyalty. Satisfactory feeling of the patients could be the indicator of revisiting to RSUD Belitung Timur. As so many patients feel satisfaction of this regional public hospital, their intention to revisit RSUD Belitung Timur would be affected.

H3: Influence Between Service Quality and Patients' Revisit Intention to The Pediatric Outpatient Clinic

The variable test of quality service toward quality service and revisiting, showed positively and significantly service quality and patients' intention of revisit. The result of this research showed that on the service quality variable, the highest indicator was on RSUD Belitung Timur on having a strategic location. This result corresponds to Parasunaman's ^[8] statement

about 5 dimensions of quality service in which one of them is tangible evidence. Simamora ^[15] suggested that service quality is a dynamic situation in which products, services, people, process, and environment produce could answer the intended need or beyond customers expectation. Revisiting is the patient's intention to have re-transaction the available service ^[16].

The result of this research is supported by previous research from Vidiarti *et al.* ^[17] which conclude that an influence of quality service covers reliability, responsiveness, tangibles, assurance, and empathy variables. They significantly and simultaneously affected customers' loyalty at an Apothecary in Banjarnegara region. Basically, if the service quality at RSUD Belitung Timur is good, this could affect patients' revisit. When someone feels happy and satisfied with the service offered by the RSUD, patients will return to take health care services at RSUD Belitung Timur.

Conclusion

The hypothesis testing has the following results:

1. If the service at the pediatric outpatient clinic at RSUD Belitung Timur could fulfill patients' expectations, they will be satisfied.
2. If the service is fulfilled at the pediatric outpatient clinic at RSUD Belitung Timur, it will increase patient revisit numbers. This has positively and significantly affected patients at the pediatric outpatient clinic to revisit RSUD Belitung Timur
3. If patients at the pediatric outpatient clinic at RSUD Belitung Timur satisfaction is fulfilled this will increase revisit numbers.

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