EFFECT BETWEEN QUALITY OF NURSING SERVICE ON INPATIENT'S LOYALTY AND SATISFACTION IN dr. SOEPRAOEN ARMY HOSPITAL MALANG

Ni Luh Putu Suardini Yudhawati[1]

[1] Magister of Public Health Program, Stikes Surya Mitra Husada Kediri, Indonesia
Corresponding author: Ni Luh Putu Suardini Yudhawati (yudhawatisebastian@yahoo.co.id)

ABSTRACT

The dimensions of service quality are factors that can affect the competitiveness and success of hospitals. In addition, the increasing competition between hospitals has led to the fact that each hospital can pay more attention to increasing patient satisfaction through the provision of quality services. Nursing services also greatly affect the level of patient loyalty. The purpose in this study was to determine the effect of the quality of nursing services on inpatient's loyalty and satisfaction in dr. Soepraoen Army Hospital Malang. Design of this study is quantitative with a cross sectional approach. The data analysis technique used is path analysis using the value α of 0.05. The sample in this study were 268 respondents. The results of the data analysis showed that the quality of nursing services had a significant effect on patient satisfaction as indicated by the p-value of 0.000 and the coefficient (beta) of 0.948. Satisfaction has a significant effect as indicated by the p-value of 0.000 and the coefficient (beta) of 0.691. Besides that service quality has a significant influence on patient loyalty as indicated by the p-value of 0.000 and the coefficient (beta) of 0.270, and based on indirect effects obtained by the coefficient (beta) 0.065. The conclusion of the study shows that the quality of nursing services has an influence on patient satisfaction, the quality of Nursing Services has an influence on patient loyalty, and the quality of nursing services has an influence on inpatient loyalty and satisfaction at the dr. Soepraoen Army Hospital Malang.

Keywords: Patient satisfaction, patient loyalty, service quality

INTRODUCTION

The dimensions of service quality are factors that can affect the competitiveness and success of hospitals. In addition, the increasing competition between hospitals has led to the fact that each hospital can pay more attention to increasing patient satisfaction through the provision of quality services. Quality services are very important and must be considered at the hospital, because it can be a determining factor for a health institution to survive in the midst of intense competition. Providing the best service to patients is the priority of the hospital, efficient and effective service quality is the quality of service that can meet patient expectations (Bakar, et al., 2012). Therefore, it is important for hospitals to evaluate patients' needs and expectations (Hansen, et al., 2010) and to successfully build patient satisfaction (Choi & Kim, 2013) and patient behavior (Amin & Nasharuddin, 2013). Customer satisfaction assessment is an effort to determine the effectiveness of the organization in offering quality services. Customers expect certain services from the organization, so the organization has a responsibility to fulfill what the customer expects.

Care services also greatly affect the level of patient loyalty. This is in accordance with the research conducted by Jayadipraja et al. (2013) which showed a relationship between direct evidence, empathy, reliability, and assurance / certainty of patient loyalty in Kendari City Hospital. Consumer assessment of the quality of hospital services is important as a reference in improving services so that the creation of customer satisfaction and creating loyalty from consumers. Customer satisfaction has become a central concept in business and management discourse. Consumer loyalty is a manifestation

and continuation of consumer satisfaction in using health care facilities provided by the company, and to remain a consumer of the company.

METHODS

This study includes quantitative research with a cross sectional approach, namely the type of research that emphasizes the time of measurement or observation of data at one time at a time carried out on the dependent variable and the independent variable. This research consists of three (3) variables, namely, satisfaction, loyalty, and quality. In connection with the objectives of this research as a whole. Using survey methods, namely research obtained from sampling a population and using a questionnaire as a basic data collection tool (Singarimbun, 2014). Research design with the aim of the research to be achieved, if the purpose of the study is clear and in accordance with the formulation of the problem, the research and problem solving will run well. The first step in conducting this research is to identify problems that are intended to reinforce the boundaries of the problem so that the scope of research does not go out of its objectives. Followed by deciphering the background of the problems intended to deliver and explain the background of the background problems and phenomena.

The population in this study was the number of hospitalized patients at the dr. Soepraoen Army Hospital Malang during December 2018 with 875 patients. The sample collection technique that will be used in this study is Propotionate Stratified Random Sampling is where the technique of taking samples using random or selected according to the inclusion criteria that researchers have determined. Sample calculation is done using the Slovin formula and produced 268 samples. The variables used in the study can be clarified into (1) independent variables (free), namely variables that explain and influence other variables, which consist of quality (X) Quality. And (2) the dependent variable, which is the variable explained and influenced by the independent variable. The dependent variables in this study are satisfaction (Y1) and Loyalty (Y2).

RESULTS

The results obtained are in accordance with the category of service quality variable values in the following table:

Table 1. Category of Variable Value of Quality of Nursing Services

No	Mean of Value	Category	Total	%
1	4.21-5.00	Very High / Good	135	50
2	3.41-4.20	High / Good	108	40
3	2.61-3.40	Good Enough	14	5
4	1.81-2.60	Less	11	4
5	1.00-1.80	Poor / Low	0	0
	Total		268	100

Based on the table above, the satisfaction variable indicator statement obtained the highest value of 4.45 or (50%) with a statement about dr. Soepraoen Army Hospital Malang is responsible for serving to the fullest "in the excellent category, and the lowest value of 3.79 or (40%) with a statement about" dr. Soepraoen Army Hospital Malang has speed in serving patients ", in good category. The overall average value is 4.06 (40%) in the good category.

The results obtained are in accordance with the category of service quality variable values in the following table:

Table 2. Category of Variable Value of Satisfaction

No	Mean of Value	Category	Total	%
1	4.21-5.00	Very High / Good	147	55
2	3.41-4.20	High / Good	82	31
3	2.61-3.40	Good Enough	15	6
4	1.81-2.60	Less	24	9
5	1.00-1.80	Poor / Low	0	0
	Total		268	100%

Based on the table above, the satisfaction variable indicator statement obtained the highest value of 4.21 or (55%) with the statement about "dr. Soepraoen Army Hospital Malang was satisfied because the services provided exceeded patients' expectations "in the very good category, and the two lowest indicators were 3.84. or (31%) with the statement " dr. Soepraoen Army Hospital Malang was satisfied with the speed of service ", and with the statement "He thinks that the services carried out by employees are better than other hospitals "in a good category. The overall average value is 4.02 or (315) in the good category.

The results obtained are in accordance with the category of service quality variable values in the following table:

Table 3. Category of Loyalty Variable Value

No	Mean of Value	Category	Total	%
1	4.21-5.00	Very High / Good	136	197
2	3.41-4.20	High / Good	103	149
3	2.61-3.40	Good Enough	13	19
4	1.81-2.60	Less	16	23
5	1.00-1.80	Poor / Low	0	0
	Total		268	100%

Based on the table above the loyalty variable indicator statement obtained the highest value on the two indicators amounting to 4.21 or (197%) with the statement " dr. Soepraoen Army Hospital Malang willing to use other health facilities in the future "in a very good category, and with the statement "dr. Soepraoen Army Hospital Malang gave a good assessment of the services provided" with an average of 3.84 or (149%) in the good category. The overall average value is 4.01 or (149%) in the good category.

The path coefficient modeled in this study can be seen in the following table:

Table 4. Summary of Path Coefficients

Exogenous Variables	Endogenous Variables	Coefficient Beta	P-Value	Conclussion
Service quality	Satisfaction	0.948	0.000	Positive and significant
Service quality	Loyalty	0 .270	0.000	Positive and significant
Satisfaction	Loyalty	0.691	0,000	Positive and significant

Based on the results of the calculation of path analysis obtained, it can be described in the path equation model as follows:
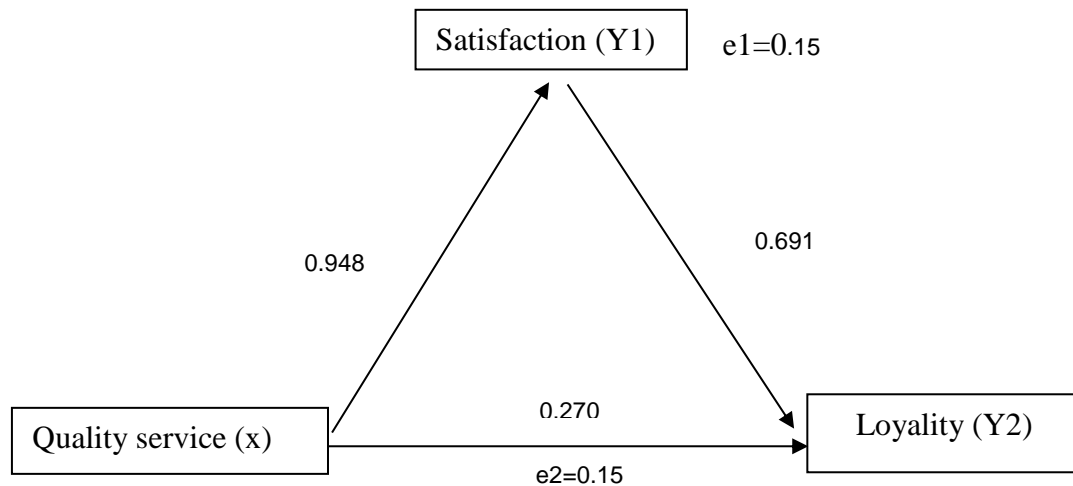
Figure 1. Path Analysis Results Model

Based on the results of the path analysis calculations obtained, it can be described in the path equation model which shows no direct effect, as follows:
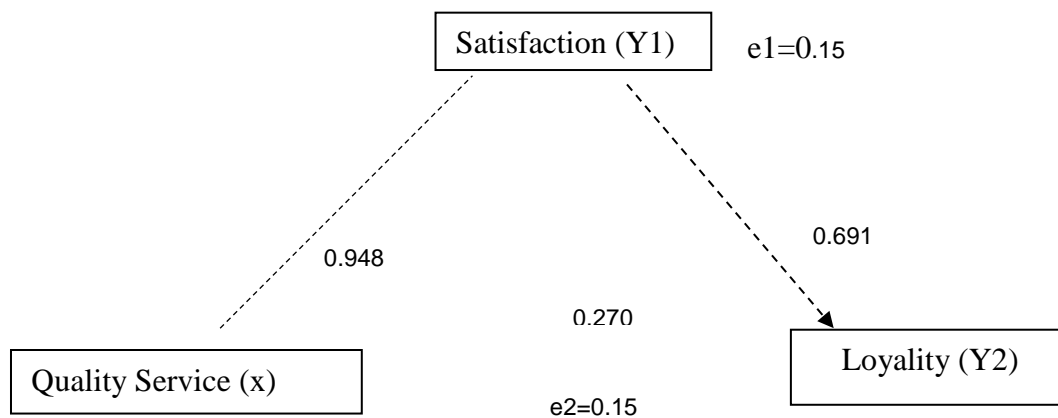

Figure 2. Indirect Path Analysis Results Model

The results of the calculation of the amount of direct and indirect influence are presented in the following table:

Table 5. Results of Testing Direct and Indirect Relations

Variable Influence	Direct Influence	Indirect Effects Through Y1
X (Service Quality) to Y1 (Satisfaction)	0. 948	-
X (Service Quality) to Y2 (Loyalty)	0.270	(0. 948) x (0.691) = 0.065 (signifikan)
Y1 (Satisfaction) towards Y2 (Satisfaction)	0.691	

The results of statistical calculations show that the Service Quality variable has a significant effect on the Satisfaction variable with a coefficient of 0.948. Service Quality variables also have a significant effect on Loyalty variables with a coefficient of 0.270. Satisfaction variables have a

significant effect on loyalty variables with coefficient of efficiency 0.691. The indirect test also shows that the two variables have an indirect and significant effect (0.065).

DISCUSSION

A.   The Influence of Quality of Nursing Service on Patient Satisfaction in dr. Soepraoen Army Hospital Malang

Service is said to be of high quality or satisfactory if the service can meet the needs and expectations of the community. If the community is not satisfied with a service provided, then the service can be ascertained to be of low quality or inefficient. Therefore, service quality is very important and always focuses on customer or community satisfaction. Service quality is any form of service performed by a person or service provider maximally with all advantages in order to meet customer needs and expectations. While satisfaction is a level of feeling where someone states the results of the comparison of the performance of service products received with the expected.

The results showed that the quality of nursing services had a significant effect on the satisfaction of hospitalized patients. This can be seen through the results of the statistical calculation of the effect of the variable quality of nursing care (X1) on the variable patient satisfaction (Y1) showing tcount of 24,907, p-value of 0,000 and the coefficient (beta) of 0.948. (12,751> 2,000). Based on the p-value where the calculation results show that the p-value is smaller than significant (0,000 <0,05) and the t-value is greater than the t table and the p-value is smaller than the significant value. The path coefficient (beta) has a positive number, the result is significant and positive. It was concluded that the patient satisfaction variable (Y1) was influenced by the variables of nursing service quality (X1) positively and significantly.

Based on the results of the research, it can be seen that the better the quality of nursing services applied to a health agency, the greater the satisfaction of inpatients. This is because the satisfaction of inpatients is a psychological condition that is owned by a person related to all the facilities and services he has received. So that when a patient feels the quality of nursing services provided by the agency is in line with expectations or even exceeds the expectations of the patient, then the patient is satisfied with the service in the hospital. This is reinforced by the theory explained by Vukmir (2011) which states that patients want health workers to have efficiency and provide the best servants.

The Service Quality variable has a significant effect on the Satisfaction variable with a coefficient of 0,948. These results indicate that the better quality of services provided by hospitals that are supported by several aspects of service quality as stated by Tjiptono, (2014) include compliance with requirements or demands, compatibility for the use of continuous repairs, free from damage or defects, fulfillment of needs customers, doing everything that is happy. Based on the results of the study indicate that the results of testing the effect of the variable Service Quality (X) on Satisfaction (Y1) has r2 of 0.837 or the coefficient of determination (KD) of 83.7. % of the Satisfaction variable (Y1).

B.   The Effect of Quality of Nursing Service Inpatients Loyality at dr. Soepraoen Army Hospital Malang

Service is said to be of high quality or satisfactory if the service can meet the needs and expectations of the community. If the community is not satisfied with a service provided, then the service can be ascertained to be of low quality or inefficient. Therefore, service quality is very important and always focuses on customer or community satisfaction. Service quality is any form of service performed by a person or service provider maximally with all advantages in order to meet customer needs and expectations. While consumer loyalty is the customer's commitment to a brand, store or supplier based on a very positive nature in long-term purchases. With the existence of loyal customers, a company will benefit.

The results showed that the quality of nursing services had a significant effect on patient loyalty. This can be seen through the results of statistical calculations of the effect of nursing service quality variables (X1) on patient loyalty variables (Y2) showing tcount of 12.57, p-value of 0.000 and

coefficient (beta) of 0.270. large t table (12,751> 2,000). Based on the p-value where the calculation results show that the p-value is smaller than significant (0.000 <0.05) and the t-value is greater than the t table and the p-value is smaller than the significant value. The path coefficient (beta) has a positive number, the result is significant and positive. It is concluded that the patient loyalty variable (Y2) is influenced by the variables of nursing service quality (X1) positively and significantly.

Based on the results of the research, it can be seen that the better the quality of nursing services applied to a health agency, the greater the loyalty of inpatients. This is because the loyalty of hospitalized patients is a psychological condition that is owned by a person related to his pleasure in all the facilities and services he has received. So that when a patient feels happy about the quality of good service, loyalty will emerge and the patient wants to visit again and be loyal to the hospital. This is corroborated by the theory explained by Riyadi (2010) that one of the things that affects patients' loyalias is the quality of care services they obtain.

Service Quality Variables also have a significant effect on loyalty variables with a coefficient of 0,270. Satisfaction variables have a significant effect on loyalty variables with coefficient of efficiency 0.691. The indirect test also shows that the two variables have an indirect and significant effect. The level of influence that does not occur directly can be influenced by several things that are not considered by the hospital. These are some of the categories of service loyalty expected by patients as revealed by the findings of Paavola (2011) which describe customer loyalty based on a loyalty theory framework consisting of nine categories. This category is 1) "compulsive" loyalty, 2) "routine loyalty", 3) justifiable loyalty, 4) loyalty that is "suspicious", 5) loyalty as "play", 6) inherited loyalty, 7) social loyalty , 8) image-based loyalty, and 9) political loyalty.

C.   The Influence of Nursing Service Quality on Patients Loyality Through Inpatient Satisfaction at dr. Soepraoen Army Hospital Malang

The better the quality of nursing services applied to a health agency, the patient will feel satisfied, and with satisfaction felt continuously, these patients will be loyal. This is because the loyalty of inpatients is a condition of the emergence of patient loyalty because these patients have been satisfied with good service from the hospital. So that when a patient feels happy about the quality of good service, satisfaction will arise and will encourage the emergence of loyalty and the patient wants to visit again and be loyal to the hospital. Based on the results of research conducted by Sutrisno (2015) which shows that service quality has a significant effect on customer satisfaction. Then, customer satisfaction has a significant effect on customer loyalty. So that the research supports the results of this study that the quality of nursing services has a significant effect on patient loyalty through patient satisfaction.

The results of statistical calculations show that the Service Quality variable has a significant effect on the Satisfaction variable with a coefficient of 0.948. Service Quality variables also have a significant effect on Loyalty variables with a coefficient of 0.270. These results indicate that the direct influence is low on the quality of service in a hospital, so it is necessary to have an intervening or intermediary that is with the variable patient satisfaction. So that service quality can be said to have an effect on patient loyalty. Satisfaction variables have a significant effect on loyalty variables with coefficient of efficiency 0.691. These results indicate that the high value of the influence of satisfaction on patient loyalty is also influenced by several supporting factors.

CONCLUSION

Based on the results of the research and discussion, conclusions were obtained in the study as follows:
1.   The quality of nursing services has an influence on the satisfaction of hospitalized patients at the dr. Soepraoen Army Hospital Malang, where the higher the quality of nursing services given to inpatients, the higher the level of satisfaction of inpatients at the dr. Soepraoen Army Hospital Malang will be even higher.
2.   Nursing Service Quality has an influence on the loyalty of inpatients at the dr. Soepraoen Army Hospital Malang, where the higher the quality of nursing services provided to inpatients, the level of loyalty of inpatients at dr. Soepraoen Army Hospital Malang will be even higher.

3.   The quality of nursing services has an influence on the loyalty and satisfaction of inpatients at the dr. Soepraoen Army Hospital Malang, where the higher the quality of nursing services provided through inpatient satisfaction then the level of loyalty of inpatients at the dr. Soepraoen Army Hospital Malang will be even higher.

SUGGESTION

Some suggestions that can be given based on the results of the research that have been done are as follows:
1.   For hospital: the management pays attention to the quality of nursing services and patient loyalty through inpatient satisfaction so that health services at the dr. Soepraoen Army Hospital Malang has increased and also the quality of service as long as patients receive care.
2.   Further Researchers: the development of knowledge in the field of hospital administration and as a basis for the development of research on the quality of nursing services and patient loyalty through the satisfaction of inpatients in hospitals and can find out the basis of data processing in research. As well as in further research to cover broader patients both class I.II.III and VIP so that overall levels of satisfaction and patient loyalty can be identified for the quality of nursing services.
3.   The low influence between Quality Variables on loyalty variables with a coefficient value of 0.270 among others can be overcome by increasing the quality of service to patients by paying attention to several quality indicators and several factors that can affect loyalty.

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