ANALYSIS OF THE EFFECT OF SERVICE QUALITY ON THE LEVEL OF SATISFACTION, TRUST AND INTEREST IN REVISITING OUTPATIENTS AT THE HOSPITAL dr. SOEPRAOEN MALANG

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ABSTRACT

The hospital as a health service institution is required to provide a complete service and always maintain the quality of its services. Data on the number of visits of patients in the outpatient poly hospital Dr. Soepraoen Malang in the period of 2016-2017 and in 2018 the number of visits has still not increased and there are still complaints from outpatients on the quality of services provided. This shows that the service has not been optimal. The consumer interest in using the services of the same service provider is strongly influenced by the experience of satisfaction with the services provided previously. Patient satisfaction with hospital services will have an impact on repeat visits and trust in the hospital. The purpose of this study was to analyze the effect of service quality on the level of satisfaction, trust and interest in revisiting outpatients in Dr Soepraoen Hospital Malang. The research design used is quantitative by using analytic surveys. The research design uses Cross Sectional with Accidental Sampling method with a sample of 100 respondents. Data collection using closed questionnaires and interviews. The data analysis used is descriptive analysis, and path analysis. The results showed that the Service Quality variable had a significant effect on the Satisfaction variable; Service Quality variables have a significant effect on the Trust variable; Service Quality variables have a significant effect on the Interest of Revisiting and there is also a joint effect of the variable Quality of Service, Satisfaction, Trust has a significant effect on the Interest in Revisiting Outpatient Hospital Dr. Soepraoen Malang with p-value <0.05. Based on the research, it is necessary to do further research qualitatively about unsatisfactory hospital services.

Keywords: Service quality, satisfaction, trust, interest in revisiting

INTRODUCTION

The hospital as a health service institution is required to provide a complete service. Hospitals in Indonesia continue to develop both the number, type and class of hospitals according to conditions or public health problems. The hospital must develop a set of standards and procedures. Hospitals are encouraged to be able to assess themselves (self assessment) and provide services in accordance with the stipulated provisions. As a continuation to measure the work results of the hospital there needs to be another measurement tool, namely a hospital quality service instrument that assesses and solves problems in output (output).

Based on the preliminary survey in October 2018, data was obtained from reports of complaints from patients on the services of Polyclinic Hospital. Dr.Soepraoen from 2016 until 2017 patients who went to the Polyclinic complained a lot about the quality of services that affected the trust and interest in revisiting patients increasingly. Seeing these conditions the author tries to do research to analyze the effect of service quality on the level of satisfaction, trust and interest in outpatient revisits. This study aims to analyze the influence of quality of service on the level of satisfaction, trust and interest in revisiting outpatients at Hospital. Dr.Soepraoen Malang. The hope is to provide input to hospital management about the importance of improving the quality of services.

METHODS

The research method used in this study is a quantitative research method that uses analytical surveys with research designs or cross sectional designs. With the number of samples used by 100 respondents, namely all visitors to the outpatient poly hospital Dr. Soepraoen Malang, with an accidental sampling technique. The variables studied are Service Quality, Satisfaction, Trust and Re-Visit Interest. From the data obtained then analyzed using descriptive analysis and path analysis (path analysis).

RESULTS

The results of the descriptive analysis show that of the 100 respondents most were early adulthood at (26%) aged 26-35 years as many as 26 respondents and the final adolescents 23% aged 17-25 years as many as 23 respondents. For the education level, the majority of high schools and graduates are 38%. Viewed from the most jobs were housewives by 28% and entrepreneurs as much as 25%. For the most female sex category, the remaining 58% are male.

Then from the characteristics of variables for service quality variables that have the highest mean of the indicator from empaty of 3.41 (classified as very high category) and the lowest mean is on the guarantee indicator with an average mean of 1.57 (classified as a low category). For the satisfaction variable measured using 8 questions from 3 indicators that have the highest mean is the indicator of expectation of suitability of 3.25 (classified as very high category) with the question "Services provided are in accordance with the wishes of patients", 75 respondents answered agree. While the weakest indicator is an indicator of ease in obtaining with a mean value of 1.67 (low category). On the most dominant indicator trust variable is the ability with a mean value of 3.23 (classified as high category), namely with the question "The hospital is able to serve patients during the examination. And the lowest is on the indicator of kindness with a mean value of 1.71 (classified as a low category). Furthermore, on the variable of return visit, respondents who answered did not agree as much as 39%, the rest answered strongly agree and agreed.

Regression analysis of all variables in getting results is as stated in the following table:

Tabulation Table Results of Regression Analysis Tests

Variables		Value of Influence	Partial Hypothesis		Conclusion
Indeoendent	Dependent		t-value	p-value	
Service Quality (X	Satisfaction (Y1)	0,643	8,302	0,000	Significant Effect
Service Quality (X	Satisfaction (Y1)	Trust (Y2)	0,239	3,294	0,001	Significant Effect
Service Quality (X	Satisfaction (Y1)	Interest in Re-Visit (Y3)	0,663	9,124	0,000	Significant Effect
			0,320	4,042	0,000	Significant Effect

Regression Analysis Diagram
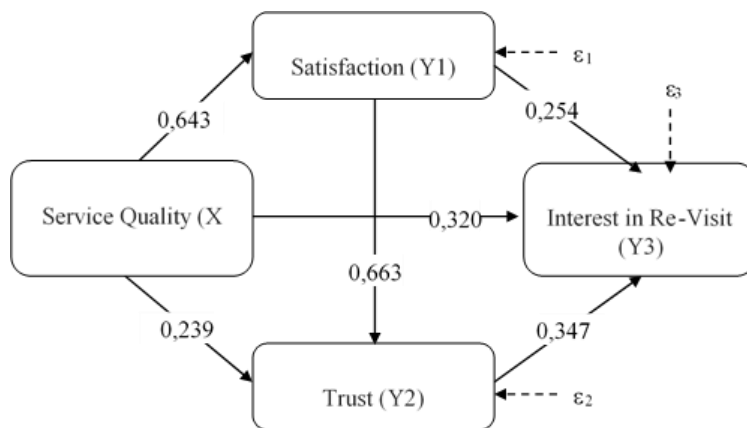
Furthermore, the picture above can also be expressed in the form of equations as follows:

$Y_1 = 0{,}643\,X + \varepsilon_1$…….......................…….….……… (1)

$Y_2 = 0{,}239\,X + 0{,}663\,Y1 + \varepsilon_2$ …………………. (2)

$Y_3 = 0{,}320\,X + 0{,}254\,Y1 + 0{,}347\,Y2 + \varepsilon_3$ ……... (3)

Based on the influence diagram of the Standardize Coefficient Coefficient, it can be seen that the Re-Visit Interest (Y3) is more dominantly influenced by the Trust variable (Y2), with the highest Influence of 0.347, while Trust (Y2) is influenced by the Service Quality variable (X), namely in the amount of 0.239 Path Analysis Results can be addressed can be seen that the interest in re-exposure is more dominantly influenced by the trust variable with the highest influence of 0.347 while the satisfaction variable is 0.254 and service quality is 0.320.

DISCUSSION

1.   Influence of Service Quality (X) on Satisfaction (Y1) Outpatient patients at hospital Dr. Soepraoen Malang

Based on the estimation results and hypothesis testing on Service Quality variables (X) on Satisfaction (Y1) where the path coefficient is known as 0.643 with a p-value of 0.000 Because the p-value is smaller than alpha (0.05), the statistical hypothesis states Ho is rejected, meaning Service Quality (X) has a Significant Effect on Satisfaction (Y1).

According to Munijaya (2011), health services, services are activities carried out by health care providers. The type of service is not visible in plain view. The services produced are consumed by patients as users of health services at the same time. That is, when the service provider provides treatment to patients, at that time the patient receives the health service. Therefore, the effectiveness of health services will be greatly influenced by the quality of interactions and verbal and nonverbal communication between providers and users of health services and the length of time patients wait. The company's efforts to create good service quality aim to establish relationships between customers and companies and foster customer trust in the company.

2.   Influence of Service Quality (X) on Trust (Y2) Outpatient patient at hospital Dr. Soepraoen Malang

Based on the results of the study, it is known that the estimation results and hypothesis testing on Service Quality (X) variables on Trust (Y2) where the path coefficient is 0.239 with a p-value of 0.001 Because the p-value is smaller than alpha (0.05), then the statistical hypothesis states Ho is rejected, meaning Service Quality (X) has a Significant Effect on Trust (Y2).

According to Dwyer, et al. (1987) in Jasfar (2012: 16), trust is a form of customer confidence in a company promise that is reliable and is also a basic reason for establishing a relationship with the

company. Kotler (2009: 219), explaining trust is the willingness of companies to depend on business partners. Morgan and Hunt (1994) in Akbar Mohammad Muzahid, et. al (2009: 26) defines trust as a condition in which one of the parties involved in the exchange process believes in the reliability and integrity of the other party.

Based on the description above, it can be explained that trust is a belief in which one of the parties involved in the exchange has reliability and integrity that can provide positive results. Trust is the most important variable in building long-term relationships between parties with each other. The process of creating patient trust in service quality is based on their experience with the hospital as the service provider. Experience is the basis for creating customer confidence in the ability of hospitals to meet their expectations. For that it is very important to build trust in customers so that the continuity of the hospital can continue and still get a place in the hearts of customers.

3.   Influence of Satisfaction (Y1) on Trust (Y2) Outpatient Outpatient Hospital Dr. Soepraoen Malang

Based on the results of hypothesis testing on the Satisfaction (Y1) variable on Trust (Y2) where the path coefficient is known to be 0.663 with a p-value of 0.000 Because the p-value is smaller than alpha (0.05), the statistical hypothesis states Ho is rejected, means that Satisfaction (Y1) Has Significant Effects on Trust (Y2).

The results of this study indicate that the satisfaction variable measured from one indicator that is perceived performance in accordance with customer expectations has a significant effect on customer trust. With the satisfaction of customers with supporting facilities, supporting facilities and service employees of level II hospitals Dr. Soepraoen Malang will create trust in the minds of its customers. Customers believe that hospitals can provide the best service according to the wishes and expectations of customers. These results also support the opinion expressed by Costabile in Ferrinadewi (2008: 147-148) that customer trust is a perception of reliability from the consumer's point of view based on the experience or sequence of transactions or interactions characterized by the fulfillment of expectations for product performance and satisfaction.

Service quality is adequate expectations, so customers (patients) will be happy and assess the quality of the service is high so that it can create customer satisfaction towards service providers (hospitals). Vice versa, if the quality of services received is not as expected, the customer will assess the service is not qualified, causing customers to feel dissatisfied because basically good trust can be considered as a form of recognition and appreciation from consumers for the hospital for the services provided already in accordance with patient expectations.

4.   Effect of Service Quality (X) on the Interest of Re-Visiting (Y3) Outpatient Patient at Hospital Dr. Soepraoen Malang

Based on the table above, it can be seen the estimation results and hypothesis testing on the Service Quality variable (X) on the Re-Visit Interest (Y3) where it is known that the Path coefficient is 0.32 with a p-value of 0.000 Because the p-value is smaller than alpha (0.05), the statistical hypothesis states that Ho is rejected, meaning Service Quality (X) Significantly Influences the Interest of Revisiting (Y3).

The influence of service quality on consumer repurchase interest based on Kotler and Keller (2007, p244) argues that "after consumers buy the product, consumers can be satisfied or dissatisfied and involved in post-purchase behavior. Customers who are satisfied with the service will return to buy the product, praise the products that they buy in front of other people, attract a little attention to brands and competing advertisements and buy other products from the same company. The results of this study are in accordance with the results of Trimurthy's study (2008) where patients' perceptions of service quality, especially service reliability, relate to the interest in reusing outpatient services at the pandanaran health center in Semarang City.

Thus visitor behavior can be used as a basic tip to link the quality of service and interest in patient behavior to use the same service if they are satisfied with the service we provide automatically they will come back to use it again when needed.

5. The Influence of Satisfaction (Y1) on the Interest of Re-Visit (Y3) Outpatient Patient at Hospital Dr. Soepraoen Malang

Based on the estimation and hypothesis testing on the Satisfaction variable (Y1) on the Re-Visit Interest (Y3) where the Path coefficient is 0.254 with a p-value of 0.015 Because the p-value is smaller than alpha (0.05), the statistical hypothesis declares Ho to be rejected, meaning that Satisfaction (Y1) Has Significant Effect on Re-Visit Interest (Y3).

According to Zeithaml and Bitner (2003), there are several factors that influence customer satisfaction, including: product and service features, customer emotions, attribution to service success or failure, perceptions of fairness and justice (equity and fairness), other customers, families, and coworkers. Patient satisfaction is a response in the form of feelings of satisfaction that arise because of the experience of consuming a product or service, or a small part of that experience. The results of this study also support the research conducted by Sugiyati and Kusnilawati (2013) which states that satisfaction has a positive and significant influence on customer loyalty. In the opinion expressed by Sviokla in Lupiyoadi (2006: 176), it is explained that the consistency of the quality of a service can provide long-term benefits for the company, namely creating a positive perception of the customer towards the company and producing a satisfaction.

Thus it can be concluded that customers who have been satisfied with the Polyclinic Outpatient Services at Hospital Dr. Soepraoen will feel interested in reusing the service in the future and hopes that it will become a loyal customer.

6. Influence of Trust (Y2) on Interest in Re-Visiting (Y3) Outpatient Patient at Hospital Dr. Soepraoen Malang

Based on hypothesis testing on the Trust variable (Y2) on the Re-interest Interest (Y3) where the path coefficient is known as 0.347 with a p-value of 0.001 Because the p-value is smaller than alpha (0.05), the statistical hypothesis states Ho is rejected , meaning that Trust (Y2) has a Significant Effect on the Interest of a Re-Visit (Y3).

According to Soderlund and Julander (2003) explain that customer trust can be associated with the performance of the company. And they see the performance based on the level of success of services that can be given by a company, because they think that the same product but if purchased in a different place will definitely get a different service. Thus the gap that they (consumers) feel (the gap between what is expected and what is obtained or obtained) is what is often called satisfaction. According to the Trust-Commitment theory (Morgan and Hunt, 1994) trust is a key variable to maintain a long-term relationship also according to Lau and Lee (1999) defines trust as a person's willingness to depend on other parties for certain risks. The results of this study support the research conducted by Awaludin and Setiawan (2012) which states that trust has a positive and significant influence on customer loyalty.

Based on the above opinion, it can be explained that customer trust in the services provided will have an impact on customer satisfaction and loyalty. While trust is a person's self-confidence that will be found based on the desires of others rather than the strength of himself.

7. Effect of Service Quality (X), Satisfaction (Y1) and Trust (Y2) on the Interest of Re-Visit (Y3) Outpatient Patient at Hospital Dr. Soepraoen Malang

After doing the data processing, the calculated F value is 68,927 and the Ftable value is 2,699. It can be seen that the value of Fcount is greater than Ftable (68,927> 2,699). So that the decision taken H0 is rejected at the level of $\alpha = 5\%$. So it was concluded that Service Quality (X), Satisfaction (Y1) and Trust (Y2) together had a significant effect on Interest in Revisit (Y3).

Rahmadaniaty's research (2012) regarding the quality of hospital services in Medan using the equation modellling (SEM) method to determine outpatient satisfaction, trust and loyalty in utilizing services. Furthermore, Sugiyati (2013) in her research used service quality at PT. Best Link Global Logistics in Semarang to find out customer satisfaction, trust and loyalty. A similar study was also carried out by Awaludin and Setiawan (2012) regarding the quality of service in regional water supply companies in Kendari to determine customer satisfaction, value, trust and loyalty. This study found

that the quality of service has a positive and significant effect on satisfaction, service quality has a positive and significant effect on customer value, customer value has a positive and significant effect on satisfaction, satisfaction has a positive and significant effect on customer trust, customer value has a positive and significant effect on trust , satisfaction.

Thus the efforts of the company in this case hospital management is needed an effort to create good service quality aiming to establish relationships between customers and companies and foster customer trust in the company, management must also be able to create positive feelings for each patient so that they can increasingly trust services to be provided. One effort that has been recognized for its reliability in creating positive feelings towards health services is by providing quality health services.

CONCLUSION

Based on the results of estimation and hypothesis testing on the overall variable Service Quality, Satisfaction and Trust together have a significant effect on the Re-Visit Interest. Thus the efforts of the company in this case hospital management is needed efforts to create better service quality aiming to establish relationships between customers and companies and foster customer trust in the company, hospital management must also be able to create positive feelings for each patient so that they can increasingly trust the services that will be provided. One effort that has been recognized for its reliability in creating positive feelings towards health services is by providing quality health services.

In addition to the above, it can also be seen that simultaneously (together) between Service Quality, Satisfaction and Trust has an effect of 68.29% on interest in repeat visits and the remaining 31.71% is influenced by other factors not observed.

SUGGESTION

1.   It is recommended that hospitals continue to make efforts to improve the quality of their services to all visitors so that the trust that has been established can continue to be maintained and improved so that patient satisfaction and trust are better and they will automatically return to treatment if needed and can even affect families and people closest to it.

2.   It is recommended to instill empathy for all employees so that patients feel cared for.

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