

ANTESEDEN OF PATIENT RE-INTENTION BEHAVIORAL TO HOSPITAL IN BANGLI GENERAL HOSPITAL

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ABSTRACT : *The research method used was descriptive survey, and the population in this study were inpatients of Bangli District Hospital as many as 150 people. The sampling technique used is the purposive sampling method. The data collection techniques in this study used a questionnaire. The results showed that service quality had a positive and significant effect on patient satisfaction. Quality of service has a positive and significant effect on the value received. The value received has a positive and significant effect on patient satisfaction. Service quality has a positive and significant effect on behavioral re-intention. The value received has a positive and significant effect on behavioral re-intention and patient satisfaction has a positive and significant effect on behavioral re-intention.*

KEYWORDS: *service quality, patient value, patient satisfaction and patient behavioral re-intention*

I. INTRODUCTION

The increasingly fierce competition in health services has encouraged hospitals to compete to improve the quality of services. Quality of service or service is basically the result of comparison of expectations of the quality of consumer services with company performance perceived by consumers (Usmara, 2008). The perceived service quality is formed after the customer compares the performance of the service received with the expected service performance. Service quality becomes an important element as a differentiation as well as determining the success of a company. The types of hospital services that are almost the same as the prices applied are different making customers tend to be more careful in determining purchasing decisions while on the other hand every hospital always tries to maintain customers.

Bangli Regency Hospital tries to build patient trust by providing quality services that match patient expectations at prices that match service quality. Experience about high-quality service performance that is felt in accordance with patient expectations, accompanied by providing transparent information and giving a sense of satisfaction. This can form the commitment of long-term relationships between patients and the hospital.

Patients cannot assess the technical competence of the hospital and its staff, but patients can assess hospitals according to the quality of their functions and rely on their confidence during medical treatment at the hospital. Where medical services are a type of service that is intangible and full of risk so that trust is a very important factor in the hospital business. Quality of service is increasingly being subject to research each year. Zaim et al. (2010) used the concept model found by Parasuraman et al., (1985) in his research on the hospital industry in Turkey. The aim is to examine the most important criteria for measuring service quality.

Zaim et al., (2010) found different results from previous studies where tangibility, reliability, courtesy and empathy were important criteria for customer satisfaction, factor responsiveness and assurance were not defined as direct determinants of service quality. Akbar and Parvez (2009) examine the relationship between service quality, trust, customer satisfaction and loyalty in the telecommunications industry with the results that there is a significant relationship between service quality, trust, customer satisfaction and loyalty. Nejad et al., (2014) states that satisfaction with banks has the most positive effect on customer loyalty in the service business organization.

Research conducted by Chang et al., (2013) found that perceptions of service quality of each patient positively significantly influence trust. The same thing was confirmed by Cheri's research (2012) that the higher the quality of service received by the customer, the higher the trust given. Nejad et al (2014) states that customer satisfaction has a high positive effect on customer loyalty, while trust is most effective on customer loyalty in the banking industry. In addition, it was also found that the effect of service quality on satisfaction was higher than the effect of quality on trust.

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Perceived quality of service to patient satisfaction

In research in the field of tourism that investigates aspects of functional quality and customer trust in service quality found that when the quality of the function of the quality of service received was very good by customers, employees of the service company would be highly trusted (Rodolfo et al., 2005). Chang et al., (2013) stated the perception of service quality of each patient positively significantly influences their trust. Service quality is an important initial factor for gaining customer trust. If the service company cannot maintain its service quality, the customer will not trust him more. Based on this description the following hypotheses were arranged:

H1: Quality of service has a positive and significant effect on patient satisfaction in the Kabuapaten Bangli Regional Hospital.

Perceived quality of service to the value received by patients

Irsyansha Putra et al., (2013) in his research in the field of industrial engineering conducted at the Cilegon Regional Hospital related to the effect of service quality on perceptions in increasing patient loyalty revealed that there were changes in the value of chi square, df, p-value, and RMSEA. Changes also occurred in the t-value of the variable correlation, of which there were four t-values below the significance value of 2.07 after the model's re-specification became absent. In the relationship between servqual and the perception of t-value produced is 2.07. That is, the higher the quality of the patient, the more positive the perception received by the patient.

H2: Perceived quality of service has a positive and significant effect on the value received by inpatients in Bangli District Hospital.

The value that the patient receives on patient satisfaction

Chandra Eva, (2018) in her research was given a test result which showed that the value received by the customer directly had an influence on customer satisfaction. This means that the increased value received by customers using the online train ticket purchase service at Kota Baru Malang Station can increase customer satisfaction. This finding is consistent with research Kuo, et al., (2009) shows that the value received by customers has a significant influence on customer satisfaction. Auka (2012) in his research shows the degree of customer satisfaction is determined by the costs paid by customers for what is received, this contributes to the value received by customers. If the value received by the customer goes up, the satisfaction that the customer receives goes up too. Lee (2010) in his research also showed that business people must increase the value received by customers to increase customer satisfaction. The higher the value perceived by the customer, the greater the customer will become satisfied (Chen and Tsai, 2008). Based on this description the following hypotheses were arranged:

H3: The value received by the patient has a positive and significant effect on inpatient satisfaction at Bangli District Hospital.

Perceived quality of service to patient behavioral re-intention

The higher the quality of health services perceived, the greater the perceived value of these services (Pevac and Pisnik, 2016). Lin (2011) in his research related to the role that is expected to be used in the future in relationship-based service re-intention conducted in Taiwan, it was found that service quality has a statistically significant relationship with customer re-intention. The results of this study confirm customer satisfaction and service quality are antecedents of the value of services provided to customers (Wahyuningsih, 2005).

H4: Perception of quality has a positive and significant effect on behavioral re-intention of inpatients in Bangli District Hospital.

The value received by the patient towards the re-intention of the patient behavior

Value is the intangible aspect of the overall product concept that is important to the company (Sidharta and Affandi in Surydana, 2017). Customer value significantly influences customer satisfaction. This shows that hospitals providing quality health care services will increase customer value and its implications for patient satisfaction (Surydana, 2017). There is a positive and significant relationship between customer value and customer satisfaction (Wahyuningsih, 2005). Satisfaction is very important when consumers and health care service buyers make decisions regarding new registration and re-registration. Problems with customer satisfaction are important factors that must always be considered to achieve stated organizational goals. As for Ibojo's research (2015) related to the impact of customer satisfaction on customer dependency with a case study of a reputable bank in Oyo-Negirian it was found that there was a significant relationship between customer satisfaction and customer re-intention. Based on this description the following hypotheses were arranged:

H5: The value received by the patient has a positive and significant effect on the behavior of the inpatient in Bangli District Hospital.

Patient satisfaction with patient behavioral re-intention

Yilmaz et al (2017) in a previous study related to a study that was applied to the dynamics of customer re-intention from textile organizations in real markets located in Turkey found that customer satisfaction also had a significant and positive effect on customer re-intention. Other empirical evidence also shows that the quality of hospital services significantly influences the value or benefits received by customers. This is because the value received by customers means that customers get more benefits from the benefits of the price they pay, generally it can create repurchases or loyalty (Usman, 2017) The higher the quality of health services perceived, the greater the perceived value from these services (Pevac and Pisman, 2016). Service quality has a statistically significant relationship with customer re-intention (Lin, 2011). Customer satisfaction and service quality are antecedents of the value of services provided to customers (Wahyuningsih, 2005). Agustinus Sahatma (2018) based on the results of his research on the regression analysis that has been done, it has been proven that there is a positive (beta 0.271) and significant (p 0,000) quality of service on repurchase intention. This indicates that the quality of service contributes to increasing repurchase intention 12 for insurance companies. The results of this study confirm the research results of Ebrahimi and Tootoonkavan (2014); Samad (2014); Oman et al., (2016) where in their study, service quality had a positive and significant effect on repurchase intentions. Based on this description the following hypotheses were arranged:

H6: Patient satisfaction has a positive and significant effect on inpatient behavior in Bangli District Hospital

III. METHODS

The scope of this study includes the location of the study, namely in Bangli District Hospital with respondents being customers or patients who have used inpatient services at Bangli District Hospital that spreads in various regions in Bali. The number of competitors providing hospital services for both public and private hospitals in Bali has made Bangli District Hospital to always improve itself by providing the best and superior service in creating positive perceived value compared to its competitors. This is done to create patient satisfaction in order to realize the behavioral intention to re-use hospital inpatient services.

The population in this study is the general inpatients of Bangli District Hospital in the past year which is part of the number and characteristics of the population. According to Echdar (2017) based on the sample criteria that the sample size depends on the number of indicator variables multiplied by 5 to 10. Then the minimum sample size in this study is 150 respondents obtained from the total number of indicator variables used ie as many as 30 multiplied by 5 to 150 respondents , and a maximum of 300.

This study uses Partial Least Square (PLS) with the help of SmartPLS 3.1.3 software. According to Ghazali (2016: 29), PLS was first developed by Herman Wold as a general method for estimating path models that describe latent constructs with multiple indicators. PLS is intended for causal-predictive analysis in situations of high complexity and low theoretical support. Wold mentioned PLS with soft modeling. PLS is a powerful analytical method because it can be applied at all data scales, does not require a lot of assumptions and can also be used for relatively small sample sizes.

IV. RESULT AND DISCUSSION

The significance of the estimated parameters provides very useful information about the relationship between the research variables. The basis used in testing hypotheses is the value contained in the output path coefficients presented in Table 1 below:

Table1.
Path Coefficient

	Path Coefficient	t-statistic	P Values	Description
Service quality ->Satisfaction	0.279	2.583	0.010	Accepted
Service quality ->value received	0.662	11.232	0.000	Accepted
value received ->Satisfaction	0.551	4.802	0.000	Accepted
Service quality ->re-intention behavior	0.101	1.954	0.041	Accepted
value received ->re-intention behavior	0.151	1.498	0.035	Accepted
Satisfaction ->re-intention behavior	0.654	6.778	0	Accepted

Primary Data, 2019

Hypothesis testing is done by using t-statistics and looking at p-values. If p value <0.05, the hypothesis is accepted. Based on table 5.8 above, it can be explained that the quality of service to customer satisfaction has a t-statistic value of 2.583 with a p value of 0.010 <0.05, then the hypothesis is accepted. This means that the better the quality of service, the better the customer satisfaction. The quality of the waiter to the value received has a t-statistic value of 11.232 with a p value of 0.000 <0.05, then the hypothesis is accepted. This means that the better the quality of service, the better the value received. The value received on customer satisfaction has a t-statistic value of 4.802 with a p value of 0.000 <0.05, then the hypothesis is accepted. This means that the better the value received, the better the customer satisfaction is felt. Quality of service to behavioral re-intention

has a t-statistic value of 1.954 with a p value of 0.041 <0.05 then the hypothesis is accepted. This means that the better the quality of service, the better the behavioral re-intention. The value received for behavioral re-intention has a t-statistic of 1.498 with a p value of 0.035 <0.05, then the hypothesis is accepted. This means that the better the value received, the better the behavioral re-intention. Consumer satisfaction with behavioral re-intention has a t-statistic value of 6.778 with a p value of 0.000 <0.05, then the hypothesis is accepted. This means that the better the customer satisfaction, the better the behavioral re-intention.

Perception of quality of service to the value received

Hypothesis testing is done by using t-statistics and looking at p-values. If p value <0.05, the hypothesis is accepted. Based on Table 5.8 above it can be explained that the quality of service to patient satisfaction has a t-statistic value of 2.583 with a p value of 0.010 <0.05 then the hypothesis is accepted. This means that the better the quality of service, the better the patient satisfaction, where satisfaction is referred to the level of inpatient feelings after comparing what is received with the expectations that have been obtained during inpatient at Bangli Regency Hospital.

In research in the field of tourism that investigates aspects of functional quality and customer trust in service quality found that when the quality of functions of the quality of service received was very good by customers, employees of the service company would be highly trusted (Rodolfo et al., 2005). Chang et al., (2013) stated the perception of service quality of each patient positively significantly influences their trust. Service quality is an important initial factor for gaining customer trust. Where if the service company can't maintain the quality of its services, the customer will not put trust in him.

Perception of quality of service to the value received by patients

Quality of service to the value received has a t-statistic value of 11.232 with a p value of 0.000 <0.05, then the hypothesis is accepted. This means that the better the quality of service, the better the value received. The results of this study were supported by Irsyansha Putra et al., (2013) in his research in the field of industrial engineering conducted at the Cilegon Regional Hospital related to the effect of service quality on perceptions in increasing patient loyalty. , and RMSEA. Changes also occur in the t-value correlation variable. Of the previous four t-values which were below the significance value of 2.07 after the model's re-specification were made absent. In the relationship between servqual and the perception of t-value produced is 2.07. That is, the higher the quality of the patient, the more positive the perception received by the patient.

The value received for customer satisfaction

The value received on customer satisfaction has a t-statistic value of 4.802 with a p value of 0.000 <0.05, then the hypothesis is accepted. This means that the better the value received, the better patient satisfaction is felt.

The results of this study are in line with Wan et al., (2010) in their research in management and business related to the relationship between consumer orientation, value services, quality of medical care services and patients Satisfaction in the case of medical centers in South Taiwan found results at the customer level there are differences in significant on the quality of medical services and patient satisfaction, but the difference is narrowing the value of services. Therefore, customer perception or high expectations and low customer perceptions or expectations are significantly different in the quality of service and customer value and the dimensions of customer satisfaction are partly maintained.

Quality of service to behavioral re-intention

Quality of service to behavioral re-intention has a t-statistic value of 1.954 with a p value of 0.041 <0.05 then the hypothesis is accepted. This means that the better the quality of service, the better the behavioral re-intention. The higher the quality of health services perceived, the greater the perceived value of these services (Pevac and Pisnik, 2016). Lin (2011) in his research related to the role that is expected to be used in the future in relationship-based service re-intention conducted in Taiwan, it was found that service quality has a statistically significant relationship with customer re-intention. The results of this study confirm customer satisfaction and service quality are antecedents of the value of services provided to customers (Wahyuningsih, 2005).

The value received for behavioral re-intention

The value received for behavioral re-intention has a t-statistic of 1.498 with a p value of 0.035 <0.05, then the hypothesis is accepted. This means that the better the value received, the better the behavioral re-intention. Value is the intangible aspect of the overall product concept that is important to the company (Sidharta and Affandi in Surydana, 2017). Customer value significantly influences customer satisfaction. This shows that hospitals providing quality health care services will increase customer value and its implications for patient satisfaction (Surydana, 2017). There is a positive and significant relationship between customer value and customer satisfaction (Wahyuningsih, 2005). Satisfaction is very important when customers and health care service buyers make decisions regarding new registration and re-registration.

Problems with customer satisfaction are important factors that must always be considered to achieve stated organizational goals. As for Ibojo's research (2015) related to the impact of customer satisfaction on customer dependency with a case study of a reputable bank in Oyo-Negirian it was found that there was a significant relationship between customer satisfaction and customer re-intention.

Customer satisfaction with behavioral re-intention

Patient satisfaction with behavioral re-intention has a t-statistic value of 6.778 with a p value of $0.000 < 0.05$, so the hypothesis is accepted. This means that the better the patient satisfaction, the better the behavioral re-intention. Yilmaz et al (2017) in a previous study related to a study that was applied to the dynamics of customer re-intention from textile organizations in real markets located in Turkey found that customer satisfaction also had a significant and positive effect on customer re-intention.

V. CONCLUSION

The results of this study have shown that service quality has a positive and significant effect on customer satisfaction in this case the customer is an inpatient. Quality of service has a positive effect on the value received by patients. The value received by the patient has a significant positive effect on patient satisfaction. Quality of service has a significant positive effect on patient behavior re-intention. The value received has a significant positive effect on the re-intention of patient behavior. Customer satisfaction has a significant positive effect on behavioral re-intention.

These findings support the theory that the better the quality of service the better the value received, customer satisfaction and behavioral potential. The quality of service in this study uses 5 indicators namely tangible, empathy, responsiveness, reliability and guarantee. The results of this study are expected to be empirical evidence for future research and are able to enrich the development of marketing management knowledge related to service quality, customer satisfaction, value received and behavioral re-intention.

This research can be used as input to companies which in this study are Bangli District Hospital to pay attention to factors that can increase customer satisfaction, value received and behavioral re-intention such as good service quality have been proven to be able to increase these factors. Companies need to always provide good quality of service so that patients can feel satisfaction and things received by patients is a form of what is expected.

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