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The Relationship Of Patient Satisfaction With Loyalty Of Outpatients In PKU Muhammadiyah Hospital In DIY

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ABSTRACT

Background: Service is an effort made by the employee to fulfill his customers' wishes with the services to be provided. Satisfaction is one indicator of the quality of service that we provided and patient satisfaction is a capital to get more patients and to get loyal patients. Customer loyalty is determined by the quality of service that shapes the patient's satisfaction resulting in an impact on hospital image and patient confidence. This research aims to.

Objective: find out the relationship between service decision and customer loyalty in Muhammadiyah PKU hospital in DIY

Methodology: This research type included quantitative research with cross sectional approach. The study was conducted at three PKU hospitals in Yogyakarta. The number of samples in this research amounted to 300 respondents who are patients at the hospital PKU Muhammadiyah in Yogyakarta. The data analysis is used uni-variate and bivariate analysis using *chi-square test*.

Result: The result showed that out of 300 respondents studied, respondents who were less satisfied with the services of PKU Muhammadiyah hospital in Yogyakarta were 193 (64.3%) and respondents who were satisfied with the service of PKU Muhammadiyah hospital in Yogyakarta were 107 (35.7%), respondents who were not loyal to the service of PKU Muhammadiyah hospital in Yogyakarta were 98 (32.7%) and respondents who were loyal to the service of PKU Muhammadiyah hospital in Yogyakarta were 202 (67.3%). The results of bivariate analysis showed that p-value α (0.001 < 0.05), so it can be concluded that H_a was accepted and H_0 was rejected which meant that there was a relationship between patient satisfaction and patient loyalty in PKU Muhammadiyah hospital in DIY.

Conclusion: The level of satisfaction of PKU hospital patients showed that more patients are less satisfied with the higher service compared to patients who are satisfied with the Service, the level of patients who are loyal to the higher service than patients who are not loyal. There is a relationship of patient satisfaction with patient loyalty.

Keywords : Satisfaction, Loyalty, Patient, Outpatient

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1. INTRODUCTION

Health care facilities in this case Hospital still have quality of service far from patient expectation. The rapid technological developments and increasingly fierce competition, the hospital is required to continue to improve quality of service quality and meet the needs of customers that is patients. The measurement of hospital performance by using balanced scorecard method there are four aspects one of which is customer perspective.¹ Service is an effort made by employees to meet the desires of customers with services to be provided. Support resources or number of personnel also determine the quality of services provided. The number of personnel available in the hospital to serve the patient so that the patient does not have to wait in line or wait for service.²

The quality of services generated by the hospital will affect customer loyalty. In addition, the customer will provide information to the public about the waiter in the hospital, which will affect the number of new patient visits will increase. The increasing number of patients will affect the hospital's income.³

Satisfaction is one indicator of service quality, patient satisfaction is a capital to get more patients and to get loyal patients (loyal).⁴ Measuring the level of patient satisfaction should be an inseparable activity of measuring the quality of health services. The dimension of patient satisfaction became one of the most important dimensions of health care quality. Good service quality led to satisfaction of customers or users.⁽⁵⁾ Measuring customer satisfaction in health services serves as a solid foundation for future healthcare revenues and action plans to improve quality.⁶

Measuring customer satisfaction is one way to measure the appearance of hospitals in providing services to the community. Supervision of the services provided to the patient should always be done with the aim of improving the quality of service.⁷ The advantage of loyal customers (Patients) is long-term and cumulative, that is increased patient loyalty can lead to increased sources of income or profits, more employee retention high, and a more stable financial base. In addition, other advantages of loyalty are lowering marketing costs, shortening transaction time and costs, lowering turn over costs, and a positive word of mouth.⁸

Customer loyalty is determined by the quality of service that shaped the patient's satisfaction resulting in an impact on hospital image and patient confidence. This study aims to determine the relationship of service satisfaction with customer loyalty in PKU Muhammadiyah Hospital in DIY.

2. METHODOLOGY

This research type included quantitative research with cross sectional approach. The study was conducted at three PKU hospitals in Yogyakarta. The samples for customer satisfaction and loyalty were obtained by accidental sampling technique, the sample size was calculated by Slovin formula.⁹ The number of samples in this study amounted to 300 respondents who were patients in PKU Muhammadiyah hospital in Yogyakarta. Variables in this study are independent variables seen from patient satisfaction and the dependent variable patient loyalty.

Data analysis used are: (1) univariate analysis: this analysis serves to give description of each variable, (2) bivariate analysis: this analysis is used to find the relation of independent variable with dependent variable. Analysis of this data used chi-square test.

3. RESULTS

a. Frequency Distribution of Inpatient Patient Satisfaction at PKU Muhammadiyah Hospital in DIY

		Satisfaction			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied	193	64.3	64.3	64.3
	Satisfied	107	35.7	35.7	100.0
Total		300	100.0	100.0	

The result of analysis showed that from 300 respondents, there are 193 (64,3%) respondents who are not satisfied with PKU Muhammadiyah hospital service and 64,3% respondents satisfied with PKU Muhammadiyah hospital service in Yogyakarta (35,7%) .

b. Frequency Distribution of Inpatient Loyalty at PKU Muhammadiyah Hospital in DIY

		Loyalty			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not loyal	98	32.7	32.7	32.7
	Loyal	202	67.3	67.3	100.0
Total		300	100.0	100.0	

The result of analysis showed that from 300 respondents, 100 respondents who are not loyal to the hospital service of PKU Muhammadiyah in DIY are 98 (32,7) and the respondent loyal to the service of PKU Muhammadiyah hospital in DIY is 202 (67,3%).

c. Result of Analysis of Relationship Relations and Customer Loyalty

Satisfaction	Loyalty				Total	P Value	RP	CI 95%
	Not loyal		Loyal					
	n	%	n	%				
Not satisfaction	77	39,9	116	60,1	193	0,001	2.033	1.335 - 3.096
Satisfaction	21	19,6	86	80,6	107			

Based on table 3 it can be seen that the value of p-value α (0.001 < 0.05), so it can be concluded that H_a accepted and H_o rejected which means there is a relationship of patient satisfaction with patient loyalty in PKU Muhammadiyah hospital in DIY. RP value 2.033 (95% CI: 1,335-3,096) means that respondents (patients) who are not satisfied with hospital services have a risk of 2.033 times greater to be disloyal to the hospital than patients satisfied with hospital services.

4. DISCUSSION

The patient / community viewed of quality health services is very important, because patients who are satisfied will adhere to the treatment and want to come back for treatment. The quality dimension of health services related to patient satisfaction can affect public health. Patients often assumed that dimensions of effectiveness, access, interpersonal relations, sustainability, and convenience as a dimension of the quality of health care are critical.¹⁰

Customer satisfaction is the level of one's feelings after comparing performance compared with expectations.¹¹ Customer satisfaction is a form of response to customer perceived results after using the services of both medical and non-medical services. The result of this research showed that from 300 respondents, there are 193 respondents who are not satisfied with PKU Muhammadiyah hospital service in Yogyakarta (64.3%) and satisfied response of PKU Muhammadiyah hospital service in Yogyakarta (107,7%) .

There is a problem that causes the customer satisfaction level lower, so that the number of customers who felt less satisfied more. Some of the causes are contained in the point of statement in the response points regarding the service time and responsiveness of the officer when the patient came to PKU Muhammadiyah Hospital. In addition, there is a statement of direct evidence points about the number of seats that are still lacking so many long-standing customers to wait for the queue. It is very influential on the level of satisfaction of customers in obtaining health services in this hospital. The convenience of the service facility is not related to clinical effectiveness, but can uphold patient satisfaction and return to health facilities for subsequent services.¹²

The results of this study are similar to the results of research conducted in local hospitals in Yogyakarta, indicating that the service on the dimensions of responsiveness is less good so that patients felt less satisfied with the services provided, it is because the officers are not quick in responding to the wishes of patients. Responsiveness in this study is the perception of

respondents 'or patients' assessment of service satisfaction. This dimension included the desire of the health care workers to assist and respond promptly and quickly to patients.¹³

It is also similar to the research conducted at RSUD Buleleng showed that the perspective of customer satisfaction has an average value of IKP that is not good criteria, it indicates that customers are not satisfied with the services provided by the RSUD Buleleng.¹⁴ The results are different in the research conducted at IPHI Pedan Hospital Klaten showed that the average value for patient satisfaction on services provided by IPHI Pedan Hospital Klaten regency reached 55% with the category quite satisfied.¹⁵

The result of analysis showed that from 300 respondents, 100 respondents who are not loyal to the service of PKU Muhammadiyah hospital in DIY are 98 (32,7) and the respondent loyal to service of PKU Muhammadiyah hospital in DIY is 202 (67,3%).

The result of the research showed that more respondents are loyal to PKU Muhammadiyah service, one of the causes of high patient loyalty to PKU Muhammadiyah hospital is the level of patient trust toward the hospital, it is in accordance with the statement of two patients who become informants in this research, that they will again use the services in RS PKU Muhammadiyah for health and other services because they believe that PKU Hospital services can be rely on. It can also be known from the statistical results that have been processed that is in the statement point 4, i.e.respondent's reused services in RS PKU Muhammadiyah good for health and other services. This is in accordance with the RS Respira Yogyakarta showed that the performance of Lung Hospital Respira seen from the customer's perspective is good, because of the results of interviews conducted on 3 patients showed that the three patients are loyal to Lung Hospital Respira, this is evidenced by repeatedly the patient came back to the hospital to use the services at Lung Hospital Respira.¹⁶

Based on the result of the research, it can be seen that p-value α (0.001 < 0,05), so it can be concluded that H_a accepted and H_o rejected which means there is relationship of patient satisfaction with patient loyalty in PKU Muhammadiyah hospital in DIY. The results are in line with the research conducted at Dr. M. Djamil Padang obtained 79.2% of respondents are loyal enough in Dr. M Djamil Padang, 66.27% of respondents are quite satisfied with the service. The result of bivariate analysis is known that there is a relationship between patient satisfaction, with patient loyalty in Dr. M Djamil Padang (p value < 0,05).¹⁷ The results are also in line with the results of research conducted at Dedy Jaya Hospital, based on the results of the relationship analysis performed with Chi-square test obtained p value 0.0001 (P < 0, 05) so the null hypothesis is rejected and there is a relationship between the level of satisfaction with the loyalty level of the patient.¹⁸

The value of RP 2,033 (95% CI: 1,335-3,096) means that respondents (patients) who are not satisfied with hospital services have a risk of 2.033 times greater to be disloyal to hospitals than patients satisfied with PKU Muhammadiyah hospital services. This is because patients who are less satisfied with PKU Muhammadiyah hospital services are higher at 64.3% and satisfied response of PKU Muhammadiyah hospital service in Yogyakarta as much as 35.7%. Patient satisfaction is determined by several factors including patient experience during health care. If the hospital understands the customers, known where people live, known their needs can be used to develop strategic plans. Another way to build loyalty is to ensure easy access to health care organizations.¹⁹

Patient satisfaction can affect patient behavior, such as loyalty, which will result in positive behavior, including making healthcare recommendations to friends or relatives or even improving compliance with more frequent used of services and services, all of which will have a positive value impact on profitability.²⁰ Costs associated with the withdrawal of new customers (marketing), the cost of time to shrink the customer is likely to decrease if the organization is able to retain customers.²⁰ The patient's experience in using the health service will have an impact on the decision to chose or used the service in the future. It also affects other people who want to use the same services because recommendations from others are usually quickly accepted as a reference to chose a place of health care.

Because the hospital competition is so strong in healthcare and changes in health (patient) consumer attitudes, so hospitals nowadays should seek to improve patient loyalty by improving service quality and patient satisfaction.²¹ The goal of quality improvement in private hospitals is to improve patient loyalty, quality improvement efforts should be focused on cost rationalization,

timeliness and responsiveness, performance accuracy, and improved interpersonal relationships and communication skills of nursing doctors and other officers.²²

Patient loyalty is determined by the quality of service that shapes the patient's satisfaction so that it affects the hospital image and the patient's trust. In addition Customer loyalty is built with the hard effort of marketing programs, which can position customers at the center of all activities (Customer Center), customer loyalty is also determined by customer characteristics.²³

PKU Muhammadiyah hospital in the future is expected to further improve the quality of service and customer satisfaction, by encouraging officers to respond more quickly to patients, as well as maintaining customer loyalty by further intensifying the marketing program.

5. CONCLUSION

The results showed that from 300 respondents who studied, unsatisfied respondents to hospital service PKU Muhammadiyah in DIY as much as 64.3% and satisfied respondent to the service of PKU Muhammadiyah hospital in Yogyakarta as many as 35.7%, respondents who are not loyal to hospital service PKU Muhammadiyah in DIY as much as 32.7% and respondents who are loyal to hospital services PKU Muhammadiyah in DIY as much as 202 67.3%. The result of bivariate analysis shows that p-value α ($0.001 < 0.05$), so it can be concluded that H_a accepted and H_o rejected which means there is relationship of patient satisfaction with patient loyalty in hospital PKU Muhammadiyah in DIY. The value of RP 2,033 (95% CI: 1,335-3,096) means that respondents (patients) who are not satisfied with hospital services have a risk of 2.033 times greater to be disloyal to hospitals than patients satisfied with PKU Muhammadiyah hospital services.

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