



THE EFFECT OF SERVICE QUALITY AND REPUTATION ON PATIENT LOYALTY AT POLY ORAL SURGERY

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ABSTRACT

Background : Hospital is one of the health service facilities. Hospitals need to maintain the quality of their services, this health service is always required to always improve. The higher the quality of service will affect patient loyalty. **The purpose of the research :** to determine the effect of service quality and reputation on the loyalty of oral surgery poly patients at the Rumah Sakit Umum Daerah dr. Soekardjo Kota Tasikmalaya. **Research method :** the method used in this study is explanatory survey. How to test the effect of health care quality and reputation on patient loyalty with statistical tests path a nalyysis. The sample in this study was 63 oral surgery poly patients in Rumah Sakit Umum Daerah dr. Soekardjo Kota Tasikmalaya City. **The results of the study :** the calculation of the value of the variable path coefficients (X_1), and (X_2) against (Y), P_{YX_1} is 0.439 and P_{YX_2} is 0.417. **Conclusion :** quality of service and reputation affect the quality of oral surgery poly patients in Rumah Sakit Umum Daerah dr. Soekardjo Kota Tasikmalaya.

Keywords: Quality of Service, Reputation, Patient Loyalty

Introduction

The community's demand for services in the health sector is increasing every year. Anticipating this, it is important to maintain the quality of the services provided. The expectation of fast health services, affordable medical costs and skilled, friendly, and communicative health workers are some of the many demands that patients have on health service providers (1).

Services in the health sector are one of the forms of services that are most needed by the community. Health service facilities that

have a very important role in providing health services to the community, one of which is hospitals. Hospitals are institutions in the chain of the national health system and carry out the task of providing health services to the entire community (2).

Everyone involved in health services, such as patients, communities and community organizations, health care professions, health offices, and local governments, must have different views on what elements are important in the quality of health services. These differences in

perspectives are caused by, among others, differences in educational backgrounds, knowledge, work, experience, environment and interests (3).

Along with the increasing social conditions of the community where people are also increasingly aware of quality, it is necessary to improve the quality or quality of health services that are better oriented towards patient satisfaction (4). Service quality also refers to the level of service perfection in meeting the needs and demands of each consumer and as the basic essence of the implementation of health services in meeting the needs and demands of service users (5).

The quality of service must start from the patient's needs and end with the patient's perception, this means that the image of good quality is not based on the perception of the service provider but according to the patient's perception because the patient is the one who enjoys the service provided so that he is able to determine the quality. Patients' perception of services is a comprehensive assessment of the excellence of service providers (6).

Research Irawan & Sefnedi (2019), shows that patient loyalty is greatly influenced by the quality of health services obtained so that later it will also affect the level of patient satisfaction. The higher the quality of health services obtained, the level of patient satisfaction and loyalty will also increase (7).

The quality of the service provided can affect patient satisfaction and loyalty (8). A person who has been treated or visited more than once at the same health center or hospital and recommends to his closest relatives, then the patient is said to be a loyal patient (9).

Methods

This study uses a verifiable descriptive case study method (10). Descriptive research is research that is intended to investigate the circumstances, conditions or other things that

have been mentioned, the results of which are presented in the form of a research report. Verifative research aims to check the correctness of other research results (11).

Based on the type of descriptive and verifiable research, the method used in this study is *an explanatory survey*. *Explanatory survey* is a method used to find out the causal/causal relationship. Survey methods are used to obtain data from certain places, for example by distributing questionnaires, interviews and so on (12).

Table 1. Classification of Existence

Classification	Detail
Minimum Index Value	= Minimum score x sample = 1 x 63 63
Maximum Index Value	= Maximum score x sample = 4 x 63 252
Interval	= Max Index Val - Min Index Val = 252-63 189
Interval Distance	= Interval : Level (4) = 189 : 4 47,25

Based on table 1. Classification of Existence by number of respondents its show that minimum index value 63, maximum index value 252, interval 189 and interval distance 47,25.

The weighting scale is depicted in a continuum line as follows:

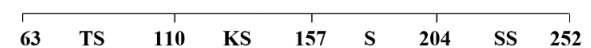


Figure 1. Continuum Line of the Extinction Scale

How to test the influence of health service quality and reputation on the loyalty of oral surgery polyclinic patients at the Regional General Hospital dr. Soekardjo Tasikmalaya City with a path analysis

statistical test, where X_1 = Service Quality, X_2 = Reputation, and Y = Patient Loyalty. Path analysis is a statistical analysis technique developed from multiple regression analysis.

The purpose of the path analysis is to find out the structural relationships of the model built in the study (13). The sample in this study was 63 patients to be respondents in answering the questionnaire, with sampling calculated using the Slovin formula (14), that is:

$$n = \frac{N}{1 + N(e)^2}$$

Information:

n = Number of samples

N = Number of Population

e = Precision (set at 10%)

So that the sample collection can be calculated, as follows:

$$n = \frac{170}{1 + 170(0,1)^2}$$

$$n = \frac{170}{1 + 170(0,01)}$$

$$n = \frac{170}{2,7}$$

$$n = 62,96 \text{ (rounded to 63)}$$

The technique used in sampling uses *the purposive sampling* technique. The *purposive sampling technique* is a sampling technique based on considerations and characteristics or criteria determined by the researcher, namely with inclusion and exclusion criteria (11).

The respondents included in the inclusion criteria are:

1. Willing to be a research respondent
2. Patients aged 18 years and above
3. Patients with at least two visits

The respondents included in the exclusion criteria were:

1. Patients who have visual impairments.
2. Patients who cannot read and write.

Results and Discussion

Table 2. Respondent Characteristics Based on Gender

No	Gender	Frequency (n)	Percentage (%)
1	Woman	25	39,68
2	Man	38	60,32
Total		63	100

Based on table 2. Characteristics of respondents by gender Most of the respondents were female as much as 60.32%, then male as much as 39.68%.

Table 3. Respondent Characteristics Based on Age

No	Age	Frequency (n)	Percentage (%)
1	<20 years	7	11,11
2	21 -30 years	25	39,68
3	31 - 40 years	18	28,57
4	41-50 years	9	14,29
5	>50 years	4	6,35
Total		63	100

Based on table 3. The number of respondents based on age, the highest number of respondents were 25 respondents (39.68%) at the age of 21-23 years, 18 respondents (28.57%) aged 31-40 years, 9 respondents (14.29%) aged 41-50 years, 7 respondents (11.11%) aged < 20 years old, and 4 respondents (6.35%) at least > 50 years old.

Table 4. Recapitulation of Respondent's Responses

Respondent's Response	Score	Mean	Valuation
Quality of Service	5016	200,64	Good
Reputed	755	188,75	Good
Patient Loyalty	1453	181,63	Good

Based on table 4, respondents' responses regarding the quality of health services with an average of 200.64 so that it can be said to be good, reputation with an average of 188.75 so that it can be said to be good, and loyalty with an average of 181.63 so that it can be said to be good.

How to test the influence of health service quality and reputation on the loyalty of polysurgery patients at the Regional General Hospital, dr. Soekardjo, Tasikmalaya City with a Path Analysis statistical test, where X_1 = Quality of Service, X_2 = Reputation, and Y = Patient Loyalty.

Table 5. Path Coefficient Testing

Variabel	Koef. Jalur	Conclusion
P_{YX1}	0,439	There is an Influence of Health Service Quality on Patient Loyalty
P_{YX2}	0,417	There is an Effect of Reputation on Patient Loyalty

Based on table 5. It shows that aspects of service quality and reputation affect patient loyalty.

Conclusion

Loyalty is the most important part of the company and others, because with loyalty, consumers will not choose other facilities because what is given to them is very good. According to Puspitasari & Edris (2011), stating that the characteristics of loyal customers are that they will repeatedly buy products or services from the same company, continue to use products or services from the same company, continue to use products or services despite offers from other companies, and participate in promoting to others the satisfaction obtained from using products or services from other companies (15).

One of the factors that affect loyalty is the quality of service. Quality pays attention to the quality of what is given to patients. This is in accordance with the opinion that the

quality of service depends on the service time, namely the shorter the patient, the place of service, the smoother the service, the cheaper the cost, the more demanding, and effective handling. Patients choose dental health services, taking into account service comfort, service skills and cost (16).

Regional General Hospital dr. Soekardjo Tasikmalaya City is one of the regional public service agencies of Tasikmalaya City and also as one of the public service facilities in the health sector, it is required to realize development planning in the field of health, namely to improve the quality and efficiency of services and realize excellent service. Hospitals must be able to realize participatory and aspirational development planning, so by being facilitated by the government, it is necessary to adopt perceptions through a public consultation mechanism. Public consultation can be carried out in various ways, one of which is a service user survey or patient satisfaction survey. As one of the health service facilities, hospitals have a very strategic role in efforts to accelerate the improvement of public health (17).

Health service programs will run synergistically if supported by adequate facilities and infrastructure, as well as dental and oral health services. Efforts to optimally provide dental and oral health services to the community if they refer to the quality and standards of service (18).

If the reputation continues to be improved, it is expected to increase patient loyalty. A good reputation is very important because it can help set them apart from competitors, and even be a deciding factor as a choice (19).

Patients as users of health services in hospitals demand quality services that concern the attitude, knowledge and skills of

officers in providing services as well as the availability of facilities and infrastructure that can provide comfort. Patients are a valuable asset because if the patient is satisfied with the quality of the service, they will continue to use the service of their choice, but if the patient is dissatisfied they will tell others twice as much about the bad experience so that more people will not return to the health care site (20).

According to Satar & Yulisetiarni (2016), states that patients or customers who feel satisfied with health services can create loyal behavior, namely repeat visits. Patients who are satisfied with the quality of service have a significant effect on patient loyalty (21).

Suggestion

Aspects of service quality and reputation affect the loyalty of oral surgery patients at the Regional General Hospital dr. Soekardjo, Tasikmalaya City.

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