Influence of Patient Experience and Hospital Image on Patient Loyalty in Meloy Public Hospital of Sangatta, East Kutai Regency

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Abstract

BACKGROUND: Patient experience is an indicator in measuring the quality of service by placing patients as the center of service in the hospital.

AIM: This study aimed to analyze the effect of patient experience and hospital image on patient loyalty, as well as the influence of patient experience and hospital image on patient loyalty through patient satisfaction variables in Meloy Public Hospital of Sangatta.

METHODS: The design of this study was analytic observational design with cross-sectional study approach. This research was conducted at Meloy Public Hospital of Sangatta, East Kutai Regency since May to July 2019. The sample of this study was 110 respondents. The samples were taken in each treatment class at hospital by proportional stratified random sampling. In this study we used a questionnaire and univariate, bivariate, and multivariate analysis using path analysis.

RESULTS: Patient experience affected patient satisfaction, hospital image affected patient satisfaction, patient experience did not directly influence patient loyalty, hospital image directly affected patient loyalty, and patient experience and hospital image indirectly affected loyalty patient through patient satisfaction. To the Meloy Public Hospital of Sangatta to maintain the good image of the hospital in providing services to the patient experience is memorable so that the desire arises to reuse hospital services in the future.

CONCLUSION: Based on research on the Influence of Patient Experience and Hospital Image on Patient Loyalty in Meloy Public Hospital of Sangatta, East Kutai Regency, researchers formulated the following conclusions: Patient experience influences patient satisfaction at the hospital. The image of the hospital has an effect on patient satisfaction at the hospital. Patient experience does not directly affect patient loyalty in the hospital. The image of the hospital has a direct effect on patient loyalty at the hospital. Patient experience and hospital image have an indirect effect on patient loyalty through patient satisfaction at the hospital.

Introduction

The hospital is a health service business, one of which is based on the principle of trust obtained from the patient's experience as well as from the hospital's image, so the problem of service quality, patient satisfaction that has an impact on patient loyalty is a very determining factor for its success. In the health sector, patient experience is an indicator in measuring service quality by placing patients at the center of service in hospitals [1].

Several other studies linking customer experience with loyalty, namely, Gentile [2] show that experience in identifying customer choices plays a fundamental role, and then influences purchasing decisions. Chang [3] show that experience is an important variable in understanding consumer behavior and repurchase. The results of the Biedenbach [4] study also showed that customer experience is directly proportional to brand loyalty.

East Kutai Regency has a number of public and special hospitals as well as government and private ownership, two regional public hospitals are in Sangatta with Class B and in Sangkulirang with Class D, three private public hospitals are located in Sangatta with Class D, and mother and child hospital is two located in Sangatta with Class C [5].

Based on preliminary data collection on three private public Class D hospitals in Sangatta, East Kutai Regency, namely, Meloy Public Hospital, Medika Hospital, and Pupuk Kaltim Prima Sangatta Hospital regarding the number of inpatient visits in 2016–2018, namely, Meloy Public Hospital in the amount of 3037 (2016), 3220 (2017), and 2936 (2018). The number of inpatient visits to Medika Hospital is 75 (2016), 3838 (2017), and 4927 (2018). While the number of inpatient visits to Pupuk Kaltim Prima Hospital is 2307 (2016), 2304 (2017), and 4599 (2018) [6], [7], [8].

Based on the things mentioned above, there is a problem in the decrease in the number of inpatient

visits at Meloy Public Hospital compared to Medika Hospital and Pupuk Kaltim Prima Hospital. This makes researchers interested in examining the problem of reducing the number of inpatient visits at Meloy Public Hospital.

Following are the results of inpatient satisfaction surveys at Meloy Public Hospital, in 2016 an average of 79.25% in patient satisfaction was obtained, in 2017 an average of 78.28% in patient satisfaction was obtained, while in 2018 it was obtained that the average inpatient satisfaction was 76.17% [6].

To measure the quality of services that are more meaningful then a measurement of patient experience is carried out. This is as stated by Jenkinson [9] that measuring patient experience provides a more meaningful indication of the quality of service received than measuring patient satisfaction.

Harrison [9] states that patient experience is the various interactions that patients have with the health-care system, including their care from the health plan, from doctors, nurses, and hospital staff, doctors' practices, and other health-care facilities.

Based on the survey data of inpatient satisfaction in the past 3 years at Meloy Public Hospital that was mentioned previously shows a decrease in patient satisfaction and overall inpatient satisfaction has not reached the standard ≥90% by ministry of health. This indicates that the quality of inpatient services at Meloy Public Hospital is not yet in line with hospital minimum service standards.

Based on the results of preliminary research show a decrease in the number of inpatient visits and a decrease in patient satisfaction and do not meet the standards of inpatient satisfaction according to hospital minimum service standards, an explanation from experts, the researchers are interested in conducting research on "The Influence of Patient Experiences and Hospital Image on Patient Loyalty at Meloy Public Hospital of Sangatta, East Kutai Regency with the aim of analyzing the influence of patient experience and hospital image on patient loyalty, as well as the influence of patient experience and hospital image on patient loyalty through patient satisfaction variables at Meloy Public Hospital of Sangatta, East Kutai Regency."

Materials and Methods

This research was conducted from May to July 2019 at Meloy Public Hospital of Sangatta. The type of research used was quantitative research, using Time Horizon One Shoot or Cross-Sectional.

The population in this study was all patients who did or had been hospitalized at Meloy Public Hospital of Sangatta regardless of sex. The sample of this study was 110 people. The sampling technique in this study was purposive sampling, where the sample was selected based on certain criteria which had been previously determined by the researcher before.

Data collection instruments in this study were questionnaires, regarding the independent variables in the form of patient experience and hospital image while the dependent variable was patient loyalty with patient satisfaction as a mediating variable.

Measurements used in data processing use a Likert scale, where respondents state the level of agreement or disagreement regarding various objects regarding the behavior of objects, people, or events. Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena. In this study, respondents chose one of the available answers, and then the answers were given a specific score. Respondent's scores are then added up and this number is given a specific score.

The data analysis technique used is univariate analysis bivariate, multivariate analysis. Univariate analysis describes each variable used in the study and the characteristics of the respondents, namely, by looking at the description of the frequency distribution and the single percentage related to the research objectives. Bivariate analysis was carried out to find out the relationship between dependent and independent variables in the form of cross tabulation, to see the relationship between the independent and dependent variables. Multivariate analysis with path analysis is a technique for analyzing cause and effect relationships that occur in multiple regressions if the independent variables affect the dependent variable not only directly but also indirectly.

Results

Table 1 shows the correlation between patient experience and patient satisfaction obtained p (0.000) < 0.05 which means there is an influence between patient experience with patient satisfaction with a correlation of 0.631 which is in the category of strong correlation.

Table 1: Influence and relationship between research variables at Meloy Public Hospital in 2019

Variable		p value	r value
Patient experience	Patient satisfaction	0.000*	0.631
Hospital image	Patient satisfaction	0.000*	0.610
Patient experience	Patient loyalty	0.146	0.139
Hospital image	Patient loyalty	0.000*	0.341
Patient satisfaction	Patient loyalty	0.000*	0.713

*Significant with p<0.005

Correlation between hospital image with patient satisfaction obtained p (0.0) < 0.05 which means that there is an influence between hospital image with patient satisfaction with a correlation magnitude of 0.610 which is in the category of strong correlation.

Correlation between patient experience and patient loyalty obtained p (0.146) > 0.05 which means there is no influence between patient experiences with patient loyalty with a correlation of 0.139 which is in the very weak correlation category.

Correlation between hospital image and patient loyalty obtained p (0.000) < 0.05 which means that there is an influence between hospital image with patient loyalty with a correlation of 0.341 which is in the weak correlation category.

Table 2 shows the total effect of the results of the path analysis, the results obtained total combination of hospital image variables on patient loyalty through patient satisfaction has the greatest weight value that is equal to 0.599 while the results of the combination of patient experience on patient loyalty through patient satisfaction has a weight value of 0.283. This means that the patient's loyalty through the image of the hospital influences both directly and indirectly.

Table 2: Effect of total research variables at Meloy Public Hospital in 2019

Variable Combination		Calculation	Result
Patient experience →	Patient loyalty through patient satisfaction	(0.223) + (0.060)	0.283
Hospital image →	Patient loyalty through patient satisfaction	(0.338) + (0.261)	0.599

The results obtained in Table 3 that the frequency distribution of respondents based on the patient experience variable in the 2019 Meloy Public Hospital has a perception in the good category that is equal to 79.1%. Respondents' perceptions of the hospital image are categorized as good at 85.5%. Respondents' perceptions of patient satisfaction were categorized as satisfied, namely, 80.9%. Respondents' perceptions of patient loyalty are categorized as loyal, which is 81.8%.

Table 3: Frequency distribution of respondents based on research variables at Meloy Public Hospital in 2019

Research variable	Frequency (n)	Percentage (%)
Patient experience		
a. Good	87	79.1
b. Poorly	23	20.9
Hospital image		
a. Good	94	85.5
b. Poorly	16	14.5
Patient satisfaction		
a. Satisfied	89	80.9
b. Less Satisfied	21	19.1
Patient loyalty		
a. Loyal	90	81.8
b. Less Loyal	20	18.2

Based on the research that has been done, it is known that the characteristics of the respondents are seen in Table 4, the age of the respondents is mostly in the range of 26–35 years which is 30%. Based on gender characteristics, most respondents were women with male distribution of 37.3% and women at 62.7%. Based on the education level of the respondents, the most high school education is 70%. Based on the respondent's profession, most private employees amounted to 65.5%. Based on the income of the respondents, most of them earned >Rp. 5,000,000 in the amount of 71.8%. Based on the location of the respondent's residence,

it is dominated in Sangatta City at 75.5%. Based on the funding sources of respondents showed that the majority of respondents were covered by company guarantees/private insurance which is equal to 63.6% Based on the distance from the respondent's house to the hospital, with a distance of km 5 km, it is equal to 69.1%. Based on the length of treatment, showed in the majority of respondents, treated for 2 days amounted to 57.3%. Based on the number of hospital visits, the majority of respondents were more than once, amounting to 85.5%.

Table 4: Characteristics of respondents Meloy Public Hospital in 2019

Characteristics	Frequency	
	n	Percentage
Age		
17–25	24	21.8
26–35	33	30.0
36–45	17	15.5
46–55	14	12.7
56–65	13	11.8
>65	9	8.2
Gender		
Male	41	37.3
Female	69	62.7
Education level		
Senior High School	77	70
Associate Degree	23	20.9
Bachelor Degree	10	9.1
Occupation		
Jobless	8	7.3
Private Employee	72	65.5
Civil Servant	13	11.8
Student/University Student	10	9.1
Entrepreneur	7	6.4
Income		
No Income	18	16.4
Rp 1.500.000 - Rp 2.000.000	0	0
Rp 2.000.000 - Rp 2.500.000	0	0
Rp 2.500.000 - Rp 5.000.000	13	11.8
> Rp 5.000.000	79	71.8
Residence Location		
In Sangatta	83	75.5
Out of the city of Sangatta	27	24.5
Funding Source		
Direct Cost	14	12.7
Independent National Health Insurance	18	16.4
Dependent National Health Insurance	8	7.3
Company Guarantees/Private Health Insurance	70	63.6
Distance from Home to Hospital		
< 5 km	76	69.1
> 5 km	43	30.9
Duration of treatment		
1 day	31	28.2
2 days	63	57.3
> 2 days	16	14.5
Number of visit to the hospital		
The first time	16	14.5
> 1 times	94	85.5

Discussion

Based on the results of the study showed that patient experience has a positive and significant influence on patient satisfaction. This is in line with research conducted by Kumah [11] saying that patient experience and patient satisfaction are interrelated in assessing the quality of health services, interconnected but in different concepts. The patient experience is about managing sudden changes between emotional and physical patients while undergoing health-care procedures and maximizing the patient's social, mental, physical, and fit health. To support this effort it

is recommended to personalize treatment, partner with patients, and empowerment of employees [12].

Based on the results of the research showed that the image of the hospital has a positive and significant influence on patient satisfaction. The results of this research are consistent with research conducted by Wu [13] who found that the image of the hospital significantly affected satisfaction. This means that the better the hospital's image, the higher the satisfaction felt by patients at Meloy Public Hospital of Sangatta. The results of this research are consistent with the opinions expressed by Andreassen [14] stating that images influence customer satisfaction. Brand image is always associated with product/service attributes because to provide satisfaction to consumers and consumers react to the product//service attributes they buy [15].

Based on the results of the research showed that patient experience has a negative and not significant effect on patient loyalty. The results of this research are not in line with the results of Prasojo's research [16] entitled Analysis of Loyalty Determination of Inpatients in Dr. Moewardi in Surakarta. The results of the research stated that there was a significant relationship between the Determinant Analysis of Loyalty of Inpatients at RSUD Dr. Moewardi in Surakarta.

Based on the results of the research showed that the image of the hospital has a positive and significant influence on patient loyalty. According to Aaker and Keller in Fatmawati [17] stated that the hospital image is the patient perception of quality related to the brand or company name. The results of this research are in line with the results of research conducted by Hidajahningtyas [18] with the research title "Influence of Image, Service Quality and Satisfaction on Patient Loyalty of Executive Polyclinics Regional Hospital Dr. Soebandi Jember Regency." In this research concluded that the higher the level of brand image that plays an important role in changing the quality of service and patient satisfaction, it will make patient loyalty even higher. The image of the hospital is proven to have a significant effect on customer loyalty. The results of this study support the theory that consumer loyalty is formed from the image that exists in a product or service from a company's brand [19].

Based on the results of the study indicate that the patient experience indirectly influences patient loyalty through patient satisfaction, as well as the image of the hospital, stating that there is an indirect effect between the influence of the hospital's image on patient loyalty through patient satisfaction significantly. Research Mittal [20] revealed that loyalty will increase rapidly after passing satisfaction within a certain threshold, there is an increase in scale returns in a reciprocal relationship between the two. The results of this study are consistent with research conducted by Lam [21] revealing patient satisfaction and loyalty having reciprocal relationships with each other. Other research supporting the relationship of satisfaction and loyalty was stated by Gronholdt [22] that customer satisfaction has a positive effect (strong significance) in the formation of loyalty. In addition, Kessler [23] show a statistically significant influence between satisfaction and loyalty, although the effect of overall patient satisfaction tends to be relatively small. The same was stated by Haryeni [24] the effect of satisfaction shows a positive relationship on loyalty [25], [26], [27].

Recommendation

Based on the results of the research and conclusions that have been formulated, then put forward some suggestions or recommendations to maintain the factors that affect patient experience, the image of the hospital for the achievement of patient satisfaction which has implications for patient loyalty.

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