SATISFACTION-BASED PATIENT LOYALTY ANTECEDENT MODEL AT CUT MUTIA HOSPITAL

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ABSTRACT

This study aims to determine the effect of brand image and service quality on patient loyalty with patient satisfaction as an intervening variable (study of the North Aceh Cut Meutia Hospital Agency. The data used are primary data sourced from the distribution of questionnaires to 150 patients who seek treatment at home Cut Meutia Hospital North Aceh Analysis of data using Structural Equation Modeling (SEM) The results of data analysis found that brand image variables influence patient satisfaction and patient loyalty while service quality variables affect patient satisfaction but do not affect patient loyalty as well as satisfaction variables the patient is not a variable that mediates the quality of service to patient loyalty at the North Aceh Cut Meutia Hospital Agency.

Keywords: ***Brand Image, Service Quality, Patient Satisfaction, Patient Loyalty***

1. INTRODUCTION

Hospital Institution is an organization that is run professionally by medical personnel who are well organized in terms of permanent medical infrastructure, medical services, continuous nursing care, diagnosis and treatment of various diseases suffered by patients. Hospital services are currently facing a condition of increasingly global competition besides being pressured by private hospital health services which also compete in providing health services.

In Indonesia, the world of health has experienced very significant developments and has pretty good prospects. So that conditions like this make competition more competitive. Therefore, every company engaged in the health service industry must be able to use various ways to attract customers through quality. In line with this, the success of a company is determined by the success of the services provided to its consumers. The government directs health development with the aim of increasing the ability to be healthy for every resident to achieve optimal health status. To achieve this goal, health service efforts are required through promotive, preventive, curative and rehabilitative approaches. The new paradigm of the hospital is not only oriented towards curative efforts but also oriented towards positive health values.

Business competition in the health sector occurs at all levels of service, including hospitals. As it is known that the hospital is a very complex organization. Apart from being technology-intensive, labor-intensive, and expert-intensive (Alfian, 2006). Hospitals are required to provide social services to the community and also meet the needs of the hospital itself. Patient satisfaction as a consumer is a very important thing for patients who go to the hospital.

Hospitals have various types of health services that can be prioritized to maintain patient loyalty. One type of health service in the hospital is inpatient services. This inpatient service is the main concern of hospital management, because inpatients are more directly involved in receiving the various services provided by the hospital compared to other treatments. Inpatient services are a

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promising market share and can bring financial benefits to hospitals. Competition is getting tougher these days, demanding a service provider institution to always pamper customers by providing the best service.

Customers will look for products in the form of goods or services from companies that can provide the best service to them. North Aceh Cut Meutia General Hospital is one of the hospitals that provides health services to people in North Aceh and Lhokseumawe. This hospital continues to strive to improve the quality of service without neglecting its social function as a public institution. Cut Meutia Hospital continues to develop and complement various health facilities and infrastructure in accordance with its vision to become the leading hospital in serving and the people's choice. Along with developments and the passage of time, Cut Meutia Hospital in North Aceh continues to improve to improve various kinds of challenges such as facing strategic issues, namely not optimal health services, there are still patient complaints about existing services, lack of health service facilities and infrastructure and increasing competition. with the presence of private hospitals in Lhokseumawe which, when viewed from a more strategic location and quality of service, are also increasingly competitive.

According to data from the Cut Meutia Lhokseumawe Hospital, in 2017, services provided in inpatient care were one of the services most used by patients. In 2017 there was an increase and even an increase in inpatient services, supported by 15 treatment rooms with a total of 18,315 patients served in 2017. (Cut Meutia Hospital, North Aceh, 2018)

Service quality will encourage the realization of employee satisfaction (as internal consumers). Employee satisfaction will encourage the growth of loyalty to the organization. Furthermore, employee loyalty will lead to increased productivity. Productivity will create value for external services. Patient satisfaction is one of the determining factors for patient loyalty, if patient loyalty is formed then profitability and revenue growth will be guaranteed to increase so that production activities become continuous and consistent with the goal of service quality.

Customer loyalty itself cannot be separated from customer satisfaction. Practitioners and academics agree that satisfaction and loyalty are closely related and inseparable. However, the pattern of the relationship between the two is asymmetric considering that most loyal consumers are satisfied consumers, but not all customer satisfaction means loyalty (Oliver, 1999).

From the phenomena that have been described, this study conducts a more in-depth study related to the Antecedent Factors relating to the Brand Image of Cut Meutia Hospital and Service Quality which has an impact on Patient Loyalty and Patient Satisfaction as a Hospital Institution is an organization that is run professionally by staff well-organized medical facilities in terms of permanent medical infrastructure, medical services, continuous nursing care, diagnosis and treatment of various diseases suffered by patients. Hospital services are currently facing a condition of increasingly global competition besides being pressured by private hospital health services which also compete in providing health services.

Customer loyalty itself cannot be separated from customer satisfaction. Practitioners and academics agree that satisfaction and loyalty are closely related and inseparable. However, the pattern of the relationship between the two is asymmetric considering that most loyal consumers are satisfied consumers, but not all customer satisfaction means loyalty (Oliver, 1999). they will feel satisfied and happy. Customers who are satisfied with goods and services are most likely to repurchase from these goods and service providers. Thus, companies that are able to satisfy customers will be able to increase their profits and market share due to repeat purchases from customers.

The main problem as a health service institution is how to provide maximum service to the community so that various public complaints resulting from the illnesses they suffer can be handled properly and can make patients feel satisfied which ultimately leads to commitment and will

always use and choose a home. Cut Meutia was sick when they experienced complaints in the health sector. Based on this phenomenon, this study focuses more on the Patient Loyalty Antecedents Model Based on Satisfaction at Cut Meutia Hospital.

2.LITERATURE REVIEW
2.1.Patient loyalty
Literally, loyalty can be interpreted as loyalty, namely one's loyalty to an object. According to Kumar and Shah (2004), consumer loyalty appears to be based on a collection of factors. The first is trust. Consumers must trust the vendor or product they encounter. Second, the transaction or relationship must have a greater positive perceived value than that offered by competitors. Third, if marketers build on the first two factors, they may be able to create a positive level of customer emotional attachment. Zeithaml et al., 1996). Liu-Thompkins, et al (2010) defines attitudinal loyalty as a favorable evaluation held with sufficient strength and stability to promote a repeatedly favorable response to a product/brand or store.

2.2.Consumer dicisions
According to Kotler (2005), satisfaction is a person's feelings of pleasure or disappointment that arise after comparing their perceptions/impressions of the performance (or results) of a product and their expectations. Quality service products have an important role in shaping customer satisfaction (Kotler and Armstrong, 2005). The higher the quality of the products and services provided, the higher the satisfaction felt by customers. When customer satisfaction is higher, it can generate profits for the business entity. Satisfied customers will continue to make purchases at the business entity. And vice versa if there is no satisfaction, it can result in customers switching to other products.

2.3.Brand image
Brand image represents the overall perception of the brand and is formed from information and past experiences with the brand. Kotler and Fox (1995) in Sutisna (2001) define image as the sum of the images, impressions and beliefs that a person has towards an object. Brand image is related to attitudes in the form of beliefs and preferences for a brand. Image is the end product of the initial attitude and knowledge that is formed through a dynamic repetition process due to experience. (Arnould, Price & Zinkan, 2005).

2.4.Service quallity
Parasuraman, Zeithami & Barry (1990) said that service quality is a fundamental strategy in the company's efforts to achieve success and sustainability in an environment of intense business competition. Service Quality according to Lovelock 2002:87 in (Christina, 2006:245) is a consumer perspective in the long term and is a cognitive evaluation of transfer services. While Service Quality is the level of good or bad activities that can be defined separately, which is essentially intangible which is the fulfillment of needs and does not have to be tied to the sale of other products and services. (Lupiyoadi, 2008). Service quality is a measure of how well the level of service provided is able to match customer expectations. Lewis & Booms (in Tjiptono and Chandra, 2005: 121).

According to Tjiptono (1996: 59) the definition of service quality is centered on efforts to fulfill the needs and desires of customers. The same thing was stated by Wyckof in Fandy Tjiptono (2004: 260) service quality is the expected level of excellence and control over the level of excellence to fulfill customer desires.

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2.5 Conceptual framework and hyphotheses

The conceptual framework is a relationship or connection between concepts or variables that will be observed or measured through the research that will be carried out. The research conceptual framework according to Sapto in Iskandar (2008: 54), explains theoretically the conceptual model of research variables, about how the linkages of theories related to the research variables that you want to study, namely the independent variable with the dependent variable.

Based on the opinions of experts as well as the results of previous research, a conceptual framework and research hypotheses were formed as shown in Figure 1.1 below:
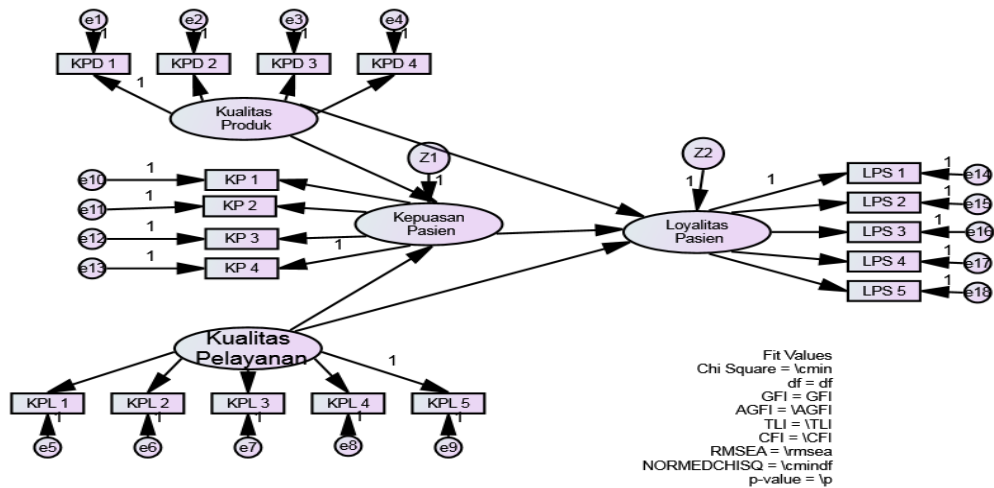

Figure 1.1 Research Conceptual Framework
Source: Developed from Angel Dan Leboeuf and Ketchand(1998), Kotler 2000 and Zeitham , Lewis & Booms,n(2005)

Hypothesis 1: Brand Image has a positive and significant effect on Patient Satisfaction of Cut Meutia General Hospital Lhokseumawe

Hypothesis 2: Service Quality has a positive and significant effect on Patient Satisfaction at Cut Meutia Lhokseumawe General Hospital

Hypothesis 3: Brand Image has a positive and significant effect on Patient Loyalty at Cut Meutia General Hospital Lhokseumawe

Hypothesis 4: Service Quality has a positive and significant effect on Patient Loyalty at the Cut Meutia General Hospital Lhokseumawe

Hypothesis 5: Patient satisfaction has a positive and significant effect on patient loyalty at the Cut Meutia Lhokseumawe General Hospital Agency

Hypothesis 6: Patient satisfaction mediates the relationship between brand image and patient loyalty at the Cut Meutia Lhokseumawe General Hospital Agency

3.RESEARCH METHOD
3.1.Population and sample

For this study, the population was all inpatients who were treated at Cut Meutia Hospital in North Aceh. Based on data from January to December 2017 there were 18,315 patients. In the opinion of Hair at. al (2009) which states that the appropriate size to be used as a sample with the SEM model data analysis tool is between 100-200 samples or 5-10 times the number of indicators (manifest variables) that exist in a research model. The number of indicators in this research model is 19 indicators plus 5 parameters 24 x 6 = 144.

3.2.Data analysis method

The method used to analyze the data is the SEM method, according to Santoso (2011), SEM is a multivariate analysis technique which is a combination of factor analysis and regression analysis (correlation) which aims to examine the relationships between variables. There are two kinds of techniques used in this research, namely: 1. Confirmatory factory analysis technique in SEM which is used to confirm the most dominant factors in a group of variables and Regression Weight technique in SEM which is used to examine how much influence between variables.

4.RESULTS AND DISCUSSION

This test is carried out for all variables both exogenous and endogenous in one complete path diagram and the full model is referred to as the research model. The results of the model suitability test aim to see whether the model is fit or whether the data is appropriate and correctly explains or supports the model.
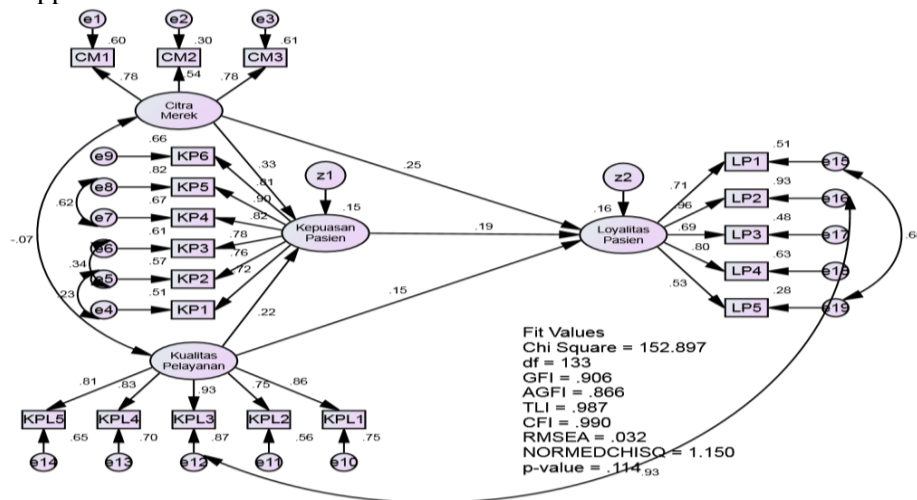

Figure 2 Full Research Model After Modification

Based on the data in Figure 5.11, it can be seen that all GOF values have met the required criteria except for the GFI (906) and AGFI (0.866) scores which are still marginal but the values are getting better than the previous values so that the model can be said to be fit meaning that the data is in accordance with model and can explain the model well, as shown in Table 5.15.

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Table 5. 15 Criteria for Goodness of Fit Full Model After Modification

No	Criteria	Expected value	Value before modification	Value after modification	Conclusion
	Chi Square	Expected small	362.922	152.897	Good
	Goodness Of Fit Indeks (GFI)	> 0,90	0,798	0,906	Good
	Root Mean Square Error of Approximation (RMSEA)	< 0,05 – 0,08	0,100	0,032	Good
	Adjusted Goodness Fit Of Index (AGFI).	> 0,90	0,737	0,866	Marginal
	Tucker Lewis Index (TLI)	> 0,90	0,867	0,987	Good
	Comparative Fit Index (CFI)	> 0,90	0,886	0,990	Good
	CMIN/DF	< 2,00	1,46	.133	Good
	P-Value	> 0,05	0,000	0,144	Good

5.CONCLUSION

Based on the discussion that has been described, there are several conclusions as follows:

1. The brand image variable has a positive and significant direction of influence both on patient satisfaction and patient loyalty. This shows that the various activities of the brand image indicator, such as the reputation of the hospital, the name of the Cut Meutia hospital as a brand that can be relied on and the name of the house hospitals that are more competitive as a government hospital have a significant impact on increasing patient satisfaction at the Cut Meutia Aceh Utara hospital agency.

2. Likewise, the service quality variable has a positive and significant direction of influence on patient satisfaction, thus it can be concluded that service quality has an impact on patient satisfaction at the North Aceh Cut Meutia Hospital Agency.

3. The service quality variable and patient satisfaction variable have a negative and insignificant direction of influence on patient loyalty. This means that service quality does not significantly affect patient loyalty at the Cut Meutia Aceh Utara Hospital Agency. clean and comfortable, the speed of the medical staff in serving as well as the knowledge and skills of the staff have not been able to increase patient loyalty, meaning that it is necessary to reassess other factors that are more capable of increasing patient loyalty. As well as the Patient Satisfaction Variable mediates the full mediation of the relationship between all exogenous variables and patient loyalty at the Cut Meutia Hospital in North Aceh.

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