

Relationship of Value Perception and Service Quality on Patient Satisfaction in Installation of Private Hospital

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ABSTRACT

In order to remain economically competitive, the Sorong City Private Hospital must be able to provide services that exceed patient expectations and lead to satisfaction. Patient satisfaction refers to the extent to which the patient's expectations, goals, and preferences are met by the healthcare provider. This study aims to analyze Perceived Value and Service Quality on Patient Satisfaction in the Inpatient Installation of the Sorong City Private Hospital. This research is a quantitative study using an analytic observational study with a cross sectional study approach. Sampling using stratified random sampling so that the sample in this study were common patients in inpatient installations totaling 147 respondents. The results showed that there was a relationship between perceived value and service quality on patient satisfaction in the inpatient installation of a private hospital in Sorong City. It is recommended that the hospital management improve patient comfort by completing unsuitable facilities and infrastructure, providing timely services, providing accurate and consistent information, and ensuring safety while the patient is treated.

Keywords: Perceived value, service quality, satisfaction, patient, hospital

INTRODUCTION

Patient satisfaction in health services is an important component of organizational performance in a hospital environment (Koné & Wodchis, 2013). Patient satisfaction refers to the extent to which the patient's expectations, goals, and preferences are met by health care providers (Huei, Mee & Chiek, 2015). Greater patient satisfaction with care will make patients obedient to doctor's orders, more loyal, positive word of mouth by patients, reduced number of patient complaints, higher profits, higher patient return rates and more patient referrals (Zarei et al, 2015). Existing research shows that satisfied patients are more likely to follow treatment instructions and medical advice, perhaps because they are more likely to believe that treatment will be effective (Arab et al, 2014).

The value of a product or perceived value is an important thing, because if a product is unable to produce value on the product, it will be easily attacked or defeated by its competitors' products. Marketers can increase the value of customer bids in a number of ways: increasing benefits, lowering costs or prices, increasing benefits greater than increasing costs, decreasing benefits less than lowering costs (Kotler & Keller, 2012). Perceived value can also mean that

consumers' efforts to compare certain products and companies with competing companies in terms of quality and price benefits in hospitals as providers of health services provided to customers, namely customers will receive benefits and feel the quality of service which is also in accordance with the price issued by the customer. to get the desired product.

The phenomenon of intense competition in the field of health services today demands that hospitals not only highlight excellence in the field of service quality, but also in the price paid for the service. If patients get good quality service at a price they think is fair, then the patient will be satisfied. Conversely, if the patient feels that the quality of service is not good at a high price, then the patient is not satisfied (Assauri, 2003). Quality of service or a good Service Quality received by patients from a hospital will maintain good relations with patients so as to create a maximum satisfaction value.

This indicates that patient satisfaction will be higher if Perceived Value and Service Quality exceeds patient expectations (Surydana, 2017). Customer perceived value can be described as an evaluation to compare perceptions of the perceived value and the tangible results of the purchase experience (Chiang et al., 2013). Meanwhile, Leonard et al. (2006) stated that satisfaction comes from perceptions that are formed in every service experience when there is an interaction between customers and service providers. By interaction, customers judge their value not in the purchase stage but during the consumption or service use stage (Akbar et al, 2016).

Hospitals as public service institutions are required to fulfill patient satisfaction. Kasih Herlina Hospital and Mutiara Sorong Hospital are private hospitals in Sorong City. The data on the number of general patient visits in the last three years at the Sorong City Private Hospital has decreased every year. Kasih Herlina Hospital and Mutiara Sorong Hospital have also conducted patient satisfaction surveys at the Inpatient Installation in 2017, 2018 and 2019 according to the mandate of the Minister of Health Number 129 of 2008 concerning Minimum Service Standards (SPM). Based on the satisfaction survey conducted at the Inpatient Hospital, the average patient satisfaction level of Kasih Herlina Hospital was 80.43% and Mutiara Sorong Hospital was 82.30%. This shows that the level of satisfaction of patients who have not met the standards is $\geq 90\%$.

Previous preliminary studies by conducting unstructured interviews with several patients at Kasih Herlina Hospital and Mutiara Sorong Hospital stated that they prefer to come to private hospitals because they can feel the value obtained is according to what they spend such as the ability to provide services better by the hospital, the way and system of handling patients is assessed faster and the friendliness / skills of medical personnel are better. There are also some patients who claim that they get recommendations or recommendations from family, friends and other doctors. Aspects of quality of service also affect the intention of a patient to seek treatment or choose a hospital. Patients will always compare or ask other people's recommendations for treatment instructions. Thus, based on this background, this study was conducted to see the relationship between perceived

value and service quality on patient satisfaction at the Inpatient Installation at Kasih Herlina Hospital and Mutiara Sorong Hospital.

METHODS

This research was conducted at Kasih Herlina Hospital and Mutiara Sorong Hospital. This research is a type of quantitative research using analytic observational study with a cross sectional study design. The population in this study were all general patients in the Inpatient Installation of Kasih Herlina Hospital and Mutiara Sorong Hospital in 2019, namely 682 people. The research sample consisted of 147 respondents with a stratified random sampling technique with a proportional random sampling type. The instrument used was a questionnaire that was adapted from a previously made questionnaire. Regarding the perceived value variable, it was obtained from Nasution and Mavondo (2008), which amounted to 15 numbers, service quality was adapted from Brady and Cronin (2001), which amounted to 17 numbers and patient satisfaction. adapted from a modified questionnaire by Imaninda & Azwar (2016), which consists of 40 numbers. The data analysis technique used univariate analysis consisting of descriptive analysis of the characteristics of the respondents and descriptive analysis of the research variables. Bivariate analysis was carried out to see the relationship between two variables, namely between the independent variable and the dependent variable. The statistical test used was chi square.

RESULTS

Table 1. Distribution of Respondents Based on Characteristics of Inpatient Inpatients of Sorong Private Hospital in 2020

Characteristics	Research Samples	
	N	%
Age		
17-25 years old	10	6.8
25-35 years old	39	26.5
36-45 years old	45	30.6
46-55 years old	29	19.7
55 years old	24	16.3
Gender		
Male	38	25.9
Female	109	74.1
Job		
Students	15	10.2
Self employed	59	40.1
Private Employees	52	35.4
State Officials	21	14.3
Last Education		
SMA	57	38.8

Characteristics	Research Samples	
	N	%
D3	49	33.3
S1	37	25.2
S2	4	2.7
Treatment Class		
Class 1	35	23.8
Class 2	30	20.4
Class 3	38	25.9
VIP	44	29.9
Home Distance		
<5 Km	53	36.1
>5 Km	94	63.9
Hospital Visit		
More than 1x	85	57.8
Insane	62	42.2
Amount	147	100.0

Source: Primary Data, 2020.

Table 1 shows that most of the respondents were at the age level of 36-45 years, as many as 45 respondents (30.6%). In terms of gender, most of the respondents were female, namely as many as 109 respondents (74.01%). Based on the type of work, most of the respondents were self-employed, as many as 59 respondents (40.1%). Judging from the latest education, most of the respondents have high school education, namely as many as 57 respondents (38.8%). Based on the type of treatment, most of the respondents were in the VIP class, namely 44 respondents (29.9%). Judging from the distance from the house, some respondents have a distance of > 5 Km, which is 94 respondents (63.9%) and seen from the time of visit to the hospital, most of the respondents did more than once to the hospital, namely as many as 85 respondents (57.8).

Table 2. Variable Frequency Distribution of Private Hospital Research in Sorong City in 2020

Variable	Research Samples	
	N	%
Perceived Value		
Good	68	46.3
Less Good	79	53.7
Amount	147	100.0
Service Quality		
Good	61	41.5
Less Good	86	58.5
Amount	147	100.0

Patient Satisfaction		
Good	71	48.3
Less Good	76	51.7
Amount	147	100.0

Source: Primary Data, 2020.

Table 2 explains the percentage of respondents' assessment of the research variables. Most of the respondents stated that they were in the poor perceived value category with a percentage of 53.7%, while for the Service Quality variable most of the respondents stated that they were in the poor Service Quality category of 58.5% and for the patient satisfaction variable most of the respondents stated that they were in the poor patient satisfaction category. with a percentage of 51.7%.

Table 3. Independent Variable Relationships to Dependent Variables

Perceived Value	Patient Satisfaction				Total		P
	Satisfied		Less Satisfied				0.001
	n	%	n	%	N	%	
Good	61	89.7	7	10.3	68	100.0	
Less Good	10	12.7	69	87.3	79	100.0	
Total	71	48.3	76	51.7	147	100.0	
Service Quality	Patient Satisfaction				Total		P
	Satisfied		Less Satisfied				0.001
	n	%	n	%	N	%	
Good	55	90.2	6	9.8	61	100.0	
Less Good	16	18.6	70	81.4	86	100.0	
Total	71	48.3	76	51.7	147	100.0	

Source: Primary Data, 2020.

Table 3 shows the relationships of independent variables and dependent variables. Based on the results of the analysis can be known that there is a variable relationship perceived value with patient satisfaction with the value of $p = 0.001 < 0.05$, there is a variable relationship service quality with patient satisfaction with the value of $p = 0.001 < 0.05$.

DISCUSSION

Based on the results of the study, it was stated that perceived value had a relationship with patient satisfaction in the Inpatient Installation at the Sorong City Private Hospital. Perceived value variable shows that the patient disagrees with the statement "I feel comfortable while in the hospital" by 40.8% and the statement "I feel that the staff has the ability to provide services according to the promised time" of 42.9% in the statement "Home sick provide all kinds of services" amounting to 41.5%. This means that the hospital has not maximized the facilities and facilities that the patient will use later so that this will affect the

patient's perception of patient satisfaction in the hospital.

Based on the results of previous research, it shows that satisfaction is strongly influenced by perceived value (Wu et al., 2016; Nazri et al., 2016). Perceived value is one of the most important elements for gaining competitive advantage and is considered a significant predictor of satisfaction (Cronin et al., 2000; McDougall et al., 2000). This is supported by various authors such as Hanan & Karp as well as Iglesias and Guillen cited by Ali (2007) suggesting that there is a unique correlation between perceived value and customer satisfaction. The results of this study are in line with research conducted by H. Wu et al. (2016) to 452 medical tourist respondents from China who found that perceived value had a positive effect on patient satisfaction. Milfelner (2009) in his research found that perceived value greatly affects customer satisfaction. In addition, Rahmani et al. (2017) in their research also showed that there was a significant relationship between perceived value and patient satisfaction. Likewise, Surydana (2017) suggests that perceived value has a significant effect on patient satisfaction and patient satisfaction can build long-term relationships. This indicates that satisfaction will be higher if the perceived value exceeds patient expectations (Surydana, 2017).

The service quality variable has a relationship with patient satisfaction in the Inpatient Installation at the Private Hospital of Sorong City. The service quality variable shows that the patient disagrees with the statement "I feel the nurse's readiness in asking the patient's needs" by 41.5% and the statement "I feel the service does not look at the patient's social status" by 40.8% in the statement "I feel the service procedure. which is not convoluted "amounting to 46.3%. This means that the hospital has not maximized the procedure and time in providing services so that this will affect the patient's perception of patient satisfaction in the hospital.

This is in line with previous research conducted by Khan & Fasih (2014) which states that the dimensions of tangibles, reliability, responsiveness, assurance and empathy in service quality have a significant positive relationship to customer satisfaction. Marketers must understand and determine the factors of premium service quality in order to increase customer satisfaction by conducting several surveys such as customer perceptions, expectations, and recommendations in improving service quality. Customer Satisfaction is a business philosophy that tends to create value for customers, anticipate and manage their expectations, and demonstrate the ability and responsibility to satisfy their needs (Gumussoy & Koseoglu, 2016).

If the services provided meet consumer demand, consumers will feel satisfied and if the service is below the expected level, consumers will feel less satisfied or even dissatisfied. Consumers who feel dissatisfied with the quality of service provided will automatically tell others as a form of complaint for their dissatisfaction. The hospital is declared successful, not only in the completeness of the superior facilities, but also the attitude and services of human resources which are elements that have a significant effect on the services produced and

perceived by patients. If this element is neglected, then in a short time, the hospital will lose a lot of patients and be shunned by prospective patients. Patients will turn to other hospitals that meet patient expectations, this is because patients are a very valuable asset in developing the hospital industry. Therefore, the measurement of satisfaction with the services provided by the hospital as a health service provider to the community must always be done to find out and plan better strategies in the future and to further improve the quality of its services in order to meet the needs and desires of consumers and to minimize or even eliminate problems. that will probably happen

The results of research found by Howat & Assaker (2013) state that service quality drives consumer perceived value. Perceived value is believed to drive consumer satisfaction. When consumers receive great value in service, it will indirectly result in customer satisfaction. Saif (2012) & Hapsari et al (2016) state that the variable perceived value is identified as a mediating and moderating variable between service quality and customer satisfaction.

CONCLUSION

Based on the results of the study, the researchers formulated the following conclusions: There is a relationship between perceived value and service quality with patient satisfaction at the Inpatient Installation of the Sorong City Private Hospital. Based on the results of the research and conclusions that have been formulated, several suggestions or recommendations are put forward as follows, namely to the home management to improve patient comfort by completing unsuitable facilities and infrastructure, providing timely services, providing accurate and consistent information, and guarantee of safety as long as the patient is treated.

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