

# The Influence Of Service Quality Through Patient Satisfaction And Trust Toward Patient Commitment Of RSUD Jayapura Hospital

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## ABSTRACT

This study is aimed at building basic and empirical theoretical models, confirming and testing: the effect of service quality on satisfaction, trust, commitment and loyalty. This study was conducted at Jayapura Regional General Hospital. The number of respondents was 294 patients. Measurement of research variables was done by using multiple indicator, then analyzed using structural equation model with AMOS 21 software, and SPSS.Ver.21. The findings of this study are: Service Quality has a positive and significant impact on Patient Satisfaction; Service Quality has a positive and significant effect on Patient Trust; Service Quality has a positive and significant effect on Patient Commitment; Service Quality has a positive and significant effect on Patient Loyalty; Patient Satisfaction has a positive and significant effect on Patient Commitment; Patient Satisfaction has positive and insignificant effect on Patient Loyalty; Patient Trust has positive and insignificant effect on Patient Commitment. In general, the findings of this study provide strong support for the role of commitment required to build long-term relationships and provide strong support for mediation mechanisms.

**Keyword:** Patient Satisfaction, Patiendan Trust Patient Commitment

## BACKGROUND

Building customer loyalty is not something that is easy to do, let alone hope it can be done with an instant process. Often companies have felt that they have provided a service that they think is good, and even feels that they have improved their quality, which they think is right, but that reality is not enough to improve customer loyalty. Therefore, understanding the importance of growing and improving loyalty in the minds of customers is an important management issue today (Pritchard, et al., 1999). Dharmmesta (1999), states that loyalty is not only about the level of customer loyalty to a brand (brand loyalty), but also about loyalty to the service (service loyalty). Disney (1999), also states that an organization or a customer-focused company will direct its activities to meeting customer needs or demands. In order to meet customer demand, a matter to be considered in the competition is how after the customer receives and feels the benefit or value of a service, the customer has loyal behavior, satisfaction and commitment to the service (Mowen & Minor, 2002). That if a company already has a loyal customer then the company's economic income will be ensured by regular cash flow (Nuryadi, 2001).

Satisfaction is the feeling of pleasure or disappointment of someone who emerges after comparing perceived performance to the performance (or outcome) of a product and its expectations. Meanwhile, according to Angel, et al. (1992) in (Hadi, 2002), satisfaction or dissatisfaction is a post-purchase assessment, whereby the chosen alternative is at least equal or exceeds the customer's expectations. Trust is defined by Moorman et al. (1993), as a desire to rely on exchange partners believed. Research in line with Moorman et al. (1992), is a

study of Morgan and Hunt (1994). They managed to reveal that the interconnected behavior that occurs between the company and its partner partners is largely determined by trust and commitment. So it can be expected that trust will have a positive relationship with re-intention and loyalty. Trust and commitment are key intermediaries in building long-term relationships for customers with a high-relation orientation towards the Morgan and Hunt organization (1994). Garbarino and Johnson (1999) found that regular customers, trust and commitment were the main intermediaries in influencing behavioral intentions compared to overall satisfaction.

Commitment is defined by Moorman, et al. (1992), the relationship between attitudes toward physical evidence, processes and employees with the quality of connectedness, as well as their role in generating repurchase intentions and loyalty. In this regard it is emphasized that commitment is an element of behavior in an effort to maintain and maintain long-term relationships between the two parties in order for this relationship to be more meaningful. There will be no commitment if one or both parties feel that the relationship is unprofitable. In other words commitment means that there is a valuable relationship that needs to be maintained, where each side is willing to work together to maintain this relationship. Commitment to relationships is defined as the sincerity to fulfill the agreed upon based on the willingness and willingness of explicitly and implicitly between exchange partners (customers and service providers) to continue functional relationships already established (Dwyer et al., 1987).

Health services in recent years have received serious attention from the government through the health department. The trend of declining quality of service in various units of health care providers is indicated by the presence of a number of Indonesian consumers who consume health services in neighboring countries such as Malaysia and Singapore. The health services offered by various health institutions vary in quality from one another. Health services at government institutions may differ from private institutions. This difference is caused by the skill of medical personnel, the facilities used, the environment in which the service is carried out. Shekar and Reddy (2008), in research at several private hospitals and public hospitals (government) in India found that there were differences in service processes in public hospitals and private hospitals, where private hospitals had higher scores than hospitals general for variables such as; (1) staffing cooperation with patient, (2) shorter service waiting time (3) higher level of cleanliness, (4) better infrastructure, (5) lower noise level. This means that private hospitals have staff who are more concerned with the patient. It is not uncommon even if the patient and or the patient's family feel that the outcomes are not in accordance with his expectations feel quite satisfied because they are served with a friendly attitude, appreciate the feelings and dignity of the patient.

The idea of the importance of this research begins with the desire to contribute thoughts to the Regional General Hospital Dok II Jayapura, in an effort to improve and prepare it to be a referral hospital and referral hospital of Papua Province with quality service quality in decentralized and hospital transformation. As well as referring to the phenomenon of health services and some differences in research results and previous disagreements, this study aims to reinforce the relationship between construction as well as build research models by adding variable customer commitment, because according to the researcher commitment is an important factor in building patient loyalty in addition to quality fariabel service, satisfaction and patient commitment. Why this research is considered important, because this study integrates the concept of service quality, service, and trust, commitment with loyalty in one model. Where the variables of satisfaction and trust affect loyalty, so the researchers added the commitment variable as a mediation variable, which until now researchers have not found a

model like this. So this study that adopted the importance of building customer / customer commitment adopted into customer / patient loyalty model in general, is uniqueness / orisiciency in this research.

Research Objectives are:

- Analyzing the effect of service quality on patient satisfaction.
- Analyze the effect of service quality on patient trust
- Analyze the effect of service quality directly and indirectly through patient satisfaction and trust toward patient commitment

## **THEORETICAL BASIS**

### **Quality of Service**

According to Garvin cited (Tjiptono, 2012), states that there are five perspectives on quality, one of which is that quality is seen depending on the person's judgment, so that the product that satisfies one's preference is the highest quality product. Service may be defined as any form of activity / activity provided by one or more parties to another party with a purpose to be able to give satisfaction to the second party concerned of the goods and services provided. Service has an understanding that there are two elements or groups of people where each need each other and have relevance, therefore the role and function inherent in each element is different. Matters concerning service are the human factor that serves, the tools or facilities used to provide services, the working mechanisms employed and even the attitudes of each person who provides the service and who is served.

### **Customer satisfaction**

Customer satisfaction includes the difference between expectation and perceived performance or outcome. The customer is the one who receives the work or product of a person (in this case the output of the educational institution), then the customer determines the quality of a product or output. Some important elements in the quality set by the customer, namely: 1. Customer must be the main priority of the organization, 2. Reliable customers are the most important customers, ie customers who buy many times, 3. Customer satisfaction is guaranteed by producing high quality products with continuous improvemen

### **Customer trust**

According to Anderson and Narus (1990), "Trust occurs when one party believes that the other's actions will produce positive outcomes for himself, consequently, to trust the brand, the customer must regard quality as being positive.Green (in Peppers and Rogers (2004 ), states that the components of trust are:

1. Credibility. Credibility means that employees are honest and words are trustworthy. Credibility must be done with the words, "I can trust what he says about ...." Another related form is believability and truthfulness.
2. Reliability. Reliability means something that is reliable or able reliable. This means relating to the quality of the individual / organization. Reliability must be done by action; "I can trust what he will do. .... "Another related form is predictability and familiarity.
3. Intimacy. The related word is integrity which means employees have quality as employees who have strong moral principles. Integrity indicates the existence of internal consistency, there is conformity between what is said and done, there is consistency between thoughts and actions. In addition, integrity also shows the sincerity.

Trust is obviously very useful and important to build relationships, though, being a trusted party is not easy and requires joint effort

### Customer Commitment

Commitment is defined by Moorman, et al. (1992), the relationship between attitudes toward physical evidence, processes and employees with the quality of connectedness, as well as their role in generating repurchase intentions and loyalty. It is emphasized that commitment is an element of behavior as an effort to maintain and maintain long-term relationships between the two parties to make this relationship more meaningful. There will be no commitment if one or both parties feel that the relationship is unprofitable. In other words commitment means that there is a valuable relationship that needs to be maintained, where each side is willing to work together to maintain this relationship.

Meanwhile, according to (Meyer & Allen, 1997), the three components of commitment are as follows: 1). Affective Commitment. Refers to the desire for a company. For example, an employee remains with a company for its own sake. 2). Continuance Commitment. Refers to the cost on the basis that an employee must choose to live in a company. For example, employees will still work for a company because of a need. 3). Normative Commitment. Refers to an obligation of a company. For example, employees must work or stay with a company because it is a truth to be done.

### RESEARCH METHODOLOGY

This study was conducted using a quantitative approach to answer explaining research questions. The approach is done by explanatory method to study the causality relationship between research variables through hypothesis testing. This exploratory research to analyze the relationship between research variables and explain the process bagaimana variables affect the other variables. Quantitative methods are chosen because of their ability to generalize the model by using a particular sample. The data obtained must be measurable and can yield a generalizable conclusion.

### Population and sample

Primary data is data obtained directly from original source (without going through intermediary) by using survey method. Primary data that exist in this research is data taken through questionnaire from customer / patient selected to be respondent. (Ferdinand, 2014), out of a population of 1,103 patients in the description above, the samples taken are as follows:

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

Dimana:

n= Sampel

N= Populasi

d= specified precision or percentage of inaccuracy ease due to sampling errors that can still be tolerated or desirable (5%).

Based on this formula, it is obtained the amount of sample that has been hospitalized in District General Hospital dok 2 Jayapura is as follows:

$$n = \frac{1.103}{1 + 1.103(0.05)^2} = \frac{1.103}{1 + 2,7575} = \frac{1.103}{3,7575}$$

$n = 293,54 = 294$  responden.

**Operasionalisasi Konsep.**

Variabel	Dimensi	Indikator	Kategori (Linkert)	Item
Kualitas Layanan (Parasuraman <i>et al.</i> , 1988)	<i>Tangible</i>	Fasilitas fisik gedung, peralatan dan perlengkapan yang dipergunakan, serta penampilan pegawai.	STS-SS 1 - 5	Fisik1 Fisik2 Fisik3
	<i>Reliability</i>	Ketepatan waktu, pelayanan yang sama untuk semua pasien tanpa kesalahan, sikap simpatik dan akurasi yang tinggi.		Handal1 Handal2 Handal3
	<i>Responsiveness</i>	Memberikan pelayanan dengan cepat dan tepat dengan penyampaian informasi yang jelas.		Tanggap1 Tanggap2 Tanggap3
	<i>Assurance</i>	Kejujuran, memberikan kredibilitas yang baik, jaminan kepercayaan, sopan santun ( <i>courtesy</i> ).		Jamin1 Jamin2 Jamin3
	<i>Empathy</i>	Memberikan perhatian yang tulus dan bersifat individual atau pribadi, memahami kebutuhan pasien secara spesifik.		Tulus1 Tulus2 Tulus3
Kepuasan Pasien (Lupiyoadi, 2008)	Kepuasan Pasien	Terpenuhi harapan pelanggan secara keseluruhan / <i>overall satisfaction</i> .	STS-SS 1 - 5	Satis1 Satis2
		Perasaan puas menggunakan jasa pelayanan yang ditawarkan dengan harapan pelanggan / <i>expectation</i> .		Expec1 Expec2
		Kepuasan terhadap fasilitas selama menjalin hubungan dengan perusahaan / <i>experience</i> .		Exper1 Exper2
		Kepuasan terhadap peralatan yang tersedia.		Tool1 Tool2
Kepercayaan Pasien (Moorman <i>et al.</i> , 1993)	Kepercayaan Pasien	Kinerja sesuai dengan harapan pasien.	STS-SS 1 - 5	Kinja1 Kinja2
		Kepercayaan telah mengerjakan pekerjaan sesuai dengan standar.		Std1 Std2
		Kepercayaan mampu melaksanakan pekerjaan yang benar / tidak menyalahi.		Benar1 Benar2
		Kepercayaan bahwa pelayanannya konsisten		Konsis1 Konsis2
		Kepercayaan institusi/ perusahaan bertahan lama/kontinyu.		Insti1 Insti2
Komitmen Pasien. (Morgan & Hunt, 1994)	Komitmen Pasien	Perasaan bangga menjadi pasien.	STS-SS 1 - 5	Bangga1 Bangga2
		Perasaan memiliki.		Milik1 Milik2
		Perhatian terhadap keberhasilan jangka panjang.		Hasil1 Hasil2
		Menjadi pendukung setia.		Dukung1 Dukung2

## DATA ANALYSIS TECHNIQUES

The analytical technique used to interpret and analyze the data according to the model designed in this study is designing the variables into two forms: the latent / construct variable (unobserved variable) and the manifest variable (observed variable). The latent variable (unobserved variable) is a variable that can not be measured directly, so it needs some indicators to measure it. While the variable manifest (observed variable) is a variable that can be measured or an indicator of latent variables. Therefore, the analysis technique used in this research is Structural Equation Modeling (SEM) in the form of AMOS Version 21.

## DISCUSSION

Based on the estimation and statistical test, the result of the third hypothesis test shows that the influence of Service Quality (KL) on the Patient Commitment (KMm) is shown by the coefficient value of 0.262 with the value of C.R of 2.481 and the p-value of 0.013. Because the value of  $P (0.013) < 0.05$  and the value of  $C.R \text{ of } 2.481 > 1.960$  then H3 is accepted. So it can be concluded that the Quality of Service (KL) has a significant effect on Patient Commitment (KMm). The effect of Service Quality (KL) on Patient Commitment (KMm) is 0,262. The path coefficient has a positive sign that if the Quality of Service (KL) increases then the Patient Commitment (KMm) will also increase.

Based on the calculation presented in the table of Mediation Effect Testing it can be seen that the direct impact of Service Quality (KL) on Patient Commitment (KMm) of 0.262. Indirect Influence through Patient Satisfaction (KPs) and Patient Trust (KPC) of 0.250. So that the total influence of Service Quality (KL) on Patient Commitment (KMm) through Patient Satisfaction (KPs) and Patient Trust (KPC) of 0,512. From these results it can be seen that the total effect of Quality of Service (KL) on Patient Commitment (Puskesmas) through Patient Satisfaction (KPs) and Patient Trust (KPC) is 0,512 higher than the direct influence of Service Quality (KL) to Patient Commitment (KMm) of 0.262. This shows that Patient Satisfaction (KPs) and Patient Trust (KPC) give positive contribution in the influence between Quality of Service (KL) to Patient Commitment (KMm). the total influence of 0,512 is positive, which means the higher Quality of Service (TOS) mediated Patient Satisfaction (KPs) and Patient Trust (KPC) will increase Patient Commitment (KMm). The results above are consistent with the findings of research conducted by Cho and Hu (2009), Park et al. (2012), Irfah (2011). Descriptive analysis results in the previous section illustrates that the average value of patient perceptions of service quality dimensions showed more or less the same result that the average assessment of the patient to the Quality of Service (KL) of 3.59. Of the five dimensions, the highest rating is in the Guaranteed dimension with an average rating of 3.66 and the lowest score is in the empathy / sincerity dimension with an average score of 3.48. Calculation of the patient's response score that the average patient's assessment of Patient Commitment (KMm) 3.58. Of the four indicators, the highest rating is on the pride indicator (KMm1) with an average rating of 3.70 and the lowest rating is in long-term success indicator (KMm3) with an average score of 3.37. The patient's average perception rate can be quite good, giving a picture that the patient is fairly committed to the services provided by the hospital

After the test of the influence of various variables in this study, then found things as follows:

- a. There is a significant and positive influence of service quality variables on patient satisfaction, which indicates that if the service quality is perceived to be increased by the patient, the patient's satisfaction will increase. The results are in accordance with the results of the above research from the findings of D. Aryani and Rosinta (2010), Kurniasih (2012), Sugiarti (2001), Saad Andaleeb and Conway (2006), Mujiharjo (2006), Spreng et al. (2009), Lenka et al. (2009), Oyeniyi and Abiodun (2011), Elleuch (2008), Spreng et al. (2009), and not in accordance with this study from Qin and

- Prybutok (2008), (Nandya, 2014), (Cronin Jr & Taylor, 1992), which states that service quality has no effect on consumer satisfaction.
- b. There is a significant and positive influence of service quality variable on patient trust. This means that if the quality of service is perceived to be increased by the patient, then the patient's trust will increase. The results of this study in accordance with the results of research conducted by Kartikasari, et al. (2014), Hadyadini Amalia (2013), Supreme (2006), Cho and Hu (2009), Hazra and Srivastava (2009), Subiyantoro, (2012), which states that service quality significantly affects trust.
  - c. There is a positive and significant influence of service quality variable on patient commitment. This means that if the quality of service is perceived to be increased by the patient, then the patient's commitment will increase. The results of this study are in accordance with the results of research conducted by Cho and Hu (2009), Park et al. (2012), which states that service quality variables have a positive and significant impact on commitment

### CONCLUSIONS

- a. Service Quality has a significant effect on Patient Satisfaction. The coefficient of the path has a positive sign meaning if the Quality of Service increases then Patient Satisfaction will also increase.
- b. Service Quality has a significant effect on Patient Trust. The path coefficient has a positive sign that if Quality of Service increases then Patient Confidence will also increase.
- c. Quality of Service has a significant effect directly or indirectly through Satisfaction and Trust on Patient Commitment. From the test results it can be seen that the total effect of Quality of Service on Patient Commitment through Patient Satisfaction and Patient Trust is higher than the direct influence of Quality of Service to Patient Commitment. This indicates that Patient Satisfaction and Patient Trusts contribute positively to the influence between Quality of Service on Patient Commitment. Significantly, the total influence is marked positive which means the higher Quality of Service mediated Patient Satisfaction and Patient Trust will increase Patient Commitment.

### SUGGESTIONS

Hospitals are required to provide quality services in accordance with established standards. Quality and satisfactory service can be realized jointly between users of services, services and health workers. That is, criticism, complain or patient complaint should not be interpreted as an attack, but accepted as a correction of the way of thinking and how to serve patients

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