

# Analysis of Retreatment Intention Influenced Quality of Service, Patient Trust, Healthy Culture, Dimediation of Patient Satisfaction at Betawi Hospital, North Jakarta

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## ABSTRACT

*The research problem is that there is a decrease in patient repeat visits in 2021, from the results of pre-research it was found that the decrease in visits came from a decrease in patient confidence, a healthy culture, decreased service quality, patients were dissatisfied with treatment. The intention of this study was to examine the influence of the measurement of marketing quality, healthy culture, patient trust, patient satisfaction and intention to revisit. This research is research quantitative, with a sample of 180 respondents consisting of 77 men and 103 women aged between 23-42 years. Respondents were taken by patients who had been treated twice. Analysis tool using SEM. The results showed that intention to repeat treatment was significantly influenced by patient satisfaction. Patient satisfaction has a significant effect on service quality, healthy culture and patient trust. Quality of service and patient trust directly have a significant effect on the intention to repeat treatment.*

## 1. INTRODUCTION

In the post-covid 19 globalization era, several hospitals in Indonesia experienced a decrease in patient visits. Betawi hospital data shows that outpatient visits in 2021 amounted to 7,863 patients, while in 2020 visits were 150,867 patients. Meanwhile, when we tried pre-research with 30 respondents, we found that facility satisfaction was 67%, doctors' services in consulting patients were 65%, and hospital nurses' services were 70%. For this reason, the Batavia Hospital needs to be evaluated further. What's more, the patient's expectations at this time, want in one inspection visit to get a complete service. Previous research that tested healthy culture was not much. However, independent research added one variable, namely healthy culture. The intention of this study was to investigate the effect of the measurement of service quality, healthy culture, patient trust on patient satisfaction. Patient satisfaction is directly related to the intention to repeat nursing at the Betawi hospital.

The hospital service business strategy aims to maintain patient visits and improve service quality so that health services continue to be addressed by patients for treatment. After the pandemic, several hospitals experienced a decrease in patient visits. Pre-research data showed that doctors' services and consultations were not maximized, even though patient care services were quite good. But the main hope of the hospital is to provide patient satisfaction. After the patient is satisfied with treatment, theoretically the patient intends to revisit, as found by Ruswanti et al. (2020). The results of the pre-research data collection need to be reviewed where the hospital's fault lies and further research needs to be done.

This study adds patient culture variables associated with patient beliefs, and intention to repeat treatment. The patient's healthy culture variable is rarely studied, it is a new thing for researchers to test it. When the patient feels sick, it is expected that he intends to revisit the Betawi hospital. The patient's healthy culture, why does it need further research, because patients who have the habit of consuming organic food and maintaining health are certainly different from patients who do not pay attention to consuming healthy food. This affects the patient's trust in the hospital and intends to visit again. Patients will certainly look for hospitals that can treat them effectively and efficiently

## 2. LITERATURE STUDY

According to Davis and Heineke (1994) found that service quality has a high tolerance predicted to give customer satisfaction (Berry and Parasurahman (1991). Johnston (1995) found that tolerance there are three things, namely the expectation of the waiter, the reality is the same, the reality is greater than expectations. Several studies of marketing service quality found that service quality and satisfaction have a strong effect found by Cronin and Taylor (1992), Berry and Parasurahman, (1991); Davis and Heineke, (1994); Ruswanti (2013); Amongpraja et al (2016). Quality of service according to Parasurahman et al (1988) and Oliver (1991) explains that excellence in serving customers. Meanwhile, Zeithaml et al, (1996) explained that quality is a customer's perception of how to meet customer satisfaction that exceeds expectations and can be assessed by customers.

The main factor in assessing service quality in terms of service performance received and can be directly felt for the services provided is mentioned by Cronin and Tailor (1992) influencing customer satisfaction. The concept put forward by Reimann et al (2008) explains that tolerance can be used to understand the relationship between service quality and customer satisfaction. The concept appear from service management and consumer behavior. Several studies on service quality show that the construction of service quality and customer satisfaction is very significant. Improving the quality of service to customers has an impact on customer satisfaction. According to Osman and Santosa (2013) found that the higher the service quality, the higher customer satisfaction. Parasurahman et al, (1994) stated that the higher the perception of service quality, the higher the level of customer satisfaction.

Hypothesis 1. Service quality affects hospital patient satisfaction

The results of the study by Ruswanti et al (2020) found that patient beliefs affected the intention to repeat treatment at the Batavia hospital. Meanwhile Wang et al (2022) stated that when social media is integrated it affects repurchase intentions. Januarko and Ruswanti (2015) found that trust influences purchase intention. Trust is the customer's belief that service providers can be trusted to fulfill their promises mentioned by Pena-Gracia et al (2020a) while Qing and Jin (2022) found that trust gives a view of the brand and influences brand behavior and motivates customers to intend to buy. Patient experience is an important factor and needs to be considered by the health system to increase patient satisfaction, willingness to recommend hospitals. Xisfingi and Vozikis (2016) found patient satisfaction and quality of health services. Park et al (2022) found that patient experience directly influences patient satisfaction, and the intention to recommend a hospital. However, patient satisfaction has an indirect effect on the relationship between experience and willingness to recommend a hospital. Patient satisfaction is an important measure of the quality of health services by offering information about the success of service providers in meeting patient expectations and the main determinant of patient behavior (Xisfingi and Vozikis, 2016). Fang et al (2014) found trust increases customer satisfaction. However, the level of trust has no impact on customer satisfaction. This was confirmed by Ago et al (2015) customers who have confidence in service quality will provide greater satisfaction.

Hypothesis 2. Patient trust has a significant effect on patient satisfaction

High-quality health care includes patient-focused care and influences perceived satisfaction and behavior by Park et al (2022) and Rohit (2016). Healthy culture is defined as changing bad habits to be positive. Such as practicing positive thinking, paying attention to the food consumed that meets healthy elements, and managing feelings (Kumparan.com 2023). If you adopt a healthy lifestyle, there are many benefits that can be obtained, besides the body looks healthy, adopting a healthy lifestyle also reduces various diseases that are likely to arise. It also prevents premature aging, and has a positive mentality. Therefore, each person should understand the behavior of healthy living. Cultivating a healthy life is not easy to implement short time. To get a healthy body, a person needs to acquire a healthy lifestyle. There are several ways to implement a healthy culture, including: consumption of healthy foods such as organic foods without chemicals. Food fills the fluids the body needs, don't consume fat, sugar, excessively.

Hypothesis 3. Healthy culture has a significant effect on patient satisfaction

The satisfaction is a person's feelings of joy or disappointments arise after comparison perceptions on service performance or reality and expectation. Cheng et al (2008) states the concept in total satisfactions an overall consumer evaluations after is customer feels the service received and previous experience. Zeithaml & Bitner (2003) stated that satisfaction the evaluations of consumers in purchasing services to meet customer needs and expectations. Purchase intention component represent as repurchasing or repurchasing through recommendations to other consumers, so that patients do not switch to competing hospitals, this was found by Cronin and Taylor (1992). Has been stated that customer satisfaction is a broader concept is service quality, this is because it includes an evaluation between what is acceptable and what is expected. The findings of Narendra et al (2021) state that customer satisfaction through service quality increases repeat purchases. The findings show that customer satisfaction affects repurchase intentions (Ruswanti, et al, 2020). Boseline et al (2002) stated a customer satisfaction is positive condition resulting from an overall affective assessment of the relationship between the two parties. Whereas Cheng et al (2008) suggested total satisfaction after thorough evaluation of previous consumer experiences. Also mentioned by Akbar and Parvez, (2009) satisfaction predicts consumer trust and what will happen.

Hypothesis 4. Patient satisfaction has a significant effect on intention to repeat treatment

Hypothesis 5. Service quality has a significant effect on intention to repeat treatment

Hypothesis 6. Patient trust has a significant effect on intention to repeat treatment

### 3. METHOD

This research is research quantitative, with a sample of 180 respondents. The adoption sampling method was from Hair et al, (2014), namely the number of variable indicators multiplied by at least 5 to 10. Sample research was taken based on purposive sampling, namely the analysis unit has certain criteria by taking respondents, namely patients have visited Betawi hospitals twice. As for how to measure it through filling out a questionnaire that describes the perception of the service quality, healthy in culture, patient trust in Hospital mediated by treatment satisfaction, patient satisfaction affects the intention to repeat treatment at the Betawi hospital. For the research scale, the Likert scale was used and used to compose statements with dimensions of service quality, adapted and adopted from Parasuraman et al (1988). The total number indicators is thirty-two indicators, but there are 27 indicators that are valid and 5 indicators that are invalid. Patient confidence is four indicators adopted from Li et al (2006). Satisfaction has four indicators and is adopted from Walsh et al (2006). The intention to repeat treatment was adopted from Ruswanti et al (2020). The questionnaire was adopted and developed, and adjusted to capture the five variables tested with 6 hypotheses. The technique research used was an empirical approach with patient respondents who had visited the Betawi hospital twice. This research was carried out using a survey to examine the effect of service quality, healthy culture, patient trust mediated by patient satisfaction, both directly and indirectly affecting the intention to repeat treatment. The research data is the form of primary data, the collections of which was carried out using the Betawi hospital outpatient survey method.

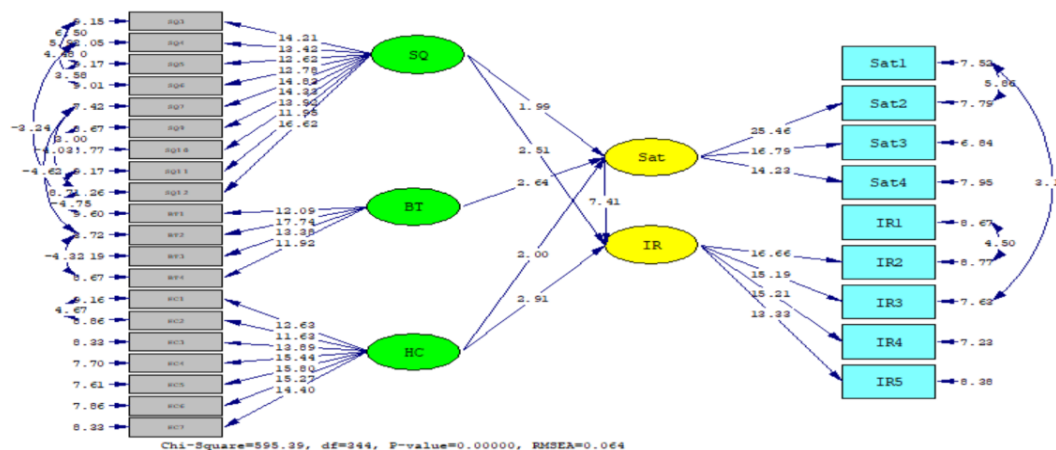
### VALIDITY AND RELIABILITY

Before being analysis, it is necessary to test the validity and reliability using 30 respondents, test the validity by using Confirmatory Factor Analysis by looking at Kaiser Mayer Olkin (KMO). With a measure of sampling and a measure of sampling adequacy (MSA), the anti-image matrix correlation. Conditions are valid if the KMO and MSA value with minimum limits are 0.5 -0.9 with one component matrix (Malhotra and Dash, 2016). As for the service quality research indicators, 12 statements are invalid, 3 indicators, because it has a matrix of more than 1. For patient trust, there are 4 indicators, all valid. Healthy culture has 7 indicators, all declared valid. Patient satisfaction has 4 indicators and 1 indicator is invalid, while intention to repeat treatment is 1 which is invalid with KMO and MSA values greater than 0.5 with one component matrix. For reliable testing, all statements are declared reliable according to Crombach alfa  $> 0.6$  according to Maholtra and Dash (2016). Then all statements can be used as a research questionnaire with a total of 27 statements.

## STRUCTURAL TEST ANALYSIS

Structural equation model analysis results can be seen based on R2, to see each equation and how much the relationship between the independent variables can explain the dependent variable. To be analyzed jointly between service quality, patient belief in healthy culture affects satisfaction and R2 shows a value of 0.65 or 65%, the satisfaction variable can be explained by service quality, patient trust or hospital brand trust, and healthy culture. The remaining 35% is explained by other variables not present in this study. While the second analysis showed that patient satisfaction had an effect on the intention to repeat treatment with an R2 value of 0.71 meaning that 71% of the intention to repeat treatment was explained by patient satisfaction. While the remaining 29% is explained by other variables not included in the study.

Analysis of the suitability of the model for the results of degrees of freedom, chi square, NCP, internal confidence, the results are good fit. RMSEA, Internal Confidence and P Value results are good fit. ECVI model, ECVI saturated, ECVI independence and internal confidence are good fit. The results of AIC model, AIC saturated, AIC independence, CAIC model, CAIC saturated, and CAIC independence are good fit. NFI, CFI, NNFI, IFI, RFI, PNFI, PNFI results are good fit. But Critical N is marginal fit and GFI, standardizes RMR, AGFI, PGFI is also marginal fit. However, SEM testing can be continued (source of Lisrel SEM test results). From the analysis of groups 1 to 7, nearly all of the good fit test results showed a good match: among others, Chi Square, RMSEA, ECVI, AIC and CAIC, Fit Index. While there are results of marginal fit on Critical N and Goodness of Fit. So it can be concluded that the fit of the entire model meets the requirements, because of the 7 test groups 5 of them still show good fit results.



Based on the T-Value Path Diagram Image, the results of the hypothesis in this study can be seen in the following table

### Hypothesis Test Table

Hypothesis 1 Service quality has a significant effect on patient satisfaction, the data supports the hypothesis.

Hypothesis 2 Patient trust has an effect on patient satisfaction, the data supports the hypothesis

Hypothesis 3. Healthy culture has a significant effect on patient satisfaction, the data supports the hypothesis

Hypothesis 4 Patient satisfaction has a significant effect on intention to repeat treatment, the data supports the hypothesis

Hypothesis 5 Quality of service has a significant effect on intention to repeat treatment the data supports the hypothesis

Hypothesis 6 Healthy culture has a significant effect on intention to repeat treatment, the data supports the hypothesis.

## 4. RESULTS AND DISCUSSION

The results of hypothesis testing show that:

Hypothesis 1 There is a significant influence between service quality and patient satisfaction. This means that the dimensions of tangible, reliability, responsiveness, empathy and assurance have a significant influence on patient satisfaction of 1.99. If the quality of service is improved, consumer satisfaction will increase. These results support the research of Among-praja et al (2016). Hypothesis 2 There is a significant influence between patient trust and patient satisfaction, which means that if patient trust increases, patient satisfaction also increases by 2.64. These results support Qing and Jin (2022). Hypothesis 3 There is a significant effect of healthy culture on patient satisfaction. If the hospital informs patients about cultivating health, then patient satisfaction will increase. These results support previous research (Kumparan.com 2023). Hypothesis 4. There is a significant relationship between patient satisfaction and intention to repeat treatment. If patient satisfaction increases, the patient's intention to return to the Betawi hospital increases. The results of this study support research (Ruswanti, et al, 2020). Hypothesis 5. There is a significant influence between the quality of service and the intention to repeat treatment. The more the quality of service is improved, the more patients intend to seek treatment again. These results support the research of Narendra et al (2021).

Service quality has a significant influence on patient satisfaction and shows that the more service quality is improved, the more satisfied patients feel. This study informs the influence between the variables of service quality, patient trust and healthy culture affecting satisfaction and intention to repeat treatment. While the quality of service and healthy culture with intention to re-treat directly affect. When the patient gets good service quality and patient satisfaction, the patient intends to repeat treatment. In previous research by Ruswanti et al (2020).

## MANAGERIAL IMPLICATIONS AND RESEARCH LIMITATION

The results of this study indicate that the five dimensions service quality significantly influence patient satisfaction at the Betawi Hospital. Therefore, it is necessary to improve facilities and infrastructure improve the way of serving consultations with doctors and improve the skills of nurses. For patient trust, it is necessary to improve the method of drug administrations to make it more effective, trust the doctor. Meanwhile, patient trust needs to be increased by providing higher expectations than the reality offered by Betawi hospitals. Healthy culture needs to be maintained and further enhanced so that visiting patient consume organic food ingredients and Betawi hospitals can open healthy food catering to provide patient convenience. Patient satisfaction needs to be increased by trying arrival efficiency, such as by having two examinations at once. Patient satisfaction need to be increased through hospital cleanliness, canteens providing healthy food and organic ingredients so that patients intend to visit again. While the limitations of the research are the very small number of respondents, so the results of the study cannot be generalized. Respondent data only comes from the Betawi hospital in North Jakarta. The third limitation is that this study only focuses on service quality, health culture, satisfaction and intention to repeat treatment.

## 5. CONCLUSION

1. The research objective wanted to test the effect service quality affects satisfaction, the results of hypothesis 1 support the proposed
2. The research objective wanted to test the effect patient trust has an influence on satisfaction. The results of this hypothesis 2 support the proposed hypothesis
3. The research objective wanted to test the effect healthy culture has an influence on satisfaction. The results of this 3 hypothesis support the proposed hypothesis
4. The research objective wanted to test the effect patient satisfaction has an influence on intention to repurchase, the results of hypothesis 4 support the hypothesis proposed

5. The research objective wanted to test the effect service quality has a significant effect on the intention to repeat treatment at the Betawi hospital, the results of hypothesis 5 support the proposed hypothesis
6. The research objective wanted to test the effect healthy culture has an effect on the intention to repeat treatment at the Betawi hospital, the results of hypothesis 6 support the proposed hypothesis

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