

# **Service Quality and Nurse Performance on Patient Loyalty with Patient Satisfaction as Moderation Variables at Lasepang Health Center, Bantaeng Regency**

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## **Abstract**

The Purpose of this research is to analyze the effect of patient satisfaction in moderating nurses' quality of service and performance on patient loyalty at the Lasepang Health Center, Bantaeng Regency. This research was conducted at Lasepang Health Center, Bantaeng Regency, performed for two months from November to December 2020. The design of this study was a survey with a quantitative approach. The sample in this research was 50 respondents from patients who came for treatment at the Lasepang Health Center, Bantaeng Regency. The sampling technique is accidental sampling. Data collection was carried out through observation, questionnaires, interviews, documentation, while the data were analyzed using multiple linear regression. The study results indicated that nurses' quality of service and performance had a significant positive impact on patient loyalty. Thus, to increase patient loyalty, it is necessary to have a quality service that can match the benefits intended for the health center (expected service) with the services received or experienced (perceived usefulness) from the sufferer or the results experienced. In addition to the quality of service, increased patient loyalty is also influenced by the performance of nurses. With the nurse implementation, the results of the nurse work in terms of quality, nurses get from carrying out their duties and their responsibilities as charged. Then it was proven that patient satisfaction was able to moderate the effect of service quality and nurse performance on patient loyalty at the Lasepang Health Center, Bantaeng Regency. Thus, patient satisfaction, namely the level of a patient's feeling, is the result of an analogy between evaluating the ability or the outcome of health services. The patient's dream in the patient's totality of the patient's experience to the health agency strengthens service quality and nurse performance on patient loyalty.

## **Keywords**

Service Quality, Performance, Satisfaction, and Loyalty.

## **1. Introduction**

Law Number 25 of 2009 concerning Public Services is a law that regulates the principles of good governance, which is the effectiveness of the functions of the government itself. Public services carried out by effective governments or corporations can strengthen democracy and human rights. Promoting economic prosperity, social cohesion, reducing poverty, increasing environmental protection, being wise in the use of natural resources, and deepening trust in government and public administration.

Legal norms are needed that provide clear regulations to improve the quality and ensure the provision of public services following the general principles of governance. And good corporations and protect every citizen and resident from abuse of authority in the administration of public services.

Health services consist of medical professionals, organizations, and ancillary health care workers who provide medical care to those in need. Health services serve patients, families, communities, and populations. They cover emergency, preventative, rehabilitative, long-term, hospital, diagnostic, primary, palliative, and home care (Erвина et al., 2019; Novitasari et al., 2019; Rumaolat et al., 2019). These services are centered around making health care accessible, high quality, and patient centered. Many different types of care and providers are necessary to offer successful health services. The quality of health services is a level of opportunities for health services, which on the one hand, can bring happiness to each sufferer in line with pleasure in general society. On the other hand, the rules of the implementation method are in line with the standards and ethical cues that have been determined (Tjiptono, 2007).

Public Health Centre (PHC or Puskesmas) is a functional organization that organizes health efforts comprehensive, integrated, equitable, acceptable, and affordable by the community, with active community participation and using the results of the development of appropriate science and technology, at a cost that the government and the community can bear. These health efforts are carried out, emphasizing services for the broader community to achieve optimal health degrees without neglecting the quality of individuals.

PHC can provide inpatient services in addition to outpatient services. To offer good services, of course, always strive to improve the quality of services to achieve optimal health degrees for the whole community (Jannah et al., 2019; Lionardo et al., 2020; Yusuf et al., 2019). Quality of service reflects the evaluative assumption of customers to the services is obtained in a specific period. The quality of services influences patient loyalty (Riyadi, 2004) stated that an essential factor that impacts customer loyalty is the quality of service.

Nurse performance also influences patient loyalty. For Mangkunegara, the ability results from activities using quality and the amount achieved by a person performing his duties to fit the responsibilities handed to him efficiently and efficiently full of obedience (Mangkunegara, 2006). If the worker has good quality work, then the customer will Refer the product /service to others (Nath et al., 2021; Suharyanto et al., 2021; Umanailo et al., 2021). In addition, patients are loyal to satisfaction, where patient satisfaction is one of the meaningful markers that must be observed in health services. Happiness sufferers result from evaluation from sufferers to health services by equating what is expected to match the reality of health services obtained in a health rule Puskesmas.

This study seeks to uncover how the Effect of Quality of Care and Performance of Nurses on Patient Loyalty with Patient Satisfaction as a Moderation Variable in Lasepang Health Center, Bantaeng Regency.

## **2. Literature Review**

Joko stated that a significant factor that impacts customer loyalty is the quality of service (Riyadi, 2004). According to Parasuraman, describing the quality of service as a reflection of the evaluative assumption of customers to the benefits obtained at a particular duration". The framework of the effect of service quality on patient loyalty is reinforced by research from Ritna Dewi (Dewi, 2016). The findings of her research show where the quality of service has a significant impact on patient loyalty. Furthermore, the study that has been done by (Zulhafiqi, 2014), as the research concluded where there is an impact on patient loyalty's quality of health services. Then the research done by (Budiarto, 2012), based on the research results, can be concluded where the quality of service has a positive impact on customer loyalty.

For Mangkunegara, ability (performance) results from activities using quality and amount achieved by a person in doing his task to fulfill the responsibilities handed to him efficiently and efficiently full of obedience (Mangkunegara, 2006). For Griffin one of the characteristics of customer loyalty is the reference of products/services to others. If workers' performance has a good quality of work, then the customer will refer products/services to others. The basic framework of nurse performance on patient loyalty is also supported by research conducted by (Nudyatama, 2017). The findings of his research show where version has a significant impact on adherence. Furthermore, according to the results, research conducted by Lia Nurmila can be concluded where there is an impact of employee performance on customer loyalty (Nurmila, 2018). Then it that was scarred. Roby Irzal Maulana ased on the study results, can be concluded that employee performance influences customer loyalty (Maulana, 2019).

Factors that affect patient loyalty are the quality of service and the performance of nurses (Nursalam, (2008). In empirical studies, it was found that the effect of the quality of services and the implementation of nurses on the compliance of sufferers has not been conclusive. In other words, some researchers create significant consequences, and others create no critical repercussions. For Sekaran, if the two-factor bond has not been conclusive until the researchers can further put moderation factors to clarify the bond. They sourced in that opinion until the author put the happiness factor of the sufferer as moderation, where the previous researchers have been proving that the happiness of the sufferer can function as a moderation factor.

### 3. Methods

This research was conducted at the Lasepang Health Center, Bantaeng Regency, conducted in two months, from November to December 2020. The design of this research is a survey with a quantitative approach. The sample in this research was 50 respondents from patients who were treated at Lasepang Health Centre, Bantaeng Regency. The sampling technique is accidental sampling. The data collection is done through observations, questionnaires, interviews, and documentation, while the analysis data is a double linear regression.

### 4. Results

#### 4.1. H1 Hypothesis Testing With t-Test

Table 1. H1 Research Hypothesis t-Test Output

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.501	2.280		1.535	.131
	Quality of service (X1)	.389	.110	.383	3.534	.001

**Source:** Primary data, processed 2021

Based on T-table calculate on the variable quality of service on loyalty obtained 3534 with a significant level of 0.00. **Hypothesis 1**, which mentions the quality of service has a significant positive effect on patient loyalty in The Lasepang Health Center Bantaeng Regency, **proven** (Table 1).

#### 4.2. H2 Hypothesis Testing With t-Test

Table 2. H2 Research Hypothesis t-Test Output

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.501	2.280		1.535	.131
	Nurse performance (X2)	.426	.095	.487	4.486	.000

**Source:** Primary data, processed 2021

Based on t-table count on nurse performance variables on patient loyalty obtained 4,486 and significant levels of 0.000. **hypothesis 2** mentions that performance has a positive impact on the commitment of patients in the Lasepang Health Center, Bantaeng Regency is **proven** ((Table 2).

### 4.3. Determination Coefficient-Test ( $R^2$ ) H3 Research Hypothesis

Table 3. Simultaneous Correlation Output of H3 Research Hypothesis

Model	R	R-Square	Adjusted R-Square	Std. The error of the Estimate
1	.867(a)	.751	.729	.720

**Source:** Primary data, processed 2021

The test results showed an R-square value of 0.751 or 75.1%. The quality of service and satisfaction can predict the variable patient loyalty is 75.1%, while 24.9% is explained from other predictors that are not studied (Table 3).

### 4.4. Simultaneous Significance Test (Test F) H3 Research Hypothesis

Table 4. Test F Hypothesis Research H3  
ANOVA

Model		Sum of Squares	Df	Mean Squares	F	Sig.
1	Regression	70.381	4	17.595	33.984	.000(a)
	Residual	23.299	45	.518		
	Total	93.680	49			

**Source:** Primary data, processed 2021

The table 4 shows where the hypothetical test result of the F-test using SPSS for Windows version 19.00 obtained the value of F-value = 33.984 greater than F-table that is 3.18 with a significant level of 0.000. This indicates that the calculated F-value accepted is substantial ((Table 4).

### 4.4. Hypothesis Testing With t-Test

Table 5. T-test Hypothesis Research H3

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.424	2.569		5.614	.000
	Quality of Service (X1)	.397	.114	.391	3.491	.001
	Patient Satisfaction (M)	.030	.007	.941	4.406	.000

**Source:** Primary data, processed 2021

In the absolute test results, the difference in the table 5 showed that the variable moderating patient satisfaction (M) had a calculated t value of 4,406 more lavish than t-table 1,675 with a significant level of 0.000 smaller than 0.05, so  $H_a$  received. Hypothesis 3 mentions where satisfaction can moderate the impact of service quality on patient loyalty in PHC Lasepang Bantaeng Regency, proven ((Table 5).

### 4.5. Determination Coefficient-Test ( $R^2$ ) H4 Research Hypothesis

Table 6. Simultaneous Correlation Output of H4 Research Hypothesis

Model	R	R-Square	Adjusted R Square	Std. The error of the Estimate
1	.867(a)	.751	.729	.720

**Source:** Primary data, processed 2021

The test showed an R Square value of 0.751 or 75.1% (Table 6). The deal showed that nurse performance variables and patient satisfaction predicted patient loyalty variables of 75.1%, while the remaining 24.9% were explained by other predictors that were not studied.

#### 4.6. Simultaneous Significance Test (Test F) H4 Research Hypothesis

Because the significant level is less than 0.05 shows the calculated F is substantial. Hence, offering where simultaneously there is a significant impact of nurse performance and patient satisfaction on patient loyalty (Table 7).

Table 7. F Test Output H4 Research Hypothesis

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	itself.
1	Regression	70.381	4	17.595	33.984	.000(a)
	Residual	23.299	45	.518		
	Total	93.680	49			

Source: Primary data, processed 2021

#### 4.7. H4 Hypothesis Testing With t-Test

In the test results, the absolute value in table 8 indicates that the patient satisfaction moderation variable (M) has a t-count of 6,740 more lavish than t-table 1,675 and a significant level of 0.000 where above 0.05 ha is accepted (Table 8).

Table 8. H4 Research Hypothesis t-Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constan)	14.424	2.569		5.614	.000
	Nurse performance (x2)	.809	.206	.925	3.922	.000
	Patient satisfaction (M)	.071	.011	2.250	6.740	.000

Hypothesis 4, which mentions satisfaction can moderate the impact of stature performance on patient loyalty in Lasepang Health Center, Bantaeng Regency, is proven.

## 5. Discussion

Effect of Quality of service on Patient Loyalty. This research is in line with previous research conducted by Ritna Dewi, Zulhafiqi, Setyo Budiarto conclusions that the quality of service has a significant positive impact on patient loyalty. The managerial implication on the effect of quality of service on patient loyalty is the patient's commitment to voluntarily always come to the Health Center to perform medical treatment and recommend the Health Center service (Dewi, 2016; Zulhafiqi, 2014; Budiarto, 2012). Effect of Nurse Performance on Patient Loyalty. This research is in line with previous research conducted by Imamah Nudyatama, Lia Nurmila, Roby Irzal Maulana, based on the results of his study that employee performance influences customer loyalty (Nudyatama, 2017; Nurmila, 2018; Maulana, 2019).

Patient Satisfaction Moderates the Effect of Service Quality on Patient Loyalty. This research is supported by the view that the factors affecting patient loyalty are the quality of service. The managerial implication on patient satisfaction in moderating the quality of service to patient loyalty is the level of feeling condition of a sufferer. The result of analogy between evaluating the ability or the development of health services is about the sufferer's dream in the state of experience of the totality of the sufferer to the health agency moderating the quality of service to the patient's loyalty using service procedures.

Patient Satisfaction Moderates the Effect of Nurse Performance on Patient Loyalty. The statement supports this research that the factors that affect patient loyalty are nurses' performance (Nursalam, (2008). In empirical studies, it was found that nurse performance on patient loyalty has not been conclusive. In other words, some researchers create significant consequences, and others create no critical repercussions. For Sekaran, if the two-factor bond has not been conclusive until the researchers can further put the elastic moderation to clarify the bond.

## **6. Conclusion**

From the results and discussion, it can be concluded where the quality of service with the performance of nurses has a significant impact on patient loyalty. It is necessary to provide quality of service to increase patient loyalty that can conform to the desired quality in Health Center (expected benefit), and services felt or received (perceived service) from patients or perceived results. Then it was proven that the patient's satisfaction was able to moderate the impact of the quality of service and nurses' work on patient loyalty in the Lasepang Health Center, Bantaeng Regency. Thus, patient satisfaction is the level of the emotional condition of a sufferer. The result of the analogy between evaluation or final product of health services is about the sufferer's dream in the condition of the experience of the totality of the sufferer to the health board precisely strengthens the influence of the quality of service and performance of nurses on patient loyalty.

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