

The Effect of Tangible and Assurance Factors on Patient Loyalty through Patient Satisfaction in the Inpatient Unit of Datu Pancaitana Hospital, Bone Regency

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Abstract

The data collection method is by distributing online questionnaires via a google form, sent via the web what's app. This study aims to analyze the correlation between the independent variables, namely tangible and assurance on the dependent variable, namely loyalty, through the patient satisfaction variable, which is the intervention. The study was in Datu Pancaitana Hospital, Bone Regency, for two months. Sampling was done through a simple random sampling technique. Respondents in this study were 110 respondents, namely people who had experienced inpatient services at the inpatient unit of Datu Pancaitana Hospital, Bone Regency. The analytical method is path analysis processed using SPSS Version 24, SPSS AMOS Version 20, and the online Sobel test. The results of this study include 1). Tangible affects the satisfaction of inpatients at Datu Pancaitana Hospital. 2). Assurance affects inpatient satisfaction at RSUD Datu Pancaitana; 3). Tangibles jeopardize the loyalty of inpatients at RSUD Datu Pancaitana; 4). Security affects the fidelity of inpatients at RSUD Datu Pancaitana; 5). the purpose of influencing the loyalty of inpatients at RSUD Datu Pancaitana; 6). Tangible effects patient loyalty through inpatient satisfaction at RSUD Datu Pancaitana; 7). Assurance affects patient loyalty through inpatient satisfaction at RSUD Datu Pancaitana.

Keywords

Tangible, Assurance, Patient Satisfaction, and Patient Loyalty.

1. Introduction

Service firms lagged manufacturing firms in marketing use in the past because service firms were small or were professional businesses that did not use marketing or faced much demand or little competition. Of course, now everything has changed where at this time, the service industry plays a vital role and is no longer a field that does not need to use marketing. On the contrary, the service industry at this time has developed. It faces intense competition due to the growing number of competitors in the field—of services, including the service sector in Indonesia.

According to Tamsah et al. (2021), service quality has five dimensions: tangible, empathy, reliability, responsiveness, and assurance. Suggests that the dimension of quality that is most widely used in measuring service quality is the quality dimension (Yusriadi, 2021; Yusriadi, bin Tahir, et al., 2020; Yusriadi, Tahir, et al., 2020; Yusriadi & Misnawati, 2017). For this reason, in this study, the purpose is to test and analyze whether it is true that service quality influences customer satisfaction and is relevant to hospitality, especially Village Midwives in Bulukumba Regency.

Patient loyalty is the patient's commitment to be loyal to a hospital service in the future. Loyalty arises if the patient or his family likes the service he has received. Suggest that customer loyalty is an invaluable asset for hospitals. Patient satisfaction reflects the excellent quality of service from the hospital. If the quality of service felt by the patient is not the same as his expectation, it will lead to patient dissatisfaction; on the other hand, if it equals or exceeds the patient's expectations, the patient will be satisfied or very satisfied. So, it can be said that patient satisfaction is the key to the emergence of patient loyalty.

Several previous studies have described the influence of tangible and assurance factors on loyalty. Yusriadi et al. (2019) suggest that tangibles significantly affect loyalty. Stated that assurance significantly affects adherence. (Tamsah & Yusriadi, 2022) said that confidence affects loyalty. But tangible does not affect commitment. Satisfaction plays a role in forming loyalty. Joy has a positive impact on loyalty (G. Ilyas et al., 2022; Nath et al., 2021; Suharyanto et al., 2021). This is in line with the research results (Mastulen et al., 2021), which concluded that satisfaction significantly affects loyalty. However, it is not in line with Munir & Ilyas (2017), which state that patient satisfaction does not affect loyalty.

Capturing customer loyalty is a challenge for RSUD Datu Pancaitana. Research by G. B. Ilyas et al. (2021) also reveals that satisfaction mediates the effect of quality, including absolute assurance of customers' loyalty. The Bed Occupancy Rate (BOR) at the Datu Pancaitana Hospital showed that in 2017 it was 13% and then increased to 82% in 2018 but fell to 17% in 2019. In addition, from the competition map with the two leading competitor hospitals, BOR Datu Pancaitana Hospital in 2019 is still far below the other two hospitals, namely: 80% BOR of dr. M. Yasin Hospital and 47.74% of Hapsah Hospital. From the narrative above, the authors are encouraged to research to analyze the Tangible and Assurance correlation on satisfaction-mediated loyalty with the locus of inpatients at Datu Pancaitana Hospital, Bone Regency.

2. Literature Review

The company pays attention to a dimension called tangibles or direct evidence in service quality. Direct evidence here can be interpreted as how the company's or producer's ability to show their existence or ability when dealing directly with consumers. Tangibles here cannot be touched or seen by consumers directly, but the impact can be felt instantly from the company's actions. It is also in the form of other services that the naked eye cannot see. For example, when a car dealership provides the best service for its customers, the restaurant offers services apart from the quality of the care products offered (Maksum et al., 2021; Nasriani et al., 2021; Hasmin Tamsah et al., 2020).

Tangible, namely the appearance of physical facilities, equipment, employees, and installed materials. This dimension describes the physical form and service received by consumers. It includes the physical environment, such as the outlet's interior, the appearance of neat and attractive personnel when providing services. Therefore, it is essential for the company to positively impact the quality of the services offered but not cause customer expectations to be too high.

Tangible is a physical appearance and services that the community can directly feel, such as buildings, facilities, and environmental cleanliness. Fundamental aspects are very influential in the assessment of service quality by customers. Tangible is proof that the company wants to show other parties that it is reliable in producing products. Stated that to assess the readiness of hospital services on tangible elements, which can be seen from modern equipment, the appearance of facilities, the appearance of officers, the appearance of objects that match the service, and pleasant working hours.

Assurance (certainty) is employees' knowledge, courtesy, and ability to generate confidence and trust. This dimension may be critical in services that require a relatively high level of trust where customers will feel safe and secure.

The term assurance is divided into several fields. In marketing, assurance or guarantee is a company whose primary business is receiving/selling services, transferring risk from other parties, and obtaining profits sharing risk, among others, the large number of customers. There are many terms of assurance or guarantee with various procedures used by companies to provide the best service to consumers, such as sound and reliable employee service performance or performance to form a sense of satisfaction from consumers. Another form of guarantee is for employees who have good personality behavior in providing services. Of course, there will be different employees with evil characters and those who are not good at delivering services (Heranto et al., 2021; Wahida et al., 2021).

States that patient expectations for hospital services in assurance are mainly related to doctors' knowledge and abilities, doctors' skills, paramedics and other officers, and friendly doctors. Comprehensive doctor services and the safety of patients' valuables, and guaranteed parking spaces. Assurance factor assessment in hospital inpatient units can be viewed from the availability of competent doctors and the ability of doctors to instill trust in patients. Skilled officers serving patients, patients feel safe and confident in receiving medical care, courtesy, and officers can answer all patient questions.

Satisfaction is a person's pleasant or unpleasant feeling due to comparing a product's perceived performance (or outcome) with his/her expectations. Stated that the dimensions of satisfaction include: 1) the human relationship between doctors and patients, 2) service quality, 3) service continuity, 4) service comfort, 5) general satisfaction. Added that in addition to the five aspects above, the freedom to make choices for patients to determine health services, knowledge and technical competence of providers, and service effectiveness need to be used as criteria for measuring patient satisfaction. The indicators displayed inpatient satisfaction come from Sukimi et al. (2019), namely, handling complaints and fairness of prices.

Based on the statement (Saleh et al., 2021), it can be concluded that customer satisfaction is a very important factor for companies to survive and even grow. Also stated that customer satisfaction is a summary of psychological conditions that arise from the emotions surrounding inappropriate expectations and are multiplied by feelings formed through the experience of consuming. In short, customer satisfaction is usually defined as an evaluation after consumers use a product and whether it can meet their expectations of consumers.

Argue that satisfaction is a feeling that is born based on one's experience of services that have met their expectations. Customer satisfaction results from comparing perceptions of product quality with customer expectations. Suggests that patient satisfaction is the difference between performance and patient expectations. According to Moison Walter and White, patient satisfaction assesses patient subjectivity about the performance or quality of service he receives after comparing it with the service he expects (Yusriadi, Tahir, et al., 2020).

A person is declared a patient who is loyal to the hospital if he is committed to entrusting hospital services in the future to the same hospital. Ideally, this commitment is translated as users of these services at any time, within the limits that examiners can carry out and cover the areas of service offered. Further stated that one of the obstacles to understanding loyalty management is the non-uniformity of definitions and concepts of loyalty noted that loyalty is a dominant factor in the success of a business and found that image and customer satisfaction has a strong influence on loyalty. Caruana and Brown, Argue that loyalty is a customer's consistency to consume services provided by a particular provider and make consciously and heed various aspects of influence that can cause them to switch to other providers (Kurniawan et al., 2022; Setianto et al., 2022; Yusriadi, Awaluddin, et al., 2020), Dharma et al. (2021) stated that loyalty is a form of customer loyalty to a product, with a wide selection of products that can fulfill his desires and buy.

Loyalty in this study is loyalty in the sense of true loyalty according to Baloglu, successes loyalty, according to Schnaars, advocate according to Raphel, action loyalty according to Private, advocates and partners according to Kotler, dedication-based relationship according to Bendapudi and Berry. The indicators used are derived from (Amri et al., 2018), namely not switching to another hospital, a sense of belonging, recommendations to other parties, commitment, willingness to cooperate, and familiarity.

3. Research Methodology

For two months, this research is in RSUD Datu Pancaitana at Jalan Gatot Subroto, Biru, Tanete Riattang Subdistrict, Bone Regency, from June to August 2020. The research design is survey research with a quantitative approach—collecting online questionnaires sent to respondents via WhatsApp and Website.

Data collection was carried out in various settings (Sugiyono, 2018), including: Documentation. The documentation needed is several documents that show or describe important data and information related to research. Questionnaire. Provide a questionnaire to the respondent (sample). This questionnaire is based on the form of written questions that will later be given to respondents.

4. Research Results

The population of this study was patients at Datu Pancaitana Hospital, Bone Regency. The total population based on the number of inpatients in 2019 in 1734 patients. Samples were taken with the Slovin formulation (Said, 2016). With a confidence level of 5%, a piece of 325 was obtained. The research sample criteria: Willing to be a respondent; Have you been a patient, or have you accompanied an inpatient in the inpatient unit of RSUD Datu Pancaitana? To assess the perception of patient loyalty to the hospital, it must be on people who have experienced services from the hospital. Of the 325 online questionnaires (google forms) sent until the end of the study, 110 responses came in, so the researchers concluded that 110 respondents met the requirements.

Table 1. Validity Test Results

No	Variable	Indicator	r numeracy	r table	Information
1	Tangible (X1)	living room Space Comfort (X1.1)	0,833	0,1874	Valid
		Equipment Completeness (X1.2)	0,886	0,1874	Valid
		Drug Availability (X1.3)	0,689	0,1874	Valid
		Officer tidiness (X1.4)	0,663	0,1874	Valid
2	Insurance (X2)	Officer Competence (X2.1)	0,812	0,1874	Valid
		Credibility (X2.2)	0,868	0,1874	Valid
		Courtesy (X2.3)	0,796	0,1874	Valid
		Security (X2.4)	0,870	0,1874	Valid
3	Patient Satisfaction (Y)	Hospital Admission Service Time (Y1)	0,842	0,1874	Valid
		Doctor's Services (Y2)	0,705	0,1874	Valid
		Nurse Services (Y3)	0,786	0,1874	Valid
		Patient Food and Beverage Services (Y4)	0,772	0,1874	Valid
		Inpatient Room Facilities (Y5)	0,850	0,1874	Valid
		Administrative and Financial Services (Y6)	0,763	0,1874	Valid
		Complaint Service (Y6.1)	0,774	0,1874	Valid
4	Patient Loyalty (Z)	Trust (Z1)	0,904	0,1874	Valid
		Psychological Commitment (Z2)	0,933	0,1874	Valid
		Publicity Behavior (Z3)	0,891	0,1874	Valid

Table 1. shows that all indicators of research variables have a count $> r$ table, so it can be said that all items from each variable are valid.

Table 2. Reliability Result

Item	Cronbach's alpha	r critic	Information
Tangible	0,774	0,6	Reliable
Assurance	0,856	0,6	Reliable
Patient Satisfaction	0,895	0,6	Reliable
Patient Loyalty	0,890	0,6	Reliable

Based on table 2, it is known that all variables have a Cronbach Alpha value > 0.6 . Therefore, all variables are declared reliable. While data analysis by testing the path analysis model, which was processed statistically with SPSS AMOS 20 as described as follows:

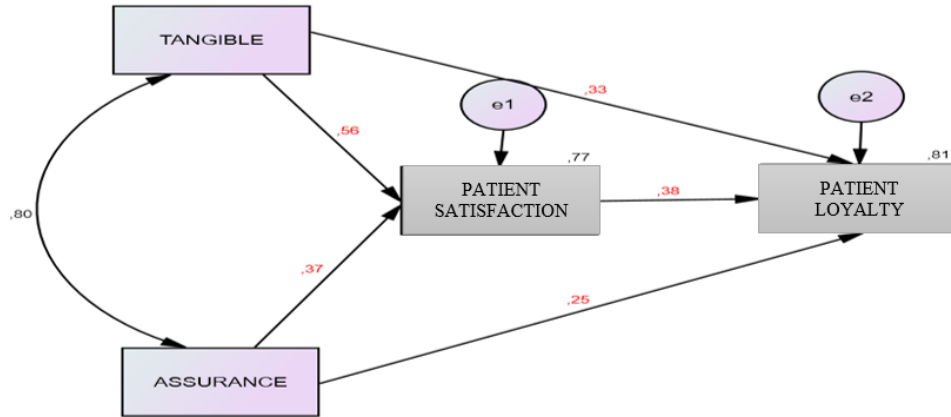


Figure 1. Model Test Results

The magnitude of the influence and the significance of the direct (Figure 1). The effect of the variables is shown in Tables 3 and 4 below:

Table 3. Standardized Regression Weights

			Estimate
Patient Satisfaction (Y)	←	Tangible (X1)	0,556
Patient Satisfaction (Y)	←	Insurance (X2)	0,336
Patient Loyalty (Z)	←	Tangible (X1)	0,328
Patient Loyalty (Z)	←	Insurance (X2)	0,248
Patient Loyalty (Z)	←	Patient Satisfaction (Y)	0,380

Source. Primary Data 2020

Table 3 shows the magnitude of the direct influence of the research variables, which is indicated by the estimate column. This table shows that all direct effects have positive path coefficients. It was also found that there was a significant relationship between the independent variables, contradicting the statement (Sugiyono, 2018) that the correlation between the five dimensions of quality was weak.

Table 4. Regression Weights

			S.E.	C.R.	P	Ket
Patient Satisfaction (Y)	←	Tangible (X1)	0,143	7,235	***	Significant
Patient Satisfaction (Y)	←	Insurance (X2)	0,138	4,756	***	Significant
Patient Loyalty (Z)	←	Tangible (X1)	0,072	3,859	***	Significant
Patient Loyalty (Z)	←	Insurance (X2)	0,063	3,221	0,001	Significant
Patient Loyalty (Z)	←	Patient Satisfaction (Y)	0,040	4,368	***	Significant

Source. Primary Data 2020

The magnitude of the influence and significance of indirect influence variables are seen in Tables 5 and 6 below:

Table 5. Standardized Indirect Effect

	Insurance (x ₂)	Tangible (X ₁)	Patient Satisfaction (Y)
Patient Satisfaction (Y)	0,000	0,000	0,000
Patient Loyalty (Z)	0,139	0,212	0,000

Source. Primary Data 2020

The results of the Sobel test conducted online are shown in the table as follows:

Table 6. Sobel Test Results

Indirect Influence	Sobel	Information
Tangible Patient Satisfaction Lability Loyalty of Patients →→	3,59839802	Sobel > 1.96 (significant indirect influence)
Assurance Patient Satisfaction Lotte Loyalty of Patients →→	2,35855251	Sobel > 1.96 (significant indirect influence)

Source. Primary Data 2020

Table 7. Hypothesis Test Results

No	Hypothesis	Results	Sig	Summary
1	Tangible has a positive and significant effect on patient satisfaction with hospitalization at Datu Pancaitana Hospital Bone Regency	0,556	<0,001	Accepted
2	Assurance has a positive and significant effect on patient satisfaction with hospitalization at Datu Pancaitana Hospital Bone Regency	0.336	<0,001	Accepted
3	Tangible has a positive and significant effect on patient loyalty through satisfaction with inpatients at RSUD Datu Pancaitana Bone Regency	0,328	<0,001	Accepted
4	Assurance has a positive and significant effect on patient loyalty for Inpatient Datu Pancaitana Hospital, Bone District	0,248	0,001	Accepted
5	Patient satisfaction has a positive and significant effect on patient loyalty among inpatients at Datu Pancaitana Hospital Bone Regency	0,380	<0,001	Accepted
6	Tangible has a positive and significant effect on patient loyalty through inpatient satisfaction at Datu Pancaitana Hospital, Bone Regency	0,212	Sobel (3,59839802>1,96)	Accepted
7	Assurance has a positive and significant effect on patient loyalty through inpatient satisfaction at Datu Pancaitana Hospital, Bone Regency	0,139	Sobel (2,35855251>>1,96)	Accepted

Source. Primary Data 2020

5. Discussion

5.1 Tangible effect on patient satisfaction

The hypothesis test results illustrate that the tangible improvements offered by hospitals, such as comfort in inpatient rooms, completeness of equipment, availability of medicines, and the tidiness of staff who treat patients, are directly proportional to the increase in patient satisfaction. The results of this study are in line with the research results by (Bin-Tahir et al., 2021) show a relationship between tangibles and satisfaction.

This means that the better the service quality of a hospital, the higher the patient satisfaction and vice versa. So, the first hypothesis in this study has been proven true. The results of this study follow the research conducted by Asnawati et al. (2021).

5.2 Effect of assurance on patient satisfaction

The results of hypothesis testing show that increasing assurance such as officer competence, credibility, courtesy, and security will affect increasing patient satisfaction. This is in line with several studies, including (Hasmin Tamsah et al., 2021), suggesting that assurance affects satisfaction.

5.3 Tangible effect on patient loyalty

Based on hypothesis testing, it can be concluded that as tangibles increase, patient loyalty characterized by trust in services, psychological commitment, and patient publicity behavior towards services at RSUD Datu Pancaitana will

also increase. Several studies that support the results of this study, including G. B. Ilyas et al. (2021), suggest that it tangibly affects loyalty.

5.4 Effect of assurance on patient loyalty

The hypothesis test results show that the more assurance that includes the competence of officers, credibility, courtesy, and security increases, the patient's loyalty will increase. This is in line with Asnawati et al. (2021), who state that assurance significantly affects loyalty.

5.5 Effect of patient satisfaction on patient loyalty

Patient satisfaction has a significant and positive effect on patient loyalty. This means if the patient's assessment of the satisfaction attribute consists of as expected, handling complaints, and the reasonableness of the price, the higher the patient's loyalty. The results of this study also support previous research, namely: (1) H Tamsah, Haris, et al. (2021) found that inpatient satisfaction and service quality had a significant effect on repurchase intention.

The hypothesis test results show that patient loyalty will also increase when patient satisfaction increases at hospital admission, doctor services, nurse services, patient eating and drinking services, inpatient room facilities, and administrative and financial services. The results of this study are by the results of research (Adnan et al., 2021), who state that satisfaction has a positive effect on loyalty.

5.6 Tangible effect on patient loyalty through patient satisfaction

Hypothesis testing produces an overview of the ability of patient satisfaction in mediating the actual impact on patient loyalty. In line with the results of this study, Rinantanti et al. (2019) suggested that satisfaction mediates the tangible effect on adherence. With physical evidence such as the comfort of the inpatient room, completeness of equipment, availability of medicines, and good tidiness of the staff. It will directly lead to the satisfaction of the patients being served so that they will want to believe, consider reusing them, and recommend them to others.

5.7 The effect of assurance on patient loyalty through patient satisfaction

Patient satisfaction can mediate the impact of security on patient loyalty. Several studies that support the results of this study include (Nasrullah et al., 2021; Hasmin Tamsah et al., 2021), which suggest that patient satisfaction can mediate the influence of the assurance dimension on loyalty. The assurance variable has a positive and significant effect on patient loyalty. This means that the higher the service guarantee of a hospital, the higher the patient loyalty and vice versa. So, the second hypothesis in this study has been proven true.

6. Conclusion

This study concludes that achieving patient loyalty in RSUD Datu Pancaitana increases the tangible aspects, assurance, and patient satisfaction. As the performance of concrete and assurance increases, patient loyalty will also increase and advanced patient satisfaction, which will improve patient loyalty either directly (directly) or indirectly (indirectly).

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