



## The Influence of External Service Quality and Satisfaction on Patient Loyalty in Surabaya Islamic Hospital

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### A B S T R A C T

One of the most essential things in the success of a service besides the value of satisfaction is customer loyalty. Loyalty here is an indicator of how many customers want to promote our services without us asking, while repeated visits from customers make customers happy and proud to use our services. This study aimed to measure the value of Customer Satisfaction, Loyalty, and External Service Quality. This study used secondary data, totaling 356 patients who completed a customer satisfaction survey at Surabaya Islamic Hospital. This study showed that the characteristics of the patients at the Surabaya Islamic Hospital were particularly women aged <25 years with a BPJS patient guarantor who lived 5-10 km and had known the Surabaya Islamic Hospital for > 20 years, while in the external service quality customer assessment which included product, organizational image, safety, empathy, reliability, responsiveness at Surabaya Islamic Hospital was good and there was a relationship between External service quality and satisfaction significantly influence patient loyalty at Surabaya Islamic Hospital.

## INTRODUCTION

Hospitals have the function of providing medical treatment and health recovery services by hospital service standards. The era of globalization is not only an opportunity but also a threat to the development of hospitals, where competition between hospitals will be higher (Rahmawati, 2014). To survive and develop, hospitals must strive to improve services to patients by the provisions or standards of hospital services (Badriyah, Wibowo, and Sumaryanto, 2020). Measuring the performance of a hospital's services can be known through several indicators. By the Regulation of the Minister of Health of the Republic of Indonesia Number 129 of 2008 concerning Minimum Hospital Service Standards (Ministry of Health of the Republic of Indonesia, 2009). These service quality indicators can be used to measure the quality of services in hospitals. The quality of hospital services has two components: compliance with predetermined quality standards and fulfillment of customer satisfaction. The quality of health services refers to the level of perfection of the appearance of health services that are held on the one hand to satisfy service users. And on the other hand, the procedures for implementing them are by the professional code of ethics and established standards (Subiyantoro & Ambarwati, 2017).

External service quality plays an essential role in determining whether customers are satisfied when seeking treatment. If the customer is satisfied, it is hoped that it will lead to patient loyalty to the hospital.

Many researchers have realized that the values of service quality and customer satisfaction are interrelated because service quality and customer satisfaction have a significant relationship (Tuhu Hidayat, 2016). Saputra (2021), argues that there are external service quality factors in service quality that affect satisfaction and loyalty.

The creation of customer satisfaction can provide several benefits, including a reasonable basis for repurchasing and creating customer loyalty and forming a word-of-mouth recommendation that is profitable for the company (Tjiptono, 2011). Based on research conducted by Jihan and Made (2018), satisfaction does not entirely affect patient loyalty. Hospitals should pay attention to this because satisfied patients are only sometimes loyal to the services provided by the hospital. Loyalty generated by satisfaction does not necessarily produce the highest level of loyalty (Gunawan, 2013). Loyalty has several levels, and the hospital must know at what level of loyalty the patient has been given satisfaction. This greatly determines the policies to be taken by the hospital (Sektianingsih, Indria Sukma; Haryana, Arif; Rosalina, 2019).

Although service satisfaction at the Surabaya Islamic Hospital is on average to the provisions of hospital policy, it is also necessary to analyze the level of patient loyalty at the Surabaya Islamic Hospital (Bouranta, Chitiris, and Paravantis, 2009). Not all patients who are satisfied with the services received can be at a good level of loyalty to the services provided by the hospital (Puryanti, 2021).

Based on research that researchers in the previous year carried out regarding the effect of service quality (Badriyah, Wibowo, and Sumaryanto, 2020), perceived service quality on the level of patient loyalty in this study researchers will add the satisfaction variable as an intermediate variable. So the research topic that researchers will raise is external service quality analysis and satisfaction with the level of patient loyalty (Rizan, Prasetya, and Kresnamurti, 2014).

## **METHOD**

This research is descriptive-analytic research with a cross-sectional design, namely, the research variables are measured only once at a particular time. Data was collected using a questionnaire with Likert's summated rating method on external service quality questions. This research was conducted at the Surabaya Islamic Hospital. This research activity will be carried out in November - December 2022. This research is done by processing secondary data in the Public Relations Unit of the Surabaya Islamic Hospital as many as 365 visitors filled out a customer satisfaction survey.

**RESULT**

**Table 1. Identification of the patient characteristics of the Surabaya Islamic Hospital**

No	Characteristics	Amount	Percentage
	Age		
1	< 25 years	112	30.68%
2	25 - 35 Years	110	30.14%
3	36 - 45 Years	50	13.70%
4	46 - 55 Years	42	11.51%
5	> 55 Years	51	13.97%
	Gender		
1	Man	152	41.64%
2	Woman	213	58.36%
	Guarantor		
1	Insurance/Institution	27	7.40%
2	BPJS	257	70.41%
3	Ministry of Health	68	18.63%
4	General	13	3.56%
	Distance		
1	< 5km	109	29.86%
2	5-10km	160	43.84%
3	11-20km	55	15.07%
4	> 20km	41	11.23%
	Have Known the Surabaya Islamic Hospital		
1	< 5 years	86	23.56%
2	5 - 10 Years	99	27.12%
3	11 - 20 Years	65	17.81%
4	> 20 Years	115	31.51%

Service quality is an essential component of customer perception because it contains information about quality and customer satisfaction. Service quality can be seen from two perspectives, namely internal service quality and external service quality. External service quality is used to assess service quality and satisfaction from the consumer side. Meanwhile, internal service quality is used to assess service quality and satisfaction from the employee side (Kotler & Keller, 2016).

**Table 2. Identification of External Service Quality Dimensions (1) Product, (2) Organizational Image, (3) Safety, (4) Empathy, (5) Reliability, (6) Responsiveness at Surabaya Islamic Hospital**

No	Dimensions	Average	Percentage	interpretation
	Product			
1	Room facilities are sufficient for patient’s needs	4.75	95.01%	Well
2	A clean and tidy treatment room	4.80	96.05%	Well
3	Bed cleanliness	4.75	94.90%	Well
4	Cleanliness of water and bathrooms	4.72	94.41%	Well
	Average	4.75	95.10%	Well
	Brand Image			
1	Overall satisfaction related to the facilities provided by the Surabaya Islamic Hospital	4.63	92.55%	Well
2	Nurses provide maximum service to create a sense of trust in patients	4.80	95.95%	Well
3	Nurses take time to communicate with patients	4.50	89.97%	Well
	Average	4.64	92.82%	Well
	Safety			
1	The doctor explains the information about the action to be taken	4.72	94.41%	Well
2	Patients feel safe with the actions given by doctors and nurses	4.80	96.00%	Well
	Average	4.76	95.21%	Well
	Reliability			
1	The doctor serves on time	4.83	96.60%	Well

2	Nurses serve in a friendly and courteous manner	4.84	96.88%	Well
	Average	4.84	96.74%	Well
	Empathy			
1	Doctors pay special attention to each patient	4.65	92.99%	Well
2	The doctor tries to calm the patient's anxiety about the disease he is suffering from	4.68	93.70%	Well
3	The nurse comforts and encourages a speedy recovery and prays for the patient	4.78	95.56%	Well
4	The nurse listens to the patient's complaints carefully	4.82	96.33%	Well
	Average	4.73	94.64%	Well
	Responsiveness			
1	Fast and precise inspection service	4.72	94.36%	Well
2	Nurses pay attention and are patient in understanding the needs of patients	4.72	94.41%	Well
3	Speed of nurses to assist when needed	4.79	95.73%	Well
4	Doctor's speed in handling complaints	4.71	94.14%	Well
	Average	4.74	94.66%	Well

Loyalty can be defined as loyalty. However, this loyalty is taken without coercion, arising from past self-consciousness. Efforts made for creating consumer satisfaction are more likely to influence the attitudes of consumers, here is Customer Loyalty at Surabaya Islamic Hospital.

Table 3. Identification of patient loyalty at Surabaya Islamic Hospital

No	Loyalty	Average	Percentage	Well
1	I am delighted with this. I will always recommend doing services at Rs Islam Surabaya	4.64	92.77%	Well
2	Always use the services at Surabaya Islamic Hospital	4.64	92.77%	Well
3	I am delighted, and I will always talk about the goodness of this Surabaya Islamic Hospital in terms of service	4.69	93.81%	Well
	Average	4.66	93.12%	Well

According to Kotler (2012), satisfaction is a person's level of satisfaction after comparing perceived performance or results compared to expectations. The level of satisfaction is a function of the difference between perceived performance and expectations. The following are patient satisfaction at Surabaya Islamic Hospital

Table 4. Identification of satisfaction in Surabaya Islamic Hospital.

No	Satisfaction	Average	Percentage	Well
1	Overall satisfaction related to the facilities provided by the Surabaya Islamic Hospital	4.62	92.49%	Well
2	I am delighted with this. I will always recommend doing services at Rs Islam Surabaya	4.64	92.71%	Well
3	Overall satisfaction related to the services provided by the Surabaya Islamic Hospital	4.64	92.74%	Well
4	I am delighted, and I will always talk about the goodness of this Surabaya Islamic Hospital in terms of service	4.63	92.65%	Well
	Average	4.66	93.11%	Well

Table 5. The Effect of External Service Quality and Satisfaction on patient loyalty at the Surabaya Islamic Hospital

No	Variable	Sig	Interpretation
1	Loyalty	0.000	Related
2	Satisfaction	0.000	Related

## DISCUSSION

Services are a series of processes of production and consumption that cannot be separated. Customers are often active in the production process, so it is considered complex. It is essential to understand what customers want; when a company understands what customers feel, it can influence customers according to what the company wants (Rahmawati, 2014). Service is a process of the subjective experience of production and consumption carried out together, including interactions between customers and officers. The interaction between customers and officers impacts the service perceived by customers (Gronroos, 2007).

Service quality is important to customer perception because it contains information about quality and customer satisfaction (Badriyah, Wibowo and Sumaryanto, 2020). Service quality can be seen from two perspectives, namely internal service quality and external service quality. External service quality is used to assess service quality and satisfaction from the consumer side. Meanwhile, internal service quality is used to assess service quality and satisfaction from the employee side (Kotler & Keller, 2016).

Service quality is a must that companies must do to survive and continue to gain customer trust. Consumption patterns and customer lifestyles require companies to be able to provide quality services. Service quality is the main thing that is considered by the company, which involves all the resources owned by the company. If the service received or perceived is as expected, then the service quality is perceived as good and satisfying. The importance of quality can be explained from two angles, namely, from the point of operational management and marketing management. From an operational point of view, product quality is an essential policy in increasing product competitiveness which must provide satisfaction to consumers that exceed or at least equals the quality of competing products (Nugraha, Suryaningsih, and Paramita, 2018).

Service quality and external service quality has several attributes that can be used to assess service quality, namely (Kotler & Keller, 2016):

1. The product includes service products owned by the company, which include products, infrastructure, facilities, tariffs
2. Organizational image is the company's image compared to competitors
3. Safety is security resulting from service products for consumers
4. Empathy makes it easy to have good communication relationships, is considerate, and understands customer needs.
5. Reliability is the ability to provide fast, accurate, and satisfactory services
6. Responsiveness in providing services to patients

The creation of customer satisfaction can provide several benefits, including a good basis for repurchasing and creating customer loyalty and forming a word-of-mouth recommendation that is profitable for the company (Tjiptono, 2011). Based on research conducted (by Jihan and Made, (2018), satisfaction does not entirely affect patient loyalty. Hospitals should pay attention to this because satisfied patients are only sometimes loyal to the services provided by the hospital. Loyalty generated by satisfaction does not necessarily produce the highest level of loyalty (Gunawan, 2013). Loyalty has several levels, and the hospital must know at what level of loyalty the patient has been given satisfaction. This greatly determines the policies to be taken by the hospital (Sektianingsih, Indria Sukma; Haryana, Arif; Rosalina, 2019). Although service satisfaction at the Surabaya Islamic Hospital on average is to the provisions of hospital policies, it is also necessary to analyze how the level of patient loyalty in Surabaya Islamic Hospital. Not all patients who are satisfied with the services received can be at a good level of loyalty to the services provided by the hospital (Puryanti, 2021).

## CONCLUSION

Characteristics of patients at the Surabaya Islamic Hospital are primarily women aged <25 years with BPJS patient guarantees who live 5-10 Km with a long history of knowing the Surabaya Islamic Hospital for >20 years while in customer assessment External service quality, which includes the product, organizational image, safety, empathy, reliability, responsiveness at Surabaya Islamic Hospital is good and there is a relationship External service quality and satisfaction significantly influence patient loyalty at Surabaya Islamic Hospital.

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