

Correlations between Loyalty, Health Service Quality, and Patient Satisfaction in Neurology Polyclinic, Dr. Mohamad Saleh Hospital, Probolinggo

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Received: 30 May 2023; Accepted: 16 June 2023; Available online: 16 January 2024

ABSTRACT

Background: Satisfaction of patients or insurance participants is one of the factors that can be used as a reference in determining the success of a service program. This means that the good quality of a service is not based on the service provider's perception, but based on the consumer's perception because it is the consumer who enjoys the services provided by the company. The study aimed to analyze the effect of loyalty and service quality on patient satisfaction at the Neurology Polyclinic, UOBK Dr. Mohamad Saleh Hospital, Probolinggo, East Java.

Subjects and Method: This was a cross-sectional study conducted at Neurology Polyclinic UOBK, Dr. Mohamad Saleh Hospital, Probolinggo, East Java on August 2022. A total of 100 patients were selected for this study. The dependent variable was satisfaction. The independent variable were loyalty and service quality. The data were collected using a set of questionnaires and analyzed using linier regression.

Results: Patient satisfaction increased with high loyalty ($b= 2.26$; $p= 0.002$) and good quality of service ($b= 2.03$; $p= 0.006$).

Conclusion: Patient satisfaction increases with high loyalty and good quality of service.

Keywords: satisfaction, service quality, loyalty.

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Cite this as:

Musdalifah I, Indasah, Ellina AD (2024). Correlations between Loyalty, Health Service Quality, and Patient Satisfaction in Neurology Polyclinic, Dr. Mohamad Saleh Hospital, Probolinggo. Health Policy Manage. 09(01): 1-9. <https://doi.org/10.26911/thejhpm.2024.09.01.01>.



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BACKGROUND

The high cost of health makes it increasingly difficult for people to obtain health services. One method that can be used to ease the burden of health financing is by using insurance. Efforts have been made by the government to provide health insurance for the community such as the National Health Insurance (NHI). Based on law number 24 of 2011,

The Social Security Agency (SCA) will replace a number of existing social security institutions in Indonesia, namely the health insurance institution PT. Askes Indonesia into SCA of Health. In early 2014, PT Askes became SCA Kesehatan. SCA is expected to be able to provide better health services to the community from the initial level to the full service (Novendra, 2010).

There are still many problems that occur in hospitals related to patient services using SCA. The first problem with SCA Health has arisen since the card activation process. SCA applies a rule that SCA user cards can only be active a week after registration is received. In fact, illness occurs unexpectedly and cannot be postponed. Furthermore, the referral of health service institutions appointed by SCA Health is also limited and inflexible. Problems related to SCA and non SCA patient services often arise in health services, where SCA patients often feel dissatisfied with the services they get, patients assume that SCA patients are not well served because they do not give money directly to health facilities. Even though it is not like that, that all patients are served well according to the priority of patient disease services.

A preliminary study conducted on July 1, 2022, 10 patients came to the UOBK Neurology Polyclinic of Doctor Mohamad Saleh Hospital. It was found that a total of 7 patients said that patients were not given good service and even had to be willing to wait all day even though the pain suffered was quite painful if used to sit for a long time, especially for patients with SCA health membership where patients felt intimidated by the much longer waiting time when queuing for a health examination and even longer when waiting for medicine. In addition, SCA patients feel that they are only given a superficial examination without being given detailed explanations and questions about the patient's illness. The patient satisfaction rate at the UOBK Neurology Polyclinic at the Doctor Mohamad Saleh Hospital, Probolinggo City is relatively low, which among other poly is the lowest based on evaluation data in 2021.

Hospitals are required to be accredited and of international standards, so JCI (Joint Commission International) accreditation has

standards that patient safety and quality improvement are milestones of this international accreditation. In addition, according to presidential regulation number 12 of 2013 article 42 states that the implementation of health services for JKN participants must pay attention to the quality of service and be oriented towards patient safety, service effectiveness, suitability to patient needs, and cost efficiency.

According to Putri et al. (2014) satisfaction is the result of consumer evaluation (assessment) of various aspects of service quality. Stating service quality must start from consumer needs and end in perception. Patient or insurance participant satisfaction is one of the factors that can be used as a reference in determining the success of a service program. This means that the good quality of a service is not based on the perception of the service provider, but based on the perception of consumers because it is consumers who enjoy the services provided by the company (Muslihan, 2010).

The quality of health services can be assessed from several aspects, namely, reliability is a convincing and trustworthy physical appearance, responsiveness includes responsiveness, willingness, readiness and speed of officers in service and timeliness in providing services, competence, namely the competence of health workers as evidenced by their educational background both formal and informal, accessibility, namely the ease with which patients can obtain services, officer ethics, namely good communication, credibility, namely the level of trust, security and the last is the completeness of facilities. If all dimensions are well achieved, patient loyalty as a customer will be formed as a form of satisfaction (Haryatun and Sudaryanto, 2013; Zamani, 2023).

The implementation of the SCA membership policy is still a lot of people who do not understand the service mechanism in

the program. The patient's view of SCA is still not good. Complaints felt by patients relate to administrative services, nurses or midwives, doctors, facilities and infrastructure, medicine and financial administration. Patient satisfaction is influenced by the quality of health services in the financing method, which can be represented by the difference between SCA and general user patients

SUBJECTS AND METHOD

1. Study Design

This was a cross-sectional study conducted at Neurology Polyclinic, Dr. Mohamad Saleh Hospital, Probolinggo, East Java, on August 2022.

2. Population and Sample

A total of 100 patients were selected by random sampling.

3. Study Variables

The dependent variable was satisfaction. The independent variable were loyalty and service quality.

4. Operational Definition of Variables

Loyalty is the loyalty of customers in using a product brand or service brand at a certain time. Measuring tool using a questionnaire.

Service quality is a form of service provided by health workers, the ability of health workers to provide reliable services and concern for health workers with patients who

are given health services, measuring instruments using questionnaires.

Satisfaction is emotional responses (feelings of pleasure and satisfaction) in patients because of the fulfillment of expectations or desires in using and receiving health services, the measuring instrument uses a questionnaire.

5. Instruments

The instrument used was a questionnaire sheet to analyze the effect of loyalty and service quality on patient satisfaction with SCA and general patients at the UOBK Neurology Polyclinic, Dr. Mohamad Saleh Hospital, Probolinggo City using validity tests and reliability tests.

6. Data Analysis

The data analysis used was univariate, bivariate, and multivariate analysis using statistical tests assisted by SPSS. The hypothesis test used is a linear regression test.

RESULTS

1. Univariate Analysis

Table 1 shows that the majority of respondents have loyalty with the sufficient category (44.0%), think that the quality of service at the UOBK Neurology Polyclinic at the Doctor Mohamad Saleh Hospital, Probolinggo City is sufficient (43.0%), and are satisfied with the use of health services (77.0%).

Tabel 1. Frequency distribution of respondents.

Variables	Categories	n	%
Gender	Male	58	58.0
	Female	42	42.0
Education	Elementary School	11	11.0
	Junior high school	29	29.0
	Senior high school	47	47.0
	College	13	13.0
Loyalty	Good	33	33.0
	Sufficient	44	44.0
	Low	23	23.0
Services quality	Good	36	36.0
	Sufficient	43	43.0
	Low	21	21.0
Satisfaction	Satisfied	77	77.0
	Not satisfied	23	23.0

2. Bivariate Analysis

Table 2. The relationships between loyalty and quality of service on satisfaction at the UOBK Neurology Polyclinic, Dr. Mohamad Saleh Hospital

Independent Variables	r	p
Loyalty	0.31	0.001
Service quality	0.30	0.001

Based on table 2, it shows good loyalty ($r=0.31$; $p=0.001$), and good service quality ($r=$

0.30 ; $p=0.001$). statistically significant increase in patient satisfaction.

3. Analisis Multivariat

Table 4. The results of Linear Regression

Independent Variables	b	p
Loyalty	2.26	0.002
Service quality	2.03	0.006

Table 4 showed the results of the linear regression analysis, patient satisfaction increased with good loyalty ($b=2.26$; $p=0.002$), and good service quality ($b=2.03$; $p=0.006$).

DISCUSSION

A. Patient's loyalty of health service at the Neurology Polyclinic, Dr. Mohamad Saleh Hospital

The results showed that almost half of the respondents had sufficient category loyalty as many as 44 respondents (44.0%). In addition, a number of 33 respondents (33.0%) have good category loyalty. While a number of 23 respondents (23.0%) have less category loyalty.

Consumer loyalty can be defined as "a favorable attitude toward a brand that is represented in consistent purchases of that brand over time. Sasongko (2021), revealed that consumer loyalty is defined as a measure of loyalty from customers in using a product brand or service brand at a certain time in situations where there are many choices of products or services that can meet their needs and customers have the ability to get them.

The level of consumer loyalty to a particular good or service depends on several factors, such as the amount of costs to switch to another good or service, the similarity in quality, quantity or service of the type of substitute goods or services, the risk of changes in costs due to substitute goods or services. Febiana (2019), explains customer loyalty as a tendency, desire and behavior to choose the same business with regular frequency to meet their needs or to buy the same brand repeatedly if the customer has a choice.

Aspects that influence patient loyalty, namely satisfaction (satisfaction) is a comparison between expectations before carrying out with perceived performance, emotional bonding, where patients can be influenced by a hospital name that has its own charm, so that patients can be identified in a hospital name. Trust, namely the willingness of someone to entrust a company or a hospital name to carry out and carry out a function, choice reduction an habit (convenience), patients will feel comfortable with a hospital name when making transactions provide convenience, history with the company (experience of the company), namely

the patient's experience of the company can shape behavior (Hapsari et al., 2018).

Based on the results of the study, it was found that the majority of respondents had sufficient loyalty to the services provided by hospital health workers, where this was because patients believed that everything that health workers gave to patients was the best. So that patients follow all instructions given by officers and even patients are willing to queue because all patients equally must be served properly when checking their illness. However, there are some respondents who have low loyalty where this is because they object to having to wait a long time to queue for service and likewise doctors lack detail in examining patient complaints.

B. Quality of Service in Neurology Polyclinic, Dr. Mohamad Saleh Hospital

The results showed that almost half of the respondents had moderate category service quality as many as 43 respondents (43.0%). In addition, a number of 36 respondents (36.0%) have a good category of service quality. Meanwhile, 21 respondents (21.0%) had poor service quality. Service is an activity or a series of tools that are invisible (cannot be touched), which occur as a result of interactions between consumers and employees or other things provided by service-providing companies that are intended to solve consumer problems.

Communities as consumers certainly want quality service. Service quality is defined as the expected level of excellence and control over that level of excellence to meet customer desires. Service quality can be interpreted as an effort to fulfill consumer needs and desires as well as the accuracy of delivery in balancing consumer expectations (Susilo et al., 2018).

One of the services that is widely used by the community is health services. Utilization of health services by using the service

facilities provided either in the form of outpatient care, inpatient care, home visits by health workers or other forms of activity for the utilization of these services based on the availability and continuity of services, community acceptance and reasonableness, easily accessible by the community, affordable and quality (Arifa, 2018).

Good services are health services that are available in the community (acceptable) and sustainable (sustainable). This means that all types of health services needed by the community are found and their presence in the community is available whenever needed. Health services must be appropriate and acceptable to the community. This means that health services can overcome health problems encountered, do not conflict with customs, culture, beliefs and beliefs of the community, and are unnatural, not a state of good health services.

The services provided are affordable for the community, where efforts are made to charge for these services according to the economic capacity of the community. Expensive health services may only be enjoyed by some people. And shows the level of perfection of the health services provided (quality/quality) and shows the cure of disease and safety of actions that can satisfy service users according to predetermined standards (Riandi and Yuliawati, 2018).

A health services must have various basic requirements, namely basic requirements that influence the community in determining their choice of using health services. The services needed by the community in general are health services that are available in the community and are sustainable, health services must be reasonable and acceptable to the community, locations are easily accessible to the community, the services provided are affordable and the health services provided are perfect. Good

service will attract people to use health facilities properly and wisely.

C. Patient's Satisfaction

The results showed that most of the respondents were satisfied as many as 77 respondents (77.0%). Meanwhile, 23 respondents (23.0%) were dissatisfied. Understanding the needs and desires of patients is an important thing that affects patient satisfaction. Satisfied patients are a very valuable asset because if patients are satisfied, they will continue to use the services of their choice, but if patients feel dissatisfied, they will tell other people twice as much about their bad experience. To create patient satisfaction, health facilities must create and manage a system to obtain more patients and the ability to retain their patients (Bitjoli, 2019).

Patients are sick people who are treated by doctors and other health workers at the practice site. Meanwhile, satisfaction is a person's feeling of pleasure that comes from a comparison between the pleasure of an activity and a product with his/her expectations. Fresicilia et al. (2018) argues that customer satisfaction is an emotional response to experiences related to certain products or services purchased, retail outlets, or even behavior patterns (such as shopping behavior and buyer behavior), as well as the market as a whole.

Customer satisfaction is the result (outcome) that is felt for the use of products and services, equals or exceeds the desired expectations. Maulina et al. (2019) states that patient satisfaction is the level of patient feelings that arise as a result of the performance of the health services they receive, after the patient compares them with what they expect. Patient satisfaction is an evaluation or assessment after using a service, that the service chosen at least meets or exceeds expectations (Sumiarni, 2021).

According to Perceka (2020) several things affect patient satisfaction, namely the approach and behavior of officers, especially during the first visit, the quality of the information provided, the appointment procedure, waiting time, health checks and medication taking, public facilities at health facilities and the results of treatment received.

Patient satisfaction is a benchmark that the services provided by health workers are good or not. Patient satisfaction is influenced by various things, namely the compatibility between patient expectations and the reality that patients encounter in the field, the second is the form of service during the service process provided by health workers, the personal behavior of health workers to patients, the atmosphere and physical conditions of the environment that are managed by hospital staff, costs or prices to be paid by patients and promotions or advertisements that are in accordance with reality. From the results of the study, researchers argue that the cause of most patients being satisfied with the services provided by health workers at the hospital is because health workers are able to serve patients very well, health workers hear patient complaints and respond to them without discriminating between patients.

D. Correlations between loyalty, health service quality on user satisfaction

Based on the results of Multiple Linear Regression analysis, it shows that with $p < 0.001$, it is concluded that simultaneously there is an effect of loyalty and quality of service on satisfaction of SCA patients and general patients at the UOBK Neurology Polyclinic, Dr. Mohamad Saleh Hospital, Probolinggo City, with an effect size of 78.1%.

Service quality can be identified by comparing consumers' perceptions of the service they receive with the service they actually expect from the service attributes of

a company. Service quality is perceived as good and satisfactory if the service received or perceived (perceived service) is as expected, if the service received exceeds consumer expectations, then the service quality is perceived as very good and of high quality. Service quality is perceived as bad if the service received is lower than expected (Malikhah, 2019). The quality of health services refers to the level of perfection of the appearance of health services that can satisfy every user of health services in accordance with the level of satisfaction of the average population, the procedures for administering them are in accordance with established professional standards and ethical codes.

A person's satisfaction with services is related to the ability of the service provider to provide satisfaction. Widespread satisfaction or broad satisfaction is related to overall quality which concerns service quality, financing, distribution channels, guarantees for safety of use and aspects of morality/employee performance of a health care service organization.

Community satisfaction in utilizing outpatient services is influenced by several factors, including the response time of health workers to patients. Outpatient service (ambulatory service) is one form of existing medical services. In simple terms, what is meant by outpatient services are medical services provided to patients not in the form of inpatient care. In this sense, outpatient care includes not only those held by well-known service facilities such as hospitals, health centers or clinics, but also those held at the patient's home (Wulandari, 2019).

Hospitals in carrying out their functions as health-oriented development centers, community empowerment centers, primary community health service centers, and primary individual health service centers, hospitals are obliged to provide mandatory

hospital health efforts and development health efforts, including: Health Promotion Efforts, Health Efforts Environment, Maternal and Child Health and Family Planning Efforts, Nutrition Improvement Efforts, Efforts to Prevent and Eradicate Communicable Diseases, and Efforts to Treatment.

Health service standards are part of the health service itself and play an important role in overcoming health service quality problems. If a health service organization wants to provide quality health services in a consistent or consistent manner, this desire must be translated into a health service standard or operational procedural standard. Health service standards are an organizational tool for describing the quality of health services into operational terms so that everyone involved in health services will be bound in a system, both patients, health service providers, health service providers, or management of health service organizations, and will be responsible accountability in carrying out their respective duties and roles (Astari, 2020).

Researchers argue that understanding the needs and desires of patients is an important thing that affects patient satisfaction. Satisfied patients are a very valuable asset because if patients are satisfied they will continue to use the services of their choice, but if patients feel dissatisfied they will tell other people twice as much about their bad experience. To create patient satisfaction, hospitals must create and manage a system to obtain more patients and the ability to retain patients. With a good arrangement, the hospital can provide services with the right time accuracy and is able to provide good service even though the number of patients who come is very large. So that the patient will believe in everything that the health worker will do and consider the services provided to be in accordance with the patient's expectations.

AUTHOR CONTRIBUTION

Illailatul Musdalifah acts as the main researcher who looks for research topics, formulates research problems, collects data, and analyzes data, Indasah and Agusta Dian Ellina as mentors who assist in data analysis, data interpretation process and making research manuscripts.

CONFLICT OF INTEREST

There is no conflict of interest in this study.

FUNDING AND SPONSORSHIP

This study is self-funded.

ACKNOWLEDGEMENT

Researchers would like to thank the UOBK Neurology Polyclinic, Doctor Mohamad Saleh Hospital, Probolinggo, East Java, for giving permission to conduct research and support so that this research runs smoothly.

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