Efforts to Increase Patient Loyalty at Blambangan Hospital Banyuwangi

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Abstract. Public interest in improving physical health is getting better, this is proven by the increasing number of patient visits currently in hospital. After the Covid-19 pandemic, public visits to hospitals have also increased. Therefore, the hospital service industry must continue to improve services so that patient loyalty increases. This study aims to analyze and determine the effect of service quality, trust and patient satisfaction on patient loyalty at RSUD Blambangan Banyuwangi. The population used in this study were all hospital patients consisting of inpatients and outpatients with a total of 9002 patients. The Slovin formula with a standard error of 5% was used to determine the number of samples in this study with a total of 383 patients as respondents. Descriptive statistical analysis and inductive statistics were carried out for this study. Tests for measuring instruments in this study are validity and reliability tests. The results showed that service quality, trust and patient satisfaction had an effect on patient loyalty at Blambangan Hospital, Banyuwangi.

Keywords: service quality; trust; patient satisfaction; patient loyalty; Hospital

1   Introduction

The Covid 19 pandemic that has hit the world in general and Indonesia in particular has left a deep trauma for all people and society. A deep trauma for the people and society is the large number of people who died due to the Covid 19 virus. A deep trauma that will not be forgotten by the community is the economic and social impact due to the Covid 19 pandemic. Moreover, in 2022 it was alleged that there was a new variant of the Covid 19 virus. Efforts to prevent and deal with the variants of the COVID-19 virus into Alpha, Beta and Delta variants have been carried out by all parties who in this case are coordinated by the Minister of Health up to the lower level. In order for the post-pandemic handling to run smoothly, cooperation from the parties involved is needed, one of which is a hospital which is a complete health facility. Health facilities (Faskes) are all facilities and infrastructure tools or places that can support health for people in need. Some of the health facilities used to deal with public health problems can be in the form of hospitals, health centers and primary clinics. The challenge faced by the government at this time after the Covid 19 Pandemic is that the hospital capacity is still below the standards required by WHO. In the regulations set by the World Health Organization (WHO) it is stated that every country is required to have a ratio between the beds owned by the hospital and the population of a country is 5: 1,000. this can be interpreted that every 1000 residents there must be 5 beds. The country of India with a population of 1.3 billion, has a ratio between beds and a population of 2.71: 1,000. This is very ironic, because the population of India is 1.3 billion, which is 6 times the population of Indonesia. China, which has a population of 1.4 billion people, has a ratio between sleeping rooms and a population of 4.34:1,000, while South Korea has a ratio of 12:1,000.Based on international reports, the availability of beds in hospitals, especially intensive care room (ICU) beds, is a problem faced by many countries in responding to the increasing number of patients exposed to Covid-19. Generally, the availability of ICU beds is still lacking, not enough to accommodate critical Covid-19 patients. This condition is believed to be a factor why the number of patients dying continues to increase [1].

Hospitals not only treat corona patients, but also patients suffering from other diseases. The number of existing health facilities is currently increasing along with the increase in public awareness of the importance of health. The development of the number of health facilities is presented in the Table. 1.

Table 1. Number of Health Facilities in Banyuwangi in 2018 to 2020

Year	Hospital	Public Health Center	Primary Clinic
2018	2.813	9.993	5.415
2019	2.877	10.134	7.917
2020	2.985	10.205	10.238

Source: Data from the Banyuwangi Health Service, 2020

In Table 1. It is shown that the number of health facilities for public health services has been increasing over the last three years. With the increasing number of hospitals, even though it is not yet significant with the community's need for health, it shows that the competition for getting patients/customers is also increasing. The increasingly fierce level of competition shows the existence of competitiveness in order to win the existing

competition. The hospital is one of the health facilities that need attention. Hospital management must be based on economics, apart from social problems, it also needs attention. Competition in today's business world is increasing, including businesses in the field of health facilities (hospitals, health clinics) both owned by the government and private. Competition in the field of health facilities does not only occur at the regional level, but also occurs at the national and international levels. With increasing competition that is increasingly open, it is required to continue to improve its performance in the form of quality services so as to increase patient/customer loyalty. Hospitals do not only accommodate sick people but must pay more attention to the satisfaction aspect for their service users, which is expected to increase patient loyalty.

Banyuwangi Regency is one of the regions in the easternmost province of East Java which has many health facilities that compete with each other and compete to improve the quality of their services to the community as service users. With the increasing number of health facilities, it indirectly triggers increased competition among existing health facilities such as hospitals, both government-owned and private hospitals. The number of existing health facilities in Banyuwangi Regency is presented in Table 2.

Table 2. Health Facilities Owned by Banyuwangi Region

Hospital	Public Health Center	Primary Clinic
13	45	55

Source: Banyuwangi Health Office, 2021

The Blambangan Regional General Hospital (RSUD) is one of the health facilities in Banyuwangi Regency which is a hospital owned by the regional government, which plays a very important role in serving the community, especially in handling cases of the COVID-19 pandemic and cases of other diseases. Competition is increasingly open between local government-owned and private hospitals. The existence of this increasingly fierce competition, it is demanded of the hospital to continue to strive to improve its performance in the form of quality services so that patient / customer satisfaction and loyalty will also increase. The performance of the Blambangan Regional General Hospital (RSUD) can be seen from the number of patient visits, both outpatients and inpatients. The number of patients/customers at Blambangan Hospital, Banyuwangi Regency in the last 5 (five) years is presented in Table 3.

Table 3. Data of Outpatient and Inpatient Visits at Blambangan Hospital Banyuwangi

Year	Outpatient	Inpatients
2016	84.590	12.902
2017	119.984	12.831
2018	136.419	13.707
2019	142.871	14.331
2020	94.083	9.780

Data source: Blambangan Hospital, Banyuwangi Regency, 2021

Based on the theory related to service quality, trust, customer satisfaction and customer loyalty as well as research gaps from previous studies and the phenomena that occurred in the Blambangan Hospital Banyuwangi, the formulation of the problem in this study is whether there is an effect of service quality, trust and patient satisfaction on patient loyalty at Blambangan Hospital Banyuwangi?. While the purpose of this study was to determine the effect of service quality, trust and customer satisfaction on patient loyalty at RSUD Blambangan Banyuwangi.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

According to [2], Loyalty can be said as the behavior of customers who have felt the product or service quality of a service provider, where the customer makes repeated purchases and also provides good information to other customers. Meanwhile, according to [3], consumer loyalty is usually more associated with behavior than attitude. If consumers are loyal, they will show buying behavior repeatedly or regularly from time to time. There are several strategic advantages for companies regarding the importance of maintaining customer loyalty, namely the rewards of loyalty are long-term and cumulative. Loyalty can be interpreted as a deeply held commitment that is seen from the customer's tendency to make repeated purchases of services or products sold by producers in the future even though there are efforts to shift consumers to other service providers.[4]. From the understanding of the experts, a conclusion can be drawn regarding customer loyalty, namely that loyal customers usually will make repeat purchases, provide the best information about the products we consume and recommend to third parties. To increase customer loyalty, many efforts can be made, among others, by improving service quality, maintaining trust and increasing customer satisfaction.

According to [5], Service quality is an ever-changing condition related to products or services as well as human resources, it can also be in the form of processes provided by service providers. If the perceived service exceeds expectations, then the service quality is perceived as ideal quality. The higher the quality of service provided, the higher the loyalty of the customer. [6] states that service quality in service companies is the presentation of products or services according to the applicable size at the place where the product is held and the delivery is at least the same as what consumers want and expect. As the party who buys and consumes services, it is the customer who judges the level of service quality of a company/institution. A service organization that provides good service quality will provide satisfaction to customers. Customers who are satisfied with the services provided will make repeat purchases. Research on the relationship between service quality and customer loyalty still occurs inconsistencies in the research results. Several studies linking service quality with customer loyalty include: [7], [8], [9], [10], [11], [12], [13], [14], [15], [16], [17], [18], [19], [20], [21], [22], [23], [24], [25], [26], [27], [28], [29], [30], [31], [32], [33], [34], [35], [36], [37], [38], [39], [40], [41], [42] , [43], [44], [45] which states that good service quality can increase customer loyalty. In contrast to the results of research conducted by: (Sukamuljo et al., 2021), [46], [47], [48], [49], [50] which states that service quality cannot increase customer loyalty. Thus, hypothesis 1 (one) in this study is: good service quality will increase the loyalty of hospital patients.

The next factor that can also increase customer loyalty in a service organization is to maintain the trust that has been given by customers. According to [51], Trust can be said as consumer knowledge about the product or service that will be offered to consumers related to all information about the service or product.. A consumer's trust in a service or product can be said to be a partner for a service provider company.. It depends on a number of interpersonal and inter-organizational factors such as the company's perceived competence, integrity, honesty and benevolence [4]. Consumers who already believe in a particular service or product will continue to make purchases of that service or product. Therefore, the service provider organization must maintain the trust of consumers. Research on the relationship between trust and customer loyalty has been done by many researchers. Study (H. Setiawan et al., 2016), (Sutrisno et al., 2017), (Osman & Sentosa, 2013), (Affandi & Sulistyawati, 2015), (Ayu & Sulistyawati, 2018), (Rafiah, 2019), (Supertini et al., 2020), (Gultom et al., 2020), (Soegoto, 2013) the result is that trust can increase customer loyalty. Thus, the third hypothesis in this study is that the satisfaction of hospital patients will increase patient loyalty.

Customer satisfaction is also something that needs attention for organizations engaged in services. According to [6], customer satisfaction is the level of a person's feelings that arise after comparing the perceived performance or results compared to his expectations which will result in a sense of satisfaction or vice versa. Customer satisfaction is a customer's feeling of pleasure for the product or service that has been consumed [52]. Meanwhile, according to [53], Customers who feel satisfied and customers who feel dissatisfied are a response from customers to the services or products they have purchased, that the performance of the services or products offered exceeds the expectations of customers or is less than customer expectations.. Customers who are satisfied with a service or product will provide good recommendations for the products and services that have been used. Research on the relationship between customer satisfaction and customer loyalty has been done by many previous researchers. Study [54], [55], [56], [57], [58], [59],[60], [61], [62], [29], [47], [28], [63], [21], [64], [39], [38], [37], [36], [65], [35], [34], [33], [66], [32], [31], [63], [67], [68], [69], [70], [71], [72], [43], [42], [73], [48], [74], [41], [40], [75], [45], [44], [50], [49] which links customer satisfaction with customer loyalty. Thus, the third hypothesis in this study is that the satisfaction of hospital patients will increase patient loyalty.

RESEARCH METHOD

This research is an explanatory research which is research that aims to test a theory or hypothesis in order to strengthen or possibly reject a theory or hypothesis from the results of existing research (Sugiyono, 2017).There are 2 (two) kinds of variables in this study, namely: 1) independent variables consisting of service quality (X1), trust (X2) and customer satisfaction (X3); 2) the dependent variable is customer/patient loyalty. The indicator of the service quality variable refers to the opinion [78] which consists of: reliability, responsiveness, empathy, assurance, and tangible. The indicator of trust refers to the opinion [51] which consists of: integrity, kindness, and competence. Indicators of customer satisfaction refer to opinions [79] which consist of: service products, promotions, location, facilities and atmosphere. While the indicators of customer loyalty are taken from the opinion [80] that there are 4 (four) namely: emotion commitment, switching costs, word of mouth, cooperation. The population used in this study were Blambangan Hospital patients consisting of inpatients and outpatients totaling 9002 people until July 2021. The determination of the research sample was based on the Slovin formula with a standard error of 5% so that the total sample size was 383 respondents. Data validity and data reliability tests were conducted to test whether a measuring instrument in the form of a questionnaire could be used as a measuring instrument by looking at the test criteria (Ferdinand, 2006). This study was analyzed using SEM-PLS to test the research hypotheses developed in this study.

RESULT AND DISCUSSION

Statistical Analysis Calculation Results Description

The results of the statistical analysis that have been carried out show that of the 383 patients, 56.4% or 216 were female patients, while the remaining 43.6% or 167 patients were male patients. The results of the analysis based on the age of the Blambangan Hospital Banyuwangi patients, it is known that the respondents are dominated by patients with an age range of 51-60 years, the rest are more than 60 years old. The results of the calculation based on the education of the respondents it is known that respondents with elementary education are 20.4% or as many as 78 patients, respondents with junior high school education are 21.4% or 82 patients, respondents with high school education are 25.8% or as many as 99 patients , and respondents with undergraduate education amounted to 32.4% or as many as 124 patients.

Result of Validity Test and Research Reliability Test

The validity test in this study was conducted to test the questionnaire or measuring instrument in this study. The indicator in this validity test uses AVE (average variance extracted) with a limit value of above 0.70.[81]. The calculation of the results of the validity test in this study is presented in Table 2. After the calculation, the results of the validity test turned out to be all values on the cross loading of all indicators exceeding 0.7. Thus, it can be concluded that the convergent validity test meets the requirements of this measuring instrument.

Table 4. Combined Loadings and Cross-Loadings

	QLTY	TRST	SATIS	LOYT	Type (a	SE	P value
X1.1	**0.7930**	0.1800	-0.3692	-0.0022	Reflect	0.0462	less than 0.001
X1.2	**0.7790**	0.0340	0.1972	-0.6342	Reflect	0.0462	less than 0.001
X1.3	**0.7750**	-0.7970	0.1492	0.6722	Reflect	0.0462	less than 0.001
X1.4	**0.8110**	0.0180	0.4432	-0.2382	Reflect	0.0462	less than 0.001
X1.5	**0.7540**	0.5760	-0.4442	0.2222	Reflect	0.0462	less than 0.001
X2.1	0.1880	**0.8620**	-0.3732	0.3552	Reflect	0.0452	less than 0.001
X2.2	0.0870	**0.8360**	-0.3852	0.3172	Reflect	0.0452	less than 0.001
X2.3	-0.3400	**0.7022**	0.9292	-0.8262	Reflect	0.0462	less than 0.001
Z1.1	-0.0920	-0.0612	**0.8072**	-0.1952	Reflect	0.0462	less than 0.001
Z1.2	-0.171	0.2300	**0.8182**	-0.2362	Reflect	0.0462	less than 0.001
Z1.3	-0.0120	-0.4472	**0.7272**	0.8712	Reflect	0.0462	less than 0.001
Z1.4	0.0890	-0.0282	**0.7472**	-0.0772	Reflect	0.0472	less than 0.001
Z1.5	0.2390	0.2952	**0.7032**	-0.3352	Reflect	0.0462	less than 0.001
Y1.1	-0.1020	-0.0292	-0.1122	**0.8592**	Reflect	0.0452	less than 0.001
Y1.2	0.2660	-0.1472	-0.0802	**0.7902**	Reflect	0.0462	less than 0.001
Y1.3	0.0310	-0.3932	-0.0292	**0.7622**	Reflect	0.0462	less than 0.001
Y1.4	-0.1850	0.5582	0.2312	**0.7892**	Reflect	0.0462	less than 0.001

In addition to the validity test, reliability tests also need to be carried out to measure the questionnaire used in this study. This is done to ensure whether the instrument in the form of a questionnaire is suitable for use in this study. And finally, after calculating with statistical tools, the result is that the measuring instrument can e used (Table 5).

Table 5. Value of Reliability Test Results Research

This Research Variable	Composite Reliability Value	Cronbach's alpha . value

Hospital Service Quality	0.8881	0.8421
Hospital Patient Trust	0.8411	0.7151
Hospital Patient Satisfaction	0.8581	0.7921
Hospital Patient Loyalty	0.8771	0.8131

Hypothesis Test Results In This Research

The results of the study after calculating with SEM, the outer model test turned out to have a level of validity and reliability that had met the required rules of 0.70. Because all loading factor values are above 0.70, all hypotheses developed in this study have a significant effect. The results of the outer model test are presented in Table 6 in this study.

Table 6: Hypothesis Test Results for Research

No	Research Hypothesis	Path Coefficient Results	P-value	Information
1	H1: Service quality from RS effect on customer Loyalty	0,204	<0,001	H1 Accepted
2	H2: Trust in patients affects customer loyalty	0,253	<0,001	H2 Accepted
3	H3: Customer Satisfaction effect on loyaluty	0,511	<0,001	Accepted

DISCUSSION

The Effect of Hospital Service Quality on Patient Loyalty

The results of testing and data analysis stated that the service quality with a coefficient of 0.204 with p <0.001 then the hypothesis which states that service quality has a significant effect on patient satisfaction at Blambangan Hospital, Banyuwangi Regency is accepted. This could be due to aspects related to service quality that have an impact on patient loyalty. Patients who receive services from hospitals very well based on service quality indicators, these patients will provide good information about the hospital to other patients. According to [53], service quality is the basis for service marketing, because the core product being marketed is a performance (quality). Because it is with performance that customers buy, therefore the quality of service performance is the basis for marketing services. [2] states that customer loyalty is an effort from a customer who will repurchase a product because it has provided good service. Thus it can be concluded that customers who feel good service then they make repeat purchases. This study has significant similarities with previous research conducted by [28] which states that service quality affects customer loyalty. While the research that is not in line is that conducted by [47] which states that service quality has no effect on customer loyalty.

The Effect of Patient Trust on Patient Loyalty

Based on the results of testing and data analysis, the results showed that patient confidence with a coefficient of 0.423 had a significant effect on patient loyalty at Blambangan Hospital, Banyuwangi Regency. Thus the hypothesis which states that trust has an effect on patient loyalty is accepted. This is due to aspects related to patient trust which have had a positive impact on patient loyalty at Blambangan Hospital, Banyuwangi Regency. Where aspects of the patient's trust include: integrity, kindness and competence. [51] stated that trust is considered as the keystone of strategic partnership. Trust appears to be a mediating or intermediary element in a seller-buyer relationship where trust is at the core of the relational approach and considers it key to developing an understanding of commitment in a seller-buyer relationship. Trust is also seen as a key element in building lasting relationships with customers and in maintaining a company's market share. Trust is the foundation of business, so it must be maintained and increased. Meanwhile, in this study, there are significant similarities in results with previous research conducted by [82], [26], [83], [56], [84], [85], [55], [86], [54] the result is that trust can increase customer loyalty.

The Effect of Patient Satisfaction on Patient Loyalty

Based on the results of testing and data analysis, the results showed that patient satisfaction with a coefficient of 0.511 had a significant effect on patient loyalty at Blambangan Hospital, Banyuwangi Regency. Thus the hypothesis which states that patient satisfaction affects patient loyalty is accepted. This is due to aspects related to patient satisfaction which have had a positive impact on patient loyalty at Blambangan Hospital, Banyuwangi Regency. Where aspects of patient satisfaction include: hospital service products, promotions, hospital location, hospital atmosphere and hospital facilities. Satisfaction is a feeling of pleasure for customers after feeling their expectations exceed the performance provided by the service provider [52]. Loyalty is a

customer's effort to provide information to other customers to use products or services that have been used [2]. This research is in line with research conducted by [54], [55], [56], [57], [58], [59],[60], [61], [62], [29], [47], [28], [63], [21].

CONCLUSIONS AND RECOMMENDATIONS

Based on the phenomena that occur in the object of research and the theory and previous research that has been described, the conclusions in this study are: 1) the quality of services provided by RSUD Blambangan Banyuwangi has given satisfaction to its patients and ultimately increased patient loyalty. This is evident from the results of the study which showed the coefficient obtained with a positive sign. In this regard, the Blambangan Hospital Banyuwangi should continue to provide services to patients who can provide service performance that exceeds patient expectations so that patients will provide the best information to other customers; 2) patient trust in RSUD Blambangan Banyuwangi can increase patient loyalty. Thus, the Blambangan Hospital should maintain the trust of the community, which in this case are hospital patients, so that patient loyalty increases. Patient satisfaction has an impact on patient loyalty at Blambangan Hospital Banyuwangi. Therefore, the Blambangan Hospital must continue to provide good service so that patients feel satisfied and ultimately recommend to other patients.

Suggestions for this research to the hospital is to continue to improve the quality of service, trust and customer satisfaction. This is because all the variables used in this study have a positive impact on patient loyalty. This is also intended to be able to reach the market in the face of competition. For further research to add other variables such as brand image, product innovation and others.

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