

HOSPITALS CUSTOMER E-LOYALTY: HOW THE ROLE OF E-SERVICE QUALITY, E-RECOVERY SERVICE QUALITY AND E-SATISFACTION ?

**Syahril^{1*}, Manorang Sihotang¹, Rastanto Hadinegoro¹, Eva Sulastr¹
Imbuh Rochmad¹, Yoyok Cahyono¹, Agus Purwanto^{1,2}**

¹Universitas Pramita Indonesia, Indonesia

² Kazian School and Management, India

*Corresponding email : syahril@gmail.com

Abstract - The results of this study are expected (1) For the scientific aspect, the results of this study are useful for enriching empirical findings regarding the issue of E-Satisfaction and E-Loyalty, it is hoped that conceptual foundations can be found that have methodological implications regarding the delivery of E-Satisfaction and E-Loyalty. (2) For practical purposes, the results of this study can reveal useful information for the provision of quality services on E-Service Quality, and (3) For further researchers, research can encourage further researchers to find other variables that have a dominant influence on E-Service Quality, Satisfaction and customer E-Loyalty. Management Information System and E-commerce where Hospitals have provided E-commerce facilities which include the use of information technology and product marketing. Where this research has the meaning that the current marketing management of Hospitals cannot be separated from the use of technology packaged in the form of E-commerce transactions. Hospitals that have done this can be superior or competitive compared to similar companies that still transact manually, however, such Electronic-based services must be able to satisfy customers by reducing complaints submitted by consumers.

Keywords: e-loyalty, Customer, e-service quality, e-recovery service quality, e-satisfaction

Introduction

In this digital era and industrial revolution, business development through the internet (e-business) is increasingly widespread throughout the world. This rapid development is caused by various reasons, including the easier it is for people in the world to access the internet and the existence of regulations that make it easier to transact. E-business in practice is a business that crosses national borders with different regulations, social and cultural which can cause problems- problems when different regulations, social and cultural differences clash. Although there are no internationally recognized rules or regulations regarding e-business, each country has enacted laws relating to electronic transactions to provide certainty and security in transactions. According to Yarimoglu et al. (2016) Utilization of Information Technology, media, and communication has changed both the behavior of society and human civilization globally. The development of information and communication technology has also caused world relations to become borderless and caused significant social, economic and cultural changes to take place so rapidly. human civilization, as well as being an effective means of unlawful acts.

In connection with the development of e-business which includes e-commerce, many companies use the internet in conducting their business to market and sell products in the form of goods and services with a worldwide market share.

Marketing on the internet or Internet marketing, also known as web marketing, online marketing, web advertising, or e-marketing, is referred to as marketing (generally promotion) of products or services through the Internet. mail and wireless media. Digital customer data and electronic customer relationship management (eCRM) are also often grouped together under internet marketing. Currently, marketing has developed along with technological developments. Marketing activities become wider with the internet. The use of the internet and the facilities on the internet to carry out marketing activities is known as e-marketing. Internet marketing is closely related to the creative and technical aspects of the Internet, including design, development, advertising and sales. Internet marketing also refers to the placement of media along different stages of the customer engagement cycle through search engine marketing (SEM), search engine optimization (SEO), banner advertising on specific websites, email marketing, mobile advertising, and Web 2.0 strategies. also quickly impacted in the business world. Almost all companies provide internet-based service facilities to their customers with the aim of remaining loyal to the products or services offered by the company. Customers will easily move from one company to another because of the problem of satisfaction and services provided by the company. Supported by the internet network, customers will easily find better services from various similar companies. As stated by Shafiee et al. (2018); Yarimoglu et al. (2016) that without customer loyalty, even the best designed e-business model will soon fall apart. In order to maintain customer e-loyalty to the company, company steps are needed in providing internet-based satisfaction (e-satisfaction) to customers through internet-based service quality,

According to Budiman et al. (2020); Cetinsoz et al. (2019) that the benefits that will be obtained by companies if they have loyal customers include reducing marketing costs (because the cost to attract new customers is more expensive), with the internet, companies can use e-mail, websites to market their products where marketing costs online is cheaper than the conventional way. Reducing transaction costs, by using the internet, customers can directly transact online without the need to leave their place or home thus there is time and cost efficiency for customers and companies, increasing cross-selling which will increase the company's market share, namely companies can sell other products together with other products. mainly online. With good internet-based service quality (E-Service Quality), customers will feel satisfied and will convey positive things to other prospective customers virtually via email, website, mailing list or testimonials submitted on the company's website. Likewise, companies must always be ready to serve customers through the internet network when there are questions or complaints after online transactions from customers (E-recovery-Service Quality). In accordance with the explanation above, it can be said that e-satisfaction is a factor that affects customer e-loyalty, while e-satisfaction experienced by customers is the result of e-service quality.

The results of this study are expected (1) For the scientific aspect, the results of this study are useful for enriching empirical findings regarding the issue of E-Satisfaction and E-Loyalty, it is hoped that conceptual foundations can be found that have methodological implications regarding the delivery of E-Satisfaction and E-Loyalty. (2) For practical purposes, the results of this study can reveal useful

information for the provision of quality services on E-Service Quality, and (3) For further researchers, research can encourage further researchers to find other variables that have a dominant influence on E-Service Quality, Satisfaction and customer E-Loyalty.

Discussion and Opinion

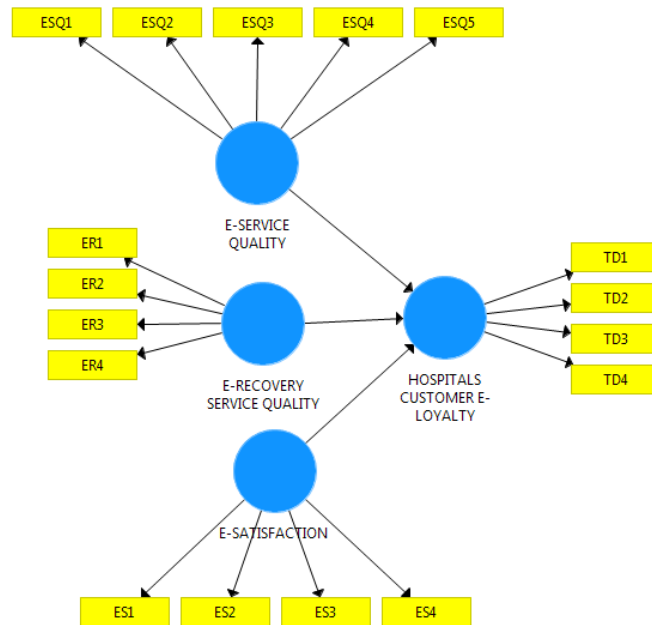


Fig 1. Conceptual Model

Effect of E-Service Quality on E-Satisfaction

E-service quality is a service provided to consumers of the Internet network as an extension of the ability of a site to facilitate hospital activities, purchasing and distribution effectively and efficiently. E-Service Quality is a combination of internet-based service quality consisting of efficiency, fulfillment, system availability, privacy. Where customers will feel more efficient in conducting transactions in terms of time and cost, as well as the availability of information and smooth transactions are the choice of customers to transact through the availability of adequate system and internet network facilities and guarantees for the confidentiality of customer data. Thus the E-Service Quality provided by the company will satisfy or not satisfy the customer because the quality of service provided by the company affects the level of customer satisfaction as stated by Putri et al. (2022); Purwanto (2022); Shafiee et al. (2018); Yarimoglu et al. (2016) there are five main factors that must be considered in determining the level of hospital customer satisfaction, namely product quality, service quality, emotional, price and cost. One of the five factors that affect satisfaction is service quality. Service quality, especially in the service sector, customers will feel satisfied if they get good service or what is expected. Satisfied customers will show the possibility of buying the same product again.

Effect of E-recovery-Service Quality on E-Satisfaction

The quality of service to hospital customers, can not always satisfy customers. There are many service failures that cause dissatisfaction. Therefore the company should restore the service. Internet-based service recovery is one of the significant determinants of customer satisfaction, loyalty and retention. Internet-based service recovery (E-recovery Service Quality) According to Budiman et al. (2020); Shafie et al. (2018); Yarimoglu et al. (2016) in the form of Responsiveness (responsive): provide a quick response on the service site, Compensation (compensation): the level of compensation that can be received by the customer in the event of a problem, Contact (contact): the availability of customer service by telephone, online chat or representatives in online support facilities . According to Budiman et al. (2020); Cetinsoz et al. (2019) concluded that service recovery has a positive effect on customer satisfaction in hospitals,

Effect of E-Satisfaction on E-Loyalty

After consuming the product or service purchased, the customer will feel satisfied or dissatisfied depending on the quality of service received from the hospital, where the customer will evaluate after consuming the product or service. Furthermore, customers will feel satisfied or dissatisfied with the consumption of products or services that have been done. If the customer is satisfied, it will encourage customers to buy and consume the product again. Meanwhile, if the customer is dissatisfied, it will cause the customer to be disappointed and stop buying back or consuming the product and will inform other potential customers negatively and can switch to other similar companies. According to Putri et al. (2022); Purwanto (2022); Shafiee et al. (2018); Yarimoglu et al. (2016) the creation of hospital customer satisfaction can provide several benefits, including harmonious relations between the company and its customers, providing a good basis for repeat purchases, creating customer loyalty to a particular product and forming a word of mouth recommendation that is profitable for hospitals. ,

Conclusion

Management Information System and E-commerce where Hospitals have provided E-commerce facilities which include the use of information technology and product marketing. Where this research has the meaning that the current marketing management of Hospitals cannot be separated from the use of technology packaged in the form of E-commerce transactions. Hospitals that have done this can be superior or competitive compared to similar companies that still transact manually, however, such Electronic-based services must be able to satisfy customers by reducing complaints submitted by consumers. This research also proves that it turns out that electronic-based services after making transactions must be further improved. Thus, it is proven that electronic-based services in theory and research results have been proven to satisfy customers who eventually become loyal customers, however, there are still some service elements that must be improved by hospitals.

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