

THE INFLUENCE OF SERVICE QUALITY AND CUSTOMER VALUE ON INPATIENT SATISFACTION AT BHAYANGKARA HOSPITAL PALU CITY

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ABSTRACT

This study aims to determine the effect of service quality and customer value on inpatient satisfaction at Bhayangkara Hospital Palu City. The type of research was descriptive – verification. The research sample was inpatients at Bhayangkara Hospital Palu, which was determined by the purposive sampling method and totaled 105 patients. This study applied a multiple linear analysis method using SPSS software version 23. The results of this study indicate that (1) service quality and customer value have a significant effect on inpatient satisfaction at Bhayangkara Hospital Palu City, (2) service quality has a significant effect on inpatient satisfaction at Bhayangkara Hospital Palu City, ((3) customer value has a significant effect on inpatient satisfaction at Bhayangkara Hospital Palu City.

Keywords: Service Quality, Customer Value, Patient Satisfaction

INTRODUCTION

One of the health services that have a very important role in providing health services to the community is the hospital. Hospitals play an important role in the health care system and health care institutions that have an organized staff of medical professionals, and inpatient facilities, by providing medical, nursing, and related services 24 hours per day, 7 days per week, and providing complete health services to the community both curatively and preventively.

Swastha (2000:10) says that marketing is an overall system of businesses aimed at planning, pricing, promoting, and distributing goods and services that can satisfy the needs of existing and potential buyers. This means that producers in producing goods and services are always oriented toward meeting the needs and satisfaction of consumers. Thus, marketing activities are exchange activities that can provide satisfaction to both producers and consumers.

During the pandemic, Bhayangkara Hospital has its own mechanism for inpatient and outpatient services. Users of hospital services, in this case, patients, demand quality services, not only regarding healing from physical illness or improving their health status, but also regarding satisfaction with attitudes, adequate facilities, and infrastructure, and a physical environment that can provide comfort. Patients are one indicator of the quality of services we provide and patient satisfaction is a capital to get more patients and to get loyal patients (faithful). Loyal patients will reuse the same health services if they need it again.

Patient satisfaction depends on the quality of service. Service is all the efforts made by employees to fulfill the wishes of their customers with the services that will be provided (Sari, 2021). According to Sumarni (2002:28) services have four characteristics, namely as follows:

1. Intangible
2. It cannot be separated or cannot be represented.
3. Not durable.
4. Diversity.

Satisfied or not the consumer is the response shown by the consumer to the evaluation of the discrepancy that can be felt between previous expectations and the perceived performance of a product or service after its use.

Before consumers decide to be satisfied with a product or service, there are several factors to consider, namely service quality. Service quality (service quality) can be known by comparing the perceptions of consumers on the services they actually receive/obtain with the services they expect/want on the service attributes of a company. Parasuraman, (2005:65) in Harahab, (2013:43), also states and suggests that the attributes that can be used to evaluate service quality can be seen from five main dimensions, namely:

1. Tangibles: The appearance and ability, physical facilities, and infrastructure of the company that is reliable tangible evidence of the services provided by the service provider.
2. Reliability: a state of emotional activity also known as a feeling of inspiration or pride related to and caused by the object of engagement.
3. Assurance: A policy to assist and provide fast (responsive) and appropriate service to customers, with clear information delivery.
4. Responsiveness: Knowledge, courtesy, and ability of company employees to foster customer trust in the company.
5. Empathy: Giving sincere and individual or personal attention given to customers by trying to understand consumer desires.

Wahyuningsih (2020; 29) in his book on customer value says that customer value includes several components including the quality of goods and services, price, performance, perception, customer relationships, and so on. The two main components are benefits and sacrifices of sacrifices. The components of customer value consist of emotional value, social value, and functional value, namely:

1. Functional Value: Functional value is the value of a product (goods/services) seen from the physical appearance or performance of the product (Wahyuningsih, 2020:31).
2. Social Value: Social value is the value felt by consumers to improve social status and establish relationships with other parties. (Wahyuningsih, 2020:32).
3. Emotional Value: Emotional value is the emotional feeling experienced by consumers in making purchases (Wahyuningsih, 2020:33).

Customer satisfaction itself cannot be separated from the value factor they get, customer value is the difference between the total benefits obtained by the customer/consumer and the total sacrifices made in purchasing the product (Wahyuningsih 2020).

According to Irawan (2003: 24) there are 3 dimensions of customer satisfaction, namely;

1. Satisfaction Toward Quality, satisfaction with product quality, and for industrial services, quality refers to service quality.
2. Satisfaction Toward Value, satisfaction with the price with the level of quality received.
3. Perceived Best, which is to find out whether the product brand used is of the best quality compared to other competing product brands.

Hospital business management is required to make adjustments continuously in line with changes that occur in the business environment so that health institutions such as Public Hospitals that carry out social missions must be able to act as institutions that provide health services to people who need them.

The competitive situation in serving patients at several hospitals in Palu City requires Bhayangkara Hospital to be able to provide quality services and can satisfy the expectations of patients. Bhayangkara Hospital not only provides health services to police personnel but also provides health services to the society, for this reason, its management must be carried out properly because of the involvement of various elements such as physical appearance, personal contact services (doctors, nurses, laboratory officers, nutrition workers, administration and finance including parking) that affect the selection of a patient to come and use the services offered.

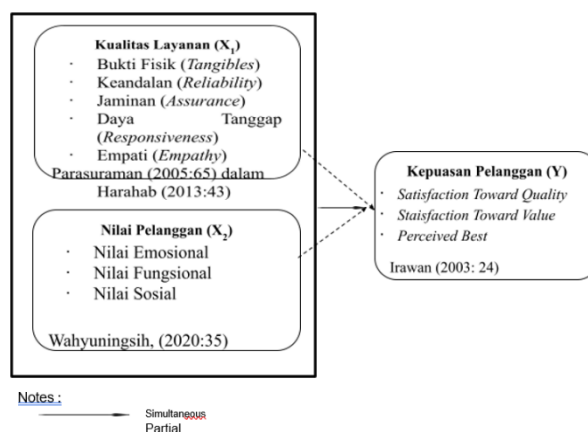
H1: Service Quality and Customer Value have a significant effect on inpatient satisfaction at Bhayangkara Hospital Palu

H2: Service quality has a significant effect on inpatient satisfaction at Bhayangkara Hospital Palu

H3: Customer value has a significant effect on inpatient satisfaction at Bhayangkara Hospital Palu.

METHOD

The population in this study were patients who were being treated and had been hospitalized at Bhayangkara Hospital, Palu City. The number of samples of patients who are being treated and have been hospitalized at Bhayangkara Hospital, Palu City is not known for certain, so the sample that



must be met in this study is 3 times or $3 \times 35 = 105$ samples. Data was collected by giving questionnaires containing structured statements to the respondents and using a Likert scale with five levels of answers ranging from strongly agree (5) to strongly disagree. The sampling technique in this study used the Proportional Random Sampling technique. This study applied multiple linear regression analysis and ANOVA using SPSS software.

RESULTS AND DISCUSSION

Results

Multiple Linear Regression Test

This study applied multiple linear regression analysis with the aim of testing the effect of service quality and customer value variables on customer satisfaction at Bhayangkara Hospital, Palu City. For more details, it can be seen in the results of the multiple linear regression analysis in Table 1 below.

Table 1
Result of Multiple Linear Regression Test

Variables	B	beta	t counted	Sig t	Notes
(Constant)	-2.592				
Service Quality	0.279	0.554	6.420	0.000	Significance
Customer Value	0.176	0.202	2.344	0.021	Significance
F Counted	45.475				
Sig F	0.000				
R square	0.471				
Dependent Variable	: Customer Satisfaction				

Source: Primary data is processed (2022)

Based on the table above, the calculation of multiple linear regression using the SPSS program obtained the following results:

$$Y = -2,592 + 0,279X_1 + 0,176X_2$$

1. constant = -2,592
It means that if there are no variables that affect Service Quality and Customer Value, then Customer Satisfaction -2,592 units.
2. $b_1 = 0,279$
It means that if the Service Quality variable increases by one unit, then Customer Satisfaction will decrease by 0.279 assuming the other independent variables remain constant.
3. $b_2 = 0,176$
It means that if the Customer Value variable increases by one unit, then Customer Satisfaction will decrease by 0.176 assuming the other independent variables remain constant.

Simultaneous Hypothesis Testing (f Test)

Based on the results of table 4.17 obtained a significance value of $F = 0.000$ ($0.000 < 0.05$). This value can prove that the hypothesis is accepted. Thus, it can be stated that simultaneously the service quality variable (X_1) and customer value (X_2) have a significant effect on the customer satisfaction variable (Y). Therefore, the first hypothesis which states that service quality and customer value have a significant effect on inpatient satisfaction at Bhayangkara Hospital, Palu City can be scientifically proven to be true.

Partial Hypothesis Testing (t-Test)

The following are partial test results for each independent variable on the dependent variable:

1. **Service quality variable**
The test results of multiple linear regression analysis of the service quality variable (X_1) indicate that there is a significant value of 0.000 ($0.000 < 0.05$), therefore it can be stated that the service quality variable has a significant influence on customer satisfaction. Therefore, the second hypothesis which states that service quality has a significant effect on inpatient satisfaction at Bhayangkara Hospital Palu City can be proven scientifically.
2. **Customer Value Variable**
The test results of multiple linear regression analysis of the customer value variable (X_2) indicate that there is a significant value of 0.021 ($0.021 < 0.05$). Thus, it can be stated that the customer value variable has a significant influence on customer satisfaction. Therefore, the third hypothesis which states that customer value has a significant effect on inpatient satisfaction at Bhayangkara Hospital Palu can be proven scientifically.

Coefficient of Determination

Based on the results of the tests conducted in this study, it proves that service quality and customer value simultaneously have a significant effect on customer satisfaction of inpatient service users at Bhayangkara Hospital, Palu City. Based on the influence value, it is explained that service quality and customer value simultaneously have a significant effect on customer satisfaction of 0.471

(47.1%). This identifies that service quality and customer value can contribute 47.1% to customer satisfaction and 52.9% of customer satisfaction is influenced by other variables besides service quality and customer value.

ANOVA Test

Bivariate analysis at this stage was investigated using the one-way ANOVA test, it can be seen as follows

Table 2
Difference Analysis Table (One Way ANOVA POST HOC Tuckey)

Variable	Room	Mean	Sig.	Information
Service Quality	Class 3	4.2841	0.000	There is an effect
	Class 2	4.3967		
	Class 1	4.5238		
	VIP	4.6800		
	Super VIP	4.8200		
Customer value	Class 3	4.3059	0.000	There is an effect
	Class 2	4.380		
	VIP	4.3800		
	Class 1	4.5253		
	Super VIP	4.6900		
Customer Satisfaction	Class 3	4.3353	0.000	There is an effect
	Class 2	4.3600		
	Class 1	4.5553		
	VIP	4.7000		
	Super VIP	4.9000		

Source: Primary data is processed (2022)

From the table above, it can be seen that the three variables, Service Quality, Customer Value, and Customer Satisfaction have an influence on space (class), because the value of p-value = 0.000 (0.000 < 0.05). From the table above, it can be seen that:

1. Service Quality Variable

The highest mean on the service quality variable is in the super VIP class with a mean value of 4.8200. While the lowest mean is in class 3 with a mean value of 4.2841.

2. Customer Value Variable

The highest mean on the customer value variable is in the super VIP class with a mean value of 4.6900. While the lowest mean is in class 3 with a mean value of 4.3059.

3. Customer Satisfaction Variable

The highest mean on the customer satisfaction variable is in the super VIP class with a mean value of 4.9000. While the lowest mean is in class 3 with a mean value of 4.3353.

Discussion

Service quality and customer value can create customer satisfaction because the quality of service combines physical evidence, reliability, assurance, responsiveness, and empathy given to patients who use inpatient services at Bhayangkara Hospital Palu City as well as customer value that combines functional, social, and emotional values that come directly from the patient's experience while using inpatient services at Bhayangkara Hospital Palu City.

With good hospital facilities, the reliability of medical personnel and hospital administrative staff will increase the value in the eyes of patients, so that patients feel happy and satisfied while using inpatient services at Bhayangkara Hospital Palu City.

The creation of customer satisfaction begins with the quality of service received by consumers. This is supported by complete facilities, the appearance of medical personnel, hospital equipment,

punctuality in service, attention to patients, alertness of medical personnel, and understanding of patient needs so as to create a sense of satisfaction.

Customer satisfaction is also created from customer value received by consumers. This is supported by fast service, good relationships with patients, as well as a sense of security and comfort for patients during hospitalization at Bhayangkara Hospital, Palu City.

This study is also in line with Adista's research, Dharmawan (2019) which examines the effect of customer value and service quality on grab bike customer satisfaction at Krisnadwipayana University with the results of research on service quality having a positive and significant effect on customer satisfaction.

Service Quality (X1) on Patient Satisfaction

The level of service quality is the best consistent way to meet consumer expectations of service delivery systems. Service quality is shaped by several dimensions, namely:

1. Tangibles

Tangibles are the first thing that appears in a service. The respondents' positive responses to the dimensions of the hospital's physical evidence indicate that Bhayangkara Hospital Palu has been able to meet the patient's treatment needs. In fact, some of the facilities at Bhayangkara Hospital Palu are not so complete compared to the facilities at other hospitals. However, the health facilities that are commonly used by patients at Bhayangkara Hospital Palu provide the needs of the patients themselves. The appearance of medical personnel, which is also part of the physical evidence of quality of service, is considered quite good because the medical personnel of Bhayangkara Hospital Palu always look clean and tidy so that patients at Bhayangkara Hospital Palu feel comfortable and satisfied.

2. Reliability

Punctuality in providing services is considered timely enough as well as an explanation of the administrative procedures for hospital inpatients. Bhayangkara Palu is self-explanatory so that the patient is satisfied Bhayangkara Hospital Palu is considered to be able to solve problems and provide excellent solutions to patients so that with reliable service quality, patients feel cared for their health needs.

3. Assurance

Assurance for fast and appropriate services and the cleanliness of the hospital environment for inpatients at Bhayangkara Hospital Palu makes patients feel comfortable and satisfied with the services provided and will return to using Bhayangkara Hospital Palu if their health is disturbed again.

4. Responsiveness

The knowledge and courtesy of medical personnel foster the confidence of inpatients at Bhayangkara Hospital Palu so that patients feel satisfied with the service.

5. Emphaty

Bhayangkara Hospital Palu provides sincere attention to patients by trying to understand the patient's wishes. Although Bhayangkara Hospital Palu does not yet have many different inpatient classes, the services are the same without discrimination.

Customer Value (X2) on Patient Satisfaction

The creation of customer satisfaction begins with customer value that appears in the customer. Customer Value is formed by several dimensions, namely:

1. Functional Value

The positive responses of respondents on the functional value dimensions related to complete

medical devices, the administration of Bhayangkara Hospital Palu City to serve and solve problems and provide excellent solutions, indicated that Bhayangkara Hospital Palu City was able to meet the needs for patient treatment and can increase in patient satisfaction in Bhayangkara Hospital Palu City.

2. Social Value

Social value is the difference between the benefits obtained from goods and services because of their ability to improve the patient's social status, including obtaining a good perception, getting more attention from relatives and family, and a good image of Bhayangkara Hospital Palu City.

3. Emotional Value

A safe and comfortable atmosphere during hospitalization shows that Bhayangkara Hospital Palu City patients get a comfortable atmosphere during hospitalization so that they are satisfied with the services provided by Bhayangkara Hospital Palu City.

ANOVA Test

The quality of service in super VIP inpatient rooms is very different from the quality of service in other inpatient rooms, because the prices offered are more expensive than other inpatient classes so that Bhayangkara Hospital provides maximum quality.

With the good quality of service in super VIP rooms, the customer value for services at Bhayangkara Hospital is also good. So that customers are satisfied with the service received.

Based on the results of interviews with several inpatients, all the services offered by the Bhayangkara Hospital in Palu are in accordance with the costs that the patients incur.

CONCLUSION

1. Service quality and customer value have a significant effect on inpatient satisfaction at Bhayangkara Hospital of Palu.
2. Service quality has a significant effect on inpatient satisfaction at Bhayangkara Hospital Palu.
3. Customer value has a significant effect on inpatient satisfaction at Bhayangkara Hospital Palu.

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