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RESEARCH ARTICLE

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Effects of Service Quality on Word of Mouth through Satisfaction in Outpatient at Sakinah Islamic Hospital in Mojokerto Regency

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ABSTRACT

Hospital is health service institution organizing individual health service. In an increasingly competitive environment, hospitals should be increasingly aware of the importance of providing the best quality service for the patients. In Sakinah Islamic Hospital showed the decrease of the number of outpatient patient visits, on 2014 until 2016, decreasing by 697 patients. This research aimed to analyze the effects of service quality on word of mouth through patient satisfaction. This was quantitative research with observational analytic approach. The samples of this research were 90 outpatients using multistage sampling technique. The data analysis was conducted by using Partial Least Square. Based on the testing result, it was found the effects of service quality on word of mouth through satisfaction, with t-statistic value by 2.039 (t-statistic > t table of 1.96). It means that the better service quality provided, the higher the level of patient satisfaction and increase the word of mouth as well. Sakinah Islamic Hospital needs to improve the quality and quantity of the human resources, equip facilities infrastructure and conduct maintenance and repair to support the service continuity for the patients, therefore, they will be satisfied and encouraged to do word of mouth and increase the number of patient visits.

Keywords: Service quality, Satisfaction, Word of mouth.

INTRODUCTION

Service quality is the goal of an institution. Service quality provided through a good management approach is the key requirement that should not be ignored if the service provider wants to get advanced and do expansion. Increasingly tougher competition today makes a service provider able to provide service to consumer with excellent and best service⁽¹⁾.

The dimension of quality is divided into five, tangible is everything that looks, like the physical appearance of the facilities, equipment and officers. Reliability is the element dealing with the ability to realize the performable and reliable service of implementation of nursing service. Responsiveness is the element dealing with the willingness to help and provide the best service. Assurance is the element dealing with ability to seize trust and confidence of clients based on knowledge, courtesy and friendliness. Empathy is the element dealing with the individual's concerns and care regardless the client status⁽²⁾.

Satisfaction is the level of someone feeling after comparing performance or result that is appropriate to the expectation. Consumer satisfaction is defensive and offensive strategies; defensive strategy means the consumer satisfaction is the best way to keep consumers from the image of competitors and offensive strategy is because customer satisfaction will bring to word of mouth and able to attract new customers⁽³⁾. Word of mouth is a compliment, recommendation and customer comment around their experience of services and products that really affect customer's decision or their purchasing behavior⁽⁴⁾.

The purpose of this research was to analyze the effects of service quality on word of mouth through patient satisfaction.

METHODS

This was observational analytic research using quantitative approach and the research design used was cross sectional. The population in this research was the entire outpatient patients at Sakinah Islamic Hospital in Mojokerto with the mean per unit per month by 2016 were 3036 patients. The sample size in this research was calculated using formula according to Donsu (2016)⁽⁵⁾ as follows:

$$n = \frac{NZ(1 - \frac{\alpha}{z})_2P(1 - P)}{Nd_2 + Z(1 - \frac{\alpha}{z})_2P(1 - P)}$$

Note:

n = sample size

N = sample size

$Z(1 - \frac{\alpha}{z})$ = value of standard distribution = 95% = (1.96)

P = population of incidence = 0.5

d = deviation = 0.1

The sample size in this research were 90 patients. Multistage sampling technique was used in this research, namely cluster sampling and systematic sampling, meanwhile to obtain sample with same proportion in each unit outpatient, proportional random sampling was used as follows:

$$\frac{N1}{Ntotal} \times n$$

Note:

N1 = mean of patients per unit

n = sample size

Ntotal = total population

RESULTS

Outer Model Test

Outer model analysis was performed to ensure the appropriateness of the measurement. Outer model can be seen from indicators as follows:

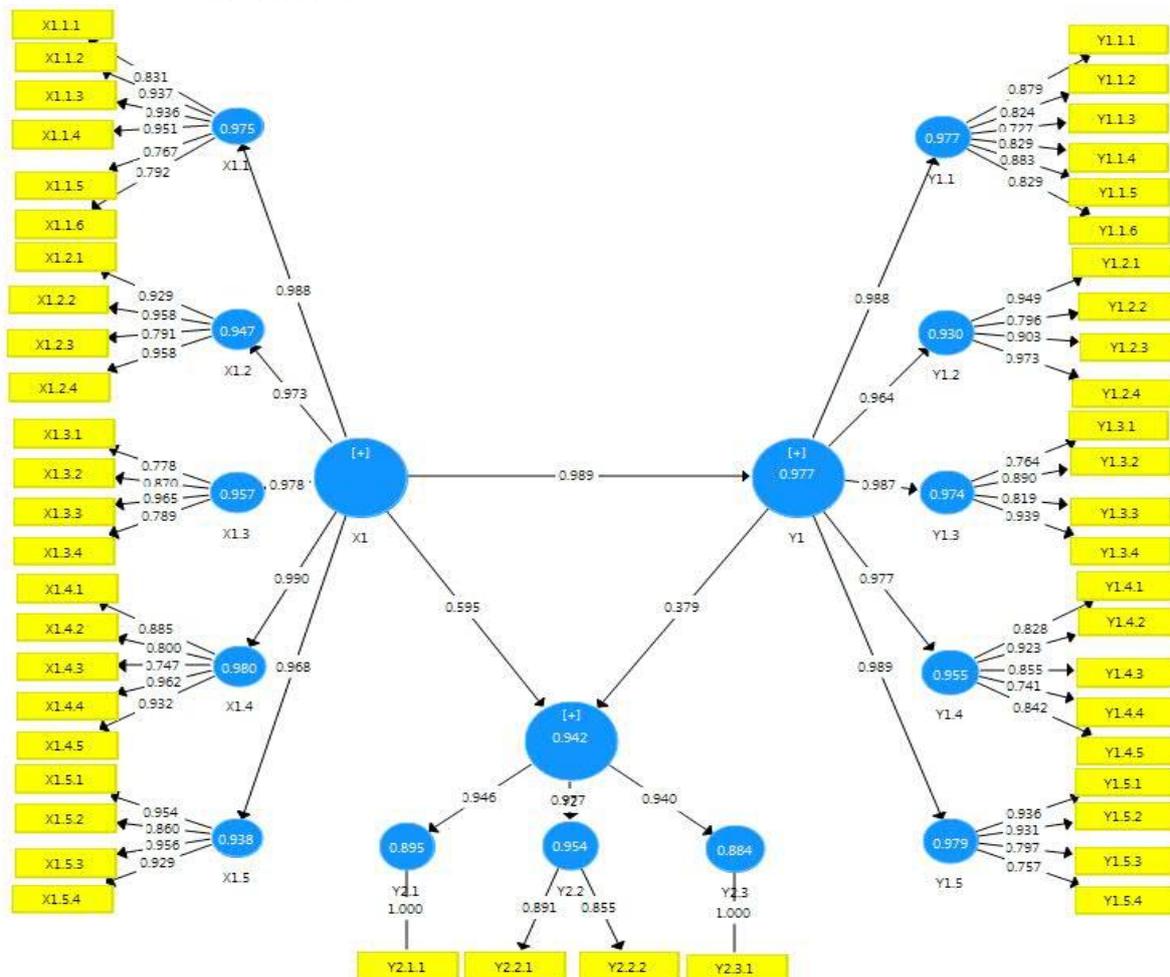


Figure 1. Result of measurement model

Individual indicator is considered as valid if the correlation value is above 0.70. However, in scaling-scale research, loading factor 0.5- 0.6 can still be accepted⁽⁶⁾. Based on the outer model value at the picture above, it has already met the *convergent* validity because all of indicators have loading factor value above 0.70.

Construct Test of Reliability and Validity

The validity test results can be seen also from Average Variance Extracted (AVE) value. It is considered valid if it is more than 0.5, meanwhile the result of reliability test can be seen from the composite reliability value and cronbachs alpha value, both of the tests must be >0.6.

Table 1. Construct Reliability and Validity Test Results

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Service Quality	0.985	0.987	0.986	0.752
Tangible	0.935	0.944	0.950	0.761
Reliability	0.930	0.941	0.951	0.831
Responsiveness	0.873	0.886	0.914	0.729
Assurance	0.916	0.927	0.939	0.755
Empathy	0.944	0.950	0.960	0.857
Patient Satisfaction	0.980	0.982	0.982	0.704
Tangible	0.909	0.913	0.930	0.689
Reliability	0.927	0.936	0.949	0.824
Responsiveness	0.875	0.883	0.916	0.732
Assurance	0.894	0.902	0.923	0.705
Empathy	0.878	0.892	0.918	0.738
Word of Mouth	0.919	0.926	0.944	0.808
Discussing	1.000	1.000	1.000	1.000
Recommending	0.690	0.698	0.865	0.762
Encouraging	1.000	1.000	1.000	1.000

From table 1, all Average Variance Extracted (AVE) values are above 0.5, meaning that the model is good and valid in measuring the latent variable. While the composite reliability and cronbachs alpha are above 0.6, meaning that all variables are considered as reliable for research instrument.

Inner Model Test

Inner model analysis can be seen from R-Square value. R-Square value is Goodness of Fit (GoF) testing by considering R-Square (R²) on every endogenous latent variable. If the value is close to 1 then the exogenous variable provides all information that can predict endogenous variable, but if the value is smaller, then the endogenous variable ability in explaining exogenous variable is increasingly limited.

Table 2. The Result of R-Square Value Testing

Variable	R-Square
Patient satisfaction	0.977
Word of Mouth	0.942

From table 2, it can be seen that R-Square (R²) value from patients satisfaction is 0.977. It means that 97.7% of patients satisfaction is affected by service quality provided. While R-Square (R²) value of word of mouth is 0.942 showing that 94% of word of mouth is affected by service quality.

Hypothesis Test

Table 3. Hypothesis Testing Result

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value
X1 ->Y1->Y2	0.374	0.383	0.184	2.039	0.042

Table 3 shows that it is found effects of service quality on word of mouth through satisfaction where t-statistic value is 2.039, which is more than 1.96.

DISCUSSION

The hypothesis results state that there is positive and significant effect from service quality on word of mouth through patient satisfaction. Results of service quality calculation on word of mouth through patient satisfaction show there is positive effect (0.374) with t-statistic value equal to 2.039, which is more than 1.96 and p value equal to 0.042 which is smaller than 0.05. The t-statistic value is above critical value ± 1.96 , therefore, the hypothesis is accepted.

This research shows that the use of intervening variable, that is satisfaction, has role on outpatient patients at Sakinah Islamic Hospital in bringing word of mouth desire about service quality that has been provided. It means that if patients get good quality service, patients will be satisfied, therefore, it will bring word of mouth on the patients. The key of satisfaction and word of mouth are located in the service quality provided. If the service quality provided is good, the patients will be satisfied and it will encourage the patients to do positive word of mouth, otherwise, if the service quality provided is less good, the patients will be dissatisfied because the service quality is not as good as the expectation, therefore, it will bring negative word of mouth. Some services that have been provided by Sakinah Islamic Hospital are when the patients come after registration and receive queue number, the patients will be immediately receive early examination of vital signs examination by the nurses, then the attitude of doctors, nurses and staffs who are always friendly and smiling when performing the services. It will surely make the patients satisfied and form patients' satisfaction, that will encourage them to share this experience to their closest friends.

Considering the increasingly tougher competition of Hospitals, Sakinah Islamic Hospital needs to notice, maintain and improve the quality service provided to the patients because it can affect the success of a hospital, both in terms of tangible, reliability, responsiveness, assurance and empathy. According to Supranto (2012), those aspects can be used as measuring tool in measuring service quality⁽²⁾. Tangible, Sakinah Islamic Hospital has to know how is the most appropriate of physical appearance aspects of outpatient unit which still provides positive impression on service quality provided without causing too high expectations of the patients, in which the hospital can satisfy the patients. Reliability, staff performance must be in accordance with what the patients expect, the outpatient officers of Sakinah Islamic Hospital also have to provide equitable service to all patients, providing high sympathetic and accuracy attitude, because fulfilling the promise in the service will reflect the hospital credibility.

Responsiveness, Sakinah Islamic Hospital has to provide accurate information to the patients and able to provide fast and responsive service in accordance with what patients expect. Assurance, outpatient officers of Sakinah Islamic Hospital should have extensive knowledge in order to able to answer every question delivered by patients. The officers should also maintain good ethic while providing service to patients, every officers should be skillful in providing services needed by patients. Empathy, outpatient officers of Sakinah Islamic Hospital should able to provide attention and sincere attitude in fulfilling patient needs, the officers should also maintain good communication with patients. Those aspects are very important in improving patient satisfaction and increasing word of mouth of the patients so that the number of visit of outpatient unit of Sakinah Islamic Hospital is also increasing.

This research results support the previous research result conducted by Novianti (2015) stating that significant effects occur between service quality and word of mouth through patient satisfaction⁽⁷⁾.

CONCLUSION

Service quality has positive and significant effect on word of mouth through patient satisfaction in outpatient unit at Sakinah Islamic Hospital. It means that if the service quality is improved, the patient satisfaction will also increase, which intensifies word of mouth of patients in outpatient unit at Sakinah Islamic Hospital.

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