

The Effect of Service Quality and Professionalism on Patient Loyalty Through Hospital Image (Study at Makassar Happy Hospital)

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Abstract

This research aims to examine and evaluate the impact of standard service and Professionalism on patient satisfaction through the hospital's picture in the Bahagia Makassar Hospital. This study method is quantitative, with the research design used for survey research and uses a cross-section approach. This study was performed at Bahagia Makassar Hospital from July 20 to August 20, 2020, with 231 respondents as samples. Sampling in this analysis used probability sampling using unintended sampling methods. The researcher's methodological approach is "Path Analysis." it is because the researchers want to see how Service Quality and Professionalism affect Customer Satisfaction through the Picture of the Hospital at Makassar General Hospital. The findings showed 1) the impact of the service quality variables on the hospital image is positive and significant; 2) the effect of the professionalism variable on the Hospital Image is positive and significant; 3) the influence of the service quality variables on patient satisfaction is positive and significant; 4) the impact of the variable Professionalism on patient loyalty is positive and significant.

Keywords: Service Quality, Professionalism, Patient Loyalty, Indonesia

1. Introduction

The health sector plays a vital role in the conservation, safety, and improvement of public health in different parts of the world. The health sector's service market is a lucrative market prospect owing to the growing number of strong rivals and the steady growth of the industry. Hospitals often increase their quality, particularly during the globalization period, to compete with other hospitals. Where the needs of the society are still needed, it will be including health issues, where everyone needs a good life. So, health is considered very important when they are ill. Patients are much more careful in getting a suitable hospital for them. Therefore, hospitals must offer the best care to patients so that they do not withdraw from the health system due to growing rivalry.

The rising number of hospitals in Indonesia is causing high competition between hospitals. Patient satisfaction has to be preserved as part of the competitiveness of the hospital. Keeping customer satisfaction has the quality of

healthcare care to be increased continuously. Patients would be more loyal if they are pleased with the hospital's care, meaning that patients will be more selective when selecting a doctor. Thus, the hospital must boost the standard of a hospital to retain customer satisfaction.

Improving good health is a hospital required as a health center for the whole city. The expertise of clinicians, nurses, pharmacists, and other paramedics also enhances the standard of care. The more professional employees the Agency gets, the higher the service it has and the better the reputation it has of society, the more patient satisfaction it can achieve (Nurung et al., 2020; Rahawarin et al., 2020; Tamsah et al., 2020). Suppose the Agency seeks to improve the hospital's image in front of the public and increase professionalism. In that case, it will enhance the quality of the service and achieve patient loyalty.

According to Hurriyati (2010), patients will still commit and continue to make return visits to the same hospital in the future, even if such circumstances or scenarios will alter their behavior. It can be said that people will always take care and services at the hospital of their choosing if the patient enjoys excellent service and the hospital staff also still serve well, are respectful, welcoming, smiling, and deliver well with the patients (Afrizal, 2018).

There are different characteristics of people who access health care such that the hospital, as a health service provider, must still be alerted to serve, manage, and treat patients. Thus, patients will respond positively to medical care, and the hospital often delivers the best treatment to satisfy the wishes, needs, and needs of patients. In the Waworuntu study (1997), it demonstrates that people will feel fulfilled and that their needs will be addressed whether we are specialists or specialists in managing society's needs. Where the service customer population is perceived to be a sovereign, they must always be pleased and treated very well to feel satisfied. Likewise, those who access care expect a decent hospital and adequate health services, such the patients want good health services, so that is one of the needs of a patient in the hospital. At the hospital, patients deserve to be well served and respected and always want the same place as other patients who are being cared for. However, individual healthcare facilities vary in the provision of services from one patient and another. Where many suggest, it represents a hospital of inadequate or insufficient care. Social standing is a massive scourge in the in-hospital disparity care, such that often people feel less respected or the treatment they get is not pleasant. People believe that patients who have sufficient savings or a lot of money will get better care. In contrast, patients that rely exclusively on social security help will get inferior or unsatisfactory treatment.

The hospital has to offer the most excellent care to its patients, so patients get the hospital's optimum service because it is the hospital staff's demand. People would select a hospital that can offer the best care to please them while they are treated in a hospital.

In the face of heavy rivalry, hospital personnel's professionalism still has a positive effect on patient satisfaction. When employees work respectfully, this will impact the quality of the care itself. The hospital, as a health service provider, wants to have a positive interaction with hospital patients. As a result, the patients who seek care and perform treatment at the hospital are relaxed and have no reservations about the hospital. It could be a plus for the hospital to increase customer satisfaction, and the hospital's reputation may be enhanced.

Hospitals will be successful and will continue to survive in the corporate world if they can make customers feel happy and achieve customer loyalty. In Putri & Utomo's research (2017), it was reported that patient loyalty is people who initially use a health service and get pleasure from the service. Then they will return to the same hospital if they want to get health care again. When they return to medical care and drugs, the hospital's profits will increase, and the hospital's profits will increase as the business grows. For the hospital to succeed in the same rivalry as other hospitals, the hospital must be patiently loyal and stay loyal. The hospital's customer loyalty, which has been sustained, renders the hospital more advantageous, and the hospital will continue to thrive even as the world's economic circumstances are facing turmoil (Putri & Utomo, 2017).

Patients who continue to therapy or take care of the same facility take care of or seek medication at the hospital, make recommendations to their families or neighbors for treatment or recovery at the hospital, and do not want to be treated or cared for at another hospital. The hospital still adds value to profit, as this benefit gained from customer satisfaction, making the hospital more profitable. The hospital's earnings are higher, and hospital budgets can be stable. By preserving customer satisfaction, the hospital will also be more beneficial. One of which is that advertisement expenses have reduced since people treated at the hospital and are happy will help advertise those

without paying; and increasing cross-selling, which can make the hospital more profitable, especially in terms of market share (Griffin, 2003).

Standard of care can impact patient satisfaction and has the following metrics, physical verification, durability, openness to affirmation, and compassion. As healthcare professionals, hospitals often think about what will help people get quicker, such as a supportive atmosphere and a sense of protection (Rinantanti & Bin Tahir, 2018). Observing these challenges, the hospital aims to satisfy patient needs by involving patients as decision-makers in its operating decisions, delivering the highest care to patients, and hiring trained personnel to ensure that patients, as the population accessing these services, are always served at the hospital. And don't go to other clinics (Afrizal, 2018). Some facts can be gathered from the newspapers about inadequate healthcare care. SuaraJakarta.com claimed in 2015 that there were patients in hospitals in Jakarta who died due to insufficient care structures. However, cited by Kompas.com in 2017, according to Law No. 44 of 2009 concerning hospitals, as set out in Article 29(1), it is reported that every hospital has to conduct social functions, among other things, by offering treatment to insufficient/low patients. , medical care without charge, free ambulance, services for victims of crises and unusual incidents, or social services for humanitarian missions. And, as stated in the Tempo.co.id media in 2016, the fact is that there are already patient problems in Indonesian hospitals that doctors cause as medical workers in the hospital, who also offer healthcare facilities that refuse patients and are considered inhumane. Dhae's study (2014) indicates that the overall cost to Indonesia's state in 2014 was Rp due to the vast number of patients who went abroad for medical care. One hundred trillion patients and as many as 12,000 patients each year until 2014. Marketeers.com (2016) pointed out that this is due to the under-optimal health care level in Indonesia and the shortage of sufficient health facilities and services that are less than optimal. Many Indonesian patients go abroad for treatment because they think that Indonesian health staff is always incorrect to diagnose. Many patients arriving from Indonesia are getting treatment abroad; one is not (Hasan & Putra, 2018).

One of the keys to long-term customer satisfaction, the hospital must pay attention to the quality of care, integrity, and reputation of the hospital. Several reports have shown that patient satisfaction would improve if the hospital delivers excellent care and has competent personnel and good services.

RSU Bahagia Makassar, or Bahagia Makassar General Hospital, is a general hospital situated in Tamalate, Makassar, South Sulawesi Province. RSU Bahagia started operations on 20 December 2012 with the original name RSIA Bahagia Makassar or Makassar Happy Mother and Child Hospital. The initial establishment of RSIA Bahagia Makassar was meant to help provide care for mothers and children in need, such as prospective mothers planning for conception, nursing mothers, mothers giving birth, infant care, toddlers, and children need of further consideration. However, over time, RSIA Happy patients have grown, as more and more men and women have taken care of the hospital, not only for women (mothers) and girls. As a result, in 2016, RSIA Bahagia Makassar changed its name to RSU Bahagia Makassar to support people in need of health care. Hoping to change the General Hospital name, more and more patients will be seeking care at the Makassar Bahagia Hospital. RSU Bahagia is a health care center that emphasizes being quick, accurate, accurate, efficient, and competent at affordable rates. The Bahagia Makassar RSU has a good number of patients. Based on the above, the Happy Hospital could be a health care choice for residents of Makassar. The Happy Public Hospital in Makassar still offers the best service to the community to boost health care at Makassar Bahagia Hospital. To stay patiently faithful, the hospital must pay heed to things that can impact its allegiance, proportions, hospital reputation, and professionalism. Not just that, loyalty may also be affected by the level of care at the hospital.

Table 1. Number of outpatient and inpatient visits to Makassar Bahagia Hospital from October to December 2019.

Month	Outpatient	Inpatient
October	2358	537
November	2241	458
December	2090	409

Source: *Hospital of Bahagia Makassar 2020*

The above table indicates the number of visits (in outpatient and inpatient visits) to Happy Public Hospital from October to December 2019. However, now in the middle of an epidemic, hospital visits have declined by up to 50-70 percent. Typically, a day's visit to Happy Hospital will be 70-80 people a day, currently just 20 people a day. In June alone, the number of outpatient and inpatient admissions was only 549.

Since interest in the impact that occurs in Happy Hospital makes researchers want to lift and study the standard of service and professionalism of the Makassar Bahagia Hospital towards customer satisfaction through the picture of the hospital.

2. Method

This study uses a qualitative research method that is quite important in surveying because the research method is a scientific way to obtain data with specific purposes and uses. The population is a generalization area consisting of objects or subjects with particular qualities and characteristics determined by the researcher to be studied. The population in this study were hospital employees because of the large population. Then the sampling technique that represents the population is carried out with a purposive sampling technique. The sampling technique is a technique of collecting data taken as a whole or getting an overview of the research phenomenon. Based on the source of data collection, this study uses primary data, namely data obtained directly from the object under investigation through data collection procedures and techniques in the form of observations, interviews, and the use of other measurement instruments specifically designed according to the aims of the researcher. The data analysis method used must be following characteristics of qualitative research, namely data analysis inductive. The data validity test is used to ensure the correctness of the data obtained. The method of analysis used in this study uses qualitative analysis methods. These methods aim to provide a comprehensive picture of the subject under research and are not intended to test hypotheses.

3. Result and Discussion

3.1 Influence of service standard on the image of the hospital in the Bahagia Makassar RSU.

Patient behavior will have an impact if it is pleased with the efficiency of the service. Patients who are responders have undergone primary care. In line with what the researchers have seen in the area, the hospital staff has given the best possible care, always be polite, and always smile to make patients and their families feel happy in their care at the Bahagia Makassar Hospital. It will also boost the reputation of the hospital in terms of the efficiency of hospital facilities. Officers often support patients well and are patient, ensuring that patients should not feel nervous or stressed while making appointments, especially in the present scenario. The world has been struck by a pandemic that makes patients excited to come to the hospital. However, considering the current condition, many patients prefer this hospital as their guide for care. Based on prior experience of care at the Makassar Bahagia Hospital and on the knowledge of their families or friends who have visited the hospital because they are not too keen to come to the hospital for treatment.

3.2 The Effect of Professionalism on the Picture of the Hospital in the Bahagia Makassar RSU.

The workers of the hospital need discipline. And should not take action that could endanger the health of the patient. Each employee has been allocated his or her respective duties by his or her field. What's more, many patients need hospitals that require the life and death of a person, so professional people are always needed. What scholars find in the area is that medical officials, such as physicians and nurses, have completed their job efficiently and effectively. At this point, they administer therapy according to the needs of the patient. Not only medical officers, hospital staff, including security officers, always do their job well so that patients feel relaxed and safe when undergoing care at Bahagia Makassar Hospital. This behavior can improve the awareness of the patient's hospital image. As far as possible, the medical personnel always carry out the acts requested by the patient. Not just medical personnel, other personnel often operate professionally, administrators, pharmacists, or police, they all function reliably and deftly, such that patients and their families who come for care can feel even more relaxed. It is one thing that will boost the hospital's reputation in terms of the discipline of officers at the Makassar Bahagia Hospital.

3.3 The Effect of Service Quality on Customer Satisfaction at Bahagia Macassar Hospital.

Service consistency has a substantial and significant impact on patient satisfaction. This will suggest that a higher standard of care would be accompanied by improved patient satisfaction. Research conducted by Widiyawati in 2013 indicates that the quality of service variables, including these five items, have a significant influence on customer loyalty.

Observations in the field have shown that patients still get the best care when conducting treatment at Bahagia Makassar Hospital. Many factors improve patient satisfaction in terms of quality of care. RSU Bahagia Makassar is always achieved by always paying attention to patient wishes, taking patient action as best as possible, and not making patients afraid or concerned about medication.

Initially opened in 2012, the Bahagia Makassar Hospital was primarily built for pregnant women, women giving birth, breastfeeding mothers, and infants. But over time, people who came to be cared for were not only women or wives, but also men or fathers who went to the hospital for care. This will show that the Makassar Bahagia Hospital has a significant degree of patient loyalty. These findings showed that the degree of patient loyalty is quite a lot because of the number of patients returning.

3.4 Influence of Excellence on Patient Loyalty at Bahagia Makassar Hospital.

Professionalism has a positive and significant influence on patient loyalty. It is characterized by an improvement in discipline, accompanied by an increase in the hospital's reputation. Professionalism, human affairs and communication standards, professional thoroughness, experience and expertise, and continued education are professional features (Sawyer, 2003). Both health staff continues to develop their integrity in the face of global competition. There is also a need for adequate planning in dealing with this matter. Raising the professionalism of health professionals is one of the required preparations for competition in the hospital sector. Health personnel must continuously develop their capacity to do the best for patients. If patients believe that the hospital health workers' qualifications are healthy, this will improve their loyalty level. Professionalism is very critical for increasing patient satisfaction. And this must always be considered in the hospital by delivering daily instruction such that employees' and health professionals' capacity to carry out their duties is continually improved and made more effective.

From the findings of reports made by experts in the field, the Satisfied Hospital has always shown its personnel and medical officers' integrity and professionalism. Patients at Bahagia Makassar Hospital contend that health staff is always experts in delivering treatment, are patient-friendly, and always give importance to professional ethics. So that patients still feel happy with RSU care at Bahagia Makassar. And that's why it keeps people committed to the doctor. The reliability of medical officers and hospital personnel further leads to an improvement in patient satisfaction. Patients will often provide an overview of the condition and the steps to be performed by care professionals to improve patient loyalty.

3.5 Influence of the Image of the Hospital on Patient Loyalty in RSU Bahagia Makassar.

Hospital appearance has a positive but not significant impact on patient satisfaction. This suggests that the hospital's reputation has not been able to improve customer loyalty to RSU Bahagia Makassar. In other words, the hospital's perception of customer loyalty is not necessary because the hospital image has not been able to improve patient adherence.

Theoretically, the higher the patient's image in the eyes of the clients, the greater the satisfaction perceived by the consumer, and vice versa, if the hospital image is poor, patient loyalty would be lower. There are also many hospitals in the Bahagia Makassar Hospital that are not suitable. Based on the research findings conducted by researchers at RSU Bahagia Makassar, the respondents chose RSU Bahagia Makassar because it has good service quality and reliable medical personnel in their region. Automatically, the degree of customer satisfaction gives preference to high-quality and trustworthy police. A decent hospital image is not always of good quality. However, a hospital with a high level of care and competent personnel will be confident that it has a good reputation. Although the study's findings, based on the quality of care and expertise of the personnel at Bahagia Makassar Hospital, have been positive and have improved customer loyalty. The hospital's reputation at Makassar Bahagia Hospital has not been maximized, so it has not improved patient adherence.

According to research findings in the area, there are so many items missing in current facilities and amenities at Makassar Bahagia Hospital. One of them is a little parking lot, where people who wish to be served don't have a nice spot because they want to go there. The cafeteria in the hospital seems dim. RSU Bahagia Makassar doesn't have a lovely courtyard, so people who come to the hospital for treatment don't feel relaxed and get bored quickly. This is what makes it hard for the hospital picture to improve customer satisfaction.

There are also medical services and facilities that, according to the patient, are still not pleasant, and there is also a shortage of ultrasound machines in hospitals. Several fans do not operate to make the patient happier while taking medication. The things will decrease the hospital's reputation at the Makassar Bahagia Hospital to reduce the degree of patient loyalty. Where RSU Bahagia Makassar still does not have a reasonable quality for enhancing the hospital's picture in the mind of the patient and the patient's family. And the hospital's reputation on patient satisfaction is not necessary for this report. From the findings of the analysis and the results of the researcher's observations, it can be

inferred that the picture of the hospital does not or is not relevant to the patient's allegiance to the Bahagia Makassar Hospital. Thus, the RSU Bahagia Makassar needs to boost the hospital's reputation again so that patient satisfaction will increase.

3.6 Influence of Service Quality on Customer Satisfaction through the Image of the Hospital at Bahagia Makassar Hospital.

Service quality has a favorable but not significant impact on customer satisfaction by the picture of the hospital. This suggests that the Bahagia Makassar RSU hospital's image is not a potent mediator for enhancing service level against customer loyalty or that this variable is not essential for increasing patient adherence. This study's findings suggest that the hospital's picture is not a potent mediator or intermediary between service quality and customer satisfaction at RSU Bahagia Makassar.

The researchers' observations revealed that the hospital image at the Makassar Bahagia Hospital was not ideal. The loyalty level declined if the hospital image was used as an intermediate between the level of service quality and patient loyalty. While the amount received is positive, the number is too small to impact the level of care towards customer satisfaction in the image of the hospital.

3.7 The Effect of Professionalism on Patient Satisfaction through the Image of the Hospital in Bahagia Makassar Hospital.

Professionalism has a positive but not significant influence on customer loyalty by the image of the hospital. This suggests that the hospital's picture at Makassar Happy Hospital is not a potent mediator for increasing professionalism towards patient loyalty or that this variable is not essential for improving patient adherence. Based on the mathematical results, the regression coefficient value indicates a positive value of 0.163 with a significance value of $1.445 < 1.98$. This study's findings suggest that the hospital's picture is not a potent mediator intermediary between professionalism and patient satisfaction in the Bahagia Makassar Hospital.

According to researchers, something needs to be changed in the Makassar Happy Hospital concerning the hospital's image. The degree of loyalty can be decreased if the hospital's idea is used as an interface between professionalism and patient adherence. The hospital also wants to incorporate more medical equipment so that medical officers and hospital personnel can operate more efficiently and effectively to strengthen the integrity of hospital staff and increase the professionalism of customer satisfaction in the hospital's image. From the discussion of previous studies, the researchers also reported that professionalism has a positive and significant impact on the hospital's idea. That professionalism has a positive and significant effect on patient loyalty. However, when the hospital image is used as an intermediary between professionalism and patient adherence, it has not obtained the full performance.

4. Conclusion

From the description above, it can be inferred that many variables display a complicated relationship that influences each other with positive values, but some variables impact positively but not dramatically. An extreme level of care can improve customer satisfaction so that people are comfortable being handled at the hospital. Level of care can also affect patients' view of hospital preference. The higher the standard of the care rendered, the greater the customer's trust, which will boost the reputation of the hospital. However, if it is seen from the findings, it turns out that the hospital's importance is not a potent mediator in terms of the level of care and customer satisfaction. Professionalism also plays a part in growing customer satisfaction. The behavior and expertise of health professionals are also indicators for increasing customer satisfaction and the hospital's reputation. It is shown by the willingness of medical officers and nurses to extend their experience and skills to patients to be more secure with their care.

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