

Determining the Dominant Variable in Budgeting on Performance Effectiveness / PT (Persero) Indra Karya All Branches in Indonesia

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ARTICLE INFO	ABSTRACT
<p>Keywords: service quality, patient trust, patient satisfaction, patient loyalty.</p>	<p>The purpose of this study was to investigate the effect of service quality and patient trust on patient loyalty mediated by patient satisfaction in patients who hospitalized at "CDE" Hospital, Bogor, West Java. A Google Forms online survey on inpatients at "CDE" Hospital, Bogor, West Java was used to collect the data of this study. Data analysis was performed using the Partial Least Square Structural Equation Modeling (PLS-SEM) method to measure the relationship between variables with the help of Smart PLS 3.0 software. The results of the study prove that service quality has not a positive and significant effect on patient loyalty. Other results prove that patient trust has a positive and significant effect on patient loyalty, service quality has a positive and significant effect on patient satisfaction, patient trust has a positive and significant effect on patient satisfaction, patient satisfaction has a positive and significant effect on patient loyalty, service quality has a positive and significant effect on patient loyalty mediated by patient satisfaction, and patient trust has a positive and significant effect on patient loyalty mediated by patient satisfaction.</p>

INTRODUCTION

The Health Sector is an important indicator in order to achieve public welfare in a country. The existence of health facilities is a priority that must be considered in the country. Based on CEIC, the development of the number of General Hospitals in Indonesia has greatly increased since 1995 and what is interesting is that there has been a significant increase since 2009, wich has continued until 2021.

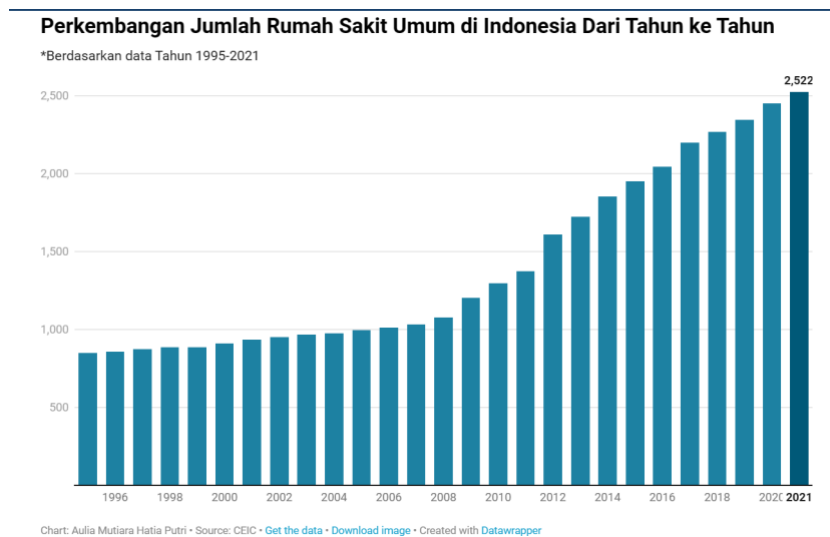


Figure 1. Development of the Number of Public Hospitals in Indonesia until 2021.

As shown in figure 1. illustrates that in the last 10 years, from 2002 to 2021, there was an increase in the number of hospitals in Indonesia by 169.73% to 2,522 hospitals, and with the onset of the Covid 19 pandemic in 2019, the number of hospitals increased again by 2.98%. When viewed in terms of hospital ownership, it is dominated by private hospitals with a total of 1,496 in 2021. This number shows an increase in hospitals by 83.55% since 2012.

Table 1. Number of Public Hospitals by Ownership

Year	Ministry of Health	Provinsi	Kab. TNI	SOEs	Private/ /Polri	Non Private
2021	19	96	694	164	53	1496
2020	19	97	676	160	52	1445
2019	18	92	640	159	51	1384
2018	15	91	614	158	55	1336
2017	14	87	585	164	14	1134
2016	14	75	564	161	10	1222
2015	14	68	553	162	61	1091
2014	14	52	537	163	65	1024
2013	14	53	525	155	63	915
2012	14	49	508	151	71	815

In addition to private hospital ownership, there was also an increase in the number of District/City Government Hospitals by 36.61% from 2012 to 2021. The West Java region according to the Regency / City Office in West Java in 2021 with the total number of hospitals is 331 or an increase of 6.34%, while for the Bogor Regency area has 29 hospitals, both private and government-owned. The need for hospital facilities when compared to the population in Bogor Regency according to WHO still needs to be increased, because the population in Bogor Regency is around 5.4 million people, while the ratio set by WHO for the availability of hospital beds is 1/1000 population, while with the existence of health facilities both hospitals and health centers, the total available beds are 4,120, where there is still a shortage of beds in health facilities according to WHO for Bogor Regency amounting to 1,257 beds.

The competition in the health industry is currently very fierce, coupled with the emergence of Private Hospitals equipped with complete facilities. This makes hospitals must realize the need to provide quality health services to their customers. Service quality is defined as a discrepancy between customer expectations and accepted reality. Hospitals are part of the national health system that is always expected to improve the quality of provision of facilities, services, and independence.

(Fadhila & Diansyah, 2018) said that Service Quality is an effort to fulfill wants and needs supported by the right delivery, in order to meet customer expectations. So there are two factors that affect the quality of services provided, namely expected service and perceived service. The level of service quality, especially in the field of services, can be seen from several dimensions, namely the dimensions of reliability, responsiveness, assurance, empathy, and physical appearance / tangible. The quality of health services can also be seen from the dimensions of respect and caring, effectiveness and continuity, appropriateness, information, efficiency, meals, first impression, and staff diversity. (Kotler & Keller, 2016) Satisfaction in the field of Services according to (Crotts & Magnini, 2011) will be achieved if the service received exceeds customer expectations, and if the opposite happens it will cause disappointment. Various studies related to Service Quality and Satisfaction, one of which is research conducted by (Kitapci et al., 2014) states that Empathy and Assurance are important precursors that lead to satisfaction. This research, in contrast to other studies that show that there is a significant relationship between

the dimensions of Reliability, Responsiveness, Empathy and Assurance to Patient Satisfaction but for the Tangible dimension there is no significant relationship.

Patient trust is a type of emotional reflection for the healthcare business world. This is very dependent on the level of fulfillment of expected needs, the level of consistency of expectations and actual results. If the patient expects a service at a certain level, and what he feels is that the service received is higher than what he expected, then the patient can be said to believe. Conversely, if the quality of service received is lower than the expected quality of service, then the patient is dissatisfied and does not believe (Fadhila & Diansyah, 2018).

Patient loyalty is the pinnacle of achievement in the health sector, especially hospitals and maintaining loyal patients is a top priority, so patient loyalty is the key to the success of a business in establishing long-term relationships between the company and its patients (Fadhila & Diansyah, 2018). In connection with the results of previous studies that are very diverse, research that measures the effect of Service Quality and Patient Trust on Patient Loyalty mediated by Patient Satisfaction in Inpatients at "CDE" Hospital, Bogor, West Java is very useful and can enrich reference materials or literature in the field of Hospital services, especially Private Hospitals. With a significant impact of the dimensions of Service Quality and Patient Trust or Patient Trust, on Patient Loyalty mediated by Patient Satisfaction in Inpatients at "CDE" Hospital, Bogor, West Java. Based on this description, it is necessary to conduct a survey related to Service Quality and Patient Trust in Inpatients at "CDE" Hospital, Bogor, West Java whose data can be used to determine Patient Satisfaction and Patient Loyalty in patients who have been hospitalized at "CDE" Hospital Bogor, West Java.

This study aims to generally measure the level of satisfaction and loyalty of patients who have experienced health services at the "CDE" Hospital, which begins with the quality of service felt by patients and patient trust in the quality of the Hospital through surveys of inpatients at the Hospital. The special purpose is to determine the quality of services applied and the trust of inpatients at "CDE" Hospital, Bogor, West Java.

Based on the research background, research problems can be formulated for inpatients at "CDE" Hospital: (1) Does Service Quality have a positive and significant effect on Patient Satisfaction in Inpatients at "CDE" Hospital. (2) Whether Patient Trust has a positive and significant effect on Patient Satisfaction in Inpatients at "CDE" Hospitals. (3) Whether Service Quality has a positive and significant effect on Patient Loyalty in Inpatients at "CDE" Hospital. (4) Whether Patient Trust has a positive and significant effect on Patient Loyalty in Inpatients at "CDE" Hospitals. (5) Whether Patient Satisfaction has a positive and significant effect on Patient Loyalty in Inpatients at "CDE" Hospitals. (6) Whether Service Quality has a positive and significant effect on Patient Loyalty mediated by Patient Satisfaction in Inpatients at "CDE" Hospitals. (7) Whether the Patient Trust has a positive and significant effect on Patient Loyalty mediated by Patient Satisfaction in Inpatients at "CDE" Hospitals.

The purpose of this study is to analyze more deeply related to the relationship and influence of Service Quality (Reliability, Responsiveness, Assurance, Emphaty, Tangibles) and Patient Trust on Patient Loyalty mediated by Patient Satisfaction in Inpatients at Hospital "CDE" Bogor, West Java. The results of the study are expected to contribute and benefit the scientific development of Consumer Behavior for the Health Industry in this case Private Hospitals, for policy makers and for other researchers.

METHOD

Research design is a blue print or is a plan in collecting data, analyzing data, and measuring data made to answer empirical questions carried out by researchers. (Sekaran and Bougie, 2020). The research design in this study is quantitative research correlational method where this research examines the topic of Patient Loyalty in the field of Consumer Behavior. Research time in data collection is cross-sectional. This is because data must be collected once in a period of daily / weekly / monthly to answer research statements. (Sekaran and Bougie, 2020).

Data sources in this research are primary and subordinate data sources. The main data source was obtained by collecting data from respondents using an online questionnaire (google form) to inpatients at the "CDE" Hospital Bogor, West Java, and subordinate data sources were obtained from medical record studies and library data. Researchers want to explore topics related to Patient Loyalty in Inpatients of "CDE" Hospital Bogor, West Java. Researchers use representative and validated samples for populations. In this study using Non-Probability Sampling, which is a sampling technique with certain considerations or criteria and a researcher can determine the subject who is considered representative in this study. (Sugiyono 2019:136–38) The sample in this study was limited due to time and cost constraints in conducting the study.

The data source of this study used primary data. Primary data is data obtained directly by researchers either through interviews, observations or distributing questionnaires. (Sugiyono 2019) In this case, primary data were obtained by distributing questionnaires to inpatients in the Hospital "CDE". This study also uses secondary

data, namely data obtained by researchers to conduct data analysis before researchers conduct research. Secondary data obtained by researchers can come from patient medical records, books, journals, publications and previous research related to the problems studied in this study. The testing of this study used descriptive statistical tests, validity tests, and reliability tests.

In this study, the data review method underwent several experiments such as SEM Acceptance Test, Model Feasibility Test, and Hypothesis Test. Testing in this research uses the Partial Least Square Structural Equation Modeling (PLS-SEM) method to measure the relationship between variables with the help of Smart PLS 3.0. The SEM test infers causality by integrating factor analysis and path analysis. The purpose of this study is to use the SEM method to show whether there is a relationship with existing variables and whether inpatient satisfaction at Bogor "CDE" Hospital affects service quality and patient trust in patient loyalty.

RESULTS AND DISCUSSION

A. Service Quality has a positive and significant effect on Patient Satisfaction.

The Service Quality (SQ) variable has a t-statistic value of 4.463 where > 1.96 , p-value $0.000 < 0.05$, then H1 is accepted, meaning that the Service Quality (SQ) variable has a positive and significant effect on the Patient Satisfaction (PS) variable. The results of this study are in line with the results of research conducted by Fadillah et al. (2018) and J. Joshua Selvakumar (2015) who examined the quality of service has a significant effect on patient satisfaction, as well as the results of Susilowati's research (2019) which stated that good service quality will increase patient satisfaction.

B. Patient Trust has a positive and significant effect on Patient Satisfaction.

The Patient Trust variable has a t-statistic value of 6.075 where > 1.96 , p-value $0.000 < 0.05$, then H2 is accepted, meaning that the patient trust variable has a positive and significant effect on the Patient Satisfaction variable. The results of this study are in line with the results of research by Fasochah and Harnoto (2013) which states that trust and service quality have a significant effect on customer loyalty and satisfaction. The results of this study are also in line with the results of Leila Andervash's (2013) research which states that trust in brands and customer satisfaction have a significant impact on customer loyalty.

C. Service Quality does not affect Patient Loyalty.

The Service Quality variable has a t-statistic value of 0.031 where < 1.96 , p-value $0.976 > 0.05$, then H3 is rejected, meaning that the Service Quality variable does not affect the Patient Loyalty variable. The results of this study are not in line with the results of Patawayati et al (2013) research which states that a significant relationship or interaction between service performance and customer satisfaction can contribute strongly to customer loyalty. The results of this study are also not in line with the research of Kesuma et al (2013) which said there was a positive and significant influence between service quality and patient loyalty. However, the results of this study are supported by the results of Kusuma EC's (2018) research that service quality does not affect customer loyalty, or in this study it is patients. This is due to patient concerns that the quality of service that will be provided in the future is not the same as the quality of service received today, which causes the quality of service to directly have no influence on patient loyalty.

D. Patient Trust has a positive and significant effect on Patient Loyalty.

The Patient Trust variable has a t-statistic value of 2.968 where > 1.96 , p-value $0.003 < 0.05$, then H4 is accepted, meaning that the patient trust variable has a positive and significant effect on the Patient Loyalty variable. The results of this study are in line with the results of M. Bahrudin's (2015) research which states that customer trust has a positive effect on customer loyalty, and in line with the results of Nha Nguyen's (2013) research which states that trust will form high-value reciprocal relationships, which can also be said loyalty is a continuous process as a result of the formation of trust. Good service quality is one of the factors forming patient trust and loyalty to the health services received, which will have an impact on repeated and sustainable use of services. The results of this study are also supported by the results of research Patawayati et al. (2013) which said patient trust will have a positive and significant impact on patient loyalty, which means the higher patient trust, the higher patient loyalty to the use of a health service.

E. Patient Satisfaction has a positive and significant effect on Patient Loyalty.

The Patient Satisfaction variable has a t-statistic value of 6.807 where > 1.96 , p-value $0.000 < 0.05$, then H5 is accepted, meaning that the Patient Satisfaction variable has a positive and significant effect on the Patient Loyalty variable. The results of this study are in line with Kotler and Keller (2016) who say that satisfied customers will generally re-transact both goods or services and provide recommendations to relatives.

Customer satisfaction will foster a high emotional connection with the service provider of the product or service.

F. Service Quality has a positive and significant effect on Patient Loyalty mediated by Patient Satisfaction

The mediating variable, namely Patient Satisfaction, has a t-statistic value of 4.306 where > 1.96 , p-value $0.000 < 0.05$, then H6 is accepted, meaning that the Patient Satisfaction variable has a positive and significant effect on mediating the Service Quality variable on Patient Loyalty. The results of this study are in line with the results of research from Khan and Khan (2014) which states the quality of health services received by patients, will have a positive and significant effect on patient trust and satisfaction, which will have a strong impact on patient loyalty to health care providers. Quality of service in hospitals, including the process of services provided by doctors, nurses and hospital staff to patients.

G. Patient Trust has a positive and significant effect on Patient Loyalty mediated by Patient Satisfaction.

The mediating variable, namely Patient Satisfaction, has a t-statistic value of 4.006 where > 1.96 , p-value $0.000 < 0.05$, then H7 is accepted, meaning that the Patient Satisfaction variable has a positive and significant effect on mediating the Patient Trust variable against the Patient Loyalty variable. The results of this study are in line with the results of Anung Pramudyo's (2016) research which states that the image of a brand has a significant effect on customer loyalty with customer satisfaction as an intervening variable and the results of Kumar Rai's (2013) research which states customer satisfaction as a mediating variable in service quality to customer loyalty has a significant impact. The results of Patawayati et al's study also stated the influence of positive and significant interactions between trust, satisfaction and patient loyalty. There is an interesting thing in this study, namely the Service Quality research variable does not have a direct impact on the Patient Loyalty variable, but when added with the mediation variable, namely the Patient Satisfaction variable, the Service Quality will have an impact on Patient Loyalty. So that the Patient Satisfaction variable as a mediating variable is very important to the relationship between the Service Quality variable and the Patient Loyalty variable.

CONCLUSION

Based on the results of the analysis of the questionnaire that has been distributed through google form conclusions from the results of data analysis contained in the previous chapter 4, namely testing the H1 hypothesis, the variable Service Quality (Service Quality) proved to have a positive and significant influence on Patient Satisfaction so that the H1 hypothesis was accepted. This means that inpatients as respondents in this study, illustrate that if the quality of health services is good, it will increase inpatient satisfaction. Testing the H2 hypothesis, the variable Patient Trust (Patient Trust) proved to have a positive and significant influence on Patient Satisfaction (Patient Satisfaction) so that the H2 hypothesis was accepted. This means that inpatients as respondents in this study, illustrate that patient trust in a health service, especially inpatient health services, will increase patient satisfaction with these health services. Testing the H3 hypothesis, the variable Service Quality has no influence on Patient Loyalty so the H3 hypothesis is rejected. This means that hospitalized patients as respondents in this study, illustrate that the quality of health services received does not have a direct impact on patient loyalty to these health services.

Testing the H4 hypothesis, the variable Patient Trust (Patient Trust) was proven to have a positive and significant influence on Patient Loyalty (Patient Loyalty) so that the H4 hypothesis was accepted. This means that inpatients as respondents in this study, illustrate that with the emergence of patient trust in a health service, it will increase patient loyalty to the health service, especially inpatient health services. Testing the H5 hypothesis, the variable Patient Satisfaction (Patient Satisfaction) proved to have a positive and significant influence on Patient Loyalty (Patient Loyalty) so that the H5 hypothesis was accepted. This means that inpatients as respondents in this study, illustrate that with patient satisfaction with a health service, it will increase patient loyalty to the health service, especially inpatient health services. Testing the H6 hypothesis, the variable Patient Satisfaction plays a positive and significant role in mediating Service Quality to Patient Loyalty, so that the H6 hypothesis is accepted. This means that inpatients as respondents in this study, illustrate that if Patient Satisfaction with inpatient health services increases, the relationship between Service Quality and Patient Loyalty to these health services will also increase. Testing the H7 hypothesis, the variable Patient Satisfaction plays a positive and significant role in mediating Patient Trust against Patient Loyalty, so that the H7 hypothesis is accepted. This means that inpatients as respondents in this study, illustrate that if Patient Satisfaction with inpatient health services increases, the relationship between Patient Trust and Patient Loyalty to these health services will also increase.

This study is limited to only examining the variables of Service Quality, Patient Trust, Patient Satisfaction and Patient Loyalty. For future research, it can add other variables that can affect patient loyalty to health services, especially with the establishment of many private hospitals in regions in Indonesia. The results of this study also explained that there were still 23.8% influenced by variables outside of this study. So there are other variables that can be added to future studies to be able to find out more details about patient loyalty to certain health services.

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