



Relationship Between Hospital Image With Patient Loyalty In Hospitalized Patients

Thalia Elita Gunawan^{1✉}, Putri Permatasari², Marina Ery Setiawati³, Dyah Utari⁴
^{1,2,3,4} Fakultas Ilmu Kesehatan, Universitas Pembangunan Nasional Veteran Jakarta, Indonesia
✉ telita1097@gmail.com, Tlp: +281519399822

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Abstract

This research was conducted at Hospital X from May to June 2019, which aims to determine the relationship between hospital image and patient loyalty with the hospital image variables studied were Corporate Identity, Physical Environment, Contact Personnel, and Service Offering. This research uses a quantitative analytic research design with a cross-sectional approach. The population in this study was inpatients at Hospital X in May 2019. The sample in this study was 99 respondents, and the sampling technique was purposive sampling. For data analysis, this study uses the chi-square test. The results of this study are there is a relationship between Corporate Identity (company identity) with patient loyalty ($p = 0.008$), Contact Personnel (service provider) with patient loyalty ($p = 0.019$), and Service Offering (services provided) with patient loyalty ($p = 0.005$). There was no relationship between Physical Environment (patient's physical environment) and patient loyalty ($p = 0.710$).

Keywords: Hospital Image; Loyalty; Hospitalized Patients

INTRODUCTION

The existence of hospitals is currently growing and undergoing a significant transformation that makes it increasingly competitive. Not only competing with other hospitals in the country, traditional medicine, or other health services but also facing global competition with hospitals abroad (Trisnantoro, 2018). According to data from the Ministry of Health, hospitals in Indonesia were recorded in 2012 as many as 2,083 hospitals, and this number continues to increase every year to 2,820 hospitals in 2018 (Trisnantoro & Listyani, 2018). By looking at the available data, we can be sure that the number of hospitals in Indonesia is increasing, which means that competition between hospitals is getting tougher. With increasing competition, the problem is how hospitals can win the hearts of the people effectively and

efficiently, one of the most important is to foster a positive image of their services (Djohan, 2015).

The public is becoming increasingly critical of the services it receives. Nuryadin (2014) in Yulistia (2017) states that the image of health services in Indonesia is declining, which can be seen from the increasing interest of the community to seek treatment abroad. This is caused by many private hospitals that have not been able to meet patient expectations regarding the completeness of facilities and the quality of services provided by a hospital (Yulistia, Razak and Haeruddin, 2017). For example, there is an average of 12,000 Indonesians per year who go to Malaysia for treatment (Ministry of Health, 2010).

Customer loyalty will be realized if the customer has the desire to reuse the services of a hospital and want to recommend to others (word of mouth) so that it can be said that retaining patients is

important because the survival of a hospital is influenced by the loyalty of patients / customers (Nuryani , Ismail and Abdullah, 2017).

Wu (2011), in his research, stated that directly or indirectly, the hospital's image influences patient loyalty. A right hospital image will affect increasing patient satisfaction through perceived service quality, and will further increase the intention of a patient visit (Yunida and Wijaya, 2016, p. 288). Patient satisfaction is a benchmark for the quality of hospital services and can be said to be the goal of improving the quality of health services (Jannah & Meiranny, 2019). Here are five dimensions of image measurement, according to Nguyen and Leblanc (1995), namely (Virvilaite and Daubaraite, 2011, pp. 536-537):Corporate Identity, Physical Environment, Contact Personnel (service provider/employee), Service Offering (Services offered/provided), Corporate Individuality (Company characteristics)

Griffin (2005) states that for predict sales and financial growth, customer loyalty becomes a more reliable measure compared to customer satisfaction because satisfaction only looks at attitude while loyalty is seen based on utilization or purchase behavior. Loyal customers are customers who use or buy repeatedly and regularly, provide references to others, and are immune to the pull of competitors

(Widadi and Wadji, 2015, p. 31). This study generally aims to determine the relationship of the image of the hospital with customer loyalty in inpatients at X Hospital in 2019.

METHOD

This study uses a quantitative analytic research design with a cross-sectional approach. This research conducted at "X" Hospital located in Tangerang City, Banten in May - June 2019. The population in this study was in patients treated at Hospital "X" in May 2019. Samples in this study taken from some populations that can represent inpatients at Hospital X in May 2019, which was obtained based on calculations with the Slovin formula of 99 respondents. The sampling technique used is the Nonprobability Sampling technique by Purposive Sampling.

In this study, researchers' primary data taken using a structured method of filling and questionnaires that made previously. While secondary data are obtained from regulations and data from hospitals. For data analysis, this study uses the chi-square test.

RESULT AND DISCUSSION

Tabel 1. Patient Loyalty

Category	Patient Loyalty				Total		OR (95% CI)	P-Value
	Not Loyal		Loyal		N	%		
	N	%	N	%				
Corporate Identity								
Bad	21	48,8%	22	51,2%	43	100%	3,5 (1,460-8,393)	0,008
Good	12	21,4%	44	78,6%	56	100%		
Total	33	54,5%	66	45,5%	99	100%		
Physical Environment								
Bad	13	37,1%	22	62,9%	35	100%	1,3 (0,547-3,09)	0,710
Good	20	31,3%	44	68,8%	64	100%		
Total	33	33,3%	66	66,7%	99	100%		
Contact Personnel								
Bad	21	46,7%	24	53,3%	45	100%	3,063 (1,285-7,300)	0,019
Good	12	22,2%	42	77,8%	54	100%		
Total	33	33,3%	66	66,7%	99	100%		
Service Offering								
Bad	22	48,9%	23	51,5%	45	100%	3,739 (1,546-9,044)	0,005
Good	11	20,4%	43	79,6%	54	100%		
Total	33	33,3%	66	66,7%	99	100%		

Relationship of Corporate Identity with Patient Loyalty

Corporate Identity is the image of the hospital seen from the Identity of the company. It is a variable that makes it easy for the public to recognize and distinguish a company from other companies such as logos, colors, and slogans. The indicators measured in this study are the company's name and logo, reputation, and price.

The results of this study indicate that there is a relationship between Corporate Identity and patient loyalty. The better the Corporate Identity of a company will increase customer loyalty or, in this case, is the patient, this is by what was stated by Trimannah (2012) that companies that have a positive image in the eyes of the community have more significant opportunities to develop. Consumers who have long used products or services from the company will continue to use the company's products or services, and they will be more confident because they have felt that the product or service is suitable for them (Trimannah, 2012). If a company's Identity is well known to

someone, then that person will not hesitate to use the services of the company concerned and even use it repeatedly, and can voluntarily share their experiences while using the service. So if the company's Identity is proper, then the level of service user loyalty will also be high.

This study is in line with Roberto and Sutrisna's research (2019) with the title Effect of Corporate Image and Relationship Marketing on Customer Loyalty at the Grand Hawaii Hotel Pekanbaru which states that partially the corporate image variable significantly influences customer loyalty at the Grand Hawaii Hotel Pekanbaru, where the better image the company conducted by the Grand Hawaii Hotel Pekanbaru will have a significant effect on increasing customer loyalty. This reinforces the research results of researchers who stated the relationship between Corporate Identity in the image of the hospital with patient loyalty.

The Relationship of Physical Environment with Patient Loyalty

Physical Environment is a thing that has a tangible form that can see/felt by consumers. In the

case of hospitals that included in the physical environment are locations, facilities, facilities, and infrastructure, as well as other things that can be directly seen and felt and are considered necessary by patients/customers. LeBlanc and Nguyen (1995) say that environmental aesthetics enhance customer satisfaction and also the company's image. (Rusmin, Bujawati, Nildawati, & Ashar, 2017). According to Virvilaite and Daubaraite (2011), Physical Environment consists of the beauty of the environment, lighting, the condition of facilities and infrastructure, buildings, and other infrastructure facilities of the company. In this study, the indicators measured were hospital exterior and interior aesthetics, lighting, and the condition of facilities and infrastructure.

The results of this study indicate that there is no relationship between the Physical Environment and patient loyalty. This is possible because many respondents in this study put aside the problems of the physical environment of the hospital or can understand the problems about the physical environment of the hospital including the exterior and interior aesthetics of the hospital, lighting, and the condition of facilities and infrastructure, but are more concerned with other factors in determine his loyal attitude towards a hospital.

This research is in line with research by Rusmin et al. (2017) with the title Analysis of the Relationship Between Brand Image and the Utilization of Inpatient Services in Private Public Hospitals in Makassar City, the results of the Ibnu Sina Hospital chi-square test results obtained $p = 0.066$. Thus there is no relationship between Physical Environment (physical environment) with the utilization of inpatient services at Ibnu Sina Hospital, this strengthens the assumption of researchers that there are differences in the determinants of a patient's loyalty seen from his

assessment of the physical environment of the hospital.

Relationship of Contact Personnel (Service Providers / Employees) with Patient Loyalty

Contact Personnel is essential in shaping consumer attitudes towards the company and its products/services. According to LeBlanc and Nguyen (1995), service providers must be friendly, polite, caring, competent, and attractive (Virvilaite and Daubaraite, 2011, p. 536). Contact Personnel (service provider/employee) is the performance and appearance of service providers and their interactions when making direct contact with consumers through their attitude when the service provided. In this study, the indicators measured were professionalism, competence, friendliness, courtesy, caring, and appearance.

This study shows that there is a relationship between Contact Personnel (Service Provider) with patient loyalty, So, if the service provider in this case nurses, doctors, cleaning service, security guards, and so on provide good service to patients/customers, then the loyal attitude of patients / these customers towards a hospital will increase. This study is in line with Sewow, Rattu and Porotuo (2018) with the title Factors Associated with Patient Loyalty in Outpatient Care Services at Cantia Tompas Baru Hospital, which has a p value = 0,000 on the results of the chi-square test analysis between personnel services and loyalty which means there is a significant relationship between personnel service factors with outpatient service loyalty at Cantia Tompas Baru Hospital.

Relationship of Service Offering (Patient Services) with Patient Loyalty

Service Offering, according to Virvilaite and Daubaraite (2011), consists of the diversity of services that can provide, the availability, and how

the services are provided (Virvilaite and Daubaraitė, 2011). In this study, the indicators measured were service diversity, availability, service time, and how the service provided.

The results of this study indicate that there is a relationship between Service Offering and patient loyalty. This is consistent with the statement of Kuntari, Kumadji, and Hidayat (2016), which says that the primary goal of a company must be to get customer satisfaction and attract customers to be loyal customers. Customers who are satisfied with the services provided are likely to re-purchase if they need the service, and will further recommend it to others (Kuntari, Kumadji, and Hidayat, 2016, p. 197). If the services provided are complete and meet the criteria of the patient/customer as a hospital service user, then they will feel satisfied because their needs met. Furthermore, if these patients/customers need health services again, they will return to use the hospital services, which, if this satisfaction is maintained, will increase the loyal attitude of the customer.

This study is in line with research by Kuntari, Kumadji and Hidayat (2016) with the title Effect of Service Quality on Customer Satisfaction and Loyalty (Survey on Workshop Customers of PT Astra International Tbk - Daihatsu Malang) whose analysis results explain that service quality has a positive and significant effect on loyalty variables customers can be seen from the coefficient value (β) of 0.264. This reinforces the results of research researchers who stated that there is a relationship between Service Offering in the image of the hospital with patient loyalty. A variety of quality, timely, and timely service choices will undoubtedly increase customer satisfaction, which in turn results in loyalty.

CONCLUSION

The conclusion of this study were respondents who said they were not loyal as many as 33 respondents (33.3%) and those who said they were loyal were 66 respondents (66.7%). There is a relationship between Corporate Identity with patient loyalty ($p = 0.008$), there is no relationship between Physical Environment and patient loyalty ($p = 0.710$), there is a relationship between Contact Personnel (Patient Service) and patient loyalty ($p = 0.019$), and there is a relationship between Service Offering (Patient Services) and patient loyalty with a value of $p = 0.005$. The higher a patient's assessment of a hospital's image variable, the higher the possibility that patient loyalty can be formed.

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