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Dr. Yudha Aryo Sudibyo

EFFECTIVENESS OF COMMUNICATION OF DOCTORS AND PATIENTS, LOYALTY, WORD OF MOUTH, ON REPURCHASE INTENTIONS AT THE TANGERANG DISTRICT PUBLIC HOSPITAL

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ABSTRACT

The dynamic condition of society and the economy is sufficient, and the ease of accessing information also influences patients in determining their choice of health services. Determination of the choice of service facilities that provide health services is strongly influenced by the delivery of information between patients, due to service satisfaction and loyalty felt by the patients themselves, which will lead to the desire or intention to choose and reuse services in the hospital. The purpose of this study is to analyze the effect Effective communication, patient loyalty, Word of Mouth on the intention to return to the Tangerang District General Hospital. This quantitative study involved a sample of 105 patients. Structural Equation Modeling analysis tool with Path Analysis statistical test. The results showed that effective communication had a significant positive effect between doctors and patients on patient loyalty. Word of mouth on the intention to go to hospital has a direct effect. Effective communication and patient loyalty towards the intention to return to the hospital without word of mouth.

The keywords: Effective Communication, Loyalty, Word of Mouth, Repurchase Intention

1. Introduction

The development of the world of health has made consumers have many choices in choosing a hospital so that the hospital must make efforts to build patient loyalty so that it grows interest in selecting and reusing hospital services. The intention of choosing to return indicates repeatedly buying goods or services in the future and this is closely related to customer loyalty (Parasuraman and Grewal in Hsuan Li, 2010). The intention to re-select health services is often used to analyze patient behavior, where before receiving health care, consumers usually collect information about health services based on personal experience and information from their environment. So that with the increase in repurchase intentions, it can increase the company's sustainable income and increase operational efficiency over time (Mc Dougall and Levesque in Hsuan Li, 2010). due to service satisfaction and loyalty felt by the patient itself, it will cause a desire or intention to choose and reuse services in the hospital. Intention to reuse is the most important concept in marketing and is the core concept of customer loyalty (Hsuan Li, 2010).

The Regional General Hospital of Tangerang Regency is a referral hospital in Banten province which is located in a strategic position near the Tangerang City Government, with 95% being BPJS patients and 5% general patients both outpatient and inpatient. In providing excellent service, especially for general patients, of the 5%, less than 3% of general patient visits, both outpatient and inpatient services, are carried out at the special installation. Although the District Hospital is in the form of a government hospital, it has great potential to run a hospital with regional autonomy, especially in budget procurement, which is better known as BLUD (Regional Public Service Agency). In accordance with a letter from the Ministry of Home Affairs to all Regents/Mayors throughout Indonesia on May 14 2015 to accelerate the Implementation of Regional Public Service Agency (PPK BLUD) Financial Management Patterns in the Health Sector.

Regional public service agencies are systems applied by regional work units or work units in regional work units in providing services to people who have flexibility in financial management patterns as an exception to the provisions of regional management in general (Law 23/2014, article 346). The total number of outpatient visits in 2019 at the Tangerang District General Hospital was 208,931, there were 3047 patient visits to the special clinic, meaning that general patient visits to polyclinic were only 1.46% of the total outpatient visits, the rest general patients who visit other service units such as medical rehabilitation and medical check-ups. All general specialist poly services (payment independently) are served. The number of outpatients at the special clinic was 85.3% of the visits were old patients and 14.7% of the visits were new patients. With the highest average of old patient visits of 41.3% in internist / internal medicine specialists and 26% of new patient visits in obsgyn or gynecologist specialists.

From the number of general outpatient visits to the special clinic, the highest number of visits was to internal medicine specialists with 91.8% of the old patient types and 8.2% of new patients with an average per visit per month of 98 people. The number of old patient visits (85%) is greater than new patients (15%), so it is necessary to make positive efforts to increase the number of new patient visits, among others: Introducing general hospital service products through social media that public hospitals are wrong one Province referral hospital and a teaching hospital that has 30 specialist service polyclinics, 17 sub specialistic doctors, 65 specialists, 4 specialist dentists and about 48 general practitioners, dentists and doctors who are involved in hospital management, where this is a special attraction and has the potential to increase the hospital performance budget, especially the increase in revenue from BLUDs through an increase in the number of general patient visits both outpatient and inpatient (achievement of inpatient performance is still below 50%).

The data above requires efforts to support the BLUD program as stipulated in Permendagri no: 79 of 2018. Several things that become the background in this research include: (a) Outpatient visit figures has decreased over the last 3 years starting in 2016 - 2019 (b) The percentage of outpatient visits to the special installation has not been maximized, namely around 1.46% of the number of outpatient visits at the hospital (c) The number of new patient visits is still around 15% compared to the number of long patient visits (85%). (d) The highest number of new patient visits to obstetrics clinics so that they can be used as the basis for the development of specialist

obstetrician polyclinic such as the Special Installation which accepts many internal medicine patients. (e) The results of filling out questionnaires from patients can be seen from the patient's assessment of service respondents and the patient's desire to participate in promoting the hospital, patient loyalty, word of mouth as a marketing strategy determination.

2. Theoretical Study

Effective communication relationship, Loyalty, WOM, Intentions Repurchase

Kurtz (1998) states that effective communication does not take long. Effective communication has been shown to take less time because doctors are skilled at recognizing patient needs (not just wanting to get well). On the basis of patient needs, doctors carry out management of health problems with patients, Kurtz (1998), with the ability to understand patient expectations, interests, anxieties, and needs, the patient-centered communication style does not take longer than communication based on doctor's interests to enforce. diagnosis (doctor-centered communication style). Parasuraman (2005) defines customer loyalty as a response that is closely related to the promise to uphold the commitment that underlies the continuity of the relationship and is reflected in the continuous purchase of the same service provider on the basis of dedication and practical constraints. Word of mouth is precisely a consumer-dominated marketing channel, and conversation is considered more trustworthy, credible, and reliable for critical consumers (Schiffman and Kanuk, 2010; Arndt, 1967).

Schiffman and Kanuk (2010) defines that there are dimensions in Word of Mouth, namely the intensity of the Word of Mouth with indicators on the patient between often talking to people around, talking on social media, there is a positive valence by talking about the advantages of the product, proud to inform about services. Announce useful things and negative valence by stating negative things to others and complaining about services, friendly use of health centers by like to discuss service friendliness and discuss service quality with others. Schiffman and Kanuk (2007) state that "intention is one of the psychological aspects that has a considerable influence on attitude behavior. Consumer assessment of a product depends on their knowledge of information about the actual function of the product, thus consumers who are interested in purchasing a product are influenced by the information received. The intention to reuse is influenced by internal factors, namely through attitudes and external factors, namely subjective norms (Fishbein and Ajzen, 1975).

The intention to choose to return is better known as Purchase Intention, where Purchase Intention according to Fishbein and Ajzen quoted from Lin and Lin (2007) that purchase intention means the subjective tendency that consumers have towards certain products, and has been proven to be a key factor for predicting consumer behavior. The word-of-mouth information technique is considered to affect patient satisfaction if a sick patient is satisfied with the treatment and services provided and disseminates this information to others. Patients who seek treatment routinely are based on the patient's experience when examined or operated on by a doctor. Satisfaction due to personal experiences received by patients will result in positive information that is conveyed to friends, family, and acquaintances (Brown and Reingen, 1987; Duhan et al., 1997), this is what

underlies the information from mouth to mouth and fosters the patient's intention to enjoy. return service.

3. Research Hypothesis

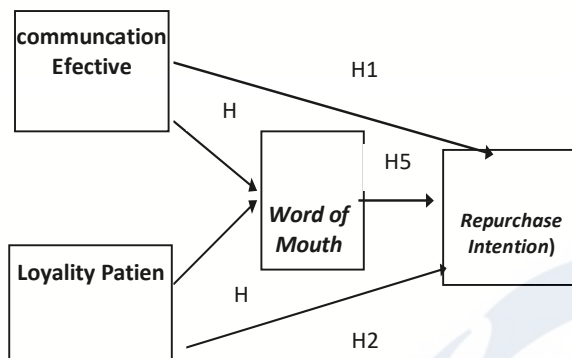
H1: Effective communication has a positive effect on re-treatment intention

H2: Patient loyalty has a positive effect on the intention to re-treatment

H3: Effective communication has a positive effect on the Word of Mouth

H4: Patient loyalty has a positive effect on Word of Mouth

H5: Word of Mouth has a positive effect on re-treatment intention



4. Research Methodology

4.1 Population and Sample

This research took place at the special installation Regional General Hospital Tangerang Regency. Meanwhile, that time

Researchers used for this research were carried out from the date of the issuance of the research permit within a period of approximately 1 month, namely January 2019 to February 2020, which consists of 1 month of data collection and 1 month of data processing which includes presentation in the form of a thesis and guidance process. take place. This study uses the path analysis data analysis method or path analysis. Path analysis is part of the regression analysis used to analyze the relationship between variables, where the independent variables affect the dependent variable either directly or indirectly through one or more intermediaries (Sarwono, 2007). The benefit of Path Analysis is an extension of a simple or multiple regression equation that is required on the path of the relationship variables that involve more than one equation. The population in this study were all general outpatients visiting the General Hospital in the Tangerang district. The sample in the study was all outpatients who visited the special installation of Regional General Hospital of Tangerang Regency who met the inclusion and exclusion criteria with the inclusion criteria were general outpatients who were willing to study samples and were able to answer research questions. While the exclusion criteria are general patients who are employees and general patients who refuse to be the study sample. Research is in the form of a survey and data is obtained through collecting questionnaires that are distributed to respondents.

Research respondents were 135 people, the data collection process used purposive sampling, namely patients who had twice come to the Tangerang District General Hospital for treatment. Interviews were conducted to check through 30 respondents before evaluation data needed to be tested to determine validity and reliability using factor analysis through sheets question. Factor analysis is used to identify the appearance of the elements of effective communication, loyalty, word of mouth and intention to re-select the hospital. The data points were analyzed using structural equation modeling (Hair et al., 2006) to search for elements and produce construct validity results, from the indicators of the four dimensions. It was first tested via Bartlett's roundness in the statistical correlation test between variables and the Kaiser-Meyer-Olkin test to consider the adequacy of the sample measures applied to test factor analysis. KMO has the advantage that it passes the minimum value of 0.60 (Hair et al., 2006). Bartlett's analyzed the influence of the significance of all factors. The Likert scale is used to answer research statements and to ensure the results to be achieved. Determination of data validity based on the calculated value obtained from KMO and Bartlett's Test, Anti-image Correlation, Communalities with a number > 0.5 will be declared valid. Based on the table above, it can be seen that the items of the variable statement of effective communication, patient loyalty, word of death and intention to seek re-treatment, all statement items are said to be valid and reliable. So that all statement items can be used and analyzed.

4.2 Measurement of research variables

This research consists of independent variables of effective communication, pleasant information, influencing changes in the attitude of the recipient of the message so that a better relationship is created and both parties can take action in accordance with the message conveyed. The second independent variable is Loyalty with the dimensions of patient trust in service commitment and consistency, publicity behavior and cooperation, namely giving positive comments as company promotion. The third independent variable is the Word of Mouth with the dimensions of WOM intensity that pay attention to patient behavior, positive responses, negative responses and patient complaints about services. The intention to re-choose the hospital is the dependent variable in this study with the indicator that the patient is willing to recommend someone else to take medication again, intends to buy the product again and is willing to make a purchase outside the product / service line.

5. Research results and discussion

Based on the questionnaire distributed by researchers, data was obtained that showed the distribution of respondents. Based on gender, the number of women is 65 and men are 40 people. Patient age 30-61 years. Civil servant jobs, retired. Income above Rp.3.000.000 and hospital visitors know the Tangerang District General Hospital from family information. Patients who visit tend to have complaints related to degenerative diseases and obstetrics. The average index score for the answer to the Effective Communication variable obtained an average number of 431 based on the three box method, the average is at a high level (range of values 385.01 to 525.00). This condition provides evidence that the communication and education of doctors that have been given to patients has been carried out properly and the patient still chooses the Tangerang Regional

General Hospital every time he needs health services because patients think that the Tangerang District Hospital has a specialist doctor who is complete, competent and communicative and the patient feels.

There is positive feedback from doctors so that they can answer all questions raised or complained about. The average index score for the answer to the patient loyalty variable obtained an average number of 390. This condition provides evidence that the average patient in the District Hospital has a fairly good loyalty, even though the patient loyalty rate is slightly above the moderate threshold. Patient loyalty is still included in the high category as a result of the quality of service obtained in accordance with patient expectations. The average index score for the answer to the Word of Mouth variable obtained an average number of 312 including in the medium category (245.01 - 385.00). This condition provides evidence that word of mouth among patients is at a moderate level. It is an indication that on average the patient's desire to share his service experience with others is not high even though the doctor's communication has been good and effective and is supported by high patient loyalty. The highest index in the delivery of useful things as a result of services received by patients to others. High scores are also obtained on negative word of mouth, which is often telling negative things that are obtained in the hospital to others. And the patient has not received a detailed description of the disease.

In this statement, the patient actually has received effective communication, especially from doctors, the patient is also loyal to the hospital but there is still a high value that the patient has not received an accurate explanation, this can be used as material for further research where and about what the patient has not received an explanation in detail. The lowest index, which is 191 (value range 105.00 - 245.00 = low) is found in the indicator of the patient's statement of being proud to discuss the hospital website which is easily available and the patient's statement is willing to become a website user from the hospital, this is because the patient is less interested in If you open a hospital website, you can make further research on what causes patients to be less interested in opening a hospital website, let alone discussing it. The average index score for the answer to the intention to return to the hospital variable obtained an average number of 398 (high). This condition provides evidence that the patient's desire to go back to the hospital is still high.

Table 1. The P value of Amos calculation between variables

			Estimate	S.E	C.R	P	Label
WOM	←	KE	.337	.017	19.715	***	Par_1
WOM	←	LOYAL	.177	.019	9.507	***	Par_3
NIAT RS	←	KE	.127	.054	2.357	.018	Par_2
NIAT RS	←	WOM	1.000			.000	
NIAT RS	←	LOYAL	.333	.059	5.668	***	Par_4

The results of the P value Amos calculation between variables

Effective communication, loyalty, word of mouth and intention to return to the hospital, the relationship of the four hypotheses is accepted

Table 2. Analysis and Hypotheses

Hypothesis	Relationship	Result	Kesimpulan
H1	Effective communication and intention for repeat treatment	.018	Hypothesis accepted
H2	Loyalty and intention to change again	.000	Hypothesis accepted
H3	Effective communication & WOM	.000	Hypothesis accepted
H4	Loyalty and a Word of Mouth	.000	Hypothesis accepted
H5	WOM and the intention to have repeat treatment	.000	Hypothesis accepted

Based on the data above, the value of the direct effect is greater than the indirect effect. It is proven that effective communication, patient loyalty directly affects the patient's intention to return to the hospital without going through the Word of Mouth variable. Word of Mouth does not mediate Effective Communication and Patient Loyalty towards the intention to go to the Tangerang District Hospital.

Discussion

The results of the analysis show that in this study the findings of effective communication influence the intention to go to the hospital for re-treatment. Calculation with path analysis, there is an estimate of the effect of effective communication on the intention to go to the hospital again at 0.081, meaning that the influence of communication between doctors and patients on the intention to go back to the hospital is 8.1% and 91.9% is influenced by other factors such as quality of service to patient satisfaction. Loyalty of patients to re-smell. The findings of Shankar et al. (2003) stated that perceived satisfaction reflects a positive attitude disposition that will lead to loyalty to service providers. Intention of re-treatment is the main fidelity dimension, and therefore, satisfaction will increase the likelihood of re-treatment similar to the findings (Bai et al. 2008). The findings of the study indicate patient loyalty and intention to go to hospital again. Patients who have experienced satisfactory service quality have increased so that they will undergo repeated treatment.

The calculation using path analysis shows that the estimated influence of patient loyalty on the intention to return to hospital is 0.380, which means that the influence of patient loyalty on the intention to return to the hospital is 38% and 62% is influenced by other factors such as patient satisfaction with service quality, competent doctor, the attitude of the officer. Customer loyalty is a deep commitment to the purchase and reuse of products or services that you like (Heskett, 2011; Gomez, Arranz & Cillan, 2012). This study found a positive effect of effective communication on the Word of Mouth. Good and effective communication from doctors will have an impact on patient satisfaction and patients will share their positive experiences with other patients. From the calculation using path analysis, there is an estimate of the effect of effective communication on Word of Mouth of 0.533, which means that the effect of effective communication on the patient's Word of Mouth to the hospital is 53.3%, so that 46.7% is influenced by other factors.

Azwar (1996) states that the communication interaction between patients and health workers is very important because it determines the patient's satisfaction, compliance with medical

rules, and also the patient's health outcome. Patient satisfaction will have a significant effect in providing positive information on hospital services to other patients. The services received by patients affect satisfaction when doctor consultation has an impact on word of mouth communication between patients. The findings of this study indicate a positive effect of patient loyalty on Word of Mouth. Patients who have experienced satisfactory service quality will generally feel loyal and will share their positive experiences with others so that they will make repeated visits. Path analysis, shows the estimated effect of loyalty and intention to re-treatment, amounting to 0.504, meaning that the influence of patient loyalty to Word of Mouth is 50.4% so that there is 49.6% influenced by other factors such as patient satisfaction on service quality and patient loyalty.

Ferguson (2014) calls customer loyalty an actualized expression of value, not only depending on customer judgments about their interactions and experiences throughout the service process. But relative to personal characteristics. Positive WOM is social behavior that reflects customer loyalty. The resulting research reinforces the concept of value actualized by customers and the concept of expression as loyalty to service companies, indeed formed in interactions and experiences throughout the total service process. Recovery results such as confidence and the ability to return to normal activities affect attitude, patient satisfaction. Patient interactions as an expression of the caring aspects of the surgical service experience contribute to patient satisfaction and positive Word of Mouth intentions (Ferguson et al., 2006). The research findings indicate that the Word of Mouth on intention to return to hospital.

Hypothesis 1 shows a significant and positive influence of the patient's Word of Mouth on the patient's intention to seek re-treatment. Meanwhile, patient loyalty affects treatment intention, influences patient loyalty towards re-treatment intention. R Research shows that the Word of Mouth affects consumer repurchase intentions, and there are six factors that influence it, namely trust, common source, attractiveness, strength of social ties, resource expertise, usefulness of information. The results of this study indicate that the Word of Mouth does not mediate the effective communication of doctors to patients, patient loyalty towards the intention of choosing to return to the hospital. From statistical calculations, it shows that effective communication and patient loyalty have a greater influence on the intention to return to the hospital directly than through the Word of Mouth, so that without going through word of mouth, effective communication and patient loyalty will directly affect the intention to return home Sick.

Another finding of the positive response of patients to doctor services at the District General Hospital is the magnitude of the satisfaction score generated from the patient questionnaire. Most patients are not interested in seeking information or using hospital services through social media but prefer information obtained from family and friends / relatives. Patients are less interested in talking about hospital products and services they receive either to friends, relatives or through social media to others. But in this case, if the patient gets things that are useful for the services received, the patient tends to take pride in conveying useful things to others. Patients who visit as general patients at the Tangerang District General Hospital are mostly elderly and retired patients so that on average they are not interested in seeking service information through social media or visiting the hospital's WEB, as a result most patients do not feel proud in

discussing hospital WEB site and the tendency for patients to be unwilling to become hospital WEB users.

Some other findings are the results of filling out the questionnaire on the effective communication variable where doctors provide accurate explanations related to diseases related to complaints submitted by patients who get high numbers, while in the negative WOM variable, namely the patient has not received a detailed description of the disease, a high number is also obtained which means that the high number patient complaints have not received detailed disease information, possibly not from medical doctors but from other personnel, for example from registration officers, customer service officers, doctor assistant nurses and other health workers. Other variables found that patients often tell other people about negative things that are found in the hospital, meaning that the patient still finds the quality of service that does not meet the patient's expectations. The percentage of the effect of effective communication, patient loyalty and word of mouth on intention to return to the hospital because other factors are still greater by 50%, especially the Effective Communication variable (91.9%) so that it needs to be further evaluated other factors that influence the intention to return to the hospital.

Conclusion

Effective communication between doctors and patients, patient loyalty and word of mouth have a positive and significant effect on the intention of returning to the patient to the Tangerang District Hospital and effective communication, patient loyalty directly affects the patient's intention to return to the hospital without being mediated by word of mouth. There is a positive and significant influence between variables, namely effective communication on the intention to re-select the hospital, patient loyalty towards the intention to re-select the hospital, effective communication on word of mouth, patient loyalty to the word of mouth, word of mouth on the intention to choose the hospital again. Tangerang Regency Hospital. This indicates that the more effective interpersonal communication that exists between doctors and patients can provide better support to patients to get quality and patient satisfaction which leads to loyalty and will share positive treatment experiences with others which directly affects the increased intention to go to service providers. services and will perform repeated treatment. Positive and significant results between variables, there are still limitations to the study, namely the limitations of the variables studied because the influence of these variables on the intention to return to the hospital is still < 50 %, meaning that the influence of other variables is > 50%, and in this study the selected variables almost the same, giving rise to dimensions, indicators that overlap with similar types of questions.

Implications and Suggestions

Implications

Increased competence, communication, complaint handling, conflict management for all medical officers. Increasing the use of general patient service facilities with the expansion of other special service facilities. Facilitate access for patients to service provision via social media and the web. Improving the quality of service to provide quality, fast and reliable service so that patients

will feel satisfied and loyal. Improved hospital performance and affordable product services to maintain positive word of mouth and minimize negative word of mouth. Conduct periodic and continuous evaluation and follow-up on factors that affect service quality.

Suggestion

Utilization of strategic locations, the most complete potential facilities and the competence of available specialist doctors to increase the number of patient visits, especially general patients in order to increase income for hospital operations and support the BLUD program by thinking more about the existence of a maximum marketing strategy by conducting regular evaluation and follow-up on the achievement of the number of visits inpatients and outpatients with an increase in hospital performance.

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