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Science, Engineering and Social Science Series
ISSN/e-ISSN: 2541 – 0369/2613 – 988X
DOI: 10.51971/joma.v5n4.09102021
Vol. 5, No. 4, 2021, Printed in the Indonesia

Communication Effectiveness of Doctors and Patients, Loyalty, Word of Mouth, On Repurchase Intentions at District Public Hospital Tangerang, Indonesia

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The dynamic state of society and the economy is sufficient, and the ease of access to information also influences patients' choice of health care providers. The delivery of information between patients has a strong influence on the determination of the choice of service facilities that provide health services, 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 examine the impact of effective communication, patient loyalty, Word of Mouth on the intention to return to the Tangerang District General Hospital. A total of 105 patients were included in this quantitative study. Structural Equation Modelling analysis tool with Path Analysis statistical test was used in this study. The results showed that the effective communication between doctor and patient has a significant positive effect on patient loyalty. The influence of Word of mouth has direct impact on the intention to visit the hospital. Without word of mouth, effective communication and patient loyalty towards the wish to return to the hospital are possible.

Keywords: Effective Communication, Loyalty, Word of Mouth, Repurchase Intention.

1. INTRODUCTION

As the world of health has evolved, consumers now have number option when it comes to picking a hospital. As the result, hospital must work to establish patient loyalty in order to increase interest in selecting and reusing hospital services. Returning implies that you want to buy products or services in the future, and it strongly connected to customer loyalty [1]. Consumers generally gather knowledge about health services based on personal experience and information from their surroundings before getting health care, therefore the intention to re-select health services is frequently used to evaluate patient behavior. As the result of the growth in repurchase intentions, the company's sustainable income and operational efficiency will improve over time [2]. The patient's pleasure and loyalty with the hospital's services will lead to a desire or intention to pick and reuse those services in the future. The most essential idea in marketing is the intention to reuse, which is also the basic concept of - consumer loyalty [3]. The Regional public -

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Hospital of Tangerang district is a referral hospital in Banten province. It has strategically located near the Tangerang City Government. The hospital's patients are 95 % BPJS patients, with the other 5% being general patients, including outpatients and inpatients. Furthermore, there is a kind of outstanding service that is dedicated particularly to general patients. This service is available to approximately 3% of all general patient visits, including inpatients and outpatients. This type of service needs a special installation. Although the Regional public Hospital is a government hospital, they have great potential to run hospital independently, especially in budget procurement, which known as BLUD (Regional Public Service Agency). It corresponds 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 implement by regional work units or work units at the level of regional work units in providing services to

the community. They have flexibility to manage the financial as an exception to general provisions of regional management [4]. The total number of outpatient visits in 2019 at the Tangerang regional public Hospital is 208,931, about 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 is consist of the old patient and new patient with the percentage about 85.3% and 14.7% respectively. With the highest average about 41.3% for old patient visit in internist / internal medicine specialists and 26% of new patient visits in obsgyn or gynecologist specialists.

For general outpatient who visits to the special clinic, the highest number of visits was found in internal medicine specialists with a percentage about of 91.8% for old patient and the rest were new patient about 8.2% with an average of 98 visits per month. The number of old patient visits is greater than to new patients with ratio of percentage is 85% and 15%, respectively. Thus, it 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 ministerial regulation [5]. Several things that become the background of this research including: (a) Outpatient visit shows has decreased over the last 3 years starting in 2016 - 2019 (b) The percentage of outpatient visits to the special installation has not been optimized, 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 are to obstetrics clinics it 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 as a marketing strategy.

2. METHODOLOGY

Effective communication relationship, Loyalty, WOM, Intentions Repurchase, and effective communication does not take long [6]. Here, the doctors are experienced at recognizing patient requirement, effective communication has been shown to take less time (not just wanting to get well). Doctors manage health problems with patients based on their needs with the ability to understand patient expectations, interests, anxieties, and needs, the patient-centered communication style does not take longer to enforce diagnosis [7]. Thus, the communication based on the doctor's interests (doctor-centered communication style) Customer loyalty based on reaction that is directly connected to the promise to keep the commitment that underlies the relationship's continuity and is represented in the continued purchase of the same service provider based on devotion and practical restriction [8]. Word of mouth is a consumer-dominated marketing medium, and critical consumers regard dialogue as more trustworthy, reputable, and dependable [9].

The dimensions in Word of Mouth is including the intensity of the Word of Mouth with indicators on the patient such as frequently talking to people around them, talking on social media, there is a positive valence by talking about the benefit of the product, proud to inform about services [10]. Announce useful things and negative valence by stating negative things to others and complaining about services, and pleasant use of health facilities by discussing service friendliness and service quality with others. The intention is one of the psychological aspects that has significant influence on attitude behavior [11]. The consumer evaluation of a product is influenced by information acquired regarding the product's actual function, therefore consumers who are interested in acquiring a product are influenced by the information received. Internal factors, such as attitudes, and external factors, such as subjective norms, influence the intention to reuse [12]. The purchase intention refers to the subjective predisposition that customers have towards certain products has been demonstrated to be a critical component in forecasting consumer behavior [13]. If a sick patient is content with the treatment and services offered and spreads this knowledge to others, the word-of-mouth information approach is thought to affect patient satisfaction. Patients who seek treatment on a regular basis do so based on their previous experience with doctor when they were examined or operated on. Patients' satisfaction as a result personal experiences received will result in positive information being passed on to friends, family, and acquaintances [14, 15]. Thus, the underlies the information from mouth to mouth and fosters the patient's intention to return service. Thus, we proposed six hypotheses in this study, as follows:

- 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*

Based on six hypotheses, we proposed learning framework to obtain the relation in this study (see Figure 1).

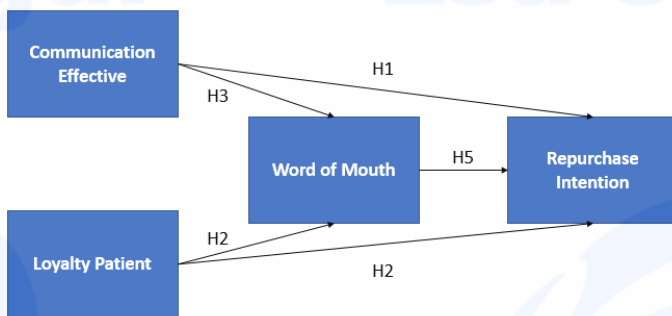


Figure 1. Framework study

A. Population and Sample

This research took place at the special installation Regional General Hospital Tangerang Regency. This research was carried out within a period of approximately 1 month, starting January 2019 to February 2020, which consists of 1 month for data collection and the rest for 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 [16]. 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 public Hospital in the Tangerang district. The sample in the study was taken from all outpatients who visiting the special installation in Regional public Hospital of Tangerang Regency. It should be met the inclusion and exclusion criteria. The inclusion criteria were general outpatients who were willing become samples in this study 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.

The Research is conducted in the form of a survey, with data collected by the distribution of questionnaires to respondents. A total about 135 people as the respondent in this research. The data collection process is used purposive sampling. The patients who had twice come for treatment in Tangerang District public Hospital as the sampler. Before the evaluation data, it is required to test in order to determine the validity and reliability of data. about 30 respondents were interviewed 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 to find elements and produce construct validity results [17]. The indicators of the four dimensions are 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 [18]. 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.

B. 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.

3. RESULT AND DISCUSSION

Based on the questionnaire distributed, data was obtained show the distribution of respondents. Based on gender, the number of women and men are 65 40 people, respectively. 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. Based on the three-box approach, the average index score for the answer to the Effective Communication variable was 431, indicating that the average is at a high level (range of values 385.01 to 525.00). This condition demonstrates that patients were properly communicated with and educated by doctors, as evidenced by the fact that the patient continues to choose the Tangerang Regional Public Hospital whenever he requires medical services because patients believe the Tangerang District Hospital has a specialist doctor who is complete, competent, and communicative, and the patient feels safe.

There is positive feedback from doctors so that they can answer all questions raised or about complained. 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. Also, the patient has not received a detailed description of the disease.

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, it 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. The patient's statement indicates

that he or she is willing to become a hospital website user; nevertheless, the patient is less interested in If you open a hospital website, you can conduct additional research into what causes patients to be less interested in opening a hospital website, let alone discussing it. An average index score of 398 was obtained for the answer to the intention to return to the hospital variable (high). This indication shows that the patient's desire to return to the hospital is still strong (see Table I).

Table I. The P value of Amos calculation between variables

Variable 1	To	Variable 2	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. Thus, we analyze the hypotheses to obtain the highest result (see Table II).

Table 2. Analysis and Hypotheses

Hypothesis	Relationship	Result	Status
H ₁	Effective communication and intention for repeat treatment	.018	Hypothesis accepted
H ₂	Loyalty and intention to change again	.000	Hypothesis accepted
H ₃	Effective communication & WOM	.000	Hypothesis accepted
H ₄	Loyalty and a Word of Mouth	.000	Hypothesis accepted
H ₅	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.

The results shows that the 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. It means that the influence of communication between doctors and patients on the intention to come 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 perceived satisfaction

reflect a positive attitude disposition that will lead to loyalty to service providers [19]. Intention of re-treatment is the main fidelity dimension, and therefore, satisfaction will increase the likelihood of re-treatment similar to the findings [20]. 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. It means that the influence of patient loyalty on the intention to return to the hospital is 38% and 62%. It 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 [20, 21, 22]. 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. 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 [23]. 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.

The customer loyalty an actualized expression of value, not only depending on customer judgments about their interactions and experiences throughout the service process [24]. 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 [25]. The research findings indicate that the Word of Mouth on intention to return to hospital.

Thus, the 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 Public 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 public 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. In the case doctors provide accurate explanations related to diseases and 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 such as 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.

5. CONCLUSIONS

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 without being mediated by word of mouth. There is a positive and significant influence between variables, such as 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 select 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.

Thus, the 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 mouth of mouth. Conduct periodic and continuous evaluation and follow-up on factors that affect service quality. 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.

Acknowledgment - We thank Dr Mohamad Reza Hilmy, Dr MF. Arrozi Adhikara, MSc for his guidance. Chief of MARS, Mrs. Dr. Rokiah Kusumapraja, MHA. To Prof. Dr. Endang Ruswanti, MM for his assistance in completing the article. To the Director of the Tangerang General Hospital.

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Received: 19 August 2021, Accepted: 09 October 2021