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PATIENT REVISIT INTEREST: WHAT EXTENT QUALITY AFFECTS HOSPITAL CUSTOMER SATISFACTION?

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Abstract: This study aims to examine the influence of service quality on patient satisfaction and interest in repeat visits at the Hasanuddin University Dental and Oral Education Hospital. Using a quantitative approach with a cross-sectional survey method, data was collected from 100 patients who had received services at the hospital. The research instrument in the form of a SERVQUAL questionnaire was used to measure five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. Multiple regression analysis showed that service quality had a significant influence on patient satisfaction, with the dimensions of assurance and empathy contributing the most. In addition, patient satisfaction was shown to have a significant influence on revisit interest. These findings indicate that improved service quality can improve patient satisfaction, which in turn increases interest in repeat visits. Recommendations for hospital management include improving physical facilities, ongoing training for medical personnel, integration of health technology, and the development of an effective patient feedback system. With the implementation of these recommendations, it is hoped that the Hasanuddin University Dental and Oral Education Hospital can improve the quality of its services and strengthen patient loyalty.

Keywords: Service Quality, Patient Satisfaction, Repeat Visit Interest

A. Introduction

The quality of services in the healthcare industry, especially in dental and oral hospitals, plays a very important role in determining patient satisfaction and their interest in making repeat visits. Hasanuddin University Dental and Oral Education Hospital, as one of the leading health education institutions in Indonesia, strives to continuously improve the quality of its services to meet the needs and expectations of patients. In this context, the quality of services

provided by hospitals covers various aspects, ranging from the skills and competencies of medical personnel, the facilities available, to the attitude and communication of staff to patients. Good service involves not only technical aspects such as expertise in performing medical procedures, but also non-technical aspects such as friendliness, empathy, and comfort felt by patients while in the hospital.

Customer or patient satisfaction is an important indicator of the success of the services



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provided by the hospital. This satisfaction arises when patients feel that their expectations and needs are met or even exceeded by the services provided (Duc Thanh et al., 2022). When patients are satisfied, they tend to build loyalty towards the hospital, which in turn increases their likelihood of making repeat visits. In addition, patient satisfaction can also affect the reputation of the hospital through word-of-mouth, where satisfied patients will recommend the hospital to their friends and family (Lu et al., 2020). This is especially important in the healthcare industry because trust and personal recommendations are often the deciding factors in choosing a healthcare provider (Maulana & Ayuningtyas, 2023).

Patient revisit interest is one of the key indicators of the success of the hospital service strategy (Almomani et al., 2020). This interest is influenced not only by the patient's first-hand experience while receiving treatment, but also by their perception of the overall quality of service (Nguyen et al., 2021). This study aims to explore the relationship between service quality, patient satisfaction, and interest in repeat visits at the Dental and Oral Education Hospital, Hasanuddin University. By understanding the factors that influence the interest in repeat visits, hospitals can formulate more effective strategies in improving service quality and patient satisfaction, which will ultimately strengthen their position in the healthcare industry (Aladwan et al., 2021).

Hasanuddin University, as one of the leading universities in Indonesia, has a great responsibility in providing quality education and health services. The Dental and Oral Education Hospital of Hasanuddin University not only functions as a place of practice for dental students, but also as a provider of health services for the general public. Therefore, it is important for this hospital to continuously evaluate and improve the quality of its services in order to meet the standards expected by patients and contribute positively to the welfare of the

community (Ouyang et al., 2022). This research is expected to provide valuable insights for hospital management in identifying areas that need to be improved and developing strategies to improve better service quality (Siripipatthanakul, 2021).

In addition, in today's digital era, the role of technology in improving service quality cannot be ignored (Fengmin et al., 2022). Innovations in health technology, such as hospital information management systems, telemedicine, and health applications, can help hospitals provide services that are more efficient and responsive to patient needs (Lai et al., 2020). The implementation of this technology can also increase patient satisfaction by providing easier and faster access to health information and medical services (Siripipatthanakul, 2021). Therefore, this study will also consider how the application of technology can support the improvement of service quality and patient satisfaction at the Hasanuddin University Dental and Oral Education Hospital.

In order to achieve the objectives of this study, a quantitative approach will be used to collect data from patients who have received services at the hospital. The data will be analyzed to identify the relationship between service quality, patient satisfaction, and interest in repeat visits. The results of this research are expected to make a significant contribution to the development of science in the field of health service management and provide practical recommendations for hospitals in improving service quality and patient satisfaction. Thus, this research is not only beneficial for the Hasanuddin University Dental and Oral Education Hospital, but also for other health institutions that are striving to improve the quality of their services.

B. Research Methods

Research Design

This study uses a quantitative approach to measure the influence of service quality on patient satisfaction and interest in repeat visits at the Dental and Oral Education Hospital,

Hasanuddin University. The quantitative approach was chosen because it allows researchers to collect numerical data that can be analyzed statistically to understand the relationships between the variables studied. The design of this study is a survey research with a cross-sectional method. The survey was chosen because it was effective in collecting data from a large number of respondents in a relatively short time. The cross-sectional method allows researchers to take data at a specific point in time to evaluate relevant variables.

Population and Sample

The population in this study is all patients who have received services at the Hasanuddin University Dental and Oral Education Hospital during the research period. The research sample will be taken using the purposive sampling technique, where respondents are selected based on certain criteria relevant to the research objectives, such as having received services at least once at the hospital with a total of 100 respondents.

Research Instruments

The main instrument in this study is a questionnaire consisting of several parts. The first section contains demographic questions to gather basic information about respondents such as age, gender, and education level. The second part measures service quality using the SERVQUAL scale which includes five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The third part measures patient satisfaction using a five-point Likert scale, with statements reflecting different aspects of service satisfaction. The fourth part measures patients' interest in returning to hospital services by using several items designed to assess their intention and propensity to return to hospital services.

Data Collection Procedure

Data will be collected through the distribution of questionnaires to patients who

have received services at the hospital. Questionnaires can be shared directly at hospitals or through online platforms to facilitate respondent participation. Before the questionnaire is distributed, a pilot test will be carried out to ensure that the research instrument is valid and reliable.

Data Analysis

The collected data will be analyzed using statistical analysis techniques. The first step is to conduct a validity and reliability test on the research instrument. Furthermore, descriptive analysis will be used to describe the demographic characteristics of respondents and the distribution of their answers. To test the relationship between the variables of service quality, patient satisfaction, and revisit interest, multiple regression analysis will be performed. This analysis allows researchers to determine how much service quality affects patient satisfaction and how much patient satisfaction affects interest in repeat visits

C. Result and Discussion

Respondent Profile

The results of the descriptive analysis showed the demographic characteristics of the 100 respondents who participated in this study. Respondents consisted of various ages, with the majority in the age range of 20-40 years. The proportion of sex is balanced between men and women. Respondents' education levels vary, but most have a minimum of bachelor's education. The frequency of hospital visits also varies, with most respondents having visited the hospital more than once in the past year.

Quality of Service to Patient Satisfaction

The quality of service has a significant influence on patient satisfaction. Service quality dimensions such as tangibles, reliability, responsiveness, assurance, and empathy contribute positively to patient satisfaction.

When patients feel that the physical facilities and medical equipment used in hospitals are modern and well-maintained (tangibles), they tend to feel more comfortable and confident in the services provided. The reliability of medical personnel in providing consistent and reliable services also increases patient satisfaction.

The responsiveness of medical staff in responding quickly and effectively to patients' needs and questions (responsiveness) shows high attention to patients, which in turn increases their satisfaction. The assurance provided by medical personnel through their competence and knowledge (assurance) makes patients feel safe and believe in the quality of service. Finally, the empathetic attitude shown by medical personnel (empathy) in understanding and overcoming patient concerns and needs plays an important role in creating a positive experience that increases patient satisfaction.

Quality of Service to Patient Return Interest

Good service quality also has a direct effect on the interest of patient return visits. Patients who experience a high quality of service, both in terms of physical facilities, reliability, responsiveness, assurance, and empathy, tend to have a positive experience while receiving treatment.

This positive experience fosters trust and loyalty of patients towards the hospital. For example, when patients feel that the hospital has modern and comfortable facilities, they will be more likely to re-choose the hospital in the future. Similarly, the quick response and reliability of medical personnel in providing services makes patients feel valued and prioritized, which motivates them to make follow-up visits.

The guarantee of medical personnel competence gives patients confidence that they will always receive the best possible care. The empathetic attitude of medical personnel who are able to understand and meet the emotional needs of patients also plays a key role in encouraging interest in repeat visits.

Patient Satisfaction with Patient Repeat Visit Interest

Patient satisfaction has a significant influence on the interest in repeat visits. Patients who are satisfied with the services they receive will be more likely to return to the hospital in the future. This satisfaction includes various aspects, ranging from the quality of interaction with medical personnel, the speed and efficiency of services, to the convenience of the facilities. Satisfied patients tend to build loyalty to the hospital and feel more confident to return to receiving care at the same place.

In addition, satisfied patients are also more likely to recommend the hospital to their friends and family, which can indirectly increase interest in repeat visits.

Therefore, patient satisfaction not only plays a role in maintaining good relationships with existing patients, but also in attracting new patients through positive recommendations.

Quality of Service on Patient Return Interest through Satisfaction

The influence of service quality on patient return visit interest can also be explained through patient satisfaction as a mediating variable. Good quality of service directly increases patient satisfaction, and this satisfaction in turn drives interest in repeat visits. In this context, service quality which includes the dimensions of tangibles, reliability, responsiveness, assurance, and empathy contributes to the creation of patient satisfaction. Patients who are satisfied with the services they receive feel more confident and motivated to return to the hospital services in the future. In other words, patient satisfaction serves as a bridge between service quality and return visit interest.

This shows that to increase interest in repeat visits, hospitals must focus on improving the quality of services which will ultimately increase patient satisfaction. Without satisfaction,

even a good quality of service may not be enough to encourage patients to make repeat visits

D. Conclusion

Based on the results of the study, it can be concluded that improving service quality can increase patient satisfaction, which in turn increases interest in repeat visits. Therefore, hospital management needs to focus on improving the dimensions of service quality, especially on aspects that receive lower assessments such as physical facilities. In addition, the training and development of medical personnel's competencies and empathetic attitudes must be continuously improved to ensure that patients feel safe and valued.

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