

Quality Of Service, Patient Safety, and Patient Trust in Patient Loyalty

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Abstract

Hospital services are services that are most needed by the community. For this reason, hospital services must always be handled, and the quality of services must be improved. The services in question are health services that are fast, precise, cheap, and friendly. With the increasing safety of hospital patients, public trust in hospital services is also hoped to increase. Patient safety is a top priority to be implemented related to the issue of quality and hospital image. This kind of research is known as descriptive qualitative research, and rather than being reported in the form of statistics, the findings are described verbally and shown visually. A technique of study known as qualitative research gathers descriptive data from persons in the form of written or spoken words and data collected by watching their behavior. Understanding different data-collection tactics enable researchers to get data, assuming that the strategy displays an abstract. It is not feasible to physically materialize it into objects that can be seen, yet, it is possible to demonstrate it via their application. The results show that implementing quality services is very important in this era of competition. The higher the service quality, the more satisfied service recipients will be. Service quality in this era is an essential factor and is one of the keys to competitive advantage in marketing. Service quality can be used to measure customer satisfaction with the company. Improving the quality of health services, service quality, and patient satisfaction are indicators of service delivery success in hospitals.

Keywords: service, safety, trust, loyalty, satisfaction, hospital image, Indonesia

1. Introduction

Hospital services are services that are most needed by the community. For this reason, hospital services must always be handled, and the quality of services must be improved. The services in question are health services that are fast, precise, cheap, and friendly. The hospital, in its existence, is a primary link in the health service chain and functions in prevention, healing, and recovery efforts.

For companies, one of which is a hospital, image is the goal, reputation, and achievement to be achieved because its image is a character that will distinguish the company from its competitors. A good corporate image is the most important asset because it will affect the continuity of the company and is a reliable tool to attract consumers to choose the company's products and services, and also provide a positive assessment and the existence of the company in the eyes of the public by showing the public's view of the company in the long term.

Hospital image depends on the patient's perception of service quality. The image is the difference between one hospital and another. Thus, in understanding and managing the relationship between the idea of the hospital and the intentions of inpatients, it is vital to consider that the experience of inpatients will be more attached to the patient's perception of the hospital.

Service quality influences the image of the hospital. A good quality image is not based on the service provider's point of view or perception but on the customer's point of view or perception (Dewi, 2017;

Gunawan & Djati, 2011a; Hasan & Putra, 2018). Customer perception of service quality or service is a comprehensive assessment of the superiority of service. It is customers who consume and enjoy benefits, so they are the ones who should determine the quality of public services.

With the increasing safety of hospital patients, public trust in hospital services is also hoped to increase. Patient safety is a top priority to be implemented related to quality issues and hospital image. The existence of an incident that harms the patient will cause harm to both the patient and the hospital. Implementing a patient safety program must be applied in all hospitals accredited by the Hospital Accreditation Committee. Patient safety is the basis of good health care. Patient safety is also an indicator in assessing the accreditation of healthcare institutions; therefore, patient safety is essential. Patient safety also influences the image of the hospital. Government health service agencies such as hospitals are an agency that is one of the health facilities needed by the community. Patients, as users of health services, have the right to obtain their security and safety while in hospital treatment. Hospitals that prioritize service quality are required to apply patient safety standards.

Trust in the company's image is the willingness to trust the image with all the risks because of the expectations promised by the appearance in providing positive results for customers. Trust in the company's vision has various aspects that guide consumers' purchasing decisions. Trust in the organization includes the company's reputation, the company, the motives of the company that customers perceive, and the company's integrity.

In addition to service quality and patient safety factors that affect the image of the hospital, the patient trust factor also affects the image of the hospital. Trust is a company's willingness to depend on business partners (Gunawan & Djati, 2011b; Ridwan & Saftarina, 2015; Sari, 2021; Vigaretha & Handayani, 2018). Trust relies on several interpersonal and inter-organizational factors, such as competence, integrity, honesty, and the company's kindness. Personal interactions with company employees, opinions about the company, and perceptions of trust will change with experience. Corporate image is a set of perceptions and beliefs held by a company's customers, which is reflected through the associations in the customer's memory.

Patient satisfaction is the output of health services and a change from the health care system that you want to do and is the ultimate goal of marketing a hospital. Patient satisfaction will be achieved if optimal results are obtained for each patient or their family, attention to complaints, physical environmental conditions, and responses or prioritizing patient needs. Patient satisfaction is a level of patient feeling that arises from the performance of health services obtained after the patient compares it with what he expects.

The implementation of quality services is essential in this era of competition. The higher the service quality, the more satisfied service recipients will be. Service quality in this era is a crucial factor and is one of the keys to competitive advantage in the marketing world. Service quality can be used to measure customer satisfaction with the company. Improving the quality of health services, service quality, and patient satisfaction are indicators of service delivery success in hospitals because the quality of service is essential as an effort to meet customer needs and desires as well as the provision of delivery to balance customer expectations.

Service quality influences patient satisfaction. Service is an activity of providing services from one party to another. In contrast, good service is a service that is carried out in a friendly manner and with good ethics so that it meets the needs and satisfaction of those who receive it (Adil et al., 2016; Dewi, 2013; Herawan, 2008; Luddin, 2013; Yusuf, 2012). Satisfaction is an attitude based on the experience gained (Umar, Amrin, et al., 2019; Yusriadi, Sahid, et al., 2019). Satisfaction is an assessment of the characteristics or features of a product or service or the product itself, which provides a level of consumer pleasure related to meeting consumer consumption needs. Customer satisfaction can be

created through quality, service, and value. The key to generating customer loyalty is delivering high customer value.

2. Method

Research design

Descriptive qualitative research is a study where words and pictures are used to describe findings rather than numbers. Qualitative research is a kind of inquiry that yields detailed descriptions of phenomena via interviews, focus groups, and other in-person interactions with participants. Descriptive research, however, is a study that seeks to describe or characterize preexisting occurrences, whether natural or human-engineered. Descriptive research aims to provide an organized, fact-based, and precise account of any population or geographical area.

The research participant is the critical data source since they are the ones from whom the information may be collected. When conducting interviews for data gathering, informants are the people who respond to or answer questions, either vocally or in writing. The data flow is said to begin with the informants. The things themselves, the action, or the procedure may all be sources of information while engaging in observation-based data collection. When documents are employed as a source of information, they are the primary source.

Data collection technique

Understanding data-gathering methodologies allows researchers to get data, assuming the strategy provides an abstract. Although it cannot be physically manifested, its usefulness may be shown via examples. The authors do in-person fieldwork at the actual site of the research object to ensure the highest quality of data collecting possible: 1) The word "observation" or "observation" may be understood to mean keeping a detailed log of any changes or anomalies that appear on the object of research. This observation is being conducted using a technique called "participatory observation," in which the researcher actively participates in the daily life of the individual being observed or used as a source of research data. 2) An interview is a dialogue designed to elicit specific information. Two people are involved in an interview: the interviewer, who asks the questions, and the interviewee, who answers them. This researcher has chosen to interview a structured interview. A thoroughly articulated hypothesis is the basis for the questions answered during an interview, which the interviewer sets up.

Data analysis technique

This study employs a descriptive-analytic strategy, which describes the data collected using words and pictures rather than numerical numbers. After that, the data is described so that it might shed light on reality or actuality, and this data was collected through, among other things, manuscripts, interviews, field notes, papers, and so on. Qualitative researchers analyze their data at several points in the research process, including before, during, and after fieldwork. The three main processes are reduced data, displayed data, and conclusions, or their verification. "Rough" data reduction is a selection procedure emphasizing simplifying, abstracting, and transforming "rough" data. It is a process that occurs after "rough" data has been generated from field notes. The reduction has been conducted since data collection started, first by summarizing, coding, tracing themes, composing notes, etc., to eliminate extraneous information, and then by verifying the remaining data; Data analysis is the process of evaluating, interpreting, and drawing conclusions based on the information supplied; data presentation is the description of an organized collection of data that allows for the potential of making conclusions and taking action. The results of qualitative studies are often presented in a narrative style to integrate the various elements of the study clearly and transparently. The third and last qualitative research phase is evaluating the results and drawing inferences. Given the context of the investigation, the researchers are tasked with drawing conclusions and checking the relevance and integrity of those inferences. First, the validity, reliability, and consistency of the researcher's interpretation of the data must be established.

Researchers should remember to use an emic approach to make sense of the data. This means they should focus on essential information instead of putting their own biases on the data.

3. Result and Discussion

Principal Patient Loyalty

Understanding patient needs and satisfaction is the most important thing affecting patient satisfaction. Satisfied patients are precious assets because if patients are satisfied, they will continue to use the service of their choice. However, if patients are unsatisfied, they will tell twice as much to others about their bad experience. Patient safety is a priority in increasing patient satisfaction in hospitals. It is imperative for nurses to pay attention to nursing services to patients, especially in implementing patient safety, nursing services to patients, especially identifying patients correctly and appropriately, and identifying patients who have a relationship with patient satisfaction.

When consumers have confidence in a particular product or service, they have the intention to buy that product or service. High consumer trust will also make consumers determine whether these consumers will be satisfied and loyal to the services used or will switch to services that offer more things or a better reputation.

In addition to service quality and patient safety factors that affect patient satisfaction, patient trust factors also affect patient satisfaction. Trust is a sense of trust in the partners with whom one relates. Trust arises from a long process (Ansar et al., 2019; Awaluddin A et al., 2019; Rijal et al., 2019; Sawitri et al., 2019; Umar, Hasbi, et al., 2019). If trust has arisen between the customer and the company, it will be easier to establish a cooperative relationship. The level of trust can be measured through several factors, including honesty in transactions, corporate responsibility to consumers, and many more. If we are confident with the trust, customer satisfaction becomes the next goal to retain customers. One of the factors that companies must consider to increase customer satisfaction is trust (Gani et al., 2019; Hasbi et al., 2019; Sahabuddin et al., 2019; Yusriadi, Farida, et al., 2019). Products that have the same quality but set a relatively cheap trust will provide higher value to their customers.

If the brand or company image has given satisfaction, then consumers usually do positive word of mouth to people related to the existing brand on the product they have purchased. Many companies deliberately give satisfaction to the brand to increase profits or profits for the company. Therefore, forming an image of the product is necessary because it is a consumer's attitude or behavior decision. So a positive brand or company image will lead to customer satisfaction. Patient satisfaction is the basis for determining whether or not the image of a hospital is reasonable. Patient satisfaction will be formed if the patient is satisfied with the performance of hospital services. Hospital image influences patient satisfaction. Image manifests experience and expectations that can influence consumer satisfaction with an item or service (Ahdan et al., 2019; Mustafa et al., 2020; Tamsah et al., 2020; Usman et al., 2020; Yusriadi et al., 2020). Image affects customer satisfaction through the selection effect (Sahid et al., 2020; Zacharias et al., 2021).

Loyalty is evidence of patients who are always customers who have strength and a positive attitude toward the hospital. Excellent and professional health services at the hospital will indirectly reflect the quality of service that can create a sense of satisfaction and trust in patients who use the hospital's services, so it may also lead to an attitude of patient loyalty to all services in the hospital.

Currently, many places are starting to provide health services. More healthcare providers mean more competitors will emerge. Facing competition in health services, health service providers must constantly provide good services to improve the quality of their services so that patient trust is always given to health service providers; it can impact patient satisfaction and loyalty.

Service quality influences patient loyalty. One of the main factors that affect customer loyalty is the quality of service; good products and service quality will directly affect the level of customer

satisfaction, and if this continues, it will result in loyal customers buying or using these products and services and called customer loyalty.

Factors Affecting Patient Loyalty

The effect of customer trust on customer loyalty. Trust is essential in business relationships, especially risk-related ones, including wrong interactions. Trust can be said that customers place their sense of security or concern on these products and brands. It does not matter whether the business is large or small; trust is needed to grow and develop the business continuously. Building trust is one of the efforts to achieve other business goals. In other words, customer trust creates customer loyalty to meet their needs and desires.

In addition to service quality and patient safety factors that affect patient loyalty, patient trust factors also affect patient loyalty. Trust here leads to an attitude, which will eventually lead to an intention to engage in behavior related to trust in a specific product provider or loyal behavior—called loyal because, in the decision-making process, consumers have a high level of involvement and are in the habit dimension. The relationship between the level of involvement and loyalty is that someone with high involvement in a product tends to be more loyal to the product based on the Theory of Reasoned Action (Prakoso et al., 2021; Setiawan et al., 2021; Tamsah et al., 2021). The choice of a brand or company is based on the consumer's attitude. If a particular brand has a good image perception, then there will be trust in consumers to buy repeatedly. This attitude will also affect consumer loyalty to certain products.

Hospital image influences patient loyalty. Companies with a good image or reputation will encourage consumers to buy the products offered, enhance competitiveness, encourage employee morale, and increase customer loyalty (Misnawati et al., 2021).

Satisfaction is considered a complex cognitive and affective construct that can mediate the influence of customer value perceptions on repurchase behavior and other outcomes, such as customer loyalty. The loyalty attitude of customers (patients) of a service product in hospitals can be grown by service producers (hospitals) by improving the quality of their services to these patients. a sense of satisfaction in the patient, so that with the creation of a sense of patient satisfaction, the attitude of patient loyalty to services at the hospital will be formed.

Several factors affect customer loyalty, one of which is customer satisfaction, as a person's feeling of liking or disliking a product after consumers compare the product's performance with their expectations (Nellyanti et al., 2021; Zamad et al., 2021). Patient satisfaction also influences patient loyalty. Loyalty occurs because of the influence of satisfaction or dissatisfaction with the product and then accumulates continuously in addition to the perception of product quality.

Service quality is often used to see public organizations' service performance. Public services in hospitals in the city of Ternate are one of the main task functions. Service quality reflects the agency's quality in carrying out its duties and functions. Through public services for the community, the "face" of the agency's figure will be widely judged by the community. Good service quality will create a good image of government agencies in the eyes of the people. Poor public services will not create satisfaction in the community. From this, it can be concluded and used as a benchmark where in realizing community satisfaction with the services provided, agencies and the government must be able to provide the best possible service by evaluating aspects of the quality of existing services.

The results of interviews with 20 patients regarding the quality of service at the Hospital in Ternate City show that some patients assess the quality of service at the Hospital as still not good. Some patients consider the medical equipment needed by the patient to be incomplete, medical personnel who do not explain the actions to be taken, and nurses who are considered incompetent and lack respect for patients, such as nurses who do not want to explain how to treat and take medicine to patients fully.

4. Conclusion

Hospitals can take seven steps to help realize patient safety (Aci et al., 2021; Jufri et al., 2021; Sabrang et al., 2021; Sukri et al., 2021; Triono et al., 2021). The seven steps include building awareness of the value of patient safety, leading and supporting staff, integrating risk management activities, developing reporting systems, engaging and communicating with patients, learning and sharing experiences about patient safety, and preventing injuries through system implementation. Every hospital requires the establishment of a patient safety committee.

Based on interviews related to patient safety, the head of the nursing field at the Hospital in Ternate City said the patient safety program had been introduced, and the KKPRS had been formed in 2011. Training and seminars on patient safety had been carried out for the head of the room, the deputy head of patient safety had been carried out in the room, Kalimantan and several implementing nurses have attended both training and seminars on patient safety, an implementation by nurses. However, some patient safety goals still need to be optimally implemented.

Services are designed and implemented to address public services in Indonesia and the community that uses services. However, there is still a gap between the community and the users of health services and the bureaucratic apparatus regarding the services provided by the government, resulting in an assessment from the community. This is because many people still underestimate the importance of service quality in health services that have yet to achieve what they want. Professional human resources support good service quality. Because if the lack of professional staff is also shown by the unresponsiveness of employees when there are patients who visit, the employee ignores them, this results in a lack of responsibility in carrying out their duties. Employee obedience to the rules that have been set has yet to be appropriately implemented.

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