

The Effect Of Patient Experience On Patient Satisfaction And Loyalty At The Inpatient Room South Sulawesi Provincial Hospitals

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Abstract

Introduction. Customer satisfaction is a determinant of success and long-term survival in the healthcare industry, especially in hospitals. Patients who are dissatisfied with the health services may decide to use another hospital to gain better services. The level of patient satisfaction can be seen by measuring patient experience. The better patient experience, the higher patient's satisfaction might be, which may result in repeated health service use.

Objective. This study aimed to analyze the effect of patient experience on satisfaction and loyalty at inpatient room South Sulawesi Provincial Hospital.

Methods. This study used an analytic observational design with a cross-sectional study approach. The sample selection used a stratified random sampling technique of 370 participants. Data analysis employed univariate, bivariate, and path analysis.

Results. The study shows that there was a direct influence of patient experience on patient satisfaction and loyalty with a coefficient value of 0.716 with a p-value of 0.000 (<0.05), which means that the patient experience has an effect on patient loyalty through patient satisfaction.

Conclusion. Patient experience has a direct effect on patient satisfaction whilst patient experience has no direct effect on patient loyalty. Also, there is a direct effect of satisfaction on patient loyalty. Patient experience through satisfaction has an indirect influence on the loyalty of inpatient room South Sulawesi Provincial Hospitals. Therefore, it is necessary to improve health services in order to create a good patient experience so that patient satisfaction will increase, and loyalty will be formed in these patients.

Keywords: patient experience, patient satisfaction, patient loyalty, hospital

INTRODUCTION

As the number of hospitals in Indonesia increases, the quantity of competitors is also increasing. Hence, a hospital must be able to develop a potential strategy to enhance the services so that it can attract more patients to use its health services. As a result, the hospital is able to survive in health industry.¹ Satisfying customers in using health services is a means to face the competitors. Companies that manage to keep their customers satisfied are almost unbeatable. Its customers become more loyal so that they buy more often, are willing to pay more and still want

to be customers even though the company is experiencing difficulties. Satisfaction does not necessarily lead to loyalty, but loyalty usually begins with satisfaction.²

The low patient satisfaction rate will have an impact on the development of the hospital. Patients who are dissatisfied with the health services may decide to use another hospital that can provide better services.³ Hospitals need to develop services that are oriented towards meeting patient needs. Hospitals need to identify and understand the patients need since it is an important factor determining satisfaction.⁴

Successful organizations will be able to make greater efforts to create customer satisfaction. Customer satisfaction as a determinant of success and long-term survival in the healthcare industry has attracted the attention of service providers in the current competitive conditions.⁵ Satisfaction comes from the perception that is formed in every service experience when there is interaction between the customer and the service provider.⁶ With interaction, the customer assesses its value not in the purchase stage but during the use stage of the service.⁷

According to the data from South Sulawesi Provincial Hospitals, the average patient satisfaction at inpatient room from 2017 to 2019 was 81.56 %. This percentage shows that the level of patient's satisfaction has not met yet the hospital minimum service standards regulated by Ministry of Health Number 129 in 2008 where hospital minimum service standards require patient satisfaction at the inpatient room to be $\geq 90\%$.

METHODS

Study Design

This study utilized an analytic observational design with a cross-sectional approach.

Setting and Population

This study was conducted at regional hospitals in South Sulawesi Province, including Pertiwi Mother and Child Hospital, Siti Fatimah Mother and Child Hospital, and Dadi Regional Hospital. The population was inpatients with more than one visit. The sample selection used a stratified random sampling technique, which included 370 participants.

Data Collection

The instrument used in data collection was a modified standard questionnaire that has been tested for validity and reliability. The independent variable was patient experience and the dependent variable was patient satisfaction and loyalty.

Data Analysis

Univariate analysis was carried out to get an overview of the research problem by describing each variable used in the study and the respondents' characteristics. Univariate analysis consisted of the frequency distribution of the respondents' general characteristics and the frequency distribution of the research variables. Bivariate analysis was carried out to see the relationship between the two independent variables and the dependent variable. The statistical test employed Chi Square test. Multivariate analysis was path analysis using the Smart PLS Program.

Ethical Consideration

Ethics approval was granted by Hasanuddin University Research and Ethics Board with Registration Number: 9730/UN4.14.1/PT.01.02/2022.

RESULTS

Univariate analysis

Table 1 shows that most participants at Pertiwi Mother and Child Hospital and Siti Fatimah Mother and Child Hospital had good patient experience, patient satisfaction, and patient loyalty. Likewise, majority of participants at Dadi Regional Hospital had good patient satisfaction and patient loyalty; however, most participants stated less for patient satisfaction.

Table 1. Frequency Distribution based on Patient Experience Variable Categories, Patient Satisfaction, and Patient Loyalty at South Sulawesi Provincial Hospitals in 2022

Hospital	Variable Category				Total	
	Less		Good			
	n	%	n	%	n	%
Patient Experience						
Pertiwi Mother and Child Hospital	71	44.4	89	55.6	160	100.0
Siti Fatimah Mother and Child Hospital	41	46.6	47	53.4	88	100.0
Dadi Regional Hospital	62	50.8	60	49.2	122	100.0
Patient Satisfaction						
Pertiwi Mother and Child Hospital	70	43.8	90	56.3	160	100.0
Siti Fatimah Mother and Child Hospital	37	42.0	51	58.0	88	100.0
Dadi Regional Hospital	58	47.5	64	52.5	122	100.0
Patient Loyalty						
Pertiwi Mother and Child Hospital	41	25.6	119	74.4	160	100.0
Siti Fatimah Mother and Child Hospital	23	26.1	65	73.9	88	100.0
Dadi Regional Hospital	46	37.7	76	62.3	122	100.0

Bivariate Analysis

Relationship between Patient Experience and Patient Satisfaction

Table 2 shows that patient experience had a significant relationship with patient satisfaction at the inpatient room South Sulawesi Provincial Hospitals with a p-value of 0.000 (<0.05).

Table 2. The Relationship between Patient Experience and Patient Satisfaction at the Inpatient Room South Sulawesi Provincial Hospitals in 2022

Hospital	Patient Experience	Patient Satisfaction				Total		p-value
		Less satisfied		Satisfied				
		n	%	n	%	n	%	
Pertiwi Mother and Child Hospital	Less	57	35.6	14	8.8	71	44.4	0.000
	Good	13	8.1	76	47.5	89	55.6	
	Total	70	43.7	90	56.3	160	100.0	
Siti Fatimah Mother and Child Hospital	Less	32	36.4	9	10.2	41	46.6	
	Good	5	5.7	42	47.7	47	53.4	
	Total	37	42.0	51	58.0	88	100.0	
Dadi Regional Hospital	Less	50	41.0	10	8.2	60	49.2	
	Good	10	8.2	52	42.6	62	50.8	
	Total	60	49.2	62	50.8	122	100.0	

Relationship between Patient Experience and Patient Loyalty

Table 3 shows that patient experience had a significant relationship with patient loyalty at the inpatient room South Sulawesi Provincial Hospitals with a p-value of 0.000 (<0.05).

Table 3. The Relationship between Patient Experience and Patient Loyalty at the Inpatient Room South Sulawesi Provincial Hospitals in 2022

Hospital	Patient Experience	Patient Loyalty				Total		p-value
		Low		High		n	%	
		n	%	n	%			
Pertiwi Mother and Child Hospital	Less	35	21.9	36	22.5	71	44.4	0.000
	Good	6	3.8	83	51.9	89	55.6	
	Total	41	25.6	119	74.4	160	100.0	
Siti Fatimah Mother and Child Hospital	Less	20	22.7	21	23.9	41	46.6	
	Good	3	3.4	44	50.0	47	53.4	
	Total	23	26.1	65	73.9	88	100.0	
Dadi Regional Hospital	Less	38	31.1	24	19.7	62	50.8	
	Good	8	6.6	52	42.6	60	49.2	
	Total	46	37.7	76	62.3	122	100.0	

Relationship between Patient Satisfaction and Patient Loyalty

Table 4 shows that patient satisfaction had a significant relationship with patient loyalty at the inpatient room South Sulawesi Provincial Hospitals with a p-value of 0.000 (<0.05).

Table 4. The Relationship between Patient Satisfaction and Patient Loyalty at the Inpatient Room South Sulawesi Provincial Hospitals in 2022

Hospital	Patient Satisfaction	Patient Loyalty				Total		p-value
		Low		High		n	%	
		n	%	n	%			
Pertiwi Mother and Child Hospital	Less satisfied	40	25.0	30	18.8	70	43.8	0.000
	Satisfied	3	1.9	87	54.3	90	56.2	
	Total	43	26.9	117	73.1	160	100.0	
Siti Fatimah Mother and Child Hospital	Less satisfied	21	23.8	16	18.2	37	42.0	
	Satisfied	2	2.3	49	55.7	51	58.0	
	Total	23	26.1	65	73.9	88	100.0	
Dadi Regional Hospital	Less satisfied	42	34.4	18	14.8	60	49.2	
	Satisfied	4	3.3	58	47.5	62	50.8	
	Total	45	37.7	76	62.3	122	100.0	

Multivariate Analysis

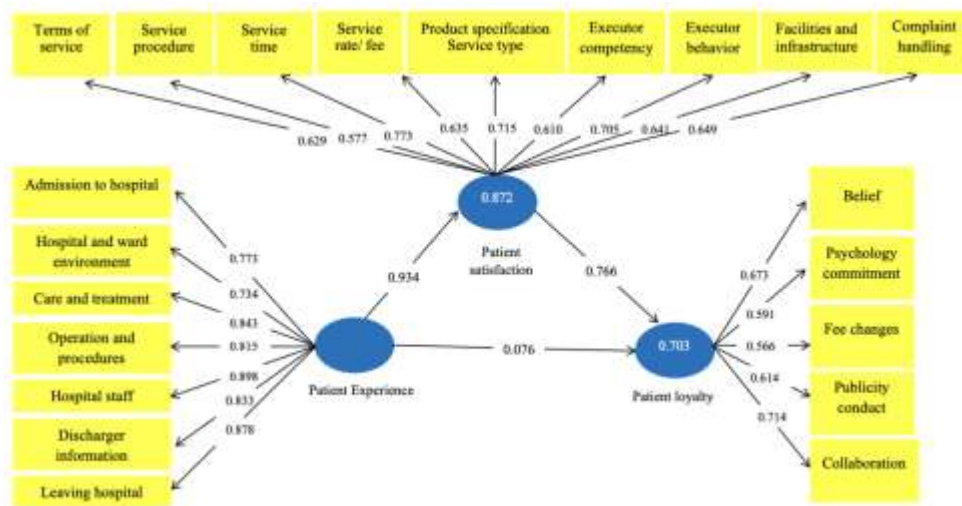


Figure 1. Path Analysis of the Effect of Patient Experience on Patient Satisfaction and Patient Loyalty at the Inpatient Room South Sulawesi Provincial Hospitals in 2022

Direct Effect

Table 5 shows that the analysis of patient experience on patient satisfaction obtained a coefficient value of 0.934 with a p-value of 0.000 (<0.05), which means that patient experience had a direct effect on patient satisfaction. The analysis of patient satisfaction on patient loyalty gained a coefficient value of 0.766 with a p-value of 0.000 (<0.05), which means that patient satisfaction had a direct effect on patient loyalty. The analysis of patient experience on patient loyalty obtained a coefficient value of 0.076 with a p-value of 0.332 (>0.05), which means that patient experience had no direct effect on patient loyalty.

Table 5. Path Coefficients

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	p-value
Patient Experience -> Patient Satisfaction	0.934	0.934	0.005	199,441	0.000
Patient Satisfaction -> Patient Loyalty	0.766	0.768	0.078	9,880	0.000
Patient Experience -> Patient Loyalty	0.076	0.077	0.079	0.970	0.332

Effect through Mediation

Table 6 shows that the analysis on the effect of patient experience on patient loyalty through patient satisfaction obtained a coefficient value of 0.716 with a p-value of 0.000 (< 0.05). This means that patient experience influenced patient loyalty through patient satisfaction.

Table 6. Specific indirect effects

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	p-value
Patient Experience -> Patient Satisfaction -> Patient Loyalty	0.716	0.717	0.073	9,837	0.000

DISCUSSION

The Effect of Patient Experience on Patient Satisfaction

The study found that patient experience affected patient satisfaction at the inpatient room South Sulawesi Provincial Hospitals. It is possible that the patient experience obtained after receiving services can affect the level of patient satisfaction. The more positive the patient experience, the higher level of patient satisfaction will be.⁸ Previous studies suggested that customer satisfaction was strongly influenced by patient experience.^{9,10,11,12} Patient experience can have a significant impact on customer satisfaction.¹³ Every experience that occurs in the interaction between customers and service providers will affect satisfaction.^{14,15}

The Effect of Patient Experience on Patient Loyalty

The study suggested that patient experience effected patient loyalty at the inpatient room South Sulawesi Provincial Hospitals. Customer experience has a significant influence on the formation and maintenance of customer loyalty.^{16,17} Customer experience of good services can create loyalty and tend to share their experience with others.¹⁸ This finding is in line with the previous studies which found that patient experience in using health services in hospital had a strong impact on the patient willingness to visit the hospital repeatedly and recommend it to others.^{19,20,21} Another study also depicted that the loyalty of inpatients can decrease caused by several factors, such as less satisfaction and trust due to not receiving optimal services. Thereby, the experience of being treated can increase patient loyalty.²²

The Effect of Patient Satisfaction on Patient Loyalty

The study found that patient satisfaction effected patient loyalty at the inpatient room South Sulawesi Provincial Hospitals. This finding is in line with previous studies which showed a substantial positive effect between patient satisfaction and loyalty.^{23,24}

Satisfaction is a person feeling of pleasure or disappointment that arise after comparing the services or products with the expected results. If the performance meets the expectations or exceeds the customer's expectations, then the customer is said to be satisfied or very satisfied, while if the performance is below the expectation, then the customer is said to be dissatisfied. Satisfied customers will form a loyal behavior by rebuying and informing others about the good experience of the product. Dissatisfied customers will quickly switch to another product. The key is to blend patient expectations with hospital performance.²⁵

The Direct Effect of Patient Experience on Loyalty through Patient Satisfaction

The study suggested that patient experience had a direct effect on loyalty through patient satisfaction at the inpatient room South Sulawesi Provincial Hospitals. Patient satisfaction can make the relationship between service providers and patients harmonious, which will create patient loyalty and ultimately benefit the hospital. An evidence depicted that patient experience had an effect on patient loyalty, and the dimensions of patient experience had an impact on patient loyalty.²³

CONCLUSION

Patient experience has a direct effect on patient satisfaction, which means that patient expectations are met so as to create a good experience that has an impact on patient satisfaction at the inpatient room South Sulawesi Provincial Hospitals. Meanwhile, patient experience has no direct effect on patient loyalty, which means that the experience felt by the patient will increase the level of satisfaction which will automatically form an attitude of loyalty, so that patient loyalty will appear for what services are received and how the patient feels satisfied. There is a direct effect of satisfaction on patient loyalty, which means that satisfied customers will form loyal behavior. Patient experience through satisfaction has an indirect influence on the loyalty of inpatient room South Sulawesi Provincial Hospitals. Therefore, it is necessary to improve health services in order to create a good patient experience so that patient satisfaction will increase, and loyalty will be formed in these patients.

The authors recommend that hospital management need to pay attention to the patient's experience, namely with service procedures that are not convoluted, nurses who always provide information when they are about to take action have been carried out properly, nurses who pay serious attention to patients and nurses in serving patients are friendly, in providing Nurse service has a good attitude, smiles is patient, can speak a language that is easy to understand, and is willing to help sincerely and is able to respect customers.

Hospital management should improve patient satisfaction by monitoring and evaluating the level of patient satisfaction with doctor services on an ongoing basis through suggestion boxes and patient satisfaction surveys so that fluctuations in needs can be identified patients, conduct more in-depth studies in order to increase

responsiveness of doctors to the treatment of patient complaints, which the patient hopes for not only heard, but the doctor needs to provide comments or even take action to respond to the patient's complaints. Dissemination of monitoring results and evaluation of patient satisfaction with doctor services to all doctors, especially inpatient doctors stay.

For hospital management, good patient loyalty can be realized with services provided in accordance with procedures or SOPs and meeting all needs, including human resources, facilities, and means to provide maximum service.

The results of this study can be used by hospital management as a source of information and analysis reports to be utilized in increasing patient satisfaction in hospital

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Statement of Authorship

All authors contributed to the conceptualization of the work, acquisition and analysis of data, and drafting the manuscript.

Author Disclosure

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