

Adoption The Service Quality Principle Into Hospital Industry

I Ketut Sirna, Gusti Ngurah Joko Adinegara, I Gusti Bagus Rai Utama

Abstract: The perception of customer satisfaction in terms of service quality at Balimed Hospital is an effort to hear customer input and provide the best service, which translates into aspects of Tangible service, Reliability, Responsiveness, Assurance, Empathy, service models, service perceptions as policies and initiatives management in meeting the needs, desires and demands of customers. This research is to improve service as a model of customer satisfaction perception in terms of service quality with the Total Quality Service (TQS) method. This research technique uses a total sample of 99 respondents. And multiple linear regression data analysis, using the t test and F test, and the coefficient of determination to determine the magnitude of the effect of variable x, namely Total Service Quality (tangible, reliability, responsiveness, assurance, empathy, service model, service perception) of the variable y, namely customer satisfaction. The results of the perception model of customer satisfaction in terms of service quality show partially, tangible (X1) of -0.003, reliability (X2) of 0.144, responsiveness (X3) of 0.403, assurance (X4) of -0.034, empathy (X5) of 0.0595, service model (X6) of -0.003, service perception (X7) of 0.393. on customer satisfaction (Y) at Balimed Hospital, and simultaneously the influence of service quality is $Y=0.044-0.003X1+0.144X2+0.403X3-0.034X4+0.095X5-0.003X6+0.393X7$. on the quality of service at Balimed Hospital. Conclusion: this study is the Customer Satisfaction Perception Model which is a Review of Service Quality can be realized well in Balimed Hospital.

Index Terms: Service Model, Service Perception, Customer Satisfaction

1. INTRODUCTION

In Bali the development of private hospitals with national and international standards is increasing, more than 10 hospitals have the potential to become competitors. Service is one of the choices calculated by the customer, even though the hospital product is the same. But on this occasion, good service is a must for hospital companies. One way is to listen to customer input and provide the best service, and then it will be translated into aspects of Tangible service, Reliability, Responsiveness, Assurance, Empathy, service model, service perception which is a policy and management initiative. Improved service quality as a model and perception of customer satisfaction can be viewed from services with the Total Quality Service (TQS) method (Tjiptono, 2004), the hospital industry as a pure social institution based on the philosophy of philanthropy may be experiencing a phase of decline. But the hospital industry as a socioeconomic institution is in a growth phase. Therefore, the hospital is expected to survive and maintain the health of the organization by striving for at least a breakeven of costs (cost recovery) and it is even hoped that there will be benefits obtained by the hospital. To support all efforts of the hospital must have a strong brand. The hospital must be able to maintain customer loyalty so that brand loyalty is formed as a differentiating factor in hospital services from competitive offers, so that hospitals are not defeated in competition (Tjiptono, 2001). Inpatient Statistics serves to display statistical data of inpatient visits based on certain filters in detail. From this report can be seen the number of visits from old and new patient types, gender, and patients per payment. The statistical data that appears comes from the registration that occurs on the Inpatient Registration menu. In addition to the product, service which is a very dominant factor in determining customer satisfaction and

loyalty, in increasing revenue and business development of hospital companies, therefore "Customer Satisfaction Perception Model in terms of Service Quality is very important to be improved now and in the future by Balimed Hospital Denpasar Bali.

2 LITERATURE REVIEW

In Quality it is usually always a consideration of customers in determining their place to vacation and spend time (Afrizawati, 2012). The customers will percept that good quality will support them to feel comfortable and safe carrying out inpatient care because that quality is an elusive goal, because the expectations of consumers will always change (Tjiptono, 2001), quality as a match for use (fitness for use) (Tjiptono, 2001). According to ISO-8402, mentioning quality is the totality of facilities and characteristics of products and services that are able to satisfy the needs, expressed or implied (Tjiptono, 2001). Service is an intangible product resulting from reciprocal activities between service providers and service recipients through one or several activities to meet customer needs (Afrizawati, 2012) service is an activity that provides benefits and is offered by all parties to other parties in an unrealistic form and does not result in a transfer of ownership, as is the case in hospitals (Tjiptono, 2004). Thus the quality of service is a responsiveness and reality of the services provided by the company. Quality of service must start from the customer's needs to the customer's perception. There are five indicators in determining the quality of service is: 1) tangibles, 2) reliability, 3) responsiveness, 4) assurance, 5) empathy (Agustini, 2011).

Customer satisfaction is the main goal of marketing, if they are satisfied; they will most likely make another purchase and will also recommend it to their family and friends about the company and its products (Ratminto, and Winarsih, 2005). The service model that is often used today is used as a reference in management research and marketing services for hospitals, hotels, retail businesses and others that is often called the SERVQUAL Model (short for Service Quality) (Tjiptono, 2004). The design emphasizes that if a performance on an attribute increases more than expected,

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then the perception of service quality will be positive and vice versa. The service model indicators are: 1) Management commitment in service quality, 2) Determination of service objectives, 3) Standardization of tasks (Tjiptono. 2004). Service perception is a process of selecting, managing and interpreting information about a product or service by consumers. Perception does not only occur in the form of physical stimulation but is also influenced by existing marketing conditions. This is consistent with what some experts said. perception indicators, namely: 1) Perception of eligibility, 2) Perception of standards (Tjiptono. 2004).

and Customer Satisfaction Review of Service Quality at Balimed Hospital Denpasar Bali.

3 RESEARH METHODOLOGY

The entire data analysis process uses SPSS 17 computer calculations for windows. The analysis technique used to determine the Customer Satisfaction Perception Model at Balimed Hospital is multiple linear regression, while to determine the strength of the variable relationship using multiple correlations and to test the hypothesis used t-test and f-test. The research instrument uses the form of a confirmatory questionnaire about several indicators in framework of Customer Satisfaction.

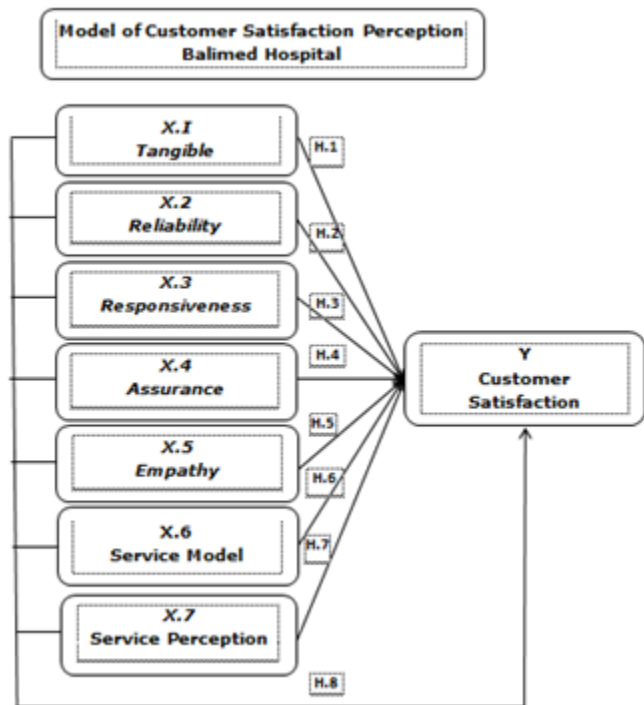


FIGURE .1 MODEL OF CUSTOMER SATISFACTION
Source: Zeithaml et al (1990)

Based on the aforementioned problems, the Balimed Hospital really considers the need to formulate the problem namely "Model of Customer Satisfaction Perception Review of Service Quality". Thus Balimed Hospital Management began the process of planning, organizing, leadership, and controlling efforts of the organization to achieve organizational goals predetermined (Handoko, 2008). In accordance with the World Health Organization, hospitals are an integral part of a social and health organization by providing plenary services, disease recovery and disease prevention to the public. The hospital also functions as a training center for health workers and a medic research center (Law No. 44 of 2009). So that the hospital is a health care institution that provides inpatient, outpatient and emergency services (Law No. 44 of 2009). Hospitals as a service are directed at increasing access, affordability and health services that meet the standards (Law No. 44 of 2009). This Medical Service standard can make guidelines for hospital managers and other relevant agencies in making plans, estimating costs and implementing each type of action taken (Dorothea, 2004). So the purpose of this study was to determine the Service Model, Service Perception,

TABLE 1
INDICATORS IN FRAMEWORK OF CUSTOMER SATISFACTION
Source: Zeithaml et al (1990)

No	Variable	Code	Indicator	Code
1	Tangible (bukti langsung) Lupiyoadi (2006;182),	X ₁	a. Room arrangement	X _{1,1}
			b. Arrangement of the park	X _{1,2}
			c. Employee appearance	X _{1,3}
			d. Lobby arrangement	X _{1,4}
			e. Web display	X _{1,5}
2	Reliability (keandalan) Lupiyoadi (2006;182),	X ₂	a. Service capability	X _{2,1}
			b. Communication skills	X _{2,2}
3	Responsiveness (ketanggapan) Lupiyoadi (2006;182),	X ₃	a. Service accuracy	X _{3,1}
			b. Service speed	X _{3,2}
			c. Willingness to serve	X _{3,3}
4	Assurance (jaminan) Lupiyoadi (2006;182)	X ₄	a. Room security	X _{4,1}
			b. Food and beverage hygiene	X _{4,2}
5	Empathy (kepedulian) Lupiyoadi (2006;182),	X ₅	a. Caring for guests	X _{5,1}
			b. Alertness to serve guests	X _{5,2}
6	Service Quality Model Zeithaml et al (1990)	X ₆	a. Management's Commitment to service quality	x6.1
			b. Determination of service objectives	x6.2
			c. Standardization of service duties	x6.3
7	Service Perception Zeithaml et al (1990)	X ₇	a. Perception of service eligibility	x7.1
			b. Perception of service standards	x7.2
8	Customer Satisfaction Tjiptono (2000: 350)	Y	a. Overall Guest Satisfaction	Y ₁
			b. Customer loyalty	Y ₂
			c. Comfort of Guests Who Stay	Y ₃

4 RESULT

The entire data analysis process uses SPSS 17 computer calculations for windows. The analysis technique used to determine the Customer Satisfaction Perception Model at Balimed Hospital is multiple linear regression, while to determine the strength of the variable relationship using multiple correlations and to test the hypothesis used t-test and f-test.

TABLE 2
THE RESULTS ANALYSIS OF THE CUSTOMER SATISFACTION PERCEPTION MODEL

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	(Constant)	0.044	0.138		0.321	0.749
1	Tangible	-0.003	0.072	-0.003	-0.045	0.964
	Reliable	0.144	0.059	0.148	2.428	0.017
	Responsiveness	0.403	0.068	0.427	5.915	0.000
	Assurance	-0.034	0.095	-0.034	-0.358	0.721
	Empathy	0.095	0.08	0.112	1.181	0.241
	Service Model	-0.003	0.012	-0.009	-0.267	0.790
	Service Perception	0.393	0.08	0.395	6.553	0.000

a. Dependent Variable: Customer Satisfaction

Based on Table 2 obtained by the multiple linear regression equation as follows:

$$Y=0.044-0.003X_1+0.144X_2+0.403X_3-0.034X_4+0.095X_5-$$

$$0.003X_6 + 0.393X_7$$

The multiple linear regression equation can be explained as follows: constant = 0.044 means that if the value of the direct evidence variable, reliability, responsiveness, assurance and empathy are equal to zero or do not change, guest satisfaction will have a value of 0.044.

$b_1 = -0.003$ means that any increase in the direct evidence variable (X_1) at Balimed Hospital, any additional direct evidence (X_1) of 1 unit will be accompanied by an increase in guest satisfaction of -0.003 assuming that reliability (X_2), responsiveness (X_3), guarantee (X_4), empathy (X_5), service model (X_6) and service perception (x_7) are the same as constant or unchanged.

$b_2 = 0.144$ means that every increase in the reliability variable (X_2) then every increase in reliability (X_2) by 1 unit will be accompanied by an increase in guest satisfaction by 0.144 assuming direct evidence (X_1), responsiveness (X_3), guarantee (X_4), empathy (X_5), service model (X_6), and service perception (x_7) are the same as constant or unchanged.

$b_3 = 0.403$ means that every increase in the variable responsiveness (X_3) then each additional responsiveness (X_3) of 1 unit will be accompanied by an increase in guest satisfaction by 0.403 with the assumption that direct evidence (X_1), reliability (X_2), guarantee (X_4), empathy (X_5), service model (X_6), and service perception (x_7) are the same as constant or unchanged.

$b_4 = -0.034$ means that every increase in the guarantee variable (X_4) then each additional guarantee (X_4) of 1 unit will be accompanied by an increase in guest satisfaction by -0.034 assuming direct evidence (X_1), reliability (X_2), responsiveness (X_3), empathy (X_5), service model (X_6), and service perception (x_7) are the same as constant or unchanged.

$b_5 = 0.095$ means that each increase in the empathy variable (X_5) then any increase in empathy (X_5) of 1 unit will be accompanied by an increase in guest satisfaction by 0.095 with the assumption that direct evidence (X_1), reliability (X_2), responsiveness (X_3), guarantee (X_4), empathy (X_5), service model (X_6), and service perception (x_7) equal to constant or unchanged.

$b_6 = -0.003$ means that every increase in the service model variable (X_6) then every addition of the service model (X_6) of 1 unit will be accompanied by an increase in guest satisfaction of -0.003 with the assumption that direct evidence (X_1), reliability (X_2), responsiveness (X_3), guarantee (X_4), empathy (X_5), service model (X_6), and service perception (x_7) are the same as constant or unchanged.

$b_7 = 0.393$ means that each increase in the service perception variable (X_7) then each additional perception (X_7) of 1 unit will be accompanied by an increase in guest satisfaction by 0.393 with the assumption that direct evidence (X_1), reliability (X_2), responsiveness (X_3), guarantee (X_4), empathy (X_5), service model (X_6), and service perception (x_7) are the same as constant or unchanged.

Based on the multiple linear regression equation, it shows that direct evidence, reliability, responsiveness, assurance, empathy, service model, and service perception like influence the satisfaction of inpatients at Balimed Hospital.

5 CONCLUSION AND RECOMMENDATION

5.1 Conclusion

From the results of this study is that of each variable, there is an effect on customer satisfaction and some are not an influence on customer satisfaction who are hospitalized in Balimed hospital. This is evidenced by the results of his research as follows: there is no negative and significant influence partially between tangible on customer satisfaction $b_1(X_1) = -0.003$, There is a positive and significant influence partially between reliability on customer satisfaction $b_2(X_2) = 0.144$, There is a positive and significant influence partially between responsiveness to customer satisfaction by $b_3(X_3) = 0.403$, there is no negative effect and partial significance between assurance on customer satisfaction of $b_4(X_4) = -0.034$, there is a positive and significant influence partially between empathy for customer satisfaction of $b_5(X_5) = 0.095$, there is no negative effect and partial significance between service models for customer satisfaction of $b_6(X_6) = -0.003$, There is a positive and significant effect partially between service perceptions of customer satisfaction of $b_7(X_7) = 0.393$, and simultaneously some of the variables have an effect and some do not have an influence between service quality to customer or patient satisfaction of, $Y = 0.044 - 0.003X_1 + 0.144X_2 + 0.403X_3 - 0.034X_4 + 0.095X_5 - 0.003X_6 + 0.393X_7$ at Balimed Hospital. In the coefficient of determination (D), the quality of service influence on customer satisfaction, which is equal to 90.7%.

5.2 Recommendation

The Balimed hospital physically should to be paying to improve the arrangement and aesthetics of the rooms, the arrangement and beauty of the park, the uniform model and appearance of employees, the arrangement and aesthetics of the lobby, and adequate web appearance so that customers or patients can feel more satisfied with hospital services. The assurance of Balimed hospital should to be paying more attention to the security of the inpatient room, parking area and surrounding areas, and the variety and taste of food and drinks to customers / patients so as not to watch. The management should to be paying more serious attention to management's commitment to service quality (Pharmacists), setting service objectives, and standardization of service duties so that they have a clear concept of service standards for customers or patients at Balimed Hospital

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