A Study on the Service of Quality of Maternity Hospital in Garut

Mohammad Benny Alexandri

Universitas Padjadjaran

Abstract: *The Maternity Hospital is a place of health treatment which gives care to the health of women, giving birth and baby's health. As a special place for taking care of the birth and pregnant patient, Maternity Hospital tries to gain and increases the patient loyalty by providing a good service in the health care area through a health service quality program. This research is aimed at knowing and analyzing (1) the service quality that is used by the Maternity Hospital in Garut (2).) the patient loyalty on Maternity Hospital in Garut (4) the effect of service quality (tangibles, empathy, reliability, responsiveness and assurance) on the patient loyalty of Maternity Hospital. In this research exercise applied type or descriptive research and verification form. Descriptive research about research respondent characteristic, quality of service and patient loyalty. While the form of research of verification between research and relationship between variables is variable through testing of hypotheses using statistical calculations. Patient loyalty Copies: Hypothesis test result by using equation statistic of structural shows as follows model, result of inferential statistical analysis of quality of service is tangible, reliability, responsiveness, assurance and empirical provenance. in Garut Regency. Dimension having the biggest influence is the dimension of Reliability while the dimension of having smallest influence is dimension Assurance.*

Keywords: Service Quality and Patient Loyalty.

1. Introduction

Maternity Hospital is a health facility that organizes health service activities specifically for the health of pregnant, childbirth and infant health. Because holding these health service activities, it is necessary to have the best service possible so that the patients are satisfied in utilizing the services provided, so they decide to return to give birth at the same Maternity Hospital. In turn, patient satisfaction can create patient loyalty or loyalty to the Maternity Hospital which provides satisfying quality.

In the era of globalization, business managers of the Maternity Hospital are required to make adjustments continuously in line with the changes that occur in the business environment, so that Maternity Hospitals that carry out a social mission must be able to act as institutions that provide health services to the people who need it. Besides that, it is demanded to improve quality health services so that adjustments are needed regarding quality human resources and modern supporting facilities that follow rapidly developing medical technology. Services that are in accordance with the needs and desires of patients consisting of pregnant women who want to give birth will be able to create satisfaction, so that the patients will again use the service if they want to give birth to the next child, which in turn will create loyalty. Patients who have a sense of loyalty will cause patients not to move in using the services of the Maternity Hospital.

In serving patients, the Maternity Hospital needs quality service that is able to satisfy patient expectations. Because of the involvement of various elements such as physical appearance, personnel services (doctors, nurses, midwives, lab officers, administrative officers and parking) will affect a patient to come and use the services offered. The right and fast service touch will play a role in providing more value to the customer's perception of the product offered as a whole.

From the various activities carried out by the Maternity Hospital in performing services through improving the quality of services, faced with various problems concerning the magnitude of the gap (*gap*) in service quality, thus causing poor quality of services delivered and ultimately will affect patient loyalty.

Starting from the above phenomena, it is deemed necessary to conduct research as outlined in the topic regarding a study of service quality in influencing the level of patient loyalty at the Maternity Hospital in Garut Regency. Through these research activities are expected to be used as feedback for the Maternity Hospital in an effort to provide the best service so that it can create patient loyalty at the Maternity Hospital concerned.

2. Literature Study

According to Garvin in Lovelock (2002: 336) there are five kinds of quality perspectives that develop. These five types of perspectives can explain why quality is interpreted in various ways by different people in different situations. The five types of perspectives include:
1) **TheTrendendental Approach**
   This approach views that quality can be perceived or known, but is difficult to define and operationalize.
2) **The Product-Based Approach**
   This approach assumes that quality is a characteristic or attribute that can be quantified and can be measured.
3) **User-Based Approach**
   This approach is based on the idea that quality depends on the person who looks at it, so the product that satisfies one's preferences is the highest quality product.
4) **The Manufacturing Based Approach**
   This perspective is *supply-based* and mainly concerns manufacturing, and defines quality as *conformance to requirements*. In the service sector, it can be said that the quality is *operations-driven*. This approach focuses on adjusting specifications that are developed internally,

which are often driven by the goal of increasing productivity and emphasizing costs. So what determines quality is the standards set by the company, not consumers who use it.

5) **Value-Based Approach**

This approach views quality in terms of value and price by considering the *trade-off* between performance and price, quality is defined as "*affordable excellence*". Quality in this perspective is relative, so products that have the highest quality are not necessarily the most valuable products. But the most valuable is the most appropriate goods or services purchased (*best buy*).

According to Griffin to be a loyal consumer, a consumer must go through several levels, including: (1). *Suspects* which includes all people who will buy goods or services, at this stage consumers will buy but do not know about the company and the goods offered, (2). *Prospects* are people who need certain service needs and have the ability to buy them, at this time consumers have not made a purchase but have known the existence of the company and the goods or services offered, (3). *Disqualified Prospect* is a person who already knows the existence of certain goods or services but does not have the need for goods or services and does not have the ability to buy, (4). *First time customer* is the consumer who buys for the first time, (5). *Repeat customers,* namely consumers who have purchased a product twice or more, (6). *The client* is to buy all the goods or services offered that they need and consumers have made regular purchases, (7). *Advocates,* namely consumers have purchased all goods or services offered regularly and encourage other friends to make purchases, (8). *Partners* are the strongest form of relationship between customers and companies, because both parties are mutually beneficial (Griffin, 1995: 635).

3. Methodology

To find out the effect, the analysis technique used in this study is *Path Analysis*. By using this path analysis, it can be shown the effect of one causal variable (exogenous) on the resultant variable (endogenous) through the path coefficient or path coefficient with the symbol P_{yxi}.

4. Results and Discussion

It Seen from the above equation, it turns dimension *reliability* has the greatest influence on the formation of patient loyalty. This is due to the presumption of patients who require that each Maternity Hospital must be timely and careful in providing its services considering that the patient is giving birth. This situation indicates that the timeliness and accuracy of the medical team needs to get more serious attention, given the magnitude of the influence of dimension *reliability* this in the formation of patient loyalty. In this case, the dimension *reliability* can be more controlled and controlled by the company compared to other dimensions. Meanwhile, the smallest influence on patient loyalty is given by the dimension *assurance*. The management of the Maternity Hospital can revise or update its service quality policy to be more effective so that patient loyalty can be further improved.

Based on the significance value, from the equation, it can be seen that the value of the influence of the independent variable on the dependent variable is quite large, namely above 1.96, namely: 5.16 for *tangibles*; for *reliability* of 2.77; for *responsiveness* of 2.44; for *assurance* of 3.56; and for *empathy* of 2.63. this shows that the hypothesis that has been put forward is acceptable.

The results of data processing also show the value of R^2 for the above equation is 0.82, this illustrates that loyalty is influenced simultaneously by service quality consisting of *tangibles, reliability, responsiveness, assurance* and *empathy* at 82%. This value also indicates that there are still other factors that affect loyalty beyond service quality as indicated by a variance error of 0.18. This indicates that there are other things (other factors) that influence the formation of patient loyalty at the Maternity Hospital by 18% which is not explicit in this study. Other factors not examined in this study include the patient's internal environmental factors, the patient's external environmental factors and so on. Thus the proposed conceptual hypothesis has been tested and accepted.

5. Conclusions and Suggestions

1) Implementation of *Service Quality* at the Maternity Hospital in Garut Regency can be seen by comparing the performance of Service Quality (*Performance*) with consumer expectations of each dimension which includes *Tangible, Reliability, Responsiveness, Assurance* and *Empathy*. The results showed that the performance service at the Maternity Hospital in Garut could not catch expectations consumers.

2) The results of the descriptive analysis using the *semantic differential* indicate that all maternity hospitals in Garut Regency have the same advantages, namely the dimensions of *Reliability,* which concerns timeliness and accuracy in providing services. While the weakness of all Maternity Hospitals is the dimension of *Assurance,* which is about the patience of the medical team in providing services to patients and fostering trust from patients.

3) The results of the descriptive analysis of patient loyalty can be concluded that patient loyalty at the Maternity Hospital in Garut Regency is in the category of having high loyalty. Patient loyalty is measured by four indicators, namely rejection of competing products (*rentention*),(*repeat purchases repeat purchase*), purchases outside the product line (*related sales of services*), and recommend to others (*refferals*). The highest loyalty is in the indicator *repeat purchase* where most patients assume that after giving birth at the Maternity Hospital, they are willing to give birth to the next child at the same Maternity Hospital. While the lowest loyalty is in the indicator of *retention* (immunity to competing products).

4) The results of hypothesis testing using structural equation model statistics show

Suggestion

In order for the quality of maternity hospital services in Garut Regency to provide high loyalty to patients, it is necessary to consider the following:

Performance of service quality at Maternity Hospital needs to be improved so that it can pursue consumer expectations, especially evaluating quality performance service; provide supporting facilities such as *ambulances*; maintain the cleanliness of the Maternity Hospital; the activities of medical and non-medical teams who are willing to help patients and foster patient trust; motivate medical and non-medical teams to establish better relationships, especially for patients. Improvement and improvement of the things mentioned above can minimize the *non-monetary cost* (time, energy, feelings or thoughts) that must be borne by the patient. Good quality service performance can provide *image* a positivein the eyes of patients. Patients can provide references and create prospects, both within their family and community. The need for attention to service quality performance because the quality of service has a large influence in the formation of patient loyalty.

References

[1] Hermawan Kartajaya, et al., 2002, *Markplus On Strategy: 12 Years of Markplus & Co Travel Building Corporate Strategy*, Jakarta; Gramedia Publisher Main Library.
[2] Hussein Umar., 1998, *Application Research Methodology in Marketing*, PT. Gramedia Main Library, Jakarta
[3] Johannes Supranto, 1997, *Measurement of Customer Satisfaction Level, To Increase Market Share*, Rineka Cipta Jakarta.
[4] Kotler, Phillip, 2003, *Marketing Management*, The Millennium Edition, Prentice Hall International, Inc.
[5] Kurtz, David. L & Kenneth E. Clow, 1998, *Marketing Services*, John Wiley & Sons, Inc.
[6] Lovelock Christopher H., 2002, Service Marketing, Second Edition, USA: Prentice International.
[7] Oliver, Richard L., 1997, *Satisfaction: A Behavioral Perspective On The Consumer*, New York: The McGraw-Hill Companies, Inc.
[8] Payne, Andrian., 2000. *The Essence Of Services Marketing is* translated by Fandy Tjiptono, Yogyakarta: Andi Publisher.
[9] Saurina, Carme and Germa Coenders, 2002, *Predicting Overall Service Quality, A Structural Equation Modeling Approach*, Journal of Marketing, vol. 18.