

The Influence of Therapeutic Communication and Service Quality on Patient Loyalty at the Cardiology Poly of Sakinah Islamic Hospital at Mojokerto

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ABSTRACT

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The form of service that is the main focus of the hospital includes outpatient services or poly services, including cardiac polyclinic. Outpatient poly services are the main focus because there are more patients in outpatient polyclinics than inpatients. But in fact there are still many patients who are less loyal to the hospital due to poor service, or the communication delivered by the officer is not acceptable to the patient. The purpose of this study was to analyze the influence of therapeutic communication and service quality on patient loyalty at the Cardiology poly of Sakinah Islamic Hospital at Mojokerto. The design of this research is analytic observational cross-sectional approach. The population of this study were all patients at the Cardiology poly of Sakinah Islamic Hospital at Mojokerto with an average of 1520 patients per month. Samples were taken by using simple random sampling technique as many as 304 respondents. Data were collected using a questionnaire instrument and tested with multiple linear regression. The results showed that partially and simultaneously independent variables (communication and service quality) affected the dependent variable (patient loyalty) which was indicated by a significance value = $0.000 < = 0.05$ so that H1 was accepted, meaning that there was an influence between communication and service quality on patient loyalty. . This shows that the better the communication and service quality, the more loyal patients will be to the hospital.

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INTRODUCTION

Excellent service in the era of globalization is the main element in hospitals where hospitals are required to provide health services that meet optimal service standards. The attitudes and services of human resources are elements that have a significant effect on the services produced and perceived by patients in addition to the completeness of the superior facilities in the hospital. All the efforts made by the staff to fulfill the wishes of their customers with the services to be provided are the meaning of hospital services (Utami, Ismanto & Lestari, 2016). Hospitals in providing health services are fulfilling the needs and demands of patients who expect quality healing and recovery as well as providing comfortable and safe health services (Budiono, Sarwiyata & Alamsyah, 2014).

The hospital is declared successful not only on the completeness of superior facilities, but also the attitude and service of human resources, which are elements that have a significant effect on the services produced and perceived by patients. Patients expect services that are ready, fast, responsive and comfortable to patient complaints, master work and most importantly are able to communicate effectively and be able to respond to patient complaints professionally (Suryani, 2015). Quality and

quality services and in accordance with established standards to be able to reach all levels of society is one of the important and strategic roles of hospitals as health service facilities in accelerating the improvement of public health status. Hospitals must be able to provide good service quality so that it can increase customer or patient trust so that patient loyalty will increase to the hospital. The form of service that is the main focus of the hospital includes outpatient services or poly services, including cardiac polyclinic. Outpatient poly services are the main focus because there are more patients in outpatient polyclinics than inpatients.

The results of Kartikasari's research (2021) at the Muslimat Hospital in Ponorogo, East Java, show that the results show that communication can have a significant impact on improving the quality of excellent service, thereby increasing patient satisfaction with the health care they receive. This study recommends collaboration between HR and Head of Nursing for effective communication training. Nurses are expected to improve effective communication skills with patients, and further studies are needed to dig deeper into the impact of effective communication on improving service quality and patient satisfaction. This is also supported by the results of research from Suryadna (2018) which was conducted in all government hospitals in Bandung Regency. The results showed a significant influence on service quality on customer value and patient satisfaction. In addition, the results also show that gender acts as a moderate variable between customer value and patient satisfaction. This indicates that the services provided by public hospitals can increase the implications of customer value on patient satisfaction.

Based on data from RSI Sakinah visits in 2019, the number of visits to the outpatient polyclinic was 154,121 patients and the most visits to the cardiac polyclinic were 22,566 patients. Meanwhile, in 2020 the number of visits decreased to 116,912 patients and the highest number of visits remained at the cardiac polyclinic as many as 18,472 patients. Meanwhile, the number of patients undergoing hospitalization in 2019 was 19,185 and decreased in 2020 to 15,909. The results of a preliminary study conducted at the Cardiology Clinic of RSI Sakinah on 12 patients obtained data on 7 patients complaining about the provision of services that were still not as expected by the patient, such as the friendliness of service officers to patients, officers were less attentive to patients, and the information provided was still lacking. clear. 5 respondents stated that the officers had provided good service and patients were satisfied with the service.

Patient loyalty is very important in today's era of intense competition. Customer loyalty is a commitment from a customer to a product or service based on a positive attitude that is reflected in consistent purchases or repeat visits. Customer loyalty can be measured by three things, namely talking about positive things about service quality to others, recommending services to others, considering services that have been used as the first choice in using services in the future (Lupiyoadi, 2013). Communication is one of the factors that can affect patient satisfaction and loyalty. Patient satisfaction is the responsibility of the health service provider because it will increase patient trust or loyalty. Patients will always seek health services that match their expectations. If it is not in line with expectations, the patient will look for better health facilities or services or do not disappoint (Imballo, 2012).

Poor communication is one of the reasons why there are so many complaints about professional care. Health care workers must learn to communicate more effectively by promoting good attitudes, a friendly smile, high empathy and caring. Communication is a process of exchanging information or processes that generate and transmit meaning or meaning (Taylor, et al. 2013). On the other hand, patients rarely try to consider whether the service provided is an effective and efficient effort in terms of time, effort and the resources used (Wensley, 2012).

Every patient has a desire that always wants to be fulfilled and satisfied, patients always expect to get maximum service or they want to be treated humanely and get something as they expect. Kotler (2012) states that quality is the overall completeness of the features of a product or service that has the ability to satisfy a need. Meanwhile, according to Tjiptono (2014) quality is a dynamic condition related to a product or service, human, process and environment that meets or exceeds expectations. The main challenge faced by the service industry is how to combine excellent service quality with what patients expect.

Based on this background, the researcher is interested in submitting a research proposal regarding "The Effect of Therapeutic Communication and Service Quality on Patient Loyalty at the Cardiology Clinic of RSI Sakinah Mojokerto".

METHODS

The design of this research is analytic observational cross-sectional approach. The variables in this study are communication and service quality as independent variables. Patient loyalty as the dependent variable. The population of this study were all patients at the Cardiology Clinic of RSI Sakinah Mojokerto with an average of 1520 patients per month. Samples were taken using simple random sampling technique as many as 304 respondents. Data were collected by using a questionnaire instrument and tested by multiple linear regression. This Tesis also have etichal approval with number of certificate are 2702/KEPK/X/2021.

RESULTS

Partial Analysis

Tabel 1 Partial linear regression analysis (t test) The Effect of Therapeutic Communication and Service Quality on Patient Loyalty at the Cardiology Clinic of RSI Sakinah Mojokerto in September 2021 (n=304)

Variable	t test Vlu	P value
Communication	9,457	0,000
Service Quality	7,528	0,000

Based on the results in table 1, it shows that the p value of the two independent variables (communication and service quality) is less than 0.05 so that partially or independently the independent variables (communication and service quality) affect patient loyalty.

Simultaneously Analysis

Tabel 2 Multivariate Analysis Simultaneously or Simultaneously Effect of Therapeutic Communication and Service Quality on Patient Loyalty at the Cardiology Clinic of RSI Sakinah Mojokerto in September 2021 (n=304)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	18.942	2	9.471	109.192	.000 ^b
Residual	26.108	301	.087		
Total	45.049	303			

a. Dependent Variable: Patient Loyalty

b. Predictors: (Constant), Communication, Service Quality

Based on the results in table 2, it shows that the significance value shows the value = 0.000 which means less than 0.05 so that it can be stated simultaneously or simultaneously the independent variables (communication and service quality) affect patient loyalty.

Determinant Coefficient Analysis

Tabel 3 Analysis of the coefficient of determination The Effect of Therapeutic Communication and Service Quality on Patient Loyalty at the Cardiology Clinic of RSI Sakinah Mojokerto in September 2021 (n=304)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.648 ^a	.420	.417	.295	1.471

Table 3 explains that the value of R Square (R²) is 0.420 or 42% which indicates the contribution of the independent variables (communication and service quality) while the remaining 58% is influenced by other factors that are not in this research model. Multiple correlation coefficients are used to measure the close relationship between the independent and dependent variables. The multiple correlation coefficient is indicated by a value (R) of 0.648 or 64.8% which indicates that the independent variables (communication and service quality) on patient loyalty have a close relationship.

DISCUSSION

Communication at the Cardiology Clinic of Sakinah Islamic Hospital, Mojokerto

Based on table 1, it was obtained that almost half of the respondents considered the communication delivered by nurses at the Cardiology Clinic of RSI Sakinah Mojokerto in the Good category as many as 122 respondents (40.1%) and the least respondents who considered the officer's communication to be in the poor category were 72 respondents (23, 7%).

According to Rika (2018), communication is a process of delivering information desired by the sender of the message to the recipient of the message and causing behavioral responses in accordance with the information digested by the recipient of the message. Mundakir (2016) explains that communication is an individual effort in maintaining and maintaining individuals to keep interacting with other people. One's communication is a process that involves behavior and interactions between individuals in dealing with others. Communication is the process of sending or exchanging (stimulus, signal, symbol, information) both in verbal and non-verbal form from the sender to the recipient of the message with the aim of changing (both in cognitive, affective and psychomotor aspects). According to Sarfika, Maisa and Freska (2018) communication has several purposes. The main purpose of communication is to build / create mutual understanding / understanding. Understanding or understanding each other does not mean having to agree, but perhaps with communication there is a change in attitude, opinion, behavior, or social change. Overall communication aims to convey ideas / ideas / news, influence others, change the behavior of others, provide education, understand (ideas) of others.

According to the researcher, the results of this study indicate that the communication used by officers to provide services to patients is included in the category of good communication. This happens because the respondent thinks that the officer can provide clear information according to the patient's needs, and the officer is also friendly in speaking or giving an explanation to the patient, the language used is easy for the patient to understand, so that the communication conveyed by the officer is included in communication. the good one. Meanwhile, respondents who think that the communication between officers at the Cardiology Clinic of RSI Sakinah Mojokerto is in the poor category because the respondents feel that the explanation given by the officer is still incomplete and clear and the delivery uses language that is not understood by the respondent, besides that the attitude of the respondent is less friendly and not paying attention to the patient when he is talking.

Quality of service at the Cardiology Clinic of Sakinah Islamic Hospital, Mojokerto

Based on the results of a study of 304 respondents at the Cardiology Clinic of RSI Sakinah Mojokerto, data on the quality of service officers was obtained as shown in table 4.2 that most of the respondents considered the quality of service provided by the officers at the Cardiology Clinic of RSI Sakinah Mojokerto to be good as many as 228 respondents (75%) and a small part considered it unfavorable as many as 76 respondents (25%).

Service quality is the main thing and obligation, if an institution or institution wants to progress. Something that is not true when people say the success of a service provider depends on hard work without quality, in fact what happens is that the service provider provides maximum service quality to consumers, so that consumers feel satisfied. Service quality is a tool to achieve customer satisfaction. The goal is to produce satisfied and loyal customers and will continue to cooperate and use the services provided by service providers. For this reason, high and excellent service quality is an obligation and must be done by service providers if they want to achieve the goal of satisfied and loyal customers (Gerson, 2004 in Muninjaya, 2015). Several dimensions of quality that must be considered by service providers are; timeliness of service, accuracy of service, courtesy and friendliness in providing services, responsibility, completeness, convenience, variety of service models, personal service, comfort in getting services and other service supporting attributes (Bustami, 2012).

According to the researcher's assumption, most of the respondents stated that the quality of service provided by the officers at the Cardiology Clinic of RSI Sakinah was included in the category of good quality. The good quality of service can be felt by the respondents because the officers are polite, friendly and always smile to the patients when providing services, and the officers speak well and the information conveyed regarding the disease suffered by the patient is understandable and clear, besides that the officer also directs the patient to the right place. taking medication so that the patient does not feel confused about the service process that he must undergo. Meanwhile, respondents who stated that the service quality of officers at the heart poly of Sakinah Islamic Hospital was not good

because the respondents felt that the services provided were not fast and the waiting time was long, as well as the frequent delays in the examination schedule due to doctors who were not on time or nurses who were less skilled or less skilled. agile and waiting rooms that lack comfortable facilities so that patients feel that the hospital does not pay attention to patient comfort in providing services and makes patients feel less satisfied and considers the quality of services provided is not good.

Patient Loyalty at the Cardiology Clinic of RSI Sakinah Mojokerto

Based on the results of research on patient loyalty conducted on 304 respondents at the heart clinic of Sakinah Islamic Hospital, Mojokerto which is shown in table 4.3 that almost all respondents will show good loyalty to the hospital as many as 249 respondents (81.9%) and a small portion feel disloyal. as many as 55 respondents (18.1%).

Customer loyalty is a persistent customer commitment to re-subscribe or re-purchase a selected product or service consistently in the future, even though situational influences and marketing efforts have the potential to cause behavior change (Shopiah, 2013). Hasan (2014) said that customer loyalty is people who buy regularly and repeatedly, they continuously and repeatedly come to the same place to satisfy their desires by having a product or getting a service and paying for the product.

According to the researcher, most of the respondents are trying to show that they will be loyal patients to the hospital, this happens because they feel that the quality of service provided by officers at the hospital, especially at the Cardiology Clinic, has met the expectations and desires of respondents in receiving health services, so that with a sense of satisfaction, and a sense of comfort in receiving these services fosters the respondent's desire to continue to use the services of this hospital as the main service compared to other hospitals. Meanwhile, respondents who stated that they were less loyal occurred because apart from the assumption that the quality of service received was still not good and the facilities were not comfortable and supported by late and delayed examination times, officers who were less skilled and polite so they felt reluctant to make a hospital. This is the first choice in receiving services.

The Effect of Communication on Patient Loyalty at the Cardiology Clinic of RSI Sakinah Mojokerto

Based on the results in table 1, it shows that the p value of the two independent variables (communication and service quality) is less than 0.05 so that partially or independently the independent variables (communication and service quality) affect patient loyalty. Based on the results in table 2, it shows that the significance value shows the value = 0.000 which means less than 0.05 so that it can be stated simultaneously or simultaneously the independent variables (communication and service quality) affect patient loyalty. Table 3 explains that the value of R Square (R²) is 0.420 or 42% which indicates the contribution of the independent variables (communication and service quality) while the remaining 58% is influenced by other factors that are not in this research model. Multiple correlation coefficients are used to measure the close relationship between the independent and dependent variables. The multiple correlation coefficient is indicated by a value (R) of 0.648 or 64.8% which indicates that the independent variables (communication and service quality) on patient loyalty have a close relationship.

The results of this study are supported by research from Kurniawati (2015) which shows the results of statistical analysis that there is a relationship between therapeutic communication and interest in returning patients at the Paser District Hospital ($p < 0.05$). The value of the odds ratio obtained is 3.733. This means that respondents who interact with nurses who communicate therapeutically well have a 3.733 times greater chance of making return visits to the internal medicine polyclinic at Panglima Sebaya Hospital, Paser Regency. Communication has several purposes. Main purpose of communication is to build/create mutual understanding/understanding. Understanding or understanding each other does not mean having to agree, but perhaps with communication there is a change in attitude, opinion, behavior, or social change. Overall communication aims to convey ideas / ideas / news, influence others, change the behavior of others, provide education, understand (ideas) of others (Sarfika, Maisa and Freska, 2018). These goals include changing or influencing a person's behavior about health services, namely Communication aims to change behavior, meaning if we talk to someone who behaves differently from the existing norms and we want. Examples of relevant nursing activities are as follows. The communication that nurses make at the time will change the patient's beliefs and behavior that are not good or contrary to health as well as with beliefs and behaviors that support their health (Anjaswarni, 2016).

According to the researcher, the communication applied by officers at the Heart Poly Hospital of Sakinah Islamic Hospital, Mojokerto, is included in the category of good communication. With the application of this communication, respondents were satisfied with the services provided so as to foster a feeling of loyalty to the hospital by continuing to check or visit the Sakinah Islamic Hospital for the second time or even more than twice. Loyalty shown by patients by making a second or more health check-up visit will certainly not appear the first time they do the examination, but this feeling of loyalty can appear and grow when they have made repeat visits in accessing health services at the hospital. This is of course inseparable from the hospital's efforts to increase patient visits, including requiring officers to be able to communicate well with patients. Good communication will provide a feeling of comfort and satisfaction in patients so that they understand and know that the communication conveyed provides satisfaction for patients in receiving health services. This satisfaction will foster patient loyalty to the hospital. This shows that the better the communication, the more loyal the patient to the hospital.

The effect of service quality on patient loyalty at the heart clinic of RSI Sakinah Mojokerto

Based on the results in table 1, it shows that the p value of the two independent variables (communication and service quality) is less than 0.05 so that partially or independently the independent variables (communication and service quality) affect patient loyalty. Based on the results in table 2, it shows that the significance value shows the value = 0.000 which means less than 0.05 so that it can be stated simultaneously or simultaneously the independent variables (communication and service quality) affect patient loyalty. Table 3 explains that the value of R Square (R^2) is 0.420 or 42% which indicates the contribution of the independent variables (communication and service quality) while the remaining 58% is influenced by other factors that are not in this research model. Multiple correlation coefficients are used to measure the close relationship between the independent and dependent variables. The multiple correlation coefficient is indicated by a value (R) of 0.648 or 64.8% which indicates that the independent variables (communication and service quality) on patient loyalty have a close relationship.

The results of this study are supported by Hapsari's research (2018) which states that the quality of drug addiction rehabilitation services at Cendekia Husada Sidoarjo Clinic has been running well, from the aspect of human resources, sufficient funds, and facilities and infrastructure that have met the needs so that patients feel loyal to the clinic. and continue to use clinical services in accessing health services for themselves.

Service quality is very important in realizing customer satisfaction. In an environment that is increasingly filled with competition, health service agencies, especially Puskesmas which are the first service to health problems in the community, must be increasingly aware of the importance of providing the best quality service for their customers. Improving health services is very important to be carried out by health service providers such as health centers in order to increase patient satisfaction. Patient satisfaction is the level of one's feelings after comparing the performance that the patient feels with the expectations that the patient wants when going for treatment. If the patient is satisfied, this greatly affects an action based on past experience wherein they will not easily switch services due to marketing stimulation (Yulfita, 2016). Service quality is the goal of an institution or institution. The quality or quality of service provided through a good management approach is the main requirement that must not be ignored if service providers want to continue to progress and develop, increasingly fierce competition today makes a service provider institution or service seek to provide services or services to consumers by excellent and best service (Assauri, 2013).

According to the researchers, the results of this study indicate that there is a relationship between the quality of services provided by officers at the Cardiology Poly Hospital of Sakinah Islam Hospital with patient loyalty. This happens because with good service quality, patients get services that are in line with expectations such as the right and fast examination time, fast responses from officers to complaints submitted by patients, and comfortable and clean waiting room facilities make them feel comfortable. in queuing to carry out examinations so that the facilities and services that meet these expectations foster satisfaction for the patient and foster a feeling of patient loyalty to the hospital.

CONCLUSION

1. Communication of officers at the Cardiology Clinic of RSI Sakinah Mojokerto, it was found that almost half of the respondents considered the communication delivered in the Good category as many as 122 respondents (40.1%) and the least respondents who considered the officer's communication to be in the poor category were 72 respondents (23.7 %).

2. The quality of service at the Cardiology Clinic of RSI Sakinah Mojokerto, it was found that most of the respondents considered the quality of service provided to be good as many as 228 respondents (75%) and a small portion considered it unfavorable as many as 76 respondents (25%).
3. Patient loyalty at the Cardiology Clinic of RSI Sakinah Mojokerto, it was found that almost all respondents showed good loyalty to the hospital as many as 249 respondents (81.9%) and a small part felt disloyal as many as 55 respondents (18.1%).
4. There is an effect of communication on patient loyalty at the Cardiology Clinic of RSI Sakinah Mojokerto as indicated by the p value < 0.05 .
5. There is an effect of service quality on patient loyalty at the Cardiology Clinic of RSI Sakinah Mojokerto as indicated by the p value < 0.05 .

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