THE MODEL OF CUSTOMER SATISFACTION IN TERMS OF SERVICE QUALITY

I Ketut Sirna[1], Gusti Ngurah Joko Adinegara[2]

[1,2] Faculty of Economics and Humanities, Universitas Dhyana Pura
ketutsirna@yahoo.co.id

ABSTRACT

The perception of customer satisfaction in terms of services quality in the hospital of Balimed is an attempt to take advice customer and give the best service, which is translated into services aspect, they are tangible, reliability, responsiveness, assurance, emphaty as a policy and management initiatives to meet the needs, desires, and demand of customer. **The purpose** *of this research is to increase service quality as a customer satisfaction in terms of service quality with the* **methods** *Total Quality Service (TQS). The technique of this study use the total sample is 99 respondents. While data analysis on this research uses multiple linear regression analysis by using the test and test f, t as well as the coeffcients determination to know the variable influence, x which is the total quality service (tangible, reliability, responsiveness, assurance, emphaty) on variables y, namely customer satisfaction.* **The results** *of a customer satisfaction in terms of service quality indicated in partial, tangible (X_1) of -0.003, reliability (X_2) of 0.144, responsiveness (X_3) to 0.403, assurance (X_4) of-0.034, empathy (X_5) of 0.095 On customer satisfaction (Y) at the hospital Balimed and simultaneously influence to service quality (tangible, reliability, responsiveness, assurance, empathy) is $Y=0.044-0.003X_1+0.144X_2+0.403X_3-0.034X_4+0.095X_5$ to services quality at the hospital Balimed. This research is a the model of customer satisfaction in terms of service quality (tangible, reliability, responsiveness, assurance, empathy) can be implemented well at the hospital of Balimed.*

Keywords: *Service model, customer satisfaction, hospital, TQS*

INTRODUCTION

The development of private hospitals with national and international standards in Bali 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, an effort to improve the quality of service becomes a necessity. One way is to listen to customer input and provide the best service, then it will be translated into aspects of *Tangible, Reliability, Responsiveness, Assurance, Empathy* which is a policy and management initiative to meet the needs, desires and customer request.

This study is to improve service quality as a model of customer satisfaction in terms of service using the *Total Quality Service (TQS)* method [9], 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 even it is expected that there are benefits obtained by the hospital. To support all efforts of the hospital must have a strong *brand*. Hospitals must be able to maintain customer loyalty so *brand loyalty* is formed as a differentiating factor in hospital services from competitive offers, so that hospitals are not inferior in competition [8].

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.
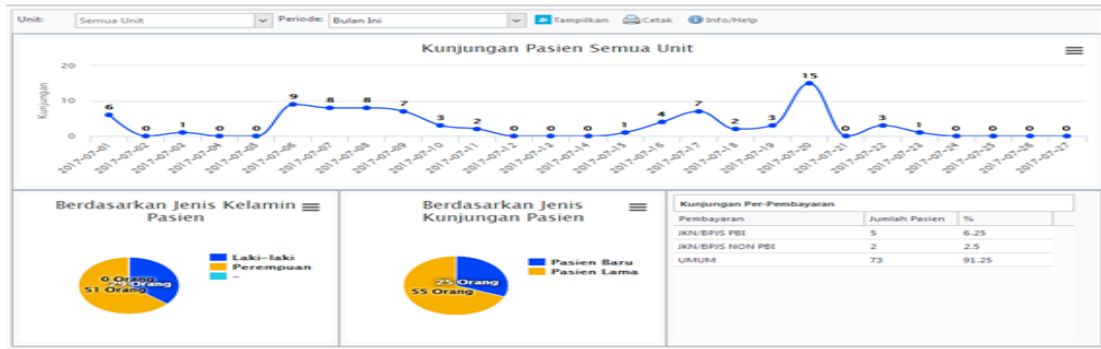
Figure 1. Visits of Returning and New Patients in 2017
Source: Balimed Hospital Registration Data for 2017

From the above above, there are an average of 80 old and new patients who are staying overnight per month, but if calculated per year there are an average of 960 hospital nurses per year. So of this amount, of course the number of competitors owned by the Hospital, alongside the product, service which is a very dominant factor in determining customer satisfaction and loyalty, in increasing revenue and business development of the hospital company, therefore "Customer Satisfaction Model in terms of *Service Quality* is very important to be improved now and in the future by Balimed Hospital Denpasar Bali.

In Quality it is usually always a consideration of customers in determining their place to vacation and spend time [1]. Where according to the customers good quality will support them to feel comfortable and safe doing inpatient care. That quality is an elusive goal, because the expectations of consumers will always change [8]. Quality as a match for use (*fitness for use*) [8]. While ISO-8402, quality is the totality of facilities and characteristics of a product or service that is able to satisfy the needs, expressed or implied [8].

Service is an *intangible* product from the results of reciprocal activities between service providers and service recipients through one or several activities to meet customer needs [1]. Service is an activity that provides benefits and is offered by all parties to other parties in an unrealistic form and does not cause ownership transfer, as is the case in hospitals [9].

Thus the quality of service is a responsiveness and reality of the services provided by the company. Quality of service must begin with customer needs and end with customer satisfactions. There are five indicators in determining the quality of service are: *1) tangibles, 2) releability, 3) responsiveness, 4) assurance, 5) empathy* [2].

Customer satisfaction is the main goal of marketing, when customers are satisfied with the services provided, they will most likely make other purchases and will also recommend it to family and friends about the company and its products [6].

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 are often called the SERVQUAL Model (short for Service Quality) [9]. This model is closely related to the customer satisfaction model based on the disconfirmation approach [9], the approach confirms that if a performance on an attribute (*attribute performance*), increases greater than expectations (*expectations*) of the attribute concerned[9].

Based on the problems above, the Balimed Hospital really considers the need to formulate the problem namely "Model of Customer Satisfaction Review of *Service Quality*". Thus Balimed Hospital Management began the process of planning, organizing, leadership, and controlling the efforts of the organization to achieve organizational goals predetermined [4].

Hospitals According to WHO (World Health Organization), hospitals are an integral part of a social and health organization with the function of providing plenary (comprehensive), healing (curative) and disease prevention (preventive) services to the

public. The hospital is also a training center for health workers and a medic research center[11]. So, that the hospital is a health care institution that conducts complete individual health services that provide inpatient, outpatient and emergency services [11]. Hospitals as a service are directed at increasing access, affordability and quality of safe health services [11].

Duties and Functions The hospital has a vision and mission to provide quality and affordable health services to the community in order to improve community health status. To carry out its functions, the hospital organizes activities: a). Medical services. b). Nursing services and care. c). Medical and non-medical support services. d). Community health services and referrals. e). Education, research and development. f). General administration and finance [11].

Specifically for Inpatient Installation Service Standards, minimum service standards stipulate the types and quality of basic services which are obligatory functions of the region which are entitled to every citizen is minimal [11]. Thus this Medical Service standard can be used as a reference for hospital managers and related elements in carrying out the planning, financing and implementation of each type of service [3]. As such, the purpose of this study was to determine the Model of Customer Satisfaction Review of *Service Quality* at Balimed Hospital Denpasar Bali.

METHODS

In this study several variables can be identified, and indicator variables as follows [10]:

Table 1. Variables and Variable Indicators

| 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	Responsiviness (*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	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
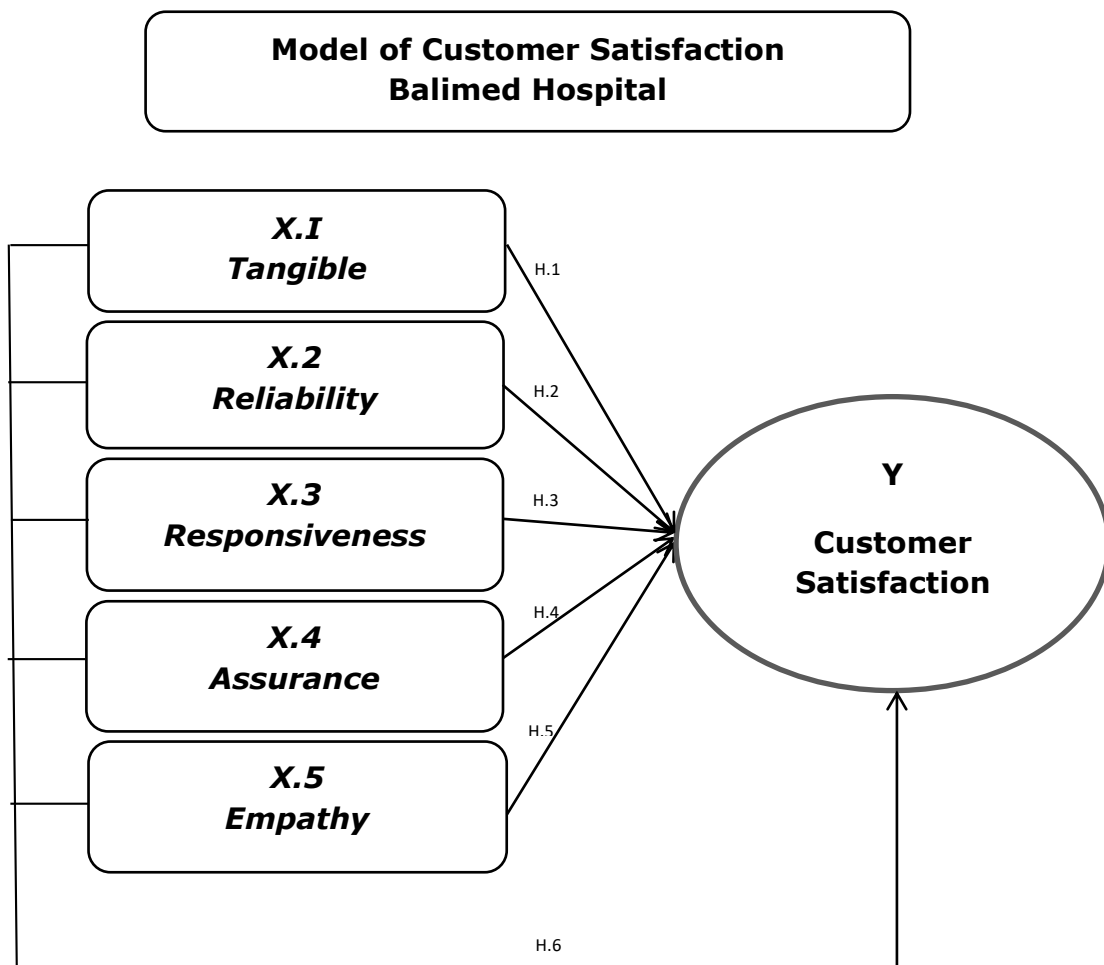
Figure 2. Framework of Customer Satisfaction Model
Source: Zeithaml et al (1990)

FINDINGS AND DISCUSSIONS

The entire data analysis process uses SPSS (*Statistical Package for Social Science*) 17 computer calculations for *windows*. The analysis technique used to determine the Customer Satisfaction 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 model

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.044	.138		.321	.749		
x1	-.003	.072	-.003	-.045	.964	.218	4.580
x2	.144	.059	.148	2.426	.017	.253	3.951
x3	.403	.068	.427	5.915	.000	.181	5.534
x4	-.034	.095	-.034	-.358	.721	.107	9.360
x5	.095	.080	.112	1.181	.241	.104	9.588

Based on table 3.1 obtained the multiple linear regression equation as follows:

$$Y = 0{,}044 - 0{,}003X1 + 0{,}144X2 + 0{,}403X3 - 0{,}034X4 + 0{,}095X5$$

The multiple linear regression equation can be explained as follows: □=0,044 means that if the value of the tangible variable, reliability, responsiveness, assurance and empathy are equal to zero or do not change, guest satisfaction will have a value of 0.044.

b1=-0,003 means that every increase in the tangible variable (X1) at Balimed Hospital, any additional tangible (X1) of 1 unit will be accompanied by an increase in guest satisfaction by -0.003 assuming that reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5), are the same as constant or unchanged.

b2=0,144 means that every increase in the reliability variable (X2) then each increase in reliability (X2) by 1 unit will be accompanied by an increase in guest satisfaction by 0.144 with the assumption that tangible (X1), responsiveness (X3), assurance (X4), and empathy (X5), are the same as constant or unchanged.

b3= 0,403 means that every increase in the variable responsiveness (X3) then each additional responsiveness (X3) of 1 unit will be accompanied by an increase in guest satisfaction by 0.403 with the assumption that tangible (X1), reliability (X2), assurance (X4), and empathy (X5), are the same as constant or unchanged.

b4= -0,034 means that every increase in the assurance variable (X4) then each additional assurance (X4) of 1 unit will be accompanied by an increase in guest satisfaction by -0,034 assuming tangible (X1), reliability (X2), responsiveness (X3) and empathy (X5), are the same as constant or unchanged.

b5= 0,095 means that each increase in the empathy variable (X5) then each increase in empathy (X5) of 1 unit will be accompanied by an increase in guest satisfaction by 0.095 with the assumption that tangible (X1), reliability (X2), responsiveness (X3), and assurance (X4), are the same as constant or unchanged.

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

CONCLUSION

From the results of this study is that there is an influence between the qualities of service on the satisfaction of customers who are hospitalized at Balimed Hospital. This is evidenced by the results of this research as follows: There is a partial effect between *tangible* on customer satisfaction $b_1(X_1)$ =-0.003, There is a partial effect between *reliability* on customer satisfaction b_2X_2=0.144, There is a partial effect between *responsiveness* on customer satisfaction b_3X_3= 0,403, There is a partial effect between *assurance* on customer satisfaction b_4X_4= -0,034, There is a partial effect between *empathy* on *customer* satisfaction b_5X_5= 0,095, There is a simultaneous influence between service quality (*tangible, reliability, responsiveness, assurance, and empathy*) on customer satisfaction $Y=0{,}044-0{,}003X_1+0{,}144X_2+0{,}403X_3-0{,}034X_4+0{,}095X_5$. in the Balimed Hospital.

REFERENCES

[1] Afrizawati, 2012. "Analisis Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Hotel Arista Palembang". Jurnal Orasi Bisnis Edisi ke VII Mei 2012

[2] Agustini, 2011. "Pengaruh Dimensi Kualitas Jasa Pelayanan Terhadap Tingkat Kepuasan Tamu Di Kunyit Bali Restaurant Pada Hotel Santika Premiere Beach Resort bali".

[3] Dorothea Wahu Ariani, 2004. *Pengendalian Kualitas Statistik (Pendekatan Kuantitatif dalam Manajemen Kualitas)*. Penerbit CV Andi Offset : Yogyakarta.

[4] Handoko, Dr. T. Hani, . 2008. Manajemen. Yogyakarta: BPFE-Yogyakarta

[5] Kotler, Philip. 2002. Manajemen Pemasaran di Indonesia: Analisis, Perencanaan, Implementasi dan Pengendalian. Salemba Empat. Jakarta.

[6] Ratminto, dan Atik Septi Winarsih. 2005. Manajemen Pelayanan. Jakarta: Pustaka Pelajar

[7] Wijaya, Tony.2011. Manajemen Kualitas Jasa. Jakarta: Indeks

[8] Tjiptono, Fandy. 2001. Strategi Pemasaran. Edisi Pertama. Andi Ofset.Yogyakarta.

[9] Tjiptono, Fandy. 2004. Manajemen Jasa. Yogyakarta: Andi.

[10] Utama, Rai & Mahadewi., 2014, Metodologi Penelitian Pariwisata dan Perhotelan, Yogyakarta:CV. Andi Offset.

[11] Undang-Undang No. 44 Tahun 2009. Tentang Rumah Sakit, Biro Hukum Departemen Kesehatan Republik Indonesia, Jakarta.