

HEALTHCARE SERVICE QUALITY ON SATISFACTION AND WORD-OF-MOUTH OF FAMILIES OF PATIENTS

Bahrudin¹

Program Studi Keperawatan Parepare Poltekkes Kemenkes Makassar
INDONESIA

Email: ¹bahrudin@poltekkes-mks.ac.id

ABSTRACT

This study aims to understand the influence of healthcare service quality towards satisfaction and word-of-mouth of mental disorder patients' family. The research used non probability sampling to collect the data of 100 respondents by accidental sampling. The result of the measurement shows that healthcare service quality has a significant effect to satisfaction, but not significant to word-of-mouth. The satisfaction then becomes the mediator variable between service quality and word-of-mouth among the family of the mental disorder patients. This study found that satisfaction has the significant influence towards the word-of-mouth among the families of mental disorder patients in the Public Hospital within Ajatappareng Region.

Keywords: Healthcare, Service Quality, satisfaction, word of mouth, families of patients

INTRODUCTION

Hospitals as health care institutions that are capital intensive and human resources need a good corporate culture to make available resources effectively and efficiently to achieve the stated goals. In the future, the main key to the success of the hospital is to lie in two main areas, namely the utilization of resources, especially human resources effectively and efficiently, and the satisfaction of the hospital service users (patients and families). In line with the development and competition of existing hospitals, ultimately customer satisfaction alone is not enough. This is because the good service quality of the hospital will create satisfaction in the service user of a hospital.

Dabri *et.al.* (2014) in his research explains, the hospital is one of the health care facilities for the community where health is a necessity for all layers. The hospital is a health service unit that provides outpatient and inpatient services. Hospital service requires a quality assessment aspect to the satisfaction of anyone who uses it. Satisfaction with service is common to everyone, both patients and the patient's family.

LITERATURE REVIEW

Health Services

Service quality is described as the disagreement between the real service that customers receive and the services that customers perceive (Parasuraman and Zeithaml, 1998). Service quality is a multi-dimensional construct according to customer ratings of the interaction between service suppliers and customer with the respected service (Zeithaml and Bitner, 1996). In using healthcare services, people may have different purposes, such as prevention of illness, prior medical examination or preventive behavior, getting diagnosis and imperative action (illness behavior), and treating the disease (Kasl and Cobb, 1966).

Satisfaction refers to customers's level of enjoyment after comparing the real performance or the perceived results and the expected performance (Kotler and Keller, 2012: 470) and customer satisfaction is the feeling of pleasure or disappointment generated from customers' identification on the perceived performance of products and the desired ones (Kotler and Keller, 2012: 128). Thus, the results of interaction between expectations and experience after using the services or services provided is called either satisfaction or dissatisfaction.

Word of mouth is related to service quality as an information of a product from a user to others which sometimes has greater influence than formal advertising or marketing (Solomon, 2011: 424). The categories of word of mouth are organic and amplified word of mouth (Sernovitz, 2006: 6).

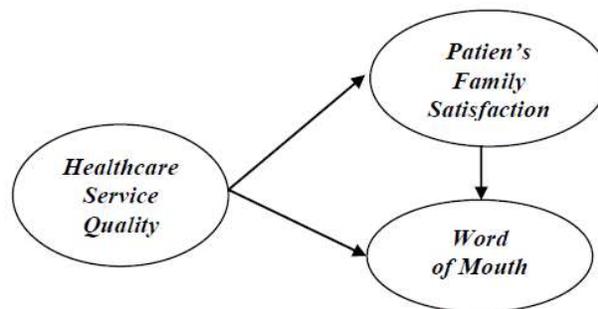


Figure 1
Conceptual framework of research

Hypothesis Development

Grounded to the theory of Parasuraman et al. (1998:12), the customer satisfaction leads to company's profit and when a service can meet or even exceed their expectation, the customers will be satisfied, so, the study raised a hypothesis as follows:

H1: Healthcare service quality influences satisfaction of mental disorder patients' family.

Service quality as one of variables that affects word of mouth and service quality can positively affects the customers' intention to establish word of mouth (Harrison and Walker, 2001: 60). The higher perception of service quality than expectation the more positive word of mouth will be. If services quality offered is lower than the customers' expectation, the negative word of mouth will apparent. However, the dissemination of negative information is very intensive among people. Chao-Chan (2011: 4873) who showed the positive impact of hospital service quality towards the word of mouth among

the patients and patient's family and satisfaction can affect the word of mouth (Kitapci *et al.*, 2014:161). Those previous studies strengthen the second hypothesis below:

H2 : Healthcare service quality influences word of mouth of mental disorder patients' family

Customer satisfaction gives the positive impact on the willingness of consumers to recommend products or companies to others or positive word of mouth (Tjiptono, 2008: 44) and word of mouth is the most important variable to influence in converting a non user of product or service (Hanson, 2000: 277). So, the third hypothesis is formulated below:

H3 : Satisfaction influences word of mouth of mental disorder patients' family

RESEARCH METHODS

The numbers of patients in mental disorder treatment in Public Hospital Ajatappareng Region were 2,430 patients and the population of this study 100 people as the family members of the patients using Slovin formula. Accidental sampling technique was used to collect data and structural Equation Modelling was used to analyze and answer the hypothesis..

Research Results

The respondents taken as data were family members of the patients in the Public Hospital within Ajatappareng Region collected by non probability sampling (accidental sampling). The characteristics of 100 respondents were differentiated by age, gender, education, and treatment period. Most of the respondents' ages were between 45-50 years old (45% of participants) consist of 68 females and 32 males. Most of the respondents' education background (57%) were senior high schools. The period of mental disorder patients' treatment considered in this study was mostly less than 1 month (41%).

Having known the value of coefficient of each variable of the next stage is to test the hypothesis by using CR value (Critical Ratio) and its probability. Parameter of existence of partial influence can be known based on CR value (Critical Ratio). To determine whether exogenous variables are influenced by endogenous variables and endogenous variables on endogenous variables, it is used to compare CR (Critical Ratio) calculation $> 1,96$ or $-CR$ arithmetic $< -1,96$ then exogenous variable influence to endogen or endogenous variable against endogenous variables, or can also be seen from the level of significant $\alpha = 0.05$. If the significance value of 0.05 then there exogenous variables influence on endogenous variables.

Table 1. Hypothesis Testing

Hubungan Kausalitas		Std. Estimate	SE	CR	P value
Healthcare service quality	→ Satisfaction	0,501	0,144	4,205	0,000
Healthcare service quality	→ Word-of-mouth	0,010	0,200	0,063	0,950
Satisfaction	→ Word-of-mouth	0,487	0,221	2,429	0,015

Discussions

The first result of the data analysis using causality test showed that healthcare service quality had a significant effect on satisfaction of family of mental disorder patients in the Public Hospital within Ajatappareng Region. Parasuraman et al., (1988) also stated that when the provided services are able to meet or exceed customer expectations the customer is satisfied. Thus, hospitals had to increase the quality of service to customers. The higher quality of services will create consumers' intention and behavior that benefits a company. In contrast, when consumers are not provided with good services and feel dissatisfied, so they will not buy and the company cannot get the profit (Zeithaml et al., 2002). The better healthcare service quality, the higher the respondents' satisfaction. The quality of service expected by consumers is the service excellence level that consumers receive. When the services provided exceed the expectations of consumers, the quality of services provided will get an ideal perception of the consumers who receive the service.

The failure of service quality to influence word of mouth among mental disorder patients' families in the Public Hospital within Ajatappareng Region is the next result. Healthcare service quality and word of mouth, both are in high level of descriptive result. So, the influence of increasing healthcare service quality is not significant towards word-of-mouth.

The families feel disturbed if they have to share about the service for mental disorder patients. Especially, if the patients are part of their families. This study found the problems of culture were about the status of the patients' family among Bugis communities. They will get embarrassment if their word of mouth on such healthcare services are shared. Therefore, the family will never share their positive word-of-mouth to others, no matter how satisfactorily the service they had received. It can be said that the destruction of positive word of mouth can be from the social status, even on the good service quality in case of mental disorder patients' treatment in the Public Hospital in Ajatappareng Region. While based on Harrison and Walker (2001), a variable that influences word of mouth was service quality and hospital service qualities affected word of mouth of patients and their families positively (Chao-Chan, 2011), the result of this study is different and contrast.

Third, the research hypothesis shows that satisfaction affects word-of-mouth families of psychiatric patients at the Ajatappareng Regional General Hospital can be accepted. If the satisfaction of the patient's family is higher, the intention of the customers' behavioral tendencies that will benefit the hospital. If the satisfaction felt by the patient's family is lower, it can harm the hospital but when the patient's family felt the service quality meets the expectation, it can generate satisfaction which was ultimately seen in the patient's family behavior by saying positive things about the hospital to others.

Conclusion

This study concludes although the service quality of the healthcare influences patient's family's satisfaction, but it failed to influence their word-of-mouth. It implies the importance of improvement on the tangible facilities or aspects in healthcare service quality at the hospital. Besides, the adequate supports for the patients in the hospital should be provided according to the patients' needs. The friendliness and politeness of the officers at hospital is very important and the cleanliness of the environment not only in the treatment room but also in waiting room should be considered important as well. Furthermore, this research bring a practical implication that word-of mouth can be

developed through healthcare service quality and cost perception that is mediated with satisfaction.

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