

IMAGE-BASED HOSPITAL SERVICES IN HOUSE SICK GENERAL AREA PROF. Dr. H. ALOEI SABOE

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ABSTRACT

The purpose of this study was to find out whether there is a relationship between brand image on health services RSUD Prof. Dr. H. Aloei Saboe Gorontalo. The type of research used is quantitative research with a cross-sectional study design to see the relationship between the dependent and independent variables at the same time. The variables used in this study are Tangibility, Realibility, Responsiveness, Assurance and Empathy. Questionnaires were distributed to 50 respondents using the Multistage Sampling method. The results showed that Tangibility, Reliability, Responsiveness, Assurance, Empathy had a significant effect on patient satisfaction and hospital brand image. This study shows that most of the respondents were satisfied and very satisfied with the services provided by the Prof. Regional General Hospital. Dr. H. Aloei Saboe. So that if their roles are carried out together properly and correctly in accordance with procedures, it will affect the quality of service

Key words : Assurance, Brand Image, Empathy, Reliability, Responsiveness, Tangibility

INTRODUCTION

The hospital as a health facility that provides health services to the community has a very strategic role in accelerating the improvement of public health status. Therefore, hospitals are required to provide quality services in accordance with established standards and can reach all levels of society. According to the Law of the Republic of Indonesia Number 44 of 2009 concerning Hospitals in Article 1 it is stated that a hospital is a health service institution that organizes full individual health services that provide inpatient, outpatient and emergency services

Health services are one of the benchmarks in the success of development in a country. The success of health development in the future will include the factor of ease of access to health and continuous improvement of the quality of health services. Service quality can significantly influence patient loyalty at Yarsi Pontianak Hospital (Suryaningrat, 2018). On the other hand, consumers will return to using hospital services if they get services according to their needs. Conversely, consumers who do not get good service quality will feel dissatisfied and may switch to other health service organizations. (Boys, 2023). Therefore, the increase in the number of hospitals is a challenge for managers to provide the best dedication for their patients in order to create a positive image of health services and not switch to other hospitals (Surasdiman et al., 2017).

There is a concept that is currently happening, namely "customer oriented", which is a concept that is oriented towards meeting consumer needs, so that the hospital is required to provide the best service in order to provide a sense of satisfaction to patients. In accordance with patient satisfaction standards in health services set nationally by the Ministry of Health. Based on the Regulation of the Ministry of Health of the Republic of Indonesia of 2016 concerning Minimum Service Standards for service quality, which is above 95%. So that if

health services are found with service quality indicator ratings below 95%, then it is considered that the health services provided do not meet the minimum standards or are not of high quality (Ministry of Health of the Republic of Indonesia, 2016) giving encouragement to patients to establish a strong relationship with their home Sick. A hospital certainly has health service delivery with a very complex concept. This concept is based on an interaction between various types of health workers towards science, medical technology and health itself. This concept will certainly greatly affect the quality of health services which will have an impact on patient satisfaction in performing and receiving health services in a hospital. The perception of service quality becomes an overall assessment of the superiority of a product or service. Basically, service quality is formed from a comparison between the ideal and the perception of the quality dimension of performance. In health services, patient satisfaction can be created through the plenary service of health service workers to service recipients (Hidayah et al ., 20 21).

Hospitals in the current era of globalization are developing into a labor-intensive, capital-intensive and technology-intensive industry, so a hospital must be able to keep abreast of developments by making analysis, considerations, and strategies so that people are interested in using services to reuse services. One important aspect is Brand Image. Hospital Brand Image is all the impressions that arise in the minds of consumers related to their memories of a brand. This related impression will increase stronger competitiveness compared to other hospitals. A good brand image of a hospital will increase patient interest. Patients who are accustomed to using a particular brand tend to have consistent reuse of the brand image. The final estuary of quality service efforts is the creation of loyalty or interest in returning. In the hospital business environment, interest is expected to return with good word of mouth. This communication customers will convey good things to others and recommend to other prospective customers. Based on previous research, it stated that service quality can significantly influence patient loyalty at Yarsi Pontianak Hospital (Suryaningrat, 2018).

Hospitals in Gorontalo Province are hospitals that certainly have a brand image that is widely known by the public. The image of this hospital as a hospital is a special attraction for the people of Thulondhalo . Consumer loyalty to this hospital is also proof of the hard work of this hospital in building a positive brand image to the public, both through excellent service quality and fulfilling various facilities that consumers desire . The purpose of this study was to find out whether there is a relationship between brand image on health services RSUD Prof. Dr. H. Aloei Saboe Gorontalo

METHOD

The type of research used in this research is quantitative research with a cross-sectional study design to see the relationship between the dependent and independent variables at the same time. This research was carried out at Prof. Hospital. Dr. H. Aloei Saboe , the population in this study were all patients who had been treated at Prof. Hospital. Dr. H. Aloei Saboe . The sample in this study were inpatients who had utilized inpatient services within 1x24 hours, which were found at the study site, namely 50 respondents by determining the sample using the slovin formula . The sampling technique in this study uses the Multistage Sampling Method , which is a sampling technique that is carried out in stages more than once to get the desired prospective respondent with the same probability. Where is the sampling technique that used namely proportional sampling, purposive sampling, and accidental sampling.

RESULTS STUDY

Based on table 1 about the characteristics of the respondents indicate that wa distribution of respondents by type sex in the hospital under study as many as 53 samples which are manifoldsex man as much 31 respondent (58.5 %) And Woman as much 22 respondents (41.2 %). Age respondent from The 53 respondents studied varied between 18 to 39 year. Most of the respondents were in the age range of 18-28 years with a total of 33 people (62.3%) and the rest in the age range of 29-39 where the number of respondents was 20 people (37.7%). Distribution of respondents based on education from 53 respondents who did not go to school, graduated from elementary school, graduated from junior high school, 0% or none at all, graduated from high school as many as 16 respondents (30.2%) in S1 Education the highest number of first respondents with a total of 20 people (37, 7%) while in S2/23 there were 11 respondents or 20.8%. Based on the type of work, the highest of all respondents were students/students with 16 people (30.3%) and the lowest were housewives, laborers/carpenters/farmers and traders/self-employed, each with 1 respondent (1.9%)

Table 1. Distribution of Respondents Based on Patient Characteristics treat stay at Regional General Hospital Dr. H. Aloei Saboe, Gorontalo

CHARACTERISTICS	N	%
Gender		
Man	31	58.5%
Woman	22	41.2%
Age Category		
18-28	33	62.3%
29-39	20	37.7%
40-50s and above	0	0%
Education		
No school h	0	0%
Graduated from elementary school	0	0%
Middle school graduate	16	30.2%
Graduated from high school	6	11.3%
D1/D2/D3	20	37.7%
S1	11	20.8%
S2/S3		
Work Student / student		
Laborer/handyman/farmer	16	30.2%
Trader/entrepreneur	1	1.9%
civil servant	1	1.9%
TNI/Polri	15	28.3%
IRT	10	18.9%
Private sector employee	1	1.9%
And others	5	9.4%
	4	7.5%

Based on table 2 regarding the results obtained in the field, many respondents stated that they were satisfied with tangibility (Physical Evidence) with a total of 34 respondents (64.26%), then felt very satisfied as many as 13 respondents (25.96%), less satisfied 5 (8.55%) and not satisfied as much as 1 (1.23), on reliability (Reliable)

many respondents who stated satisfied with the number 36 (68.87%), very satisfied 12 (22.17%), less satisfied 4 (7.54%) and not satisfied 1 (1.42%), on responsiveness (responsiveness) respondents who were satisfied were 37 (68.87%), very satisfied 11 (21.70) less satisfied 5 (9.43%) and not satisfied 0 (0%), on empathy (attention) respondents expressed satisfaction 38 (73.21%), very satisfied 9 (16.23%), less satisfied 5 (10.19%) and dissatisfied as much as 1 (0.37) %

Table 2. Distribution of Respondents Based on Components based on Tangibility (Physical Based), Reliability (Reliable), Responsiveness (Responsiveness), Assurance (Guarantee), Empathy (Attention) with Service Utilization treat stay in Regional General Hospital Dr. H. Aloei Saboe, Gorontalo

Variable	N	%
Tangibility (Proof Physique)		
Not satisfied	1	1.23%
Less satisfied	5	8.55%
Satisfied	34	64.26%
Very satisfied	13	25.96%
Reliability		
Not satisfied	1	1.42%
Less satisfied	4	7.54%
Satisfied	36	68.87%
Very satisfied	12	22.17%
Responsiveness		
Not satisfied	0	0%
Less satisfied	4	8.30%
Satisfied	37	70.19%
Very satisfied	12	21.51%
Assurance		
Not satisfied	0	0%
Less satisfied	5	9.43%
Satisfied	37	68.87%
Very satisfied	11	21.70%
Empathy (Attention)		
Not satisfied	1	0.37%
Less satisfied	5	10.19%
Satisfied	38	73.21%
Very satisfied	9	16.23%

DISCUSSION

Utilization service take care stay, Buyer behavior can be used as basic tips For connect quality servicesatisfaction And interest. Behavior consumer to use the same service when they feel satisfied with the service Which they accept. Buyer Whichfeel satisfied will quality product service they receive will repurchase the product it's back. Interest in consumer behavior to buy or use the services of the berries service Which The same very influenced by the experience of satisfaction with the service Which given previously (Trimurth h y, 2008).

The research results show that tanginility (physical evidence) has a significant effect

on patient satisfaction, physical evidence here is in the form of an inpatient room that is neat and comfortable, has medical equipment that is quite complete, wheelchairs or trolleys are available when receiving patients and also bringing patients to the inpatient room and so on. The results obtained by many respondents were satisfied and very satisfied with the service. Although there are still respondents who feel dissatisfied or dissatisfied, the physical evidence of the hospital felt by the patient is very satisfactory. This is because the most visible changes every year are physical evidence, such as a clean waiting room that makes patients feel comfortable, plus equipment that is increasingly sophisticated and complete, both medical equipment and non-medical equipment. Therefore the results of this study support the researchers that physical evidence has a significant effect on patient satisfaction.

The results showed that the reliability of a nurse or doctor has a significant effect on patient satisfaction. The results of the description of the reliability variable show that many respondents are satisfied and very satisfied with this service. This study concluded that even though the indicator lies in the category value of satisfied, very satisfied, unsatisfied and dissatisfied, it will not prevent the reliability possessed by hospital staff from providing patient satisfaction. According to research conducted by Istiatin (2015), which can have a large influence on variable reliability (reliability), this is in accordance with the theory of Parasuraman et al (1988) which states that reliability is the ability of a company to provide a service that is in accordance with napa that has been promised accurately and can be trusted

The results of this study indicate that the results of this study indicate that responsiveness (responsiveness) has a significant effect on patient satisfaction. The results of the description of the responsiveness variable show that there are a large number of respondents who are satisfied and very satisfied, but there are respondents who feel dissatisfied with the responsiveness of hospital staff in service. Responsiveness in question is that nurses always ask complaints from patients, nurses provide explanations about the patient's illness and others. The lack of responsiveness in service can lead to a lack of patient satisfaction. Parasuraman et al. (1998) stated that responsiveness is a willingness to help provide services quickly and precisely by conveying information that is so clear.

The results showed that assurance has a significant effect on patient satisfaction. The results of the guarantee variable show that even though the indicator lies in the value of the dissatisfied and unsatisfied categories, many respondents are satisfied and very satisfied with the guarantee in this hospital. Guarantees given to patients properly can lead to a sense of satisfaction for patients. Winardi et al. (2014) in their research entitled *The Effect of Service Quality on Consumer Satisfaction of Inpatient Patients at the SMC Telogorejo Hospital*, stated that guarantees are closely related to patient satisfaction so it is concluded that good guarantees are strongly associated with increased patient satisfaction and patient loyalty. so as to make patients trust and believe in every service performed by the hospital.

The results showed that empathy has a significant effect on patient satisfaction. The results of the empathy variable show that many patients are satisfied with the empathy (attention) given by hospital staff to patients during the treatment period. Supriyanto and Ernawaty 2010, stated that empathy is the provision of individual services that are attentive to patients and are in accordance with the needs and expectations of patients. So that empathy can have a significant effect on patient trust and satisfaction in hospital services.

Tangibility (Physical Based), Reliability (Reliable), Responsiveness (Responsiveness), Assurance (Guarantee), Empathy (Attention) in general can influence patient satisfaction and brand image of a hospital. From the results obtained, many were

satisfied and very satisfied with the services provided by the Prof. Regional General Hospital. Dr. H. Aloei Saboe. And if the role is carried out jointly and properly and correctly in accordance with the procedure, it will affect the quality of service

CONCLUSION

The results showed that Tangibility , Reliability , Responsiveness , Assurance , and Empathy had a significant effect on patient satisfaction with the brand image of the hospital . In the variable data, many respondents were satisfied with the services provided by the Prof. Regional General Hospital. Dr. H. Aloei Saboe is so high that he is able to add to the brand image of the Prof. Regional General Hospital. Dr. H. Aloei Saboe.

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