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# Relationship between Quality of Service With Patient Loyalty at General Polyclinic of Kamonji Public Health Center

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**Abstract**---Five main dimensions are relevant to explain the quality of service that is known as service quality (servqual). As one of the largest Public Health centers in Palu City, the Kamonji Public Health centers also have facilities issues such as inadequate waiting room conditions and health service issues such as a long waiting time for services. The study aimed to identify the relationship between service quality and patient loyalty in public clinics at the Kamonji Public Health Center. This type of study is quantitative with a cross-sectional approach. The Samples were 100 respondents using random sampling. Data collection was questionnaires and data analysis was the Chi-Square test. The Independent variable is service quality and the dependent variable is patient loyalty. Research result. From the 100 respondents, it was found that there was a significant relationship ( $p < 0.05$ ) between assurance, reliability, responsiveness, and empathy with patient loyalty at the general Polyclinic of Kamonji Public Health Center. But there is no relationship ( $p > 0.05$ ) between tangibles (facilities and infrastructure) with patient loyalty at general polyclinic of the Kamonji Public Health Center in Palu City.

**Keywords**---basic health, patient loyalty, patient satisfaction, public health center, service quality.

#### Introduction

Public Health Centre is one of the health service units which is the spearhead in the field of basic health (Hays *et al.*, 2000; Scott *et al.*, 1999; Kitapci *et al.*, 2014). The implementation of development in the health sector involves all Indonesian citizens. The Indonesian government since the beginning of independence has begun to think about development in the health sector with efforts to improve the degree of public health but not yet fundamentally and thoroughly by prioritizing the Public Health Centre (Farich, 2012). Public Health Centre is demanded to be of better quality following public health problems. The availability of quality health care facilities and personnel and an adequate budget will affect the health status of the community (Farich, 2012).

The right service can be interpreted as always trying to provide the right place of service, the right therapy, the right attitude and behavior of officers, the right communication, and supervision of the right service (Zebua 2016). Five main dimensions are relevant to explain the quality of service known as service quality (servqual) namely: tangible, reliability, responsiveness, assurance, and empathy. The five dimensions of service quality are the main key (Lupiyoadi, 2013). Quality of products and services is defined as a tool used to meet the desires and expectations of customers resulting from the production of goods or services, the marketing of the company, and the maintenance of the product or service (Chalkley & Malcomson, 1998; De Ruyter *et al.*, 1997; Andaleeb, 2001; Wijaya, 2011).

Quality of service focuses on the accuracy of the delivery to balance customer desires and fulfillment of customer needs accordingly. There are three types of characteristics of a customer's expectations. First, will expectation is a performance that is expected to be received with all information obtained. When assessing the quality of certain services this character is a character that is often used by customers. Second, should expect, which is the level of performance that is considered appropriate for the customer. Third, the ideal expectation, which is the level of the optimal or best performance that is expected to be acceptable to customers (Tjiptono, 2006).

Patient loyalty to health services reflects the psychological commitment of patients who will tend to be bound and will continue to use health services at the hospital despite many other alternatives (Iskandar, 2015). Patient loyalty determines whether a patient will do routine treatment or not and whether the patient will recommend the hospital to others or not (Audina, 2018). Kamonji Public Health Center is one of the community health service centers located in the district of West Palu, Palu City. The Kamonji Public Health Centre is located in the western part of the city of Palu, with an area of 10.5 km<sup>2</sup>. The average number of visits per day is 150 people (Profil Kamonji of Public Health Centre, 2019). The problems at the Kamonji Public Health Centre regarding the quality of services in the general polyclinic unit are very diverse, including the perceived service time is quite long (due to a large number of patient visits), the condition of the general poly waiting room is inadequate (due to a large number of patient visits so some patients have to wait while standing), the flow of services is still less socialized so patients do not understand, ask questions and do not understand. Total complaints about facilities are around 60% and 40% about service issues.

## Research Methods

This type of research is a quantitative study with the cross-sectional approach to measuring the relationship of two or more relationships/influences and the data are collected together (Susila & Suyanto 2014). A population is a large number of research subjects that have certain qualities and characteristics determined by researchers to be the final target of the application of research results (Sastroasmoro, 2011). The population in this study is the average number of daily visits at the General Polyclinic in 2019. Using the sample size formula (Slovin) and a precision level of 10%, a total sample of 100 people is taken at random. Data collection tools in this study used a service quality questionnaire with a total of 25 questions and a patient loyalty questionnaire with a total of 24 questions. Data analysis used in this study was the Chi-Square test.

## Results and Discussion

### Characteristics

Table 1  
Distribution of Respondent Characteristics

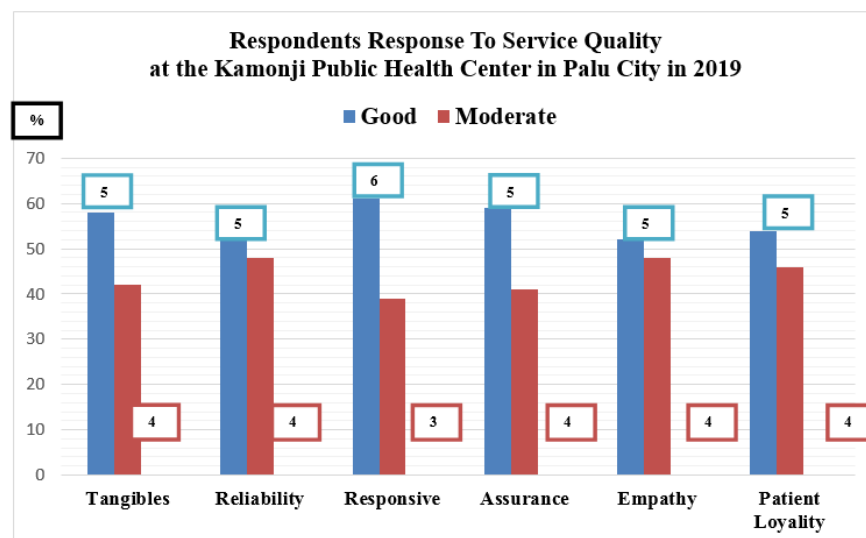
No	Characteristic	Frequency (f)	Percentage (%)
1. Age	< 25 years	27	27
	25 – 40 years	40	40
	40 – 50 years	19	19
	>40 years	14	14
	Total	100	100
2. Gender	Male	47	47
	Woman	53	53
	Total	100	100
3. Level of Education	Elementary school and Junior high school	6	6
	Senior High School	52	52

	3-year diploma	13	13
	Bachelor	24	24
	Master	25	25
	Total	100	100
4. Profession			
	Housewife	19	19
	Student	13	13
	State civil apparatus	16	16
	Private	52	52
	Total	100	100

Source: Primary Data 2019

#### Service Quality at the Kamonji Health Center

Service quality is assessed from 5 aspects namely: tangibles (facilities and infrastructure), reliability, assurance (assurance and certainty), empathy (sense of concern), and responsiveness. Researchers also assess the loyalty of patients. The results are as follows :



Source: Primary Data, 2019

The graph above shows that the majority of respondents stated both intangibles aspects (facilities and infrastructure) by 58%, reliability aspects (reliability, fast and appropriate service) by 52%, assurance aspects (guarantees and certainty) by 59%, empathy aspects (sense attention) by 52%, aspects of patient loyalty by 54% and responsive aspects (responsiveness) which has the highest percentage compared to other aspects that are equal to 61%.

In terms of tangibles (facilities and infrastructure), Kamonji Public Health Center has a quite magnificent building, is located on the main road, has adequate health facilities and infrastructure such as general polyclinic, child polyclinic, elderly polyclinic, dental polyclinic and supporting examinations (laboratory). From the aspect of reliability (reliability, fast and appropriate service) it is also still in the good category (52%) because it is supported by adequate health workers. The Responsiveness aspect (responsiveness) has the highest value (61%) due to the existence of information space and services to patient complaints. Officers in this room consist of Health workers with Bachelor of Public Health (Health Promotion) qualifications and are young. So it is quite nimble in serving patient complaints. Kamonji Public Health Centre is one of the largest Public Health Centre in Palu City, supported by experienced Health workers. This can improve the aspect of assurance (assurance and certainty) of patients in obtaining health services at the Kamonji Public Health Center. Some patients are customers of the Kamonji Public Health Center who have repeatedly come to get basic health services, so there is already an emotional bond and Empathy (sense of concern) both from the Health worker to the patient and vice versa.

### Relationship Between Service Quality and Patient Loyalty

To obtain the relationship between Service Quality and Patient Loyalty, the Chi-Square test was performed. The results are as in Table 2.

Table 2  
Relationship of Service Quality to Patient Loyalty at Kamonji Public Health Centre at Palu City in 2019

Variable	Results	Patient loyalty				<i>p</i> Value		
		Loyal		Not loyal			Total	
		<i>f</i>	(%)	<i>f</i>			<i>f</i>	%
<i>Tangibles</i>	Good			27	27	58	58	0,896
	Not Good			19	19	42	42	
	Total		54	46		100	100	
<i>Reliability</i>	Good			30	30	52	52	0,015
	Not Good			16	16	48	48	
	Total		54	46		100	100	
<i>Responsiveness</i>	Good			21	21	61	61	0,004
	Not Good			25	25	39	39	
	Total		54	46		100	100	
<i>Assurance</i>	Good			36	36	59	59	0,000
	Not Good			10	10	41	41	
	Total		54	46		100	100	
<i>Empathy</i>	Good			30	30	52	52	0,015
	Not Good			16	16	48	48	
	Total		54	46		100	100	

Source: Primary data, 2019

The table above shows that 4 aspects have a relationship with *Patient Loyalty* ( $p < 0.05$ ), namely: aspects of *Reliability*, *Responsive*, *Assurance*, and *Empathy*. While aspects of *Tangibles* (facilities and infrastructure) have no relationship with *patient loyalty* ( $p > 0.05$ ). This shows that the magnificent building and the completeness of facilities and infrastructure do not guarantee an emotional bond with the patient as a customer. A study conducted by [Kasih \(2015\)](#) entitled Analysis of the Relationship between Service Quality and Loyalty of Non-Recipient BPJS Patients in Inpatient Care at Mardi Rahayu Kudus Hospital, also showed no relationship between tangible dimensions (direct evidence) and patient loyalty.

*Reliability* illustrates the ability of the Kamonji Community Health Center to deliver health services as promised accurately and reliably. Performance must be following patient expectations including timeliness, the same service for all patients, as well as having high accuracy. Research conducted by [Hidayah et al. \(2014\)](#) entitled Factors Associated with Inpatient Loyalty at Toto Kabila Hospital in Gorontalo, showed that the Reliability variable had a relationship with inpatient loyalty at Toto Kabila Hospital. This is due to respondents who expressed satisfaction felt that the ease in getting service, the doctor's punctuality in visiting was good so that the patient was satisfied with the reliability of the officers.

*Responsiveness* shows the efforts of Puskesmas in providing fast and appropriate services to patients, delivering clear information, and quickly serving patient complaints when there are complaints or complaints. In the Kamonji Public Health Center there is an information room and customer (patient) complaints, supported by competent human resources for communication. Research conducted by [Audina \(2018\)](#) states that every employee in providing services should always prioritize patient satisfaction, so it requires the ability and responsiveness of the officers who

provide services. In line with research conducted by Saragih et al. (2010) entitled The Effect of Service Quality on Patient Loyalty at Medan Herna General Hospital, which states that there is a significant relationship between responsiveness and patient loyalty.

*Assurance* shows the knowledge and ability of employees to grow customer (patient) trust in the Puskesmas, including the communication component, credibility, security, and competence. Kamonji Health Center is one of the largest Health Centers in Palu City. Most Kamonji Community Health Center employees already have experience in their respective fields, so the level of community trust in the services of the Kamonji Health Center is also quite good. This condition will foster a feeling of confidence in the existence of health insurance and healing for patients who visit. Research conducted by Berlianty et al. (2013) entitled Analysis of Patient Loyalty Based on Service Quality in the Inpatient Installation of Bhayangkara Mappa-Odang Hospital in Makassar City, states that there is a relationship between assurance (service guarantee) and patient loyalty.

Whereas *Empathy* (Empathy, attention) is a form of attention from the Puskesmas to patients. Puskesmas are expected to have understanding and knowledge about patients, understand their specific wants and needs, and provide comfortable service time. Like other Public Health Centre, Kamonji also has activities in the building (Individual Health Efforts) and outside the building (Community Health Efforts). Some patients who have chronic diseases or a high risk of transmission to the surrounding community will be visited by the Kamonji Public Health Center in the form of home visits. This is one form of health center attention to patients. Parasuraman et al. (2001) state that the dimensions of empathy (the attitude of the officers) also include the relationship between communication, attention, and understanding of consumer needs. If consumers feel that company employees can empathize with consumers then they no longer feel hesitant to continue to consume the services provided, this will form the level of customer loyalty. Research conducted by Hidayah et al. (2014) found a relationship between empathy (the attention of officers) with inpatient loyalty. Respondents in the study stated that they had received sincere attention from health workers, for example, the task force was able to comfort patients if they were nervous and could receive patient complaints well. That is what causes patients to feel satisfied so that they will reuse health services at the hospital where the study was conducted.

## Conclusion

There is a relationship between Reliability, Responsiveness, Assurance, and Empathy with Patient Loyalty at the Kamonji Community Health Center, but the Tangibles aspect has no relationship with Patient Loyalty at the Kamonji Community Health Center.

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