Original Article

Analysis of Patient Satisfaction and Loyalty Mediated by Reputation and Conduct of Public Hospital Staff Government of North Sumatra Province

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ABSTRACT

This research investigates the pivotal role of hospitals in healthcare, categorizing them into general and specialized facilities based on resources and capabilities. Focusing on North Sumatra, the study explores the significance of hospital conditions in influencing patients' choices, particularly in a competitive healthcare landscape driven by responsiveness to quality information. Employing a quantitative approach with non-probability sampling, the research follows a positivist philosophy to examine the connection and influence between independent and dependent variables. Conducted at the General Government Hospital in North Sumatra, the study spans from a preliminary survey in September 2023 to November 2023, with data collection ongoing and results to be presented in a seminar. The analysis reveals a substantial impact of Patient Satisfaction (PS) on Patient Loyalty (PL) (coefficient = 0.581), supported by a t-statistic value of 5.572 (>1.96) and a p-value of 0.000 (<0.05). PS also significantly influences Hospital Staff Behavior (HSB) (coefficient = 0.280, t-statistic = 2.630, p-value = 0.009 < 0.05) and Hospital Reputation (HR) (coefficient = 0.450, t-statistic = 4.789, p-value = 0.000 < 0.05). Hospital Staff (HS) demonstrates a notable influence (coefficient = 0.101) on PL, though the relationship is not statistically significant (t-statistic = 1.520, p-value = 0.129 > 0.05). Similarly, HR influences PL (coefficient = 0.124), but the relationship is not statistically significant (t-statistic = 1.402, p-value = 0.161 > 0.05). Furthermore, PS exhibits a mediated influence on PL through HSB (coefficient = 0.028, t-statistic = 1.221, p-value = 0.223 > 0.05) and through HR (coefficient = 0.056, t-statistic = 1.269, p-value = 0.205 > 0.05). These findings underscore the critical role of patient satisfaction in shaping loyalty, highlighting the mediating effects of Hospital Staff Behavior and Hospital Reputation. Understanding these dynamics is crucial for promoting healthcare competition and enhancing care quality in the North Sumatra region.

Keywords: Hospital, Non-probability, Sampling.

INTRODUCTION

Changes in hospitals in the last decade, especially homes government hospital which functions as a health service facility and referrals at both secondary and tertiary levels, have undergone changes significant in various aspects like management, management finance, management source Power man, quality service, facility support, and other fields [1].

Hospitals can be categorized into general and special categories, differentiated based on the facilities and service capabilities of each. The Ministry of Health Republic Indonesia has arranged the classification of public hospitals in Indonesia based on facilities and ability service. Regulation This covers the distribution of House Sick to classes different, that is, House Sick General Class A, House Sick General Class B, Class C General Hospital, and Class D General Hospital [2].

Health facilities influence the level of public health in a countryarea. Health service

facilities are the tools and places used for organize effort service health, Good promotional, retentive, curative or rehabilitative, that is done by the government, local government, and society. North Sumatra Province with numbers population 15,115,206 people, has a number of public hospitals (182), House Sick Special (17), Public health center Treat Stay (188) And Public health center (420) and Clinic/Health Center (15,628). Specially for hospitals general government Which spread on city and regency in the region provinceNorth Sumatra numbers 30. With class A (1), class B (6) hospitals And Class C (22) [3].

Has a lot been done to know How to define satisfaction among patients, good experience and satisfaction with treatment? Which will be the most important in context to guarantee quality? Experience patients about the treatment they Alone And their satisfaction is increasingly becoming a key quality indicator in Many countries with system maintenance health Which proceed [4]. Hospital directors must be able to measure and manage their hospital's reputation to increase patient loyalty. As a health service facility, House Hospital, especially government hospitals, must provide a competitive advantage. The hospital has a reputation with a more substantial influence on patient loyalty than a doctor's reputation [5].

It is essential to understand the condition of hospitals in North Sumatra, where patients consider reputation House Sick in choice House Sick when Power is responsive to information. Quality is a prerequisite for promoting competition in quality of care. However, the hospital's reputation can be influenced by word-of-mouth recommendations on perceptions of the quality of House Sick. When a reputation That bad Is delivered, so will a bad image in society. This research will contribute to literature Development, which analyzes the Power of patient responsiveness to the hospital's reputation. In research, where patients accept time journey addition for maintenance in House government hospitals in areas with better reputations and the potential trade-off between hospital reputation and travel time to the hospital [6].

However, there are disparities between districts/cities and other districts regarding facility service health and the availability of sources. Power man. Focus study This is an expansion House Sick And allocation doctor

specialist. Equalization No achieved although No There is an obstacle to transportation in North Sumatra [7]. This phenomenon can linked with accessibility and affordability distance reference in and between districts or cities.

In field health, satisfaction patients identify factors which influence loyalty to the services provided by the provider service from facility health. By theory, satisfaction is understood as part of loyalty [8]. Construct from service in House Sick general government besides doctor, facilities, And condition physique. Other things in the environment also influence the satisfaction and loyalty of patients at home, namely method officer reputation and officer behavior.

There still exists dissatisfaction in the public of Sumatra North to quality service health, which is not enough. Good in the House Sick General Area in a number of regencies and cities has become a sustainable issue. Complaints, especially concerning the time wait, which is extended for procedure surgery scheduled, capacity, which is not adequate to accommodate inpatient care, the absence of a treating doctor, and inadequate drug shortages [9]. Hospital Pirngadi Medan admits it still frequently receives related patient complaints about the treatment. House Sick confessed to a lack of This and Then held training sessions for health workers on duty.

In the contemporary competitive environment, healthcare providers must ensure that their customers are satisfied with the quality-of-service medical services they receive, as this is important in customer retention and use benefit provider service health in a way repeated [10]. The healthcare industry has generally experienced a change in several years Because competition Is strict. More Lots Are expected from House Sick, not only in the offer price, which is competitive but also in giving service, which is quality [11]. With hope and patience, which is more critical, giving service quality is a must.

By Because That from explanation and phenomenon on, study This aims to examine the level of patient satisfaction with reputation aspects House Sick and How satisfaction the leads on loyalty. In addition, it investigates how patient loyalty indirectly influences the relationship between satisfaction and hospital reputation and behavior officer House Sick.

METHOD

Approach of study Which will researcher use a quantitative research approach, namely research based on philosophy Positivity is used to examine a particular population or sample [12]. This type of research is associative causality, namely research Which aims to know the connection and influence between the variable free (independent) with the dependent variable [12]. Study This was done in House Sick General Government Sumatra North. This research was carried out when the author conducted a preliminary survey from September 2023 to November 2023 data collection will continue with the results seminar.

Population is combined all over elements, which own series of similar characteristics, which cover the universe for the research problem [13]. Because researchers don't know exactly how many people have sought treatment or received health services from the Government General Hospital Province Sumatra North.

Determination sample in study This follows the condition determined by Hair. The minimum number of samples taken is five times the number of indicators used in the study [14]. The indicator study is 13 x 10 = 130 samples. The sampling method used in this research is non-probability sampling is a sampling technique sample purposive sampling which does not provide equal opportunity/opportunity for each population to be selected as a sample, so every consumer who meets the population criteria is not own opportunity or the same opportunities for chosen to be sample. How with sharing questionnaires in a way direct to customers Which Once treatment or accept service health from House Sick General Government Province Sumatra North in the past year.

RESULTS

Table 1. Distribution Characteristics Respondent Based on Age

House Sick	Age Respondent					
	20-30	31-40	41-50	51-60	60 Up	Total
RSUP H. Adam Malik Medan	1	3	2	2	2	10
RSU H. A. Manan Simatupang		2	2			4
RSU Sidikalang		1		1	1	3
RSU Deli Serdang	1		1	1	1	4
HOSPITAL Dolok Sanggul		1		3		4

Source: Data Primary processed 2023

Table 1. explains the distribution of characteristics with ages 20-30 years as many as four respondents with a percentage of 3.8%, respondents aged 31-40 years there were 33 respondents with a percentage of 25.4%, and 40 respondents aged 41-50 years with the percentage was 30.8%, and respondents aged 51-60 years were 34 person respondents with percentage as significant as 26.2%, And respondents with age >61 years as many as 18 respondents with a percentage of 13.8% of the total all over respondents were 130 respondents.

Table 2. Distribution Characteristics Respondent Based on Patient

House Sick	Patient		
	Treat Stay	Get treatment Road	Total
RSUP H. Adam Malik Medan	8	2	10
RSU H. A. Manan Simatupang	2	2	4
RSU Sidikalang	1	2	3
RSU Deli Serdang	2	2	4
HOSPITAL Dolok Sanggul	3	1	4
RSU Kabanjahe		4	4

Rantauprapat General Hospital	2	2	4
RSU Tanjung Pura	2	2	4
RSU Mandailing Christmas	4		4
HOSPITAL Christmas	2	1	3
RSU Mount Sitoli		4	4
HOSPITAL Luke Hilisimaetano	1	3	4
RSU Sibuhuan	2	2	4
RSU Mountain Old	4		4
HOSPITAL Snakefruit	2	1	3
HOSPITAL Dr. Hadrianus Sinaga	2	2	4
HOSPITAL Sultan Solomon	3	1	4
RSU Parapat	2	2	4
HOSPITAL Trading	2	2	4
RSU Sipirok	1	3	4
RSU Pandan	2	2	4
HOSPITAL Tarutung	3	1	4
HOSPITAL Porsea	3	1	4
RSU Dr. R. M. Djoelham Binjai	2	3	5
RSU Dr. Pirngadi Medan	6	3	9
RSU Padangsidimpuan	3	1	4
HOSPITAL Dr. Djasamen Saragih	4		4
RSU Dr. F. Lumban Tobbing	3	1	4
RSU Dr. Tengku Mansur	4	1	5
HOSPITAL Dr. H. Pane Group	4		4
Total	79	51	130
%	60.8%	39.2%	100.0%

Table 2. explain distribution characteristics respondents based on patient cometo the hospital, 79 respondents came as inpatients respondents with a percentage of 60.8%, and respondents came as patient's outpatient care as many as 51 respondents with a percentage of 39.2%, from total all respondents as many as 130 respondents.

Table 3. Results Influence Coefficient Track

Hypothesis	Samples (O)	Mean Samples (M)	Std. Dev (STDEV)	T-Statistics (O/STDEV)	P Value
KEP (X1) → LOY (Y1)	0.581	0.576	0.104	5,572	0,000
KEP (X1) → PPR (Z2)	0.280	0.279	0.106	2,630	0.009
KEP (X1) → RSU (Z1)	0.450	0.451	0.094	4,789	0,000
PPR (Z2) → LOY (Y1)	0.101	0.098	0.066	1,520	0.129
RSU (Z1) → LOY (Y1)	0.124	0.114	0.088	1,402	0.161

Note: Satisfaction Patient (KEP), Loyalty Patient (LOY), Behavior Employee RSU (PPR), RS reputation (RSU)

To determine the influence between variables, the bootstrapping method was carried out. Approach bootstrapping represent nonparametric for precision from estimation. In the PLS method, the decision to accept or accept reject a hypothesis based on the significance

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value (p-value), and if t-table value. In the Smart-PLS application, the significance value can be known by see parameter coefficient values and t statistical significance value.

Criteria reception or rejection hypothesis is If mark significance for t-value > 1.96 And or mark p-value < 0.05 on level significance 5% (α 5%) so Ha accepted And Ho rejected, on the contrary If mark t-value < 1.96 And or mark p-value > 0.05 on level significance 5% (α 5%) so Ha rejected And Ho accepted. For now, connection structural between variable latent, need done testing hypothesis to coefficient track Which connect variable-variable the.

DISCUSSION

Influence Satisfaction Patient Towards Loyalty Patient

The exogenous variable Patient Satisfaction has a significant influence with a value of 0.581 for the endogenous variable Patient Loyalty. t-value the statistics in this relationship are 5.572 > 1.96 and the p-value is 0.000 < 0.05. By Because That, hypothesis first one state that Satisfaction Patienthas a proven positive and significant influence on Patient Loyalty the truth. This means that there is an influence on better patient satisfaction obtained from House Sick general so will influence Loyalty Patient Forusing return services health services from hospital.

This research is in line with other research that encourages managers House Sick For notice factors Which contribute to patient loyalty and maintaining patient satisfaction with medical institutions. Studythis is one of the few studies on the relationship between satisfaction patient and loyalty patient in House Sick general government, and also explore the direct and indirect impact of patient satisfaction on patient loyalty. The results of this research are in line with the research conducted by Liu et.al (2021) that there is connection between satisfaction patient, and patient trust in the loyalty of public hospital patients in China [15], which is also in line with research by Susanti et.al (2020) that quality service influential significant to satisfaction patient, satisfaction patient influential significant to loyalty patient, And quality service influential significant to loyalty patient on House Sick general Bandungin Medan [16]. Also, in line with research conducted in

Makasar by Akbolat et.al (2021) that the formation of patient loyalty is by involves the factors of service quality, hospital image, patient value, and satisfaction patients in hospitals, both inpatients and outpatients [17]. This research is also in line with research conducted by Aladwan et.al (2021) who wanted to know the influence of perceptions of health service quality to satisfaction patient and loyalty patient in House Sick government in Jordan. The research results show Patient satisfaction mediates the relationship quality service with loyalty patient in Jordan [18].

In this study it was shown that patient loyalty to the hospital The government in North Sumatra Province is greatly influenced by patient satisfaction when they receive health services from their previous experiences. This loyalty is formed because there are no competitors from their hospital receive due to referrals from ASTEK, BPJS and Insurance Services, when they receive services from the government hospital and are satisfied with the service they will recommend to others. However, from this research patient weak in give recommendation And No There is desire visit to House Sick government And There is desire for move to House Sick besides House sick from the government.

The Influence of Patient Satisfaction on Hospital Staff Behavior

Variable exogenous Satisfaction Patient have influence Which significant with mark as big as 0.280 to variable endogenous Behavior Officer HouseSick. Mark t-statistics in connection This is 2,630 > 1.96 And mark p-value 0.009 < 0.05. By Because That, hypothesis second Which state that Satisfaction Patient have influence positive and significant to Behavior Officer House Sick proven the truth. It means there is influence the Better Satisfaction Patient so will influence Behavior Officer House Sick ingive service best they to patient on House Sick general government.

Study This in line with study Seti et.al (2023) Which research behavior and performance of officers on patient satisfaction through service quality inpatient treatment room at Mamuju District Hospital. Research result They have a direct and significant positive influence between Staff Performance with Patient Satisfaction. The caring behavior and performance of officers can provide contribute directly to patient satisfaction and

indirectly [19]. Performance officer health on House Sick in category bad although there is connection between performance officer health with satisfaction patient [20].

In this research, we try to provide an antecedent to that opinion say that performance officer House Sick always not enough Good to health services, especially health services in public hospitals government. The results of this study indicate that the behavior of hospital staff Can become Good If patient has satisfied with Service House Sick. Results This research shows that there is a relationship between caring attitudes and nurse performance with satisfaction patient in House Sick. It means, attitude care Which Good on performance officer health Which Good will increase satisfaction patient. In study This found Also motivation and discipline officer House Sick Which low so that need get attention from manager House Sick For in upgrade inservice to patient.

Influence Satisfaction Patient to Reputation House Sick

The exogenous variable Patient Satisfaction has a significant influence with a value of 0.450 for the endogenous variable Hospital Reputation. MarkThe t-statistic in this relationship is 4.789 > 1.96, and the p-value is 0.000 < 0.05.By Because That, hypothesis third Which state that Satisfaction Patient have influence positive and significant to Reputation House Sick proven true. This means that there is an influence on better patient satisfaction it will affect the hospital's reputation in providing services best they to patient on hospital general government.

This is also in line with the research results of Un-Kyong Choi (2020) that quality medical services have a significant influence on patient satisfaction and reputation House Sick, and quality service medical have influence Which most big to satisfaction patient. Satisfaction patient influential positive on the hospital's reputation and patient loyalty and is an important factor in determining patient loyalty [21]. Likewise in research Ratih Respati (2020) Which find that reputation doctor influential on hospital reputation, doctor's reputation has no effect on loyaltypatients, and the hospital's reputation influences patient loyalty, and also the doctor's reputation through the hospital's reputation influences patient loyalty [22]. And research by Indra Maulana

(2021) at Bhakti Hospital Husada II Purwakarta show that Satisfaction Patient influence Reputation House Sick And influential significant [23]. However,the research is different from Erpurini et.al's (2022) research conducted in Mitra Kasih Hospital Cimahi patient. Based on the research results, it shows that There is no direct relationship between hospital reputation and satisfaction patient. However, there is a simultaneous influence between hospital reputation and quality Service with patient satisfaction [24].

On study This found that patient will loyal and satisfied whensee reputation House Sick, Good That Because service or doctor Which There is in House Sick the. Public believe on reputation government Because considered is House Sick best in the area so that role skill fromdoctors are an important focus for them to seek treatment and use services Service in House Sick. Expectation patient to reputation doctor influencereputation hospital so increase level patient satisfaction.

Influence Behavior Officer House Sick to Loyalty Patient

Variable exogenous Officer House Sick have influence Which significantwith a value of 0.101 for the endogenous variable Patient Loyalty. t-value the statistics in this relationship are 1.520 > 1.96, and the p-value is 0.129 > 0.05. By Because That, hypothesis fourth Which state that Loyalty Patientdoes not have a positive and significant influence on Hospital Staff proven the truth. It means No there is influence Which the Better BehaviorHospital officers who will influence patient loyalty in choosing service on government general hospital.

This research is in line with Susianta (2021) research on Loyalty Citra Medika General Hospital patient, Sidoarjo. From his findings it is known Behavior officer not enough get role Which important for increase Patient loyalty, this is because patients judge based on knowledge and their experiences of nurses [25]. Different from study Widyantari (2020) And Akbar & Rizky (2020) Which show thatthe behavior of hospital staff has a very significant relationship to loyalty patient in use service health return, including House Sick [26].

The behavior of staff in the hospital, whether doctors or nurses relate directly with patient very sued for give servicewho care about increasing the level of patient loyalty in using

services Hospital services. From these findings it was found that patients did not like it visit return place they treatment in House Sick government. From patient experiences they gain while in their government hospitals see officer at home Sick not enough motivated and discipline in carry out his job. Need improvements and system manage House Sick Which Professional for House special government sick there are in the area.

Influence Reputation House Sick to Loyalty Patient

Variable exogenous Reputation House Sick have influence Which significant with a value of 0.124 for the endogenous variable Patient Loyalty. The t-statistic value in this relationship is 1.402 > 1.96, and the p-value is 0.161 > 0.05. Therefore, the fifth hypothesis states that Patient Loyalty does it have a positive and significant influence on Hospital Reputation? proven the truth. It means No there is influence Which the Better Reputation House Sick Which will influence Loyalty Patient when accept service from the hospital general government.

This result is different from research by Akbolat et.al (2023) which found Doctor's reputation has a positive effect on hospital reputation and loyalty patient. However, reputation House Sick have influence Which stronger to patient loyalty versus doctor's reputation. Finally, the results of this study note that a hospital's reputation and a doctor's honor are not interchangeable. The reputation of the doctor and the reputation of the hospital are very important in ensuring loyalty patient, so that professional health must develop strategy for increase both of them [17]. However, study This in line with study Amarat et.al (2022) Which find reputation the company has a positive effect on patient loyalty and patient satisfaction played a positive role in research in Türkiye [27].

This research found that the reputation of government hospitals is changing have not been able to provide and increase loyalty to patients in Sumatra North. From the patient's answers, it shows that they don't like using services from government general hospital. It should be the company's reputation directly form trust patient For Keep going using service House Sick Which concerned so that will Keep going influence patient in treatment. On basically reputation House Sick is something award Which obtained company Because advantages Which There is on House Sick. From findings This can understood that House Sick general government in Sumatra North Not yet Cangive that matter.

Influence Satisfaction Patient to Loyalty Which in mediation Behavior Hospital Officer

The exogenous variable Patient Satisfaction has a significant influence on mark as big as 0.028 to variable endogenous Loyalty Patient Which mediated by variable Behavior Officer House Sick. Mark t-statistics in connection This is 1.221 > 1.96, and p-value 0.223 > 0.05. Hence, the sixth hypothesis Which state that Satisfaction Patient have influence positive and significant to Loyalty Patient Which mediated Behavior Officer House Sick not proven to be true. This means that there is no better influence Satisfaction Patient Which mediated Behavior Officer House Sick will affects patient loyalty when receiving services from public hospitals government.

This research is different from research conducted by Yeo et al., (2021). In Yoe's research, the mediator of patient satisfaction and patient loyalty was hospital reputation and research results have a significant positive effect [28]. In this study, the behavior of hospital staff was unable to mediate enhancement patient satisfaction towards patient loyalty. This result can be seen from the value p-value 0.223 > 0.05. It can be estimated that this is because the patient is in Sumatra the North has not felt the added value of the services provided by the hospital The government's general opinion is based on the behavior of hospital staff that they perceive when seeking treatment or visiting the government public hospital. Behavior hospital staff that patients feel is due to the low motivation of home workers government hospitals in providing health services received by patients. Moreover, motivation worker at home Sick Which not enough discipline in activity service health in hospital.

Influence Satisfaction Patient to Loyalty Which in mediation Reputation House Sick.

The exogenous variable Patient Satisfaction has a significant influence with mark as big as 0.056 to variable endogenous Loyalty Patient Which mediated by variable Reputation House Sick. Mark t-statistics in

connection Thisis 1.269 > 1.96, and the p-value is 0.205 > 0.05. Hence, hypothesis sixth which states that Patient Satisfaction has a positive influence and significant to Patient Loyalty mediated by House Officer Behavior Pain is not proven true. This means that there is no increasing influence both Patient Satisfaction mediated by Hospital Reputation will influence Loyalty Patient when receiving service from home Sick general government.

The results of this study are not in line with what Yeo et al., (2021) foundshowed that patient satisfaction mediated the relationship between home reputation patient pain and loyalty; patient trust and loyalty; care relationship patient and loyalty patient[28]. Study This show reputation House Sick general government Not yet capable interesting interest visit Again or interest for treatmentor use health services at government hospitals. This research found that the patient was unable to survive to continue treatment or use service service House Sick government. Matter This Because not enough like it patient towards the government public hospital. It could be considered a low resultbehavior service from hospital staff.

CONCLUSION

This study concludes that the exogenous variable Patient Satisfaction has a significant influence with a value of 0.581 on the endogenous variable Patient Loyalty. The t-statistic value in this relationship is 5.572 > 1.96 and the p-value is 0.000 < 0.05. The exogenous variable Patient Satisfaction has a significant influence with a value of 0.280 on the endogenous variable Hospital Staff Behavior. The t-statistic value in this relationship is 2.630 > 1.96 and the p-value is 0.009 < 0.05. The exogenous variable Patient Satisfaction has a significant influence with a value of 0.450 on the endogenous variable Hospital Reputation. The t-statistic value in this relationship is 4.789 > 1.96, and the p-value is 0.000 < 0.05. The exogenous variable Hospital Staff has a significant influence with a value of 0.101 on the endogenous variable Patient Loyalty. The t-statistic value in this relationship is 1.520 > 1.96, and the p-value is 0.129 > 0.05. The exogenous variable Hospital Reputation has a significant influence with a value of 0.124 on the endogenous variable Patient Loyalty. The t-statistic value in this relationship is 1.402 > 1.96, and the p-value is 0.161 > 0.05. The exogenous variable Patient Satisfaction has a significant influence with a value of 0.028 on the endogenous variable Patient Loyalty which is mediated by the Hospital Staff Behavior variable. The t-statistic value in this relationship is 1.221 > 1.96, and the p-value is 0.223 > 0.05. The exogenous variable Patient Satisfaction has a significant influence with a value of 0.056 on the endogenous variable Patient Loyalty which is mediated by the Hospital Reputation variable. The t-statistic value in this relationship is 1.269 > 1.96, and the p-value is 0.205 > 0.05.

Patient Which currently undergo maintenance or treatment still get service best from House Sick General Government. This service is provided to patients who seek treatment using ASTEK, BPJS, Insurance, as well general patient.

Professional service health and staff House Sick government pushed for in a way consistent maintain attitude friendly and easy approached when interact with individual Which look for maintenance medical or treatment at the facility.

Recommended so that House Sick General Government prioritize solution facility or infrastructure Which Not yet resolved to use increase its capacity to provide health services very efficient.

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