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The Effect of Technical and Functional of Health Service Quality Toward the Image of Faisal Islamic Hospital

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ABSTRACT

Hospital services industry is required to provide prime quality to patients, because patients will provide subjective assessment or form a direct perception of the hospital brand image. This study aims to determine the effect of service quality on hospital image at installation of Faisal Islamic Hospital Makassar City. This research uses quantitative method with cross sectional study approach. The population were all patients treated at Inpatient Installation of Faisal Islamic Hospital. Samples were collected by systematic random sampling method with 223 respondent through interview using questionnaires. The data analysis used was chi-square and multiple logistic regression analysis. The results indicate that there are influences over professionalism ($p = 0,016$), accessibility ($p = 0,016$), competency ($p = 0,34$), and communication ($p = 0,121$), tangible (0,012), assurance (0,016). There is no effect of communication (0,07) toward image. Based on multiple logistic regression test simultaneously, assurance is the influential variable on hospital image in Faisal Islamic Hospital Makassar.

Keywords: functional quality, hospital image

INTRODUCTION

Hospital is a health facility that plays an important role in improving the health status of the community. The increasing number of hospitals in the city of Makassar causes all hospitals become more competitive. In addition, Indonesia Services Dialog (ISD) recorded the number of Indonesians who went abroad continues to increase, from 350 thousand people in 2006 to 600 thousand people during late 2015. The cost spent was swelled from USD 500 million to USD 1.4 billion (equivalent to IDR 18.2 trillion). The results of previous research found that the tendency to conduct medical examinations and treatment abroad caused by the assessment of health services in the country that is less conducive. Its quality, teamwork, ethics, and facilities are less reliable and satisfactory¹.

The cost to bring in new customers is greater than the cost of maintaining existing customers². It would, therefore, be much better for hospitals to retain existing patients by displaying and providing quality of health services³. Imagery is an important step for the hospital because it can encourage customer loyalty. Its image

and strategy can indirectly be a source of corporate excellence in facing competition and demands from customers⁴.

According to Gronroos, the image built by the quality that customers receive from previous experience (professionalism) and the way services are delivered, namely attitudes, accessibility, reliability, service recovery and servicescape⁵. Positive image and the dignity of the hospital can be achieved by telling patient's satisfaction to others. This accumulatively benefits the hospital because it becomes indirect hospital marketing.

The increasing numbers of hospitals as well as the competition of hospitals also have an impact on the reduced number of visits at Faisal Islamic Hospital. Faisal Islamic Hospital is a Private Hospital Type B that seeks to improve the quality of services provided to patients, but the number of patient visits and BOR (Bed Occupancy Rate) is declining. The number indicates Faisal Islamic Hospital has decreased specialization of treatment by the society. The location of Islam Faisal Hospital is strategically located in the middle of Makassar City.

Previous research found that the quality of service affects the number of patient visits and the decision to buy patients⁶. It is supported by Sutrisno, et al⁷, who studied the image as the influence of patient visits in the hospital, where the image affected the patient's visit. Image is formed from two dimensions of quality; technical and functional quality. According to previous research, there was a relationship between functional quality of attitude, reliability, accessibility and service recovery with hospital image⁸. Study by Herawati⁹ demonstrated that there is a correlation between technical quality consisting of professionalism and skill to hospital image, there is also relationship of functional quality of attitude, reliability, accessibility, flexibility, service recovery and service cape to hospital image as well.

Because the image perspective occupies the minds of the public, organization should make various efforts to avoid a wrong perception of community to the organization which then makes a negative image. The image of the organization, therefore, should be considered in such a way that the public perception is not far deviate from what is expected¹⁰. The purpose of this study is to determine the effect of technical and functional quality to the image of Faisal Islamic Hospital.

MATERIAL AND METHOD

Study Setting and Design

This study was conducted at the inpatient unit of Faisal Islamic Hospital, Andi Pangeran Pettarani Street, Makassar City. The type of this study was observational with cross sectional design. The analytic study was conducted with the intention to identify the study variables, investigate the relation between technical and functional quality with the image assessment to the Inpatient Installation at Faisal Islamic Hospital of

Makassar City.

Population and Sample

Population of this study was all patients from inpatient unit of RSI Faisal Makassar in 2016. The total population until 2016 was 6363 patients. Samples were determined using Stanley Lameshow's formula, so that 223 people were chosen by accidental sampling that had met the inclusion criteria.

Method of Data Collection

Primary data collected by researchers using questionnaires. Data characteristics of respondents, data affordability factor, comfort factor, information factor, measured by interviews using questionnaires. Secondary data collection obtained from relevant agencies of the Latemamala General Hospital, Soppeng.

Data Analysis

Characteristic data of respondents measured using SPSS 16 software with univariate analysis by investigating at the frequency distribution of respondent characteristics. While the data for technical and functional quality variables were measured by using bivariate analysis by investigating its cross tabulation result and significant value. Furthermore, multivariate analysis is performed by including all variables and investigating the factors which have the most influence on the dependent variable.

RESULTS

Sample Characteristics

According to table 1, most of respondents are aged 16-30 years (88 respondents, 39.5%), while at least aged more than 60 years, as many as 23 (10.3%).

Table 1. Respondents Frequency Distribution Based on Respondent

Characteristics in Inpatient Unit of Faisal Islamic Hospital of Makassar, 2017

Characteristics	Total (N) = 208	Percentage (%)
Age		
1-15	27	12.1
16-30	88	39.5
31-45	61	27.4

Cont... Table 1. Respondents Frequency Distribution Based on Respondent

46-60	24	10.8
Sex		
Male	95	42,6
Female	128	57,4
Last education level		
None	7	3,1
Elementary school	10	4,5
Junior High School	16	7,2
Senior High School	130	58,3
College	60	26,9
Marrital State		
Married	157	70,4
Single	59	26,5
Widow/Widower	7	3,1

Based on sex characteristics, most of respondents are women as many as 128 (57.4%), while the least was male as many as 95 (42.6%). The last educational characteristic showed that most respondents were high school graduated as many as 130 (58.3%), while the least were no educational graduated as many as 7 (3.1%).

Table 2 shows that of 193 respondents who have assessment with good health professionalism, 178 respondents (92.2%) rated positive image and 15 respondents (7.8%) assessed negative image for hospital. While from 30 respondents who have poor health professionalism, 23 respondents (76.7%) assessed positive image and 7 respondents (23.3%) assessed negative image for hospital. Of 209 respondents who

have good health officer attitude assessment, as many as 192 respondents (91.9%) rated the positive image and 17 respondents (8.1%) assessed the negative image of the hospital. Fourteen respondents (64.3%) assessed positive image and 5 respondents (35.7%) assessed negative image for hospital. One hundred and ninety-six respondents stated good competency, 180 respondents (91.6%) assessed positive image and 16 respondents (8.2%) assessed negative image for hospital. Of the 27 respondents who had poor access assessment to hospitals, 21 respondents (77.8%) rated positive images and 6 respondents (22.2%) rated negative images to hospital.

Table 2. Influence of Study Variables to Patients Satisfaction in Inpatient Unit of Faisal Islamic Hospital of Makassar, 2017

Study Variables	Patient's Satisfaction				Total		Statistic Test
	Satisfied		Not Satisfied		n	%	
	n	%	n	%			
Professionalism							p= 0.016
Good	178	92.2	15	7.8%	193	100.0	
Not good	23	76,7%	7	23.3%	30	100.0	
Access							p= 0.016
Good	192	91.9%	17	8.1%	209	100.0	
Not good	9	64.3%	5	35.7%	14	100.0	
Information							p= 0.000
Good	180	91.6%	16	8.2%	164	100.0	
Not good	21	77.8%	6	22.2%	18	100.0	

Table 2 also shows that of the 199 respondents who had good assessment for healthcare communication, 182 respondents (91.5%) rated positive image and 17 respondents (8.5%) rated negative image. While 24 respondents had poor assessment for communication of health officer, 19 respondents (79.2%) assessed positive image and 5 respondents (20.8%) assessed negative image. Physical environment variable shows that from 97 respondents who stated good tangible, 93 respondents (95.9%) assessed positive image and 4 respondents

(4.1%) assessed negative image to hospital. While 126 respondents who stated less good tangible, as many as 108 respondents (85.7%) who assessed positive image and 18 respondents (14.3%) assessed negative image. Assurance variables showed that 193 respondents stated that they had better assurance, 178 respondents (92.2%) rated positive image and 15 respondents (7.8%) assessed negative image to the hospital. While 30 respondents who have poor physical environment, as many as 23 respondents (76.7%) rate positive and 7 respondents (23.3%) assessed negative image.

Table 3. Result of Dual Form of Logistic Regression Test of Quality Variable of Care Providing to Hospital Image in Inpatient Unit of Faisal Islamic Hospital, Makassar, 2017

Variable	B	S.E	Wald	Df	Sig.	Exp(B)
Professionalism	0.679	0.778	0.762	1	0.383	1.972
Access	-1.789	1.282	1.946	1	0.163	0.167
Competence	1.505	1.201	1.571	1	0.210	4.506
Communication	-0.051	0.744	0.005	1	0.945	0.950
Physical Environment	0.899	0.620	2.102	1	0.147	2.457
Assurance	1.175	0.597	3.875	1	0.049	3.238
Constant	1.234	.730	2.860	1	.091	3.436

Table 3 demonstrates that the logistic regression shows the most influential variable on the image by assessing the highest value of influence on the recovery service variable with the value of Wald as high as 3.875 times to the hospital image with the p value = 0.049

DISCUSSION

In this study we find that the health professionalism is considered good by patients and their family. The result of study also shows that professionalism has a significant influence on the good image of hospital. It makes, therefore, hypothesis is accepted. The results support the study conducted by Gunawan¹¹, which concluded there is a unidirectional relationship between knowledge and skills in the professionalism to patient satisfaction that certainly affect the image of the hospital. The results of this study indicate that access Faisal Islamic Hospital is good; this is because of the location is quite strategically located in the middle of Makassar City and public transportation can be easily accessed to RSI Faisal. The results of this study are similar with the result of study conducted by Ikmal

et al⁸, that there is influence of accessibility of patient or family service to hospital image. The competence variable is positively related to the hospital image. Researcher's assumption is the image of the Hospital is good due to the uncomplicated acceptance procedure so that the patient is easy to receive treatment. The findings are similar to Stephanie's study¹²; a good competence will increase hospital image.

Communication variables do not have a significant relationship with hospital image. This study is not in line with research conducted by Syafei¹³; communication has an effect on hospital image. The result of study also shows that physical environment variable has a significant influence to hospital image. The results of this study are in line with the results of study by Batubara¹⁴, that partially there is a significant influence of physical environment variables on hospital brand image. Assurance variable affects the image of the hospital. This study is similar with study by Poniman¹⁵; assurance variable correlated positively with image; probability value is 0,016.

Multivariate analysis with multiple logistic

regression test showed that assurance variable was the most influential variable with *wald* value as high as 3,875.

CONCLUSION AND RECOMMENDATION

Based on the results of this study, it can be concluded that there is a significant influence of variables consisting professionalism, access, competence, physical environment, and assurance. There is, however, no significant influence on communication variables. Assurance variables become the most influential variable on hospital image. To improve the comfort of patients and families, the presence of parking areas should be noted due to the condition of the parking area is still bad. Assurance variables, that most affect the image of Faisal Islamic Hospital, need to be maintained and improved.

Conflict of Interest: Authors declare that no conflict of interest within this publication

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