

The Influence of Service Quality and CRM on Patient Satisfaction

(Clinical Studies at DKT Nganjuk Health Clinic)

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Abstract – This study builds on finding out and analyze patient satisfaction at the DKT clinic in Nganjuk-East Java especially on Service Quality and CRM. The initial sample consisted of DKT Nganjuk Health Clinic patients on April-May 2019 with 96 respondents. The design of the questionnaire was informed by data observations and questionnaires so that accurate data was obtained, then from the collected data testing validity and reliability, followed by multiple regression analysis, simultaneous and partial hypothesis testing and coefficient of determination. From the analysis of the results of the first hypothesis stating that service quality has a significant effect on patient satisfaction is accepted, as evidenced by the value of t count $2.339 > 1.98$ t table and its significance $0.18 < 0.05$. The results of testing the second hypothesis which states that CRM has a significant effect on patient satisfaction is accepted, proved by the value of t arithmetic $4.852 > 1.96$ t table and its significance $0.00 < 0.05$. The results of testing the third hypothesis, namely service quality and CRM simultaneously have a significant effect on patient satisfaction received with a calculated f value of $67,654 > 3,080$ f tables and significance of $0.00 < 0.05$.

Keywords: customer relationship management, health clinic patience satisfaction, service quality

I. INTRODUCTION

Satisfaction is a feeling of pleasure or disappointment as the results of comparing the performance of a product or service that is felt with expectations [1]. Consumer satisfaction is one of the important values in providing a service, one of the service

providers is a health service or consumers are called patients. With the many health care providers, patients have many choices to obtain services that are in accordance with what they need starting from public and private hospitals and clinics. The better quality of service will be followed by the higher satisfaction felt by patients [2]. Understanding patient needs and desires is an important thing that affects patient satisfaction. Satisfied patients are very valuable assets because if patients are satisfied they will continue to use their chosen services, but if patients feel unsatisfied, they will tell others about their bad experiences. Creating patient satisfaction, hospitals must create and manage a system to obtain more patients and the ability to maintain their patients. Patient satisfaction is influenced by many things, including service quality [3] and customer relationship management [4]. Service quality is an obligation carried out by the company to maintain customers and still get the trust of customers. The quality of health services is the degree of fulfillment of professional standards in patient care and the realization of the results expected by the profession and patients regarding services, diagnoses, therapies, procedures or clinical problem solving actions.

Service quality has a gap model introduced by Parasuraman et al. [5] which is formed by 5 dimensions namely tangibles, reliability, responsiveness, assurance, and empathy [6]. The fifth is used to measure the good or bad the quality of services provided to consumers. In addition to service quality, CRM also affects patient satisfaction [7], CRM (customer relationship management) is a process of managing information about the details of the process of managing detailed information about

each customer and managing detailed information about each manager of all customer "touch points" carefully to maximize customer loyalty because each patient has different characteristics in feeling the impression so that there needs to be a way so that good relations between the clinic and the patient can be interwoven well [8].

The DKT Clinic in Nganjuk is one of the government-owned health clinics in Nganjuk, East Java. The DKT clinic is always improving the quality of services to achieve the expected target. Many efforts are made by building clinical buildings, adding health facilities, BPJS services but no inpatient place and specialist doctors up to now to provide the best care to patients. From the description above, the purpose of this study was to analyze the effect of Service Quality and Customer Relationship Management on patient satisfaction (Case studies on general poly in the DKT Health Clinic Nganjuk) simultaneously.

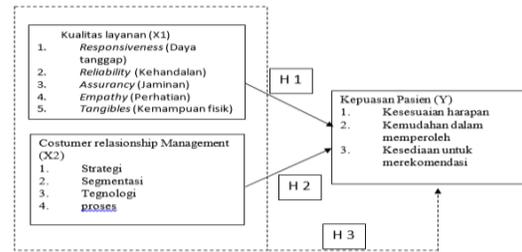
II. LITERATURE REVIEW

Some literature that underlies this research is carried out, namely:

The research of Pamungkas, et al. [9] states that "the better the quality of services provided, the higher the level of patient satisfaction. The quality of health services affects patients in using services. To meet patient satisfaction, the quality of health services is very important to be managed well, with good quality health care, patients will certainly feel satisfied. Then, Kartikasari, et al. [10] states that "Quality of service is adequate expectation, customers will be happy and assess service quality is high so as to create customer satisfaction towards service providers and vice versa, if the quality of services received is not in line with expectations of customers will assess the service is not qualified so that customers feel dissatisfied ". Research by Nasrabad [11] found that "CRM systems are a strategic system for gathering customer needs and behavior to lead to strong relationships with them. Finally, a strong relationship with customers is the key to business success, where CRM consists of three main parts: Management, customers and relationships.

Research conducted by Hajikhani, et al. [12] states that "to improve customer relationship management, all areas must go further in the same ways. In addition, human resources and functions are regarded as the most important dimensions of patient satisfaction and loyalty. Therefore it can be concluded that for implementing CRM, the first manager must focus on human resources and the process of providing services. However, in the long run, they must know that improvement in these two dimensions require strong support from knowledge management, information technology and appropriate organizational structures

".On the basis of the research objectives, the framework of thinking can be described as follows:



Gambar 1

From the picture of the framework above can be obtained 3 hypotheses in this study, among them, are as follows:

- H1: Service quality has a significant effect on patient satisfaction in DKT Health Clinic Nganjuk .
- H2: Customer Relationship Management has a significant effect on patient satisfaction at DKT Health Clinic Nganjuk.
- H3: Service Quality and Customer Relationship management have a significant effect on clinical patient satisfaction at DKT Health Clinic Nganjuk

III. METHOD

The initial sample consisted of the population at DKT Health Clinic on April-June 2019 with uncertain number of sample by using the formula from Wibisono to obtain a sample of 96 respondents [13]. In obtaining data, observation and distribution of questionnaires were carried out to each patient treated at the clinic. Questions given to respondents, among others, regarding responsiveness are a response / alertness of employees in helping consumers and providing fast and responsive services. Reliability is an ability to provide promised services accurately and reliably. Assurance is the ability of employees to know the product properly, quality, hospitality, word or politeness in providing services, expertise in providing information and ability to instill consumer trust in the company. Empathy is the ability of a company to give individual or personal attention to investors. Tangibles (physical abilities) are a form of physical appearance, personal equipment, communication media and other things of a physical nature. Strategy, Segmentation, Technology and Process. Suitability of expectations, convenience obtained by the patient and the patient's willingness to recommend to others.

The next stage is after the data is collected, the validity test is done, namely comparing the value of r count with r table where if the value of r count > r table then the item is said to be valid and the reliability of the questionnaire is done by looking at the value of cronbachs alpha, if the value is > 0.6 then item it's reliable. Next is a multiple regression analysis, hypothesis testing

is done by F test where if the value of F count > F table and its significance <0.05, the hypothesis is accepted, as well as the F test, the testing criteria are accepted if the value is T count and significance <0.05 accepted and the coefficient of determination is done to determine the influence of service quality and CRM on Patient Satisfaction where if the value is close to 1 it is said to be good, but if it approaches 0 then it is not good.

IV. DISCUSSION

A. Test Validity and Reliability

Based on the data obtained from respondents consisting of 66 men and 40 women, the results of validity testing are presented in table 1 as follows:

TABLE I. Uji Validitas Kuesioner

No	item	R hitung	R tabel	Keterangan	No	Item	R hitung	R tabel	Keterangan
1	X1 1.1	0,585	0,189	Valid	17	X2 1.3	0,703	0,189	Valid
2	X1 1.2	0,430	0,189	Valid	18	X2 2.1	0,631	0,189	Valid
3	X1 1.3	0,547	0,189	Valid	19	X2 2.2	0,672	0,189	Valid
4	X1 2.1	0,715	0,189	Valid	20	X2 3.1	0,677	0,189	Valid
5	X1 2.2	0,565	0,189	Valid	21	X2 3.2	0,677	0,189	Valid
6	X1 2.3	0,613	0,189	Valid	22	X2 3.3	0,628	0,189	Valid
7	X1 3.1	0,706	0,189	Valid	23	X2 4.1	0,682	0,189	Valid
8	X1 3.2	0,664	0,189	Valid	24	X2 4.2	0,784	0,189	Valid
9	X1 3.3	0,765	0,189	Valid	25	Y 1.1	0,725	0,189	Valid
10	X1 4.1	0,689	0,189	Valid	26	Y 1.2	0,734	0,189	Valid
11	X1 4.2	0,610	0,189	Valid	27	Y 1.3	0,662	0,189	Valid
12	X1 4.3	0,668	0,189	Valid	28	Y 2.1	0,588	0,189	Valid
13	X1 5.1	0,546	0,189	Valid	29	Y 2.2	0,677	0,189	Valid
14	X1 5.2	0,657	0,189	Valid	30	Y 3.1	0,780	0,189	Valid
15	X1 5.3	0,622	0,189	Valid	31	Y 3.2	0,677	0,189	Valid
15	X2 1.1	0,741	0,189	Valid	32	Y 3.3	0,740	0,189	Valid
16	X2 1.2	0,724	0,189	Valid					

Sumber : data primer yang diolah peneliti (2019)

From table 1 above, the results show that all items in the questionnaire are declared valid because they have a calculated r value > 0.189 (r table). Then the questionnaire reliability test was carried out to see if the questionnaire was declared reliable. The test results are presented in table 2 as follows:

Table 2

no	Variabel	Alpha cronbach's	Keterangan
1	Kualitas Pelayanan	0,883	Reliabel
2	CRM	0,766	Reliabel
3	Kepuasan pasien	0,771	Reliabel

Sources : Premier Data Research (2019)

From the table above it can be concluded that all variables have alpha cronbach's values above 0.6 so that the results show that all questionnaires are declared reliable.

B. Test the Hypothesis

Hypothesis testing is done in 2 ways, namely simultaneous and partial testing. To test the hypothesis (H3) using the f test presented in table 3 as follows

Table 3 ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	752.138	2	376.069	67.654	.000 ^b
Residual	594.781	107	5.559		
Total	1346.918	109			

a. Dependent Variable: Kepuasan Pasien

b. Predictors: (Constant), CRM, Kualitas Pelayanan

Sumber : Data primer yang diolah peneliti (2019)

Based on the testing of multiple linear regression the results obtained that the F value is 67,654 > F table 3,080 and the significance of f count 0,000 <0,05 so that the results of the analysis can be concluded that the third hypothesis (H3) states that service quality variables and CRM together- the same has a significant effect on patient satisfaction at the clinic DKT accepted. The next step for testing hypotheses separately can be seen in the table below:

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8.911	2.174		4.098	.000
Kualitas Pelayanan	.139	.058	.258	2.394	.018
CRM	.388	.080	.524	4.852	.000

a. Dependent Variable: Kepuasan Pasien

Sources : Premier Data Research (2019)

Based on the testing of multiple linear regression, the result is that the value of t count variable service quality is 2,394 > t table 1,98 and the significance of t count 0,018 < 0,05 so that the results of the analysis can be concluded that the first hypothesis (H1) states that the service quality variable and CRM jointly had a significant effect on patient satisfaction in the clinically accepted DKT clinic.

Next for the value of the CRM variable count is 4.852 > t table 1.98 and the significance of t count 0.000 < 0.05 so that the results of the analysis can be concluded that the second hypothesis (H2) states that CRM has a significant effect on patient satisfaction at the Nganjuk DKT Clinic be accepted. Coefficient of determination

Table 5 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.747 ^a	.558	.550	2.358

a. Predictors: (Constant), CRM, Kualitas Pelayanan

Sources : Premier Data Research (2019)

Based on the output table above, it is known that the coefficient of determination is 0.558. This number implies that service quality variables (X1) and CRM (X2) simultaneously influence the patient satisfaction variable by 55.8%, while the remaining 44.2% is influenced by other variables not examined in this study.

V. CONCLUSION

Service quality has a significant influence on patient satisfaction at the clinic. The result shows the testing that shows positive and significant results, where the better the quality of services provided by the DKT clinic , patient satisfaction will also increase. These results is supported the research of Suryawati & Chriswandari [14] and Yulia [15] where the better the quality of service, the higher the satisfaction felt by patients.

T CRM provides a significant influence on the satisfaction of patients in clinical clinics, because based on testing obtained positive and significant results. This is consistent with the study of Nasrabad, et al. [11] and Zoni [16], where the better the application of CRM will be the higher the satisfaction felt by patients. In addition, the value is greater than the quality of service so as to maximize patient satisfaction, it is necessary to improve the quality of services that are more perfect.

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