The Effect of Service Quality, Brand Image of Dental Services on the Level of Health Insurance Patient Satisfaction At Panglima Sebaya Tana Paser Hospital, East Kalimantan

Section A-Research paper

THE EFFECT OF SERVICE QUALITY, BRAND IMAGE OF DENTAL SERVICES ON THE LEVEL OF HEALTH INSURANCE PATIENT SATISFACTION AT PANGLIMA SEBAYA TANA PASER HOSPITAL, EAST KALIMANTAN

Sutiyo[1], Ayub Irmadani Anwar[2], Fuad Husain Akbar[3], Abdul Razak Munir[4], Mansjur Natsir[5], Edy Machmud[6]

Abstract

Object. This study purpose to determine and analyze the effect of service quality, brand image on patient satisfaction in dentistry services at Panglima Sebaya Hospital, Tana Paser, East Kalimantan.

Method. This study applies a quantitative approach with a cross-sectional design. The research sample consisted of 328 health insurance patients who had used dentistry services at Panglima Sebaya Hospital. Data was collected through a questionnaire consisting of questions about service quality, brand image, and patient satisfaction levels. Data analysis was performed using multiple linear regression techniques which were processed using SPSS software.

Result. The results of the analysis show that service quality has a positive and significant effect on the level of patient satisfaction with health insurance at Panglima Sebaya Hospital ($p < 0.05$). In addition, the brand image of dentistry services also had a positive and significant effect on the level of patient satisfaction with health insurance ($p < 0.05$).

Conclusion. In this case, the better the service quality and brand image of dentistry services, the higher the level of patient satisfaction with health insurance at Panglima Sebaya Hospital. This study concludes that service quality and brand image of dental health services have a significant influence on the level of satisfaction of health insurance patients at Panglima Sebaya Hospital, Tana Paser, East Kalimantan.

Keywords: Health Service Quality, Brand Image, Patient Satisfaction

[1]Dentistry Master Program, Faculty of Dentistry, Hasanuddin University, Makassar, Indonesia
[2,3]Department of Public Dental Health, Faculty of Dentistry, Hasanuddin University, Makassar, Indonesia
[4]Department of Management, Faculty of Economics and Business, Hasanuddin University, Makassar, Indonesia
[5]Department of Orthodontics, Faculty of Dentistry, Hasanuddin University Makassar, Indonesia
[6]Department of Prosthodontics, Faculty of Dentistry, Hasanuddin University, Makassar, Indonesia

Email: sutiyo346@gmail.com

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1. INTRODUCTION

The World Health Organization or the World Health Organization (WHO) in 2010 encouraged all countries to develop health insurance for all residents. In Indonesia, the institution formed to administer the social security program is the Health Insurance Administration Agency which has organized the Health insurance program as an effort to provide health protection to participants. Health services provided by health insurance are comprehensive which includes promotive, preventive, curative and rehabilitative services.[1]

Conducting a survey of services to measure the level of community satisfaction is an important step to improve public services according to the Regulation of the Minister of Administrative Reform and Bureaucratic Reform No. 14 of 2017 concerning Guidelines for Community Satisfaction Surveys, using the Community Satisfaction Index as a measurement tool.[2][3]

The key to dental and oral health services depends on the degree of patient satisfaction. Patient satisfaction related to service quality is the ratio between the perception of the care received and the expectations before getting the service. If expectations are met, it means that the service has provided good quality and will also lead to high patient satisfaction. Conversely, if their expectations are not met, it means that the quality of service does not meet their expectations.[4]

Health Insurance Administering Agency Regulation No.1 of 2014, a legal entity known as the Social Security Administering Body (BPJS) Health was formed to oversee the health program. related to the Implementation of Health Insurance, quality control must be carried out by ensuring that health service facilities and processes meet the standards and quality of service.[5]

Hospitals must always be able to provide services that satisfy their patients because patient satisfaction is subjective, dynamic, and closely related to the services received.[6] Hospitals are required to provide quality services in accordance with the standards set by the government and can reach all levels of society. The quality of hospital services has two components, namely compliance with predetermined quality standards and fulfillment of customer satisfaction.[7] Previous studies have shown that service quality has a positive direct effect on patient satisfaction. So, if you have good service quality, it will result in good satisfaction. Quality of service at a particular agency is one of the main determining factors in providing satisfaction to the public as service users.[3] According to Webster's New College Dictionary Brand (brand) is the identity of the product/service of an organization. Branding shows how an organization is known for its quality and how to serve its customers, and thus the trust and loyalty of consumers can be established.[8] Brand image is a valuable intangible asset of a company, in this case a house. Sick. A good image will increase customer satisfaction, service quality and repurchase intention. A good image will be able to increase the success of a company and vice versa, a bad image will worsen the stability of a company.[9]

One of the health facilities that cooperates with the health insurance program is the Panglima Sebaya Hospital. Panglima Sebaya Hospital is a Government Hospital in Paser Regency with a population of 277,401 people, with a total of 54,763 heads of families. The current location is located at Jalan Kesuma Bangsa Km 5, Tanah Grogot. The problem that often arises at Panglima Sebaya Hospital, especially at the dental polyclinic, is that the service received by patients is unsatisfactory, especially related to the

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registration process, long waiting times for services and cramped waiting rooms that make patients uncomfortable. Another problem that is also faced is the lack of equipment, especially in dental units, diagnostic tools and consumables which often run out, causing low service quality.[10]

2. METHOD

The design of this study uses a cross sectional approach. The research location was conducted at the dental service at Panglima Sebaya Hospital Tana Paser. This research was conducted from March to May 2023. The population of this study were all outpatients who visited the dental health service at Panglima Sebaya Hospital. The sample used is old patients who seek treatment at the dental health services of Panglima Sebaya Hospital aged more than 17 years. To determine the number of samples, researchers used the Slovin formula. Based on the results of the sample calculation using the above formula, the number of samples in this study was 328 respondents. Determination of the research sample using non-probability sampling technique used is purposive sampling, namely the technique of determining the sample deliberately determined by the researcher based on certain criteria or considerations. Samples were obtained by giving questionnaires to patients who visited the hospital's dental health services during the study period. The sample criteria in the study were inclusion criteria. Respondent's age ≥ 17 years and old patients/patients who had visited ≥ 2 times at the dental clinic. The exclusion criteria were patients who were not cooperative and respondents who did not complete the questionnaire. In this study the data used were primary data, namely data obtained directly from the research location in the form of data regarding each research variable that was carried out. The collection techniques for this research data are interviews and questioners. Data Processing Techniques using SPSS version 25, Data analysis using Multiple Linear Regression Analysis test, Coefficient of determination test, t test and F test with p value ≤ 0.05. Presentation of data in the form of tables and graphs. which often run out, causing the quality of service to be low.

3. RESULT

The following is a description of the identity of the research respondents consisting of gender, age and occupation.

Table 1. Characteristics of Research Respondents (n = 328)

Characteristics		n	%
Gender	Man	140	42.7
	Women	188	57.3
Age	17-25 Years	95	29.0
	26-35 Years	94	28.7
	36-45 Years	63	19.2
	46-55 Years	45	13.7
	56-65 Years	31	9.5
Job	Student	73	22.3
	Government officials	101	30.8
	Private	59	18.0
	Laborer	1	0.3

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Sales		10	3.0
Doesn't Work		84	25.6

Based on Table 1. above, it is known that the respondents with the most gender were women as many as 188 people or 57.3% and men as many as 140 people or 42.7% of the total respondents. Based on this study, the largest age range was 17-25 years old with 95 people (29%). Residents of Paser district who participated as respondents were dominated by government employees with 101 people (30.8%).

The results of testing multiple linear regression analysis are shown in the table below:

Table 2. Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	1.291	1.214	
	BI	0.235	0.023	0.587
	Quality	0.164	0.029	0.323
a. Dependent Variable: KP				

Dari hasil analisis regresi linier berganda di atas, dapat diperoleh persamaan sebagai berikut

Y = 1.291 + 0.235 (BI) + 0.164 (Quality) + e

Based on the multiple linear regression equation above, it can be interpreted as follows:

1. The value of the constant is positive by 1.291, this indicates that if the variable brand image (X1) and service quality (X2) is ignored or assumed to be 0 (zero), then patient satisfaction will have the same value as the constant value of 1.291.

2. The regression coefficient value of the brand image variable (X1) is 1,214. This means that if there is an increase of 1 point in the performance of health workers (X1), then patient satisfaction (Y) will increase by 1,214 assuming that the variable quality of service (X2) is considered constant or fixed.

3. The regression coefficient value of the service quality variable (X2) is 0.164. This means that if there is an increase of 1 point in service quality (X2), then patient satisfaction (Y) will increase by 0.164 assuming that the brand image variable (X1) is considered constant or fixed.

The coefficient of determination test is carried out to measure the ability of the independent variables, namely Brand Image, Service Quality in carrying out the dependent variable, namely Service Satisfaction. The results of the coefficient of determination test can be seen in Table 3 which presents the results of the coefficient of determination test for variables X1, X2 and Y.

Table 3. Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

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1	0.886	0.785	0.783	2.93694
a. Predictors: (Constant), Quality, BI				

Based on the results of the calculation of the regression analysis, the R Square value which can be interpreted as a correlation determinant of 0.886, which indicates a positive relationship between the predictor variable and the dependent variable.

The table above shows the Adjusted R Square (R2) value of 0.785 or 78.0%. The coefficient of determination Adjusted R Square (R2) of 0.785 means that 78.0% of health service utilization can be explained by Brand Image and Service Quality while 22.0% is explained by other variables not explained in this study.

This test was conducted to show whether the independent variables jointly have an influence on the independent variables. The results of the F statistical test can be seen in table 4. The hypothesis is accepted if the significance probability value is ≤ 0.05. The hypothesis is rejected if the significance probability value is ≥ 0.05.

Table 4. Test Results F

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10265.630	2	5132.815	607.019	.000[b]
	Residual	2748.126	325	8.456		
	Total	13013.756	327			
a. Dependent Variable: KP						
b. Predictors: (Constant), Quality, BI						

In Table 4, the three variables obtained a significance value of 0.000, in other words, brand image, service quality and customer satisfaction have a joint influence on the utilization of dental polyclinic services at Panglima Sebaya Tana Paser Hospital, East Kalimantan.

The t statistical test is used to determine whether or not the influence of each independent variable individually on the dependent variable is tested at a significance level of 0.05. If the probability t value is less than 0.05 then the hypothesis is accepted and otherwise.

Table 5 Test Results t

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.550	1.290		1.202	0.230
	BI	0.268	0.024	0.616	11.269	0.000
	Quality	0.161	0.030	0.294	5.371	0.000
a. Dependent Variable: KP						

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1. The effect of brand image (X1) on patient satisfaction (Y)

   Table 10 above shows the significance value of the t test results on brand image (X1) of 0.000 <0.05, this means accepting H1 so it can be concluded that brand image (X1) has a significant positive effect on patient satisfaction (Y).

2. The effect of service quality (X2) on patient satisfaction (Y)

   The significance of the value of the t test results on service quality (X2) is 0.000 <0.05, which means accepting H2 so it can be concluded that service quality (X2) has a significant positive effect on patient satisfaction (Y).

4. DISCUSSION

Effect of brand image (X1) on patient satisfaction (Y).

Based on the results of the research conducted, it shows that brand image (X1) has a significant positive effect on patient satisfaction (Y). In table 5 it can be seen that the brand image variable has a significance value of t of 0.000 which is less than $\alpha = 0.05$. Thus the H1 hypothesis is accepted so that it can be said that brand image has a significant positive effect on patient satisfaction. As for this study, there are significant results in common with previous studies which state that hospital brand image has a significant effect on patient satisfaction.[11]

This research shows that there is a positive relationship between brand image and patient satisfaction. This study proves that brand image can affect patient satisfaction, and patient satisfaction is a mediating factor between brand image and the patient's intention to return to the hospital. The conclusion that can be drawn is that the better the brand image, the more satisfied the patient is with the services provided.[12]

Effect of Service Quality (X2) on Patient Satisfaction (Y)).

The results of the regression coefficient test show that service quality has a significant effect on customer satisfaction. Based on the test results, the first hypothesis which states that service quality has a significant effect on customer satisfaction is proven (accepted). This shows that the better the service quality, the higher the customer satisfaction. This is in line with the results of Aladwan et al.'s research where the results showed that service quality had a positive effect on patient satisfaction. That is, the hospital staff provides a level of service and care that makes the patients in the hospital satisfied and loyal.[13]

Previous research stated that service quality affects consumer satisfaction. The better the service quality, the higher the customer satisfaction.[14] hese results are in accordance with previous research finding service quality has a positive and significant effect on customer satisfaction.[15] Patients obtaining quality health services is an important element to achieve patient satisfaction and patient loyalty to their hospital.[16]

Studying the satisfaction level of healthcare customers is an important factor of the medical process. Knowing the level of satisfaction seen by consumers of health services can be an advantage in the future by making services more appropriate or changing the way medical personnel communicate with patients.[17]

Effect of Brand Image (X1) and Service Quality (X2) on Patient Satisfaction(Y).

Based on the table it is known that the significance value is $0.000 \leq 0.05$. This means that brand image and service quality have a joint effect on patient satisfaction. The results of the regression coefficient test show that brand image and service quality have a significant effect on customer satisfaction simultaneously. Based on the

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test results, it is proven (accepted) that brand image and service quality have a significant effect on customer satisfaction simultaneously. This shows that the more brand image and service quality, the higher consumer satisfaction. These results are consistent with previous research which states that location, brand image and service quality affect consumer satisfaction.[18]

Brand image or brand image is a valuable intangible asset of the company, in this case the hospital. A good image will increase customer satisfaction, service quality, loyalty, and repurchase intention. A good image will be able to increase the success of a company and vice versa, a bad image will worsen the stability of a company. The image of the hospital has an impact on the attitudes and behavior of patients at the hospital. Thus, understanding the relationship between hospital image and its effect on patient intentions is indispensable.[9]

5. CONCLUSION

Based on the results of the study it can be concluded that the brand image variable has a significant positive effect on customer satisfaction in dentistry services at Panglima Sebaya Tana Paser Hospital, East Kalimantan. Service quality variable has a significant positive effect on customer satisfaction of dentistry services at Panglima Sebaya Tana Paser Hospital, East Kalimantan and brand image and service quality variables have a significant positive effect on customer satisfaction on dental services at Panglima Sebaya Tana Paser Hospital, East Kalimantan.

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