

**COMPREHENSIVE SERVICES FOR PATIENT'S SATISFACTION AND LOYALTY AT  
MOJOWARNO CHRISTIAN HOSPITAL**Casey Clarissa Gondo<sup>1</sup>, Minarni Wartinarsih<sup>2\*</sup>, Imelda Ritunga<sup>3</sup> and Herri Wibowo<sup>4</sup><sup>1</sup>Faculty of Medicine Universitas Ciputra, Surabaya.<sup>2</sup>Department of Public Health, School of Medicine, Universitas Ciputra Surabaya.<sup>3</sup>Department of Humaniora, School of Medicine, Universitas Ciputra Surabaya.<sup>4</sup>Mojowarno Christian Hospital.

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**ABSTRACT**

The hospital is one of the embodiments of the implementation of health services which are required to improve health services that are of a higher quality and are affordable by the community so that the degree of health is higher. The study at Mojowarno Christian Hospital found that comprehensive health services significantly enhance patient satisfaction and loyalty, with a high satisfaction rate of 52.7% and a loyalty rate of 58.2%. The quality of health services was found to be a significant factor in enhancing patient satisfaction and loyalty ( $p < 0,05$ ).

**KEYWORDS:** Comprehensive Service, Patient Satisfaction, Patient Loyalty, Hospital Services.**INTRODUCTION**

Healthcare in Indonesia is improving its services in accordance with Law 44 of 2009, focusing on comprehensive promotion and rehabilitation. A good healthcare service provides good service quality, builds customer loyalty, addresses health issues, educates customers, and explains their health conditions.<sup>[1,2,3]</sup>

Mojowarno Christian Hospital is a C-accredited general hospital located in Jombang Regency and is under the supervision of the GKJW (Gereja Kristen Jawi Wetan) health foundation. Over time, Mojowarno Christian Hospital continues to improve the quality of its services in order to achieve the Minimum Standard of the National Quality Indicator which is  $>76.61\%$  (good) in accordance with the standards of PERMEN PAN & RB no. 14 of 2017 concerning Guidelines for Public Patient Satisfaction Surveys of Public Service Providers. The quality of health services depends on patient satisfaction, which is significantly higher than satisfaction<sup>[4]</sup>, and effective patient loyalty occurs when administrators understand the importance of service.

From the evaluation data of Mojowarno Christian Hospital on the level of patient satisfaction in terms of inpatient, outpatient, and medical support in the period June 2022 - September 2022, it appears that Mojowarno Christian Hospital is consistent in maintaining the quality of its services. However, when viewed from the indicators in PERMENPAN & RB no. 14 of 2017, this

number is still not optimal. Therefore, the researcher conducted a study with the title "Comprehensive Services on Patient Satisfaction and Loyalty at Mojowarno Christian Hospital".

**RESEARCH METHODOLOGY**

This study used systematic random sampling method to collect data from 110 participants at Mojowarno Christian Hospital. Cross-sectional analysis using chi-square was used to process the data. Ethical approval for this study was obtained from the ethics committee of Ciputra University, Surabaya, East Java, Indonesia with number 006/KEPK- FKUC/VII.2022.

Inclusion criteria for respondents in this study were divided as follows: (1) agreed and signed the informed consent sheet and consent form, (2) under 18 years old and over 65 years old represented by a guardian, (3) aged 2 - 85 years old, (4) mentally healthy.

Data analysis aimed to understand the impact of comprehensive services on patient satisfaction, service quality, and patient loyalty at Christian Hospital. Data were analyzed using the Statistical Product and Service Solutions 28.0 for Windows program.

**RESULT****Demographic Characteristics**

This study surveyed 110 people, the majority of whom were female (60%) and aged 26-45 years (33.63%)

categorized by education, occupation, and employment status. The results showed that the majority of respondents had an education level up to high school (50.90%). The majority of respondents have no work experience (49.09%).

**Comprehensive Services At Mojowarno Christian Hospital**

Comprehensive services provided by Mojowarno Christian Hospital consist of promotive, preventive, protective, and rehabilitative services, which are categorized as less, sufficient, and good. The good response rate for comprehensive services was 56.4%, while the poor response rate was 12.7%, and was assessed based on the services received.

**Satisfaction Level At Mojowarno Christian Hospital**

The assessment of the level of satisfaction at Mojowarno Christian Hospital is categorized into 3 levels including less, sufficient and good. The following is a table of satisfaction levels at Mojowarno Christian Hospital. From the data that has been taken, 62 respondents (56.4%) considered that health services at Mojowarno Christian Hospital are satisfactory.

**Patient Loyalty Level At Mojowarno Christian Hospital**

Assessment of the level of loyalty at Mojowarno Christian Hospital is categorized into 3 levels including

less, enough and good with the results of 58.2% of patients falling into the loyal category.

**Relationship Between Comprehensive Services And Patient Satisfaction At Mojowarno Christian Hospital**

The survey showed that the majority of respondents (50.9%) had a good experience with comprehensive services at Mojowarno Christian Hospital, with the remaining percentage (5.5%) having a bad experience. The results showed a significant relationship between comprehensive services and satisfaction, with a p-value of 0.000, which is lower than the 0.05 threshold, indicating a positive relationship between comprehensive services and satisfaction at Mojowarno Christian Hospital.

**Relationship Between Patient Satisfaction And Loyalty At Mojowarno Christian Hospital**

This study found that 52.7% of participants were loyal to Mojowarno Christian Hospital, while 5.5% were moderately loyal. The relationship between loyalty and fidelity was found to be greater at a p-value of 0.05, indicating a significant relationship between loyalty and satisfaction.

**Table: Summary of Patient Satisfaction And Loyalty At Mojowarno Christian Hospital.**

		Patient's Loyalty			Total	
		Less	Enough	Good		
Patient's Satisfaction	Less	n	24	2	0	26
		%	21,8%	1,8%	0,0%	23,6%
	Enough	n	5	11	6	22
		%	4,5%	10,0%	5,5%	20,0%
	Good	n	4	0	58	62
		%	3,6%	0,0%	52,7%	56,4%
Total		n	33	13	64	110
		%	30,0%	11,8%	58,2%	100,0%

**DISCUSSION**

Kijima's research shows that loyalty is significantly influenced by relationships with health services, service institutions, and the community, and effective communication can improve patient satisfaction.<sup>[8]</sup> In this study, it appears that 60% of the respondents were female, 33.63% were aged 26-45 years, 49.09% were unemployed, and 50.90% had a high school education. The study also found that comprehensive health services significantly affected patient satisfaction at Mojowarno Christian Hospital (P= 0.000), and patients' level of satisfaction would affect their loyalty (P= 0.000). This study agrees with research conducted by Liu and Manzoor in 2017 and 2019 respectively found that customer loyalty is significantly influenced by the quality of health services provided.<sup>[7,10]</sup> Wartiningsih's research also supports the conclusion that comprehensive health promotion, especially in the context of health

services, has a strong relationship with patient loyalty. (P=0,001).<sup>[6]</sup> This is also in accordance with the results of research conducted by Minarni that there is satisfaction with service holistic (psychological and biological aspects), with comprehensive services (curative and preventive), service quality (reliability, tangibles and assurance), service support (administrative services and treatment room facilities).<sup>[11]</sup> This study aims and is expected to help respondents to show their assessment and expectations and desired changes from Mojowarno Christian Hospital through responses that have been given by filling out questionnaires related to satisfaction. Then, the assessment of patients / respondents in this study has a significant relationship with the care that has been obtained while utilizing health care facilities at Mojowarno Christian Hospital. The results of the assessment of the level of satisfaction carried out by filling out a questionnaire related to

patient satisfaction with services and facilities at Mojowarno Christian Hospital have an important relationship with patient loyalty to Mojowarno Christian Hospital.

### CONCLUSIONS

It can be concluded that comprehensive services at Mojowarno Christian Hospital are said to be good with an average percentage of 56.4%, the percentage of satisfaction obtained at Mojowarno Christian Hospital amounted to 56.4%, as many as 58.2% of the number of respondents to Mojowarno Christian Hospital were classified as loyal to this hospital, there is a relationship between comprehensive services and patient satisfaction at Mojowarno Christian Hospital ( $p = 0.000$ ) and there is a relationship between the level of satisfaction with the level of patient loyalty at Mojowarno Christian Hospital ( $p = 0.000$ ).

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