The Influence of National Health Insurance Members' Family Satisfaction on Repurchasing Intention of RSMC Hospital's Inpatient Care Facility

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Abstract

Hospital is an advanced healthcare provider for the patient of Jaminan Kesehatan Nasional (JKN) / National Health Insurance members. Providing qualified and satisfied services for all JKN members are very important to answer the negative image that lays within the community about the poor quality of services towards JKN member patient. Rumah Sakit Mata Cicendo (RSMC) or Cicendo Eyes Hospital-Bandung is a national health referral hospital in Indonesia. JKN members put a very high expectation regarding RSMC service quality level. Therefore, studying the JKN member patients' family satisfaction which leads to health care service repurchasing intention is very important to be conducted. The current study is aimed to picture and analyse the correlation between JKN member patients' family satisfaction level, and repurchasing intention towards RSMC service. This quantitative study is conducted at RSMC Bandung in December 2016. Based on Slovin formula, the study samples generated are 91 respondents. The research finds that both satisfaction and service repurchasing intention are high. In addition, path analysis with SPSS v23 shows that health care service satisfaction level positively influence repurchasing intention at about 75,3%.

Key words: family satisfaction, JKN, repurchasing intention, RSCM.

Pengaruh Kepuasan Keluarga Peserta Jaminan Kesehatan Nasional Terhadap Minat Pembelian Kembali Pada Fasilitas Rawat Inap Rumah Sakit RSMC

Abstrak

Rumah sakit merupakan penyedia pelayanan kesehatan tingkat lanjutan bagi peserta Jaminan Kesehatan Nasional (JKN). Pemberian pelayanan yang berkualitas dan memuaskan sangat diperlukan, mengingat persepsi masyarakat bahwa pelayanan bagi pasien JKN tidak baik. Rumah sakit Mata Cicendo (RSMC) Bandung merupakan rumah sakit rujukan nasional yang melayanani konsumen dari seluruh Indonesia. Pasien yang datang bersama dari berbagai daerah menaruh harapan yang tinggi atas pelayanan di RSMC Bandung. Mengkaji mengenai kepuasan terhadap minat memanfaatkan kembali dilihat dari persepsi keluarga pasien diperlukan. Penelitian ini bertujuan untuk mengetahui gambaran kepuasan,serta minat memanfaatkan kembali. Menganalisa dan mengkaji pengaruh kepuasan terhadap minat memanfaatkan kembali. Desain penelitian menggunakan metode deskriptif verivikatif dengan pendekatan kuantitatif. Penelitian dilakukan di instalasi rawat inap RSMC Bandung pada bulan Desember 2016. Populasi penelitian diasumsikan sejumlah populasi pasien dengan perhitungan Slovin didapat sampel 91 responden. Kemudian hasil dari kepuasan tergolong tinggi, dan minat memanfaatkan kembali tergolong tinggi. Kemudian dengan menggunakan analisis jalur dengan bantuan software SPSS v23, diketahui bahwa kepuasan berpengaruh positif dan signifikan terhadap minat memanfaatkan kembali (sebesar 75,3%).

Kata kunci: *kepuasan keluarga, JKN, minat memanfaatkan kembali, RSCM*

INTRODUCTION

Since health is an important aspect of every human life, Indonesian government pays serious efforts towards improving health quality of its citizen. Providing a qualified health service is the mandate of Undang Undang Dasar Negara Republik Indonesia 1945 (The Constitution of Indonesia), article 28H, that "every person shall have the right to live in physical and spiritual prosperity, to have a home and to enjoy a good and healthy environment, and shall have the right to obtain medical care". The Ministry of Health task is to improve the Indonesian quality of life through improving education quality, prosperity, and health. The health development priority for 2015-2019 is expected to be achieved through Indonesia Sehat Programme, in which Jaminan Kesehatan Nasional (JKN) is one of its three pillars (promkes. depkes.go.id). Every member of JKN has a right for health insurance benefit which consists of promotive, preventive, curative and rehabilitative health service, including medicine and other medical treatments required (Perpes RI No 12 the year 2013). The benefit is social insurance advantage for JKN members or their family members. Every member has a right for comprehensive health insurance, including the right for accessing the advanced healthcare treatment which can be obtained from main health clinics or from the general or specialized hospital.

Hospital plays an important role in improving Indonesian health level as well as executing the JKN programme. As written in Indonesian Presidential Regulation or Perpres No 12 of 2013 that all health services provided by the hospital are accessible for all JKN members. Healthcare facilities are all facilities used to provide health services to an individual which consist of promotive, preventive, curative and rehabilitative health service, conducted by the central and local government, as well as community (Perpres No. 12 Tahun 2013).

Management shall use qualified customer satisfaction as a strategy to improves customer loyalty (De Cannie`re, et. al., 2010). A strong management oriented hospital should be implemented in order to create high-quality services, patients' satisfaction, and in turn, will drive the repurchasing and patients referral (Aliman, et. al., 2013). Qualified service and customer satisfaction should be the main considerations for strategic decision and business in a health organization.

The researchers interview some patients who visit RSMC. Five out of ten patients state their dissatisfaction with the services level provided by RSMC. They also have no intention to revisit RSMC in the future time. Most of them dissatisfied with the long queue of the patients, the duration of the queuing, sophisticated registration process, unclear information from the administrative staff, and the long waiting time for the surgery.

Based on the description above, the research question of the study is: how is JKN member patient's family satisfaction towards inpatient care of RSMC Bandung, how is the repurchase intention towards inpatient care of RSMC Bandung, how is the influence of satisfaction and service quality towards repurchasing inpatient care RSMC partially and simultaneously. The aim of this research is to analyse: the satisfaction of JKN member patient's family towards inpatient care of RSMC Bandung, the repurchase intention towards inpatient care of RSMC Bandung and the influence of satisfaction and service quality towards repurchase inpatient care RSMC partially and simultaneously. The study finding is expected to deliver theoretical and practical benefits. Theoretical benefit is to develop knowledge, thus the result can be used as scientific information and as a reference for other researchers who took similar study. On the practical side, the result of this research can be used as an input for a hospital in order to design a strategy in improving service quality that can satisfy the incare patients, especially the JKN member patient.

LITERATURE REVIEW

Satisfaction

Consumer satisfaction is the whole attitude or response of the consumers towards good and services that they consumed (Westbrook and Oliver, 1991). Swan et al (1985) in Tjiptono (2007) define that customer satisfaction as the intended evaluation or cognitive appraisal whether the product performance is relatively good or bad, or whether a product is fit with the intention of development or usage. Day (1984) in Tjiptono (2007) states that satisfaction is

a post choosing evaluation based on a judgment about the specific purchase. While Cadotte (1987) in Tjiptono (2007) conceptualizes customer satisfaction as the feeling that comes from evaluation towards product and services based on experience.

Furthermore, Wilkie in Tjiptono (2007) defines satisfaction as emotional response as regarding product and services consumption experience. Another definition by Fornell (1992) in Tjiptono (2007) that satisfaction is a post-purchase evaluation based on a comparison of product performance and pre-purchase expectation. Lastly, Mowen (1995) in Tjiptono (2007) formulates customer satisfaction as the whole attitude towards products and services after purchase and consumed.

In other words, customer satisfaction is the evaluation of a post specific purchase selection. Based on the definition above, this study defines consumer satisfaction as positive and negative responses towards products and services being purchased and consumed that can be measured in a satisfied or dissatisfied statement.

Health care satisfaction measurements have been discussed within literature. The measurements discussed are patient satisfaction towards several aspects of the hospital such as technical, functional, infrastructure, interaction and environment (Zineldine, 2006). According to Fowdar (2005), dimensions of patient evaluation towards health care are core services, customization, professional credibility, competence, communication. While Woodside, et. al. (1989) identify some measurements for patient satisfaction: admission, discharge, nursing care, food, housekeeping and technical services. Butler, et. al., (1996) stated that there are two dimensions that influence patient satisfaction. Those are facility quality and staff performance.

Current researchers show that customer satisfaction is a multidimensional variable (Ghosh, 2014). Some researchers agree on several dimensions. However, there are also some different views. Thus, it can be said that customer satisfaction dimensions might be different from one country to another due to a different environment, history, and culture. Based on his literature review, Ghosh concludes that

dimensions of customer satisfaction consist of clinical care, internal environment, communication, and administrative procedures. While Boshoff and Gray (2004) use 7 dimensions. Those are meals, fees, nursing staff, admission, theatre experience, TV service inward, and ward arrival.

Repurchase Intention
Repurchase intention is the behaviour that shows enthusiasm to buy another product or service (Mittal, Ross, and Baldasare, 1998). According to Zeithmal, et. al. (1996), repurchase intention is customer decision to use the same service provider for similar services. According to Zeithmal, there are two benefits when a purchase intention is positive. Those are the intention to repurchase and to spread positive word of mouth.

Qualified service drives repurchase intention. Jones (2000) argues that repurchase intention is the likelihood of using product and service in the future. Repurchase intention is strongly correlated with the concept of eagerness to behave in a certain way. This behaviour is developed based on consumer response towards the object and previous behaviour. Much has been done to measure purchase intention by asking the customers on their tendency to buy products or services in the future, as well as to refer products or services to others. Based on the discussion above, this study concludes that repurchase intention is consumer eagerness to purchase services in the future based on their experience, to spread the word of mouth and to give a recommendation.

Hypothesis

Hypothesis 1: JKN member patient's family satisfaction towards incare facility at RSMC Bandung is high

Hypothesis 2: The possibility to use incare facility at RSMC hospital is high

Hypothesis 3: JKN member patient's family satisfaction positively influence repurchase intention at incare facility of RSMC Bandung

RESEARCH METHODS

Research type
This study consists of four aims. The first aim is to have a picture of patient's family satisfaction. The

second aim is to picture service quality according to the family. The third aim is to identify the repurchase intention towards incare health facility. Those three aims are achieved through descriptive research with qualitative data. While the fourth aim is to know and analyse the influence of family satisfaction and service quality towards repurchase intention of the incare facility. The fourth aim is achieved with verification research with quantitative data.

Operationalization of Variables

This study sets satisfaction and repurchase intention is an endogenous variable. Satisfaction variable (X1) consists of several sub-variables: clinical treatment, internal environment, communication, and administration.

Sample

Population for the study is all incare patients at RSMC that stay in a specific room. Based on Slovin formula, the amount of sample should be 91 respondents. Sampling technique used is purposive sampling considering the inclusion and exclusion criteria. Inclusion criteria: patients' family is the family member of JKN member patients aged 17 years old or more, patients stay in Dahlia, Cempaka, and Bougenville rooms, and patients are treated in regular incare facilities. Exclusion criteria: patient's family member aged less than 17 years old, being treated in dahlia room and daycare facility.

Data Collection Techniques

Data collection is using questionnaires. 19 questions measure satisfaction and 12 questions measure repurchasing intention. Each question uses 5 points Likert scale ranging from 1: very agree to 5: very disagree. The questionnaire also consists of respondent demographic questions.

Verification analysis

Correlation analysis is conducted first to reveal the strength of the variable relationship. In order to test the third hypothesis, to test the influence of satisfaction to repurchase intention, is regression analysis is conducted.

RESULTS AND DISCUSSION

Respondent Characteristics
Table 1 below describes the respondent demographic characteristic.
Descriptive analysis

Table 1. Demographic Characteristic

Variable	Freq	%	Variable	Freq	%
Dues Types NATIONAL HEALTH INSURANCE			Education level		
Dues Receiver	27	30%	Elementary School	22	24%
Non Dues Receiver	64	70%	Junior High School	16	18%
Sex			Senior High School	31	34%
Male	27	29%	Diploma	14	15%
Female	66	71%	S1	7	8%
Age			S2	1	1%
20-25 years old	10	11%	Occupation		
26-30 years old	3	3%	Private sector	30	33%
31-35 years old	14	15%	Entrepreneurship	0	0%
36-40 years old	15	16%	Civil Servant	13	14%
41-45 years old	16	18%	Teacher	3	3%
46-50 years old	13	14%	Housewife	31	34%
51-55 years old	8	9%	Pension	5	5%
56-60 years old	3	3%	Others	9	10%
61-65 years old	7	8%			
66-70 years old	1	1%			
71-75 years old	1	1%			

Source: Processed data

Table 2 below describes the descriptive analysis of satisfaction and repurchase intention variables.

Table 2. Recapitulation Score

No	Variable	Total Score	Ideal Score	Percentage
1	Satisfaction	6006	8645	71%
2	Repurchase Intention	4063	5460	74%

Source: Processed data

Based on table 2 above, it can be seen that the score for each variable is high. It means that satisfaction level is high and the intention to repurchase incare facility at RSMC Bandung is high. This is indicated by the services of doctors and nurses are friendly and polite in providing treatment, quick in dealing with complaints and provide clear and communicative information. In addition, the environment at RSMC is very clean, neat, comfortable and quiet. The RSMC admission procedure is not complicated when the requirements and documents are complete, the administrative preparation does not take much time, and the administrative staff is polite and friendly.

In terms of JKN member patient's family satisfaction towards incare facility of RSMC Bandung, the actual score is 71%. Thus it can be said that JKN member's family satisfaction is high as shown in figure 1.
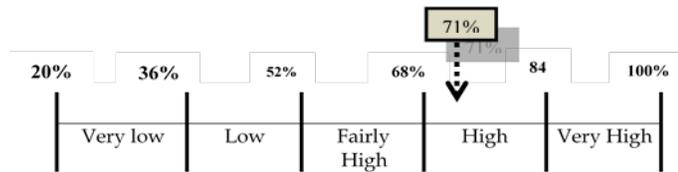
Source: Processed data

Figure 1. Satisfaction level

There are 12 questions to measure the intention to repurchase. Actual score for satisfaction is 74%. Therefore it can be said that repurchase intention of incare facility at RSMC Bandung is high. It mean that after the respondents feel the cleanliness and tidiness of the inpatient room, comfort and tranquillity of inpatient room, tidiness of the waiting room and the completeness of the infrastructure, the cleanliness of the hospital environment, the service and the attitude of the doctor and the nurse and the administrative staff, they have the intention to repurchase the service is high as shown in figure 2.
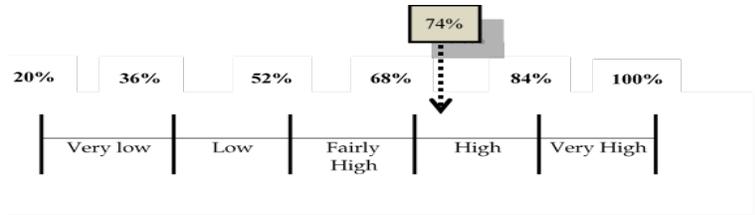
Source: Processed data

Figure 2. Repurchase Intention

Correlation Coefficient Analysis

Correlation analysis is intended to reveal the strength of a relationship between independent and dependent variables. Correlation analysis is calculated with product moment correlation formula by using SPSS v23 software. The result as follow:

Table 3. Correlation
Correlations

		Satisfaction	Repurchase intention
Satisfaction	Pearson Correlation	1	.868**
	Sig. (2-tailed)		.000
	N	91	91
Repurchase intention	Pearson Correlation	.868**	1
	Sig. (2-tailed)	.000	
	N	91	91

**. Correlation is significant at the 0.01 level (2-tailed)

Based on SPSS output above, it can be seen that correlation coefficient, or R, between satisfaction (X1) with repurchase intention (Y) is 0,868. The correlation coefficient is positive and very strong because its value is in the correlation interval 0,80 - 1,00 that shows the relation direction is positive and significant. It means that higher satisfaction will drive a higher repurchase intention.

X1 test:
Ho = pX1Y = 0, means that the influence of satisfaction towards repurchased intention is negative and insignificant. Ha: Px1y ≠ 0, means that satisfaction positively and significantly influence repurchased intention.
Significance level determination: expected significance level is α = 5% or internal confidence 95%, with degree of freedom (df) = (n-k) and (k-1). n=amount of observation, k is independent variable. SPSS Software is used to test partial influence.
The decision rule is: if Fcount>Ftable;α<5%, then

Ha is accepted. If Fcount>Ftable;α<5%, then Ha is rejected. The results are shown in table 4 as follows.

Table 4. ANOVA

	Model	Sum of Square	DF	Mean Square	F	Sig.
1	Regression	2878.176	1	2878.176	271.665	.000[b]
	Residual	942.917	89	10.595		
	Total	3821.094	90			

a. Dependent Variable: repurchase intention

Coefficients[a]

	Model	Sum of Square	DF	Mean Square	F	Sig.
1	Regression	2878.176	1	2878.176	271.665	.000[b]
	Residual	942.917	89	10.595		
	Total	3821.094	90			

a. Dependent Variable: repurchase intention

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.868[a]	.753	.750	3.25493

a. Predictors: (Constant), satisfaction
b. Dependent Variable: repurchase intention

Based on SPSS data processing in Table 4, Tcount for satisfaction is 5.551 while the Ttable is 1.98729. Therefore it can be said that at the error rate 5%, Tcount (5.551) is higher than Ttable (1.98729), with probability (sig)=0.000<0.05. It means that Ho cannot be accepted and Ha is accepted. It is proven that satisfaction positively and significantly influence repurchase intention.

Discussion

This study finds that satisfaction variable (X1) positively and significantly influences repurchase intention (Y). The contribution of satisfaction that directly influences repurchase intention is 0.8682 x 100%= 75.3%. It means that other factors that influence the repurchase intention are 24.7%. This study confirms the previous study by Elleuch (2007) that patient satisfaction predicts intention-behaviour (to revisit and recommend).

Satisfaction will drive the customer to reuse the same provider and recommend the product or service experienced by their relatives and friends. Therefore, satisfaction is the key factor to attract the customer. This finding is inline a study by Amin and Nasharuddin.

(2013) who found that patient satisfaction has a significant influence on the repurchase. This study finds that patient feels satisfied when the hospital concerns about the problem solving. It implies that the hospital needs to detect problems and provides appropriates treatment to solve the problem. Furthermore, the patient will recommend the hospital to others, informs about the benefit of going to the recommended hospital, and repurchase the medical treatment in the future.

CONSLUSION

The family of JKN member patient satisfaction is considered as high and the repurchase intention is also high. Family satisfaction of patient in a hospital which include dimension: clinical care, internal environment, communication and administration at RSMC Bandung is highly rated by most respondents so it is necessary to be maintained. The respondents who are not satisfied with the service are less satisfied with the attitude of doctors, nurses and administrators are less friendly, patients and families are less understood with the clarity of information such as disease, treatment, and side effects. This is related to the lack of effective communication by doctors, nurses, and administrative officers.

Satisfaction has a positive and significant influence towards repurchase intention. Based on the finding above, it is suggested that satisfaction mapping towards services need to be conducted intensively and objectively. Communication is the dimension of satisfaction which got a lot of complaints. Therefore, there should be training for hospital staff in the area of effective communication or the management needs to direct the hospital staff of how to improve their communication in delivering the service.

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