

CHAPTER 1

INTRODUCTION

1.1 Research Background

In the era of globalization, the competition is very hard either the domestic market or the international market. To thrive or survive, companies must be able to produce goods and services with good quality. There are some activities in creating good quality, one of the most important is the quality control. One area receiving considerable attention by the government is the health sector, with the hope of achieving awareness, willingness, and the ability of people to live healthy. For that reason, the government is attempting established a hospital that can provide the best service in the field of health.

Hospital as one of the medical services required to improve quality in all sectors, including the services expected by the patient starting from the arrival of the patient to the hospital until the time the patient leave the hospital. The hospital is one of the organizations working in the health sector to give the needs of public health services in a region. A hospital will provide optimal service when supported by quality resources. Resources needed by the hospitals are very diverse, one of which is human resources. Human resources is an important because this is service and can not be stored as a stock, but only produced when consumed as human resources is a key asset in providing the power, potential, creativity, and effort to the advancement of the Hospital, like Doctor ,Nurse ,Staff and Cleaning service. Awosusi et al (2011: cited from Snodgrass, 2004) Nursing is a healthcare profession focused on the care of individuals, families, and

communities, so they may attain, maintain, or recover optimal health and quality of life from birth to death.

The need to get quality health service has become a society demand on this era of globalization and free competition. People nowadays have become more aware on their rights as health patients, hence for them asking about their diseases, examination, medication, treatments, and also measures which will be taken regarding their illnesses, and even sometimes they seek for a second opinion. Hospital needs to pay attention to patients and have obligation to fulfill them, oblige to have services based on the applied standards. The quality of human resource will influence the hospital to achieve the goals. One of the goals of hospital is to make patient satisfaction with service that provide by hospital. There are some factor that influence service quality on patient satisfaction and Word of Mouth (WOM) .

According to Chan (2011 : cited from Zeithaml, 1988; Bitner and Hubbert, 1994) Service quality is the customer's overall impression or assessment concerning the relative inferiority or superiority of the organization and its services. For service companies like hospitals, the quality of service provided has a very important role, especially for those patients who have a high socio-economic status. Because if patients who do not receive satisfy service from the hospital, such as the treatment of a medical error that resulted in the death or disability patients life, or there is malpractice and so on, they are not half-hearted to report to the appropriate authorities. If this happen, hospital will be very large losses, because patients will go to the another hospital. Service that can make patient satisfaction not only come from doctor and nurse, but also come from staff

and cleaning service. For example when patient come to the hospital and then patient ask something like room, sometime the staff doesn't answer friendly. That's can make patient dissatisfaction. Patient will be satisfaction if service quality in the hospital is good.

Patient satisfaction It is a phenomenon of post-purchase reflection on how much the customer likes or dislikes the service after experiencing it, and it can be treated as a fulfillment of consumptive goals as experienced and described by customers (chan, 2011: cited from Woodside et al ,1989). Patient satisfaction can be achieved when a service provides a favorable level consumption related fulfillment with regard to the patient's expectations for that service (Azmi et al, 2012: cited from Davis, 2009). Patient satisfaction has a great impact on hospital goals through quality practices and that patient satisfaction has a positive relationship with process improvement (Azmi et al, 2012). If patients dissatisfaction with service in the hospital, that will be the main problem for hospital. Therefore, hospital has to keep patients trust by improving service quality, which does can improve patient satisfaction.

The relationship between customer satisfaction and profits is very complex and involves a lot of mediating relationship. One of these relationships is the relationship between customer satisfaction and behavioral responses (Taghizadeh et al , 2013) . More patient satisfaction is associated with reduced time spent by the provider reading the medical chart and more leaning forward, nodding, gesturing, gazing, and closer interpersonal distance. If patients satisfaction with services that they are get from the hospital, that's can help patient spirit to get health and then will be create positive Word of Mouth (WOM).

Buttle (1998: cited from Arndt, 1967), characterized WOM as oral, person-to-person communication between a receiver and a communicator whom the receiver perceives as non-commercial, regarding a brand, product or service. Braga et al, (2011) typical services companies like: banks, educational institutions, health services, or their own hotel in question, will depend increasingly on the consumer experience with the service, whether in terms of what is communicated, what customers say, or the actual experience of consumers. For example , patient will be give positive responses to the hospital if they get product or service as they want or more, they will give information base on experience to their friend and people around them. To promote the hospital people can use word of mouth (WOM), because word of mouth (WOM) more effective than advertising that tell directly to the people base on experience. To make patient satisfied and get positive word of mouth (WOM) human resource in the hospital should give good Service quality.

1.1.1 Health Care Unit in Solok, 2013

Table 1.1 Hospital

No	Inpatient & Outpatient		No. of Bed
	Hospital	Location	
1	RSUD Solok	Solok city	203
2	RSUD Aro Suka	Aro Suka, Kab.Solok	100
3	RST	Solok city	40

Source : RSUD Solok, RSUD Aro Suka & RST, 2013

Table 1.2 Clinic

No	Inpatient & Outpatient		No. of Bed
	Clinics	Location	
1	Permata Bunda	KTK. Solok City	20
2	Ananda	Pandan. Solok City	20
3	Yasmin	Tanah garam . Solok City	15

Source: Permata Bunda, Ananda & Yasmin, 2013

No	Outpatient	
	Clinics	Location
1	Patimura	Pandan. Solok City
2	Assabil	Solok City
3	Annisa	Pandan. Solok City

Source: Puskesmas Talang, 2013

Table 1.3 Centre of Public Health (Puskesmas)

No	Inpatient & Outpatient		No. of Bed
	Centre of Public Health (Puskesmas)	Location	
1	Puskesmas Tanah Garam	Tanah Garam, Solok City	10
2	Puskesmas Singkarak	Singkarak, Kab.Solok	10
3	Puskesmas Talang	Talang, Kab.Solok	10

Source: Puskesmas Talang, 2013

No	Outpatient	
	Centre of Public Health (Puskesmas)	Location
1	Puskesmas KTK	KTK, Solok City
2	Puskesmas Tanjung Paku	Tanjung Paku,
3	Puskesmas Nan Balimo	Laiang, Solok City
4	Puskesmas Selayo	Selayo, Kab.Solok
5	Puskesmas Muaro Paneh	Muaro Paneh, Kab.Solok
6	Puskesmas Tanjuang Bingkuang	Tanjuang Bingkuang,
7	Puskesmas Paninggahan	Paninggahan,
8	Puskesmas Sirukam	Sirukam
9	Puskesmas Jua Gaek	Jua Gaek, Kab.Solok
10	Puskesmas Kayu Jao	Kayu Jao, Kab.Solok
11	Puskesmas Bukik Sileh	Bukik Sileh, Kab.Solok
12	Puskesmas Sungai Lasi	Sungai Lasi, Kab.Solok
13	Puskesmas Sulik Aia	Sulik Aia, Kab.Solok

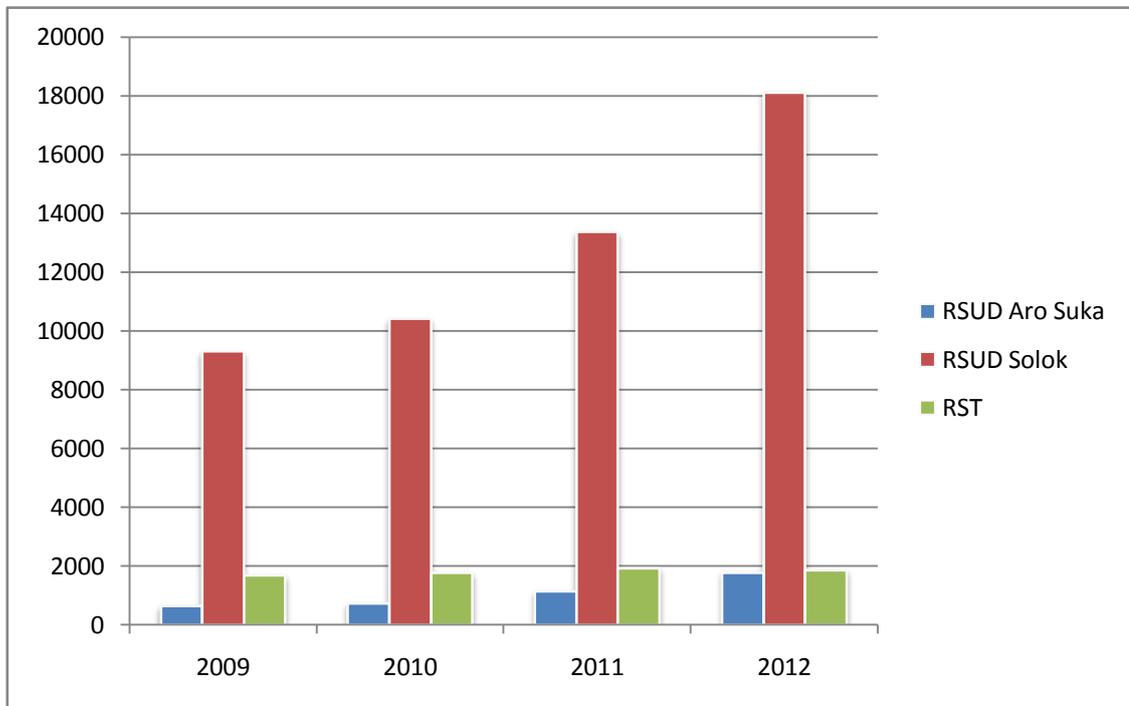
Source: Puskesmas Talang, 2013

Table 1.4 The Amount of Inpatient and Outpatient in the Three Hospital in Solok, 2009 – 2012.

No	Hospital	Year	Inpatients	Growth %	Outpatients	Growth %
1	RSUD Aro suka	2009	647	15.02	7.787	24.16
		2010	735	17.06	5.883	18.25
		2011	1.144	26.56	7.151	22.18
		2012	1.782	41.36	11.416	35.41
	Total		4.308	100 %	32.237	100 %
2	RSUD Solok	2009	9.315	18.18	56.273	21.24
		2010	10.421	20.34	66.162	24.98
		2011	13.370	26.10	67.299	25.40
		2012	18.123	35.38	75.167	28.37
	Total		51.229	100 %	264.901	100 %
3	RST	2009	1.690	23.26	3.310	22.77
		2010	1.772	24.39	3.572	24.57
		2011	1.929	26.55	3.645	25.07
		2012	1.874	25.79	4.009	27.58
	Total		7.265	100 %	14.536	100 %

Source: RSUD Aro suka, RSUD Solok, & RST, 2013

Figure 1.1 Comparison of Amount Inpatients Visit in the Three Hospital in Solok, 2009 – 2012 .



Base on the picture 1.1 the amount of inpatient in RSUD Solok always increases significantly every year. Researcher want to know is there any influence of service quality, patient satisfaction and word of mouth (WOM) on the increasing inpatients in RSUD Solok. the lowest is RST, according to Mr.Andi Ariawan (manager of Human Resource and Development in RST) capacity for inpatient in there just little and usually people will be choose RSUD than RST, because patient can get free using Askes,Jamkesmas, Jamkesda,Jamsostek etc in RSUD.

In this research, the researcher is interested to do research in the RSUD Solok. Because of so many the amount Inpatient in there and always increase every year. RSUD Solok is the biggest hospital in Solok. Researcher already do

interview with five people that ever use service in the RSUD Solok as inpatient, opinion from each of them are different. Two of them satisfied and the other dissatisfied with service in the hospital. They are dissatisfaction because nurse in that hospital not friendly and they are didn't want to recommend the hospital to their family and friends. For make sure, researcher using questioners to know opinion from another people is there any influence of service quality on patient satisfaction and WOM in RSUD Solok and the researcher not yet found another researcher that ever doing the research in this hospital with the same title.

In the background of the problem, the researcher trying to do research with the title *“The Influence of Service Quality on Patient Satisfaction and Word of Mouth (WOM). (Study: Inpatient RSUD Solok)*.

1.2 Research Questions

Based on the above explanation, this research will address the following questions:

1. How does service quality influence patient satisfaction in RSUD Solok?
2. How does service quality influence word of mouth (WOM) in RSUD Solok?
3. How does patient satisfaction influence word of mouth (WOM) in RSUD Solok?

1.3 Research Objectives

This research will be undertaken with the following objectives:

1. To measure and analyze the influence of service quality on patient satisfaction in RSUD Solok.

2. To measure and analyze the influence of service quality on word of mouth (WOM) in RSUD Solok.
3. To measure and analyze the influence of patient satisfaction on word of mouth (WOM) in RSUD Solok.

1.4 Research Contributions

Contributions of this research are :

1. To give contribution about the influence of Service quality on Patient satisfaction and Word of mouth (WOM) especially for inpatient in RSUD Solok.
2. To give input in good service quality it will help to increase patient to saving for the future in RSUD Solok .
3. To add references that can be used by other researchers who are interested in investigating the same topic in the future.

1.5 Research Scope

This research has a limited scope of analyses in terms of numbers of variables and object of the research. The variables will be tested in this research are limited into: Service quality, word of mouth (WOM) and patient satisfaction. The researcher limits the research context by focusing in patient that ever using the service as inpatient in RSUD Solok .

1.6 Research Outlines

This thesis is prepared using the following systematic:

CHAPTER I : INTRODUCTION

Contains background and formulation of the problem, the objectives to be achieved, the benefits of the research, and writing systematic thesis is used.

CHAPTER II : LITERATURE REVIEW

Contains theories include previous research, concept of experience ,service quality and patient satisfaction in reference supporting and related issues presented, review past research and the research hypothesis.

CHAPTER III : RESEARCH METHODOLOGY

The chapter raised about frame of mind, population, samples, and sampling, the operational definition of variables, sources and types of data and techniques of data collection, and data analysis techniques used.

CHAPTER IV : RESULTS AND DISCUSSION

This chapter explain about profile company of RSUD Solok consist of history of RSUD Solok, vision, mission, aim, motto and philosophy. Also about description of respondent's characteristic, description of items on each variable, validity testing, reliability testing and hypothesis testing.

CHAPTER V : CONCLUSIONS

Includes conclusion, limitation and recommendations, and then implication of the research .

REFERENCES

APPENDIX