
Determinants of Patient Loyalty at the Pratama Clinic Kota Tua Padang

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ABSTRACT

The purpose of this study is to examine direct effect of patient trust and effective physician patient communication to patient loyalty and indirect effect of patient trust, doctor empathy, effective physician patient communication of patient loyalty mediated by patient satisfaction at Kota Tua Padang's primary health care. This study used a quantitative research design. The data collection technique methods use non-probability sampling with a purposive sampling method. Data was collected through google forms and paper questionnaires distributed directly to 223 respondents BPJS users. The analytical methods used in this study are PLS-SEM. The results of this study show that patient trust, doctor empathy, effective physician patient communication have a positive effect on patient satisfaction; data didn't confirm that greater patient trust and effective physician patient communication would increase patient loyalty but patient trust, doctor empathy and effective doctor-patient communication have an indirect effect on patient loyalty through the effect on patient satisfaction.

Keywords: patient trust, doctor empathy, effective communication physician patient, patient satisfaction, patient loyalty

INTRODUCTION

A healthy society and easily accessible health services are the goals the Indonesian government wants to achieve. Therefore, health service facilities are needed that are capable of achieving these goals. Law of the Republic of Indonesia Number 36 of 2014 defines a health service facility as a place used to provide promotive, preventive, curative and rehabilitative health service efforts carried out by the government, regional government and/or the community. Clinics are one part of health service facilities. Minister of Health Regulation number 9 of 2014 states that a clinic is a health service facility that provides individual health services in the form of comprehensive basic and/or specialist medical services. Based on the type of service provided, it consists of main clinics and primary clinics. The main clinic is a clinic that provides specialist medical services or basic and specialist medical services. Meanwhile, the Pratama Clinic is a clinic that provides basic medical services, both general and special.

The clinic as a company operating in the field of health services strives to provide good and quality health services. Changes occurring in the health care industry in developing countries have placed great pressure on clinics to be competitive (Zhou et al., 2017). The competitive environment and increasing public knowledge about health encourage clinics to face increasingly fierce competition and compete with each other to get a larger number of patients. Health care success is not only the result of good technical skills and the provision of high-quality services, but also of satisfying patients and encouraging them to return to the clinic for treatment (Rundle-Thiele & Russell-Bennett, 2010).

The number of BPJS patient visits increased and decreased. The fluctuating number of visits is caused by various factors and one of them is the lack of loyalty of patients to return to the Kota Tua Padang Pratama Clinic. The Kota Tua Padang Pratama Clinic expected capitation growth to increase every month but this did not happen, even though every month it was still positive, it was

still in a fluctuating condition. This is what underlies the importance of increasing patient loyalty so that capitation growth experiences a stable increase every month. This also indicates a research gap between the expectations of the management of the Kota Tua Padang Pratama Clinic and the reality regarding unstable capitation levels. Patient loyalty is needed so that the capitation rate increases every month.

Customer loyalty in the medical industry is very different from other industries. The patient is passive and has no active desire to come back. Medical services are based on a relationship of trust between the patient's needs and the services provided by the doctor which creates the patient's willingness to consume or seek treatment again. Patient loyalty refers to a firmly held commitment to repurchase or reuse a preferred product or service consistently in the future, despite situational influences and marketing efforts, giving rise to potential changes in behavior (Oliver, 2014). Patient loyalty is considered a key factor in business success for health service providers (Zhou et al., 2017). Patient loyalty is very necessary in the long term because the results are mutually beneficial for both the patient and the clinic. Patient loyalty is very important because each patient can make a large contribution to clinic income (Wiliana et al., 2019). Patient loyalty is influenced by various aspects, namely service quality, patient satisfaction, trust and others. patient loyalty consists of four phases, namely cognitive, affective, conative and action. The conative phase is often referred to as behavioral intention (Oliver, 1999).

The high level of patient loyalty in clinics is because patients have a high sense of trust in the clinic they choose. Patient trust is the main element in the success of managing a patient's illness. Patient trust in health services in clinics can be seen as the extent to which they believe in the ability of health service providers to meet their expectations, as well as the extent to which they believe in the abilities of health

service providers (Ramadhani & Sediawan, 2022).

METHOD

The research design uses quantitative causality. The data collection technique methods use non-probability sampling with a purposive sampling method. Data was collected through google forms and paper questionnaires distributed directly to 223 respondents BPJS users. The data analysis method was carried out using PLS SEM.

Patient trust is measured through the aspects of competence, honesty, fidelity, and global trust. Physician empathy is measured based on a definition of cognitive ability that involves the physician's ability to understand a patient's feelings and perspective as well as the ability to convey that understanding. Effective Physician Patient Communication is measured based on the definition of communication that exists between doctors who provide health services and determines the quality and content of the services provided with health service users in order to provide maximum benefits for patients. Patient satisfaction is measured based on the definition of a person's level of happiness or sadness after comparing expectations with the current perceived performance of a product or service.

RESULT

Respondent's Description

The number of female respondents was 60% and male was 40%. Respondents were in the 36-45 year age group at 28%, followed by the 26-35 year age group at 22%, then the 46-55 year age group at 15%, then the 56-65 year age group at 13%, lastly the age group 18-25 years and over 65 years each at 11%. Most respondents' last education was at SMA/SMK level at 38%, followed by bachelor's degree level and above at 30%, then diploma level at 16%, junior high school level at 9%, elementary school level at 6% and never attending school at 1%. Most respondents' occupations are private employees at 38%, followed by respondents who do not work at 29%, then

traders or self-employed at 18%, then health professions and students at 5% each, non-health professions at 3% and finally civil servants 2%. Most of the respondents' income was below the minimum wage at 54% and then income above the minimum wage was 46%.

The maximum number of respondents visiting in a year was 1-5 times at 46%, followed by more than 10 times at 30% and then 6-10 times at 24%.

Validity Test

Table 1. Average Variance Extract (AVE)

Variable	Average Variance (AVE)	Result
Patient Trust	0.670	Valid
Doctor Empathy	0.691	Valid
Effective Physician Patient Communication	0.748	Valid
Patient Satisfaction	0.730	Valid
Patient Loyalty	0.764	Valid

Based on table 1, all variables have an AVE score above 0.5. This means that all variables are considered valid.

Table 2. Outer Loadings

	PT	DE	EC	PS	PL
PT1	0.764	DE2 0.703	EC1 0.885	PS1 0.856	PL1 0.852
PT4	0.847	DE3 0.862	EC2 0.866	PS2 0.839	PL2 0.897
PT5	0.861	DE4 0.890	EC4 0.856	PS3 0.887	PL3 0.902
PT6	0.838	DE5 0.857	EC5 0.888	PS4 0.814	PL4 0.917
PT10	0.778		EC6 0.875	PS5 0.894	PL5 0.926
			EC7 0.902	PS6 0.895	PL6 0.880
			EC8 0.863	PS7 0.826	PL7 0.783
			EC9 0.880	PS8 0.812	PL8 0.826
			EC12 0.793	PS9 0.859	
			EC13 0.833		

Based on the results of the outer loading test in table 2, all indicators show an outer loading value above 0.7 so the indicators above are said to be reliable.

Table 3. Discriminant Validity

	DE	EC	PL	PS	PT
DE					
EC	0.821				
PL	0.326	0.342			
PS	0.767	0.837	0.439		
PT	0.662	0.732	0.378	0.770	

Based on the results in table 3, each construct is less than 0.90. So the variable is considered to be well discriminated to measure the variable.

Reliability Test

Table 4. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
Patient trust	0.876	0.877
Doctor empathy	0.851	0.877
Effective Physician	0.962	0.963

Patient Communication		
Patient Satisfaction	0.953	0.954
Patient Loyalty	0.955	0.958

Based on table 4, it can be seen that all variables have Cronbach's Alpha values that are above 0.7 and composite reliability values above 0.6, so it can be said that all variables are declared reliable.

R Square Test

The research results showed that patient trust, doctor empathy, and effective physician patient communication contributed to increasing patient satisfaction by 70.9%, while 29.1% was caused by factors outside the research. The research results showed that patient trust, doctor empathy, effective physician patient communication, and patient satisfaction contributed to increasing patient loyalty by 18.1% and the remaining 81.8% was influenced by other factors not included in this study.

F Square Test

The results of the F square test showed that effective physician patient communication had a moderate effect size (0.272) to influence patient satisfaction. Effective Physician Patient Communication on Patient Loyalty has no effect (0.000). Patient Trust on Patient Loyalty has no effect (0.004). Doctor Empathy on Patient Satisfaction has a weak effect (0.044). Patient Satisfaction on Patient Loyalty has a weak effect (0.084). Patient Trust on Patient Satisfaction has a weak effect (0.143). Patient physician communication has the largest effect size in influencing patient satisfaction, so it is important to pay attention to it.

Q Square Test

The Q square value for patient loyalty was obtained at 0.091, while for patient satisfaction it was 0.672. Both are greater than zero so they are declared to have predictive relevance.

Hypothesis Testing

Tabel 5. Hypothesis Testing

Hypothesis	Standard Coefficient	T Statistics	P Value	Note
Patient Trust ► Patient Satisfaction	0.277	3.014	0.001	Accepted
Doctor Empathy ► Patient Satisfaction	0.176	2.653	0.004	Accepted
Effective Communication ► Patient Satisfaction	0.485	4.256	0.000	Accepted
Patient Satisfaction ► Patient Loyalty	0.475	5.399	0.000	Accepted
Patient Trust ► Patient Loyalty	-0.078	0.903	0.183	Rejected
Effective Communication ► Patient Loyalty	0.002	0.031	0.488	Rejected
Patient Trust ► Patient Satisfaction ► Patient Loyalty	0.132		0.008	Accepted
Effective Communication ► Patient Satisfaction ► Patient Loyalty	0.230		0.000	Accepted

Based on Table 5, it can be seen that patient trust, doctor empathy, and effective physician patient communication each have a significant positive effect on patient satisfaction. Patient satisfaction was also found to have a significant positive effect on patient loyalty. Patient trust and effective physician patient communication have no effect on patient loyalty.

DISCUSSION

The results of this study found that patient trust had a significant positive effect on patient

satisfaction (Table 5). The results of patient trust have a positive influence on patient satisfaction in accordance with previous research (Chen et al., 2020; Liu et al., 2021; Wiliana et al., 2019). The higher the patient's trust, the higher the patient's satisfaction. Patient trust and good interpersonal relationships with doctors are the main predictors of patient satisfaction and loyalty to doctors (Platonova et al., 2008). Patients need to trust the doctor to feel satisfied and loyal to the doctor. Patient trust, satisfaction and loyalty

are strong and significant predictors of patient intentions to continue using a doctor and recommend a particular doctor to others.

The results of this study found that doctor empathy had a significant positive effect on patient satisfaction (Table 5). Furthermore, doctor empathy has a positive influence on patient satisfaction in accordance with previous research (Fowler et al., 2019; Mercer & Reynolds, 2002; Walsh et al., 2019) stating that doctor empathy is related to high levels of patient satisfaction. Doctors' empathy as assessed by patients is strongly correlated with patient satisfaction in carrying out consultations. Patient satisfaction plays an important role in adherence to treatment and contributes to a positive patient-physician therapeutic relationship (Walsh et al., 2019). This research supports a growing body of research stating the importance of investing in, promoting and developing educational programs for physicians and medical trainees to improve empathic communication skills in the clinical setting.

The results of this study found that effective physician patient communication had a significant positive effect on patient satisfaction (Table 5). Effective patient physician communication has a positive influence on patient satisfaction in accordance with previous research (Gessese et al., 2022; Unal et al., 2018; Versluijs et al., 2021). Weak communication with patients makes patients feel dissatisfied and as a result patient satisfaction is reported to be very low. Increasing patient satisfaction in hospitals must be a priority for hospital managers by educating doctors and identifying factors that cause dissatisfaction in order to increase patient satisfaction (Lotfi et al., 2019). With the number of adverse events resulting from ineffective communication continuing to increase, it is time for healthcare organizations to begin implementing a focus on improving effective communication which in turn will improve patient safety and experience, thereby increasing profits (Burgener, 2020).

The research results found that patient satisfaction had a positive effect on patient loyalty (Tabel 5). These results are supported by research which states the same thing (Juhana et al., 2015).

Patient Trust was found to have no effect on Patient Loyalty. These results contradict previous research (Liu et al., 2021).

Effective communication was found to have no effect on patient loyalty. These results contradict previous research (Unal et al., 2018).

Patient satisfaction fully mediates the influence of patient trust and effective communication on patient loyalty (Table 5). Full mediation occurred because there was no direct influence of patient trust and effective communication on patient loyalty so it had to be done through patient satisfaction as an intermediary.

CONCLUSION

The conclusion in this research is that patient trust has a significant positive influence on patient satisfaction. Doctor empathy has a significant positive influence on patient satisfaction. Effective physician patient communication has a significant positive influence on patient satisfaction. Patient satisfaction has a significant positive influence on patient loyalty. It can be said that patient trust does not have a direct significant effect on patient loyalty. Patient trust has a significant positive influence on patient loyalty with the help of patient satisfaction mediation. Effective physician patient communication can be said to have no significant effect on patient loyalty. Effective physician patient communication has a significant positive influence on patient loyalty by helping mediate patient satisfaction.

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