Analysis of Patient Preferences in Choosing Health Services at Ibnu Sina Islamic Hospital Pekanbaru

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ABSTRACT

To survive and develop sustainably, hospitals must be able to respond to the dynamics of change by knowing patient preferences to be able to provide quality health services. This study was conducted on inpatients at RSI Ibnu Sina Pekanbaru with the aim of knowing the factors that influence patient preferences from location, socio-economic factors, service quality and patient satisfaction as an intervening. The research population was conducted on inpatients at RSI Ibnu Sina Pekanbaru with a research sample of 150 people who were taken by simple random sampling method. The study used quantitative analysis and descriptive statistics. For the analysis tool used Structural Equation Model which is processed with SmartPLS2 Software. The results of research analysis at RSI Ibnu Sina prove that the location of the hospital, the socioeconomic status of the family, the quality of health services affect patient satisfaction. Family location and patient satisfaction affect patient preferences while the quality of health services does not affect patient preferences. Patient satisfaction has an effect on mediating health service quality variables on patient preferences, but patient satisfaction has no effect on mediating location variables and socio-economic status variables on patient preferences.

Introduction

The business environment that continues to change and is increasingly competitive has an impact on service users who are increasingly sensitive to the products and services offered. The increase in service offerings allows customers to have increasingly varied choices according to their preferences (Ross and Avery, 2007). Likewise, the offer of health services from hospitals which is currently growing is marked by the increasing number of new private hospitals which are marked by the increasing number of hospitals in Indonesia, especially private hospitals which have increased quite significantly with an average growth of 6 years. The last one was 7% while for government hospitals there was a growth of 3%. (Persi, 2018).

In order to survive and develop sustainably, private hospitals and government hospitals must be able to adapt to their external and internal environment and carry out continuous improvement in the formation of competitive advantages in the field of health services.

To be able to respond to developments in the external business environment, each hospital, especially private hospitals, must carry out its marketing function effectively. In line with the dynamics of these changes, the Ibnu Sina Islamic Hospital must quickly adapt to these changes

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through a commitment to health services that are in accordance with the expectations of users of health services. To achieve this goal, the Ibn Sina Islamic Hospital has set a vision, namely the realization of a quality, Islamic and exemplary Islamic Hospital Ibnu Sina Pekanbaru with the mission: 1). as to provide excellent and Islamic health services. 2). Carry out continuous quality improvement management. 3). Carry out cooperation with related parties both at home and abroad. 4). Motivating employee performance through increasing professionalism and employee income.

Indonesia is a member of the Asean economic community which is a form of Indonesian integration in terms of free trade in goods and services and in the health sector, one of which is health service facilities (Mugi Wahidin at all, 2018). Related to Indonesia's readiness to face the MEA, hospitals in Indonesia need to improve themselves by better recognizing their strengths and weaknesses to be able to take advantage of opportunities. The government and the private sector need to work together to improve the competitiveness of Indonesian hospitals (Wiyanto et al., 2018) and this needs to be responded to by health service providers by improving the quality of health services.

Service quality is how well the level of service provided is able to meet customer expectations. (Wijaya, 2011). Service quality is an activity, benefit or satisfaction offered by comparing consumers' perceptions of the services they receive and the services they expect to the service attributes of a company, which in turn will affect patient preferences in choosing health services (Tjiptono, 2011). Kotler in Fandy Tjiptono (2016) reveals that there are five dominant factors or determining service quality, including: Tangible; Empathy; Responsiveness; Reliability; assurance. The quality of hospital services can be seen from the professional appearance of hospital personnel, efficiency and effectiveness of services and patient satisfaction. Patient satisfaction is determined by the overall service which includes, among others, administrative services, doctors, and nurses. The patient's interaction with the hospital during the hospitalization period is relatively long so that the hospital needs to provide the best service so that the patient feels satisfied where satisfaction will affect the patient's preference in choosing a hospital both for repeat visits and positive publicity for the hospital.

Preference comes from the word preference which can be interpreted as a preference for one thing compared to other things, which can be a source of motivation formed from customer perceptions of the product. Assael limits the word perception as attention to messages leading to understanding and memory. Perceptions that have settled and are embedded in the mind will become preferences (Assael et al., 2017). To improve the quality and quality of service, hospital management needs knowledge and understanding of patient preferences. Four factors that influence patient preferences are: psychological influence, marketing strategy influence, situational influence and sociocultural influence (Kotler, P. 2015). One of the factors that can affect patient preferences in choosing health services is socioeconomic factors. Krech & Crutcfield (1985:31) suggests that a person's socioeconomic status is determined by the type of work, level of education and income.

Previous research that examined the socio-economic influence on preferences was carried out by Ivany Vatriscia 2021, who concluded that there was a relationship between income and people's preferences for choosing health services, while education, work had no relationship to people's preferences, while Luluk Latifah (2020) in her research found education , attitudes, and knowledge have a significant effect on people's preferences, while age and gender have no significant effect on people's preference.

Another factor that can influence patient preferences in choosing health services is the location factor, where the level of accessibility will determine an interesting location to visit or not. The level of accessibility is the level of ease to reach a location in terms of other locations in the vicinity (Tarigan, 2006:78). The level of accessibility is influenced by the distance, the condition of the transportation infrastructure, the availability of various connecting facilities including the frequency and the level of security and comfort to pass through the route. (Tarigan, 2006:78).

In addition, choosing a better hospital location will promote brand strategy, marketing, differentiation and human resources, as well as increase competitiveness (Zhou et al., 2012). Furthermore, Fitria Apriliani Yulinda, Saryadi, Bulan Prabawani, 2016 in her research stated that there was a significant and positive influence between location on the decision to use inpatient services at Permata Medika Hospital Semarang. Mills and Gilson (1990) stated that the relationship between demand theory and health services in developing countries was influenced, among other things, by the difficulty of achieving health care facilities. According to Asrul Azwar 1996, in Isniati (2007) the main requirements for health services, one of which is relatively easy to achieve. Understanding easy to reach here is in terms of locations that are easy to be visited by the community.

The patient's interest factor in the health services offered by the hospital needs to be responded to and recognized by the hospital management, where if the hospital's health services are not in accordance with the patient's preferences, it will affect patient dissatisfaction and can lead to negative publicity which will have an impact on decreasing the number of patients. This condition is experienced by RSI Ibnu Sina where the average number of patients has decreased, so it is necessary to formulate the right strategy by getting to know more patient preferences.

Theoretical support

Marketing Strategy Concept
Every company always uses a marketing strategy to increase and expand its market. The steps that can be taken according to Kartajaya (2007) are: 1) Identifying and sorting out different groups of buyers who may request separate products and marketing mixes. 2)c Establishing and communicating the main benefits that differentiate the product from other products. 3)b Selecting one or more market segments to enter the market. The scope of this marketing strategy is very broad, various stages of activities must be passed before it reaches hands, so that the broad scope of activities is simplified into seven marketing policies commonly referred to

as the marketing mix or 7P, which consists of seven components, namely product, price, place, promotion, people, physical evidence, process. (Tjiptono, 2007).

Customer Preferences and Perceptions

Preference comes from the word preference which means liking for one thing compared to other things. Preference is the source of this motivation, which is formed from the customer's perception of Assael's products limiting the word perception as attention to the message, which leads to understanding and memory. Perceptions that have settled and are embedded in the mind will become preferences (Assael et al., 2017). Everyone behaves according to their preferences. Therefore, many consumer actions can be predicted in advance. Consumer preferences for an item can be known by determining the attributes or factors attached to the product. These attributes can ultimately influence a person as a consideration for choosing an item (Foster et al., 2017). Four factors that influence patient preferences are: psychological influence, marketing strategy influence, sociocultural influence and situational influence (Kotler, P. 2015).

Furthermore, Kotler (1995) suggests that perception is the process of how a person selects, organizes, and interprets information inputs to create a meaningful overall picture. While the definition of perception according to Robbins (1996) is a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment. When associated with perceptions and preferences, consumer behavior as an individual is described in two basic processes (Fitzroy, 1976), namely: 1) perception, is an individual's assessment of the similarities and dissimilarities between a set of objects. 2) preference, is a set of objects that are judged to be in accordance with or close to conformity with the requirements desired by consumers.

Quality of Health Services

According to Azwar (2010), in general the limits of quality health services are health services that can satisfy all service users in accordance with the average level of satisfaction of the population and its implementation according to the code of ethics and standards set. The phenomenon of health services in hospitals is unique because of the different indicators related to the people involved in the health services. Good service quality will increase patient satisfaction as users of health services. In this study, service quality is assessed based on five dimensions, namely tangible, reliability, responsiveness, assurance and empathy.
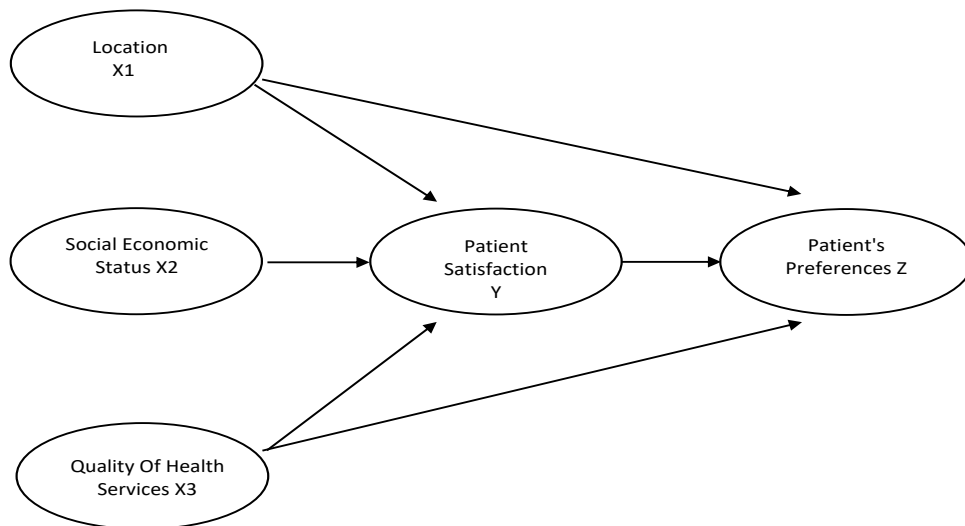
Research Framework

Figure 1. Research Framework.

Research method

Quantitative Method

The method used in this research is in the form of quantitative, descriptive and verification. Quantitative method. namely the research method used to examine a particular population or sample which aims to test the established hypothesis (Sugiyono, 2013). Descriptive research describes the characteristics of the variables studied, while verification research tests the truth of a hypothesis from the data found in the field through questionnaires, namely: testing the role of location factors, socio-economic status and quality of health services on patient preferences with patient satisfaction as a determining factor. mediate. Meanwhile, to examine the population and samples used quantitative methods and a causal approach. Quantitative method. is a research method used to examine a particular population or sample which aims to test the established hypothesis (Sugiyono, 2013).
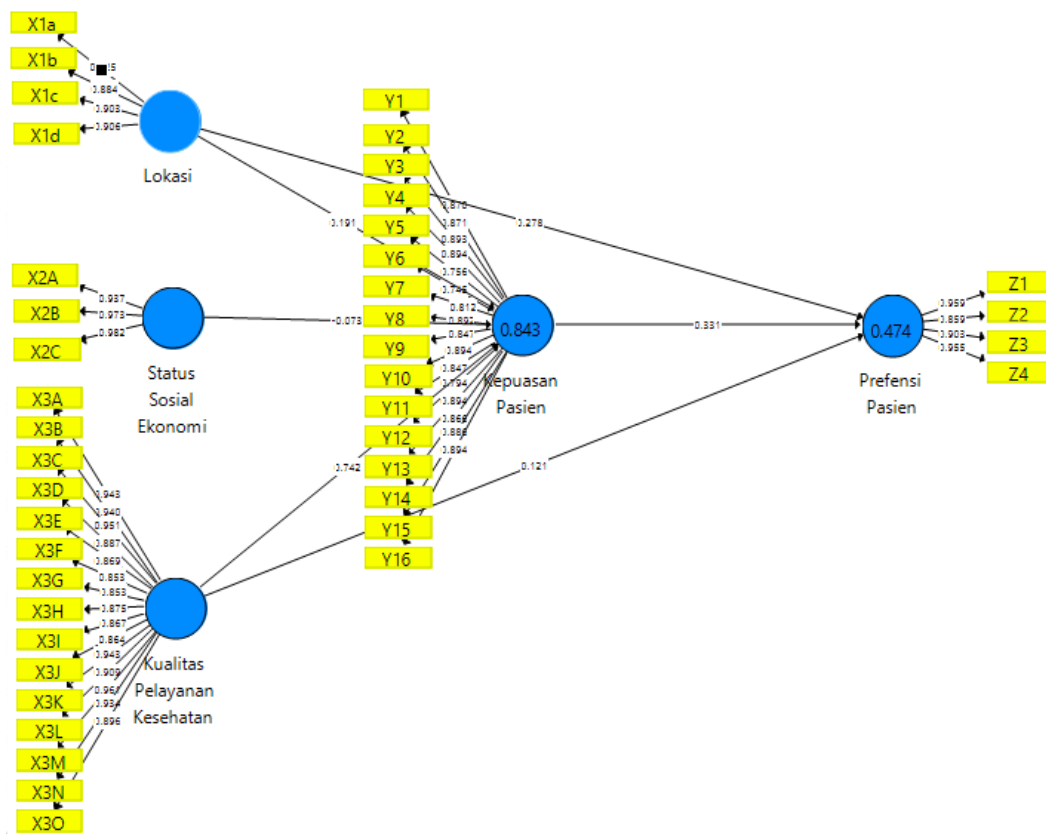
Results

Analisis SEM-PLS

Figure 2. Path Chart.

Significance Test Results

Table 1. Significance Test Results

Hypothesis	Path Coefficients	P Values	Note:
Direct Influence			
X1 ⟶ Y	0,064	0,003	Received
X2 ⟶ Y	0,036	0,041	Received
X3 ⟶ Y	0,064	0,000	Received
X1 ⟶ Z	0,102	0,006	Received
X3 ⟶ Z	0,147	0,411	Rejected
Y ⟶ Z	1,463	0,024	Received
Indirect Influence			
X1 ⟶ Y ⟶ Z	1,708	0,088	Rejected
X2 ⟶ Y ⟶ Z	1,457	0,146	Rejected
X3 ⟶ Y ⟶ Z	2,246	0,025	Received

Notes. Data Olahan, 2022

In the table above for testing the direct effect, it can be seen that of the 6 hypotheses proposed in this study, 5 hypotheses can be accepted because each of the effects shown has a positive path coefficient value and P-Values < 0.05. So it can be stated that the location variable (X1), socio-economic status variable (X2), health service quality (X3), patient satisfaction (Y) and patient preference (Z) have a positive direction and have a significant effect. One hypothesis (H5) is that the effect of health service

quality on patients is rejected because the Path Coefficient value is greater than its size parameter where the p-value is 0.411 or the T value reaches 0.147, so it can be read that the quality of health services does not affect patient preferences or has no effect. significant.

For testing the indirect effect in the table above, it can be seen that of the 3 hypotheses proposed in this study, 1 hypothesis (H9) can be accepted because the effect shown has a positive path coefficient value and P-Values <0.05, for the influence of the satisfaction variable patients in mediating the quality of health services on patient preferences with a p-value of 0.025 or a T value of 2.246, so it can be stated that the mediating variable of patient satisfaction has a significant effect on the relationship of the variable quality of health services to patient preferences. Meanwhile, 2 hypotheses were rejected because the Path Coefficient value was greater than the size parameter for the influence of patient satisfaction variables in mediating the relationship between location variables and patient preferences with a p-value of 0.088 or T value reaching 1.708 and the influence of patient satisfaction variables in mediating the relationship between health service quality. to patient preferences. with a p-value of 0.146 or a T value of 1.457. The two rejected hypotheses can be stated that the patient satisfaction variable does not have a significant effect in mediating the relationship between the location variable and the patient's preference and the patient satisfaction variable also does not have a significant effect in mediating the relationship between the health service quality variable and the patient's preference.

Discussions

The Effect of Hospital Location on Patient Satisfaction

Based on the results of the analysis in this study, it was found that the first hypothesis (H1) obtained a P-Value value; 0.003 value is less than 0.05 and has a positive path coefficients value of 0.064, it can be concluded that H1 is accepted. This shows that there is a relationship between the location factor and patient satisfaction. This statement is supported by the results of the validity test of the location variable on the item 1 (0.925) to 2 (0.884), and 3 (0.903) and 4 (0.906) which can be interpreted that location (X1) has an effect on patient satisfaction.

The results of this study are in line with the research of Wood Ivonne (2009: 45), which states that there are several careful considerations in choosing a location such as access, visibility, traffic (traffic), expansion, parking, and the surrounding environment that supports the services offered and research conducted by Difa Nurulia Savitri et al which examined the influence of service quality, location, and rates on inpatient satisfaction at Lestari Raharja Hospital, Magelang City, where the results showed that location had a positive and significant effect on patient satisfaction.

The Effect of Family Socio-Economic Status on Patient Satisfaction

Based on the results of the analysis in this study, it was found that the second hypothesis (H2) obtained a P-Value value; 0.041 is less than 0.05 and has a positive path coefficient value of 0.036, so it can be concluded that H2 is accepted. This shows that there is a relationship between socioeconomic status factors and patient satisfaction. This statement is supported by the results of the validity test of the socioeconomic status variable on the 1st (0.937) question item (0.937), and the 3rd (0.982) which can be interpreted that socioeconomic status (X2) has an effect on patient satisfaction.

The results of this study are in line with the results of Dever's (1987) research. According to Dever, family income is one of the socio-economic factors of consumers that play a role in the utilization of health services. Optimal utilization of health services will affect patient satisfaction.

The Effect of Health Service Quality on Patient Satisfaction

Based on the results of the analysis in this study, it was found that the third hypothesis (H3) obtained a P-Value value; 0.000 is less than 0.05 and has a positive path coefficient value of 0.064, so it can be concluded that H3 is accepted. This shows that there is a relationship between health service quality status factors and patient satisfaction. This statement is supported by the results of the validity test of the health service quality variable on the questions 1 (0.943) to 2 (0.940), to 3 (0.951) to 4 (0.887) to 5 (0.869) to 6 (0.853) to 7 (0.853) to 8 (0.875) to 9 (0.867) to 10 (0.864) to 11 (0.943) to 12 (0.909) to 13 (0.961) to 14 (0.934) to 15 (0.896) which means that the quality of health services (X3) has an effect on on patient satisfaction.

The results of this study are in line with the statement of Lee, et al, (2000) which mentions five dimensions of quality in health services consisting of: Assurance, Empathy, Reliability, Responsiveness and Tangible and the results of research by Ayut Dewantari Putri et al. tangible (real evidence), empathy (empathy), reliability (reliability), responsiveness (responsiveness), and assurance (guarantee) have a simultaneous effect on the satisfaction of inpatients BPJS participants at Level II Hospital Udayana Denpasar with an F-count (71.379) is greater than F-table (2.30).

The Effect of Hospital Location on Patient Preference

Based on the results of the analysis in this study, it was found that the fourth hypothesis (H4) obtained a P-Value value; 0.006 value is less than 0.05 and has a positive path coefficients value of 0.102, it can be concluded that H4 is accepted. This shows that there is a relationship between location factors and patient preferences.

The results of this study are in line with the research of Wood Ivonne (2009: 45), which states that there are several careful considerations in choosing a location such as access, visibility, traffic (traffic), expansion, parking, and the surrounding environment that supports the services offered and the results of research by Fitria Apriliani Yulinda et al., 2016 which stated that there was a positive influence between location on decisions to use services. Furthermore, the results of this study are different from research from Rochmiati et al., 2021 at the Sultan Agung Islamic Hospital, Semarang which concluded that location had no effect on the decision to choose a sharia hospital.

The Effect of Health Service Quality on Patient Preference

Based on the results of the analysis in this study, it was found that the fifth hypothesis (H5) obtained a P-Value value; 0.411 is greater than 0.05 and has a positive path coefficients value of 0.147, so it can be concluded that H5 is rejected. This shows that there is no correlation between health service quality factors and patient preferences. The results of this study are different from the research of Wilda Try Wahyuni et al, 2015 which concluded that there was a level of

accuracy in predicting all service quality attributes, namely a strong correlation between the results of conjoint analysis and the preferences of patients participating in BPJS Hospital Dr. Pirngadi and the real Martha Friska Hospital

Effect of Patient Satisfaction on Patient Preference

Based on the results of the analysis in this study, it was found that the sixth hypothesis (H6) obtained a P-Value value; 0.024 is less than 0.05 and has a positive path coefficient value of 1.463, so it can be concluded that H6 is accepted. This shows that there is a relationship between patient satisfaction factors and patient preferences. These results are in accordance with research by Pisgin A., Atesoglu I. (2015). Ruyter, Ko de, Wetzels, M. (1998) in Titi Wahyuni, 2017 stated that satisfaction has a significant effect on consumer loyalty with switching costs as an intermediate variable. In general, satisfaction is a factor that influences consumer loyalty to services according to Hau LN, Thuy PN. (2012) and Tong C, Wong SKS, Lui KPH. (2012).

Patient Satisfaction Mediates the Effect of Location on Patient Preference

Based on the results of the analysis in this study, it was found that the seventh hypothesis (H7) obtained a P-Value value; 0.088 is greater than 0.05 and has a positive path coefficient value of 1.708, so it can be concluded that H7 is rejected. This shows that there is no relationship between patient satisfaction factors in mediating the effect of location on patient preferences. The results of this study are different from those of Abraham Christian Mac. Arthur Lameng, 2021 who concludes that location has a positive effect on customer loyalty by being partially mediated by customer satisfaction.

Patient Satisfaction Mediates the Effect of Socio-Economic Status on Patient Preference

Based on the results of the analysis in this study, it was found that the eighth hypothesis (H8) obtained a P-Value value; 0.146 is greater than 0.05 and has a positive path coefficient value of 1.457, so it can be concluded that H8 is rejected. This shows that there is no relationship between patient satisfaction factors in mediating the effect of socioeconomic status on patient preferences.

Patient Satisfaction Mediates the Effect of Health Service Quality on Patient Preference

Based on the results of the analysis in this study, it was found that the ninth hypothesis (H9) obtained a P-Value value; 0.025 is smaller than 0.05 and has a positive path coefficient value of 2.246, so it can be concluded that H9 is accepted. This shows that there is a relationship between patient satisfaction factors in mediating the effect of socioeconomic status on patient preferences. This study is in line with the research of Triana Helmawati, Siti Dyah Handayani, 2014 which concluded that patient satisfaction variables affect the interest in repeat visits and patient satisfaction also acts as a partial mediator between each dimension of physical evidence / tangible, reliability / reliability, responsiveness / assurance / responsiveness / assurance, and empathy / empathy with interest in repeat visits.

Conclusion

Based on the results of the data analysis that has been done, it can be put forward some conclusions that answer the research questions as follows:

1. The location of the hospital affects patient satisfaction in health services at the Ibnu Sina Islamic Hospital Pekanbaru.
2. Family socioeconomic status affects patient satisfaction in health services at the Ibnu Sina Islamic Hospital Pekanbaru.
3. Quality of Health Services Affects Patient Satisfaction with Health Services at Ibnu Sina Islamic Hospital Pekanbaru
4. Family location affects patient preferences for health services at Ibnu Sina Islamic Hospital Pekanbaru.
5. Quality of Health Services does not affect Patient Preferences for Health Services at Ibnu Sina Islamic Hospital Pekanbaru.
6. Patient Satisfaction Affects Patient Preferences for Health Services at Ibnu Sina Islamic Hospital Pekanbaru.
7. Patient satisfaction has no effect in mediating the location variable on patient preferences for health services at the Ibnu Sina Islamic Hospital Pekanbaru.
8. Patient satisfaction has no effect in mediating socio-economic status variables on Patient Preferences for Health Services at Ibnu Sina Islamic Hospital Pekanbaru
9. Patient Satisfaction has an effect on mediating the variable of Health Service Quality on Patient Preferences for Health Services at Ibnu Sina Islamic Hospital Pekanbaru

Disclosure statement

No potential conflict of interest was reported by the authors.

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