

# The Influence of Patients' Perceptions of Service Quality on the Interest in Repeat Inpatient Visits at Wahyu General Hospital Medan in 2024

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## ABSTRACT

*Hospital-service quality is crucial factor in maintaining patients trust and interest. Wahyu Hospital Medan was one of the favourable hospitals. There has been a twenty-nine percent (29%) declining of in-patient for the last two years (2022-2023). This declining is presumably related to patients' perception due to the services quality provided by the hospital. This research aims to analyze the effect of patients perception about service quality on the interest of in-patients' repeat visit at Wahyu Hospital Medan. This research is conducted in qualitative approach with retrospective design. The sampling technique applied in this research is random sampling retrieved from all in-patient population. The Data analysis applied is the invariant, bi-variant and multi-variant. Bi-variant analysis shows that there is a correlation of patient's perception on the physical evidence quality ( $p < 0,001$ ), reliability ( $p < 0,001$ ), responsiveness ( $P = 0,004$ ), and assurance ( $p < 0,001$ ) with the interest on repeat visit. In terms of multivariate, the most significant variables effecting the in-patients' perception are the perception on physical evidence and assurance quality. On the other hand, reliability, responsiveness and empathy are functioned as the the co-founding variables. The suggestion for Wahyu hospital is to improve its service quality aspect, primarily the physical evidence and assurance to enhance in-patient satisfaction and interest on repeat visit.*

**Key words:** *Perception, service quality, repeat visit*

## INTRODUCTION

Hospital management in Indonesia appears to be facing increasingly significant challenges due to various factors. These include a maturing market, a more discerning public that can differentiate between good and bad services, intensifying competition, and other emerging challenges. To address these existing challenges, hospitals need to undergo transformations that align with external changes. This is crucial for hospitals to not only survive but also thrive in the present and future. A hospital is a healthcare service institution that provides comprehensive individual healthcare services, offering inpatient, outpatient, and emergency care (Permenkes No. 56,2014).

Healthcare service quality (Toruan, 2022), refers to healthcare services that can satisfy every user of healthcare services, aligning with the average satisfaction level of the

population and delivered in accordance with professional standards and codes of ethics.

According to data from the Central Bureau of Statistics of North Sumatra Province (BPS Sumut, 2018), North Sumatra is home to 60 government-owned hospitals and 146 private hospitals. Specifically, Medan has the highest number of private hospitals, totaling 62. Among these, RSU Wahyu Medan, strategically located on the outskirts of the city, has generally been quite popular due to its adequate service provision. However, over the past year, the hospital has experienced a decline in patient visits, particularly for inpatient care.

RSU Wahyu Medan is a private general hospital classified as Class D, located in Medan, North Sumatra Province. It offers a range of medical services, including: Outpatient services (four basic specialist fields), Emergency services, Inpatient services (inpatient wards, operating rooms, and delivery rooms). The hospital has experienced a notable decline in inpatient visits, with 1097 visits in 2022 dropping to 774 in 2023. Researchers believe this decrease is likely due to a gap between patient expectations and the actual services received. This discrepancy could lead to a negative perception of service quality, ultimately causing a decline in patient interest for repeat visits.

## **METHODS**

This study employs a quantitative research approach, specifically an explanatory research design. Its objective is to explain the influence of patients' perceptions of healthcare service quality (specifically tangibles, reliability, responsiveness, assurance, and empathy) on their interest in repeat inpatient visits to Wahyu Medan Hospital in 2024. This study is being conducted from April until completion. This timeframe includes data collection, data processing and analysis, and the compilation of research findings.

The population for this study comprises all inpatient (rawat inap) patients at Wahyu Medan General Hospital. To be included in the study, patients must meet the following criteria: Received inpatient care for at least 24 hours, able to communicate effectively, Child patients will be represented by their parents or guardians. The sampling technique used in this study is Accidental Sampling. The sample size was determined using the Lemeshow formula (Riduwan and Akdon, 2010).

This study utilizes a structured questionnaire with statements that respondents must complete. The questionnaire incorporates two measurement formats: the Likert Scale and the Guttman Scale. The Likert Scale is applied to the independent variables, with responses scored from 1 to 5: Sangat tidak sesuai (STS) (Strongly Disagree/Not at all suitable): Score = 1; Tidak sesuai (TS) (Disagree/Not suitable): Score = 2; Cukup sesuai (CS) (Moderately Agree/Moderately suitable): Score = 3; Sesuai (S) (Agree/Suitable): Score = 4; Sangat sesuai (SS) (Strongly Agree/Very suitable): Score = 5. Conversely, the Guttman Scale is used for the dependent variable, offering "Ya-Tidak" (Yes-No) responses: Tidak (No): Score = 1; Ya (Yes): Score = 2. The criteria for measuring perception in this study are as follows: Positive Perception if the T-score obtained by the respondent from the questionnaire is greater than the T-Mean. Negative Perception if the T-score obtained by the respondent from the questionnaire

is less than the T-Mean. This research uses univariate, bivariate, and multivariate data analysis methods.

## RESULTS

### Univariate Analysis

#### Respondent Characteristics

**Table 1. Respondent Characteristics**

<b>Respondent Characteristics</b>	<b>n</b>	<b>%</b>
<b>Age</b>		
15-30	195	50,8
31-45	148	38,5
46-60	40	10,4
>60	1	0,3
<b>Gender</b>		
Male	51	13,3
Female	333	86,7
<b>Highest Level of Education</b>		
Did not complete / No formal education	0	0
Completed Elementary School	10	2,6
Completed Junior High School or equivalent	27	7,0
Completed Senior High School or equivalent	275	71,6
Completed College/University (Diploma or Higher Education)	72	18,8
<b>Occupation</b>		
Trader	6	1,6
Entrepreneur / Self-employed	40	10,4
Private Employee	53	13,8
Civil Servant / Military Personnel	5	1,3
Others	180	72,9
<b>Length of Stay</b>		
1-3 days	384	100
3-4 days	0	0
<b>Type of Health Insurance</b>		
National Health Insurance (BPJS)	0	0
Insurance	2	0,5
Self-payment	382	99,5

Table 1. shows that the majority of respondents were aged between 15–30 years, totaling 195 individuals or 50.8%. The respondents' ages ranged from 15–30 years (youngest group) to over 60 years (oldest group). The sample was predominantly female, comprising 86.7% of the total respondents. Regarding educational background, the highest proportion of respondents had completed senior high school or an equivalent level, accounting for 71.6% of the total. In terms of employment status, the majority fell into the "others" category, representing 72.9% of all respondents. The average length of hospitalization for patients at Wahyu Hospital Medan was 1–3 days.

**Table 2. Frequency of Patients' Perceptions of the Quality of Physical Evidence at Wahyu Hospital Medan**

<b>Patients' Perception of the Reliability Quality Dimension</b>	<b>N</b>	<b>%</b>
Good	260	67,7
Fair	124	32,3
Total	384	100

Table 2. shows that, it is known that patients' positive perceptions of the physical evidence at Wahyu Hospital Medan are higher than the negative perceptions, amounting to 67.7% of the total.

**Table 3. Patients' Perceptions of the Quality of Reliability at Wahyu Hospital Medan**

<b>Patients' Perception of the Responsiveness Quality Dimension</b>	<b>N</b>	<b>%</b>
Good	131	34,1
Fair	253	65,9

The table 3. shows that the proportion of patients with positive perceptions of the physical evidence at Wahyu Hospital Medan is higher than those with negative perceptions, comprising 67.7% of the total respondents.

**Table 4. Patients' Perceptions of the Responsiveness Dimension of Service Quality**

<b>Patients' Perception of the Assurance Quality Dimension</b>	<b>Frekuensi</b>	
	<b>N</b>	<b>%</b>
Good	126	32,8
Fair	258	67,2
Total	384	100

The table 4. shows that 67.2% of patients perceived the responsiveness quality at Wahyu Hospital Medan as less satisfactory, indicating that negative perceptions outweigh the positive ones.

**Table 5. Relationship Between Patients' Perception of Quality Assurance and Interest in Returning Visits**

<b>Patients' Perception of the Assurance Quality Dimension</b>	<b>Frekuensi</b>	
	<b>N</b>	<b>%</b>
Good	127	33,1
Fair	257	66,9
Total	384	100

Table 5. Shows, it is known that the percentage of patients' perception regarding the assurance quality at Wahyu Medan Hospital is still less than good compared to the good perception, which is 66.9% of the total.

**Table 6. Patients' Perception of the Quality of Empathy**

Patients' Perception of the Empathy Dimension of Quality	Frekuensi	
	N	%
Good	123	32,0
Fair	261	68,0
Total	384	100

Table 6. Shows that the highest percentage regarding patients' perception of the quality of empathy at Wahyu Hospital Medan still falls within the less favorable category. According to the table, 68.0% of the total respondents have a positive perception of the quality of empathy provided by the hospital

#### Bivariate Analysis

**Table 7. The correlation Between Patients' Perception of the Quality of Tangibles and Their Interest in Returning Visits**

Patients' Perception of Physical Evidence	Interest in Returning Visit				Total	Pvalue	
	Interest		No Interest				
	n	%	n	%	n	%	
Good	259	99,6	1	0,4	260	100	<0,001
Fair	94	75,8	30	24,2	124	100	
Total	353	91,9	31	8,1	384	100	

The Chi-Square test resulted in a significance value of <0.001, which is smaller than the alpha level (0.05), thus  $H_0$  is rejected. It can be concluded that there is a relationship between patients' perception of physical evidence and their intention to revisit. The following section provides a more detailed explanation regarding the perception related to the intention to return for future visits.

**Table 8. The Correlation Between Patients' Perception of Reliability and Their Intention to Revisit**

Patients' Perception of Reliability	Interest in Returning Visits				Total	Pvalue	
	Interest		No Interest				
	n	%	n	%	n	%	
Good	131	100	0	0	131	100	<0,001
Fair	222	87,7	31	12,3	253	100	
Total	353	91,9	31	8,1	384	100	

The Chi-Square test yielded a significance value of  $<0.001$ , which is smaller than the alpha level (0.05); therefore,  $H_0$  is rejected. It can be concluded that there is a significant relationship between patients' perception of reliability and their intention to revisit.

**Table 9. The Correlation Between Patients' Perceived Quality of Responsiveness and Their Revisit Intention**

Patients' Perception of Responsiveness	Interest in Returning Visits				Total	Pvalue	
	Interest		No Interest				
	n	%	n	%			
Good	123	97,6	3	2,4	126	100	0,004
Fair	230	89,1	28	10,9	258	100	
Total	353	91,9	31	8,1	384	100	

The Chi-Square test resulted in a significance value of 0.004, which is smaller than the alpha level (0.05); therefore,  $H_0$  is rejected. It can be concluded that there is a significant relationship between the perceived quality of responsiveness and patients' intention to revisit.

**Table 10. The Correlation Between Patients' Perceived Quality of Assurance and Their Revisit Intention**

Patients' Perception of Assurance	Interest in Returning Visits				Total	Pvalue	
	Interest		No Interest				
	n	%	n	%			
Good	125	98,4	2	1,6	127	100	$<0,001$
Fair	228	88,7	29	11,3	257	100	
Total	353	91,9	31	8,1	98	100	

The Chi-Square test yielded a significance value of  $<0.001$ , which is smaller than the alpha level (0.05); therefore,  $H_0$  is rejected. This indicates that there is a relationship between patients' perception of assurance quality and their intention to revisit

**Table 11. The Relationship Between Patients' Perception of Empathy Quality and Their Intention to Revisit**

Patients' Perception of Empathy	Interest in Returning Visits				Total	Pvalue	
	Interest		No Interest				
	n	%	n	%			
Good	120	97,6	3	2,4	123	100	0,004
Fair	233	89,3	28	10,7	261	100	
Total	353	91,9	31	8,1	384	100	

The test yielded a significance value of 0.004, which is less than the alpha level of 0.05, leading to the rejection of  $H_0$ . Therefore, it is concluded that there is a significant relationship between patients' perception of empathy quality and their intention to revisit inpatient care at Wahyu Hospital Medan.

### Multivariate Analysis

**Table 12. Results of Logistic Regression Analysis**

variable	B	p value	Exp(B) OR	95% CI For Exp (B)
Physical Evidence	-0,358	0,001	0,699	0,562 – 0,870
Reliability	-0,249	0,040	0,780	0,615-0,988
Responsiveness	0,212	0,175	1,236	0,910-1,679
Empathy	0,18	0,921	1,018	0,711-1,459
Assurance	-0,396	0,013	0,673	0,493-0,919

Table 12. Shows that the final logistic regression analysis identified physical evidence as the most dominant variable influencing patients' intention to revisit Wahyu Hospital, with a p-value of 0.001 and an odds ratio (OR) of 0.699 (95% CI: 0.562–0.870). Since the p-value is less than 0.05,  $H_0$  is rejected, indicating a significant effect of patients' perception of physical evidence on revisit intention. The odds ratio of 0.699 suggests that patients with a poor perception of physical evidence quality are about 0.7 times as likely to intend a revisit compared to those with a better perception.

### DISCUSSION

Based on the results of the conducted research, it was found that the intention to revisit among the inpatient respondent group in Medan remains at a low level. According to the data and observations from patients who had been hospitalized at Wahyu Hospital, there were 31 respondents who were not interested and 353 respondents who were interested in revisiting. The researcher considers this to be related to the quality of service perceived by the patients. This finding is relatively consistent with the study conducted (Fidyawati et al. 2015), which showed that patients' perceptions influence their intention to revisit.

Based on the research findings, it was found that there is a significant influence of patients' perception of the physical evidence dimension on the intention to revisit wahyu hospital medan ( $p < 0.001$ ;  $or = 0.699$ ). The statistical test using the Chi-Square test yielded a p-value of  $<0.001$ . This value indicates that there is a significant influence of patients' perception of reliability quality on their intention to revisit. Additionally, the logistic regression analysis produced an odds ratio (OR) of 0.780, indicating that patients who have a poor perception of

reliability quality are approximately 0.78 times as likely to intend to revisit compared to those with a better perception. It was found that there is a significant influence between patients' perception of responsiveness quality and their intention to revisit Wahyu Hospital Medan ( $P = 0.004, < 0.05; OR = 1.236$ ). The Chi-Square test yielded a p-value of 0.004, indicating that there is a significant influence of patients' perception of responsiveness on their intention to revisit. The odds ratio (OR) from the logistic regression analysis was 1.236, suggesting that patients who have a poor perception of responsiveness quality are approximately 1.2 times more likely to intend to revisit.

There is a significant influence between patients' perception of the assurance quality dimension and their intention to revisit Wahyu Hospital Medan ( $P < 0.001; OR = 1.018$ ). The statistical test using the Chi-Square test yielded a p-value of  $< 0.001$ , indicating a significant effect of patients' perception of assurance quality on revisit intention. The odds ratio (OR) from the logistic regression analysis was 1.018, suggesting that patients with a poor perception of assurance quality have approximately the same likelihood (1.0 times) of intending to revisit. The study found a significant influence between patients' perception of the empathy quality dimension and their intention to revisit Wahyu Hospital Medan ( $P = 0.004; OR = 0.673$ ). The Chi-Square test yielded a p-value of 0.004, indicating a significant effect of patients' perception of empathy quality on revisit intention. The odds ratio (OR) from the logistic regression analysis was 0.673, suggesting that patients who have a poor perception of empathy quality are approximately 0.67 times as likely to intend to revisit.

## **CONCLUSION**

There were 353 patients (91.9%) who expressed an intention to revisit, while 31 inpatient respondents (8.1%) were not interested in revisiting, out of a total of 384 respondents (100%). Patients' perception of service quality at Wahyu Hospital Medan in 2024 is as follows: 67.7% of patients had a positive perception of physical evidence, while 32.3% had a negative perception. 34.11% of patients had a positive perception of reliability, while 65.88% had a negative perception. 32.8% of patients had a positive perception of responsiveness, while 67.2% had a negative perception. 32% of patients had a positive perception of empathy, while 68% had a negative perception. 33% of patients had a positive perception of assurance, while 67% had a negative perception. There is an influence of patients' perception of Tangibles (Physical Evidence) on their intention to revisit Wahyu Hospital Medan in 2024. There is an influence of patients' perception of Reliability on their intention to revisit Wahyu Hospital Medan in 2024. There is an influence of patients' perception of Responsiveness on their intention to revisit Wahyu Hospital Medan in 2024. There is an influence of patients' perception of Empathy on their intention to revisit Wahyu Hospital Medan in 2024. There is an influence of patients' perception of Assurance on their intention to revisit Wahyu Hospital Medan in 2024.

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