


## The Relationship Between Hospitality And Outpatient Loyalty Of The Sawah Besar Health Center

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Article Info	ABSTRACT
<b>Keywords:</b> Public Hospitality, Personal Hospitality, Therapeutic Hospitality, Loyalty, Patient	Hospitality is defined as a service full of hospitality and warmth provided by health care providers to patients. The purpose of this study is to find out the relationship between hospitality and outpatient loyalty at the Sawah Besar Health Center. This research method uses a quantitative cross sectional study. The population in this study is outpatients with a sample of 150 respondents where the respondents are patients who have been treated more than once at the Sawah Besar Health Center. Data analysis was carried out univariate to see the picture and bivariate to see the relationship. The results of the study showed that public hospitality with a good category of 95.3% and poor as much as 4.7%, personal hospitality was good 92%, poor 8%, therapeutic hospitality was good 92.7% and poor 7.3%. In addition, the results of this study show that there is a relationship between hospitality, namely public, personal, and therapeutic hospitality and outpatient loyalty at the Sawah Besar Health Center in 2023, which shows a P value of <0.05. Most of the respondents in this study stated that they were good for these three hospitality and loyal to the health center, although there were still some complaints. It is recommended that health centers should continue to improve hospitality services to patients.
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### INTRODUCTION

The availability of quality health services for the community is something that must be considered by the government as an effort to improve quality in the health sector. The increasing number of health facilities requires these facilities to always increase the optimal sense of care, friendliness, and professionalism to reflect the best quality of service. The quality of health care depends on the perception of patients, patients' families and the community. Based on this, healthcare needs to consider that in addition to good technical care, the quality of comfort and daily interaction with patients is also very important.

Hospitality began to be implemented by bringing a new form of service provision based on the results of the adoption of hotel services. Hospitality in its application, both health workers and support personnel, play an important role in hospitality management to improve the quality of health services. If hospitality is not applied in health services, it can reduce patient visits to health services[1][2].

Hospitality is defined as a form of knowledge, attitude/ethics and skills in service that must be carried out by service providers to consumers, service is full of hospitality and warmth, so that customers feel satisfied and comfortable, and feel fully appreciated by the human soul [3]. Patten explained the importance of hospitality in the health sector as the most ideal service to apply three types of hospitality, namely: (1) Public Hospitality is basic courtesy exemplified by the politeness expected in hotels, airlines, and restaurants. For the health service environment, it can be translated into daily interactions such as in the registration section, and customer service. (2) Personal Hospitality can be interpreted as the interaction/communication of a patient with medical staff, such as talking and discussing. (3) Therapeutic Hospitality is therapeutic communication carried out by nurses to patients.[4]

The application of this hospitality has been carried out in several health services in the world, including Singapore. Based on research conducted by Patients Beyond Borders, Malaysia and Singapore are the treatment places used by patients from Indonesia. One of the factors in a person seeking treatment abroad is trust in the doctor's skills to overcome the patient's disease, while one of the external factors is the friendliness of good medical personnel, so this is an evaluation for health providers in Indonesia.[5] [4]

Hospitality is a new policy and program implemented in DKI Jakarta Province so that there needs to be an assessment and evaluation. One of the health centers that implements hospitality is the Sawah Besar Health Center based on outpatient data obtained showing a significant increase in the number of patient visits every month, so in this case the researcher wants to find out based on what patients return to using health services at the Sawah Besar District Health Center, whether there is a relationship between the hospitality applied by the Sawah Besar District Health Center and patient loyalty in the The health center.

## METHOD

This study is a quantitative research using a cross sectional approach conducted at the Sawah Besar Health Center from May 2 to July 14, 2023. The population in this study is outpatients who use services at the Sawah Besar Health Center more than once. The sampling technique was carried out by nonprobability sampling, namely purposive sampling. The total sample in this study was 150 respondents who were determined using the Slovin formula.

The data collection method was carried out using a questionnaire in the form of a google form. The research instrument used consisted of three aspects, namely the characteristics of the respondents who described the respondent's name, age, gender, last education, occupation, income, type of payment and patient address. Hospitality outlined three indicators, namely public hospitality with 11 statements, personal hospitality with 9 statements, and therapeutic hospitality with a total of 6 statements using a likert scale made by the researcher himself. Loyalty outlines five indicators, namely trust, psychological commitment, switching cost, word of mouth, and cooperation with 19 statements using likert.[6]

Data analysis was carried out univariate to provide an overview of each variable using a frequency table and bivariate using a chi-square statistical test. This research has passed

ethics from the Health Research Ethics Commission of the Faculty of Public Health (KEPK FKM) University of Jember with number 398/KEPK/FKM-UNEJ/V/2023

## RESULTS AND DISCUSSION

### Characteristics of respondents

The characteristics of the respondents analyzed to see the picture in this study are age, education, occupation and income. These four characteristics affect the assessment and decision to take advantage of the services available at the Sawah Besar Health Center

**Table 1.** Frequency Distribution of Patients AT Puseksmas Sawah Besar (n = 150)

Characteristics Responden	Frequency	
	N	%
Age		
18 - 40 Years	129	86.0
41 - 60 Years	17	11.3
>60 Years	4	2.7
Education		
Not graduating from elementary school/not going to school	0	0.0
Graduated from elementary school	3	2.0
Graduated from junior high school	36	24.0
Tamat SMA	95	63.3
College	16	10.7
Work		
State Apparatus/Officials	1	0.7
Teaching Staff	0	0.0
Wiraswasta	17	11.3
Farmers/Ranchers	0	0.0
IRT	96	64.0
Not Working	13	8.7
Other	23	15.3
Income		
<Rp. 1.500.000	106	70.7
>Rp. 1.500.000	44	29.3

Table 1 shows that most of the respondents between the ages of 18-40 years are 86%, while the respondents aged 41-60 years are 11.3%, and those who are >60 years old are 2.7%. The highest characteristics of respondents based on education are high school graduation with a result of 63.3%, followed by junior high school graduation 24.0%. Meanwhile, there were no respondents who did not finish elementary school/did not go to school. According to Kotler, the level of education is one of the factors that affect a person's decision to buy or use health services. The level of education determines the breadth of a person's insight in knowing information, one of which is about health services. The higher a person's education level, the higher the level of awareness of health. The work of respondents

also varied based on the table above, the highest was IRT with a result of 64% and there were two groups with a result of 0%, namely teaching staff and farmers/breeders. According to Kotler, employment and economic circumstances have an influence on product selection including the use of health services. The higher a person's income, the greater the expectation of obtaining appropriate services. Based on table 6.1, the highest respondent's income was <Rp. 1,500,000 with a yield of 70.7% and the lowest >Rp. 1,500,000 with a yield of 29.3%. [7] [8]

### The Relationship *between Public Hospitality and Patient Loyalty*

*Public hospitality* includes the clarity of communication delivered by the admissions officer in a friendly manner, the appearance of the officers, the knowledge and information conveyed by *the frontliner* related to health. According to Sabarguna, the patient admission procedure is the face of a health facility in giving a good impression to patients and their families. Good, fast, friendly, precise and professional service needs to be developed and determined in order to run according to expectations so that it can provide satisfaction for customers. [8]

**Table 2** Relationship *between Public Hospitality and Patient Loyalty* at Sawah Besar Health Center in 2023 (n = 150)

<i>Public Hospitality</i>	Loyalty				Sum		Statistical Test
	Loyal		Disloyal		N	%	
	N	%	N	%			
Good	136	132.5	7	10.5	143	143.0	p = 0,001
Not Good	3	6.5	4	0.5	7	7.0	

Based on Table 2, it shows that of the 143 respondents with a good *perception of Public Hospitality*, there are 132.5% who are loyal and 10.5% who are disloyal, and of the 7 respondents with a poor *perception of Public Hospitality*, there are 6.5% who are loyal and 0.5% who are not loyal to the Sawah Besar Health Center.

Based on the results of the study, it was shown that respondents with a good *perception of Public Hospitality* were more loyal than those who were not loyal, as well as respondents with a poor *perception of Public Hospitality*. Most of the respondents gave a good assessment of *Public Hospitality* where this assessment was carried out to see the attitude, communication and hospitality shown by the registration officer and security officer. The thing that supports *good Public Hospitality* is the appearance of the officers and the hospitality shown by the admissions and security officers. Meanwhile, there were several complaints from several respondents who expressed disagreement that the administrator officer did not smile at the beginning of the service to patients.

Based on the explanation above, it can be concluded that good *Public Hospitality* can make patients at the Sawah Besar Health Center loyal, this shows that there is a relationship between *Public Hospitality* and outpatient loyalty at the Sawah Besar Health Center. The better the *Public Hospitality* provided by the health center, the more patient loyalty will increase.

The results of this study support the opinion of Patten (1994) in which it is stated that [9] *Public Hospitality* as a brief interaction involving politeness occurs at the beginning of patient admission. Although brief, the interaction became the basis and initial welcome that gave a good impression to the patient. When patients are given a good welcome, patients will feel appreciated, so that it can make the patient's perception of the officer good.

This research is in line with a study conducted by entitled Patient Perception of [10] Hospitality to Satisfaction in the Inpatient Room of Kendal Islamic Hospital which states that there is a relationship between patient perception of Hospitality and satisfaction in the inpatient room of Kendal Hospital. The results of this study are not much different from the research conducted by [11] The Perception of BPJS Users on The Hospitality Services of a Private Hospital in Denpasar which states that the patient's perception of hospitality is relatively good. Broadly speaking, patient loyalty begins with patients who are satisfied with the services provided. Therefore, it is important for administrators and security officers to maintain and improve friendliness in providing services to patients.

### The Relationship between *Personal Hospitality* and Patient Loyalty

*Personal Hospitality* can be interpreted as the interaction/communication of a patient with medical staff, such as talking and discussing. Communication has an important role in this case is the communication carried out by nurses and doctors with respondents regarding patient complaints so that patients feel comfortable with the treatment process and services provided. [8]

**Table 3** Relationship *between Personal Hospitality* and Patient Loyalty at Sawah Besar Health Center in 2023 (n = 150)

<i>Personal Hospitality</i>	Loyalty				Sum		Statistical Test
	Loyal		Disloyal		N	%	
	N	%	N	%			
Good	137	127.9	1	10.1	138	138.0	p = 0,000
Not Good	2	11.1	10	0.9	12	12.0	

Based on Table 3, it shows that of the 138 respondents with a good perception of *Personal Hospitality*, there are 127.9% who are loyal and 10.1% who are not loyal, and of the 12 respondents with a poor perception of *Personal Hospitality*, there are 11.1% who are loyal and 0.9% who are not loyal to the Sawah Besar Health Center.

Based on the results of the study, it was shown that respondents with a good perception of *Personal Hospitality* were more loyal than disloyal, and respondents with a poor perception of *Personal Hospitality* were more loyal than those who were not loyal to the Sawah Besar Health Center.

Most of the respondents are in the Good *Personal Hospitality* category, what supports Good *Personal Hospitality* is the willingness of doctors and nurses to listen to patient complaints, provide explanations to patient problems and provide solutions to patient problems. Respondents who were in the bad category thought that they did not agree with doctors and nurses who did not provide time certainty for the servants provided. *Personal*

*Hospitality* plays an important role in increasing patient satisfaction with good service, patients will feel satisfied.

Based on the explanation above, it can be concluded that *good Personal Hospitality* can make patients at the Sawah Besar Health Center become loyal, this shows that there is a relationship between Personal Hospitality and outpatient loyalty at the Sawah Besar Health Center. The better the Personal Hospitality provided by the health center, the more patient loyalty will increase. The results of this study support the opinion expressed by Patten (1994) in which it is stated that [9] Personal Hospitality is important for health services as a personal hospitality by professionals, in this case nurses and doctors to patients who have some emotional involvement

This is also in line with what was stated by Altman and Taylor in the [12] social exchange theory which states that if the relationship is relatively favorable then it will continue and if it is detrimental it will be broken. Each person or patient enters voluntarily to remain in social contact with the nurse and doctor only as long as the relationship is satisfactory. The results of this study are in line with a study conducted by entitled Patient Perception of [2] Hospitality Towards Satisfaction in the Inpatient Room of Kendal Islamic Hospital which stated that there is a relationship between patient perception of Hospitality and satisfaction in the inpatient room of Kendal Hospital.

The results of this study are also in line with the research conducted by on the Relationship Between the Quality of Doctor-Patient Communication and the Level of Patient Education with Patient Loyalty which states that there is a relationship between the quality of doctor-patient communication and patient loyalty.[12] Based on the results of the research, both doctors and nurses must continue to improve and maintain attitudes, communication and actions based on personal hospitality assessments to provide satisfaction to patients, satisfied patients tend to reuse the services provided.

#### **The Relationship *between Therapeutic Hospitality* and Patient Loyalty**

*Therapeutic Hospitality* plays an important role in helping patients to solve a problem they are facing. Therapeutic communication is communication that is carried out consciously with a central goal for the patient's recovery.[13]

**Table 4** Relationship *between Therapeutic Hospitality* and Patient Loyalty at Sawah Besar Health Center in 2023 (n = 150)

<i>Therapeutic Hospitality</i>	Loyalty				Sum		Statistical Test
	Loyal		Disloyal		N	%	
	N	%	N	%			
Good	134	128.8	5	10.2	139	139.0	p = 0,000
Not Good	5	10.2	6	0.8	11	11.0	

Based on Table 4, it shows that of the 139 respondents with a good perception of *Therapeutic Hospitality*, there are 128.8% who are loyal and 10.2% who are not loyal, and of the 11 respondents with a poor perception of *Therapeutic Hospitality*, there are 10.2% who are loyal and 0.8% who are not loyal to the Sawah Besar Health Center.

*Therapeutic Hospitality* is used in order to provide psychological support to patients so that patients can recover faster and they feel comfortable with the services provided.[8] Based on the results of the study, it was shown that respondents with good and poor perceptions of Therapeutic Hospitality who were loyal had the highest scores, while those who were not loyal to the Sawah Besar Health Center had the lowest scores.

Respondents who were in the good category assessed that in communicating nurses showed concern and provided a sense of comfort to patients. Patients who feel comfortable communicating with nurses will be more open in telling their complaints. Respondents stated that they did not agree with the willingness of nurses to provide psychological support to patients. Psychological support has a big impact and is indispensable for patients to recover quickly.

The results of the study are in accordance with Patten's (1994) theory in Therapeutic [14] Hospitality which states that communication skills carried out by nurses to patients play an important role because they involve a high level of approach. The results of this study are in line with the research conducted by the study entitled The Relationship between Nurse Therapeutic Communication and the Level of Patient Satisfaction in the Inpatient Room which states that there is a relationship between Nurse Therapeutic Communication and the level of patient satisfaction in the Inpatient Room. [15]

The results of this study are in line with the research conducted by about the Relationship between Nurse Therapeutic Communication and Patient Satisfaction Level in the Inpatient Room of Wates Hospital which states that there is a relationship between the implementation of nurse therapy and patient satisfaction in the inpatient room of Wates Hospital. [16]

The results of this study are also supported by research conducted by Nurse Therapeutic Communication in relation to Patient Satisfaction, which states that there is a relationship between nurse therapeutic communication and patient satisfaction. [17] In fact, customer satisfaction contributes to several crucial aspects, one of which is customer loyalty. According to Tjiptono (2000) in Mentioning that patient satisfaction has the opportunity to provide benefits, one of which is loyalty. [18]

Based on the explanation above, it can be concluded that good Therapeutic Hospitality can make patients at the Sawah Besar Health Center loyal, this shows that there is a relationship between Therapeutic Hospitality and outpatient loyalty at the Sawah Besar Health Center. The better *the Therapeutic Hospitality* provided by the health center, the more patient loyalty will increase

## CONCLUSION

Based on the results of research on the effectiveness of using aloe vera facial soap and aloe vera gel on the degree of acne vulgaris in SMA Negeri 2 Bayang students, it can be concluded that giving aloe vera facial soap and aloe vera gel provides a better improvement on the degree of acne vulgaris than giving facial soap. aloe vera in adolescent acne vulgaris patients.

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