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## Patient satisfaction associated with increased patient retention

Ahmad Khotib\*, Sentot Imam Suprpto, Indasah

Prodi Magister Kesehatan, Institut Ilmu Kesehatan Strada Indonesia

Corresponding author: \*E-mail: [akhotib89@gmail.com](mailto:akhotib89@gmail.com)

### Abstract

**Background:** Patient retention is also an effort to retain old patients so they can continue to be reused in the hospital. Customer retention can provide an overview of customer satisfaction. Patient satisfaction is a very important asset because if patients are satisfied, they will continue to use the service they have chosen, but if they are dissatisfied, they are twice as likely to tell others about their bad experience. Therefore, to create patient satisfaction, hospitals must be able to create and manage a system to get and retain more patients.

**Purpose:** To determine the relationship between the satisfaction and retention of patients at Amelia Pare Kediri Hospital.

**Method:** This research uses quantitative research with a cross-sectional research design. The study population was all outpatients (excluding emergency room patients) and inpatients (excluding ICU patients) at Amelia Pare Kediri Hospital from October to December 2023, totaling 100 patients. The sampling technique used was total sampling, which met the inclusion criteria. The instrument uses a questionnaire. Data analysis was conducted using the Chi-square test with a CI of 95% and a degree of significance ( $\alpha$  value) of 5% or 0.05.

**Results:** The research results showed that the majority (64%) of respondents were female, almost half (43%) were >35 years old, and the majority (65%) of respondents had secondary education. Almost all respondents said they were satisfied (94%) compared to a few who felt dissatisfied (6%). Almost all of the proportion of patients who desire to make a repeat visit (86%) is greater than patients who do not want to make a repeat visit (14%). Only 4 of 6 patients (66.7%) were dissatisfied and did not wish to have a repeat visit, while only 10 of 94 patients (10.6%) were satisfied and did not wish to have a repeat visit. The probability test results show a value of 0.004, meaning a significant relationship exists between patient satisfaction and patient retention.

**Conclusion:** Almost all patients expressed satisfaction as much as 94%, and almost the entire proportion of patients desired to make a repeat visit, namely 86%. The bivariate test results show a relationship between patient satisfaction and retention at Amelia Pare Kediri Hospital. This means that the greater the patient's sense of satisfaction, the greater the patient's desire to make repeat visits.

**Keywords:** Cross-Sectional; Hospital; Patient Retention; Patient Satisfaction.

### INTRODUCTION

According to Law of the Republic of Indonesia Number 44 of 2009 concerning inpatient, outpatient and emergency services provision. The creation of quality health services is a hope for every community and a goal for health services themselves, such as hospitals. The availability of quality equipment and adequate human resources can be one of the efforts

to achieve this (Prayoga, Lailiyah, & Sari, 2017). Hospitals, as health service institutions, are obligated to have good human resource management to create good health services.

Health services are one of the supporting elements of the implementation of health development. The form of health service provision is

a manifestation of the fulfillment of community needs for health services and is organized in the form of institutions such as hospitals, health centers, health centers, clinical laboratories, integrated health posts and various types of other service institutions whose goal is to achieve optimal health levels for all levels of society. This can be interpreted that the quality of service can be accounted for according to the needs and expectations of the community (Cahyani, 2019).

Hospital management in the era of globalization shows very rapid and increasingly complex development. Hospitals are institutions that are complex, dynamic, competitive, capital intensive and labor intensive, multidisciplinary, and very easy to change due to environmental impacts. However, hospitals must still fulfil their main duties as social service institutions by prioritizing service to the community and always paying attention to service ethics (Adzka & Perdhana, 2017).

One of the factors that can affect patient satisfaction is the quality of medical services provided by the clinic to the patient. The elements that form a quality service are a combination of human quality reflected by personal behavior or attitudes in interacting with users and skills or expertise that are the mastery of technical and procedural elements related to their job duties. The basic elements and components in service are difficult to inventory, so it can be said that service is related to the process, where the product enjoyed by users is in the form of experience (Gunawan, Saragih, & Bogor, 2019).

Hospital services are the services most needed by the community. One of the state's general duties, for example, is education, social welfare, health, labor protection, agriculture, security and others to provide public services. For this reason, hospital services must always be handled and the quality of service must be improved. The service in question is health services that are fast, precise, cheap and friendly (Damayanti & Ariyanti, 2021). In their existence, hospitals are one of the main links in the chain of health services and have functions in preventive, healing (curative) and recovery (rehabilitative) efforts (Lisdayanti, Lie, Butarbutar, & Wijaya, 2015).

This study revealed that there is a positive relationship between the three extrinsic mechanisms and service quality. This study also shows that there is a significant relationship between service quality and patient retention. The mediating role of patient

trust and satisfaction also shows a positive and statistically significant relationship between service quality factors and patient retention. This study recommends that if private hospitals engage in corporate social responsibility and collaborative networking activities, they will attract more patients to come to the hospital (Banahene, Dai, Kissi, & Antwi, 2021).

Patients are one of the goals of all services in a hospital. This is because health is a human right of every community, so hospitals must provide health services to all levels of society without discrimination so that they have the right to receive health services in a fair, equitable, affordable and quality manner. The services provided at a hospital can be said to be satisfactory if they meet the patient's needs and expectations. Satisfaction or dissatisfaction is the result of the interaction between expectations and experience after using hospital services (Aditeresna & Mujiati, 2018).

Patient satisfaction is a very important asset because if patients are satisfied, then they will continue to use the service they have chosen. Still, if they are dissatisfied, they are twice as likely to tell others about their bad experience (Novitasari, 2019). Therefore, to create patient satisfaction, hospitals must be able to create and manage a system to get and retain more patients. Apart from that, patient satisfaction is also one of the first indicators of hospital standards and service quality measures. Patient satisfaction can be achieved through 5 dimensions of satisfaction, which are the main indicators that influence service quality according to the SerQual service quality concept, namely direct evidence (tangibles), reliability, responsiveness, assurance and empathy (Biason, 2020).

Patient satisfaction is key in retaining consumers from switching to other products or hospitals. A consumer who is satisfied with the service provided by a product will not change for another product. The process of retaining and attracting existing customers to continue buying products or using services offered by a business is called customer retention. These customer retention efforts focus on increasing the number of repeat customers and increasing the profitability of each existing customer. The aim is to keep customers staying and not switching to competing brands (Aamir, Hamid, Haider, & Akhtar, 2016).

**Ahmad Khotib\*, Sentot Imam Suprpto, Indasah**

Prodi Magister Kesehatan, Institut Ilmu Kesehatan Strada Indonesia  
Corresponding author: \*E-mail: akhotib89@gmail.com

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Patient retention is also an effort to retain old patients so that they continue to be reused in the hospital. Customer retention can provide an overview of customer satisfaction. Customers who are satisfied with a service will indicate that they will reuse hospital services. Amelia Pare Kediri Hospital is a private hospital under the Amelia Husada Utama Foundation so it must be able to provide financial benefits as a form of accountability to the Foundation. This can be done by meeting needs and satisfaction so that patient retention is higher. Based on the description above, researchers are interested in conducting research with the aim of finding out the relationship between patient satisfaction and patient retention at Amelia Pare Kediri Hospital.

### RESEARCH METHOD

This type of research is quantitative research using a cross-sectional research design. The research population was all outpatients and inpatients at Amelia Pare Kediri Hospital from October to December 2023, totaling 100 patients, and the entire population was used as a research sample using a total sampling technique. The sample inclusion criteria were all outpatients (excluding emergency room patients), inpatients (excluding ICU patients), and inpatients who had not or were not able to fill out the questionnaire; they would be represented by the patient's family or caregiver and were willing to be respondents.

The respondents' education level was basic education (Elementary School-Junior High School), secondary education (Senior High School) and higher education (Bachelor Degree). Respondents were

given education, namely for the Patient Satisfaction Category, an explanation was given about the Treatment Process, Effective Communication, Health Education, and Patient Satisfaction Measurement. For Patient Retention, an explanation was given about the Disease Management Program, Consistency of Care, Personal Relationships, Reminder Programs and Follow-up. The satisfied patient category is a respondent who feels that they have been served well, so that the respondent will make a repeat visit according to the schedule given by the doctor. While dissatisfied patients are those who feel that they have not been served well according to the respondent's expectations. so that they will not make a repeat visit or look for an alternative hospital as a replacement. The location of the study was Amelia Pare Hospital, Kediri.

The instrument in this research uses a questionnaire with data taken in the form of primary data. The data collected and analyzed are data on patient satisfaction and patient retention at the hospital. On the data obtained, data analysis was carried out to see the relationship between the two variables (patient satisfaction and patient retention). Data analysis for this research was carried out using univariate and bivariate analysis. In bivariate analysis using the Chi-square test with a CI of 95% and a degree of significance ( $\alpha$  value) of 5% or 0.05. The implementation of this research itself has received ethical approval from the Health Research Ethics Committee of the Strada Indonesia Kediri Institute of Health Sciences Number 000420/EC/KEPK/I/09/2023.

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## RESEARCH RESULTS

Table 1. Characteristics of Respondents (N=100)

Variables	Results
<b>Age (Mean±SD) (Range)</b>	(36.20±9.615) (25-55)
<25 years old	16/16.0
25-35 years old	41/41.0
>35 years old	43/43.0
<b>Gender (n/%)</b>	
Male	36/36.0
Female	64/64.0
<b>Education (n/%)</b>	
Basic Education	2/2.0
Secondary Education	65/65.0
Higher Education	33/33.0
<b>Patient Satisfaction (n/%)</b>	
Dissatisfied	6/6.0
Satisfied	94/94.0
<b>Patient Retention (n%)</b>	
No	14/14.0
Yes	86/86.0

Table 1. shows that in urban areas the age of participants with the mean and standard deviation ( $36.20 \pm 9.615$ ) and the range between (25-55) years. Based on gender, the majority are women (64.0%) while men are only (36.0%). based on education, the majority have secondary education, namely (65.0%), while basic education is (2.0%) and higher education is (33.0%).

Almost all respondents stated that they were satisfied (94.0%) compared to a small number of respondents who felt dissatisfied (6.0%). that almost all of the proportion of patients or respondents who have a desire to make a repeat visit (86.0%) is greater than patients who do not have a desire to make a repeat visit (14.0%). and almost the entire proportion of patients or respondents who have the desire to make a repeat visit (86.0%) is greater than patients who do not have the desire to make a repeat visit (14.0%).

Table 2. Relationship Between Patient Satisfaction and Patient Retention

Variables	Patient Retention		OR (95% CI)	p-value
	No (n=14)	Yes (n=86)		
<b>Patient Satisfaction (n/%)</b>				
Dissatisfied	4/28.5	2/2.3	2.766 (1.299-5.894)	0.004
Satisfied	10/71.5	84/97.7		

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Table 2. shows that dissatisfied patients have no desire to make a repeat visit, namely (28.5). There is a desire to make a repeat visit, namely (2.3). While satisfied patients have no desire to make a repeat visit, namely (71.5) and There is a desire to make a repeat visit, namely (97.7).

The results of the probability test showed a value of 0.004, which means that with an alpha of 5% there is a significant relationship between patient satisfaction and patient retention. In addition, an OR value of 2.766 was obtained (CI 95% 1.299-5.894), which means that patients who feel dissatisfied have a 2.766 times greater chance of not wanting to make a repeat visit compared to patients who feel satisfied.

## DISCUSSION

The analysis results show that almost all patients at Amelia Hospital desire to make repeat visits. Satisfaction is based on estimates of consumer experience (patients) to what extent the service provider (hospital) is able to meet their expectations (Citradika, & Satrio, 2021).

Customer satisfaction and dissatisfaction with products and services will influence subsequent behavioural patterns. This can be shown by previous customers when consuming/purchasing or after purchasing/consuming a product/service. If the patient is satisfied, then the patient will show a high probability of returning to purchase or obtain the same service/use the same service and will tend to provide references to hospital services/services. Meanwhile, patients who are dissatisfied can submit a complaint to the hospital so that it can improve its services so that it can retain existing customers/patients and become loyal patients. It is hoped that this can increase the hospital's occupancy rate (Damayanti & Ariyanti, 2021).

The manifestation of hospital staff empathy and responsiveness towards patients is important to increase patient satisfaction so that patients will provide a concrete response to the perceived suitability. Patients will continue to have a positive relationship with the hospital as a service provider, so patient retention will be achieved through the patient's deficient level of trust and loyalty towards offers from similar service providers. A good image of the hospital by patients in carrying out activities greatly influences patient satisfaction and retention. Image can be formed from how a company or hospital carries out its

operational activities, mainly based on service. People can see a company's image differently, depending on their perception of the company, or vice versa. The public views it the same way (public opinion).

Factors that can influence the image of a service company are corporate identity, reputation, tangible signs, contact personnel and service levels (Nguyen & Leblanc 1998).

Patient satisfaction is an individual's cognitive evaluation of, and emotional reaction to, his or her health-care experience. This concept is increasing in importance as survey data are being used by health-care facilities for self-assessment, accreditation requirements, and compensation formulas. High patient satisfaction is associated with increased market share, financial gains, decreased malpractice claims, and improved reimbursement rates. Modifiable factors that contribute to satisfaction include physician-patient communication, the setting of appropriate expectations, minimization of waiting times, and provision of continuity of care (Shirley, & Sanders, 2013).

Corporate image affects customer satisfaction and customer loyalty (Andreassen and Lindstedt, 1998). satisfaction will affect customer trust and commitment (Damayanti & Ariyanti, 2021), while corporate image will affect consumer purchasing behavior (Novitasari, 2019). Store image affects customer satisfaction, satisfaction affects trust and trust affects customer commitment. Customer commitment greatly affects purchasing interest, price intensity and word of mouth (WOM) (Ashraf, Ilyas, Imtiaz, & Ahmad, 2018). Physical support and contact personnel support each other in providing services to customers, so that it is expected to improve the hospital's image and customer trust. A good hospital image will encourage customer satisfaction and customer trust. In time, it is expected to be able to retain existing customers so that they become loyal customers. It is expected that the occupancy rate of general hospitals will increase (Adzka & Perdhana, 2017).

Eighty-five visits were videotaped (involving 28 gynecologists and 160 patients). PCI scores ( $\mu=0.51\pm 0.28$ ) indicated more disease-oriented communication during the visit. Patients reported high levels of satisfaction with the visit and identified the main reasons for satisfaction as the provision of information or the humanity or kindness of the doctor.

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At follow-up, the majority of couples reported following the doctor's advice and remaining in contact with the ART center. No associations were found among study variables, except for lower male satisfaction among couples who reported changing ART clinics (Borghi, Leone, Poli, Becattini, Chelo, Costa, & Vegni, 2019).

One hundred fifty-five physicians responded (3.9% of the approximately 4.000 physician members of a state medical society, or approximately 16% of the state's emergency department [ED] physicians). Respondents were predominantly male (85%) and practiced in solo or private practices (45%), hospitals (43%), or academic settings (15%). The majority were ED physicians (57%), followed by primary care physicians (16%). Fifty-nine percent reported that their compensation was tied to patient satisfaction ratings. Seventy-eight percent reported that patient satisfaction surveys had a moderate or severe impact on their job satisfaction; 28% had considered quitting their jobs or leaving the medical profession. Twenty percent reported that their jobs were threatened by patient satisfaction data. Nearly half believed that pressure to achieve better scores led to inappropriate care, including unnecessary antibiotic and opioid prescriptions, tests, procedures, and hospital stays. Of the 52 qualitative responses, only three were positive (Zgierska, Rabago, & Miller, 2014).

Berdasarkan pengolahan data dan hasil analisis data yang telah dilakukan oleh peneliti maka dapat diambil beberapa kesimpulan dari penelitian ini bahwa ada pengaruh positif dan signifikan kualitas pelayanan terhadap kepuasan pasien pada klinik HMC sebesar 0,471 dan kualitas Pelayanan memiliki peranan penting terhadap kepuasan pasien, salah satu upaya yang dapat dilakukan yaitu memberikan pelayanan yang baik kepada pasien agar dapat memberikan kepuasan bagi pasien (Winario, Yulianti, Khairi, & Mairiza, 2023).

The research results show that the greater the patient's satisfaction with hospital services, the greater the patient's desire to make repeat visits. However, although the percentage of hospital patients who feel satisfied and wish to make a repeat visit is more significant, the majority of hospital patients who feel dissatisfied also wish to make a repeat visit. The patient's decision to want to continue making repeat visits cannot be separated from the influence of several factors, as explained in the previous discussion of patient retention, that there are reasons

for wanting to make repeat visits based on the patient's satisfaction, namely the form of empathy and responsiveness of the hospital staff and consisting of medical and non-medical.

This study is in line with research showing that satisfaction has a positive and significant effect on retention. If there is an increase in job satisfaction, there will also be an increase in retention (Aprillia, & Mukti, 2018; Lisdayanti et al., 2018) This study examines employee satisfaction, where employees who are satisfied with their jobs will be more dedicated to the growth of the company where they work. Employees who are happy with their jobs will stay and work for the company. In other words, employees will stay with the company if they are happy with their jobs (Biaison, 2020).

### CONCLUSION.

There is a relationship between patient satisfaction and patient retention at Amelia Pare Hospital, Kediri, this means that the greater the patient's satisfaction, the greater the patient's desire to make repeat visits.

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