

The Effect of Service Convenience toward Patient's Loyalty in Cendana Polyclinic Dr.Soeradji Tirtonegoro General Hospital Klaten

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Abstract

The changes of social economic, technology development, competitions in business environment, and the increasing of opportunity cost along with income, have a role in increasing the consumer's demand toward convenience. Service convenience is perceived as being instrumental in directing the behavior of loyal consumers to a service provider. The aims is to estimate the effect of service convenience in forming loyal behavior to polyclinic. This research is a descriptive study using a mix method, conducted in 2013 involved 176 patients. The research instrument was a questionnaire consisting of 19 closed statements and 5 open-ended questions supported by interviews, observation and documents. Analysis conducted is logistic regression test to determine the dimension of service convenience that acts in affecting patient loyalty. The results showed that the dimension of the transaction, benefits, and post benefit convenience, while the other two are decision access convenience do not affect the consumer's loyalty of Cendana Polyclinic in Dr.Soeradji Tirtonegoro General Hospital Klaten. Significant influence is shown by the results of statistical test $P < .05$. observation and brief interview results showed several factors which play a role in the service convenience in Cendana Polyclinic; they are company factors (service environment, consumer information, company brand, service system design) and individual differences of consumers (time orientation, perceive time pressure, empathy, experience).

Keywords: service convenience, consumer loyalty, Dr.Soeradji Tirtonegoro General Hospital Klaten

1. Introduction

Service convenience is important thing in service economies. Consumer interest to save time and effort, is a phenomenon that encourages the growth of convenience (ease, comfort, time efficiency) of goods and services. Socio-economic changes, technological development, the number of competitive business environment, as well as the opportunity cost that continues to rise along with the income, play a role in increasing consumer demand for convenience. Service convenience is consumer perceptions of time and effort related to purchase or the use of a service. Service convenience consist of five types namely decision convenience, access convenience, transaction convenience, convenience benefit, and postbenefit convenience (Berry et al, 2002). Convenience leads to loyalty (Kerr & Michael, 2004). Convenience can lead a person to be loyal to the provider of the goods and/or services. This study aims to determine the effect of the types of service convenience to the patient's willingness to recommend the service that is used a form of patient loyalty behavior.

2. Literatur Review

Research conducted by Susanto and Pambudiin 2012 titled "The Effect of Promotion Mix Towards Patient Loyalty At The Polyclinic in Panembahan Senopati Hospital Bantul" showed result that the promotion mix effected on patient loyalty. The differences in the study is the independent variable of previous studies which the promotion mix and questionnaires is used to examine customer loyalty assess a firm commitment to purchase or subscribe on a product or service continuously. While the similarities, current and former researchers have the same dependent variable,"patient loyalty".

Research conducted by Liu *et al* in 2010 titled "ED Services: The Impact Of Caring Behaviours on Patient Loyalty", showed result "caring behaviors that significantly affected patient loyalty". The difference is that previous researchers using independent variable "Caring Behaviours", where the research was in the Emergency Department or emergency room in some hospitals, conducted in 2010, while the similarity with the present study is the dependent variable "patient loyalty" and patient loyalty questionnaire uses "likelihood- to-recommend (loyalty) question".

Research conducted by Pramadhya Bachtiar 2006, entitled "Perceptions of Health Care Quality, General Patient Satisfaction and Loyalty in Jatiwaringin Polyclinic Pertamedika Medical Center" showed result that the perception of service quality strongly related to patient satisfaction and patient loyalty .The similarity is researching "the patient loyalty in polyclinic", while the difference with the present study is that patient loyalty questionnaire used in view of their attitudes, behavior and cognition. .

3. Sources and Methodology

This study is a descriptive using a mix method that was conducted in June and July of 2013. The samples were patients who used the service at the Cendana Polyclinic DR. Soeradji Tirtonegoro General Hospital Klaten with totaling 176 people. The number of samples is determined based on population size referring to the "Sample Size Tables for Specific Population Size" compiled by Krejcie and Morgan (1970) (Sekaran, 2003), the number of population in this study was 314 people. Samples were selected based on inclusion and exclusion criteria. Inclusion criteria 1) Able to understand filling the questionnaire; 2) at least 18 years old; 3) Not New Patient; 4) Patients who have received health care at that time, and the exclusion criteria 1) not willing to participate in the study; 2) In case of severe illness.

Research instrument consists of a questionnaire, observation, interviews and documents. The questionnaire consists of three sections with a total of 24 questions. The first section is patient demographics consisting of age, education, way of payment and health care services used by the patient (clinic visit). The second section is a positive statement to measure the five dimensions of service convenience and patient loyalty. This statement is a modification of "scale measurement of service convenience" (Tjiptono, 2011). While the statement of patient loyalty is willingness to recommend is a modification of research instruments Liu et.al 2010 "likelihood up-to-recommend" (Liu et al, 2010). Each dimension of service convenience consists of three statements and patients loyalty consists of four statements. The third section, questionnaire is an open-ended question of dimensions of service convenience to strengthen the results of positive statements and find the critical points of service, in addition to the interviews, observation, and document also play a role in this research. The rating of 19 positive statements in the questionnaire using a Likert scale where a score of 5 = strongly agree, score of 4 = agree, score of 3 = undecided, score of 2 = disagree and a score of 1 = strongly disagree. The value of approval depends on the total percentage of the total score (Sugiyono, 2007). The analysis of open-ended questions was done manually by the researchers, which is analyzed together with the data as the results of a brief interview, observation and document tracking. Before being used as a research instrument, the statements in this questionnaire have been tested for validity and reliability. Validity test used is the factor analysis, while reliability test used Alpha Cronbach of > 0.6 validity and reliability test was conducted on 30 patients that were not samples. Data analysis to determine the effect of service convenience on loyalty is logistic regression.

4. Results

4.1 Respondent Characteristics

Respondents totaled 176 people were mostly aged over 35 years (81.8%). Viewed from the way of payment that mostly to pay using ASKES (79.5%), educational background of the most educated above high school (86.4%), from the field of the services used most widely used service of internal disease (46.0%), of background jobs, mostly working as civil servants (64.2%), and large monthly income of at most 1.6 to 5 million (67.6%).

4.2 The Effect of Decision Convenience to Patient Loyalty

Table 1. Statistic Analysis of Decision Convenience to Patient Loyalty

Name of Variable	Significance	A	Decision	Coefficient	Odds ratio
<i>Decision Convenience</i>	0,168	0,05	H _a rejected		
<i>Access Convenience</i>	0,413	0,05	H _a rejected		
<i>Transaction Convenience</i>	0,000	0,05	H _a accepted		6,043
<i>Benefit Convenience</i>	0,009	0,05	H _a accepted		3,185
<i>Postbenefit Convenience</i>	0,003	0,05	H _a accepted		3,728
Konstanta					

The research result shows Decision Convenience has no effect on patient loyalty ($P \leq 0.05$). The ease stated by patients related to time and effort in deciding to choose to use the services at this clinic does not affect the patients' willingness to recommend the use of clinic and hospital services to their relatives. From the observation result, the patients of Cendana polyclinic can search the information about the provided service directly or by phone. Patients can ask the service schedule information, the doctor on duty or any other relevant information. But it had been seen that some patients were disappointed when there was a change of doctor schedule. In these case, the hospitals had substitute doctors or advised patients to move to a regular clinic. Ease of getting information about the services that will be used is one of the considerations for the patient to decide which health services will be used.

Related to the brand company, Cendana polyclinic of Dr. Soeradji Tirtonegoro General Hospital is type B general hospital in Klaten regency. In addition to the patients who come without a referral, patients who come to this clinic are referral patients from a health center and / or type C and D. This clinic is a VIP Polyclinic. The result of brief interview with the patients showed that the clinic's services are perceived more quickly than services in the regular polyclinic and based on environmental observation, environment in this polyclinic is comfortable (close to the park of IRJ VIP). Convenient-orientation gives big effect to the consumers buying

decision (Berry et al, 2002). The result of a brief interview, additional cost for some patients is not a big problem so decided to buy the service here with estimated benefits in accordance with what is paid either in monetary or non-monetary.

4.3. *The Effect of Access Convenience to Patient Loyalty*

The research showed that access convenience did not affect to the patient loyalty. It may because Dr. Soeradji Tirtonegoro General Hospital Klaten was the only type B educationed hospital. Because of hedonic value of this policlinic service, access convenience did not affect patients' willingness to recommend this policlinic to their relatives.

Some patients answered the open-ended questions stating that the distance to this policlinic was far from parking area. Based on the patient characteristics who came to this policlinic, mostly were 50 years old. The far distance to the policlinic increase the physical effort for patients. In inseparable services like in this policlinic, the ease of access is very important (Berry et al, 2002). The patients of Cendana polychinic could come directly or register by phone then came to this policlinic. Cendana policlinic was located near to the VIP inpatient room.

4.4. *The Effect of Transaction Convenience to Patient Loyalty*

The research showed that Transaction convenience affects patient loyalty. It happened positive correlation, which meant the higher the transaction convenience, the higher the patient loyalty.

The transaction done by the patients in this policlinic began with the registration until getting the main service. The agreement level showed that most patients received ease of effort and fast time in getting the service, while the results of open-ended questions and brief interview indicated the inconvenience related to the waiting time in the receiving core services. Some patients stated that this kind of waiting time had been a usual thing in a hospital. The patients' empatic feeling decrease the time effort emotionally. Some patients also stated that the doctors coming was not punctual. The higher monetary cost than in regular policlinic gave hope to customers to get appropriate service. The implication of inconvenient transaction focused on monetary and non-monetary costs before the customers got service advantages (Berry et al, 2002). Inconvenient transaction was opportunity cost, because patients had been waiting long, caused them lost their time to do other activities. The waiting time which is more that patients' estimation affected to the patients' emotional and perception related to the fairness toward the advantages got along the services.

The company factors that can affect the patients' convenience perception is patients' distraction or diversion facility. Emotionally by way of distraction, lowered sense of boredom, stress and even anxiety caused due to long or uncertain waiting time for services to be obtained. Patients will overestimate of the waiting time when they are in a passive (Berry et al, 2002). In the Cendana policlinic, there are distraction facilities such as TV, but this has not been enough to reduce the time effort spent by the patients. Music was found to reduce the patient's perception of waiting time and emotional effort costs related to waiting. The existence of interesting things in a service environment can also create positive effects and reduce the cost of time and effort.

Uncertainty information for the doctor (only happens at certain times) play a role in this case. Information about the waiting time and the failure, in this case, adds to the psychological costs. When a person experiences uncertainty about the length of time to wait and have limited information, it can increase stress. Psychological stress may be reduced by the estimated length of waiting time and / or the reason for the delay.

Company brand has a special role in the patient's perception of the cost of time and effort spent (Berry et al, 2002). Cendana policlinic is VIP policlinic in Dr. Soeradji General Hospital Klaten, a type B hospital which is the referral hospital from health center or from type C and D hospitals in Klaten regency, as well as the complexity of the services that can be provided by the clinic as well as competent personnel can reduce the perception of consumers' waiting time costs and business costs emotionally.

Cendana policlinic served patients who use ASKES (health insurance) and ones who pay cash. Most of the patients here use ASKES. Some of them stated that procedures used in obtaining a service is not simple, it does increase the physical effort. The results of observation in ASKES office that was not close to the Cendana policlinic, requires the patients to the office before and after receiving the service, in addition to the location of the ASKES drugstore that is outside the hospital.

Service system design is instrument in managing costs of time and effort spent by consumers in using services. Environment psychology stated that the most important role of a place in giving facilities is supporting the purposes of the people in it. Technology is a key in designing service system (Berry et al, 2002).

4.5. *The Effect of Benefit Convenience to Patient Loyalty*

This research showed that *benefit convenience* affected to patient loyalty. It happened positive correlation which means the higher the value of *benefit convenience*, the higher the patient loyalty.

The step of patient's *benefit convenience* is when they get main service. The patients in this policlinic are served

by doctors with their own competence of each field. From the questionnaire, interview, and observation results, the benefit of main service can be got as the patients' expected.

Consumers normally do not minimize the cost of time and effort to obtain valuable hedonic services. Consumers perceive that the value of the benefit is more negative impact on the overall service of convenience rather than a decision, access, and transaction convenience (Berry et al, 2002). Benefit fairness perceptions of convenience is one of the factors that determine the patient's willingness to recommend the services to the relatives.

4.6. The Effect of Post Benefit Convenience to Patient Loyalty

Research has shown that postbenefit convenience effects on patient loyalty. It happened positive correlation which means the higher the value of *postbenefit convenience*, the higher the patient loyalty. Patients of Cendana polyclinic do follow up service if recommended by the doctors. The questionnaire, observation, and interview results showed there was not meaningful inconvenience in this step. In this clinic provided a suggestion box so that patients can submit complaints to the hospital.

This form of comfort that can be given to patients in the hospital in this stage for example reminding the time to take medicine, communication about the development of the patient's health indirectly (via telephone, internet). Good communication is established to trust of patients to hospital. This is an opportunity to maintain consumers, one of the loyal behavior of the patient.

There are some stuff that needs to be noticed in Cendana polyclinic based on dimensions of *service convenience (decisions, access, transaction, benefit and postbenefit)*. In dimension of decisions that needs to consider is the facility of consumer information that helps to allow consumers to decide the service to use. On the dimensions of access, high physical costs spent can adversely affect patients' perceptions of convenience, the necessary strategic places so consumers easily access the location of the polyclinic. Dimension of transaction that needs to be considered is the provision of consumer information such as time of doctor arrival and waiting time. This such information helps consumers reduce the emotional costs. Too long waiting time increases the emotional cost to patients who do not empathize with the polyclinic services. One part of the system services that need to be considered here is the process of patients as ASKES users that assess the activity of services acceptance increases the consumers' cost of non-monetary services. On the dimension of benefits, it considers the time to get the main service, which is enough time to discuss the patient's medical condition is expected to be provided by the service provider. In dimension of postbenefit, the importance of communication between service providers and consumers on an ongoing basis to direct the behavior of loyal patients for clinic, even hospitals.

5. Conclusion

Decisions convenience does not affect the patient loyalty. Access convenience does not affect the patient loyalty. Transaction convenience affects the patient loyalty. Benefit convenience affects to the patient loyalty. Post benefit convenience affects the patient loyalty.

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