

The Effect of Service Quality on Intentions of Hospital Patient Revisit: Literature Review

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Abstract: Hospital is a health service institution that provides complete individual health services that provide inpatient, outpatient, and emergency services. The increasing number of hospitals is an unavoidable competition in the health industry. It is often said that competition among healthcare providers will improve quality. This research is a literature study by collecting articles from databases such as PubMed, JSTOR, Elsevier, and Google Scholar published in English in the period 2012 to 2022. The literature search was carried out from September to October 2022. Keywords used in the search articles, namely: service quality, revisit intention, and repurchase intentions and hospital. 11 articles have relevance to the research topic of this literature study. The results showed that the quality of service has a positive effect on the intention of repeat visits by patients. Dimensions of service quality that affect the patient's intention to revisit, namely reliability, tangibles, assurance, responsiveness, and empathy, are the strongest influences on the intention to visit the hospital.

Keywords: Quality of Service, Intention of Repeat Visits, Patients, Hospitals

I. Introduction

Government Regulation of the Republic of Indonesia Number 47 of 2021 concerning the Implementation of the Hospital Sector states that a hospital is a "health service institution that provides complete individual health services that provide inpatient, outpatient and emergency services. The hospital functions as an effort to improve public health status in a promotive and preventive manner as well as a curative and rehabilitative effort. In addition, the hospital also functions as a referral health service provider (1).

Hospitals that are integrated with the Indonesian Ministry of Health are organized by various agencies or institutions, consisting of the central government, local governments, TNI/POLRI, BUMN, and the private sector. Based on the types of services provided, hospitals are categorized into General Hospitals and Special Hospitals. During 2017-2021 the number of hospitals in Indonesia increased by 9.6%. In 2017 the number of hospitals was 2,776, increasing to 3,042 in 2021. The number of hospitals in Indonesia until 2021 consisted of 2,522 General Hospitals and 520 Special Hospitals (1).

The increasing number of hospitals is a form of competition in the health industry that cannot be avoided, especially in the financing system, quality of service, product excellence as well as innovation and technology in the field of medical services (2). The healthcare sector has traditionally been tightly regulated in most countries. But in the last two decades many countries have introduced pro-competitive reforms, especially in health delivery. For example prospective payments, choice of patient providers, performance payments, entry of private providers, and corporatization of public providers. These reforms introduced scope and incentives for competition among healthcare providers (3).

It is often said that competition among healthcare providers will improve quality (4). Many countries have implemented pro-competence policies among hospitals such as China which started to carry out reforms in 1985 (5). Then in 2008 the United States and the United Kingdom gave permission to patients to choose a service provider that meets the requirements (6,7). According to classical economic theory, competition effectively mobilizes production because commercial firms relentlessly pursue lower costs and new products and technologies to attract consumers (8). Therefore, competition generally makes the quality of services and products higher both from the supply side and the customer side (9,10).

Service quality is a unique concept and difficult to measure and define. Researchers provide different definitions (11). Camilleri & O'Callaghan defines service quality as the assessment or overall attitude of customers towards the services provided and refers to the differences and discrepancies between customer expectations and perceptions of service performance (12). Parasuraman et al define service quality as a reflection of consumers' evaluative perceptions of the services received at a certain time. Service quality is determined based on the level of importance of service dimensions (13). Quality in health services consists of technical quality (clinical) and functional quality (non-clinical). Technical quality focuses on skills, accuracy of medical procedures and diagnosis while functional quality refers to the way health services are provided to

patients (14). Continuous examination of health services is important to do so that it can measure the patient's perception of the quality of health services (15).

Based on the results of empirical research, service quality has a positive effect on behavioral intentions (16). High service quality guarantees patient satisfaction because loyal customers may use the service again in the future and will act as free health promotion agents by bringing in more customers (17). This will help health care providers to gain an edge in today's competitive era and will certainly increase income (18). Service quality affects the intention to make repeat visits mediated by satisfaction (19). Service quality shows a positive and significant effect on revisit intentions (20).

This study aims to examine the effect of service quality on the intention to revisit hospital patients.

II. Research Method

This research is a literature study by collecting articles from databases such as PubMed, JSTOR, Elsevier and Google Scholar published in English in the period 2012 to 2022. Literature searches were carried out from September to October 2022, internet searches and article reviews. The current literature review is a quantitative study that focuses on identifying the quality of service on the intention to revisit hospital patients. The keywords used in the article search are: service quality, revisit intention, repurchase intentions and hospital. There are 11 articles that have relevance to the research topic of this literature study. The characteristics of the selected articles can be seen in table 1.

Table 1. Characteristics of selected articles

Research	Design Research	Type of Health Facility	Country	Sample
The Impact of Service Quality Dimensions on Patient Satisfaction, Repurchase Intentions and Word-of-Mouth Communication in the Public Healthcare Industry (2014) Olgun Kitapci, Cetlan Akdogan, Ibrahim Taylan Dortyol(19)	Survey	Public Healthcare	Turki	369
Linking Service Quality, Patients Satisfaction and Behavioral Intentions: An investigation on Private Healthcare in Malaysia (2016) Nor Khasimah Aliman & Wan Normila Mohamad (21)	Survey	Private Healthcare	Malaysia	273
The Effects of Korean Medical Service Quality and Satisfaction on Revisit Intention of The United Arab Emirates Government Sponsored Patients (2017) Seoyoung Lee & Eun-Kyung Kim (22)	Survey	Medical center	Korea	152
Revisit Intention to Hospital: Factor Unveiled from a Case Study of Balimed Hospital (2017) Harimukti Wandebori & IGN Ag. Ananda P. Pidada(23)	Survey	Private public hospital	Bali, Indonesia	100
Analysis of The Effect of Service Qualiyy on The Level of Satisfaction, Trust and Interest In Revisiting Outpatients At The Hospital dr. Soepraoen Malang (2019) Anang Junaidi, Sandu Siyoto, Nurwijayanti(24)	Survey	Public Hospital	Malang, Indonesia	100
The Impact of Service Quality on Patient	Survey	Public	Athena	169

Satisfaction and Revisiting Intentions: The Case of Public Emergency Departments (2019) Vasiliki Amarantou, Dimitrios Chatzoudes, Vasiliki Kechagia, Prodromos D. Chatzoglou (25)		Emergency Departments			
The Impact of Total Quality Management and Perceived Service Quality on Patient Satisfaction and Behavior Intention in Palestinian Healthcare Organizations (2020) Ahmed A. Zaid, Samer M., Arqawi, Radwan M. Abu Mwais, Mazen J. Al-Shobaki, Samy S. Abu Naser (16)	Survey	Healthcare Organizations	Palestina	320	
Factors affecting revisit intention for medical service at dental clinics (2021) Sewon Park, Han-Kyoul Kim, Mankyu Choi, Munjae Lee	Survey	Dental clinics	Seoul, Korea Selatan	171	
Medical service quality, patient satisfaction and intent to revisit: case study of public hub hospitals in the Republic of Korea (2021) Selin Woo & Mankyu Choi(26)	Survey	Public hub hospital	Korea	6086	
Service Quality, Patient Satisfaction, Word-of-Mouth, and Revisit Intention in A Dental Clinic, Thailand (2021) Supaprawat Siripipatthanakul(27)	Cross-sectional	Dental Clinic	Thailand	352	
The Influence of Service Quality towards Revisit Intention to Private Hospitals in Indonesia (2022) Putri J Pratiwi Syam. Hendra Achmadi	Cross-sectional	Private Hospitals	Indonesia	160	

III. Result and discussion

Intention to make repeat patient visits to the hospital can be increased by providing good service quality to patients. The quality of service is recognized as one of the important factors to increase hospital patient repeat visits. The provision of high quality services is a prerequisite for the success of organizational services (28). Service quality affects the perceived value, satisfaction and loyalty of patients. Therefore, improving service quality is on the management agenda (29).

The results of the study by Kitapci et al (2014) stated that service quality affects repeat visits through the satisfaction variable in hospitals in Turkey. This study shows that the two dimensions of SERQUAL namely empathy and assurance are important antecedents of satisfaction and also the effect of satisfaction on word to mouth communication and repeat visits which were found to be highly related. (19).

Research conducted by Aliman & Mohamad (2016) at the Malaysian Private Hospital showed that the dimensions of service quality had a positive effect on intentional behavior. However, only three dimensions of service quality (tangibles, assurance and empathy) show a significant relationship with intention. The tangibles dimension is physical services such as the appearance of employees, equipment and facilities. Service providers must take decisive action to ensure that hospitals are equipped with modern physical facilities and are visually appealing to patients whether inpatient or outpatient. In addition, hospital management must consistently ensure that staff appear presentable during their working hours. The assurance dimension refers to the knowledge and courtesy of employees and their ability to inspire trust and confidence. Managers can train employees to assist patients by improving skills through ongoing training and facilitation of organizational learning, improving the communication skills of frontline employees, nurses and complaint handling officers as employees interact directly with customers. The empathy dimension is to give individualized attention to patient needs and provide

comfortable services (21). The empathy dimension shows the strongest influence on the intention to return to the hospital (20).

Research conducted by Lee & Kim (2017) at the Korean Hospital stated that the perception of service quality affects the intention of repeat visits by around 23.8%. Responsiveness refers to the level of medical services provided to patient requests. Patients who are unfamiliar with the hospital environment take actions such as using a call bell or visiting the nurse station for help, and if the nurse cannot respond immediately, patient satisfaction will decrease. Therefore, responsiveness is closely related to the field of nursing where nurses treat patients as a priority. To improve responsiveness, it is necessary to reduce the ratio between nurses and patients through strengthening nursing staff and work adjustments, as well as responding immediately to patient needs by strengthening customer service education. In addition, immediately resolving communication problems is also important (22).

Research conducted at Balimed Hospital by Wandebori & Pidada (2017) states that the dimensions of service quality (Reliability, Assurance and Empathy) have a significant indirect influence on repeat visits which is a unique finding. Service providers must ensure that customers have the intention to revisit because attracting new customers certainly requires a higher cost than retaining existing customers (23).

Research conducted by Junaidi et al (2019) states that service quality has a significant effect on return visit interest. Kotler and Keller argue that after consumers buy a product, consumers can feel satisfied or dissatisfied and engage in post-purchase behavior (24). Customers who are satisfied with the service will return to buy the product, praising the product they bought in front of others (30).

Research conducted by Amarantou et al (2019) in the Emergency Room at a Hospital in Athens states that service quality affects behavioral intentions with satisfaction as a mediator variable (25). This study is also in line with research conducted by Zaid et al (2020) which states that service quality has a positive effect on behavioral intentions mediated by patient satisfaction (16). Research conducted at the Dental Clinic in Thailand states that patient satisfaction mediates service quality with the intention of repeat visits (27).

Furthermore, a study by Park et al (2021) at a dental clinic in South Korea found that the value of services increased patient satisfaction which was found to affect the intention to visit a dental clinic. Providing accurate medical services to inpatients based on smooth communication between doctors and patients increases patient satisfaction. Doctors can also build long-term relationships with patients by increasing the patient's intention to revisit through patient-oriented communication (31). Research conducted by Woo & Choi (2021) states that high-quality medical services and efforts from all departments to treat patients sincerely increase patient satisfaction and increase intention to revisit (26).

IV. Conclusion

The conclusion from the literature review above is that the quality of service has a positive effect on the patient's intention to revisit. Dimensions of service quality that affect the patient's intention to revisit, namely reliability, tangibles, assurance, responsiveness and empathy, are the strongest influences on intention to visit the hospital.

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