

Effect Of Physical Support, Personal Contact, Unstate Need Services On Satisfaction And Positive Word Of Mouth (Studies In Suaka Insan Hospital, Banjarmasin, Indonesia)

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Abstract: *Wouth of Mouth (WoM) is the most ancient marketing strategy, but is still reliable, especially in hospital marketing. Emergency Unit is a leading service and entrance to the hospital. This unit will determine the level of occupancy and the image of the hospital. The purpose of this study was to analyze the effect of physical support, personal contacts and un state need services to satisfaction and positive WoM for patients in emergency unit of Suaka Insan hospital, Banjarmasin. Results of the study are; there is a significant influence of physical support on satisfaction, unstate need service on satisfaction, personal contact to positive WoM, unstate need service for positive WoM. There was no significant effect on satisfaction of personal contact and physical support to WoM.*

Keywords: *Physical Support, Personal Contact, Unstate Need, Satisfaction, Positive WoM.*

I. Background of Study

Competition among hospitals in Indonesia is increasingly tight, especially since the release of Regulation No. 84/Menkes/Per/II/1990 in which the ownership of the hospital can be a foundation or other legal entity. Investor-owned hospitals has penetrated in various major cities in Indonesia, including in Banjarmasin. Globalization and free market will enliven the pesaingan. In addition to hospitals owned by powerful financiers, foreign hospitals will enter the big cities in Indonesia.

Emergency Unit of the hospital entrance and make a major contribution to the image of the hospital. Because the Emergency Unit should receive special attention.

To be able to survive and thrive hospitals must have an effective marketing strategy and efficient. One of the marketing strategies that can be relied upon in health care services is the Word Of Mouth (WOM), or also called word of mouth promotion. According Kingsey (Mulyadi, 2007) can be more effective WOM compared to other types of ads, Kartajaya (2006) states that the most effective promotional precisely through WOM. Satisfied customers will be the spokesman products more effectively and convincingly in comparison advertising of any kind. However, to obtain Positive WOM then consumers must feel very satisfied (surprise) so, not just satisfied. According Ghonzali and Fuad (2008) in Indonesia, many television viewers who avoid advertising. This fact is also happening in the US where 44% of respondents avoiding commercial advertising impressions. Outleer (1998) stated that WOM is the influence of personal, relating to the products are expensive and risky. By asking questions or asking for recommendations from friends, then the risk is expected to be reduced (Heskett, et al., 1997).

WOM is very suitable to be applied in Indonesia because: 1) the culture of Indonesian people who like to get together. 2) research from Global Consumer Study 2007 conducted by the research institute Nielson which states that Indonesia, including the top five countries where WOM is considered the most credible form of advertising. Customer satisfaction is influenced by Physical Support and Personal Contact. While customers will feel very satisfied (surprise) if the hospital is able to meet the needs that are not expressed (unstate need).

Research problems

1. Do Physical Support, Personal Contact and Unstate Need Service have significant effect on satisfaction?
2. Do Physical Support, Personal Contact and Unstate Need Service have direct and significant impact on positive WOM?
3. Did satisfaction significantly influence Positive WOM?

Research Purposes

This study aimed to analyze the effect of:

1. Physical Support on patient satisfaction
2. Personal Contact in patient satisfaction
3. Unstate Need Service to patient satisfaction

4. Physical Support on Positive WOM
5. Personal Contact at Positive WOM
6. Unstate Need Service on Positive WOM
7. Satisfaction on Positive WOM

II. Literature Review

Empirical Study

Setiawati, Beautiful (2009), the title of the study "Analysis of Service Quality and Patient Satisfaction Against WoM" the results of this study is that there is significant influence between service quality and patient satisfaction with WOM.

Preswati (2009), the title of the study "Analysis of Factors Affecting Services Re-order Through WOM Communication Services" research is a significant effect on the quality of service, customer satisfaction, commitment, strength of the relationship and the influence of WOM to services re-order.

Apriyani (2011), the title "Effect of Facility, Service Quality and Customer Satisfaction Against Interests of Give Reference" research is a significant effect of the facility, service quality, customer satisfaction and Interests of Give Reference.

Abidin Zainal (2012), the title of the study Physical Factor Analysis to Support and Personal Contact, Satisfaction and Its Effect on Word of Mouth Positive Health Center Outpatient Treatment Kotabaru District Bakau. Research result, there is significant influence of the Physical Support and Personal Contact on satisfaction and Positive Word of Mouth, but no significant effect on the satisfaction of the Positive Word of Mouth. Djohan (2013), the title of the study "Medical Tourism: A Case Study of Patients in Banjarmasin, which went to overseas for medical treatment" research results are: patients seek treatment abroad because: information and recommendations from friends or family, feels just as objects, the service is not satisfactory, there is no certainty of costs, doctors are not good teamwork. After treatment abroad (Singapore and Malaysia), the patient was very satisfied because the fulfillment unstate need such personal service, honesty, speed of service.

Theoretical Study

According to the Word of the Month Marketing Association, WoM is an attempt to pass the information from one consumer to another consumer (www.WoMma.com, 2008). Zeithaml & Bitner (1996) states that personal communication is seen as a more reliable source or reliable than the non-personal information. WOM made by consumers to voluntarily without getting a reward. If WOM seeks created by marketers is unethical and can give a bad effect for the company.

According Loveck and Right (2002), business services is seen as a system consisting of operating system services (service of operation system) and service delivery system. Which are the parts that can be seen by the consumer (front office): the physical support and personal contact are interconnected with each other, and the part that is not visible to consumers (back office), in which consumers consider it a core technical activities, even the existence unknown to consumers, but can be felt result of their activities.

Heskett et al., (1997), stating that the system established by the delivery of services: information systems support, company location, service atmosphere, layout, customer service management, courtesy, equipment and company policies. Personal contact is a human element involved in the delivery of services and have direct contact with buyers. As a high contact service, personal in hospitals is central to the delivery of services. Loveck & Right (2002) stated personal Contact was measured with three items, namely: appearance (appearance), competence (competence) and professionalism (professionalism). Personal appearance is a combination of clothes, hairstyles, makeup and hygiene. Zeithalm & Bitner (2002) states that all the attitudes and actions of employees including employees how to dress and appearance of employees influence the consumer's perception of the success of the service.

III. Hypothesis

Based on the research problem, literature review, and theoretical studies, then delivered the following research hypothesis:

1. Physical Support effect on patient satisfaction
2. Personal Contact influence on patient satisfaction
3. Unstate Need Service influence on patient satisfaction
4. Physical Support directly influence the Positive WOM
5. Personal Contact directly influence the Positive WOM
6. Unstate Need Service directly influence the Positive WOM
7. Patient satisfaction Positive effect on WOM

From literature review above, in this study we established a research model as follows in Figure 1.

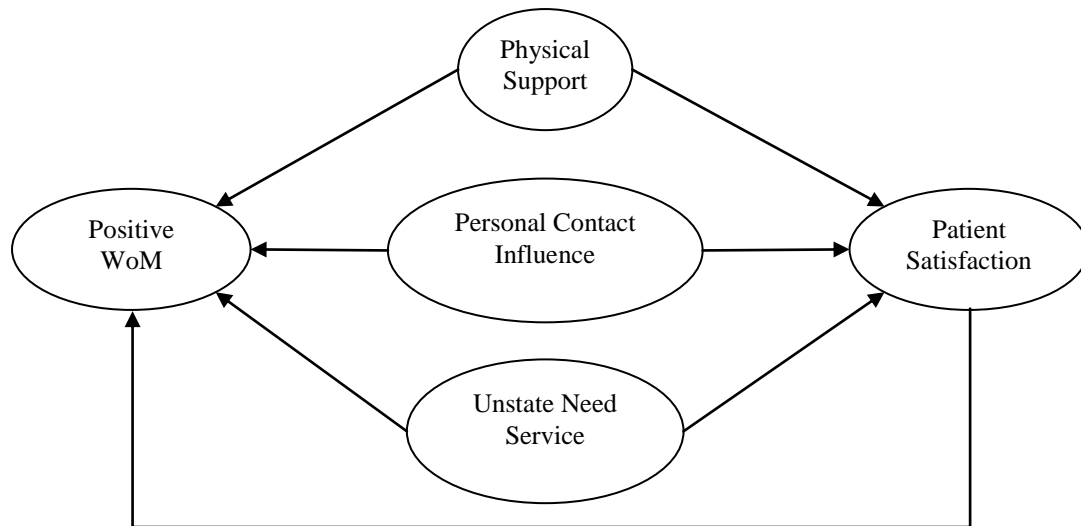


Fig. 1. Research model

IV. Research Methods

Types of Research: The method used is survey method with cross sectional study.

Location and Time Research

Implemented in the emergency room (ER) of Suaka Insan Hospital Banjarmasin in January to February 2015.

Population and Sample

The study population was all patients seeking treatment at the Emergency Unit of the RS Suaka Insan Banjarmasin. The research sample using purposive sample namely patients who have two or more treatment to the ER Suaka Insan, aged 15 to 70 years, with good awareness. The total sample of 70 people who are determined based on a minimum of 10 times the number of variables studied (Uma Sekaran, 1998). Samples were obtained by accidental sampling until sufficient amount specified. Data was collected through a questionnaire with Likert scale rating of 1 to 5.

Validity of Data

Validity, with the Partial Least Square (PLS) declared invalid if it has loading factor above 0.5, which means has met convergent validity. Discriminant validity can be seen from the cross loading or by looking at the value average extrateed variance (AVE) AVE when the value of more than 0.5 indicates the whole construct has discriminant validity (Solimun, 2011). Reliability test, if the value of a construct composed reliability greater than 0.6, said realibel. (Widodo, 2006).

Analysis techniques using Structural Equation Modeling (SEM) with the help of smart software PLS (Partial Least Square) version 2.0

V. Results and Discussion

All indicators are valid and reliable

Hypothesis 1 is proven. Physical Support significant positive effect on patient satisfaction with t-statistic of 9.46. These results are consistent with research Abidin, 2012.

Hypothesis 2 was not proven to. Personal contact does not significantly influence patient satisfaction with the value of t-statistic 0.57. These results are not in accordance with the research Abidin, 2012; Preswati, 2019; and Setiawati, 2019.

Hypothesis 3 proven. Services at Unstate Need significant positive effect on patient satisfaction, the t-value of 2.7. These results are consistent with research Djohan, 2013.

Hypothesis 4 is not proven. Physical Support no significant effect on Positive WOM patients, with a value of t-statistic of 1.09. This result is not in keeping with research Abidin, 2012.

Hypothesis 5 proven. Personal Contact significant positive effect on Positive WOM patients, with a value of t-statistic of 4.52. These results are consistent with research Abidin, 2012; Preswati, 2009; and Apriyani

2011. Hypothesis 6 proved. Service for Unstate Need significant positive effect on patients Positive WOM, the value of t-statistic of 4.05. These results are consistent with research Djohan, 2013.

Hypothesis 7 proved. Satisfaction significant positive effect on Positive WOM patients, with a value of t-statistic 3.24. These results are consistent with research Setiawati, 2009; Apriyani, 2011; and not in accordance with Abidin, 2012.

VI. Conclusion

From this research we can make conclusion that Physical Support significant positive effect on patient satisfaction which is consistent with the research of Abidin, 2012. Personal contact does not significantly influence patient satisfaction. These results are not in accordance with the research Abidin, 2012; Preswati, 2019; and Setiawati, 2019.

Services at Unstate Need significant positive effect on patient satisfaction, the t-value of 2.7. These results are consistent with research Djohan, 2013. Physical Support have no significant effect on Positive WOM patients. This result is not in keeping with research Abidin, 2012. Personal Contact significant positive effect on Positive WOM patients, with a value of t-statistic of 4.52. These results are consistent with research Abidin, 2012. Service for Unstate Need significant positive effect on patients Positive WOM, the value of t-statistic of 4.05. These results are consistent with research Djohan, 2013. Satisfaction significant positive effect on Positive WOM patients. These results are consistent with research Setiawati, 2009; Apriyani, 2011; and not in accordance with Abidin, 2012.

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