The Relationship Between Complaint Handling To Patient Loyalty At Wonogiri Amal Sehat Hospital

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ABSTRACT

The services that are considered lacking by some people will affect community dissatisfaction with hospital health services. Good complaint handling can change dissatisfied patients to satisfied or conversely. Complaints that are handled properly can build patient loyalty to the hospital. This study aimed to analyze the relationship between complaint handling and patient loyalty at Wonogiri Amal Sehat Hospital in 2022. This study used a quantitative method with a cross-sectional approach. This study has a total sample of 65 respondents. Complaint handling at the hospital in 2022 has 90.8% good category and 9.2% fair category, then patient loyalty at the hospital in 2022 has 73.8% high category and 26.2% medium category. The Spearman Rank Correlation coefficient value is 0.726 which is between 0.60-0.799. Between complaint handling and patient loyalty at the Wonogiri Amal Sehat Hospital has a strong relationship. As a suggestion, the hospital should improve the quality of the complaint handling speed.

Keywords: Loyalty, complaint handling, hospital

INTRODUCTION

The Wonogiri Amal Sehat Hospital is a private hospital that has a vision "to become an Islamic, quality, affordable hospital, and to open the doors of goodness for all levels of society". Therefore, its implementation various efforts are needed to improve the quality of services. To improve the quality and range of hospital services, as well as regulate the rights and obligations of society in obtaining plenary health services, it is necessary to carry out a post-service follow-up, namely handling customer complaints as an effort to recover and improve service quality[1].

The concept of “New Public Management” demands that service institutions can handle customer complaints properly so that it will create a more satisfied feeling with the products and services provided. Handling customer complaints helps to solve problems encountered and provides knowledge about established service procedures, as well as impact the management in maintaining relationships with customers. In handling patient complaints, the hospital services implement a system and values in resolving complaints by facing them positively, honestly, and in a family manner[2].

Based on the study by Alfiyah (2018) at the Siti Aisyah Madiun Islamic Hospital obtained inpatient customer complaints secondary data from July until September 2017. The complaints decreased from 12% to 9% and increased from October to December from 20% to 28% complaints. The complaints increased due to services received by hospital customers not being equal to their expectations. So, the customers grumble and were unsatisfied, then this dissatisfaction could impact hospital customer loyalty.

Complaint handling is an important thing for the management of an organization to reveal a responsibility to the public, as well as provide valuable guidance for reviewing the organization’s performance and the behavior of the people working within it[4]. A complaint is an expression of dissatisfaction made to or about an organization, related to its products, services, staff, or complaint handling, in which response or resolution is explicitly or implicitly expected or legally required.

Patient loyalty is a term to describe the result of a relationship between a hospital and patients. The hospital can provide incentives that will increase value for consumers which builds purchase loyalty among them. Marconi in 1993 stated that the factors that influence a service are value, image, convenience, satisfaction, and service[5].

Furthermore, based on customer satisfaction data at Wonogiri Amal Sehat Hospital in 2022 it has not reached the standard of 90% (SPM), which is a satisfaction rate achieved by 65.6% and the rest 34.4% of customers are dissatisfied. The satisfaction rate is still relatively low and not equal to the standard. According to the importance of handling customer complaints in every service company, business actors shouldn’t take customers’ complaints as unimportant, especially unsatisfied ones. Customers who feel dissatisfied or even disadvantaged by the service company will potentially share their experiences with other people (family, friends, and colleagues). Thus, the bad image of the hospital easily spread among the community and will be detrimental to the company. As a result, customers will not return to utilizing services at the hospital and will move to another hospital because of their unresponded complaints. Hence, it is important to handle the complaint in a good manner to build customer loyalty.

The Wonogiri Amal Sehat Hospital is quite good enough in complaint handling of the patient. It is proved by the existence of a special unit in handling complaints at the Wonogiri Amal Sehat Hospital, namely the care solution team. Good complaint handling can turn a dissatisfied customer into a satisfied customer or a loyal customer. If consumer complaints are responded to positively and corrected, consumers will feel cared for by the company. The results of complaint management data for 2021 at the Wonogiri Amal Sehat Hospital have handled 69.3% of complaints, while 30.7% of complaints have not been handled properly, which is doubtful, dissatisfied, and ignorant. Complaint handling is one of the requirements for providing excellent

service in a hospital. The important thing in handling complaints in the hospital is not underestimating patient complaints, especially dissatisfied patients. Patients who feel dissatisfied or disadvantaged open the possibility to share their bad experiences with others.

Based on the complaint handling report of Wonogiri Amal Sehat Hospital in 2021 shows that the number of complaints received was 78, where 69.23% of complaints were handled satisfactorily, 11.54% were in doubt, 5.13% were dissatisfied, and 14.10% were unknown. The same report shows that the number of direct complaints submitted was 64 complaints while indirect complaints (care ring, suggestion box, website, social media, google maps, and others) amounted to 14 complaints. So, from all of the descriptions above, the data obtained, and the background of the existing problems, the topic that can be chosen in this study is the relationship between complaint handling and patient loyalty at the Wonogiri Amal Sehat Hospital.

METHOD

This research uses a type of quantitative research that is carried out using a cross-sectional approach, namely a research study about the dynamic correlation between risk factors and effects, with an approach, observation, and data collection at a certain time. Study about "Relationship of Complaint Handling to Patient Loyalty at the Wonogiri Amal Sehat Hospital" which was conducted in May 2022 at the Wonogiri Amal Sehat Hospital located on Ngerjopuro Street, RT 02 RW 03, Slogohimo District, Wonogiri Regency, Central Java. The population in this study were all patients who were or had complained at the Wonogiri Amal Sehat Hospital with a total of 78 patients in 2021. The research sample used a non-purposive random sampling approach. The inclusion criteria are the patients who were or had complained at the Wonogiri Amal Sehat Hospital, were willing to be research participants or respondents, able to communicate well. While, the exclusion criteria were under 16 years of age, patients who did not convey complaints, and patients who are not willing to become these study participants or respondents.

The variable is a thing in size or characteristics possessed by members of a group that is different from those of other groups. In this study, the independent variable referred to the handling of complaints, and the dependent variable referred to patient loyalty, with the questionnaire as the instrument. Questionnaires are made by several written questions that are used to obtain information from respondents in the sense of personal reports or things that they know. The questionnaire used was a closed questionnaire containing the identity of the respondent and the questions that had to be filled in by the selected respondent. Completion of the complaints handling and patient loyalty questionnaire using a Likert scale[6].

Data processing is an activity to change the amount of data obtained into a form that can be analyzed and interpreted. The data obtained were processed and analyzed using a computer[7]. Data processing will go through the stages of editing, coding, data entry, and cleaning. Data on univariate analysis were obtained from collection results and presented in the form of frequency distribution tables, measures of central tendency, or graphs. Bivariate analysis is an analysis to determine the interaction of two variables, comparative, associative, or correlative[8]. This study conducted a bivariate analysis to determine the relationship between complaint handling and patient loyalty at the Wonogiri Amal Sehat Hospital.

Hypothesis testing using nonparametric statistics is following social science data and can be used not for exact scores in a numerical sense, but solely for levels or ranks and according to a small sample. The Rank Spearman method is the nonparametric statistical data analysis method used in this study. Rank Spearman's Correlation is used to determine the relationship or influence between two ordinal scale variables, making the objects or individuals studied can be ranked in many successive series. After going through the calculation of the Spearman Rank correlation analysis equation, then testing was carried out using the established criteria, namely by comparing the calculated p-value with the formulated p table. If p-count < 0.05, it means that H_o is accepted and H_a is rejected, while if p-count > 0.05 means H_o is rejected and H_a is accepted.

RESULTS AND DISCUSSION

The Wonogiri Amal Sehat Hospital originated from the Decree of the Minister of Health regarding the appointment of a Basic Medical Service Hospital Trial for the Surakarta Residency area. Then, through the Wonogiri Regent's Decree regarding the implementation of a Basic Medical Service Hospital Trial for the Wonogiri Regency area, on 10th July 2003 a proposal was submitted for the establishment of the Amal Sehat Regional Infectious Diseases Hospital. Along with the increasing level of public trust in the service quality of the Wonogiri Amal Sehat Hospital, then the efforts to repair, revamp, and complete all facilities and infrastructure towards a hospital that is truly the people's urge continue to be carried out, with the determination to provide the best service and lowest cost accessible to all levels, especially for the poor society. To improve the quality of service, on 9th December 2011, the Wonogiri Amal Sehat Hospital has been fully accredited for 5 services by the Hospital Accreditation Committee. Accreditation is carried out as a manifestation of the responsibility of the Wonogiri Amal Sehat Hospital in providing health services to the community by established standards.

Table 1Frequency Distribution of Respondents Based on Education at Wonogiri Amal Sehat Hospital

Education	Frequency	Percentage (%)
Ungraduated elementary school	3	4,6
Elementary school graduated	13	20.0
Junior school graduate	12	18.5
High school graduate	32	49,2
Academic graduate	1	1.5
Bachelor graduate	4	6,2
Total	65	100

Source: Primary Data, 2022

From 65 respondents it is known that the highest percentage of respondents' characteristics based on patient education at the Wonogiri Amal Sehat Hospital is having a high school education level of 49.2% with a total of 32 respondents and the lowest percentage is having an academic graduate level of 1.5% with a total 1 respondent.

Table 2Frequency Distribution of Respondents Based on Types of Complaints at Amal Sehat Hospital Wonogiri

Complaint Type	Frequency	Percentage (%)
Queue Room	4	6,2
Room Cleanliness	5	7,7
Toilets Cleanliness	1	1.5
Others	55	84.6
Total	65	100

Source: Primary Data, 2022

It is known that of the 65 respondents, the highest percentage of respondents' characteristics based on the type of patient complaints at the Wonogiri Amal Sehat Hospital were others such as doctors who seemed in a hurry, nurses who were not friendly to patients, and the length of time the nurses treated was 84.6% with a total of 55 respondents and the lowest percentage is the type of toilet cleanliness complaint by 1.5% with 1 respondent.

Table 3. Frequency Distribution of Complaint Handling Based on Speed Dimensions at Wonogiri Amal Sehat Hospital

Complaint Handling Speed	Frequency	Percentage (%)
Good	58	89.2
Fair	7	10,8
Poor	0	0
Total	65	100

Source: Primary Data, 2022

Based on table 3 it is known that the frequency distribution of complaints handling on speed dimensions at the Wonogiri Amal Health Hospital was 65 respondents in the good category 58 respondents (89.2%), while the fair category 7 respondents (10.8%), and the poor category 0 respondents.

Table 4. Frequency Distribution of Complaint Handling Based on Fairness Dimensions at Wonogiri Amal Sehat Hospital

Fairness of Complaint Handling	Frequency	Percentage (%)
Good	65	100
Fair	0	0
Poor	0	0
Total	65	100

Source: Primary Data, 2022

Based on table 4, it is known that the frequency distribution of complaints handling on fairness dimensions at the Wonogiri Amal Sehat Hospital was 65 respondents in the good category 65 respondents (100%), while in the fair and poor categories 0 respondents.

Table 5. Frequency Distribution of Complaint Handling Based on the Ease of Contacting Hospitals Dimensions at Wonogiri Amal Sehat Hospital

Ease of Contacting The Hospital	Frequency	Percentage (%)
Good	65	100
Fair	0	0
Poor	0	0
Total	65	100

Source: Primary Data, 2022

Based on table 5 it is known that the frequency distribution of complaints handling on the ease of contacting the hospital dimension at the Wonogiri Amal Sehat Hospital was 65 respondents in the good category 65 respondents (100%), while in the fair and poor categories 0 respondents.

Table 6. Frequency Distribution of Patient Loyalty at the Wonogiri Amal Sehat Hospital

Patient Loyalty	Frequency	Percentage (%)
High	48	73,8
Medium	17	26,2
Low	0	0
Total	65	100

Source: Primary Data, 2022

Based on table 6 it is known that the frequency distribution of patient loyalty at the Wonogiri Amal Sehat Hospital was 65 respondents in the high category 48 respondents (73.8%), while medium category 17 respondents (26.2%), and the low category 0 respondent.

Table 7. Frequency Distribution of Patient Loyalty Based on Regular Repurchase Dimensions at Wonogiri Amal Sehat Hospital

Regular Repurchase	Frequency	Percentage (%)
High	52	80.0
Medium	13	20.0
Low	0	0
Total	65	100

Source: Primary Data, 2022

Based on table 7 it is known that the frequency distribution of patient loyalty on regular repurchase dimensions at Wonogiri Amal Sehat Hospital was 65 respondents in the high category 52 respondents (80%), while the medium category 13 respondents (20%), and the low category 0 respondents.

Table 8. Frequency Distribution of Patient Loyalty Based on the Service Recommendation Dimensions at the Wonogiri Amal Sehat Hospital

Service Recommendation	Frequency	Percentage (%)
High	52	80.0
Medium	13	20.0
Low	0	0
Total	65	100

Source: Primary Data, 2022

Based on table 8 it is known that the frequency distribution of patient loyalty on the service recommendation dimension at the Wonogiri Amal Health Hospital was 65 respondents in the high category 52 respondents (80%), while the medium category 13 respondents (20%), and the low category 0 respondents.

Table 9. Frequency Distribution of Patient Loyalty Based on Steady to Competitor Attraction at Wonogiri Amal Sehat Hospital

Steady to Competitor Attraction	Frequency	Percentage (%)
High	42	64,6
Medium	22	33,8
Low	1	1.5
Total	65	100

Source: Primary Data, 2022

Based on table 9 it is known that the frequency distribution of patient loyalty on steady to competitor attraction hospital at the Amal Sehat Hospital Wonogiri was 65 respondents in the high category of 42 respondents (64.6%), while the medium category 22 respondents (33.8%), and the low 1 respondent (1.5%).

Table 10. Cross-tabulation results of the relationship between complaint handling and patient loyalty at Wonogiri Amal Sehat Hospital in 2022

Handling Complaint	Patient Loyalty			Total (%)
	High (%)	Medium (%)	Low (%)	
Good	73,8	17	0	90.8
Fair	0	9,2	0	9,2
Poor	0	0	0	0
Total	73,8	26,2	0	100

Source: Primary Data, 2022

Based on the table, it is known that cross-tabulation results at Wonogiri Amal Sehat Hospital on complaint handling were 65 respondents/patients have a good complaint-handling category with 59 patients (90.8%) as the highest proportion, while the fair category 6 patients (9.2%) as the lowest proportion. With these results, it can be concluded that complaint handling is in a good category. The reason patient complaints handling at the Wonogiri Amal Sehat Hospital includes in a good category is supported by the results of calculating each item of complaint handling dimensions.

The speed of handling complaints greatly influences the results of patient satisfaction complaints that do not respond fastly will cause dissatisfaction with hospital services or even permanently. The hospitals need to increase efforts in speeding up complaint handling so that complaints submitted by patients to the hospital do not pile up and can be handled immediately so the patients did not wait too long. It is necessary to evaluate and coordinate good complaint handling from the hospital management, especially in the care solution team with related parties, so patients will be satisfied with the services provided.

Furthermore, based on the table, the loyalty frequency distribution of 65 respondents at Wonogiri Amal Sehat Hospital includes 48 patients (73.8%) with high loyalty as the highest proportion and 17 respondents (26.2%) with fair loyalty as the lowest proportion. Hence, it can be concluded that patient loyalty is in the high category.

The reason patient loyalty includes in a high category is supported by the results of calculating each patient loyalty dimension item. Besides, based on the dimension of patient loyalty still found that regular repurchases have 20% as the medium category, services recommendations have 20% as the medium category, and steady to competitor attraction have 33.8% as the medium category also 1 respondent (1.5%) as the low category. Based on these results, which are in the medium and low categories, it shows that these results have an impact on the hospital, such as not repurchasing regularly, not recommending services, and patients tend to think about moving to another health facility.

Table 11. Spearman Rank Correlation Coefficient

Correlations				
			Complaint Handling	**Patient loyalty**
Spearman's Rho	Complaint Handling	Correlation Coefficient	1,000	0.726
		Sig. (2-tailed)		0.000
		N	65	65
	Patient loyalty	Correlation Coefficient	0.726	1,000
		Sig. (2-tailed)	0.000	
		N	65	65

Source: Primary Data, 2022

Based on the results of statistical tests using IBM SPSS Statistics version 25 for Mac is known that there is a significant value between complaint handling and patient loyalty is 0.000 < 0.05, then H_0 has rejected means that there is a relationship between complaint handling to patient loyalty. The correlation coefficient value of Rank Spearman is 0.726 which is between 0.60-0.799 means that the relationship between complaint handling and patient loyalty has a strong level of relationship.

The result of this study is in line with Herman Ariadi in 2019, which found that in dealing with patient complaints about hospital services, the systems and values must be applied. These values include treating complaints submitted by patients positively and resolving them honestly and in a family manner[8]. The use of complaints data as input for quality improvement can also relate to the fact that organizational factors play an important role in encouraging individuals to influence the time it takes to resolve complaints. The benefits of a technology-based system for complaint management will not be carried out without an organizational commitment to its operation. The hospital should ensure that the organizational functioning of the system is optimized and staff members are encouraged to take advantage of the performance benefits of the system[9].

The research findings interpret the customers' complaint handling procedures that are implemented still have weaknesses, they are less effective because the handling procedures applied have not been explained technically how to respond to complaints submitted by the society, and in the handling flow there are bureaucratic stages, so it will take time longer to provide a solution. Standard procedures that have been established and community expectations both refer to the lack of timeliness in the implementation of complaints services. Complaint reports reveal weaknesses in meeting deadlines. On the other hand, the standard operating procedures state that complaint teams from all hospital units or installations have not been formed promptly. Although members of the complaint team stated that the relevant service unit had followed up on problem-solving from the complaints submitted, it was known that the complaint service had not been able to reach the speed of problem resolution.

Complaint handling procedures are carried out in stages. After the complaint is received by the complaint team, it is forwarded to the appropriate unit for technical explanation, and the solution is also forwarded to the complaint team to ensure that the customer receives the correct response. Then the problem follows up in the relevant unit or agency, to ensure that the problem has been resolved and will not recur in the future. However, data from community complaints indicates that some of the issues frequently voiced by the community persist over the following period. It is in line with Estie Yonasari, Septo Pawelas Arso, and Wulan Kusumastuti in 2018, that study identifying a relationship between product/service failure, customers complaints, and actions that must be taken by the customer service unit of Tugurejo Hospital when customers feel dissatisfied and submit complaints to the company. Otherwise, the hospital considers that there is no failure in customer service[10].

The complaint is a beginning reaction shown by the consumer before a claim is made to the company. Consumers give chance to the company to repair stuff or services given, while the consumer still can feel satisfied with a response given by the company. This is called handling complaints by the companies as their stuff or service dissatisfaction[11]. According to research by Kusumawati and Handayani in 2012, consumers not only choose provider service because of its capability of giving a fast response, being friendly, trusted, and providing services on time, but also able to provide resolve complaints responses from dissatisfied customers on service which used.

In this case, the argumentative approach tends to illustrate that the hospital management does not admit its mistakes. Then a persuasive approach is needed so that people who make complaints or service workers who make mistakes understand the cause and will not make the same mistake again. Each service unit is more committed to completing its tasks quickly because of the complaint service. When this section handles complaints, it is matching with the principle of responsiveness. Complaint handling methods must be handled quickly so that changes to units

related to complain issues can be made immediately. Community complaints are handled by a customer service team which includes all related service units and installations and is organized by hospital management. In addition, public complaint services have to be appropriate with hospital health service standards and standard operating procedures. The complaint team group communication system is implemented at the stage of responding and following up. Complaints will then be handled by the installation or service unit which is responsible for providing technical explanations. The head of the complaint team or the hospital director must approve technical explanations and responses before they can be provided to the public who filed a complaint. As a form of prudent policy-making, the implementation of the coordination system aims to obtain recommendations for problem resolution and follow-up that are determined according to the main responsibilities and authorities of each service unit in charge of the problem being complained about. When it is done, the complaint resolution policy can be fully implemented under the provisions of laws and regulations of a public service institution.

However, the implementation of the complaint service system still has weaknesses, especially in achieving the timeliness and completeness of solving problems that cause problems or the same types of complaints in the past that still occur today. The most important thing in organizing customer complaint services or public complaints is a strong commitment to improving public services for each member of the complaint team. Hence, it is not enough to realize excellent service in terms of information provision and public complaint services. Enthusiasm is needed to develop existing ones and support the creation of excellent service to the community. The implementation of the public complaints program should be able to associate the information needs and public complaints if the public complaints unit can carry out its main tasks and roles effectively.

Spearman Rank correlation test analysis shows the results of the statistical test the significance value between complaint handling and patient loyalty is 0.000 which means <0.05. Then H_0 is rejected and H_a is accepted, meaning there is a relationship between complaint handling and patient loyalty at Wonogiri Amal Sehat Hospital. Based on the Spearman Rank correlation coefficient value of 0.726 means that the relationship between complaint handling and patient loyalty has a strong level of relationship.

This study's results align with Anik Trisnawati's research in 2015 entitled "The Effect of Complaint Handling on Satisfaction Customers (Patients) in Semen Gresik Hospital". It shows that there is a significant effect between handling complaints to satisfaction customers (patients) by a result of an F-score = 4.713 with P = 0.001 (< 0.05).

Meanwhile, Ayu Ferdani's research in 2017 entitled "The Influence of Patient Perception About The Application of Relationship Marketing to General Patient Loyalty Inpatients in Dungus Pulmonary Hospital Madiun" shows that there is a significant influence between the perception of the application of relationship marketing to general patient loyalty inpatients with a sig result of 0.000 (<0.05) and a strong relationship (r-value = 0.636).

Based on Alfiyah's 2018 research concluded that it was necessary to improve the complaints handling at the Siti Aisyah Madiun Islamic Hospital to create high patient loyalty. With good complaints handling by the hospital, the customers will feel the attention because they are willing to listen and improve service quality that does not match customers' expectations, so it will build satisfaction which later will raise customer loyalty. If customer loyalty arises, the hospitals will get distinct benefits within.

CONCLUSION

Based on the research about the relationships between complaint handling and patient loyalty at Wonogiri Amal Sehat Hospital, complaint handling in May 2022 is in a good category with a total percentage of 90.8%. Then, patient loyalty was included in the high category with a total percentage of 73.8%. So, there is a relationship between complaint handling and patient loyalty at the Wonogiri Amal Sehat Hospital.

SUGGESTION

It is better if hospitals build a good relationships with customers. The hospital should be more understanding of needs, desires, and customer expectations, possibly creating faithfulness by improving complaints handling against hospital customers.

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