

The Influence of Internal Service Quality toward Patient's Behavioral Intention in Inpatient Unit at the Type C General Hospitals in East Java, Indonesia

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Abstract -- The research aims to examine the influence of internal service quality toward patient's behavioral interest through nurse job satisfaction, organizational citizenship behavior, service quality of episode of care, and patient satisfaction in inpatient unit at type C general hospitals in East Java. Quantitative approach is used in this research and the unit of analysis is some type C hospitals in East Java.

The result of research shows that: (1) internal service quality has a significant influence toward nurse job satisfaction; (2) nurse job satisfaction has a significant influence toward organizational citizenship behavior; (3) nurse job satisfaction has a significant influence toward service quality of episode of care; (4) organizational citizenship behavior has no significant influence toward service quality of episode of care; (5) organizational citizenship behavior has no significant influence toward patient satisfaction; (6) service quality of episode of care has a significant influence towards patient satisfaction, and (7) patient satisfaction has a significant influence toward patient's behavioral intention. (Abstract)

Keywords: *Internal Service Quality; Nurse Job Satisfaction; Organizational Citizenship Behavior; Episode Of Care; Patient Satisfaction; Patient Behavioral Intention.*

I. INTRODUCTION

Quality health services is one of the basic necessity of every person. Up to date medical and health experts constantly trying to improve the quality of self, profession, as well as medical equipment as well as managerial skills of health, particularly the health service quality management is also improved. For example, if the equipment as one of the means in serving patients is not available in sufficient quantity (eg number of thermometer to measure the body temperature of patients regularly every morning not sufficient), or if the equipment does not function properly (eg, thermometers

as gauge the body temperature is not routinely ditera) this reflects that the services provided by the hospital to the nurses (internal services) not qualified. If the internal service quality of the equipment is low, the indicator will affect the performance of nurses in serving patients. Low internal service quality will lead nurse can not serve patients optimally. This will affect the job satisfaction of nurses in particular for indicators of physical working condition. Nurses are not satisfied with the work will demonstrate the behavior disloyal to the hospital, such as prone to move work to other hospitals which have a much more complete equipment and quality that can support the work. In addition, as a result of job dissatisfaction nurses also affect the quality of services provided by nurses to patients (external services). Such as nurses become unresponsive to the needs and wishes of patients. If the services provided to patients of low quality, it will take effect on patient dissatisfaction to health care that they receive, especially on the interpersonal aspects of patient satisfaction will be low. As a result of dissatisfaction with the health care received, the patient will be negative behavior such as telling bad things in connection with health care in the hospital concerned.

The intensity of competition requires a basic shift in the business world is no exception organization health care providers such as hospitals. Basic mission of a business with a high intensity of competition is no longer in the form of profit, but rather the creation and addition of value (value creation and value adding) for customers. Marketing based on the value of not only requires companies to focus on satisfying customer needs, but also has a dimension of competition. Efforts to create value (value creation) can be done in several ways (Tjiptono, 2003:118) as: 1. Increase customer acquisition. 2. Hiring a better employee. 3. Provide more effective compensation (total human reward) to

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employees. 4. Increase employee productivity, motivate employees to offer value to the customer, and 5. Establish investment and ownership structure better. While the addition of value implies: 1. Creation of a satisfied customer. 2. Employees who are loyal, and 3. a large profit.

For service providers as well as the organization of hospitals, should really understand (Tjiptono, 2003:118): 1. Triangle services (the Services Marketing Triangle) that describes how the quality of internal services promote the establishment of employee satisfaction (as internal customers) and growing sense (sense of ownership) in between them. Furthermore, employee satisfaction encourage the growth of employee loyalty to the organization and encourage the creation of an external service value, which then determines the external customer satisfaction. 2. Chain profit - services (Service profit-chain/SPC) as stated by Heskett et al. (1994) which explains how to trigger the internal service quality of employee satisfaction able to provide high-value services that generate customer satisfaction resulting in customer loyalty which in turn generate profit and growth.

II. THEORY AND HYPOTHESES

According to Berry and Parasuraman (in Ahmed and Rafiq, 2002: 5), internal service quality measures in realizing the organization, develop, motivate, and keep employees through internal services that satisfy their needs. Meaning is an internal service quality is the quality of service to the organization's internal customers with a series of actions that satisfy the organization with the aim to motivate internal customers become qualified employees.

H₁. The internal service quality significantly influence on the job satisfaction of nurses in inpatient unit at the Type C general hospital in East Java.

According to Bowen (1982), Scott and Taylor (1985), and Sheridan (1985) nurses have on the behavior of satisfaction/dissatisfaction with service organizations, though in different ways. Employees who are not satisfied with the quality of internal services will show the range of behaviors, such as: the frequency and duration of attendance rises and high turnover both of which are wasteful for the organization. Meanwhile, in the opinion of Robbins (2003: 109), employee satisfaction affects organizational citizenship behavior (OCB). Furthermore Robbins explains that a disgruntled employee will work beyond expectation. Satisfied employees will behave as such are willing to help others in his team, to volunteer for extra duty activities outside working hours, speak positively about the organization, and loyal to the organization.

H₂. Job satisfaction of nurse significantly on influence on citizenship behavior in inpatient unit at the Type C general hospital in East Java.

H₃. Job satisfaction of nurse significantly influence on the quality of service episodes of care in inpatient unit at the Type C general hospital in East Java.

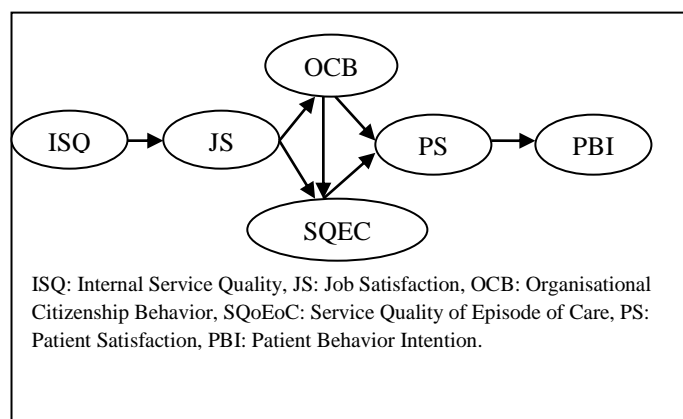
H₄. The organizational citizenship behavior significantly influence on the quality of episodes of care in inpatient unit at the Type C general hospital in East Java.

H₅. The organizational citizenship behavior significantly influence on patient satisfaction in inpatient unit at the Type C general hospital in East Java.

External service quality in this study specifically referred to the episode of care, service quality because only focus on the quality of nursing care to patients during the process of health care in the inpatient progress. Customer in the healthcare industry is a patient (Batchelor et al., 1994). According Jumadi in Sabarguna (2004: 8) patient satisfaction is a state of feeling in which patients express the comparison of the performance of services received and expected. During the stage of consumption, consumer use and learn the goods or services are consumed. This stage was followed by the development of satisfaction or dissatisfaction with goods or services that are consumed in the form of behavior. And this behavior is called by customer behavior intention (Zeithaml, Berry, and Parasuraman (1996) and Mowen and Minor, 2002: 82). So, customer behavior intention is the last stage in the decision making of consumers or post-acquisition.

H₆. Service quality of episode of care significantly influence on patient satisfaction in inpatient unit at the Type C general hospital in East Java.

H₇. Patient satisfaction significantly influence on patient behavior intention in inpatient unit at the Type C general hospital in East Java.



Picture 1: Research Model

III. RESEARCH METHODS

This research is quantitative research. The unit of analysis in this study is the Type C General Hospital are listed as a member of PERSI in East Java. The dimension of time is a cross-sectional study, the research carried out within a specified time by using many respondents (Malhotra, 1993: 97). This study used the Partial Least Squares Analysis (PLS) as a statistical analysis. Measurement tools using Likert Scale 1-5. Procedure for data collection can be explained as follows. The population in this study were all Type C general hospitals in East Java, which is about 72 hospitals listed as Type C PERSI members. Mechanical withdrawal of sub-samples of the nurses in this study was determined by using proportional random sampling of 10% (Sekaran, 2003: 270) of the number of nurses in each hospital. The number of nurses who were respondents in this study was 614 nurses.

The next step is to determine the number of patients that are used as responder patients. Given the sub-sample used is dyadic (dyads) sample (Nazir, 1998: 457; Sekaran 2003: 133). therefore the number of patient respondents determined equal to the number of nurses as many as 614 respondents. So the number of respondents both nurses and patients as a whole is 1,228 respondents.

IV. RESULTS

Table 1. Inner Weight, Standard Deviations, and Significance

Influence Between Variables	Inner Weight	SD	t
Internal Service Quality (X ₁) → Nurse Job Satisfaction (Y ₁)	0.876	0.027	32.67*
Nurse Job Satisfaction (Y ₁) → Organizational Citizenship Behavior (Y ₂)	0.883	0.039	22.58*
Nurse Job Satisfaction (Y ₁) → Service Quality Episode Of Care (Y ₃)	0.562	0.267	2.10*
Organizational Citizenship Behavior (Y ₂) → Service Quality Episode Of Care (Y ₃)	- 0.348	0.346	1.01**
Organizational citizenship behavior (Y ₂) → Patient Satisfaction (Y ₄)	0.250	0.142	1.75**
Service Quality episode of care (Y ₃) → Patient Satisfaction (Y ₄)	0.588	0.133	4.41*
Patient Satisfaction (Y ₄) → Patient Behavior Intention (Y ₅)	0.765	0.066	11.56*

Source: Data processed
 * Significant at α 0.05
 ** Not significant at α 0.05

V. DISCUSSION

A. Internal Service Quality Effect on Job Satisfaction Nurses

Changes in internal services provided by the hospital to say more qualified nurse if equipment, policies and procedures, teamwork, management support, alignment of goals, effectiveness of training, communication, and for salaries and awards given / provided by the hospital to nurse the better of the time to time. If this happens then the job satisfaction of nurses will also be higher. Instead of internal services provided by the hospital to nurse less qualified to say if the equipment, policies and procedures, teamwork, management support, alignment of goals, effectiveness of training, communication, and for salaries and awards given/provided by the hospital to nurse gets worse from time to time.

Hospitals that provide high quality internal services to nurses as internal customers will make the nurses feel that high job satisfaction. Nurse job satisfaction can be measured from the work itself, pay, physical working condition, teamwork, and supervisors. Nurse job satisfaction high on indicators that measure reflects that hospital services to internal customers quality. An example is when the equipment as one of the indicators of internal service quality is high, then the job satisfaction of nurses that one indicator is working physical condition will also be high. Vice versa, if such teamwork is an indicator of internal service quality is not good then the job satisfaction of nurses that one indicator is also not good teamwork.

B. Nurse Job Satisfaction Effect on Organizational Citizenship Behavior

Hospitals with nurses with high job satisfaction will have a positive organizational citizenship behavior. Organizational citizenship behavior can be measured from the loyalty and pay more. Positive organizational citizenship behavior of indicators that measure reflects that nurses have job satisfaction. An example is when the nurses found satisfaction with the work itself as one of the indicators of job satisfaction of nurses, then loyalty as one of the indicators of organizational citizenship behavior will also be high. Vice versa, if such work itself is an indicator of job satisfaction of nurses is not satisfactory then loyalty as one of the indicators of organizational citizenship behavior will also be low.

Besides measured by loyalty, organizational citizenship behavior was also measured with pay more. This means that if the nurse job satisfaction is high, then the willingness of nurses to work overtime or replace his friends who could not attend due to specific causes will be high. So that the stability of health care in the

inpatient stay awake, not bothered by the absence of a nurse.

C. Nurse Job Satisfaction Effect on the Quality of Episodes of Care

The nurse said to be more satisfied at work when his satisfaction with the work itself, pay, physical working condition, teamwork, and the higher supervisor from time to time. If this happens then the episode of care, service quality will also be higher. Instead of job satisfaction of nurses to hospitals said lower if the satisfaction of nurses to work itself, pay, physical working condition, teamwork, and the lower the supervisor from time to time.

Nurses who have high job satisfaction will result in episodes of care services are of high quality or otherwise episode of care, service quality high reflecting high nurse job satisfaction. An example is when the physical working condition as one of the indicators of job satisfaction of nurses is high, then the cleanliness as one indicator of the quality of the episode of care services will also be high. Likewise, if for example a working physical condition as indicators of job satisfaction of nurses is not good then the cleanliness as one of the indicators of quality of care episodes of care is also not good.

D. Organizational Citizenship Behavior Effect on the Service Quality of Episodes of Care

This study proves that organizational citizenship behavior and no significant negative effect on the quality of the episode of care services. These results can be interpreted in spite of changes in organizational citizenship behavior negatively affects service quality changes episodes of care, these effects are not significant. It is very possible to occur when a nurse for example, just willing to work overtime to replace his friend who cannot be present while the work to be done very much, then indeed the nurse experience boredom, fatigue, and stress. As a result, service quality episode of care will go down. If this is allowed to happen, would even lead to burnout experienced by nurses (Robbins, 2003:796). Where burnout is boredom or fatigue that cannot be eliminated simply by taking a break but had to rest in a relatively longer time. An example is when the pay more as an indicator of organizational citizenship behavior variables is high, then the responsiveness as one indicator of service quality variables episode of care will be low. But on the contrary, if the pay more as an indicator of organizational citizenship behavior variables is low, then the responsiveness as one indicator of service quality variables episodes of care that one indicator will be high. However, the effect was not significant in view of the results of this study demonstrate that the relationship is not significant.

E. Organizational Citizenship Behavior Effect on Patient Satisfaction

This study proves that turns organizational citizenship behavior not significant effect on patient satisfaction. These results can be interpreted that the effect of any changes in organizational citizenship behavior is not significant to change patient satisfaction. As already explained in the previous sub section that if the results of the study in terms of descriptive statistics indicators of organizational citizenship behavior occurs very possible considering the results of descriptive statistics indicators of organizational citizenship behavior indicates a neutral value. This means that nurses actually hesitant expressed his behavior in the future whether loyal or willing to pay more to the hospital. Doubts have been shown to affect patient satisfaction was not significant. An example is when the pay more as an indicator of high organizational citizenship behavior, the influence on patient satisfaction that one indicator is satisfaction with interpersonal aspects insignificant.

F. Quality Service of Episode of Care Effect on Patient Satisfaction

Changes in the episode of care, quality of care provided by the hospital through the nurse to the patient is said to be getting quality when communication, responsiveness, courtesy, and cleanliness provided by the hospital through more qualified nurses to patients from time to time. When this happens the patient satisfaction will also be higher. Instead episode of care, quality of care provided by the hospital to nurse said as if the quality does not change communication, responsiveness, courtesy, and cleanliness provided by the hospital through the nurse patient decreased from time to time. When this happens the patient satisfaction will also be lower.

Hospitals that provide quality of service high episode of care by nurses to patients as external customers will make the patient feel that high job satisfaction. Patient satisfaction can be measured by satisfaction with interpersonal aspects, satisfaction with the health care system, and satisfaction with the technical aspects. High patient satisfaction against indicators that measure reflects that episode of care services to external customers quality. An example is when the communication as one of the indicators of quality of care episodes of care is high, then the patient satisfaction one indicator is satisfaction with interpersonal aspects will also be high. Vice versa, if such communication is an indicator of internal service quality is not good then the patient satisfaction one indicator is satisfaction with interpersonal aspects are also not good.

G. Patient Satisfaction Effect on Patient Behavior Intention

High patient satisfaction is said to change when satisfaction with interpersonal aspects, satisfaction with the health care system, and satisfaction with the technical aspects of perceived higher patient from time to time. When this happens the patient satisfaction will also be higher. Conversely said patient satisfaction getting down when satisfaction with interpersonal aspects, satisfaction with the health care system, and satisfaction with the technical aspects of perceived lower patient from time to time. When this happens the patient satisfaction will also be lower.

Measured patient satisfaction with interpersonal aspects of satisfaction, satisfaction with the health care system, and satisfaction with the technical aspects. High patient satisfaction against indicators that measure reflects that episode of care services to external customers quality. An example is when satisfaction with interpersonal aspects as one of the indicators of patient satisfaction is high, then the interest of the patient's behavior that one indicator is loyalty will also be high. Vice versa, if such satisfaction with interpersonal aspects as indicators of patient satisfaction is not good then the interest of patient behavior that one indicator is also not good loyalty.

VI. SUMMARY

Based on the analysis and discussion in this study some of the conclusions that can be drawn is the result of this study proves that from 7 lines tested contained 5 lines have significant influence. These pathways are: 1. Line of internal service quality to job satisfaction of nurses. 2. Line of job satisfaction of nurses to service quality episode of care. 3. Line of nurse job satisfaction to organizational citizenship behavior. 4. Line of service quality episodes of care to patient satisfaction. 5. Line of patient satisfaction interest to the patient's behavior. While the two other lines have no significant effect. Lines are lines of: Organizational citizenship behavior to episode of care, service quality and organizational citizenship behavior to patient satisfaction.

Suggestions can be delivered based on the analysis of data that has been done is the manager of a public hospital in East Java Type C should be more concerned with the implementation on these indicators. Because of the results of the study prove that these indicators are significantly valid and reliable as a measure of the variables respectively.

A. Suggestions for Future Research

For the application of SPC in the context of marketing models of hospital services in Indonesia seems necessary modification and modification pathway models by taking into account variables that allegedly related (eg variables of individual characteristics of nurses as internal customers and individual patient variables as external customers) so that lane linking organizational citizenship behavior with episodes of care, quality of care and patient satisfaction significantly.

Future research is recommended to include all forms of existing services in public hospitals not only service that occurs in episodes of care and inpatient only course that research results can reflect the quality of hospital services in a comprehensive manner.

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