



ANALYSIS of THE INFLUENCE of TECHNICAL QUALITY, PROCEDURAL QUALITY, INFRASTRUCTURAL QUALITY, INTERACTIONAL QUALITY, PERSONNEL QUALITY, and SOCIAL SUPPORT QUALITY on OVERALL PERCEIVED SERVICE QUALITY, PATIENT SATISFACTION, and BEHAVIORAL INTENTION in BEAUDENT PATIENTS in SURABAYA

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Abstract : Indonesian people have several public health problems, one of which is dental and oral disease whose prevalence is still very high. Dental and oral care is one of the efforts to improve public health. This is also a factor in the many health facilities providing dental care in Surabaya, where all compete for customers. With these problems and the addition of COVID-19, dental and oral health service providers are required to maintain high standards of care and pay attention to service quality such as technical quality, procedural quality, infrastructure quality, interactional quality, personnel quality, and social support quality in order to win business competition, which is growing rapidly. This research is also expected to be able to provide Beaudent with more insight regarding the effect of technical quality, procedural quality, infrastructure quality, interactional quality, personnel quality, and social support quality on overall perceived service quality, patient satisfaction, and behavioral intention of Beaudent Surabaya patients, so that The information in this study can be used by Beaudent to attract patients to always entrust their dental health care at Beaudent. This research includes causal research by understanding the relationship between two or more variables. This research was conducted using quantitative research methods, data were collected through questionnaires to 330 respondents according to predetermined characteristics, namely men and women aged 18-60 years who live in Surabaya and have had treatment at Beaudent Mayjend Surabaya. This research uses non-probability sampling with snowball sampling technique. Data is processed using AMOS software. From the results of data processing, it was found that Technical Quality, Procedural Quality, Infrastructure Quality, Interactional Quality, Personnel Quality had a significant effect on Overall Perceived Service Quality, while Social Support Quality had no significant effect on Overall Perceived Service Quality. Overall Perceived Service Quality has a significant effect on Patient Satisfaction, and Patient Satisfaction has a significant effect on Behavioral Intention.

Keywords : Technical Quality, Procedural Quality, Infrastructural Quality, Interactional Quality, personnel Quality, Social Support Quality, Overall Perceived Service Quality, Patient Satisfaction, Behavioral Intention.

1. INTRODUCTION

Competition in the business world in this era of globalization is growing rapidly. This requires every business to be able to compete and determine the right strategy in order to win business competition (Zuhroh et al, 2021). This business competition is not only in sales in the form of products, but also in the service sector, one of which is health service facilities (Ali, 2018).

Based on Government Regulation of the Republic of Indonesia Number 47 of 2016 concerning health service facilities, health service facilities were established to provide health services. Indonesian people have several public health problems, one of which is dental and oral disease, whose prevalence is still relatively high (Ministry of Health RI, 2021). Dental and oral health is important because it is a part of the body that functions to chew, speak, and affect self-confidence, so it is important to maintain healthy teeth as early as possible so that they can last a long time in the oral cavity (Nur Shofiyah, 2020). Dental and oral health maintenance is an effort to improve public health (Kristiana, 2019).

With these problems and coupled with the Covid-19 pandemic, dental and oral health service providers are required to maintain high standards of care and manage the quality of service delivery properly and according to applicable health protocol standards. Strengthening health services is urgently needed in order to achieve the wishes of the government, professional organizations, and even

people who share the same passion for health development in Indonesia, namely quality health services (Ministry of Health of the Republic of Indonesia, 2016).

Effective service quality management is very important to create and improve in a health service provider to produce patient satisfaction (Naima, Sudirma, Muh. Anzar, 2018). To improve overall perceived service quality, the health system needs to be effective, efficient, accessible, patient-centered, fair and safe (World Health Organization, 2006). Service quality management has two very influential perspectives, namely the internal perspective which focuses on the absence of errors, and compliance with requirements; and an external perspective that focuses on customers and patient expectations, perceptions, attitudes, and satisfaction (Swain & Kar, 2018).

In this study, the authors will examine more deeply the quality of service in the field of dentistry at Beudent Surabaya, precisely at the Jl. Mayjend Sungkono 17, which is a primary health facility when patients experience dental and oral problems. Beudent provides holistic and comprehensive dental care with dentists who are competent in their fields. Services that can be provided range from curative and preventive, such as extraction, fillings, cleaning of tartar, manufacture of dentures, dental implants, orthodontics, and others, to the aesthetic field such as teeth whitening or bleaching and veneers.

This study has identified six main areas where patients will evaluate the quality of health facilities, namely technical quality, procedural quality, infrastructure quality, interactional quality, personnel quality, and social support quality.

2. THEORETICAL FOUNDATIONS AND LITERATURE REVIEW

Swain & Kar's research (2018) has several similarities with the current research, namely using the same variables and research models, and the same variables. However, this research has a difference which lies in the fact that the object of this research is not a hospital, but the Beudent dentist clinic which is one of the primary dental health service facilities in Surabaya. In addition, this research is a quantitative research which is different from previous research which is a qualitative literature research.

Based on research by Wu and Ko (2013) in Faizan Ali et al (2017) technical quality also refers to customer behavior in service and also post-consumption assessment of whether service results are acceptable or not by customers. Based on the literature that discusses patient satisfaction in the field of health services, technical quality refers to the patient's impression of the essence of medical services provided to patients by paying attention to two main aspects, namely clinical procedures and quality of results.

H1: Technical Quality has a significant effect on Overall Perceived Service Quality

Procedural quality is the quality of service that is assessed by patients based on the administrative procedures involved in the implementation of health care services (Swain & Kar, 2018). Davies (1991) states that procedural is something that is made in accordance with certain procedures and can be categorized as achievement. Procedures are important to strengthen patient output in health services (Anderson et al, 2018). Many achievements will occur if procedural quality is carried out properly (Pangemanan, 2021). Yuliasusti, et al (2018) stated that procedural quality is very important in implementing standard procedures in services.

H2: Procedural Quality has a significant effect on Overall Perceived Service Quality

Infrastructure quality is defined by Padma, et al (2010) as the quality of real service features which include equipment, appearance of facilities, signs, availability of resources, etc. Infrastructure quality is a quality that can have an impact on the economic condition of service providers by the social environment (Misra, 2015). Infrastructure quality is the quality for implementing standardization and conformity assessment (Goosen, 2018). Infrastructure Quality that is provided or given must look good to give a positive image and can influence patient opinion (Jameel et al, 2019).

H3: Infrastructure Quality has a significant effect on Overall Perceived Service Quality

Interactional quality is the interaction between customers and service providers (Thuy et al, 2019). Albrecht, et al (2016) stated that employees' emotions when interacting can influence consumer behavior, and during interactions the perpetrator is consciously or unconsciously (Tedjo, 2021). Interactional quality is a quality that plays an important role in conveying consumer perceptions (Wu et al, 2019).

H4: Interactional Quality has a significant effect on Overall Perceived Service Quality

Personnel quality is closely related to service quality output (Dahlstrom et al, 2018). Patients will expect all personnel to be responsive, friendly and competent in providing services (Wardani, 2013). Friendly and polite staff can improve patient perceptions of health care facilities (Tawil et al, 2017).

H5: Personnel Quality has a significant effect on Overall Perceived Service Quality

Social support is an important factor in the welfare of many people (Prayogi et al, 2016). Hupcey (1998) states social support quality is the quality of providing support that helps recipients of support. Social support or social support is an important psychosocial resource in helping and facilitating patients (Palkowska et al, 2016). Social support is a form of support in the form of attention, appreciation, which is obtained from the social environment (Lesmana & Setiawan, 2017). Social support can improve the patient's quality of life (Madani et al, 2018) and reduce negative psychological effects (Gunduz et al, 2018).

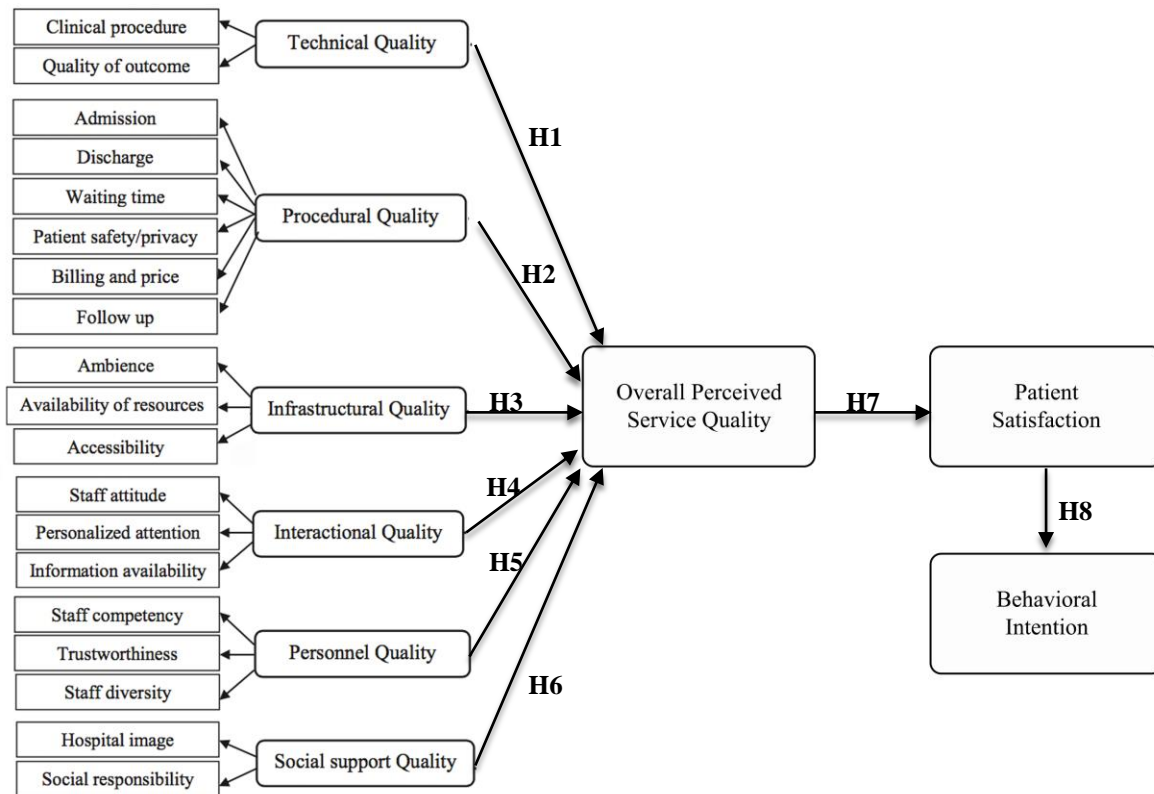
H6: Social Support Quality has a significant effect on Overall Perceived Service Quality

Perceived service quality or perceived service quality is an assessment of service quality by consumers as a whole (Parasuraman, Zeithaml, & Berry, 1988). Overall Perceived service quality can be defined as the extent to which the difference between consumer expectations and overall consumer perceptions (Sudjianto & Japarianto, 2017). Windrati (2016) defines perceived service quality as an evaluation of consumer feelings after receiving service quality from service providers. Suryani, et al (2018) also stated that perceived service quality is the result of evaluating the quality of a product or service.

H7: Overall Perceived Service Quality has a significant effect on Patient Satisfaction

Nurmawati & Pramesti (2021) also stated that patient satisfaction is the result of comparing the performance of health services with patient expectations. If the patient's expectations are met by the services received in real terms, patient satisfaction will be achieved (Arnaya & Nirvana, 2021). Patient satisfaction is one of the keys to retaining patients. If the patient is satisfied they will continue to use the service, but if the patient is not satisfied the patient will tell others about their bad experience (Anisza, 2012). Patients who feel the quality of health facility services will have an impact on patient satisfaction and can increase the intention to return (Tanudjaya, 2014).

Behavioral intention is defined by Sundari & Dewi (2021) as a consumer's intention to behave which can be done in the form of owning, disposing of and using a product or service. Tandijaya (2018) mentioned in his research that behavioral intention refers to the possibility of customers reusing, or spreading positive information to relatives or other people. In addition, behavioral intention has three dimensions, namely: loyalty, recommendations, and paying a premium price. Behavioral intention is a form of attitude towards a brand and not just thoughts (Tanudjaya, 2014). Wibowo (2017) defines that behavioral intention allows consumers to carry out certain behaviors.



H8: Patient satisfaction has a significant effect on Behavioral Intention

Fig. 1 Research Model

3.1 POPULATION AND SAMPLE

This study used a population of patients who had made transactions and used dentistry services for treatment at Beudent Surabaya. The Beudent branch used for this study is Beudent West - Mayjend Sungkono 17 Surabaya, because it is the first branch and already has a larger patient population, compared to other branches which are still new. The sampling technique used in this study is non-probability sampling because the exact number of population studied is not known. This study uses a questionnaire as a data collection tool.

The non-probability sampling technique used to distribute the questionnaires is snowball sampling, with samples that start out small and become more and more, like snowballs, from small at first, gradually increase in size. The snowball sampling technique in this study was carried out by distributing questionnaires which were distributed to patients who had been treated at Beudent Surabaya. Questionnaires were distributed to patients who were selected as samples.

This study used the method of distributing questionnaires using primary data, which were obtained directly from respondents through questionnaires. Respondents were asked to answer all indicators of this research variable with the appropriate characteristics of the respondents so that they could be used further. Questionnaires must be filled in completely and in accordance with the filling instructions to be tabulated, tested and processed. In this study, analytical tools will be used to answer research problems, namely AMOS software to analyze data.

3.2 Data and Sources of Data

This study used the method of distributing questionnaires using primary data, which were obtained directly from respondents through questionnaires. Respondents were asked to answer all indicators of this research variable with the appropriate characteristics of the respondents so that they could be used further. The questionnaire must be filled in completely and in accordance with the filling instructions to be tabulated, tested and processed using the AMOS software. The questionnaire was made in two parts, namely:

1. The respondent with the established criteria.
2. Questionnaire statements regarding technical quality, procedural quality, infrastructure quality, interactional quality, personnel quality, and social support quality to test the effect of overall perceived service quality on patient satisfaction and behavioral intention in Beudent Surabaya patients.

This study uses a Likert scale of 1-5 for each indicator from the interval from strongly disagree to strongly agree. Numbers 1 to 5 indicate the respondent's assessment of the statements on the questionnaire, the greater the number chosen, the greater the rating, and vice versa, if the rating given is smaller, it means that the rating given is smaller.

3.3 Theoretical Framework

The data obtained from the questionnaire will be processed using statistical methods. The method used must be in accordance with the research pattern and the variables to be studied. The technique that will be used in this study is a statistical test of the simultaneous

analysis of the Structural Equation Model (SEM). In the SEM technique, aspects of factor analysis and multiple regression are combined so that researchers can examine the interrelated dependency relationships between the variables measured and between several latent constructs (Hair et al, 2006). SEM has the advantage that SEM can confirm the dimensions of a concept or factor that is commonly used and is able to measure the effect of theoretical relationships (Ferdinand, 2002). SEM also has advantages due to the use of Confirmatory Factor Analysis so that measurement errors can be minimized by having many indicators in one latent variable (Sarwono, 2010; Tedjo, 2021).

In this study, analytical tools will be used to answer research problems, namely AMOS software to analyze data. AMOS is software that is often used in various marketing research and strategic management (Tedjo, 2021). The analysis techniques in SEM are divided into two, namely (Ferdinand, 2006):

1. Measurement model or Confirmatory Factor Analysis

This technique is used to confirm whether a construct can be confirmed by the presence of the indicator variables used.

2. Causal Models

This technique is a structural model analysis that describes hypothesized relationships between constructs that explain causality, including tiered ones.

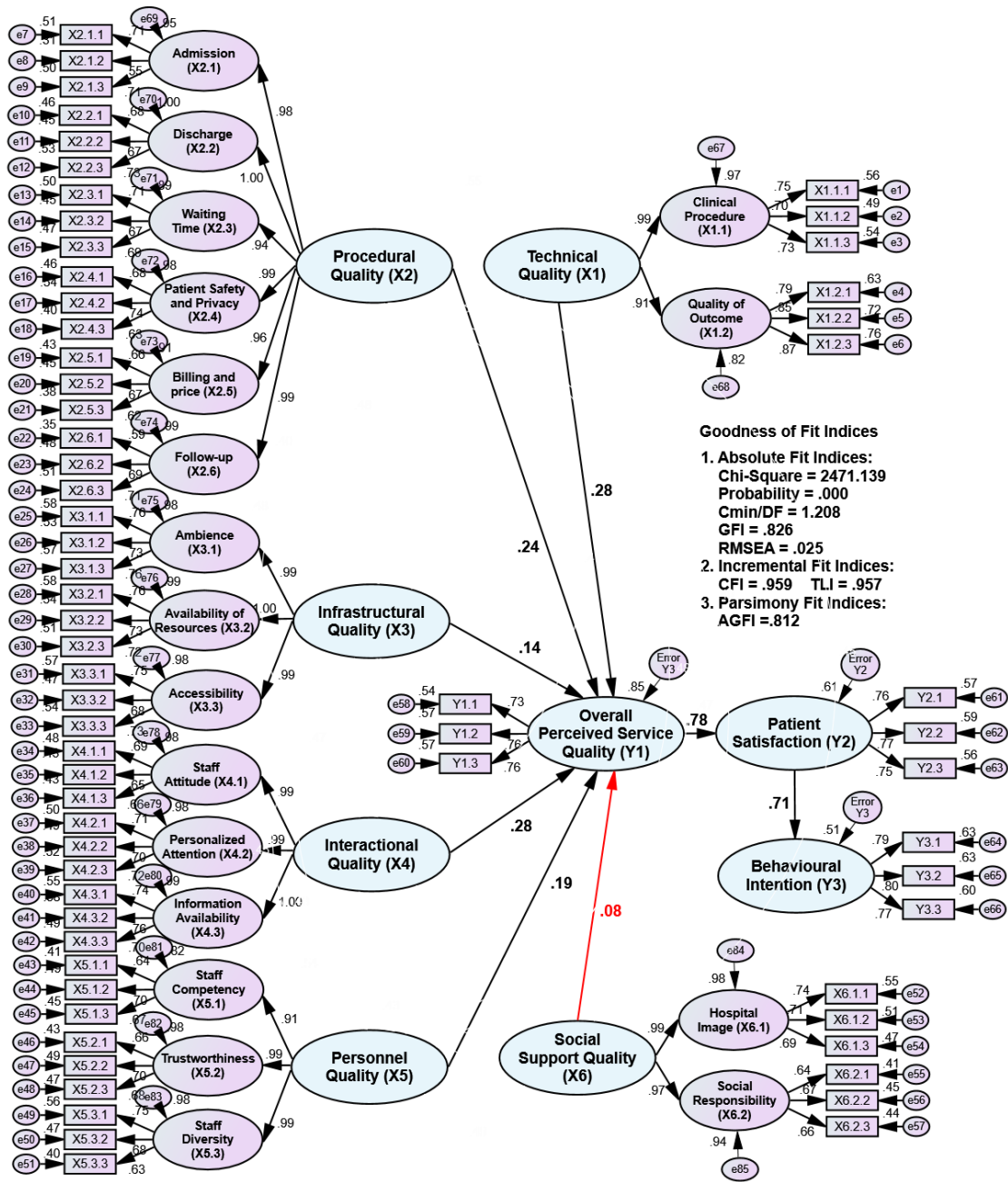


Fig. 2 The Framework

Table 1. Effects of Variables

Figure 2. The Framework shows that Behavioral intention is formed by Patient Satisfaction. Patient Satisfaction has a significant effect on Behavioral Intention. Patient Satisfaction is formed by the existence of overall perceived service quality which describes the overall quality. Overall perceived service quality consists of technical quality, procedural quality, infrastructure quality, interactional quality, personnel quality, and social support quality.

Technical Quality has two indicators, namely Clinical Procedure and Quality of Outcome. Procedural Quality has six indicators, namely Admission, Discharge, Waiting Time, Patient Safety/Privacy, Billing and Price, and Follow Up. Infrastructure Quality has four indicators, namely Ambience, Availability of Resource, and Accessibility. Interactional Quality has three indicators, namely Staff Attitude, Personalized Attention, and Information Availability. Personnel Quality has three dimensions, namely Staff Competency,

Pengaruh Antar Variabel	<i>Std Estimasi</i>	<i>C.R.</i>	<i>P-value</i> ^(a)	Keputusan Hipotesis
<i>Technical Quality (X1)</i> → <i>Overall Perceived Service Quality (Y1)</i>	0,279	5,032	0,004*	H ₁ diterima
<i>Procedural Quality (X2)</i> → <i>Overall Perceived Service Quality (Y1)</i>	0,245	4,387	0,019*	H ₂ diterima
<i>Infrastructural Quality (X3)</i> → <i>Overall Perceived Service Quality (Y1)</i>	0,137	2,655	0,007*	H ₃ diterima
<i>Interactional Quality (X4)</i> → <i>Overall Perceived Service Quality (Y1)</i>	0,279	5,032	0,011*	H ₄ diterima
<i>Personnel Quality (X5)</i> → <i>Overall Perceived Service Quality (Y1)</i>	0,194	3,600	0,011*	H ₅ diterima
<i>Social Support Quality (X6)</i> → <i>Overall Perceived Service Quality (Y1)</i>	0,083	1,353	0,190 ^{n.s}	H ₆ ditolak
<i>Overall Perceived Service Quality (Y1)</i> → <i>Patient Satisfaction (Y2)</i>	0,781	10,603	0,008*	H ₇ diterima
<i>Patient Satisfaction (Y2)</i> → <i>Behavioral Intention (Y3)</i>	0,713	10,280	0,006*	H ₈ diterima
* significant at the 0,05 alpha level n.s not significant at the 0,05 alpha level (a) estimasi p-value dengan <i>bootstrapping, bias-corrected percentile methods</i> (sebagai solusi distribusi data yang secara multivariate tidak normal)				

Trustworthiness, and Staff Diversity. Social Support Quality has two indicators, namely Hospital Image and Social Responsibility.

4. Results and Discussion

The collected data were analyzed using the Structural Equation Modeling (SEM) technique with seven steps of the Goodness of Fit criteria. Then will explain the discussion of the results of processing of the data that has been done. Through several processes carried out from data collection, data processing, hypothesis testing, and also discussion, it is hoped that answers to the problems studied can be found.

1. The parameter estimation results for the influence of technical quality on overall perceived service quality show a significant effect with a CR value of 5.032 (greater than 1.96) and a significance value (p-value) of 0.004 (smaller than the 5% significance level). The resulting coefficient of influence is 0.279 (positive), meaning that the better the technical quality, the higher the quality of service perceived by patients. Thus, the first hypothesis which states that technical quality has a significant effect on overall perceived service quality at Beudent Surabaya, is acceptable (H1 is accepted).

2. The parameter estimation results for the effect of procedural quality on overall perceived service quality also show a significant effect with a CR value of 4.387 (greater than 1.96) and a significance value (p-value) of 0.019 (smaller than the 5% significance level). The resulting coefficient of influence is 0.245 (positive), meaning that the better the quality of the procedure, the higher the quality of service perceived by the patient. Thus, the second hypothesis which states that procedural quality has a significant effect on overall perceived service quality at Beudent Surabaya, is also acceptable (H2 is accepted).

3. The results of parameter estimation of the effect of infrastructure quality on overall perceived service quality also show a significant effect with a CR value of 2.655 (greater than 1.96) and a significance value (p-value) of 0.007 (smaller than 5% significance level). The resulting coefficient of influence is 0.137 (positive), meaning that the better the quality of the infrastructure, the higher the quality of service perceived by patients. Thus, the third hypothesis which states that infrastructure quality has a significant effect on overall perceived service quality at Beudent Surabaya, is also acceptable (H3 is accepted).

4. The results of parameter estimation of the effect of interactional quality on overall perceived service quality also show a significant effect with a CR value of 5.032 (greater than 1.96) and a significance value (p-value) of 0.011 (smaller than the 5% significance level). The resulting coefficient of influence is 0.279 (positive), meaning that the better the quality of the interaction, the higher the quality of service perceived by the patient. Thus, the fourth hypothesis which states that interactional quality has a significant effect on overall perceived service quality at Beudent Surabaya, is also acceptable (H4 is accepted).

5. The results of the parameter estimation of the influence of personnel quality on overall perceived service quality also show a significant effect with a CR value of 3.600 (greater than 1.96) and a significance value (p-value) of 0.011 (smaller than the 5% significance level). The resulting coefficient of influence is 0.194 (positive), meaning that the better the quality of personnel, the higher

the quality of service perceived by patients. Thus, the fifth hypothesis which states that personnel quality has a significant effect on overall perceived service quality at Beudent Surabaya, is also acceptable (H5 is accepted).

6. The results of the parameter estimation of the effect of social support quality on overall perceived service quality show an insignificant effect with a CR value of 1.353 (smaller than 1.96) and a significance value (p-value) of 0.190 (greater than the 5% significance level). The resulting coefficient of influence is only 0.083, meaning that the better the quality of social support, it still does not have a strong impact on improving the quality of service felt by patients. Thus, the sixth hypothesis which states that social support quality has a significant effect on overall perceived service quality at Beudent Surabaya, is unacceptable (H6 is rejected).

7. The parameter estimation results for the effect of overall perceived service quality on patient satisfaction showed a significant effect with a CR value of 10.603 (greater than 1.96) and a significance value (p-value) of 0.008 (smaller than the 5% significance level). The resulting coefficient of influence is 0.781 (positive), meaning that the higher the service quality perceived by the patient, the higher the patient satisfaction. Thus, the seventh hypothesis which states that overall perceived service quality has a significant effect on patient satisfaction at Beudent Surabaya, can be accepted (H7 is accepted).

8. The results of the parameter estimation of the effect of patient satisfaction on behavioral intention show a significant effect with a CR value of 10.280 (greater than 1.96) and a significance value (p-value) of 0.006 (smaller than 5% significance level). The resulting coefficient of influence is 0.713 (positive), meaning that the higher the patient's satisfaction, the higher the patient's behavioral intention to recommend. Thus, the eighth hypothesis which states that patient satisfaction has a significant effect on behavioral intention at Beudent Surabaya, can be accepted (H8 is accepted).

The Variables Technical quality and Interactional Quality are the variables that have the most influence on the Overall Perceived Service Quality because the better the Technical Quality, the better, more complete, and the patient will experience recovery with the treatment and medical services from Beudent. The medical services that patients receive are shaped by Interactional Quality, both staff attitudes and the availability and provision of clear information to patients, so that this variable has a greater influence than Procedural Quality, Personnel Quality, and Infrastructure Quality. Procedural Quality has more influence on Overall Perceived Service Quality because the better the Procedural Quality, the easier, faster, and more suitable for patients to receive medical services from Beudent. Personnel Quality where patients see the quality of Beudent personnel as a whole, has a smaller effect compared to Procedural Quality, and greater than Infrastructure Quality, because seeing that patient care is safe is always served by nurses, doctors, and other staff by looking at the quality of medical staff, medical support, and also non-medical staff from Beudent. Infrastructure Quality has more influence on Overall Perceived Service Quality because, like the opinion of Ramsaran-Fowdar (2008) in Jameel et al. (2019) that good infrastructure is one of the criteria that health services have provided good service quality so that it can create positive impressions and opinions on patients. Social Support Quality has no significant effect on Overall Perceived Service Quality and thus shows that in general Beudent Surabaya has shown a good image in the eyes of the public and has provided medical services and treatment regardless of the patient's background.

Behavioral Intention is influenced by Patient Satisfaction with a regression coefficient of 0.713 and a CR of 10.280. Beudent Surabaya must look for ways to continuously improve patient satisfaction with complete, accurate examination procedures, experience recovery, good attitude of doctors and staff, safe and comfortable treatment, clear information provision, quality personnel, and good social support in order to improve overall assessment. overall from the patient to Beudent so as to obtain patient satisfaction and increase the patient's intention to visit Beudent. Patient satisfaction is an intermediary variable between Overall Perceived Service Quality and Behavioral Intention, not a variable that can be controlled by Beudent. Therefore Beudent needs to focus on increasing the Service Quality variable on the variable that has the most influence on the Overall Perceived Service Quality based on the value of the regression coefficient.

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