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THE ANTECEDENT FACTORS OF PATIENT'S CONFIDENCE TOWARD HEALTHCARE PROVIDER

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ABSTRACT

It has been well accepted that the Individuals' level of confidence in regard to the providers' performance will influence the level of customer attitude, future behavior, and loyalty. In healthcare context, patience confidence is proved as the crucial factors that determine the healthcare long-term existence in the marketplace. Due to the reasons, the objective of this study is to identify the factors that drive the patient's confidence toward healthcare provider. Through the extensive review of previous literature related to confidence in general and healthcare context, there are several factors that identified as the driver of patient's confidence toward the healthcare provider.

Keywords: *Patient's confidence, Assurance, Staying reason, Affirmatory factor*

INTRODUCTION

Assuring the existing patients stay is one of the big challenges that healthcare provider faces in order to maintain its competitiveness in the marketplace. Therefore, it is necessary for the healthcare provider to understand the possibilities factors that will attract the patients to patronage the other healthcare provider (Han, 2013; Heung, Kucukusta, & Song 2011). Press Ganey (2014) found that patients' confidence is the number one factor that drives patients' loyalty that out passing the hospital care coordination, hospital personnel's empathy, and courtesy. Therefore, when patients' have confidence on their hospital provider, patients will have secure feeling to release their personal information to their physician, the patients will likely to follow the medical advice and it will improve patients' health outcome, in retaliation, patients will refer the hospital service to their relatives, families, and colleagues (Crocker, Swancutt, Roberts, Abel, Rolland& Campbell,2015).

Confidence is included as one of the factors that affirm the customers to stay with specific providers. From several factors of reason to stay, confidence is the strongest reasons that prevent customers to leave (Colgate et al., 2003). In healthcare context, patients' confidence has the important role in influencing patients' decision in continuing to patronage the healthcare provider. Hence, the level of customers confidence regarding to the provider's performance strongly give the impact on customer attitude and future behaviour level (Spreng & Thomas, 2001), and loyalty (Qu et al., 2013).

There have been empirically proved that patients confidence give influence on patients' loyalty toward healthcare provider. For instance, Smith (2013) reported that in Aceh, Indonesia, critical incident, wrong diagnose, and wrong medical prescription bring down hospital reputation and decreasing patient's confidence. In retaliation, the low levels of patients' confidence leads the patients seek medical treatment to Malaysia and Singapore. As it was reported by Jakarta Post (2016) patients' from Indonesia gave big contribution of S\$ 632 million out of S\$ 994 to Singapore Medical Tourism revenue. Despite the importance of patients' confidence in affecting patients' staying decision and behaviour, there is still confusion regarding patients' confidence concept and definition. Beside the concept and definition of patients' confidence are remained unclear, there are also less empirical studies found in regard the driver of patients' confidence. Therefore, this study is aimed to review the confidence concept from previous literature in order to identify the driver of patients' confidence toward the healthcare provider.

CONFIDENCE DEFINITION AND CONCEPT

Up to this day, there are numerous definitions can be found from previous literature regarding customers' confidence. Barbalet (1996) described confidence as an emotion certainty expectation and a positive motivation to actual action. Huang (2014) defined customer confidence as the assurance feeling of the customers that lead to their judgment toward specific provider. Colgate et al. (2003), Colgate, Tong lee, and Farley (2007) were seen the confidence as customer assurance feeling toward the provider because several positive effort of the provider. While crocker et al. (2015) highlighted that confidence meant trust, assurance, and reliability In healthcare context, Gustafsson (2004) treat confidence as the affirmatory factor that assure the patient to have calm and safe feeling, as well as self-confidence. From the various definition above it can be resumed that confidence is fall under psychological construct (Yen & Gwinner, 2003) and as the positive factors that reduce customer feeling of uncertainty and increase customer sense of trust and security toward service provider.

Regarding the concept, it had been well documented that confident concept were varies under several concepts such as staying reason concept (Colgate et al., 2007), and relational concept (Meldrum & Kacyznki (2007); Yen & Gwinner, Segesten (1994), Under staying reason concept confidence act as the affirmatory factor that assure customer will stay with the service provider (Colgate et al., 2007). In the view of relational concept, Yen and Gwinner (2003), Meldrum and Kaczynski (2007) had seen

confidence as one of the outcome benefits of good relationship between customer and provider.

Confidence is also recognized as one of the three benefits under relational benefits concept. The three relational benefits are social benefits, special treatment benefits, and confidence benefits (Gwinner, Gramler, & Bitner, 1998). These three relational benefits are the reason of the existence of true relationship (Barnes, 1994; Bendapudi & Berry, 1997). Segesten (1994) connect the relational confidence with people's network since due to the fact that people are looking for the positive relationship which has mutuality, openness, easy access, and possess the good attitude.

The relational benefits fit well with high competitive business environment where it is hard to differentiate the service or the product offered and in the situation where the product and service is difficult to be evaluated before or after consumption (Fisk, Hume, Grove, & John 2007; Zeithaml, Bitner, & Gramler 2009). This condition represents the healthcare services situation (Gaur et al., 2011). Therefore, in health care context, confidence benefit suits well to be incorporated in healthcare service context (Singh et al., 2011).

Colgate et al. (2003, 2007) in their staying reasons study on banking sector in New Zealand and China identified two categories of reasons to stay. The categories are Switching barriers and Affirmatory factors. Affirmatory factors are the positive factors that become the reason of why customer stays. While switching barriers are components that become the barriers to exit from the provider. Confidence is one of the staying reason elements under affirmatory factors. According to Colgate et al. (2003, 2007) there are six factor that build customers confidence toward the service provider namely less critical incident, the familiarity with service provider, the history with the service provider, trust, the comfortable feeling with the service provider, and customer satisfaction. From the six factors that build customer confidence, critical incident is the number one factor that determines customer confidence. Doorn and Verhoef (2008) also proved that the unexpected negative critical confidence lead to the decrease customer satisfaction and behavior. In addition, many customers decided to stay with the same service provider because the customers had never experienced the occurrence of negative critical incident (Colgate et al., 2007). Table 1, is resumed the staying reason concept that suggested by Colgate et al (2007).

Table 1
Reason to Stay Category

Reason to stay category	Description
Switching barriers	<ol style="list-style-type: none"> 1. cost Time and effort 2. Alternatives 3. Emotional bonds 4. Switching
Affirmatory factors	<ol style="list-style-type: none"> 1. Confidence 2. Social bonds 3. Service recovery

Source: Colgate et al. (2007)

More description on factors that build consumer confidence can be seen in table 2.

Table 2
Confidence as the Affirmatory factors of Reason to Stay

Reason To Stay	Description
Affirmatory factors	
Confidence	<ol style="list-style-type: none"> 1. There is no bad critical incident to make customer switch. 2. The customer familiar with the current service provider 3. Have history with service provider 4. The customer trust the current service provider. 5. The customer comfortable with the existing service provider. 6. The customer Satisfy with the current service provider.

Source: Colgate et al. (2007)

THE ANTECEDENT FACTORS OF PATIENTS' CONFIDENCE

This section is aimed to describe the factors that become the driver of patient's confidence toward the healthcare provider through extensive review on past literature related to patient's confidence. Table 3 captures the driver of patient's confidence from past studies.

Table 3
The Driver of Patients Confidence

Scholar	Driver of Patients' Confidence
Singh et al.(2011)	Competence Listening Explaining
Haavarsdholm and Naden (2009)	Comfortable and Relax <ol style="list-style-type: none"> 1. The procedure and situation easiness. 2. Professionalism. 3. Trust. 4. Reliability 5. Sincerity 6. Supportive Security Feeling <ol style="list-style-type: none"> 1. The knowledge of Medics and non-medics. 2. Patients' affirmation feeling of getting feedback from the healthcare provider.
Crocker et al (2013)	<ol style="list-style-type: none"> 1. Patient oriented 2. Continues improvement on Communication 3. decision-making involvement 4. Length consultation time

THE PROPOSE ANTECEDENT FACTORS OF PATIENTS' CONFIDENCE

From many factors that drive patients' confidence above, there are several factors that mostly appear as the factors that drive patient's confidence that proposed by the scholars above. Those factors are interpersonal aspect (i.e. listening, presenting, and patients' involvement) and assurance (knowledge, skills, safety, and competence). Accordingly, in this study, the propose factors that drive patients' confidence is describe as follow (Table 4).

Table 4
The propose factors that drive patients' confidence

Driver of Patient's Confidence	Element
Interpersonal relationship	<ol style="list-style-type: none"> 1. Listening 2. Presenting (describing, explaining) 3. Patients involvement in decision making
Assurance	Physician and healthcare personnel' knowledge and skill (competency) that create trust.

Source: Adapted from Gaur et al.(2011), Haavarsdholm and Naden (2009), Crocker et al (2013)

Interpersonal Factors

Interpersonal aspect elements, in this study are taken from Singh et al. (2011) in term of listening and explaining, as well as the patient's involvement in decision making process (Crocker et al, 2013).

Accordingly those scholars highlighted that the physician and hospital provider ability in listening patients' medical problem and queries is important in order for the physician and healthcare provider to take necessary step in handling the patients' health matter. By taking the time to listen toward the patients' medical history and problem, the physicians and other related healthcare personnel can accommodate the patient requirement by encountering the right treatment and healthcare quality service. Beside listening behaviour and skill, physician must also have the ability to explain clearly and systematically regarding to the patients' medical health concern along with the process and to overcome the healthcare matter.

In addition, physician involving patients in their decision making toward their health concern is also crucial in building patients trust and confidence (Crock et al., 2013). Physician must encourage the patient involvement in sharing decision making by giving the awareness of the patients that they have the right to know regarding to their problems, the availability of medical services, and sharing their information and knowledge regarding to their medical concern in order to arrive at the good medical decision (Berry, Tracey, Dan, Rana, & kedar, 2017). In addition, Singh, Xu, Quazi, and Nandi (2011) reported that patients' confidence toward the physician listening and explaining skill, as well as physician competence positively influence patient's behavioural loyalty.

Assurance

Assurance is the ability of healthcare personnel and doctors in arousing confidence feeling and trust to the patients. According to Parasuraman, Zeithaml, and Berry (1988), assurance is the courtesy and knowledge of the employees that have the ability to induce trust and confidence. Referring to the definition, physician and healthcare personnel knowledge and skills (competency) are included as the elements of assurance that drive patient's confidence. Competence is involving the healthcare personnel knowledge and skills in delivering the service (Parasuraman et al., 1998; Haavarsdholm & Naden, 2009). The health care personnel competence will create patient's security and comfortable feeling in receiving the medical care service from the hospital (Haavarsdholm and Naden (2009).

RESEARCH METHODOLOGY

This article is a review paper that conceptually review the literatures related to the antecedent factors that build patients' confidence on healthcare provider. All the articles being extensively reviewed in this study were high in credibility.

CONCLUSION

It had been empirically studied that patients' confidence as the factors that influence patients loyalty (Press Ganey, 2014), and hospital patronage (Ormond & Sulistiany, 2014). In healthcare context, the quality interaction during service encounters influence patients' confidence (Singh, Xu, Quazi, & Nandi, 2011). The Individuals' level of confidence in regard to the providers performance will influence the level of customer attitude, future behaviour (Spreng & Thomas, 2001), and loyalty (Qu et al., 2013).

After conducted the review on past literature regarding the driver of patients confidence, it is fair to concluded that patients' confidence is closely related to trust, assurance and health care provider capability so the patients' can depend on the healthcare providers to handle their medic or non-medic problems (Crock et al., 2017). Therefore, customer confidence is also seen as psychological construct that reduce customer feeling of uncertainty and help the customers become realistic on their expectation toward service provider (Yen & Gwinner, 2003). In relational context, the good relationship between patients and doctors, and healthcare provider will arouse patients' confidence because the sense of trust and security that patients gain from the established relationship (Singh et al., 2011).

Through comprehensive study on the factors that build patients' confidence, it is identified that from many factors that drive patients' confidence, there are several factors that always appear as the factors that drive patient's confidence. Those factors are interpersonal (i.e. listening, presenting, and patients' involvement) and assurance

(knowledge, skills, safety, and competence). Accordingly, it is important for healthcare provider to strengthen the hospital personnel interpersonal skills and assurance in order to gain patients confidence since it will give the effect on healthcare long term performance via the increase of patients re patronage rate, recommendation, and positive word of mouth which the patients share to others.

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