The Role of Social Media Toward Patient Satisfication and Patient Loyalty in Private Clinic

Nadila Nur Pratiwi [1*], Nur Choirul Afif[2], Eman Sutrisna[3]

[1*]Universitas Jenderal Soedirman, nadila.pratiwi@mhs.unsoed.ac.id, Indonesia
[2] Universitas Jenderal Soedirman, nur.choirul.afif@gmail.com, Indonesia
[3] Universitas Jenderal Soedirman, eman.sutrisna@unsoed.ac.id, Indonesia
*Nadila Nur Pratiwi

ABSTRACT

Communication is one of factors that related to patient satisfaction and loyalty in health service. Communication can occur between clinic and patients, also doctor and patients. In this digital era, social media is the new way for communicate. Therefore, patients can access easily through social media about the clinic they want to visit as the form of communication. This study used an analytical survey design with 40 respondents who have received a service from clinic. They are selected by simple purposive sampling. Data were collected using an online questionnaire. Data was analyzed using SPSS. The result is social media is associated with patient satisfaction and loyalty.

Keywords: Social media, satisfication, loyalty, clinic

1. Introduction

Today the service sector is experiencing very rapid development. As a result, there is fierce competition among service entrepreneurs. They try in various ways to get customers, build good relationships with customers, and retain them (Restu Insani & Hendri Nurdan, 2022). One of the service companies in the health sector is a clinic. Clinics in order to improve health status also need to provide quality services so that patients get satisfaction and have an effect on the patient's desire to return to the clinic (Sartiwi et al., 2019).

Dynamic community conditions, sufficient economy and ease of accessing information also influence patients in determining the choice of health care places (Helmawati & Handayani, 2014). In the past, information on a clinic was only obtained through friends or relatives. But now with social media, information on clinical services, patient testimonials are very easy to access (Kurniawan & Berlianto, 2022; Restu Insani & Hendri Nurdan, 2022).

2. Literature Review

The rapid development of digital information technology greatly affects changes in human life. Revolution 4.0 which is a trend in the industrial world including clinics in combining automation technology with cyber technology, so that the latest information can be obtained by the public quickly, accurately and efficiently (Restu Insani & Hendri Nurdan, 2022). Social media presents

a two-way form of business communication. This is an effective way of communicating with patients (Kussudyarsana & Fortune, 2020). So that patients can feel satisfied with clinical services and return to make repeat visits.

Many private clinics are chosen by customers because of the ease of access and the perception that the services they receive are quite effective. One of them is the role of social media for clinics to provide information about their services (Siahaan, 2018). Patients will then evaluate and compare health services for themselves before taking these services. This is a patient's effort to achieve self-satisfaction at the clinic (Kurniawan & Berlianto, 2022)

Satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the performance of the product that is thought to the performance offered. If the performance is above expectations, the customer will be satisfied. This satisfaction will lead to harmonious customer and clinic relationships, so there will be interest again (Helmawati & Handayani, 2014). Satisfied customers will create strong bonds and have a long commitment to the clinic (Susanti et al., 2020). A long commitment to wanting to return to the clinic is a form of customer loyalty (Hasan & Putra, 2019).

Clinics that communicate continuously with customers will improve the image of clinics that are responsive and care about customers. Social media can facilitate such communication in the form of presenting disease information or accessing questions and answers with the intention of making customers live better and meet their needs (Mehmet et al., 2020). Interaction between doctors and customers is also important in patient satisfaction. A doctor will provide accurate information on any information disseminated through social media. The interaction between doctors and patients through social media can increase the patient's desire to find out more information by visiting their workplace. In the end, it will affect patient satisfaction and trust in doctors and clinics where the doctor works (Kurniawan & Berlianto, 2022; Wu et al., 2018).

This study aims to determine the role of social media including close communication between patients and clinics, patient trust in clinics, clinical image, and doctor's image on patient loyalty through patient satisfaction in private clinics.

3. Research Methodology

This study uses an analytic analytical survey with a cross sectional approach. The research population is patient get the service from provate clinic and use social media and have received information about the clinic. The study used purposive sampling with 40 respondents who had received services from the clinic.

Data obtained through questionnaires. Respondents will be given an online questionnaire containing 35 questions using 6 variables adopted from Kurniawan & Berlianto, 2022. These variables are close communication between patients and clinics, patient trust in clinics, clinical image, and doctor's image. Respondents will choose the appropriate statement sentence that is felt using a Likert scale: (1) Strongly disagree, (2) disagree, (3) unsure, (4) agree, (5) strongly agree. Then the data were analyzed using SPSS.

4. Results

A total of 40 research respondents have been researched and answered the questionnaire. The results of the profile of respondents' answers are based on several categories as follows:

Table 1. Demographic table

Group	Category	N	%
Gender	Male	17	42,5
	Female	23	57,5
Age	17-25	3	7,5
	26-35	25	62,5
	36-45	7	17,5
	46-55	5	12,5
Level Education	Senior High School	3	7,5
	Diploma	15	37,5
	S1	20	50
	S2	2	5
Profession	Student	7	17,5
	Private Employees	4	10
	Civil Servant	16	40
	Entrepeneur	4	10
	Doctor	5	12,5
	Nurse	2	5
		2	5
Social Media	Instagram	14	35
	Youtube	12	30
	Tiktok	12	30
	Facebook	1	2,5
	Twitter	1	2,5

The majority of respondents are female (57.5%), age 26-36 (62.5%), graduate S1 (50%), work as civil servants (40%), domiciled in Purwanegara (50%) and actively use social media in the form of Instagram (35%).

In testing the significance of the correlation coefficient between the independent variable and the dependent, it can be determined by doing the t test below:

Table 2. Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.090	.058		2.141	.000
	Trust	.695	.098	.420	4.121	.000
	Communication Advantage	.821	.996	.248	2.980	.000
	Clinic Image	.005	.807	.082	2.484	.000
	Patient Satisfaction	.639	.051	.334	3.029	.000
	Doctor Image	.014	.221	.508	5.102	.000
	Patient Loyalty	.883	.782	1.235	4.567	.000

Based on the results of the correlation test between variables, the influence of social media with satisfaction is seen from the sig. which is smaller than the tolerance level (<0.05). It is concluded that social media has a significant effect on satisfaction.

The regression equation formula can be made into:

$$Y = 11.090 + 0.098X1 \qquad (1)$$

11,090 is referred to as a coefficient, which means that 11,090 units will affect buying intention. 0.098 indicates that 9.8% of the portion that influences patient loyalty is from the social media directly without moderating variable.

Model 1

Table 3. Model Summary 1				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.920ᵃ	.608	.719	.416298
a. Predictors: (Constant), Loyalty				

Model 2

Table 4. Model Summary 2				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.990ᵃ	.910	.852	.20335
a. Predictors: (Constant), Loyalty, Social Media				

If you see the difference between model 1 and model 2 is in column R2, in model 1 the value is 0.608 with a meaning of 60.8% influence on buying intention. While model 2 has an R2 value of 0.910 or 91% affecting patient loyalty because it have the moderating agents/

5. Discussion

Partial test is used to determine the variables that have a significant effect on the model. Based on the table above, it is known that the value of p or sig. on all variables < 0.05, it can be decided that the variables are accepted. so it can be concluded that partially all variables have a significant effect on the model.

Adjusted R2 value is 0.912. These results indicate that 91.2% of the variation of the independent variable affects the dependent variable. T test T-test results for all variables above the minimum standard T table (1.897) with an error probability of 0.000004. The level of confidence is 95 percent ($\alpha = 0.05$), the value of k-1 = 4 and n-k = 10. Based on these results, it can be seen that partially all research variables have an effect on dependent variable.

This result is linear with the study by Kurniawan, R. (2022).They come to the conclusion that patient satisfaction and perceived doctor-patient relationship satisfaction are positively correlated.In the context of social media, a doctor's perceived image is positively correlated with patient satisfaction.According to Girsang, C. (2021), Primaya Hospital Tangerang received a very high rate of satisfaction from the results of an inpatient satisfaction survey conducted in December 2020.The satisfaction rate is greater than 80%, and it is based on medical staff, hospital facilities, medical support, and administration.In terms of patient satisfaction, general practitioners, specialists, and nurses receive the highest score. At Primaya Hospital Tangerang, the hospital facilities receive the lowest score for inpatient satisfaction.The least amount of people are satisfied

with the size of the food and parking areas, so hospital management should pay close attention to these areas.

Coefficient means the contribution of the influence given by the independent variable or independent variable to the dependent variable or dependent variable, or in other words, the value of this coefficient is also useful for predicting and seeing how much of the influence contribution is given by variable x simultaneously. Based on Tosyali, (2019) findings demonstrated that satisfaction, shared by patients through social media, mediated the association between patient trust, strength of hospital-patient communication on social media, perceived image of hospital on social media, and patient loyalty. The findings provide an original empirical model with respect to gaining loyal patients whom are customers of hospitals and highlight the important role of social media in health communication.

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