
Customer Satisfaction as a Reality of Health Service Quality

Tanko Titus Auta¹, Sanglar Polnok², Fransiskus Salesius Onggang³ (corresponding author)

¹MoH & Hospital Services, Minna / College of Nursing Sciences, School of Midwifery, Minna, Nigeria;

autatk1@gmail.com

²Faculty of Nursing, Naresuan University, Thailand; sanglarp@gmail.com

³Department of Nursing, Poltekkes Kemenkes Kupang, Indonesia; frans.onggang@yahoo.com

Submitted: February 5, 2022 -Revised: February 5, 2022 -Accepted: February 25, 2022 -Published: February 28, 2022

ABSTRACT

Health care institutions must strive to satisfy customers. The spread of customer complaints should be avoided and instead customer satisfaction should be spread effectively. Satisfied customers usually have high loyalty, which must be maintained rather than chasing other customers who are not necessarily loyal. With the increasingly fierce competition in the global era, customer satisfaction must get serious attention. Every health service provider must try to satisfy customers if it wants to exist in the competition.

Keywords: health service; quality; customer satisfaction

WHY SHOULD CUSTOMER SATISFACTION?

Simamora ⁽¹⁾ states that satisfied consumers will tell two other people about their satisfaction, while disappointed consumers will tell ten other people about their disappointment. People are very sensitive to other people's disappointments. For example, the effect of disappointment contained in a reader's letter is very large. Thousands of other consumers and potential customers will be affected. If a friend tells you about the bad brand he bought, then you will think twice about buying the same brand unless you have to, or if you are not sure about the friend's story.

The above applies to all products sold, both goods and services, including health services. For example, your friend says: "I came to the Medical Center "A" because of stomach pain. They said they opened at six in the morning, it turned out that they were just opened at seven. After being served, it turned out that I still had to go to the pharmacy because they said the supply of one of the medicines I needed had run out." Upon hearing your friend's complaint, those of you who were originally getting ready to go to the "A" Medical Center became hesitant. "I might have the same experience as my friend. I'd better go to another treatment center." Maybe that's one of the expressions of your doubts if you experience the real event.

From the description above we can conclude that health care institutions must try to satisfy consumers. Reported consumer complaints (devil advocates) should be avoided by service providers. In fact, the opposite should be attempted, because consumers can be used as marketers at no cost or free of charge. In the world of marketing commonly called word of mouth communication. Consumers in this group usually have unquestionable loyalty. Aaker (1991) cit. Simamora ⁽¹⁾ calls him a committed buyer, while Kotler (2000) cit. Simamora ⁽¹⁾ calls him hardcore loyal. Retaining loyal customers is more valuable than chasing consumers who are not necessarily loyal.

The importance of paying attention to consumer satisfaction is also related to the increasingly fierce domestic and international competition in this global era. Every health service provider must try to satisfy customers if it wants to exist in the competition. Indeed, basically health services, especially those from the government, have a social orientation (not just for profit) or are referred to as non-profit organizations. However, from time to time, some of these health care institutions must also be profit-oriented, because this profit becomes a source of funds for institutional development, which in the end is used to improve service quality as well. Thus, these institutions like it or not, like it or not, must also enter the world of competition in the global era. ⁽²⁾

Although consumer satisfaction is very important to maintain existence in the competitive climate of the global era, it does not mean that non-profit health service providers do not need to pay attention to consumer satisfaction. Many of us find non-profit health care institutions that do not seek material benefits at all. A well-known example is the "Posyandu" (Integrated Service Post) in villages in Indonesia, both serving mothers and children as well as serving the elderly community and many more. ⁽²⁾

These non-profit institutions also need to pay attention to consumer satisfaction as an indicator of the quality of health services provided. Consumers must be maintained in order to remain loyal to this non-profit service. Thus, the government and non-governmental non-profit health service providers can actually provide quality health services that are not inferior to profit-oriented services. If this can be realized, it is hoped that the lower layers of society who use non-profit services will also be able to enjoy quality health services. ⁽²⁾

CUSTOMER SATISFACTION MEASUREMENT STEPS

Kotler & Keller ⁽³⁾ explains that the satisfaction or dissatisfaction of the buyer after making a purchase (in this case the product in the form of goods or services), depends on the performance of the offer in meeting the expectations of the buyer. In general, satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the performance or product results that are thought of against the expected performance or results. If the performance is below expectations, then the customer is not satisfied. If performance exceeds expectations, the customer is very satisfied or happy.

How do buyers form their expectations? By taking into account their previous buying experiences, the advice of friends and colleagues and the promises and information of marketers and competitors, customers place high hopes on the product provider. For example, if marketers promote that a product is in excellent condition when in fact it is not that good, then customer expectations will be set too high. As a result, customers are disappointed when after buying, they find that what they get is not in line with expectations. On the other hand, if marketers create expectations that are too low, no one will be interested in becoming a customer, although if they actually buy they may be satisfied. ⁽²⁾

According to Kotler (1997) cit. Simamora ⁽¹⁾, there are four methods of measuring customer satisfaction, namely: 1) complaint and suggestion system, 2) pretending to be a buyer, 3) analyzing lost customers, and 4) consumer satisfaction surveys.

Complaint and Suggestion System

Every customer-oriented product provider must provide the widest possible opportunity for customers to submit their suggestions, opinions and complaints. Opinions can be conveyed through various media, such as suggestion boxes placed in strategic places, providing comment cards, providing special telephone lines or special numbers for SMS subscribers, and so on. Information obtained from customers can be a source of new ideas and valuable input for institutions so that they can respond quickly and responsively to any problems that arise. The disadvantage of this method is that it is passive, making it difficult to get a complete picture of customer satisfaction or dissatisfaction. Not all dissatisfied customers will submit complaints. They may immediately switch to another product provider, without complaining or telling them the shortcomings that make them disappointed. Efforts to get advice, especially quality advice, are also difficult to do with this method. This is especially true if there is no adequate return on the part of customers who have provided useful ideas for product-providing institutions. ⁽²⁾

Pretend to be a Buyer

This method is commonly referred to as ghost shopping. Through this method, product providers (goods and services) employ several people, hereinafter referred to as ghost shoppers, who must pretend to be potential customers for products from these institutions as well as products from competing institutions. Furthermore, the ghost shoppers convey their findings about the weaknesses and strengths of institutional products and competitors. They can also compare how to answer customer questions and how to handle each customer complaint. If managers are willing to be ghost shoppers, better results will be obtained. In this way they can find out firsthand about how employees interact with customers, as well as how employees treat customers. The obstacle is whether managers can really be a "ghost" for employees. If employees find out that the customer is their manager or boss who is "pretending", then they can change their behavior one hundred and eighty degrees, which originally behaved "as I want" to customers can turn into "very sweet". Thus, there was a big error in judgment. ⁽²⁾

Analysis of Lost Customers

To ensure that customers really like the given product, managers need to know about customer loyalty or loyalty. Customers who are satisfied with the products they receive will generally come back again to take

advantage of the products from the same place if they need them at any time. Thus, complete customer data is required. The presence of a new customer can be detected quickly, and vice versa if an old customer suddenly disappears, it will be detected quickly as well. Losing old customers needs to be watched out for. It is necessary to find a clear cause why these customers have become lost or no longer come to get the product. Is their absence caused by dissatisfaction with the performance of the product they received, or because of other reasons such as having moved their address to out of town, or even passed away. In this case, it is necessary to conduct a careful analysis, especially for customers who have quit because of their dissatisfaction with the product. With this analysis, it will be clear what causes their dissatisfaction. The information obtained can then be used as material for quality improvement efforts so that it is truly targeted. ⁽²⁾

Consumer Satisfaction Survey

Research on customer satisfaction is mostly done by survey method, hereinafter referred to as customer satisfaction survey. Detailed explanations of measuring customer satisfaction in marketing books generally also use the survey method. Many customer satisfaction surveys are conducted by post, telephone, filling out questionnaires and in-person interviews. Through surveys, service product providers will receive direct responses and feedback from customers and at the same time give a positive sign that service product providers have paid attention to their customers. There are several ways to conduct a customer satisfaction survey, namely: 1) direct statements, 2) problem analysis, 3) performance-interest level analysis, and 4) derived dissatisfaction. ⁽²⁾

Returning to the definition of satisfaction according to Kotler (2008), that satisfaction is the result of a comparison between expectations about the product and the performance of the product, then there are two things that must be discussed, namely expected quality and perceived quality). ⁽²⁾

EXPECTED QUALITY

There are various meanings of the word "expectation" (hope). First, hope is a form of anticipation. For example, someone might say: "With my fitness this morning, I hope to be a winner in a healthy walking competition". In this sense there is a relationship if, then Another example is, if you are diligent in checking your pregnancy, the baby will be healthy, if you are diligent in exercising, your stamina will increase. ^(1,2)

The second definition is hope as a function. For example, after the Suara Forikes Journal of Health Research was founded, I hope that the journal will be able to publish the research results of health researchers soon. It is clear that the journal serves to accommodate the publication of research results of health researchers. So the object is a research journal, while its function is to publish research results. The ability to perform these functions is called performance. Thus, in relation to function, expectation is a level of performance that should be shown by an object according to the situation and condition of the object. ^(1,2)

The third sense is hope as a consequence. For example, the expectation that patient service in Class I rooms is lower than that in hospital VIP rooms is a consequence of lower rates. I hope to have an air-conditioned treatment room, a television, a refrigerator, a special bathroom in the room, and an attendant who is always ready to serve at any time. The expectation was triggered by the patient as a consequence that he had paid for a high-priced VIP room. If a patient pays for a Class III room, of course, they will have different expectations, for example, I hope that my treatment room is clean, quiet, with a bathroom that is not too far away, and that the staff will serve you in a friendly manner. In the sense of hope as a consequence, there is a comparison or comparison. The object (in the example above is the patient care room) is compared with a known reference or standard. From the previously known references, it seems very unlikely (if not impossible) that patients in Class III rooms will receive television, refrigerator and special bathroom facilities. ^(1,2)

The fourth sense is hope comes from needs. In fact, hope is often interpreted as a need, which is actually a misunderstanding. For example, someone buys a thermometer so that if a family member has a fever, they can immediately measure their own temperature. Then someone had hoped that the thermometer could soon be used to measure body temperature. Actually, a body thermometer to measure temperature is a necessity, not an expectation. ^(1,2)

REFERENCES

1. Simamora B. Remarketing for Business Recovery. Jakarta: Gramedia Pustaka Utama; 2001.
2. Nugroho HSW. Kualitas Layanan Kesehatan Menurut Persepsi Konsumen (Health Service Quality According to Consumer Perception). Ponorogo: Forum Ilmiah Kesehatan (FORIKES); 2017.
3. Kotler P, Keller KL. Manajemen Pemasaran (Marketing Management). Translator: Benyamin Molan. Jakarta: PT Indeks; 2008.