

Building Patient Satisfaction based on the Quality of Health Services based on The Digital-Based Patient's Experience at the Dental and Oral Health Service Facility in West Java

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Abstract

The health care industry in Indonesia continues to grow, but the health industry has a low level of resilience. This study aims to elaborate the relationship between digital patient experience, innovation, and patient satisfaction at dental health care facilities and in West Java. Data collection was carried out using a survey of 100 patients spread across West Java. Then, the data were analyzed using path analysis and regression. The results of the study reveal that there is an indirect effect between digital patient experience and patient satisfaction through innovation. Meanwhile, digital patient experience does not directly affect patient satisfaction. Novelty is obtained by testing and analyzing the relationship between innovation, digital patient experience, patient satisfaction in one model, as well as the use of health care facilities in West Java as a unit of research analysis.

Keywords

digital patient experience;
quality of healthcare; patient
satisfaction; teeth and mouth



I. Introduction

Health is the main need that is needed by the community. The health industry in Indonesia is experiencing good development, this can be seen from the survey data from the Central Statistics Agency (2020) which states that the health industry growth rate is 15.3%, the highest growth compared to other sectors. Therefore, when viewed from the growth rate, it can be said that the health sector is a promising sector and contributes greatly to society in Indonesia.

On the other hand, the health sector is one sector that has low resilience. Based on data from the US Bureau of Labor (2016), from 2004 to 2015, the health sector continued to experience a decline in the level of resilience. Various things can affect the existence of a company, one of which is patient satisfaction (Williams and Naumann, 2011; Vargas et al, 2019; Otto et al, 2020). Customer satisfaction is a customer's assessment of products and business performance to generate profits (Suchánek et al, 2015). In the health sector, patients are customers who receive services and evaluate satisfaction with health service providers or also known as health service facilities (fasyankes).

Satisfaction problem patients occur in various parts of the world. Based on a survey conducted by Statista (2020) to 32 countries around the world, it shows that the level of patient satisfaction in these countries is still low, at 34%. Indonesia is one of the countries that has a low level of patient satisfaction, this can be seen from the Asia Pacific Observatory on Health Systems and Policies report (2017) which shows patient satisfaction in Indonesia ranges from 34% to 43%.

Poor health conditions are also exacerbated by the ratio of health workers, doctors or dentists, who serve the community. Based on data from the Ministry of Health of the Republic of Indonesia (2018), the ratio of general practitioners to the Indonesian population is 1:2500, while the ratio of dentists is 1:17,000. According to the standards of the World Health Organization (WHO), the ideal ratio of doctors is 1:1000, while the ratio of doctors to dentists is 1:2000. The ratio of the availability of health workers, especially dentists, shows a large inequality. So that the lack of dentists or special dental and oral health facilities (FGM) has the potential to reduce the level of patient satisfaction.

Various ways are carried out by FGM to increase patient satisfaction, one of which is efforts to improve the quality of health services. Improving service quality contributes to the achievement of patient satisfaction (Shabbir et al, 2016; Fatima et al, 2018; Upadhyai et al, 2019). Often efforts to improve the quality of health services do not run optimally to increase patient satisfaction because they have not been able to provide convenience for patients to be able to access health services.

Access to FGM is a problem that occurs in almost all parts of Indonesia. Based on data from the Ministry of Health of the Republic of Indonesia (2018), as many as 61.8% of the Indonesian population have difficulty accessing health services, both general and special dental services. Meanwhile, West Java is the province with the largest population in Indonesia which has difficulty accessing health care. As many as 73.6% or around 33 million residents of West Java have difficulty getting access to health service facilities (Ministry of Health of the Republic of Indonesia, 2018).

Digitization is one way to make it easier for the public to access FGM. At this time, digital trends cannot be separated from people's lives, so FGM needs to consider presenting digital experiences to patients or digital customer experiences. According to Brown & Swartz (1989), the patient's experience during treatment is related to the achievement of patient satisfaction. In addition, the implementation of digitalization is expected to encourage company growth and create efficiencies in the range of 5% to 10% (Catlin, Scanlan, & Wilmott, 2015).

Based on the phenomena described, this study tries to examine the mediating effect of health service quality on digital customer experience and patient satisfaction at FGM in West Java. In previous studies, these three variables were studied separately and no research was conducted on FGM in West Java. Meanwhile, this research contributes to a better understanding of efforts to achieve patient satisfaction by utilizing the quality of health services that are oriented towards digital customer experience in West Java.

This research consists of several parts. The first part is a review of the relevant literature and the development of a theoretical framework and hypotheses. Second, explanation of methodology and data collection. Third, data analysis and discussion. The last section is the conclusion and implications of this research.

II. Review of Literature

2.1. Patient Satisfaction (PP)

Customer satisfaction is a person's feelings of pleasure or disappointment resulting from comparing the performance or results of a company compared to what is expected (Kotler and Keller, 2009). According to Bowen and Chen (2015) and Lee (2013), customer satisfaction is closely related to organizational performance in service companies. Customer satisfaction is also related to the presence of telemedicine which can increase efficiency in health services (Kruse et al, 2017).

Some researchers say that increasing customer satisfaction can be done by increasing efficiency, employee performance, and service quality (Chen, 2012; Kumar et al., 2013; Suh and Yi, 2006). According to another study conducted by Leiter et al (1998), customer satisfaction is influenced by nurse performance, doctor performance, and information. Another study conducted by Andaleeb (2001), showed that patient satisfaction in health companies can be seen from several factors, such as responsiveness, assurance, communication, and discipline.

2.2. Quality of Health Service

The quality of health services aims to meet patient needs, and will be useful to help build patient satisfaction and loyalty (Al-Borie and Sheikh Damanhour, 2013; Ranaweera and Prabhu, 2003). One of the efforts to improve the quality of health services is by providing experienced health workers who can influence patient care (Shabbir et al., 2016). Service quality is also related to the facilities provided by the service provider. Service providers who have more funds can maintain quality and maintain existing patients.

Studies show that there are many factors that can influence a patient's decision to visit a health service, including technological factors, no waiting list and delays in treatment, a hygienic environment, more personalized care (Shabbir et al., 2016; Irfan and Ijaz 2011). According to Fatima et al (2018), the quality of health services can be seen from the state of the physical environment, a customer-friendly environment, communication, privacy and security, and the responsiveness of health service providers.

2.3. Digital Customer Experience

Customer perceptions related to how a company or organization treats customers (Kavitha and Haritha, 2018). According to Schmitt (2013), customer experience is the process of managing the overall customer experience through a product or company. Akesson et al (2014) explain that the customer experience is the result of an internal service process carried out by an organization. Meanwhile, digital customer experience can be said to be part of the customer experience associated with digital touch points (Betzing et al, 2017).

Previous research, explains that customer experience is related to cognitive, emotional, physical, sensory, spiritual, and social factors which are interactions, either directly or indirectly, between customers and other market players (De-Keyser, 2015). According to Buttle (2009), customer experience relates to customer interaction and engagement related to service providers. Customer experience can be identified by paying attention to different moods, joys, comforts, and things (Bagdare and Jain, 2013). Silalahi and Rufaidah (2018) found that digital service experience can be identified through digital service experience, digital image experience, digital touchpoint experience.

Soekanto in Ismail (2019) social change refers to changes in social aspects, community governance, and group behavior patterns. One example of social change is the increasing number of formal community institutions. For example various organizations ranging from government organizations, to social gathering organizations, are now becoming more formal, with a more rational pattern of relations. This is different from social organizations in the past, which are more informal by using emotional relationships.

2.4. Relationship between Patient Satisfaction, Digital Customer Experience, And Quality of Health Services

According to Brown & Swartz (1989), patient satisfaction is related to the patient's experience during treatment. The research is supported by Murphy et al (2011), showing that customer experience, in this study the experience of shopping at leisure, can affect customer satisfaction. The level of customer experience can also be associated with using the product for a longer period of time (Wang et al, 2018).

In addition, in health care, service quality is also useful in increasing patient satisfaction. Positive things obtained by patients tend to result in a positive assessment of the hospital (Brennan, 1995). According to Shabbir et al (2016) there is a positive relationship between the quality of health services and patient satisfaction.

Improving service quality is also an important component that is useful for improving customer experience (Upadhyai, 2019). According to Kilbourne, Duffy, Duffy, and Giarchi (2004), the quality of health care depends on the acceptance of care, as well as on the patient's experience of health care. Lack of organizational commitment in designing customer experiences can lead to service failure (Fawcett, Fawcett, Cooper and Daynes, 2014).

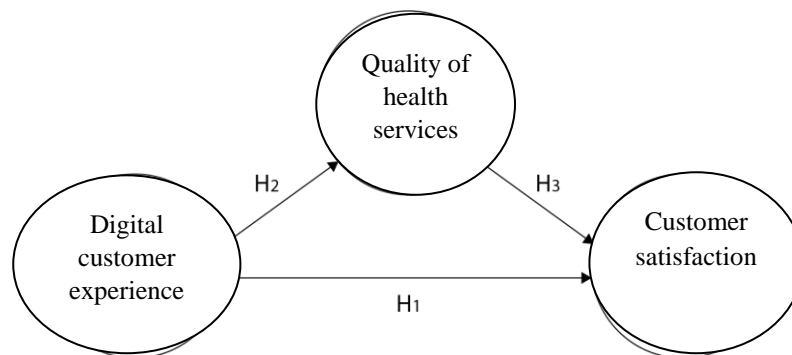


Figure 1. Conceptual Framework

Based on this description, the hypothesis proposed in this study is as follows.

- H1: Digital patient experience has a significant effect on patient satisfaction at FGM in West Java.
- H2: Digital patient experience has a significant effect on the quality of health services at FGM in West Java.
- H3: The quality of health services has a significant effect on patient satisfaction at FGM in West Java.
- H4: Digital patient experience has a significant effect on patient satisfaction through the quality of health services at FGM in West Java.

III. Research Method

This research is an exploratory and descriptive study using a quantitative approach with path analysis and regression (Malhotra, 2010). In path analysis, the minimum number of samples used is 20 times the number of paths (Jeon, 2015). Based on the conceptual framework, there are 3 paths that connect each variable, so the minimum allowed sample is 60 samples. Therefore, this study involved as many as 100 patients who received services at FGM in West Java. The selection of FGM in West Java was done because the gap in dental and oral health services was much greater than that of general health services. On the other hand, West Java is the province with the largest population in Indonesia.

The survey results were analyzed by conducting validity and reliability tests, as well as using correlation analysis, regression, and path analysis. Tests are also conducted to assess pathways, so that direct and indirect effects can be identified on the research model.

Data was collected by means of a survey using a questionnaire. The questions represent the indicators used to explore the dimensions of the research variables. Responses to the questionnaire used a six-point Likert scale. The six-point scale has a high level of reliability (Chomeya, 2010), and can reduce bias in the results of the questionnaire (Cummins & Gullone, 2000).

Table 1. Variables, dimensions, and research indicators

Variable	Dimension	Indicator
Patient satisfaction	Satisfaction	Patient satisfaction
	Desire to recommend	Patient's desire to recommend services
	Desire to visit again	Patient's desire to visit again
Quality of healthcare	Physical environment	Availability of service support equipment
	Patient friendly	Patient interaction convenience
	Communication	Complete information at the time of examination
	Privacy and Security	Ability to maintain patient confidentiality
	Responsiveness	Speed of service provided to patients
Digital patient experience	Digital service experience	Digital service experience for patients
	Digital imaging experience	An overview of the digital experience
	Digital touch point experience	Availability of digital contacts for patients

IV. Result and Discussion

4.1. Respondent's Description

Majority patients were women (75%) aged between 17 to 35 years (68%). This shows that women are more concerned about dental and oral health. In addition to maintaining health, a visit to FGM also aims to improve appearance. The majority of patients who visited were young adults and highly educated (64%). Young adults are more open to digitalization, so they receive more information and are more aware of the importance of maintaining oral and dental health. Detailed profiles of respondents are presented in Table 2.

Table 2. Variables, dimensions, and research indicators

Respondent Profile	Freq (n)	%
Gender		
Man	25	25%
Woman	75	75%
Age		
6 – 11 years	1	1%
12 – 16 years	11	11%
17 – 25 years	38	38%

26 – 35 years old	30	30%
36 – 45 years	12	12%
46 – 55 years old	3	3%
56 – 65 years old	3	3%
65 – and above	2	2%
Education		
senior High School	36	36%
Academy/D3	2	2%
Bachelor degree)	49	49%
Master (S2)	2	2%
Doctoral (S3)	2	2%
Apart from the above	9	9%

4.2. Validity and Reliability

Reliability is shown through Cronbach's Alpha coefficient. The alpha values for each variable are presented in Table 3. A construct or variable is said to be reliable if it gives a Cronbach Alpha value of more than 0.60 (Nunnally and Bernstein, 1994; Gupta and Somers, 1996). Therefore, it can be said that the three variables are reliable to use. Meanwhile, the validity test for each question item was carried out through Pearson correlation calculations and all items proved valid because the Pearson correlation value was higher than the r-table with a value of 0.256 (df = 2).

Table 3. Measurement of reliability and validity

Variable	Dimension	Cronbach's Alpha (Reliability)	Pearson Correlation (Validity)
Patient satisfaction	Satisfaction	0.935	0.850
	Desire to recommend	0.935	0.847
	Desire to visit again	0.940	0.764
Quality of healthcare	Physical environment	0.937	0.812
	Patient friendly	0.942	0.687
	Communication	0.938	0.802
	Privacy and Security	0.937	0.825
	Responsiveness	0.938	0.795
Digital patient experience	Digital service experience	0.936	0.849
	Digital imaging experience	0.937	0.803
	Digital touch point experience	0.937	0.809

4.3. Hypothesis Test

Testing the research hypotheses using regression-based path analysis with IBM SPSS version 25.0. The use of path analysis aims to analyze the relationship between the independent variable and the dependent variable in one time analysis, and is used to measure direct and indirect effects (Jeon, 2015). This technique is used to measure the direct relationship between digital patient experience and patient satisfaction, digital patient experience and health care quality, health service quality and patient satisfaction, and to measure the indirect relationship between digital patient experience and patient satisfaction through health care quality. The results of the regression calculations and the direct relationship between variables can be seen in Table 4.

Table 4. Path Coefficient

Effect of variable	Path Coefficient	t-count
Digital patient experience Patient satisfaction	0.290 **	3.265
Digital patient experience Quality of healthcare	0.764 **	11.734
Quality of health care Patient satisfaction	0.581**	6,535

Notes:**sig < 0.01

Based on the regression results, it can be seen that H1, H2, and H3 are accepted. H1 was accepted because the measurement of digital patient experience on patient satisfaction showed a significant relationship, obtained t-count of 3.265 and t-table of 2.627, so t-count > t-table. H2 is accepted because the measurement of digital patient experience on the quality of health services shows a significant relationship, obtained t-count of 11.734 and t-table of 2.627, so t-count > t-table. H3 is accepted because the measurement of the quality of health services on patient satisfaction shows a significant relationship, obtained t-count of 6.535 and t-table of 2.627, so that t-count > t-table.

H4 testing is carried out using Sobel Test to determine the effect of intervening the quality of health services on digital patient experience and patient satisfaction. This test produces a t-count value of 5.166 and a t-table of 2.627 with a significant level of 0.01. The t-count value is greater than the t-table value, so it can be concluded that there is a mediating effect on the quality of health services (Ghozali, 2013) or in other words H4 is accepted.

Table 5. Direct and Indirect Effects

Effect of variable	Direct Influence	Indirect Influence
PPD KLK	0.764	-
KLK KP	0.581	-
PPD KP	0.290	0.444

Notes: Digital Patient Experience (PPD); Health Service Quality (KLK); Patient Satisfaction (KP)

Table 5 shows the direct and indirect effects of the relationship variables. Indirect relationships are calculated by multiplying the coefficients of the contributing paths. The indirect relationship between digital patient experience and patient satisfaction through health service quality is 0.444, calculated by multiplying the digital patient experience coefficient to health service quality (0.764) and health service quality to patient satisfaction (0.581). Meanwhile, the direct effect of digital patient experience on patient satisfaction is 0.290. So that from the sum of the direct and indirect effects, the total effect is 0.734.

Based on the calculation, all variable constructs showed a significant relationship. The relationship between digital customer experience and health service quality on customer satisfaction is positive with a total effect of $R^2 = 0.584$. This shows that digital customer experience and quality of health services are able to explain customer satisfaction by 58.4%, while 41.6% is explained by other variables not examined in this study.

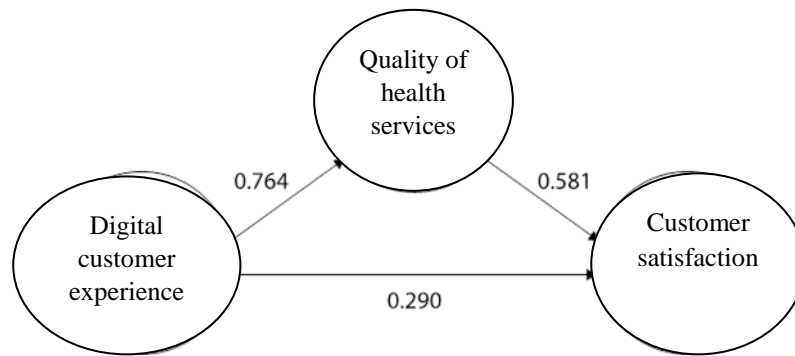


Figure 2. Research Results

The rapid growth of the healthcare industry is also accompanied by a high failure rate. This study aims to gain an understanding of the factors that influence patient satisfaction in dental and oral health (FGM) facilities. This study examines the patient's perspective on the quality of health services and digital customer experience to support patient satisfaction. The majority of patients involved in this study were women, because oral health is also related to one's appearance. Most women pay more attention to their appearance than men. In addition, the majority of the patients involved are young adults who are more open to health information, so they are more concerned about performing dental and oral care.

This study shows that the quality of healthcare services and the digital customer experience have an important role in driving patient satisfaction. These results are in line with research conducted by Brown & Swartz (1989), which states that customer experience has an influence on customer satisfaction, and in line with the results of research by Shabbir et al (2016) which states that the quality of health services affects customer satisfaction.

The results of this study reveal that patient satisfaction can be influenced by various aspects, one of which is the quality of health services. Disclosure of information makes patients more critical and easier to compare one place with another. So that FGM is required to provide a good physical environment, such as equipment and place, as well as friendly, communicative, and responsive service. In addition, the patient safety factor is also an important thing in the midst of a pandemic that is sweeping the world. This is in line with the research conducted by Brennan (1995), which states that the positive services obtained by patients can result in a positive patient assessment of health facilities.

The findings of this study indicate that another factor that influences patient satisfaction is digital-based patient experience. In this study, there is an influence between digital patient experience and customer satisfaction. These results are in line with research by Wang et al (2018), which states that there is a positive relationship between customer experience and customer satisfaction in using the product. In the era of digitization, FGM needs to provide a digital-based patient experience, because the application of digitization can drive company growth (Catlin, Scanlan, & Wilmott, 2015). Alternative services that are presented through digital media and easy access for patients through various digital channels provided by FGM, such as access to communication via telemedicine and social media, can foster satisfaction because patients can access health services quickly and practically according to current patient needs.

In addition to having a direct influence, there is also an indirect effect between digital patient experience on patient satisfaction through the quality of health services. This finding proves the assumption that comes from the results of research which states that there is a relationship between the experience of digital patients and the quality of health services (Shabbir et al, 2016) and the relationship between the quality of health services and patient

satisfaction (Wang et al, 2018). This shows that in FGM, digitization alone is not enough to make patients satisfied, so it needs to be equipped with good quality health services so as to achieve patient satisfaction.

4.5. Implications

There are several implications obtained from the results of this study. This study can be used as a reference to examine the effect of digital patient experience and quality of health services on patient satisfaction with FGM in West Java. The findings in this study can be utilized by FGM in West Java in particular in Indonesia in general to achieve patient satisfaction so that they can survive in the midst of today's competition in the health care industry. Based on the findings of this study, it is known that digital patient experience and the quality of health services provided by FGM have an important role in achieving patient satisfaction.

The findings of this study indicate that FGM can create patient satisfaction by implementing quality health services that are supported by digital-based patient experiences. This study reveals that the effect of health service quality on patient satisfaction is higher than digital patient experience. This means that patients feel more satisfied when visiting FGM and receive services with good and safe facilities, and are served by friendly, communicative, and responsive health workers, rather than only getting services through digital media. Patients need more direct care handled by competent health workers, rather than only getting services through digital media. Treatments related to dental and oral health, require direct handling through the touch of health workers.

The results of this study also reveal that digital-based patient experience has a direct effect on patient satisfaction. In the era of information technology, patients expect easy and fast exchange of information. It is also useful to make it easier for patients to access FGM. The digital-based patient experience provided to the patient will be the focus for the patient to choose a place of treatment and want to carry out treatment at the FGM.

This study also shows that there is an indirect relationship between digital patient experience and patient satisfaction through the quality of health services. The indirect relationship is higher than the direct relationship between digital patient experience and patient satisfaction. This means that the patient experience obtained through digital media must be complemented by good service when patients visit FGM. FGM needs to provide good views and services through digital media, besides that it is also required to realize these views into real services with the support of a good and safe physical environment, also have friendly, communicative, and dated health workers.

This research can be used as a complement to the existing literature, especially related to digital patient experience, health care quality, and patient satisfaction. In Indonesia, especially West Java, there has been no research involving these three variables simultaneously related to special dental and oral health service facilities. Therefore, this research will certainly provide new theoretical insights regarding the combination of digital patient experience and the quality of health services in West Java.

4.6. Limitations

This study has several limitations. First, this study examines health care facilities located in West Java, so that there may be differences in the interpretation of research results for companies located outside West Java, so further research is necessary. Second, this study does not describe the relationship between indicators and dimensions in depth. Third, the study involved special dental and oral health care facilities, so that there could be differences in results for health care facilities other than teeth and mouth.

There are many aspects that influence the creation of patient satisfaction that drives the sustainability of an institution, one of which is innovation. According to Danarahmanto (2019), innovation is an important thing that has a positive impact on the sustainability of the company. Therefore, further research is expected to examine innovation as a support to create patient satisfaction.

V. Conclusion

Previous scientific discussions have argued that there is a relationship between digital patient experience and the quality of health services in creating partial patient satisfaction. Meanwhile, this study offers another perspective and provides evidence that the quality of health services plays an intervening role. In other words, the digital patient experience drives patient satisfaction through quality healthcare. Therefore, it is highly recommended for FGM to provide quality health services that are supported by a digital-based patient experience. Further research on innovation needs to be carried out as a complement to digital patient experience and the quality of healthcare services that drive patient satisfaction.

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