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Effect of Privacy and Safety, Communication, and Physical Environment on Patient Satisfaction and Their Impact on Loyalty (Study at a Dental Clinic in West Jakarta)

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Abstract

To determine the effect of privacy and safety, communication, as well as physical environment mediated by patient satisfaction on patient loyalty (Study at a Dental Clinic in West Jakarta). Method: The type of research used is quantitative using the PLS-Structural Equation Modeling (SEM) approach using SMART PLS software. The sample used in this study were 290 dental clinic consumers. Data collection tools in the form of a questionnaire. Result: Privacy and safety, communication, and physical environment have a positive and significant impact on patient satisfaction. Patient satisfaction has a significant and positive effect on customer loyalty. Conclusion: Privacy and safety, communication, and physical environment mediated by patient satisfaction on patient loyalty are all supported hypotheses.

Keywords
privacy and safety; communication; physical environment; patient satisfaction; patient loyalty

I. Introduction

The key to the success of a product is how a company can process the value, of such product or certain service, well enough and able to maintain its position in the market for a long time. A company's current problem is not only how to create products that match consumer desires but to also create a surefire way to keep consumers loyal to the product's brand in the long term, which is expected to fulfill consumer satisfaction which will later create brand loyalty. The higher the company's leverage, the company tends to generate less cash, this is likely to affect the occurrence of earning management. Companies with high debt or leverage ratios tend to hold their profits and prioritize the fulfillment of debt obligations first. According to Brigham and Ehrhardt (2013), the greater the leverage of the company, it tends to pay lower dividends in order to reduce dependence on external funding. So that the greater the proportion of debt used for the capital structure of a company, the greater the number of liabilities that are likely to affect shareholder wealth because it affects the size of the dividends to be distributed. (Yanizzar, et al. 2020)

The existence of health service facilities affects the health status of the people of a country. Law Number 36 of 2009 concerning Health explains that a health service facility is a tool and/or place used to organize health service efforts, whether promotive, preventive, curative, or rehabilitative carried out by the government, local government, and/or the community. Minister of Health Regulation Number 9 of 2014 concerning Clinics defines it as health service facilities that provide individual health services with medical and/or specialist services. Based on the Indonesian Health Profile, in 2019 there were 9,205 clinics consisting of 8,281 primary clinics and 924 main clinics in Indonesia. The number of Klinik Pratama (primary clinics) and Klinik Utama (main clinics) in DKI Jakarta has increased significantly, recorded in the 2019 Indonesia Health profile report of 858 clinics, consisting of 207 Klinik Utama and 651 Klinik Pratama. Klinik Pratama is a

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clinic that provide basic medical services for both general and special. Klinik Utama is a clinic that provides basic and specialist medical services.

The results of research conducted by Taqdees Fatima et al. (2017), show that privacy & safety, communication, and physical environment have a positive and significant effect on patient satisfaction. Privacy & safety is the foundation of good health care. Patient safety is an important component because patient safety is a step to improve the quality of services in providing nursing care. The essence of patient safety is the avoidance, prevention, and improvement of unexpected events or overcoming injuries from the health service process (Kumar Panda, 2015). Research conducted by Taqdees Fatima et al. (2017) shows that privacy & safety has a positive and significant effect on patient satisfaction.

In addition to maintaining the privacy & safety of patients, another factor that significantly influences patient satisfaction is communication. Effective communication between healthcare professionals is also important to deliver efficient treatment. In addition, there is increasing evidence to suggest that poor communication between healthcare professionals is detrimental to patients (Matziou et al., 2014). Research conducted by Mojgan Lotfi et al. (2019), research conducted at Sina Hospital Iran, the results showed that most patients were dissatisfied with the services provided by nurses this was due to weak communication between nurses and patients. Wahyuni et al. (2013) research was conducted on 107 patients, the results showed that there was a significant influence between doctor-patient communication on patient satisfaction, that most doctors at Dr. M. Djamil Central Hospital in Padang have good communication so that most of the patients who seek treatment are satisfied with the doctor's services. Rokhmah's (2017) research results show that effective communication and collaboration need to be given a strong emphasis in all professional health care programs to ensure patient satisfaction and safety.

Alkazemi et al. (2019), research conducted on health services in the USA with the aim of looking at the effect of the physical environment on patient satisfaction, the results of the study show that there is a positive influence between the physical environment on patient satisfaction. According to Sanjeev Kumar et al. (2017), the physical environment includes tangible objects such as location, layout, price, and attractiveness of decoration compared to competitors, as well as intangible objects such as staff service, and atmosphere.

Customer satisfaction is an influential factor in customer loyalty in the service business sector. According to Kotler in Razak et al. (2018:13), satisfaction is a person's feeling of pleasure or disappointment that arises after comparing perceptions or impressions of the performance. According to Assauri (2013:12), customer satisfaction is a very important indicator for measuring the performance of the company's business operations. This means that the greater the customer satisfaction is, the more positive impact there is on the high customer commitment to continue using the brand. Kumar Panda (2015), Taqdees Fatima et al. (2017), Shabbir & Malik (2016), researches conducted by Private and Government Hospitals in India and Pakistan, the results showed that patient satisfaction had a significant and positive effect on patient loyalty.

II. Research Method

The method used in this research is quantitative research. Quantitative research methods are based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative or statistical, with the aim of testing predetermined hypotheses (Sugiyono 2011). The purpose

of this descriptive study was to obtain an overview of the patient's perception of privacy and safety, communication, physical environment, patient satisfaction, and loyalty at a dental clinic in West Jakarta.

The population in this study were all customers of the West Jakarta Dental Clinic. The sample selection process in this study was purposive sampling. The number of samples used in this study was adjusted to the analytical method used, namely the Structural Equation Model (SEM). In the SEM method, the number of samples required is at least 10 times the number of indicator variables (Ferdinand, 2014). The number of indicators in this study is 33 indicators, so a minimum of 33 x 10 or 330 samples is needed.

Collecting data using a questionnaire, all questionnaires in the study used a Likert scale (1-5). Statistical analysis using Structural Equation Modeling (SEM) Partial Least Square approach, using SMART PLS 3.0 Software (Ghozali, 2014).

III. Result and Discussion

For further analysis of the Likert scale, the average attitude score of each variable includes the variables of privacy and safety, communication, physical environment, patient satisfaction as the independent variable or exogenous variable, and loyalty as the dependent variable or endogenous variable.

Based on table 1, the average value of the privacy & safety variable is 3.99 (scale 1 to 5), this means that respondents tend to agree with the statement on the privacy & safety variable. Out of the 6 indicators, the indicator with the highest average is the PS2 indicator - "The clinic does not misuse patient information" with an average value of 4.28. While the indicator with the lowest average is PS5 - "Patients feel safe with the drugs given" with an average value of 3.72.

The average value of the communication variable is 4.05 (scale 1 to 5), this means that respondents tend to agree with the statement on the communication variable. Of the 6 indicators, the indicator with the highest average is the Com3 indicator "Doctors are willing to answer questions" with an average value of 4.19. Meanwhile, the indicator with the lowest average Com6 is “Easy to connect with doctors” with an average value of 3.68.

The average value of the physical environment variable is 4.12 (scale 1 to 5), which means that respondents tend to agree with the statement on the physical environment variable. Out of the 7 indicators, the indicator with the highest average is the PE6 indicator - “Clean and comfortable treatment room” with an average value of 4.32. Meanwhile, the indicator with the lowest average PE7 - “Adequate yard and parking space” with an average value of 3.92.

The average value of the satisfaction variable is 3.98 (scale 1 to 5), this means that respondents tend to agree with the statement on the satisfaction variable. Out of the 6 indicators, the indicator with the highest average is the S4 indicator - "Services at the clinic are in accordance with patient expectations" with an average value of 4.28. While the indicator with the lowest average S5 - "The costs incurred are competitive and in accordance with the services received." with an average value of 3.65.

The average value of the loyalty variable is 3.89 (scale 1 to 5), this means that respondents tend to strongly agree with the statement on the loyalty variable. Out of the 6 indicators, the indicator with the highest average is the L5 indicator - "I am a loyal customer of this clinic" with an average value of 4.14. While the indicator with the lowest average is L3 - "I will invite friends and family to check my teeth at this clinic" with an average value of 3.61.

Table 1. Descriptive Analysis

Variabel	Item	Pertanyaan	Mean Score	Kasifikasi Sikap
Perceived Quality	PQ2	Pelayanan oleh dokter gigi pada klinik gigi ini dapat dipercaya (assurance)	4.33	Sangat Setuju
	PQ3	Dalam memberikan perawatan dokter gigi berkomunikasi dengan baik (responsiveness)	4.30	Sangat Setuju
	PQ5	Dokter gigi memiliki keahlian yang dapat diandalkan (reliable)	4.42	Sangat Setuju
	Total		**4.35**	**Sangat Setuju**
Expected Quality	EQ1	Kesan saya sudah cukup baik secara keseluruhan sebelum menerima layanan di klinik gigi ini	3.80	Setuju
	EQ2	Saya telah merasa puas terhadap layanan sebelum perawatan gigi saya selesai	3.71	Setuju
	EQ4	Saya merasa bahwa layanan yang akan diterima di klinik gigi ini akan sesuai dengan harapan saya	4.03	Setuju
	Total		**3.85**	**Setuju**
Brand Image	BI1	Brand image klinik gigi ini memberikan gambaran tentang pelayanan yang unggul	3.66	Setuju
	BI2	Brand image klinik gigi ini memberikan simbol tentang kredibilitas yang baik	3.70	Setuju
	BI3	Brand image klinik gigi ini menunjukan reputasi pelayanan yang baik	3.74	Setuju
	BI4	Saya merasa brand image klinik gigi ini telah memberi gambaran tentang pelayanan yang menyenangkan	3.85	Setuju
	Total		**3.74**	**Setuju**
Perceived Value	PV1	Menurut saya tarif perawatan pada klinik gigi ini masih terjangkau bila dibanding dengan manfaat yang didapat	3.90	Setuju
	PV2	Menurut saya tarif perawatan di klinik gigi masih dalam batas wajar	3.69	Setuju
	PV3	Tarif perawatan pada klinik gigi ini sudah sesuai dengan harapan saya	3.63	Setuju
	Total		**3.74**	**Setuju**
Patient Satisfaction	PS1	Saya puas dengan kinerja dokter dan perawat di klinik gigi	4.33	Sangat Setuju
	PS2	Saya senang dengan pengalaman berobat di klinik gigi	3.77	Setuju
	PS3	Secara keseluruhan perawatan di klinik gigi ini sudah sesuai dengan harapan saya	4.06	Setuju
	Total		**4.05**	**Setuju**
Behavior Loyalty	BL1	Bila saya membutuhkan perawatan gigi dimasa yang akan datang, saya akan mengunjungi klinik gigi ini	3.81	Setuju
	BL2	Walaupun ada tawaran dari klinik gigi lain saya akan tetap memilih klinik gigi ini.	3.60	Setuju
	BL5	Saya sepertinya akan tetap memiliki sikap yang positif terhadap klinik gigi ini di masa yang akan dating	3.26	Setuju
	Total		**3.56**	**Setuju**
Attitudinal Loyalty	AL2	Saya selalu mengunjungi klinik gigi ini karena memiliki peralatan yang lengkap	3.06	Setuju
	AL3	Klinik gigi ini telah menjadi pilihan pertama saya	3.64	Setuju
	AL4	Saya selalu memilih perawatan pada klinik gigi ini	3.78	Setuju
	Total		**3.49**	**Setuju**

The data analysis used in this research is partial least square-structural equality modeling (PLS-SEM). The selection of the PLS-SEM method was based on the consideration that in this study all the variables used were latent variables. The following is a schematic of the PLS program model that will be analyzed:

3.1 Measurement Model

The measurement model or the Outer Model is carried out specifically to see the outer relation, which is how the relationship between the latent variable and the indicator, describes the characteristics of the latent variable with the indicator. There are four measurement criteria to assess the outer model, including Convergent Validity, Average Variance Extracted (AVE), Discriminant Validity, and Composite reliability.

a) Convergent validity: if the loading factor value is ≥ 0.7 then the indicators used are valid (Hair et al., 2019).
b) Average Variance Extracted (AVE) ≥ 0.5
c) Composite Reliability (CR). If the CR value is ≥ 0.7, then the indicator used to measure the latent variable is reliable (Hair et al., 2019)

Based on the data presented in table 2, it is known that the indicators in each dimension have a loading factor value of ≥ 0.7, the AVE value that meets the criteria is ≥

0.5, and the CR for all variables > 0.7, so that all indicators are declared feasible or valid to be used. research and can be analyzed further. Another criterion is to look at the CR and AVE values where all variables have met the criteria and can be analyzed further.

Discriminant validity is one of the other methods to test validity, which is a reflexive indicator measurement based on cross-loading with latent variables. The discriminant validity research produced by SMART-PLS consists of three criteria, such as the Fornell-lacker criterion, cross-loadings, and the Heterotrait-Monotrait Ratio (HTMT).

Table 2. Validity & Reliability

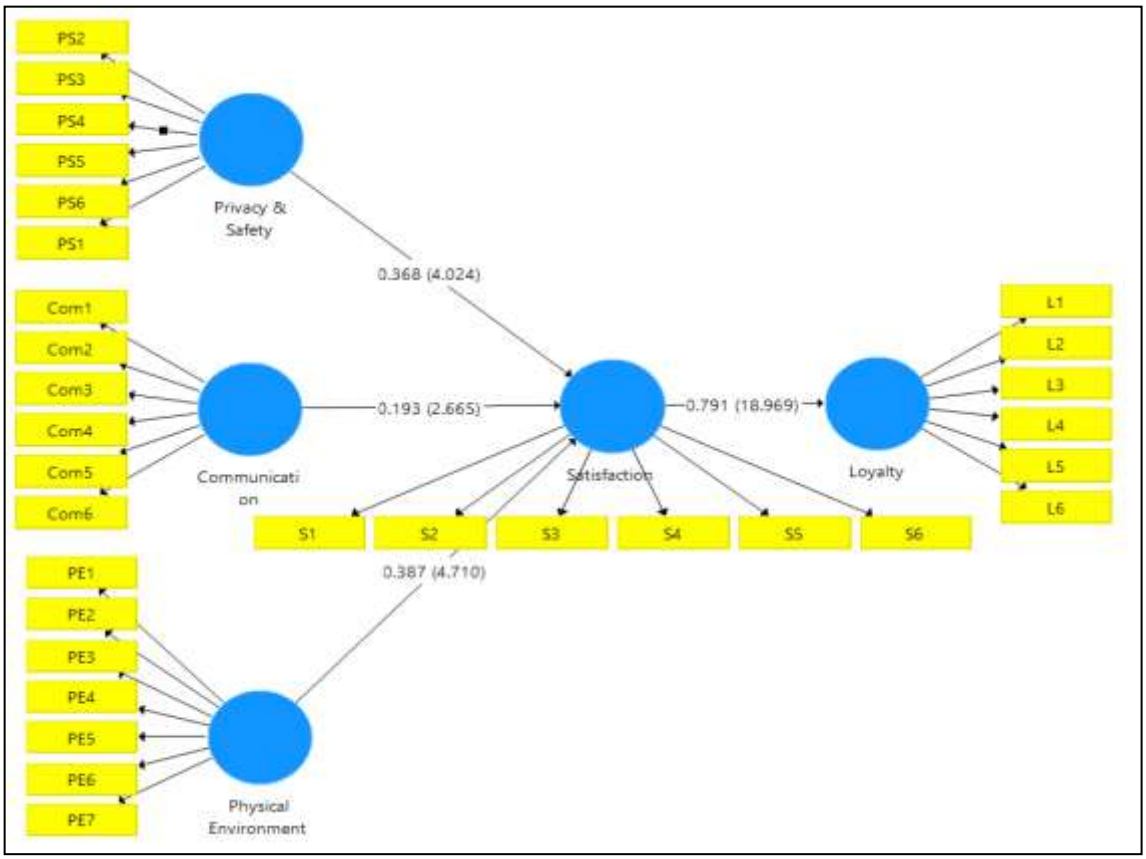
Variabel	Item	Loading factor (>0.7)	CR (>0.7)	AVE (>0.5)
Communication	Com1	0.95	0.953	0.772
	Com2	0.91		
	Com3	0.89		
	Com4	0.84		
	Com5	0.95		
	Com6	0.71		
Physical Environment	PE1	0.89	0.947	0.719
	PE2	0.84		
	PE3	0.93		
	PE4	0.83		
	PE5	0.85		
	PE6	0.81		
	PE7	0.78		
Privacy & Safety	PS1	0.92	0.948	0.755
	PS2	0.87		
	PS3	0.89		
	PS4	0.85		
	PS5	0.89		
	PS6	0.78		
Satisfaction	S1	0.91	0.934	0.705
	S2	0.9		
	S3	0.89		
	S4	0.81		
	S5	0.73		
	S6	0.79		
Loyalty	L1	0.88	0.953	0.771
	L2	0.84		
	L3	0.89		
	L4	0.86		
	L5	0.9		
	L6	0.91		

Discriminant validity is by looking at the results of the Heterotrait-Monotrait Ratio (HTMT) matrix in PLS, which recommends that the measurement value must be smaller than 0.85 even though values above 0.85 to a maximum of 0.90 are still considered sufficient (Henseler et all, 2018). After processing the data using SmartPLS 3.0 the results of Discriminant Validity with the Heterotrait-Monotrait Ratio (HTMT) method can be shown in the following table:

Table 3. Discriminant Validity Assessment Using the HTMT Criterion

	Communication	Loyalty	Physical Environment	Privacy & Safety
Loyalty	0.77			
Physical Environment	0.72	0.85		
Privacy & Safety	0.84	0.83	0.8	
Satisfaction	0.8	0.84	0.86	0.89

In the table above, there is an output matrix of validity and reliability testing with the HTMT method, as stated by Henseler et al. (2018), if the HTMT matrix value for the variables studied is < 0.9 then it can be stated that the construct has discriminant validity. All HTMT values in the matrix above have met the requirements because all variables have HTMT values < 0.9, so all variables pass the validity and reliability tests.



3.2 Structural Model

Structural model testing (inner model analysis) can be continued if a model has been declared valid and reliable (outer model analysis). According to Henseler and Ringle (2009) and Hair et al. (2018) that the structural model testing is carried out with the aim of being able to see the strength of the relationship between the variables in the model and to be able to test the hypotheses that have been formulated. The following are the results of the structural model in this study:

Table 4. Collinearity

Predictors	Loyalty	Satisfaction
Construct	VIF	VIF
Communication		2.84
Physical Environment		2.46
Privacy & Safety		3.52
Satisfaction	1	

The table above shows that the VIF value of the independent variables Bran image, Expected Quality, Perceived Quality and Perceived value is < 5, so it can be concluded that the model is free from collinearity problems. This means that between the independent variables there is no similarity or multicollinearity.

Table 5. Coefficient of Determination

Hipotesis	Path Coefficient	T Statistics	P Values	Hasil
H_1 : Privacy & Safety -> Satisfaction	0.368	4.024	0.000	Didukung
H_2 : Communication -> Satisfaction	0.193	2.665	0.008	Didukung
H_3 : Physical Environment -> Satisfaction	0.387	4.71	0.000	Didukung
H_4 : Satisfaction -> Loyalty	0.791	18.969	0.000	Didukung

Predictors	R Square Adjusted
Satisfaction	0.75
Loyalty	0.62

Based on the data presented in table 5 above, it can be seen that the R-Square value for the dependent variable Satisfaction is 0.75. Obtaining this value explains that the percentage of satisfaction can be explained by Privacy and Safety, Communication and Physical Environment by 75%, 25% is influenced by other variables that are not in this model. While the R-square value of the loyalty variable is 0.62, this means that patient satisfaction has an effect on the loyalty of 62%, the remaining 38% is influenced by other things or other variables.

Hypothesis testing between constructs, namely exogenous constructs (independent variable) against endogenous constructs (dependent variable) was carried out using the bootstrap resampling method developed by Geisser (Ghozali, 2014). The test statistic used is statistical t-test or t-test, the application of the resampling method allows the validity of freely distributed data, does not require the assumption of a normal distribution and does not require a large sample. Because this study uses a saturated sample or all of the population is used as a sample/census, hypothesis testing is done by looking at the direction of influence between the two variables.

3.3The Influence of Privacy & Safety Variable on Satisfaction

The results of hypothesis testing from table 6 the coefficient value of the Privacy & Safety variable is +0.368 with a t_{count} of 4.024 at a significance level of P-value 0.001 because the P-Value value is <0.05, it can be concluded that the Privacy & Safety variable has a positive and significant effect on the patient's satisfaction. This means that every one-unit increase in the level of customer assessment of Privacy & Safety will have a positive impact on the level of patient satisfaction and vice versa (H_1 is supported).

3.4 The Influence of Communication Variable on Satisfaction

The results of hypothesis testing from table 6, the coefficient value of the Communication variable is +0.193 with a t_{count} of 2.665 at a significance level of P-value 0.008 because the P-Value <0.05, it can be concluded that the Communication variable has a positive and significant effect on patient satisfaction. This means that every one-unit increase in the level of customer assessment of Communication will have a positive impact on the level of patient satisfaction and vice versa (H_2 is supported).

3.5 The Influence of Physical Environment Variable on Satisfaction

The results of hypothesis testing from table 6, the coefficient value of the Physical Environment variable is +0.387 with a t_{count} of 4.710 at a significance level of P-value 0.000 because the P-Value value is <0.05, it can be concluded that the Physical Environment variable has a positive and significant effect on patient satisfaction. This means that every one-unit increase in the level of customer assessment of the Physical Environment will have a positive impact on the level of patient satisfaction and vice versa (H_3 is supported).

3.6 The Influence of Satisfaction Variable on Loyalty

The results of hypothesis testing from table 7, the coefficient value of the patient satisfaction variable is +0.791 with a t_{count} of 18.969 at a significance level of P-value 0.000 because the P-Value <0.05, it can be concluded that the Patient Satisfaction variable has a positive and significant effect on patient loyalty. This means that every one-unit increase in the level of customer assessment of patient satisfaction will have a positive impact on the level of patient loyalty and vice versa (H_4 is supported).

3.7 Discussion

In this section, research results will be discussed which include the effect of Privacy and Safety, Communication, Physical Environment, AND Patient Satisfaction on Patient Loyalty at RATA Dental Clinic. The interpretation of the research results is done by comparing the results of the research and the results of the relevant previous studies. The results of hypothesis testing (H_1) prove that the Privacy & Safety variable has a positive and significant effect on patient satisfaction. This means that every one-unit increase in the level of customer assessment of Privacy & Safety will have a positive impact on the level of patient satisfaction and vice versa (H_1 is supported). The essence of patient safety is the avoidance, prevention, and improvement of unexpected events or overcoming injuries from the health service process (Kumar Panda, 2015).

The results of this study are supported by research conducted by Taqdees Fatima et al. (2017), research conducted on 601 patients at six private hospitals in Pakistan, the purpose of this study was to see the effect of Privacy & Safety, Communication, Physical Environment on Patient Satisfaction. It shows that Privacy & Safety has a positive and significant effect on Patient Satisfaction. Another study by Lin et al. (2013), a study conducted on 341 patients in Kaohsiung Taiwan showed that there was a significant increase in patient needs related to data security and safety, and through statistical testing Privacy & Safety had a significant effect on patient satisfaction. Rathert et al. (2011), a study conducted on 496 patients who were randomly assigned to 3 hospitals in the USA. The results showed that Privacy & Safety had a significant effect on patient satisfaction.

The results of testing the second hypothesis (H_2) prove that the Communication variable has a positive and significant effect on patient satisfaction. This means that every one-unit increase in the level of customer assessment of Communication will have a positive impact on the level of patient satisfaction and vice versa (H_2 is supported). The quality of communication that occurs between the two parties will result in satisfaction in the patient because the patient will feel satisfied and return to the same doctor if their communication is good and effective (Tiara Wahyuni, 2013).

The results of research conducted by Taqdees Fatima et al. (2017), research conducted on 601 patients at six private hospitals in Pakistan, the results showed that communication had a positive and significant effect on patient satisfaction. Mojgan Lotfi et

al. (2019), the research was conducted at Sina Hospital Iran, the results showed that most of the patients were dissatisfied with the services provided by nurses this was due to the weak communication between nurses and patients.

Another study conducted by Wahyuni et al. (2013) was tested on 107 patients, the results showed that there was a significant effect between doctor-patient communication on patient satisfaction, that most of the doctors at Dr. M. Djamil Central Hospital in Padang have good communication so that most of the patients who seek treatment are satisfied with the doctor's services. Rokhmah's (2017), research results indicate that effective communication and collaboration need to be given a strong emphasis in all professional health care programs to ensure patient satisfaction and safety.

The results of testing the third hypothesis (H_3) prove that the Physical Environment variable has a positive and significant effect on patient satisfaction. This means that every one-unit increase in the level of customer assessment of the Physical Environment will have a positive impact on the level of patient satisfaction and vice versa (H_3 is supported). According to Sanjeev Kumar et al. (2017), Physical Environment includes tangible objects such as location, layout, price, and attractiveness of decoration compared to competitors, as well as intangible objects such as staff service, and atmosphere. The better the patient's perception of the Physical Environment, the better it will affect patient satisfaction.

This is supported by research conducted by Taqdees Fatima et al. (2017), research conducted on 601 patients at six private hospitals in Pakistan, the results showed that the Physical Environment had a positive and significant effect on patient satisfaction. Alkazemi et al. (2019), research conducted on health services in the USA with the aim of looking at the effect of the Physical Environment on patient satisfaction, the results of the study show that there is a positive influence between the Physical Environment on patient satisfaction. Research conducted by MacAllister et al. (2016) in a literature review entitled *"Environmental Variables That Influence Patient Satisfaction: A Review of the Literature."* It concludes that there are two categories that affect patient satisfaction, including the physical ambient environment and aspects of the care environment.

The results of testing the fourth hypothesis (H4) prove that the variable patient satisfaction has a positive and significant effect on patient loyalty. This means that every one-unit increase in the level of customer assessment of patient satisfaction will have a positive impact on the level of patient loyalty and vice versa (H4 is supported). Customer satisfaction is important for a business entity. Kotler and Armstrong (2016: 153), said that satisfaction is *"a person's feelings of pleasure or disappointment that results from comparing a product or service perceived performance (or outcome) to expectations. If the experience falls short of expectations, the customer is dissatisfied. If it matches expectations, the customer is satisfied. If it exceeds expectations, the customer is highly satisfied or delighted."* Along with customer satisfaction, it will be able to create loyal customers.

This is supported by research conducted by Kumar Panda (2015), research was conducted on 457 patients at five private hospitals in India, the results showed that there was a significant and positive effect between patient satisfaction and loyalty. Taqdees Fatima et al. (2017), a study conducted on 601 patients at six private hospitals in Pakistan, the results showed that patient satisfaction had a positive and significant effect on patient loyalty.

Taqdees Fatima et al.'s (2016) study was conducted on 600 patients taken randomly, at Private and Government Hospitals in Pakistan, the results showed that perceived service quality and patient satisfaction had a significant and positive effect on patient loyalty. Setyawan et al.'s (2020) study aim to see the effect of service quality and patient

satisfaction on patient loyalty, the sample in this study was 470 respondents taken in several health service units in the city of Malang. The results of the study show that patient satisfaction has a significant effect on patient loyalty.

IV. Conclusion

Privacy and Safety, Communication and Physical Environment have a positive and significant impact on Patient Satisfaction. Patient Satisfaction has a significant and positive effect on Customer Loyalty.

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