Influence of Service Quality, Patient Value and Belief on Patient Satisfaction and Loyalty at Government Hospital In Makassar City and Surrounding Area

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Abstract: *This study aims to examine and analyze the influence of service quality, patient value, and belief on patient satisfaction and loyalty at Government Hospital in Makassar city and its surroundings, and to test and analyze the influence of service quality, patient value, belief in patient loyalty on Government Hospital in the city of Makassar and surrounding areas, in addition to test and analyze the influence of satisfaction on patient loyalty at the Government Hospital in the city of Makassar and surrounding areas. To implement these objectives, data collection techniques are used through documentation and questionnaires, by taking the population ie patients who do inpatient at several government hospitals in the city of Makassar and surrounding areas. While the data analysis technique used is the analysis of Structural Equation Modeling (SEM) using the help of Amos 20 program. The results showed that service quality had positive and significant effect on patient satisfaction. The value of patients has a positive and significant effect on patient satisfaction. Trust affects patient satisfaction. The results of research influence the quality of service to the loyalty of patients at the government hospital in the city of Makassar and surrounding areas. Where the results of this study found that the quality of service has not been able to improve patient loyalty and not significant so the hypothesis in this study was rejected. The results of empirical research found that the value of patients have a positive and significant effect on patient loyalty. The results of empirical research of trust have a positive and significant effect on patient loyalty The results of this study found that empirically patient satisfaction has a positive and significant impact on loyalty of patients, especially at hospitals in the city of Makassar and its surroundings, so in this study received the research hypothesis.*

Keywords: *service quality, patient value, trust, patient satisfaction and patient loyalty*

I. INTRODUCTION

Health service issues play an important role for every community, thus making the hospital as a curative, rehabilitative, promotive and preventive service and plays an important role in health care system. Efforts to provide health services to the community is one of the factors that play an important role through the availability of hospitals.

Act. Number 44 of 2009 states that the hospital is a health service Institution for the community with its own characteristics that are influenced by the development of health sciences, technological advances and socio-economic life of the community who must still be able to improve the service of more quality and affordable by the community in order to achieve a high degree of health -Highly. The importance of the function and role of the hospital in providing health services for the public, whether related to medical or non medical, every hospital managers need to provide services that can provide satisfaction for each patient inpatient.

Service problems are the most important part of increasing patient satisfaction. This is based on the opinion expressed by Tjiptono and Chandra (2005: 115) which states that the quality of service is closely related to customer satisfaction, because it provides a powerful impetus for customers to forge long-term beneficial relationships with service providers. This kind of emotional attachment allows service providers to understand carefully the patient's specific expectations and needs which, in turn, will increase patient satisfaction that impacts patient loyalty. The importance of service quality to patient satisfaction with patient loyalty hence can be said that good service can influence to patient satisfaction and loyalty of patient. This result is based on research conducted by AnakAgung (2015) with the title of research influence the quality of service to patient satisfaction in order to create patient loyalty at Sanjiwani General Hospital of Gianyar Regency. The results showed that service quality had positive and significant effect to patient satisfaction and loyalty.

Research conducted by MG. Puspitasari (2011) with the title of research: Influence of Service Quality to Loyalty with Mediation Satisfaction of Inpatient Patient at Hospital of Healthy Family Hospital (KSH) Pati. The results show that the quality of service can form patient satisfaction, patients will feel happy because they get more services than their expectations so that they will be satisfied and will form a loyal attitude to the Hospital Family Healthy Hospital (KSH) Pati. From the results of research conducted by AnakAgung and MG. Puspitasari shows that the quality of service owned by each patient while seeking treatment at the hospital will increase patient satisfaction that affects the loyalty of patients in the hospital. Yamit (2008: 72) states that the quality characteristics of a service product are very multidimensional, because it can provide satisfaction and value to the patient in this case the patient in many ways. Yamit (2008: 73) states that the characteristics of service quality can be seen from tangibles, reliability, responsiveness, assurance and empathy, Which impact on patient loyalty.

Patient satisfaction and loyalty issues are not only influenced by the quality of care but are largely determined by the value of the patient in this case the patient provided by the hospital. Hurriyati (2010: 75) which states that customer value is the total value of total customer and total customer cost, where the customer value is a set of benefits expected by the customer of a particular product or service and total customer cost is a set of costs expected by the consumer issued to control , Obtain and use products or services.

The patient value problem is the most important part in providing patient satisfaction and loyalty, this is based on research conducted by WoroMardikama (2013) with research title of influence of customer value and service quality to customer loyalty through customer's satisfaction Bus. The results showed that customer value and service quality positively affect customer loyalty through customer satisfaction. Research conducted by AlidaPalilata (2007) with research title influence of customer value, satisfaction to loyalty of customer of Tabungan Perbankan in South Sulawesi. The results showed that the value of customers have a positive and significant impact on customer loyalty through customer satisfaction savers.

Patient satisfaction and loyalty factors are not only influenced by the quality of service and the value of patients, but also influenced by the factor of trust, because trust is an important element in shaping the behavior of human life problems. Ismail (2013: 69) who states very fundamentally that a very important factor in achieving effectiveness in a highly complex social organization is a desire for mutual trust between the parties in a relationship. Ismail further stated (2013: 77) states that in fostering long-term relationships with consumers, trust and commitment is a very important element for consumers.

Based on the opinion expressed by Ismail can be said that trust affects customer satisfaction, so as to provide loyalty to customers. This is based on research conducted by AgusSupandiSoegoto (2013) examines the influence of perceptions of value and trust on satisfaction and its impact on consumer loyalty, the results of research indicate that together the perception of value and trust significantly influence consumer loyalty. Research conducted by WidiyantoBangunPrasetyo (2013) examines the effect of service quality, trust and satisfaction on customer loyalty at Self-Service LuwesPurwodadi. The result of the research shows that there is a significant influence between customer's trust toward customer satisfaction and loyalty, so from the research done by Agus and Widiyanto it can be said that the customer will be satisfied if the trust of the service provider is high, with the trust will give the customer loyalty.

Some empirical findings about the effect of service quality, customer value, trust on satisfaction and loyalty of patients who find research gaps or differences in the findings of AgusSupandiSoegoto (2013), WidiyantoBangunPrasetyo (2013) in his findings indicate that trust significantly influences the satisfaction And customer loyalty.Fasochah and Harnoto (2013) that trust has no significant effect and direct influence between trust and customer loyalty negatively affects customer loyalty. While in research conducted by Fasocah and Harnoto contrary to research conducted AgusSupandiSoegoto and WidiyantoBangunPrasetyo. AnakAgungGde Mantra Suarjana (2015), MG. Puspitasari (2011) that the quality of service will increase patient satisfaction and loyalty, while SelvyNormasari, et.al. (2013) who found that the quality of service directly does not affect customer loyalty, so in this study there is a difference with research conducted by Suarjana and Puspitasari. While YoanaArinaPramudita and Edwin Japarianto (2013) that the quality of service is not significant to patient satisfaction and loyalty.UsepPrasetyono (2012) who found that there is a positive and significant relationship between satisfaction with patient loyalty and different from research conducted by AlidaPalilata (2007) found that there is a negative influence between satisfaction with customer loyalty. Based on the description of the research gap that has been found, then the object of research is at the government hospital in the city of Makassar and surrounding areas, namely: RSU. Haji Makassar, RSU. SyekhYusuf Gowa, RSU. SalewangenMaros, and RSU. Pajonga Dg. NgaleTakalar. The reason for the selection of hospitals as the object of this study, because the four hospitals are classified as government hospitals that have patients who quite a lot and experienced an increase for every year.

Based on the data of inpatients at Government Hospital in Makassar and its surrounding cities in 2013 until 2015 always increase every year. However, from observations made by researchers to the four government

hospitals in the city of Makassar and surrounding areas that the quality of services provided so far is still lacking, this can be seen from the reliability of hospital officials who still can not provide satisfaction to patients, And nurses in helping patients are considered not able to provide satisfaction to every patient who treated in the hospital. Judging from the value of the patient especially relating to the benefits felt by the patient has not been able to provide satisfaction for every patient who treated in the hospital. The phenomenon faced by the four hospitals due to complaints from patients on the services provided by hospitals, where the results of interviews with the hospital that the factors that cause complaints about patient dissatisfaction, such as: the handling of health workers who are still slow, the ability Health workers are slow in resolving patient complaints and medical facilities and infrastructure are still lacking.

II. PUSTAKA REVIEW

Understanding Marketing Services

According Husain (2003: 76) marketing services is marketing that is intangible and immaterial and done when the consumer is dealing with the manufacturer. The service industry is currently a very large economic sector and its growth is very rapid. Growth is in addition to the result of the growth of types of services that already existed, also caused by the emergence of new types of services, as a result of the demands and developments of the times. In terms of the context of globalization, the rapid growth of service business between countries is marked by the increasing intensity of cross-country marketing as well as the alliance of various service providers in the world. These developments are ultimately able to provide strong pressure on regulatory overhaul, particularly the relaxation of protection and utilization of new technologies that will directly impact on the strengthening of competition in the industry.

Understanding Services

The current service sector according to Lupiyoadi and Hamdani (2006: 2) has experienced a dramatic increase over the past. This is evident from the contribution of this sector to the current economy. The dynamics of the services sector is evident from the development of various service industries such as banking, insurance, telecommunications, tourism. It is also seen from the rise of non-profit organizations, such as Non-Governmental Organizations, hospitals, Universities and others. Even manufacturing companies have now realized the need for a service element in their products as an effort to improve their business. An important implication of this phenomenon is the increasingly high level of competition, so that required service management. Being aware of the development of services in an increasingly competitive business world, it's good if we listen to the notion of the actual service. Furthermore, it is said by Lupiyoadi and Hamdani (2006: 15) that services are all economic activities whose outcome is not a product in physical form / construction, which is usually consumed at the same time at the time it is produced and adds value (such as comfort, entertainment, pleasure , Or health) or solutions to problems facing consumers.

Service quality

Service quality or service quality (service quality) contributes significantly to the creation of differentiation, positioning, and competitive strategy of every marketing organization, both manufacturing companies and service providers. Unfortunately, interest and attention to the measurement of service quality can be said to have developed since the 1980s. Zeithaml and Bitner (2003: 110) that the quality of service is determined by the perception of the consumer in two respects, namely the first perception of service quality in terms of technical outcome provided by the second service provider, the quality in terms of technical results of a service process Process) embodied in the form of how services are provided. Tjiptono (2014: 273) argues that there are five main dimensions of service quality which consist of: tangible, reliability, responsivenss, assurance, and emphaty, which can be described:
1. Physical evidence (tangibles), including physical facilities, equipment, personnel and means of communication.
2. Reliability (reliability), namely the ability to provide services promised immediately, accurately and satisfactorily,
3. Responsiveness (responsiveness), namely the desire of the staff to help the patients and provide services with responsiveness.
4. Assurance, including knowledge, competence, courtesy, and credibility of staff, free of danger, risk or doubt.
5. Empathy (empathy), including the ease of establishing relationships, good communication, personal attention, and understanding of the individual needs of patients.

Patient Value

The value of the patient can be defined as the preferences that the patient feels toward the characteristics of the product, the service, and the extent to which it has fulfilled what it wants. According to Tjiptono (2005: 144) the value of the customer in this case is the patient is based on the perspective of the customer or organization concerned, taking into account the wishes and beliefs of customers from the purchase and use of a product or service. Tjiptono (2005: 145) defines the value of the customer as an overall appraisal of a consumer against the utility of a product based on its perception of what is received and what is given.

Based on expert opinion about customer value, it can be concluded that patient value is perception embedded in consumer mind as a whole starting from product, price, Evaluation is done on the overall assessment of what is received and experienced compared to the expected. There are two main factors that serve as guidelines by consumers, namely: received services and services expected. This service that has been experienced will be the standard comparison of the services received now. (Suryani, 2008: 119).

Understanding Trust

Trust is the willingness of a person to rely on others where we have confidence in him. Trust is a mental state based on one's situation and its social context. When a person takes a decision, he will prefer a decision based on the choices of people he can trust more than the less trusted. Moorman (2003: 314). Sumarwan (2003) argues that trust is the power that a product has certain attributes. The belief is often called attribute linkage (object-attribute linkage) is the consumer's belief about the possibility of a relationship between an object with its relevant attributes.

While Mowen and Minor (2005: 110) define consumer trust as all knowledge possessed by consumers, and all conclusions made by consumers about the object, its attributes, and its benefits. Objects can be products, people, companies or anything to which a person has beliefs and attitudes. Attributes are characteristics / features that may or may not belong to the object. There are two kinds of attributes, namely intrinsic attributes and extrinsic attributes. The intrinsic attribute is anything related to the actual nature of the product, whereas the extrinsic attribute is anything that is obtained from all external aspects of the product.

Patient Satisfaction

Patient satisfaction is measured by how much patients expect about actual products and services. Patient satisfaction is a feeling of happiness or disappointment that arises after comparing perceptions or impressions with the service of a product and its expectations. After feeling the service, the patient will feel satisfaction or disappointment. Satisfaction will encourage patients to re-feel the service. Conversely, if disappointed, the patient will not return to perform the same inspection again in the future. Patient satisfaction is a retirement evaluation in which the chosen alternatives are at least equal to or exceed patient expectations. Disappointment arises when the actual service does not meet the patient's expectations.

In general, patient satisfaction is delivered by Peter and Olson (1996: 157) that customer satisfaction in this case is a summary of the psychological conditions generated when the emotions surrounding unsuitable expectations are doubled by the feelings formed in the customer about the experience of consuming.

Patient Loyalty

Long-term patient loyalty, being the goal for strategic planning as the basis for the development of sustainable competitive advantage, the inclusion of innovative products to the market on the one hand, and saturated market conditions for specific products on the other, the task of managing customer loyalty becomes Managerial challenges that are not light (Hasan, 2014: 121)

Customer loyalty according to Hasan (2014: 121) is a behavior associated with the brand of a product or service including the possibility of renewing brand contracts in the future, how likely customers change their support for the brand, how likely customers desire to improve the positive image of a product. If the product is not able to satisfy the customer, the customer will react by exit (the customer decides to buy the brand or product) and voice (the customer expresses the dissatisfaction directly to the company).

Research Hypothesis

Based on the formulation of the problem, it will be presented the research hypothesis:

Hypothesis 1 (H1)   :   Service quality significantly influences patient satisfaction at Government Hospital in Makassar and its surrounding.

Hypothesis 2 (H2)   :   The value of the patient has a significant effect on patient satisfaction at the Government Hospital in Makassar and surrounding areas.

Hypothesis 3 (H3)   :   Trust has a significant effect on patient satisfaction at Government Hospital in Makassar and its surroundings.

| Hypothesis 4 (H4) | : Service quality significantly influence patient loyalty at Government Hospital in Makassar city and its surroundings. |
Hypothesis 5 (H5)	: The value of patients significantly influences the loyalty of patients at Government Hospital in Makassar and surrounding areas.
Hypothesis 6 (H6)	: Trust has a significant effect on patient loyalty at Government Hospital in Makassar city and its surroundings.
Hypothesis 7 (H7)	: Patient satisfaction has a significant effect on patient loyalty at Government Hospital in Makassar and its surrounding.
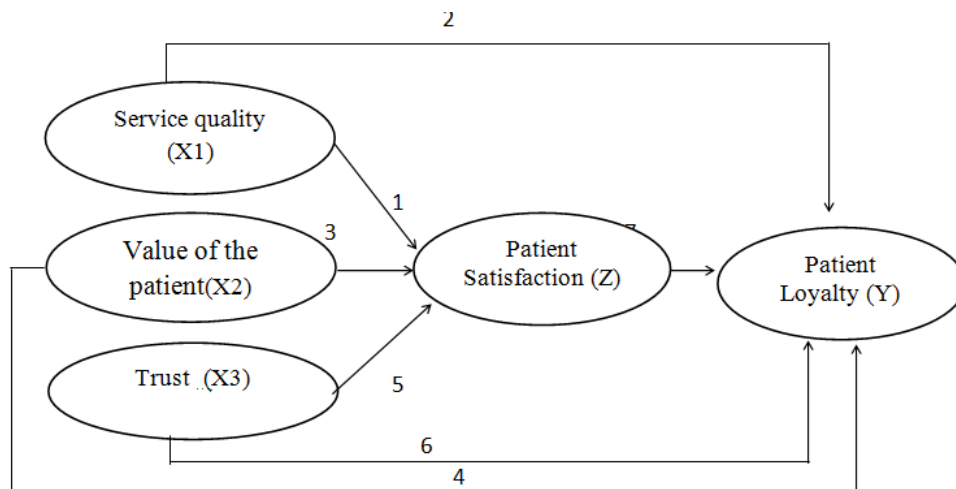
Conceptual Research Framework

Information :
= Laten Variable

= Influence
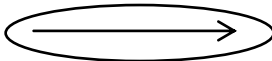
III. RESEARCH METHODS

Data collection techniques to be used in this study can be described as follows:
1. Questionnaire
   Data collection techniques through questionnaires distributed, where the implementation of questionnaires dissemination aims to obtain primary data in data processing research.
2. Documentation
   In collecting document data is done by collecting secondary data that is data of inpatient patient especially at government hospital which exist in Makassar city and its surroundings specially become object of this research.

Data analysis technique used in this research is Analysis of model equation structure (SEM) by using Amos release 21. According to Minto (2011: 43) that the steps in SEM Analysis are:
a) Development of theory-based model
   In developing a theoretical model, it must first undertake a series of scientific explorations through intense literature review in order to obtain justification for the theoretical model it develops. In other words without a strong theoretical basis, SEM can not be used.
b) Development of flowchart (path diagram)
   The theoretical model that has been built in the first step will be illustrated a path diagram that will make it easier for the researcher to see the causality relationships that he wants to test.
c) Convert the flowchart into the equation
   Once the theoretical model is developed and described in a flowchart, the next step begins to convert the model into a series of equations consisting of:
   - Structural Equation
   - Equation of measurement model (Measurement Model)
d) Selects input matrix and estimation techniques

SEM uses a variant / covariance matrix as the data input for its estimation. The variant / covariance matrix is used because it has the advantage of presenting a valid comparison between different populations or different samples.

e) Assess the problem of identification

The identification program is principally a model of the inability of the model to produce a good estimate. In Amos, the identification probelv will be handled directly by the program, if the estimate can not be done then the program will deliver a message on the computer monitor about the possible reasons why the program can not make an estimate.

f) Test reliability and variance extract

Test reliability, where the reliability value is> 0.70.

IV. RESEARCH RESULT

Validity test

This research begins by testing the validity and reliability of the questionnaire by using pre-sampling data of 30 respondents. This use is made against the statement items that make up each research variable. Validity test is done to know the extent to which item statement can measure the validity of questionnaires used correlation product moment person between each item question with the total score of the variable produces a value significantly smaller than 5% then the item statement can be declared valid and vice versa if the significant value greater than 5% then the statement item is declared invalid. Validity testing is done by using SPSS release 24 program.

Based on SPSS attachment it will be presented test results of variable validity dimension of service quality as measured by 29 indicator statement. For more details will be presented test results validity dimension of service quality with product moment person correlation that can be seen in Table 5.1 is as follows:

Table 5.1 Test Results Validity of Service Quality with Product Moment Person

Indicator	Item Question	Pearson Correlation	Sign.	Information
X1.1	X1.1.1	0,724	0,000	Valid
	X1.1.2	0,712	0,000	Valid
	X1.1.3	0,661	0,000	Valid
	X1.1.4	0,731	0,000	Valid
	X1.1.5	0,674	0,000	Valid
	X1.1.6	0,604	0,000	Valid
	X1.1.7	0,635	0,000	Valid
	X1.1.8	0,600	0,000	Valid
X1.2	X1.2.1	0,651	0,000	Valid
	X1.2.2	0,543	0,000	Valid
	X1.2.3	0,558	0,000	Valid
	X1.2.4	0,705	0,000	Valid
	X1.2.5	0,708	0,000	Valid
X1.3	X1.3.1	0,565	0,000	Valid
	X1.3.2	0,730	0,000	Valid
	X1.3.3	0,603	0,000	Valid
	X1.3.4	0,734	0,000	Valid
	X1.3.5	0,687	0,000	Valid
X1.4	X1.4.1	0,718	0,000	Valid
	X1.4.2	0,644	0,000	Valid
	X1.4.3	0,716	0,000	Valid
	X1.4.4	0,705	0,000	Valid
	X1.4.5	0,652	0,000	Valid
X1.5	X1.5.1	0,737	0,000	Valid
	X1.5.2	0,755	0,000	Valid
	X1.5.3	0,611	0,000	Valid
	X1.5.4	0,796	0,000	Valid
	X1.5.5	0,537	0,000	Valid

Source: SPSS Annex

Then will be presented test result validity of patient value by using product moment person which can be seen in Table 5.2 below:

Table 5.2. Test Result of Validity of Patient Value with Product Moment Person

Indicator	Item Question	Pearson Correlation	Sign.	Information
X2.1	X2.1.1	0,898	0,000	Valid
	X2.1.2	0,909	0,000	Valid
X2.2	X2.2.1	0,719	0,000	Valid
X2.3	X2.3.1	0,740	0,000	Valid
X2.4	X2.4.1	0,899	0,000	Valid

Source: SPSS Annex

Next will be presented the results of the validity test of trust with the product moment person that can be seen in Table 5.3 is as follows:

Table 5.3. Test Result Validity of Patient Confidence with Product Moment Person

Indicator	Item Question	Pearson Correlation	Sign.	Information
X3.1	X3.1.1	0,933	0,000	Valid
	X3.1.2	0,843	0,000	Valid
	X3.1.3	0,844	0,000	Valid
X3.2	X3.2.1	0,869	0,000	Valid
X3.3	X3.3.1	0,928	0,000	Valid

Source: SPSS Annex

Furthermore, will be presented the test of the validity of patient satisfaction with product moment person correlation which can be seen in Table 5.4 below:

Table 5.4. Test Result Validity of Patient Satisfaction with Product Moment Person

Indicator	Item Question	Pearson Correlation	Sign.	Information
Z1	Z.1.1	0,951	0,000	Valid
Z2	Z.2.1	0,960	0,000	Valid
X3	Z.3.1	0,960	0,000	Valid
	Z.3.2	0,947	0,000	Valid

Source: SPSS Annex

Then will presented the results of validity test of patient loyalty with product moment person correlation which can be seen in Table 5.5 below:

Table 5.5. Test Result of Patient Loyalty Validity with Product Moment Person Correlation

Indicator	Item Question	Pearson Correlation	Sign.	Information
Y1	Y.1.1	0,949	0,000	Valid
	Y.1.2	0,872	0,000	Valid
Y2	Y.2.1	0,666	0,000	Valid
	Y.2.2	0,879	0,000	Valid
Y3	Y.3.1	0,822	0,000	Valid
	Y.3.2	0,867	0,000	Valid

Source: SPSS Annex

Table 5.5 is the result of validity test of patient loyalty with product moment person correlation that indicator Y1 is measured with 2 item statement which have correlation range 0,872-0,949 and significant value 0,000 which is smaller than 0,05. Means all Y1 indicators have been declared valid. Then the Y2 indicator is measured with 2 items of statement that has a correlation range of 0.666-0.879, with a significant value of 0.000 <0.05 means that both indicators of the study are valid. Result of validity test of patient loyalty measured with 6 item statement with significant value less than 0,05, so from result of validity test in this research is all valid / valid in measuring patient loyalty. Thus this research variable can be used or analyzed further.

Test Reliability

Reliability test is used to determine reliability (consistent) This reliability test is done by using cronbach's alpha> 0.60 (Malhotra and Sauvani, 2005: 56). For more details will be presented reliability test results that can be seen in Table 5.6 below:

Table 5.6. Reliability Test Results Variable Research

Variable Research	Number Item Statement	Cronbach;s Alpha	Description
Kualitas pelayanan (X1)	0,955	29	Andal/reliabel
Nilai pasien (X2)	0,885	5	Andal/reliabel
Kepercayaan pasien (X3)	0,928	5	Andal/reliabel
Kepuasan pasien (X4)	0,966	4	Andal/reliabel
Loyalitas pasien (X5)	0,920	6	Andal/reliabel

Source: SPSS attachment

Table 5.6 that is the result of reliability test with variable of service quality research (X1) with value of cronbach's alpha 0,955> 0,60. Means that all research indicators have high reliability in measuring service quality dimensions. While the value of patients as measured by 5 statement items that have cronbach's alpha 0.885 greater than 0.60, means in this study all have a high reliability in measuring the variable value of the patient. Furthermore, patient confidence is measured by 5 statement items that have the value of cronbach's alpha 0.966> 0.60, it can be interpreted that all indicators relating to patient trust reliably / reliabel. Then the patient satisfaction indicator (X4) with 4 items statement that has the value of cronbach's alpha 0.966> 0.60, means that the four indicators of statement reliable (reliable) in measuring patient satisfaction. Where patient loyalty with 6 item statement has cronbach's alpha value 0.920> 0.60. Means in this research is reliable / reliable. From the calculation of reliability with the five indicators in this study it can be concluded that all indicators of this study has a high reliability in measuring research variables.

Hypothesis testing

After known the value of coefficient of each variable of the next stage is to test the hypothesis by using CR value and its probability. Parameter of existence of partial influence can be known based on CR value (Critical Ratio). To determine whether or not the influence of exogenous variables on endogenous variables and endogenous variables on endogenous variables, the following provisions are used :

1. The first parameter is to compare CR arithmetic> 1.96 or -CR arithmetic <-1.96 then there exogenous variables influence on endogenous variables or endogenous variables to endogenous variables. Conversely, if CR arithmetic <1.96 then there is no influence of exogenous variables on endogenous variables or endogenous variables to endogenous variables.
2. Or can also be seen from the level of significant $\alpha = 0.05$. If the value of significance 0.05 then there exogenous variables influence on endogenous variables. Conversely, if the significance value> 0.05 then there is no influence of exogenous variables on endogenous variables or endogenous variables on endogenous variables.

Here are Regression Weight and Standardized Regression Weight modified structural equation models:

Table 5.7. Test of Regression Weight Causality

The relationship of causality			Std. Estimate	S.E.	C.R.	ρvalue	Information
Service quality (X₁)	→	Patient satisfaction (Z)	0,321	0,121	6,100	0,000	Signifikan
Service Quality (X₁)	→	Patient Loyalty (Y)	0,052	0,121	0,847	0,397	TidakSignifikan
Value of the patient (X₂)	→	Patient satisfaction (Z)	0,550	0,056	11,470	0,000	Signifikan
Value of the patient (X₂)	→	Patient Loyalty (Y)	0,227	0,072	3,151	0,002	Signifikan
Patient Trust (X₃)	→	Patient satisfaction (Z)	0,201	0,053	4,296	0,000	Signifikan
Patient Trust (X₃)	→	Patient Loyalty (Y)	0,216	0,055	3,815	0,000	Signifikan
Patient satisfaction (Z)	→	Patient Loyalty (Y)	0,352	0,075	4,018	0,000	Signifikan

Source: Appendix 9

The result of hypothesis testing above can also be explained by Image The black arrow line indicates the path of significant influence, while the dashed arrow line indicates the path (path) of insignificant influence.
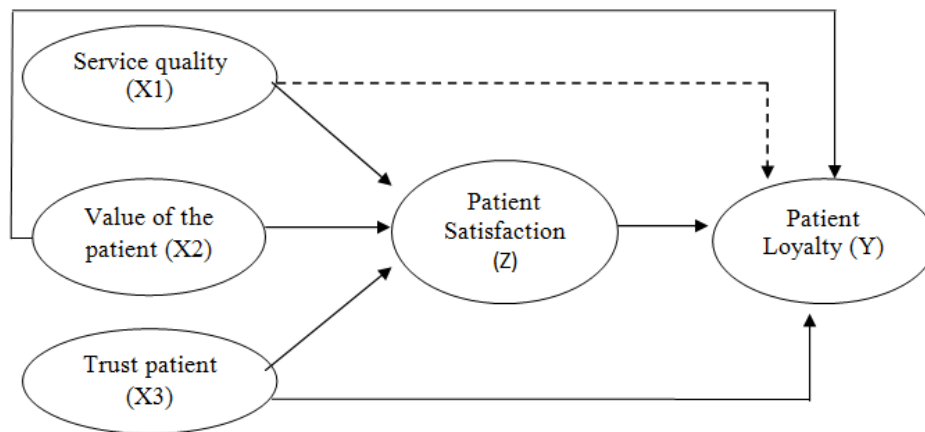
Description: black line signifies significant influence, dashed line Signifies an insignificant influence
Image Path Results of Hypothesis Testing

V. DISCUSSION

1. Effect of service quality on patient satisfaction of Government Hospital in Makassar City and Surrounding Area

The results of the analysis on the quality of services performed by government hospitals in the city of Makassar and surrounding areas, where the analysis of the effect of service quality on patient satisfaction, obtained from observations at several government hospitals in the city of Makassar and surrounding areas obtained the findings that empirically dimensions of service quality Affect the satisfaction of patients, where the better dimension of service quality undertaken by the hospital will affect the increase in patient satisfaction. So it can be concluded that the perception of patients who seek treatment at the hospital expect that with the dimension of patient care will have an impact on improving patient satisfaction during treatment at the hospital.

Tjiptono (2014: 271) which states that if performance on an attribute increases with greater expectations or attributes in question then the satisfaction and quality of services will also increase. Results of research conducted by Pohan (2007: 112) states that patient satisfaction is related to the level of patient feeling that arise as a result of overall service performance obtained after the patient compares with what is expected.

Research conducted by Adam Reyhan (2013) research results indicate that the quality of service has a significant effect on customer satisfaction. While in research conducted by researcher found that service quality have significant effect to patient satisfaction. In addition, in line with the theory put forward by Tjiptono (2014) that service quality as "a measure of how good the level of service provided is able to match customer expectations". Quality of service is determined by the ability of the company to meet customer needs and desires in accordance with customer expectations. Similarly, Pohan's theory (2007) that customer satisfaction is a level of customer feelings that arise as a result of service performance obtained after the customer compares it with what is expected.

2. Effect of patient value on patient satisfaction of Government Hospital in Makassar City and Surrounding Area

Results of analysis on the influence of patient value and its relation with patient satisfaction. The results of observations on a number of hospitals that became the place in this study where the value of patients in the hospital studied was quite high according to the patient's perception. This can be seen from the price or tariff set by the hospital has been affordable for the community, so it has provided satisfaction for patients who seek treatment in government hospitals. Based on the patient's perception of the patient's value is high so that it gives impact to patient satisfaction. This is obtained from the results of observations at a number of government hospitals in the city of Makassar and surrounding areas. The empirical findings found that the value of patients significantly affected patient satisfaction at the Government Hospital in Makassar and surrounding areas.

The theory put forward by Kotler (2005) states that if expectations are given greater than performance, consumers will feel dissatisfaction, otherwise if the expectations obtained are smaller than the performance done, consumers will feel satisfied. While Hurriyati (2010) argued that the value of the product will affect customer satisfaction and loyalty. A study conducted by AnnekeWangkar (2012) found that customer value has a positive and significant impact on customer satisfaction. Then in research conducted by the researchers found that the value of patients have a positive effect on patient satisfaction. So from this study support from the theory put forward by Kotler and Hurriyati and in line with research conducted by AnnekeWangkar.

3. Effect of trust on patient satisfaction of Government Hospital in Makassar City and Surrounding

The results of the analysis in this study can be said that the level of patient confidence in the hospital is good enough so as to increase patient satisfaction. This is done through observations made where it finds that the belief has a significant effect on patient satisfaction at the Government hospital in Makassar and its surroundings. Then from the results of hypothesis testing, it is found that beliefs have a significant effect on patient satisfaction both inpatient and outpatient at the government hospital in Makassar city and surrounding area (RSU Haji Makassar, RSUD Sheikh Yusuf Gowa, RSU SalewangenMaros, and RSU PajongaNgalleTakalar).

Research conducted by AnnekeWangkar (2012) found that trust has a positive and significant influence on patient loyalty. While PancaWahyuningsih (2013) found that trust has a significant influence on patient satisfaction. So in this study in line with the previous dams theory of research that trust has a positive and significant effect on patient satisfaction.

4. Effect of service quality on patient loyalty of Government Hospital in Makassar City and Surrounding

Result of analysis about service quality given to patient have positive and insignificant effect, where hospital service quality can give satisfaction for patient. However, seen from the provision of recommendations to others felt less. So with the quality of services provided will impact on patient satisfaction at the Government hospital in Makassar and surrounding areas. It is said to be insignificant because the perception of patients with retention still needs to be improved especially related to the improvement of nurse skills in caring for patients and physician competence in treating patients so that every patient can still use hospital services. Research conducted LintangAyuSetyani (2014) who found that empirically there is a positive and significant influence between service dimensions and loyalty of patients, so that in this study is not in line with previous research.

5. Effect of patient value on patient loyalty at Government Hospital in Makassar City and Surrounding

The results of the analysis on the value of patients provided by the hospital to the patient shows that the price / tariff of the service paid by the patient is in accordance with the expectations given by the patient when he was treated at the city government hospital in Makassar and surrounding areas. Then seen from the tariff / price set is in accordance with the services provided to patients so that affect patient satisfaction during treatment at a government hospital in the city of Makassar and surrounding areas. The results of research conducted by RachmatHidayat (2009) found that customer value directly and indirectly affect customer loyalty. While AnnekeWangkar (2012) found that the value of customers have a positive and significant impact on customer loyalty. Research AlidaPalilata (2007) found that the value of customers have a positive and significant impact on customer loyalty. So in this study in line with previous research.

6. Effect of trust on patient loyalty at Government Hospital in Makassar City and Surrounding

Based on the results of this study, it shows that the level of confidence of patients on government hospitals is high enough, especially in the current hospital owned reputation. Then seen from the credibility of government hospitals is currently quite high, this is because the trust of patients to the honesty of hospitals in providing services is in accordance with the promised so that the impact on satisfaction felt by patients during treatment at government hospitals today. Research conducted by AgusSupandiSoegoto (2013) found that the perception of value and belief in patient loyalty have positive and significant effect. While MoldenElrado (2014) who found that trust has a positive and significant effect on patient loyalty. This is in line with the research found by researchers that trust can be increased and impact on patient loyalty in the treatment of government hospitals which means that the higher the trust owned by the patient it will affect the level of loyalty patients to keep using government hospital services, especially in the city Makassar and surrounding areas. So in this study in line with previous research.

7. Effect of patient satisfaction on patient loyalty at Government Hospital in Makassar City and Surrounding

Results of analysis on patient satisfaction level, especially for every patient who seek treatment at a government hospital in the city of Makassar and surrounding areas. This shows that the level of satisfaction of patients who seek treatment in government hospitals is already quite high. This can be seen from the services provided by the hospital is in accordance with the wishes and expectations of patients when seeking treatment at the hospital. Results of research conducted by AnakAgungGde Mantra Suarjana (2015) found that customer satisfaction has positive and significant implications for customer loyalty. While research conducted by MoldenElrado (2014) who found that satisfaction has a significant effect on customer loyalty variables. Then AlidaPalilata (2007) found that satisfaction influences consumer loyalty, this is in line with previous research.

VI. RESEARCH FINDINGS

The findings of the results of this study can be described as follows:

1. The findings in the study found that the quality of service, patient values and trust have a causal relationship with patient satisfaction and loyalty in the hospital. So in this study can provide development of marketing management science, especially in marketing services.
2. The findings in this study indicate that empirically the quality of service affects patient satisfaction. This indicates that the factors that can increase the satisfaction of inpatients are determined by the patient's loyalty given by the hospital.
3. The findings in this study indicate that the value of patients is one factor that can improve patient satisfaction, where patient satisfaction for patients treated in the hospital is largely determined by the value of patients given the hospital in the health services for patients.
4. Findings on trust affect the satisfaction of patients, where the higher the trust with reputation, credibility and image of the hospital as the party that provides health services will increase patient satisfaction.
5. The findings of this study provide results that the quality of service has no significant effect on patient loyalty. Which means empirically found that patient loyalty is not influenced by the existence of service quality, but the quality of service through satisfaction will be able to increase patient loyalty.
6. The findings of this study found that patient value and trust and patient satisfaction can increase loyalty of hospitalized patients.

Research Contribution is reviewed from Theory

The results of this study can be used as the development of marketing management theory of service, especially related to service quality, patient value, trust, satisfaction and loyalty of patients.

Practical Contributions

The results of this study provide a practical contribution that can explain the research gap in this study, and can provide empirical findings that to be able to increase satisfaction for every patient who seek treatment at a government hospital, it is advisable to improve the quality of service, the need to instill patient trust, This affects the level of loyalty of patients to stay in the hospital treatment.

Contribution to Economics

The results of this study can prove that patient loyalty can be increased by the value of patients, trust and satisfaction felt by patients during a visit in a government hospital which means that patient loyalty can be increased if the quality of hospital services in accordance with patient expectations.

The contribution of this research can be described as follows:

1. In macroeconomic condition, where the number of patients who seek treatment in a government hospital will affect the increase of regional financial income so that the impact on the existence of regional income.
2. The quality of hospital services is increasing so that it will be able to increase hospital income and besides the increasing number of old patients and new patients who will seek treatment at the hospital.
3. The amount of hospital income resulting from the number of patients who seek treatment, so it will absorb a lot of workers, especially nurse workers, doctors and non-medical workers.

Limitations of Research

Limitations in this study can be described as follows:

1. Respondents as samples in this study are patients who have experienced hospitalization, but in the implementation of this study is the subject communicate directly with the patient so that only sometimes with the family only.
2. This research only focused on government hospital in Makassar City and its surroundings.
3. This research does not explain the sample of respondents, especially for every patient who seek treatment at Makassar city government hospital and its surroundings so that can not know the level of patient satisfaction which treatment in hospital government and its surroundings.
4. based on the classification of hospitals of each class, such as Class A, class B, Kelasa C and Class D, so it can not be known patient level and patient loyalty from each class of hospital.

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