How to Gain Patient Trust in Hospital Evidence in West Java, Indonesia

Indira Puspasari, Yuyus Suryana, and Rita Komaladewi

Abstract— In any society, health becomes a priority. Several hospitals in East Java, Indonesia, experience some problems especially in marketing, far behind neighbouring countries. Due to high awareness of health, we need to be aware of this situation, because patients may have gone abroad. Actually, this condition is an opportunity that has to be utilized by hospitals. But in reality, the marketing is less optimal although they have sufficient staffs and their health professionals can compete with foreign health workers. Because, no matter what, the life of hospitals depends on patients, where the final goal of the hospitals is to keep the loyality of patients.

Keywords— Marketing Mix, Patient Relation, Patient Retention, General Hospital.

I. INTRODUCTION

IN the past two years, hospital industry has been over flown by health service commercials promoted by hospitals from foreign countries. Certainly, the excessive promotions done by these hospitals bring such a great impact for hospital industry in Indonesia. Consumer's high interests to have a medical treatment abroad mean reducing the market share of local health service providers. Hospital service is one of health services as a whole. Hospitals are demanded to give a professional service based on global standard. The low level of community's health as a result of the low access to basic health service, the quality of health service, and inadequate understanding about healthy lifestyle is the reason why patients come to look for hospitals abroad. Hospitals are social institutions; therefore, there is an assumption that there is no need to do marketing. Yet in the competitive world, the efforts on how to convince and to make people have confidence in hospitals in Indonesia need to be done. The focus of this study is the concept of marketing mix development of General Hospital service and the consumer relation in increasing trust from patients. The aspect of marketing mix is sometimes neglected in General hospital that it needs to be restructured. Besides, consumer relation in General Hospital is needed to search for and keep the patients who have been treated in the hospital so they do not feel hesitant to come back if they are sick. People will talk if the hospital does not give a good

Indira Puspasari, University of Padjadjaran Indonesia. Email: agangid @yahoo.com

Yuyus Suryana, University of Padjadjaran Indonesia. Email: yuyus.suryana @yahoo.com

Rita Komaladewi, University of Padjadjaran Indonesia. Email: ritakomaladewi @yahoo.com.

service. This condition can affect consumers trust. And the effect is that they will not be willing to recommend other to be hospitalized in the hospital and to choose the hospital as a referral. The object of this study is to assess whether the performance of service marketing mix and consumers relation are correlated to consumers trust to General Hospital.

II. BACKGROUND

According to Shaw and Susan [1], Hospital is a part of service industry which is a business organization that specializes in health service. In this matter, the implementation of marketing mix is the key concept in the marketing task. It is the strategy used to perform marketing function. Some Hospitals being studied in West Java need a marketing program that will be useful to build patients trust. Zeithaml, Berry, and Parasuraman [2] argue that an effective service marketing depends on how consumer trust is managed because it is the consumers who buy service before trying the service. Siau and Shen [3] have opinion that a state involving confident positif expectation about another's motives with respect to oneself in situation entailing risk. There are three characteristics. 1) a trust relationship involves two parties the trustor and trustee, reliant on each other for mutual. 2) trust involces uncertainty and risk. 3) The trutor has faith in trustee's honesty and benevolance and believes the trsutee will not betray his assume behavior. Based on Kotler & Keller, [4], the main purpose of marketing is to develop the relationship with the society with a close and long-term organization which can affect the success of marketing activity of a company directly or indirectly. In health service industry, relationship means cooperation between the patients and the medical team. Today, a patient acknowledges that he has to know about his illness condition and what the doctors or the hospital do to him, and often the patient feels the need to discuss with the doctor who treats him. Without the patient's cooperation, it is impossible for the doctors to give an optimal medication, and the success of the entire treatment/mediation often depends on the cooperation between patient-doctor/medical team (Yahya) [5].

Relating to the issues being examined, according to Peppers and Rogers [6]) trust is a quality that reflects how good the relation between someone with the other is . Customers have confidence in one company through the company's activities. Their confidence is one fastest way to build a long term relational relationship of a company. Confidence has an

important role in increasing the customer's ability to make a choice. According to some social psychology literatures, there are 2 (two) vital keys in maintaining a relationship, commitment and confidence. On the other hand, Swan et al, [7] states that the development of trust between sales people and their customers has traditionally been considered a critical element in developing and maintaining a successful sales relationship. This goes along with the theory quoted by Taylor [8] saying that consumer trust has an important role in shaping the consumer perception in connection with service company.

III. RESEARCH METHOD

Research methods used in this study are descriptive survey and explanatory survey. To complete the data that is uncovered from documentation and interview study, therefore in gaining primary data, researcher distributed questioners to patients in (4) divisions—Child Health, Obstetrics and Women's Health, Internal Medicine, and Surgery Division—in six hospitals in Bandung West Java Indonesia, which are Sentosa Bandung International Hospital, Hasan Sadikin General Hospital, Advent Hospital, Immanuel Hospital, Al-Islam Hospital and Muhamadiyah. Hospital. The questioners were distributed to nurses adjusted for each class of VIP, 1st class and 2nd class. Then, nurses gave the questioner to patients based on the samples amount. Questioners were arranged based on the indicators that had been validated. Samples were determined by using the Stratified Random Sampling. Based on the sampling technique, the minimum samples taken are 195 respondents. And the design of analysis used path analysis.

IV. RESULTS AND DISCUSSIONS

Variable being measured are service marketing mix, patient relation, and patient trust.

TABLE I
THE CORRELATION OF MARKETING MIX AND PATIENTRELATION
WITH PATIENT TRUST

Variable	Correlation	Information
Marketing Mix	0.615	Strong
Patient Relation	0.535	Quite Strong

Source: Processing Result of Field Survey

From the calculation using SPSS 15, the coefficient of marketing mix variable and customers relation obtained are as follows:

- Coefficient of correlation between marketing mix variable and patient trust r = 0.615, this means that there is a quite strong relation between marketing mix variable and patient trust. If interpreted according to Guilford interpretation, then marketing mix variable is strong enough against patient trust because it ranges from 0.40–0.60, and it has a positive direction, which means that if marketing mix variable is applied more effectively (increasing) then the level of patient trust will be high (increasing).

- Coefficient of correlation between consumer relation and consumer trust r = 0,535, this means that there is a quite strong relation between variable of patient relation and patient trust. If interpreted according to Guilford interpretation, then the strength of patient relation variable and patient trust is strong enough because it ranges from 0.40-0.60, and it has a positive direction, which means that if marketing mix variable is applied more effectively (increasing) then the level of patient trust will be high (increasing).

REFERENCES

[1] Shaw Margaret and Moris Susan, 2000. Hospitality Sales; A Marketing Approach, USA. John Wiley & Son Inc.

[2] Zeithaml, Valerie A, Leonard L Berry, A. Parasuraman 1996. The Behavioral Consequences of Service Quality. Journal of Marketing

[3] Kotler, Philip & Keller Kevin Lane, 2009. Marketing Management. Thirteenth edition, New Jersey; Pearson Education Inc. pp. 60-61

[4] Siau Keng and Shen Zixing, 2003. Communication of ACM. April 2003/ Vol 46 No. 4

[5] Yahya, 2006. Hak Pasien di Rumah Sakit, Jakarta; PERSI

[6] Pepper Don & Rogers Martha, 2004. Managing Customer Relationships, New Jersey; John Wiley & Sons, Inc. pp. 81

[7] Swan, John E, Bowers Michael R, Richardson Lynne D, 1999. Customer Trust in the Salesperson : An Integrative Review and Meta-Analysis of The Empirical Literature.

[8] Taylor. Steven A. Assessing the Use of Regression Analysis in Examining Service Recovery In The Insurance Industry. Relating Service Quality Customer Satisfaction and Customer Trust. Journal of Insurance Issue, 2001.