CUSTOMER SATISFACTION AS THE INTERVENING VARIABLE IN MAINTAINING CUSTOMER BEHAVIOR INTENTION OF GENERAL PATIENTS IN TYPE B HOSPITAL IN JAKARTA, INDONESIA

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ABSTRACT

This study aims to analyze the effect of customer experience on customer satisfaction, the effect of customer satisfaction on customer behavior intentions, the influence of customer experience on customer behavior intentions. through customer satisfaction. The method applied is explanatory research with a quantitative approach. The population uses all common patients who have visited the Type B Hospital in Jakata. The sampling technique uses purposive sampling and has been determined with a quota of 100 people. This study took 2 (two) types of data collection techniques, namely questionnaires and documentation. After the data is collected, data analysis is carried out using SEM analysis techniques with the help of the SmartPLS program. The results showed that customer experience had a significant effect on customer behavioral intentions. Customer experience has a significant effect on customer satisfaction. Customer satisfaction has a significant effect on customer behavioral intentions. Customer experience has a significant effect on customer behavioral intentions through customer satisfaction.

Keyword: customer experience, customer satisfaction, customer behavioural intention.

INTRODUCTION

Hospital is an institution in the provision of health services for the community that has dynamic complexity and its own character and is influenced by environmental and technological changes in order to provide services of good quality and can be reached by every community (Putra and Suryanata, 2021). The degree of public health in a country is influenced by the accessibility of healthcare facilities. An instrument and/or location used to coordinate local, regional, and/or national government-led health service efforts, including preventive, curative, and rehabilitative ones, is a health service facility.

Behavioral intention is a condition where customers have intensity or loyalty to certain products from the company, which indirectly they will tell stories about the advantages of these products to other customers (Kotler, 2014). Behavioral intention can be categorized into 2 parts, which can provide benefits and cannot provide benefits. In this study, behavioral intention can be interpreted as the patient's intention to make a visit to the hospital. Behavioral intention is the willingness of patients to provide recommendations through word of mouth to others and their intention to make repeat visits because they are satisfied with the services provided (Kondansani& Panda in Suryandartiwi and Zaky, 2021).

Consumer behavior includes all consumer activities related to the purchase, use, and disposal of goods and services, including consumer emotions, mental, and behavioral responses that precede, determine, or follow these activities. The unwavering focus on the consumer is the unique contribution of marketing that distinguishes this activity from other business functions (eg, accounting, finance, production management). An in-depth understanding of consumers is needed to develop better products and services, market these products and services more effectively, and to achieve a sustainable competitive advantage (Karder et al., 2011).

Customer satisfaction (customer satisfaction) can be felt by people who have received good service from the hospital after comparing the perceived service with expectations, so that it can be said that satisfaction is a person's level of experience in feeling the services provided (Oliver in Utari, 2015). Research Results Suryandartiwi and Zaky (2021) Preventive Satisfaction has a significant effect on Visit Intentions. In the future, someone will think about their sense of satisfaction by focusing on what they previously hoped for the service that has been received will make the customer experience.

In today's era related to health services, customer experience is very important for every hospital to pay attention to. Because even though the services provided by the hospital are maximized because of the limited number of officers who handle it when the hospital is busy with patients. So that the perceived service is still not able to satisfy patients who can seek treatment or consultation on health problems. The results of Yunus and Aribowo's research (2020) show that there is a positive influence of customer experience on customer satisfaction in VIP class inpatients at Immanuel Hospital Bandung.

With the number of hospitals established, especially in the East Java Region, making the community have many alternative choices of which hospital to visit, of course according to the wishes and needs of each patient. Thus, each hospital is required to create a strategy by implementing customer experience quality so that it can give a good reputation to the hospital so that later it can attract new patients and can retain old patients (Yunus and Aribowo, 2020).

Patients who have been treated at the Type B Hospital in Jakata can provide an experience that is satisfied with the treatment from the medical team of the Type B Hospital in Jakata so that they can share their satisfied experience with other patients for treatment or can return again if there is any problem.

This study aims to analyze the effect of customer experience on customer satisfaction in general patients at the Type B Hospital in Jakata, the effect of customer satisfaction on customer behavioral intention in general patients at the Type B Hospital in Jakata, the influence of customer experience on customer behavioral intention. through customer satisfaction in general patients at the Type B Hospital in Jakata.

RESEARCH METHODS

The method applied in this research is explanatory research with a quantitative approach. The use of explanatory research as a research method because it is used to test and confirm the truth of the proposed hypothesis. The use of quantitative as a research approach is used because it focuses on research related to numbers which is then carried out by a statistical calculation process (Sugiyono, 2019).

In this study, there are exogenous variables that can be explained by customer experience, then endogenous variables that can be explained by behavioral intention and intervening variables that can be explained by customer satisfaction.Customer experience which includes: a) Accessibility, which can be explained by the ease with which patients can access to interact with each service in the hospital. b) Competence, which can be explained by the competence of expertise mastered by the medical team in the Hospital. c) Customer Recognition, which can be explained by the patient's feelings while being treated at home, can be known and even recognized by the medical team by greeting and greeting and good communication by the medical team. d) Helpfulness, which can be explained by the patient's feelings about the response of the medical team in handling patient needs so that the patient can be facilitated. e) Personalization, which can be explained by the comfort of the patient for the treatment he received while being treated at the hospital. f) Problem Solving, which can be explained with the ease of the patient on the solution or advice given by the medical team on the symptoms of the pain felt. g) Promise Fulfillment, which can be explained by an appointment by the medical team at the hospital to carry out the treatment and care as much as possible. h) Value for Time, which can be explained by the speed of handling and care provided by the medical team to patients (Lemke in Senjaya, et. al, 2013)

Customer satisfaction which includes: a) quality services, maximum service provided by the medical team to patients, b) focus on best customers, focusing on patients who have been treated or have a history of treatment, c) handling complaints, hospital management and team the medical team already has a good system in handling complaints experienced by patients, d) guarantee, the promise of the medical team in making maximum efforts for the patient's recovery (Tjiptono, 2018)

Customer Behavioral intention which includes: a) word of mouth, the patient gives direction to family, relatives and friends to do treatment at the hospital, b) recommendation, the patient will recommend the hospital to others who ask for advice, c) intention to return, The patient will go to the hospital for treatment to the place where he was previously treated.
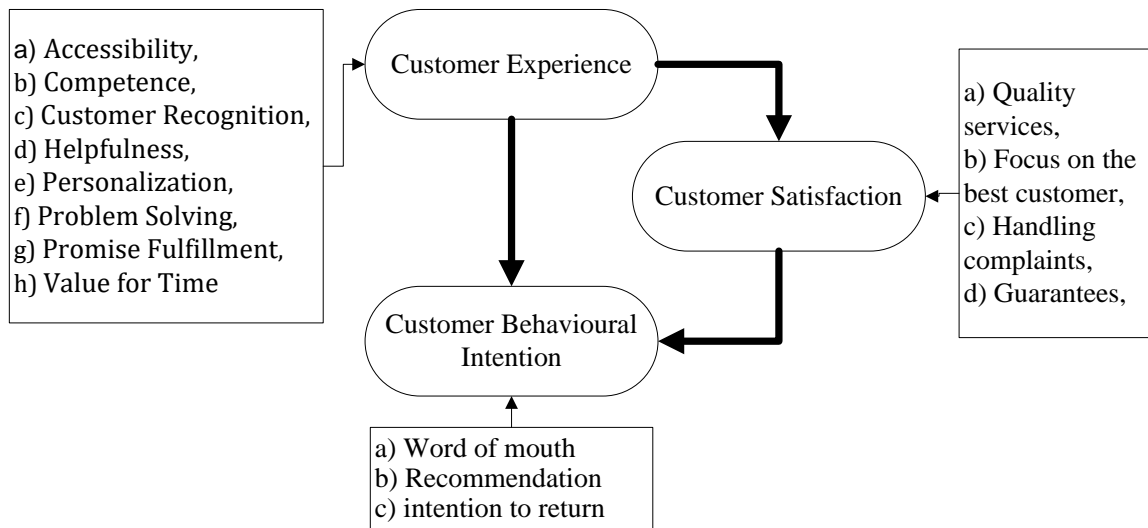
Figure 1. Conceptual Framework

The population determination in this study used all general patients who had visited the Hospital type Bin Jakata which includedRS Umum MurniTeguh Sudirman Jakarta, RS Umum AL Dr Mintoharjo, RS Umum Husada, RS Umum Sint Carolus, RS PGI Cikini, RS Umum Islam Jakarta Cempaka Putih, RS Umum YPK Mandiri, RS Umum Primaya Evasari Hospital, RS Umum dr. Abdul Radjak, RS Umum Abdi Waluyo, RS Umum Kramat128, RS Umum Mitra Kemayoran, RS Umum Hermina Kemayoran and RS Umum Yarsi.Then the sample data included became part of a representative research population (Arikunto, 2017:109). The sampling technique in this study used purposive sampling, with the criteria for Hospitals with Type B and the number of data samples in this study had been determined using a quota sample of 100 people who used a random sampling procedure, meaning whoever the patient or the patient's family met at the time of the study. research takes place (Sugiyono, 2018). The determination of this sample was used because the intensity of patient visits was not always there on the day of the incident, but only at certain times.

This study took 2 (two) types of data collection techniques, namely questionnaires and documentation, a questionnaire in the form of a list of questions to general patients who had been treated at Type B Hospital in Jakarta. While the documentation data is used to support the data needs of the results of the questionnaire obtained which can include newspapers, magazines, articles and other literature that can support the research results. After the data has been collected, data analysis is carried out using SEM (Structural Equation Modeling) analysis techniques to determine the effect of customer experience on behavioral intention through customer satisfaction with the help of the SmartPLS program.

RESULTS AND DISCUSSION

According to the Regulation of the Minister of Health of the Republic of Indonesia Number 3 of 2020 concerning Hospital Classification and Licensing, as referred to, article 16 (1) Classification of public hospitals consists of: a) Class A general hospitals; b) Class B general hospital; c) Class C general hospital; and d) Class D public hospital. Article 17 (2) Class B public hospital as referred to in Article 16 paragraph (1) letter b is a public hospital with at least 200 (two hundred) beds.

Whereas Paragraph 1, General Article 6, based on the type of service provided, the Hospital is categorized as: a. General Hospital; and b. Special Hospital. Paragraph 2, General Hospital. Paragraph 2, General Hospital, Article 7 (1) The public hospital as referred to in Article 6 letter a provides health services in all fields and types of disease. (2) Health services provided by public hospitals as referred to in paragraph (1) consist of at least: a. medical services and medical support; b. nursing and midwifery services; and c. nonmedical services. Article 8 (1) Medical services and medical support as referred to in Article 7 paragraph (2) letter a, consist of: a. general medical services; b. specialist medical services; and c. subspecialty medical services. (2) General medical services as referred to in paragraph (1) letter a are in the form of basic medical services. (3)

Specialist medical services as meant in paragraph (1) letter b are in the form of basic specialist medical services and other specialist medical services. (4) Basic specialist medical services as referred to in paragraph (3) include services for internal medicine, children, surgery, and obstetrics and gynecology. (5) Sub-specialist medical services as referred to in paragraph (1) letter c are in the form of basic sub-specialist medical services and other sub-specialist medical services. Article 9, nursing and midwifery services as referred to in Article 7 paragraph (2) letter b include generalist nursing care and/or specialist nursing care, and midwifery care. Non-medical services as referred to in Article 7 paragraph (2) letter c consist of pharmaceutical services, laundry/laundry services, food/nutrition processing, maintenance of medical infrastructure and equipment, information and communication, recovery of corpses, and other non-medical services.

After going through a series of research stages, the results of the respondents' descriptions can be seen in the following table:

Table 1. Description of Respondents

No	Category		Frequency	Percentage
1	Gender	Male	25	25%
		Female	75	75%
2	Age	> 20	10	10%
		< 30 - 40	21	21%
		< 41 - 50	20	20%
		> 50	35	35%
3	Profession	Student	12	12%
		Entrepreneurial	44	44%
		Civil servant	21	21%
		Non civil servant	23	23%
4	Last Education	Junior High school	13	13%
		Senior High school	39	29%
		DI / DII / DIII	16	16%
		S1	20	21%
		S2	12	12%

The results of the description of respondents on gender are seen if the majority of respondents are female by 75% of respondents. Then for respondents based on age, it is dominated by respondents aged over 50 years by 35%. The most respondents' jobs with the type of work as Entrepreneurial with 44%. Furthermore, based on education the most are respondents with a senior high school education with a total of 39%.

Validity and Reliability Test Results

Validity and reliability testing is used to measure whether the indicators used in each variable are valid and reliable. The results of testing the validity and reliability in this study with SEM PLS can be seen in the following table:

Table 2. Validity and Reliability Test

Variable	Indicator	Validity	Reliability
Customer experience	accessibility	0.683	0.695
	competence	0.830	
	customer recognition	0.696	
	helpfulness	0.709	
	personalization	0.817	
	problem solving	0.668	
	promise fulfillment	-0.184	
	value for time	0.045	
Customer satisfaction	quality service	0.698	0.728
	focus on the best customers	0.862	
	complaint handling	0.779	
	guarantee	0.754	
CustomerBehavioural intention	word of mouth	0.817	0.692
	recommendation	0.713	
	intention to return	0.824	

Based on the table above, it can be explained that variable indicators that can be called valid in this study use a loading factor basis of not less than 0.6. on the customer experience variable, all indicators used are loading factor values above 0.6 except for the promise fulfillment indicator with a value of -0.184 and value for time with a value of 0.045, thus the promise fulfillment and value for time indicators cannot be included in the research model. Furthermore, on customer satisfaction, all indicators used are loading factor values above 0.6. Then on the variable customer behavioral intention, all indicators used are loading factor values above 0.6 and all of them can be included in the research model. Research variables can be called reliable in this study using the coefficient of composite reliability (CR) which is not less than 0.6. The Customer experience variable can be called reliable with a value of 0.695, the Customer satisfaction variable can be called reliable with a value of 0.728, the customer behavioral intention variable can be called reliable with a value of 0.692.

After indicators that have a loading factor value of less than 0.6 are removed from the research model, then analysis is carried out using SEM PLS. The following are the results of testing the validity and reliability in the following table:

Table 3. Testing the Validity and Reliability of Modifications

Variable	Indicator	Validity	Reliability
Customer experience	accessibility	0.690	0.695
	competence	0.827	
	customer recognition	0.697	

	helpfulness	0.710	
	personalization	0.816	
	problem solving	0.667	
Customer satisfaction	quality service	0.701	0.831
	focus on the best customers	0.865	
	complaint handling	0.781	
	guarantee	0.752	
CustomerBehavioural intention	word of mouth	0.817	0.781
	recommendation	0.712	
	intention to return	0.825	

Based on the results of testing the validity and reliability that have been modified by removing indicators that have a loading factor of less than 0.6, it explains that all indicators used in the variables in this study have produced a factor loading above 0.6.

The Influence of Customer Experience on Customer Behavioral Intention through Customer Satisfaction

Structural model with path analysis using PLS on the influence of customer experience on customer behavioral intention through customer satisfaction and then assessing the significance of the effect based on the t-statistic value of each path. The following structural model of path analysis in this study using PLS can be seen in the image below:
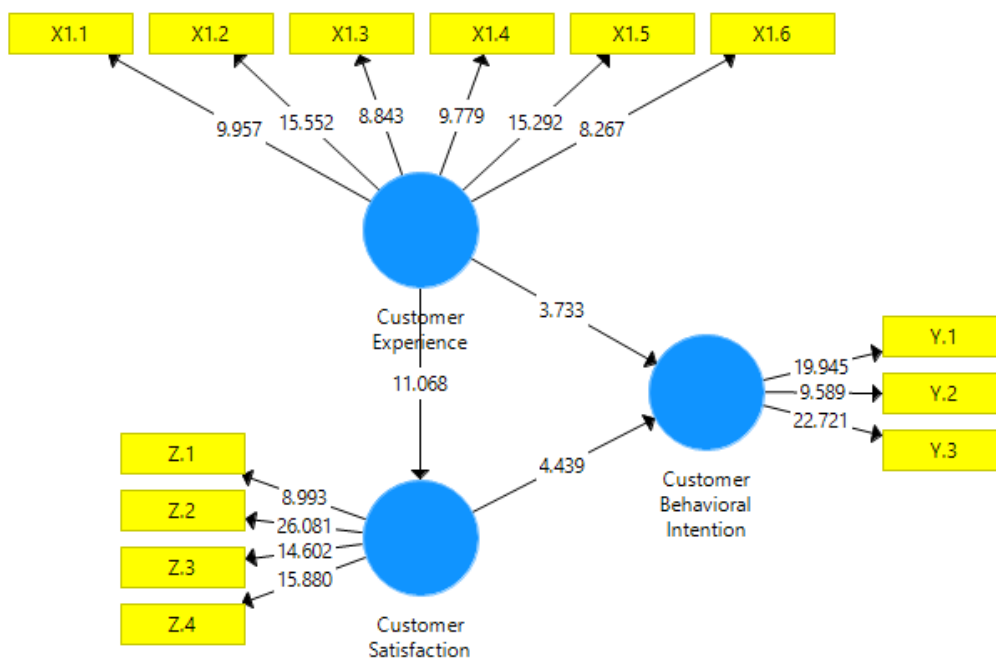

Figure 1. Bootstrapping Structural Model

Then to assess the significance of the influence of customer experience on customer behavioral intention, customer experience on customer satisfaction and customer satisfaction on customer behavioral intention in the structural model can be explained in the following table:

Table 3. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Customer Experience -> Customer Behavioral Intention	0.382	0.393	0.102	3.733	0.000
Customer Experience -> Customer Satisfaction	0.638	0.650	0.058	11.068	0.000
Customer Satisfaction -> Customer Behavioral Intention	0.411	0.406	0.093	4.439	0.000

Based on table 3 above, the influence of customer experience on customer behavioral intention can be explained from the Original Sample (O) value of 0.382, then the t statistics value of 3.733 is also obtained which has a significance of less than 5% of 0.000. Original Sample (O) has a positive value explaining that customer experience has a positive effect on customer behavioral intention. Then the resulting significance value of less than 5% explains that customer experience has a significant effect on customer behavioral intention.

Based on table 3 above, the effect of customer experience on customer satisfaction can be explained from the Original Sample (O) value of 0.638, then the t statistics value of 11.068 which has a significance of less than 5% is 0.000. Original Sample (O) has a positive value explaining that customer experience has a positive effect on customer satisfaction. Then the resulting significance value of less than 5% explains that customer experience has a significant effect on customer satisfaction.

Based on table 3 above, the effect of customer satisfaction on customer behavioral intention can be explained from the Original Sample (O) value of 0.411, then the t statistics value of 4.439 which has a significance of less than 5% of 0.000. Original Sample (O) has a positive value explaining that customer satisfaction has a positive effect on customer behavioral intention. Then the resulting significance value of less than 5% explains that customer satisfaction has a significant effect on customer behavioral intention.

Furthermore, to assess the significance of the influence of customer experience on customer behavioral intention through customer satisfaction in the structural model, it can be explained in the following table:

Table 4. Total Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Customer Experience -> Customer Satisfaction -> Customer Behavioral Intention	0.262	0.265	0.070	3.747	0.000

Based on table 4 above, the influence of customer experience on customer behavioral intention through customer satisfaction can be explained from the Original Sample (O) value of 0.262, then the t statistics value of 3.747 which has a significance of less than 5% is 0.000. Original Sample (O) has a positive value explaining that customer experience has a positive effect on customer behavioral intention through customer satisfaction. Then the resulting significance value of less than 5% explains that customer experience has a significant effect on customer behavioral intention through customer satisfaction.

Discussion

Customer satisfaction in influencing behavior intention over time, the emotional relationship between customers and service providers will occur. This relationship will last a long time if customer satisfaction can be maintained properly. Loyalty from customers will build by itself if this ridge can be established in a stable and sustainable manner (Wijaya et al., 2019). Customer satisfaction affects behavioral intentions, if customers feel their hopes and expectations are being met, they will make the product/service their first choice over other products (Akbar et al., 2021). In order to be successful in running a business that provides a satisfying experience for customers, business managers need to understand what customers want, especially how they judge the quality of the services provided. The behavioral intention of the customer to return can be seen when a person decides to stay with or leave to seek better service elsewhere (Ardani et al., 2019).

Meanwhile, the customer experience of the expectation of an item and service can affect the attitude of satisfaction before the service is provided. Mendez-Aparicio et al. (2020) revealed that perceived quality is what delivers the actual customer experience. Strategically, the implication is immediate in the business field because it shows the importance of creation, not only because of the significant savings in implementation costs but also because it ensures a more important experience in building customer loyalty to keep using the products and services provided. customer experience with service staff, environment, and usage procedures have a positive influence on customer satisfaction. customer satisfaction is at the core of the service provider's long-term sustainable success and competitiveness. This also proves that customer experience is an important source of sustainable competitive advantage for service providers through differentiation strategies (Pei et al, 2020).In contrast to the findings that the effect of external networking on the performance and on competitive advantage (Sasmito, T., Nugroho, M., & Ridwan, M.S., 2022).

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the results of research that has been done regarding the influence of the influence of customer experience on customer behavioral intention through customer satisfaction, it can be concluded as follows:

1. Customer experience has a significant effect on customer behavioral intention in general patients at the Type B Hospital in Jakata.
2. Customer experience has a significant effect on customer satisfaction in general patients at Type B hospital in Jakata.
3. Customer satisfaction has a significant effect on customer behavioral intention in general patients at Type B hospital in Jakata.
4. Customer experience has a significant effect on customer behavioral intention through customer satisfaction in general patients at Type B hospital in Jakata.

Suggestion

Based on the conclusions above, researchers can provide various suggestions as follows:

1. Type B hospital in Jakata is a service business sector, so that the quality of its services is more concerned with improving, so that with the creation of services from a quality medical team, the experience of the patient being treated will create a positive impression so that patients will feel satisfied with the services

provided and if patients experience problems regarding their health, they will not hesitate to seek treatment at the Type B Hospital in Jakata.

2.   In order to continue to sell the quality of services provided in providing positive experiences to patients, the management of the type B Hospital in Jakata, needs to evaluate the conditions throughout the hospital so that existing problems can be handled immediately.

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