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## The Effect of Customer's Orientation of Service Employee on Customer's Satisfaction of Health Services

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**Abstract:**

**Purpose:** To determine the effect of service employees who have customer orientation in creating customer satisfaction and loyalty at the hospital

**Design/Methodology/Approach:** The importance of using variables in a study, including in this research there are several things that are used as variables, such as employee service with customer orientation, customer perceived satisfaction, customer loyalty after receiving service. In this research using Structural Equation Modeling (SEM), with the use of AMOS 23.0 for data analysis

**Findings:** The services provided by employees with customer orientation are proven to create satisfaction and satisfaction loyalty. In this case, satisfaction becomes a mediator between COSE and customer loyalty

**Practical Implications:** The service of an employee with a customer orientation has been proven to create customer satisfaction and loyalty. So this is certainly very important, including in hospital services so that patients remain loyal in conducting health consultations there.

**Originality/Value:** The service of an employee is important to pay attention to customer orientation to get customer satisfaction and loyalty.

**Keywords:** COSE, satisfaction, loyalty, health service.

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## **1. Introduction**

The existence of a hospital for the community is very important, in serving them, especially in the health sector. As an important thing, everyone's health must be considered in order to carry out their activities properly. Advances in hospital technology will play a role in the service process to patients. In a hospital, it is important to develop quality, productivity, and equal distribution of services (Trinastoro, 2005). The changes that occur become a demand for every hospital to always be ready to provide health services. Then, what is of concern is the competitive nature of the development of service quality in hospitals. In the face of competition with outside services, it is necessary to have competitive advantage. Good quality improvement will affect patient decisions in the future. In the presence of intense competition, it is imperative to manage the hospital well professionally. So it is important for every hospital to know patient satisfaction.

According to Babin and Griffin (2014), satisfaction is a form of emotional response, and translates these emotions into values, which express bad feelings to good feelings. Satisfaction will be felt when people get something according to their expectations, including hospital services. Gemy Nastity (2020), argues Satisfaction will be achieved through feelings by comparing expectations. Factors that can affect service quality are the service providers themselves, how they provide good service and make customers happy. In a hospital, all workers in it are responsible for providing good service (Al Idrus, 2021)

Parties who provide services will play an important role in realizing the satisfaction felt by consumers. So in a hospital, the workers in it must be able to meet the needs of patients well (Patrisia, 2020). Gerhard and Prentice (2018) say that COSE is a form of employee understanding of consumer desires. loyalty requires a process that is not short, everything starts from satisfaction with good service and pleasing consumers. Therefore, employee behavior in implementing COSE is very important in influencing the performance of the resulting service. The interaction formed between the service provider (hospital) and the patient is continuous. Then after getting services from the hospital, there will be further services in the form of health control. In addition, during the examination and subsequent treatment of patients.

## **2. Theoretical Review and Hypotheses**

### **2.1 COSE (Customer Orientation of Service Employees)**

Customer service is also known as customer accepted orientation. Meanwhile, feedback on services that have been received can be said to be service orientation (Leo, 2017). Through good service as one of the main capital to achieve the success of a company (Yuzirman and Rusyamsi, 2015). Understanding consumer needs is a path for company development, because satisfied consumers will become loyal (Wahyudiono, 2013). Abhari and Arsyad (2019), argue when customers are satisfied with the service during the transaction process and are satisfied with the services they receive it's called COSE.

Firmansyah and Haryanto (2019), argue Quality will form consumer loyalty, with a good relationship between service providers and service recipients. Through the satisfaction that has been felt by customers, then it will create a good image related to the services provided. However, if the customer is satisfied, the quality of employees must continue to be improved for service improvement. To answer these problems, the hypotheses that can be given are as follows:

*H1: good customer oriented service, will create high customer satisfaction*

*H2: good customer oriented service, will create high customer loyalty*

### **2.2 The Customer Satisfaction**

A set of assessments of good feelings and in accordance with consumer expectations is the essence of consumer satisfaction (Maddinsyah, 2021). Customer satisfaction has several aspects to be achieved, such as skills, competence, credibility, and security (Candrianto, 2021). Handi Irawan (2015) argues that satisfaction is a fulfillment response from consumers. Hope will arise when there is a need they want to fulfill, such as the hope to get comfortable health services from the hospital. A hospital that is always ready to handle customer (patient) problems, especially during emergency conditions. Service satisfaction obtained at the hospital has indicators such as very satisfied, satisfied, quite satisfied, less satisfied, or even dissatisfied. Therefore, the hypothesis that can be proposed is:

*H3 : satisfaction received, will bring loyalty*

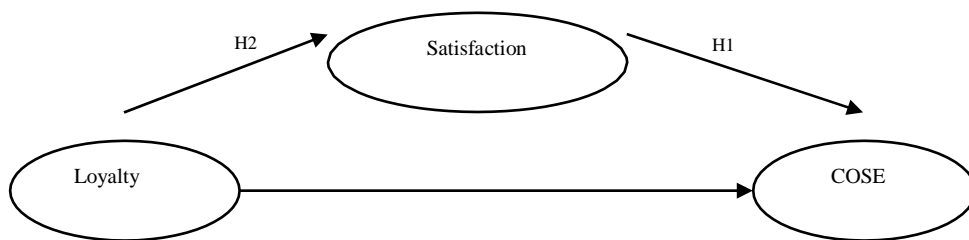
### **2.3 The Customer Loyalty**

Good judgment, as well as making repeat purchases and participating in product marketing are characteristics of customer loyalty. While the factors that determine the level of consumer loyalty can be said to be customer satisfaction. customer loyalty is an effective way to achieve company goals, namely business success.

Customers are said to be loyal if they want to make repeat purchases and participate in marketing products voluntarily (Fatihudin dan Firmansyah, 2019). Loyalty is formed

when satisfaction has been felt by consumers. The realization of customer power will have a positive impact such as a harmonious relationship between the company and its customers. In creating loyalty, there are several supporting factors, such as product evaluation, perceived satisfaction, services provided, and support for consumer ratings. The following is a picture of the relationship between variables that affect customer loyalty.

**Figure 1:** Relationship between employee performance and customer satisfaction and loyalty



while the hypothesis proposed in this study is:

*H1. COSE has a positive influence on customer satisfaction*

*H2. COSE has a positive influence on customer loyalty.*

*H3. COSE has a positive influence on loyalty through customer satisfaction*

### 3. Research Methodology

There are several variables used in this study, namely the first is COSE, the second is the customer's feeling after getting service in the form of satisfaction, and the third is a form of post-service attitude in the form of a loyal attitude. For that matter, The appropriate research method is Structural Equation Modeling (SEM). The number of samples used is 200 patients who have used health services in several private hospitals.

### 4. Results

The following are the results of the assessment related to service evaluation:

**Table 1.** Results of the Goodness of Fit Indices Model Modification

Index fit	Result	Recomended Value	Model Evaluation
Chi-Square	58,953	The smaller the better	
Probabilitas	0,003	$\geq 0,05$	Good Fit
CMIN/DF	1,842	$\leq 2$	Good Fit
GFI	0,912	$\geq 0,90$	Good Fit
RMSEA	0,086	$\leq 0,08$	Marginal Fit
TLI	0,969	$\geq 0,95$	Good Fit
CFI	0,912	$\geq 0,95$	Marginal Fit

Source: Authors' calculations.

In the results above, all aspects of the fulfillment of good service are met. Then it can be discussed through the next discussion.

**Table 2.** Test results of customer orientation of service employee (COSE) against customer loyalty and customer satisfaction

Research Variabels			Koefisien <i>standardized</i> (direct)	C.R.	Prob.
COSE	→	CS	0,428	4,656	0,000
COSE	→	CL	0,321	3,236	0,001
CS	→	CL	0,520	4,427	0,000

Through the test results of 5% at the error rate, it can be interpreted that customer oriented employee services can create satisfaction and lead to customer loyalty. So that satisfaction that brings loyalty has a close relationship.

**Table 3.** Test results of customer orientation of service employee (COSE) against customer loyalty through customer satisfaction

Exogenous Variables	Mediator Variables	Endogenous variables	Standard coefficients		
			direct	indirect	Total
COSE	Customer satisfaction (CS)	Customer Loyalty (CL)	0,321	$0,428 \times 0,520 = 0,222$	0,543

The results above show that customer satisfaction is the mediator between customer orientation of service employee (COSE) and customer loyalty. It is assumed that the results of the direct effect are smaller than the results of the total effect.

## **5. Discussion**

Patient satisfaction will be fulfilled if health workers approach customer needs, so that through the services provided based on customer orientation, the satisfaction felt by hospital patients is achieved. In addition, the existence of a good perception of health care services by patients will increase patient satisfaction. In accordance with the results of research conducted by Yohan Ismantoro (2013) Good service will increase customer satisfaction, so the services provided must be given to customers. And there is also research from Ivayulia (2017) related to satisfaction which is also influenced by customer orientation. The ability to make good decisions by health workers such as serving patients well. In satisfying patients, the technical ability of health workers is also important. Like the skills of measuring blood pressure tools, various other techniques. Doctors can give a good impression of patients with good service

Good service will increase loyalty, such as service at a type C private hospital. This result is in line with Sahara's research (2016) which states that loyalty is also influenced by COSE. Then, health workers can increase patient loyalty through skills in providing services. The key to getting customer loyalty is to provide services that make them satisfied and will certainly give a good image to the company.

In addition, the price of competing brands is not paid much attention (Kotler and Keller, 2011).

## **6. Conclusion**

Customer oriented employee services are able to bring loyalty, so it greatly influences patient satisfaction in private hospitals in Surakarta. Loyalty to the hospital because of the satisfaction felt by the patient. The right decision making and technical skills of health workers make patients feeling satisfying. Maintaining good service will create an impression and experience continuously.

In describing the satisfaction felt by the patient, it can be fulfilled if the service provided is in accordance with expectations, and the impression of receiving the service and the experience received is said to be good. So that patients will recommend the hospital's services to others. The impression of the patient in receiving the service is the patient's satisfaction in this study. The presence of a good patient welcome will make the patient loyal and of course will voluntarily recommend to others.