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1 THE EFFECT OF CUSTOMERS ORIENTATION OF SERVICE EMPLOYEES ON CUSTOMER SATISFACTION IN HEALTH SERVICE SURAKARTA

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ABSTRACT

1 The purpose of this research to see the effect of Customer Orientation of Service Employee (COSE) to customer satisfaction that can lead to customer loyalty in Type B Hospital Surakarta. This research shows that there COSE influence on customer satisfaction and customer loyalty. Not only that, customer satisfaction can strengthen the influence of COSE on customer loyalty.

keyword : COSE, satisfaction, and loyalty

I. INTRODUCTION

A. Background

1 Health became the primary right for humans because the deciding factor the other from human activities. The hospital is a facility for public that is essential in health care. Progress the hospital concept and technology play a role in the process of service to patients. The issue of the development of quality, productivity, and equity of an important point for the hospital sector (Trinastoro, 2005: 25). The readiness of hospitals in providing health care services are required due to a change. The expected changes is a good system changes. The principle that should be held by the hospital in providing health services is to build and maintain the confidence of customers (patients).

"A person's feelings of pleasure or dissatisfaction the resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations" opinions Kotler (2003: 62) about what it is satisfaction. Patient satisfaction can be created when his perform Hu, Kandampully and Juwaheer (2009: 115-116) who said that "if the performance matches or exceeds the expectations, then the customer is satisfied, if performance is below par then the customer is satisfied, if performance is below par then the customer is dissatisfied ". Chien, et al, (2008: 376) states that in shaping perceptions of hospital services that medical personnel have an important role related to the performance of the service.

Hospital marketing services rely on a transmitter that communicates with the patient's final on hospital services. This indicates that the employee should have a good

orientation by the patient or so-called customer orientation of service employees (COSE). COSE is defined as the behavior of service employees when serving the needs and wishes of existing and prospect customers (Thurau and Thorsten, 2003: 27). Loyaitas patients not formed so alone, but requires a process of learning from the experience of the service in diterimanya. apabila patients get the service in line with expectations, the patient will feel satisfied and the use of hospital services repeatedly.

Based on the above it can be concluded that the employee's behavior as a manifestation of COSE is essential to affect the performance of the services produced will provide to customer satisfaction, so it has implications for customer loyalty, given the interaction between providers services (hospitals) and patient is sustained. It is clear that not only ended after inpatient treatment is completed, but the patient will continue to control the poly outpatient and at the time of patient examination and further treatment. This is because the medical records of patients who were placed in the hospital is a guideline and reference checks and treatment to patients so that treatment can take place in a comprehensive manner.

II. BASED THEORY AND HYPOTHESIS

A. COSE (Customers Orientation of Service Employees)

Customer orientation is a fulfillment and understanding according to customer requirements for getting services, while service orientation is a framework which includes sales purnal services and assistance rendered to the customer after the service was provided (Popli and Rizvi, 2015). An important key to the success of the company is the responsibility of the employee to provide service to the customer (Ahearne et al. (2005), Brady and CONIN, (2001). Colwell, et al (2009) suggest that the appropriate services customer expectations helps to understand the perspectives customer and customer needs which in turn can lead to an advantage for the company. Therefore, it is clarified by Thurau and Thorsten (2003: 27) states that the COSE as the behavior of employees in providing services to customers in accordance with the needs and desires of customers.

Ghazzoli and Hancer (2013) found the quality of service is determined from the attitudes and behavior of employees in providing services to customers. For example: the right time to deliver services, understand customer needs, and meet with service skills possessed. Employees require technical and social capabilities to be improved as motiasi in providing services which is oriented towards the needs of customers.

H1: COSE *berpenharuh* to customer satisfaction

H2: COSE *berpenharuh* to customer loyalty

B. Customer satisfaction

It is important *tejadinya* customer satisfaction is their intention customer behavior and customer retention (Dholakia and Zhao 2010; Cronin et al., 2000). Customer satisfaction has 3 important things a value reception, reception quality and customer *ekapektasi* (Jayawardhena and Farrell, 2011). Olsen (2002: 243) states that satisfaction is a function of expectation and perceived performance. Needs and desires unfulfilled wish raises the expectations of customers, for example, want to get good customer service from the hospital while receiving services. Preparedness and rapid response from the hospital to the patient's needs will give a positive impression to the patient. According to Christina et al., (2008: 249) indicator of patient satisfaction with hospital services are as follows: a. feel very satisfied when you are in the hospital, b. satisfied with the services provided by the hospital, c. hospital services exceeds patient expectations.

H3: Customer satisfaction effect on customer loyalty

C. Loyalty

Customer satisfaction is important in shaping factor of customer loyalty. Loyal customers will be loyal to companies that provide goods or services. Customer loyalty is an ideal situation to be expected by the company where customers feel comfortable and make repeat purchases of goods or services (Tjiptono in Alam, 2013: 28). Based on such understanding, we can conclude that customer loyalty is a commitment from the form of customer satisfaction and ultimately loyal to perform repetitive purchases. Customer satisfaction have a positive impact on the company, among others *hubungsn* with customers harmony and encourage the creation of customer loyalty. According to studies conducted WARS (SWA, 2005) in Saepul Anwar, (2008: 33) there are five important factors in creating loyal customers, namely: a) The value of the brand (brand value), b) Characteristics of the consumer (customer characteristic), c) barriers to move (switching barrier), d) Satisfaction Kunsumen (consumer satisfaction), d) the competitive environment (competitive environment).

Figure 1. Model Variables that affect employee performance



Based on the background, problem formulation, literature review and conceptual framework that is built, it arranged the research hypothesis as follows:

1. COSE has an effect on customer satisfaction (CS).
2. COSE has an effect on customer loyalty (CL).
3. COSE has an effect on customer loyalty (CL) through customer satisfaction (CS).

III. RESEARCH METHOD

This research is an explanatory nature where a study to clarify and explain the relationship as test the effect of several variables, variables COSE, customer satisfaction, and customer loyalty. Therefore, this research using Structural Equation Model (SEM) as a method of research and data analysis techniques using AMOS 23.0.

A. Population

The population of the study included outpatients who had been hospitalized in private hospitals Type C in Surakarta among outpatients Panti Waluyo, Minulyo Brayat RS and RS Kustati since 2017. The sampling technique used in this study using simple random sampling.

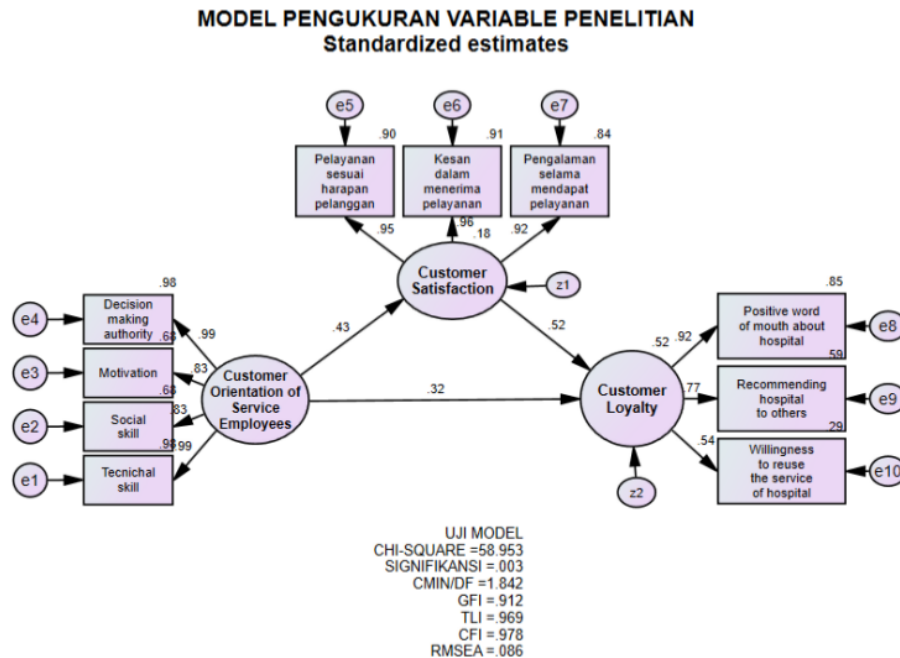
B. Samples and sample amount

Samples in this study is outpatients who use the services BPJS over the age of 17 years. The sample size according to SEM by Ferdinand (2000: 43) that is equal to 100-200 samples. Therefore, this study used a sample of 200 patients.

IV. ANALYSIS RESULTS AND DISCUSSION

A. SEM Analysis Results

Based on the results obtained by the model image SEM analysis as follows:



Evaluation in accordance with the modification indices of the structural equation model after being modified are presented in the following table:

Table 1.
Testing Results Goodness of Fit Indices Structural Model Modification

<i>fit index</i>	<i>result</i>	<i>The recommended value</i>	<i>evaluation models</i>
<i>Chi-Square probability</i>	58,943	The smaller the better	
<i>CMIN / DF</i>	1,832	≤ 2	<i>GF</i>
<i>GFI</i>	0,912	$\geq 0,90$	<i>GF</i>
<i>RMSEA</i>	0,088	$\leq 0,08$	<i>MF</i>
<i>TLI</i>	0,989	$\geq 0,95$	<i>GF</i>
<i>CFI</i>	0,912	$\geq 0,95$	<i>MF</i>

Description: Good Fit (GF), Marginal Fit (MF)

The results showed that the overall evaluation models already meet, then the model is acceptable and do interpretation for further discussion.

B. Hypothesis Testing Results

Table 2.
COSE Testing Results Customer Satisfaction and Customer Loyalty

Research variable			Standardized coefficient (direct)	CR	Prob.
COSE	→	CS	0,428	4,856	0.000
COSE	→	CL	0,321	3,238	0.001
CS	→	CL	0,520	4,427	0.000

Based on Table 2, it can be seen that the number of probability of each influence indicates $\leq 5\%$. It is clear that all variables have a significant effect plus the value of CR over figure 2. Conclusions based on these data prove that all hypotheses tested. COSE effect on customer satisfaction and customer loyalty and satisfaction effect on customer loyalty.

Based on the analysis results of hypothesis testing are shown in Table 2 as follows :

Table 3.
COSE Testing Results on Customer Loyalty through Customer Satisfaction

exogenous variable	variable mediator	endogenous variables	standardized coefficient		
			Live	indirect	Total
COSE	CS	CL	0,321	0,222	0,543

Based on Table 3 unknown amount of influence coefficient standardized direct, indirect, or a total of exogenous variables that COSE against endogenous variable (customer loyalty) and the mediating variable (customer satisfaction). Based on Table 3 shows that customer satisfaction status as a mediating variable that can mediate COSE customer loyalty. This is evident from the value of the total effect is greater than the direct effect. Conclusions based on these test results proved that the fourth hypothesis tested.

C. DISCUSSION

1. COSE to Satisfaction

Based on the results of hypothesis testing showed that the COSE effect on patient satisfaction Type C private hospital in Surakarta. Patients are satisfied when the services provided by the hospital in accordance with the patient's needs and *harapan*. High patient satisfaction if the perception of patient to hospital services is positive. These results are consistent with research Tjahyono (2012) which states that customer satisfaction is influenced by COSE. Not only Tjahyono (2012), this research *hsail* research supported by Johnson, et al. (2001) which states that customer orientation significant effect on customer satisfaction. The patient will feel satisfied and be well served if the hospital health workers have skills in making the right decision. This has an impact on the actions to be taken to the patient associated with the condition of the illness. Proper handling will make the patient feel safe and not be afraid of the disease being experienced. Technical ability of health workers is the main thing, where the correct technique can satisfy the expectations of the patient. Capabilities such as nursing technique that measures blood pressure by means of tension and the doctor's ability to communicate will create a positive impression on the patient so that the patient feels satisfied.

2. COSE to Loyalty

Hypothesis test results showed that the COSE effect on patient loyalty. This shows that *kamampuan* technical, social skills, the ability to motivate the patient, and the ability to make decisions can enhance patient loyalty. Other studies have shown the same thing that there is influence between COSE loyalty by Hennig-Thurau (2004). Based on these results the health workers who have the technical capability and the ability to make decisions can enhance patient loyalty in talking about positive things associated with hospitals. Communications good doctor in explaining the results of patient conditions such as blood pressure and then talk about positive things to motivate patients will have positive impact on the patient's progress. Not only doctors,

3. Satisfaction to Loyalty

The main thing is to keep patients in patient satisfaction. Patient satisfaction with hospital services can cause the patient to the hospital fidelity. The loyalty can be either promotion imperceptible to talk about the good things about the hospital to others so ignore competitors and are not price sensitive (Kotler and Keller, 2009: 140). This shows that the true relationship between satisfaction and loyalty influence patient. Patient satisfaction was defined by the service in accordance with the expectations and needs of the patient, causing a positive impression on patients. It encourages patients recommend the hospital to others and repeatedly for use of hospital services.

This study illustrates how patient satisfaction is dominated by a positive impression when receiving services related to hospitality and promptness in decision pengamb9ilan for patients. Excellent communication and words that motivate patients to be the key for the patients feel safe and comfortable against the illness so as to encourage the loyalty of patients to the hospital. Such loyalty is illustrated by their willingness to recommend the hospital to others voluntarily. The results are consistent with research Po-Young, et al. (2012) and Chun-Chang Lee (2012) which states that the satisfaction of someone about something creates an emotional bond so as to influence loyalty.

4. COSE to Loyalty through Customer Satisfaction

Patient satisfaction is able to strengthen the influence of COSE loyalty. This illustrates that patient satisfaction with the services of doctors and health workers due to good communication and accuracy of decision making can create loyal patients to the hospital. Good impression will arise in the mind of the patient on the hospital so that the patient will talk about the positive things about the hospital. Services are properly maintained will lead to the satisfaction of the patient so that the patient does not hesitate to go back to the hospital for treatment. The results are consistent with research Tjahyono (2012) which states that the COSE influence on loyalty.

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