

# The Effect of Home Care Service Innovations in Increasing Patient Loyalty and Satisfaction

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## ABSTRACT

**Background:** The increase in health care costs, large budget cuts make home care services a tool to reduce costs and length of care. As a result, home care services have developed into a complex issue and must be addressed with great care if one of the goals is to provide the best possible outcome for each individual. The purpose of this study was to find out "Study of Home Care Service Innovation in Improving Patient Loyalty and Satisfaction in the City of Kediri". **Method:** The design of this research is observational analytic with a cross-sectional approach. The sample size is 79 respondents. Sampling research using random sampling, data collection using questionnaires and the calculation process using the Wilcoxon test using SPSS 18.0 error 0.05. **Results:** The results of this study indicate that most of the respondents (72.2%) with good home care innovation are 57 respondents, most of the respondents (87.3%) with good loyalty are 69 respondents. more than half of respondents (59.5%) With very satisfied patient satisfaction, 47 respondents out of a total of 79 respondents 0.000 which means it is smaller than  $= 0.05$ , thus it can be said that  $H_0$  is rejected and  $H_1$  is accepted. **Conclusion:** Researchers can conclude that when there are good services carried out by nursing staff or home care services, good results will also be obtained, including patients who can trust and will continue to be loyal in using home care services at Gambiran Hospital, Kediri City.

## I. Introduction

One of the problems that are often faced by patients who are hospitalized include the cost and length of treatment, the lack of community economy where for people who are economically weak they want cheap and affordable health services (Hidayat, 2017). The increase in health care costs, large budget cuts make home care services a tool to reduce costs and length of care. As a result, home care services have developed into a complex issue and must be addressed with great care if one of the goals is to provide the best possible outcome for each individual (MOH, 2018). Based on data from the Ministry of Health (2019) showing that 97.7% said that it was necessary to develop health services at home, 87.3% said that it was necessary to standardize personnel, facilities and services, and 91.9% said that health nursing managers at home needed an operational permit. Ministry of Health, 2018). BPS East Java Province (2019) showed that as many as 58% of postoperative patients needed further treatment at home due to the cost and length of treatment due to the lack of family economy (BPS Province of East Java, 2019). Data from the Kediri City Health Office (2019) showed that home care services in the city of Kediri were 25% of postoperative patients, patients with diabetes mellitus who needed home care who were handled by nurses from the hospital institution (Kediri City Health Service Data, 2019).

Based on the initial survey data conducted by researchers on July 2, 2019 at the Gambiran Hospital, Kediri City, it was found that the number of home care patients in 2017-2019 was 123 people of which 24 people died and 99 people were still actively visited by home care officers (Initial Survey Data in Gambiran Hospital, Kediri City, 2019). The results of a preliminary study conducted by researchers on July 2, 2019 In Kediri City with interviews with 10 respondents, it was found that 5 (50%) respondents said that they were dissatisfied with the innovation in the performance of health services in hospitals so that home care became the alternative chosen by patients to be treated at home. accompanied by a nurse from the hospital. One respondent said that the importance of home care in order to avoid the risk of infection from other patients who were treated together in the inpatient room. Besides that, there are also more and more chronic diseases, which if treated in a hospital would require a large amount of money. (3 (30%) respondents said that they were dissatisfied with the innovation of home care services because of the lack of human resources for nurses in the hospital to become home care nurses so that respondents had difficulty in finding home care nurses. illness to the hospital as well as post-surgery, so that the respondent's behavior is only to contact nurses in the local area to be able to visit the respondent's house to change the surgical wound dressing.2 (20%) of respondents said that they were satisfied with the innovation of home care health services where home care nurses then can ease the burden on patients traveling between their homes and health care facilities. In addition, home care nurses who treat respondents are highly trained in their field in this case patient care (Results of Preliminary Study With Interviews with Respondents at Gambiran Hospital, Kediri City, 2019).

Factors that affect home care services where there is a sense of lack or lack of trust in the community or family towards home care services. The situation and condition of the environment or region as well as the lack of access to transportation. The distance of the area is too far so that it does not get home care services from the hospital and conditions that are less supportive, for example in the apartment environment related to tranquility, cleanliness, tidiness which is less supportive for the healing process in home care services. This causes a poor public perception of the existence of home care. Limited health workers and health workers who are less competent in carrying out home care services. Many people do not know about home care services. Remote geographic location can affect the effectiveness of home care services (Ropi, 2016).

Therefore, in the opinion of the researcher that nurses who carry out home care care for patients who need daily care at home should already have a practice permit (SIP), must be competent and trained in their field, responsible for their duties. In addition, patients and families should be open to home care nurses, follow recommendations from nurses, assist in the nursing action process, and be cooperative in receiving information from nurses.

## II. METHODS

The design of this research is observational analytic with a cross-sectional approach. The sample size is 79 respondents. Sampling research using random sampling, data collection using questionnaires and the calculation process using the Wilcoxon test using SPSS 18.0 error 0.05.

## III. RESULTS

Table 1. Statistical test results The effect of home care service innovation in increasing patient loyalty at Gambiran Hospital, Kediri City

|   | Estimate     | Std. Error | Wald       | df     | Sig.      | 95% Confidence Interval |             |
|---|--------------|------------|------------|--------|-----------|-------------------------|-------------|
|   |              |            |            |        |           | Lower Bound             | Upper Bound |
| Threshold [inovasi_homecare<br>d = 2]   | -1.198       | .285       | 17.630     | 1      | .000      | -1.757                  | -.639       |
| Location [loyalitas=2]<br>[loyalitas=3] | -1.603<br>0a | .706<br>.  | 5.161<br>. | 1<br>0 | .023<br>. | -2.986<br>.             | -.220<br>.  |

Innovation on respondent loyalty

Link function: Logit.

a. This parameter is set to zero because it is redundant

Based on the ordinal regression statistical test, it was found that the loyalty factor value value  $0.023 \leq 0.05$ , then  $H_0$  was rejected and  $H_1$  was accepted, which means that there is an influence between innovation on patient loyalty at Gambiran Hospital, Kediri City. the coefficient of determination or R square is 0.64 or equal to 64%. This figure shows that the innovation variable has an effect on the loyalty variable

Table 2. Statistical test results The effect of home care service innovation in increasing patient satisfaction at Gambiran Hospital, Kediri City

|                                   | Estimate | Std. Error | Wald     | Df | Sig. | 95% Confidence Interval |             |
|-----------------------------------|----------|------------|----------|----|------|-------------------------|-------------|
|                                   |          |            |          |    |      | Lower Bound             | Upper Bound |
| Thresh [inovasi_homecare old = 2] | -20.485  | .381       | 2884.941 | 1  | .000 | -21.232                 | -19.737     |
| Locatio [kepuasan_pasien=3 n ]    | -21.273  | .000       | .        | 1  | .    | -21.273                 | -21.273     |
| [kepuasan_pasien=4 ]              | 0a       | .          | .        | 0  | .    | .                       | .           |

Innovation towards patient satisfaction

Link function: Logit.

This parameter is set to zero because it is redundant

Based on the ordinal regression statistical test of the patient satisfaction factor, the value of value is  $0.000 \leq 0.05$ , then  $H_0$  is rejected and  $H_1$  is accepted, which means that there is an influence between innovation and patient satisfaction. So it can be concluded that there is an effect of home care service innovation in increasing patient loyalty and satisfaction in the City of Kediri. while based on the SPSS output table (Appendix) it is known that the value of the coefficient of determination or R square is 0.711 or equal to 71.1%. This figure shows that the innovation variable has an effect on the loyalty variable.

#### IV. DISCUSSION

Home Care Service Innovation in the City of Kediri

The results of the research conducted at Gambiran Hospital, Kediri City regarding home care service innovations showed that most of the respondents (72.2%) with good home care innovation, namely 57 respondents from a total of 79 respondents.

From the discussion above, the researcher can assume that respondents with the opinion that the innovations in Gambiran Hospital are good because the services provided by Gambiran Hospital are very useful and make respondents comfortable. One of the services that make patients comfortable is to take and pick up patients for health checks. This shows that Gambiran Hospital is very professional in carrying out Home Care treatments with different innovations to respondents so that when asked about the home care service innovations at Gambiran Hospital, respondents can respond well. The results also show that the living environment is also a factor that influences home care services. Cross tabulation between residences and home care service innovations shows that almost half of the respondents (39.2%) live in their own homes and have an opinion about good home care service innovations, namely 31 respondents out of a total of 79 respondents.

From the opinion above, the researcher can assume that the respondent when living at home gets more special attention from the family so that the respondent always gets support and motivation from the family to carry out home care services. Thus, respondents can accept different innovations from

hospital home care services. For example, services to pick up patients at home and also wound care with better innovations. Loyalty also affects existing innovations. Where the results of the study show that more than half of the respondents (67.10%) have good loyalty and also think that home care at Gambiran Hospital is good, namely 53 respondents from a total of 79 respondents.

From the opinion above, the researcher can assume that respondents have loyalty because Home Care Gambiran Hospital has new innovations in providing services, for example taking patients by ambulance when they want to be examined at the hospital, new wound care methods and also others so that respondents have confidence in treatment. the house given by the Gambiran Hospital, Kediri City. In addition, patient satisfaction is also related to the innovations offered, where the results of the study indicate that more than half of the respondents (59.50%) are very satisfied with the home care innovation at Gambiran Hospital, namely 47 respondents from a total of 79 respondents.

From the opinion above, the researcher can assume that the respondents are very satisfied with the home care services at Gambiran Hospital due to the abilities provided by the home care nurses in accordance with the promises that have been made. In addition, the nurses who conducted the questionnaires were very reliable and friendly and often provided counseling about the illness they suffered so that the respondents were very satisfied with the services provided.

#### Patient Loyalty at Gambiran Hospital, Kediri City

The results of the research conducted at Gambiran Hospital, Kediri City regarding the loyalty of respondents to home care services, the results showed that most of the respondents (87.3%) with good loyalty were 69 respondents from a total of 79 respondents.

So that researchers can argue that respondents with good loyalty are because respondents have great confidence in the services provided by the home care of Gambiran Hospital, Kediri. So when the researcher asked about the loyalty of the respondents, the respondents gave good answers for the home care of the Gambiran Hospital, Kediri, with the average answer on the questionnaire, namely the respondents were happy with the service and would remain in good relations with the Gambiran Hospital and were also loyal to carry out home care services from the RSUD Gambiran. Gambiran City of Kediri.

The results of research conducted at Gambiran Hospital, Kediri City regarding home care service innovations, obtained cross tabulation results between jobs with loyalty with almost half of the respondents (38.0%) working as entrepreneurs/entrepreneurs with good loyalty, namely 30 respondents from a total of 79 respondents.

From the discussion above, the researcher can assume that in doing work, trust is needed so that this good thing is applied by respondents who work as entrepreneurs/entrepreneurs. when following a new thing, such as home care and already trusting it, respondents who work as entrepreneurs/entrepreneurs will be loyal in carrying out the home care service.

#### Patient Satisfaction at Gambiran Hospital, Kediri City

The results of the research conducted at Gambiran Hospital, Kediri City regarding the loyalty of respondents to home care services, it was found that more than half of the respondents (59.5%) with very satisfied patient satisfaction, namely 47 respondents from a total of 79 respondents.

From the opinion above, the researcher can argue that respondents are satisfied with the home care services at Gambiran Hospital because of the good work, optimal, and professional ones given to the respondents. So that when researchers conducted research, most of the respondents said they were very satisfied with the home care services provided by Gambiran Hospital, Kediri City.

The results also show that there is an effect of education level on patient satisfaction. Where the results of the cross tabulation are obtained that almost half of the respondents (49.40%) have a university education with good loyalty, namely 22 respondents from a total of 79 respondents.

From the opinion above, the researcher can assume that someone who has a high education is able to digest information well. So when the service is provided well and health information is obtained well,

the respondent will feel satisfaction in himself so that when given a questionnaire, almost half of the respondents who have a PT/Diploma education have an answer with a good category.

Analyzing the Effect of Home Care Service Innovations in Improving Patient Loyalty and Satisfaction at Gambiran Hospital, Kediri City.

Based on the ordinal regression statistical test, it was found that the loyalty factor value value  $0.000 < = 0.05$ , then  $H_0$  is rejected and  $H_1$  is accepted which means that there is an influence between innovation on loyalty, patient satisfaction factor value value  $0.00 < = 0.05$ , then  $H_0$  is rejected and  $H_1$  accepted. Factors that affect home care services where there is a sense of lack or lack of trust in the community or family towards home care services. The situation and condition of the environment or region as well as the lack of access to transportation. The distance of the area is too far so that it does not get home care services from the hospital and conditions that are less supportive, for example in the apartment environment related to tranquility, cleanliness, tidiness which is less supportive for the healing process in home care services.

Therefore, in the opinion of the researcher that nurses who carry out home care care for patients who need daily care at home should already have a practice permit (SIP), must be competent and trained in their field, responsible for their duties. Besides that, patients and families should be open to home care nurses, follow the advice of nurses, assist in the nursing action process, and can be cooperative in receiving information from nurses. by nursing staff or home care services, they will get good results, including patients who can trust and will continue to be loyal in using home care services at Gambiran Hospital, Kediri City.

## V. CONCLUSION

Most of the Respondents (72.2%) With good home care innovation, 57 respondents out of a total of 79 respondents, most of the respondents (87.3%) with good loyalty, namely 69 respondents from a total of 79 respondents, more than half of the respondents (59.5%) with very satisfied patient satisfaction, namely 47 respondents from a total of 79 respondents. There is an effect of home care service innovation in increasing patient loyalty and satisfaction at Gambiran Hospital, Kediri City.

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