

## The Mediating Effect of Service Quality in Patient's Perception and Visiting Intention in Traditional Health Service Ngajum Sub-District



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**ABSTRACT:** This research aims to determine the role of service quality as a mediator between patient perception and intention to visit Traditional Health Service in the Ngajum sub-district. This study delves into an analysis of two traditional treatment methods in Ngajum: the Holistic Traditional Treatment and the Kemkem Traditional Treatment. The sample used in this research includes 75 respondents who are 20 years old and older and have already visited the two traditional treatment methods. The sampling method used purposive sampling, and the data collection using a questionnaire with a Likert scale. The analysis method used is the SEM, which combines factor analysis, regression and path analysis.

The research results found that (1) patient's perception does not have a significant effect on visiting intention, (2) patient's perception has a significant and positive effect on service quality, (3) service quality has a significant and positive effect on visiting intention, therefore (4) patient's perception does have significant and positive effect towards visiting intention through service quality.

**KEYWORDS:** Patient's Perception, Service Quality, Visiting Intention, Traditional Health Service.

### I. INTRODUCTION

In the medical field, not only are treatment methods available in modern medicine, but traditional treatment methods are also utilized. The Health Minister Regulation in the Republic of Indonesia, Number 15, states that traditional treatment methods are also one of the endeavours for a treatment or cure beyond medical science or nursing. Traditional treatment methods are used to increase a person's health, prevent disease, cure, and recover.

As for the traditional treatment system, it can be an alternative for society to cure some diseases. The development of the treatment is influenced by some factors, such as social factors, economic factors, culture, psychology, and how people feel weary about the usual modern treatment and medical facilities. Conversely, people also found the success and advantages of the traditional treatment and the knowledge about illness and disease (Assegaf, 2021). The traditional treatment method services can identify health problems not only from the physical aspect of the person but also from the person's psychology and social aspects, such as the community and family of the patient.

The interest in traditional treatment methods as an alternative has arisen these days. Traditional treatment methods can be alternative healthiness treatment and medical that have not yet become a part of conventional treatment. A safe and effective practice is still gradually registered as a leading practice, so the list of traditional treatments is often changing. According to Aprilla (2020), most traditional treatment methods have a bone and joint massage concept.

The service quality needs to be met to satisfy the patients's needs. Jalias (2020) found a significant effect on the service quality of a dentist for patients re-visiting Tamalate Health Center, Makassar. A good service quality effectively utilizes all the resources in the hospital, health centre, or traditional treatment method. On the other hand, good service is also given to the community safely according to the ethics, law, and social culture of the community itself. Good service quality will affect many things, including how people respond to the traditional treatment method.

One of the customers' responses to good service quality is that they want to re-visit the place. The re-visit intention appears as a behaviour that shows the customer's intention to keep re-visiting a place after receiving a good service or other indicator. Ngajum Sub-District is famously known for its health service function, which appears to be a traditional method. In this research, two traditional treatment methods are investigated. First is "Health Service Holistic Ngajum", located in Dukuh Pabrian, Ngajum. This health service offered traditional massage, reflexology, and cupping therapy. They only have three human resources skilled in traditional treatment methods, but the health service is already getting permission from the local Health Official.

# The Mediating Effect of Service Quality in Patient's Perception and Visiting Intention in Traditional Health Service Ngajum Sub-District

The second is "Health Service Kemkem" in Ngajum. This traditional health service offers massage and reflexology and provides bone dislocation restoration. The health service has already gotten permission from local health officials, and its purpose is to help people with traditional treatment. Most people in the Ngajum Sub-District still adhere to noble values in the community. They often believe more in traditional treatment to cure their sickness and are more likely to visit traditional treatment methods than a hospital or a health centre. The reason is that they are influenced by social and economic factors and their personal experiences. Notoatmodjo (2020) also found that the traditional treatment method is preferable to the modern method for some reason; the treatment is carried out until it is complete and the patient is fully fit; the contact time with patients is not limited to working hours, it can be 24 hours so it is easier for the patient, the treatment is for recovering and nursing, and also the treatment is family-like.

Based on the background, this research analyses the mediating effect of service quality on patient perception and visiting intention in the Ngajum Sub-District. On the other hand, the traditional treatment method realizes that in addition to the patient's physical condition, the therapist must also strengthen the patient mentally; they have to affirm that they can be cured by the traditional treatment method. In this case, the patient is expected to have a re-visit intention in the traditional treatment method to maintain their health.

## II. LITERATURE REVIEW

### Perception

Perception is an individual process of giving an opinion about what an individual sees and feels around their surrounding (Fahmi, 2022). Kotler and Keller (2016) said that perception is not only based on physical stimulation but also corresponds to the surrounding environment and the individual state at the moment. Two factors affect perception. The first is internal factors that emerge from inside the individual, such as biologicals or physical and psychological factors. Second, external factors emerge outside the individual or patient's behaviour, such as the target object and the situation/environment in which perception occurs. In this research, perception indicators consist of 3 indicators: openness, attention and interpretation (Anhar and Haryati, 2020).

### Service Quality

According to Hadikusuma (2015), service is an interaction in giving a service to the customer; good service is done quickly and correctly so that the service can satisfy the needs. Kotler (2017) said that service consists of intangible, inseparable characteristics, and there are so many variations because the service is according to who is providing it; service is also considered not durable and cannot be stored. In this research, service quality consists of 5 indicators: tangible, reliability, responsiveness, assurance, and empathy (Jeany and Siagian, 2020).

### Visiting Intention

According to Aulia (2020), intention is an encouragement to motivate someone to do something. Kotler and Keller (2013) found that visiting intention is a consumer's action in choosing or deciding to visit a place based on their experience of visiting. In this research, visiting intention consists of four indicators: re-use services, past experiences, recommend to other people, and continue to use when needing health services again in the future (Sari and Pangestuti, 2018).

## III. METHODS

This research uses explanatory research to explain the variables' position and impact on each other (Sugiyono, 2017). Therefore, this research uses the quantitative method and consists of one independent variable, Patient Perception (X1), one dependent variable, Visiting Intention (Y2), and one mediation variable, Service Quality (Y1). The sampling method used purposive sampling and found 75 respondents, 20 years old and over, who were already visiting Holistic Traditional Treatment or Kemkem Traditional Treatment in the Ngajum sub-district. The data collection was done using a questionnaire with the Likert scale. Moreover, the data analysis includes descriptive analysis and hypothesis analysis using SEM, which is a combination of factor analysis, regression and path analysis.

## IV. RESULT

### A. Respondent characteristics

Initially, the questionnaire was distributed to 75 respondents which are the customer that more than 20 years old dan already visiting Holistic Traditional Treatment or Kemkem Traditional Treatment in Ngajum sub-district. Furthermore, the characteristics of the respondent explain in Table 1:

Table 1: Respondent Characteristics

Characteristics	Category	N	Precentage
Age	25-30 years old	18	24%
	31-40 years old	34	45,3%

**The Mediating Effect of Service Quality in Patient’s Perception and Visiting Intention in Traditional Health Service Ngajum Sub-District**

	>41 years old	23	30,7%
Occupation	Farmer	29	38,7%
	Businessman	32	42,7%
	Employee	14	18,7%
Visiting Times	2-5 times	44	58,7%
	6-10 times	19	25,3%
	First time	12	16%

Table 1 indicate that most of the respondent are 31-40 years old, a businessman and already visit Holistic Traditional Treatment or Kemkem Traditional Treatment in Ngajum sub-district 2-5 times.

**B. Classic Assumption Test**

This study has 3 assumption tests. First is multicollinearity found that the VIF value is 1.756 smaller than 5, therefore in this regression free from multicollinearity. Second is normality test, found that the data scattered in line with the diagonal, therefore the data is all normal. Last is heteroskedasticity test found that the scatterplot is scattered around so there is no heteroskedasticity in this data.

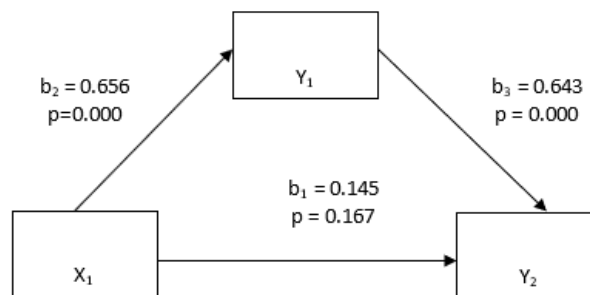
**C. Hypothesis Test**

**Table 2: Hypothesis Test**

Hypothesis	Coefficient	t	Sig.	Summary
<b>Direct Effect</b>				
Patient’s Perception (X1) -> Visiting Interest (Y2)	0.145	1.397	0.167	Insignificant
Patient’s Perception (X1) -> Service Quality (Y1)	0.656	7.427	0.000	Significant
Service Quality (Y1) -> Visiting Interest (Y2)	0.643	6.180	0.000	Significant
<b>Indirect Effect</b>				
Patient’s Perception (X1) -> Service Quality (Y1) -> Visiting Interest (Y2)	0.656* x 0.643* = 0.421			Significant

Note: \* is significant

Table 2 found that patient’s perception had a significant value 0.167 which means the variable is not significant towards direct effect in visiting interest. Therefore, patient’s perception had significant value 0.000 towards service quality and service quality had significant value 0.000 towards visiting interest. It means that patient’s perception significantly influences service quality and service quality significantly influence visiting interest. As for the indirect effect found that the value is 0.421 and significant which are bigger than the direct-insignificant-effect, means that service quality able to mediate between patient’s perception and visiting interest. Therefore, the path analysis diagram shown like this



**Image 1: Path Analysis Diagram**

**D. Discussion**

1) Patient’s perception effect towards visiting intention

The result of this research found that patient perception did not significantly influence visiting intention. This differs from the research by Soulisa (2020), which found that perception positively influences the intention to visit. According to this research, most of the respondents feel that if the treatment method is ineffective for curing their illness or does not improve their health, they choose not to return to the traditional treatment and do not recommend the place to another person.

## The Mediating Effect of Service Quality in Patient's Perception and Visiting Intention in Traditional Health Service Ngajum Sub-District

Therefore, the patient's perception is not significantly impacted because sometimes the patient doesn't feel any progress after doing traditional treatment and prefers not to visit again.

### 2) Patient's perception effect towards service quality

This research found that patient perception significantly influences service quality, direct facts of service in the form of tangible. A comfortable and adequate facility can bring a good perception for the patient, as well as the cleanliness of the building. On the other hand, human resources also provide a great solution to the patient and provide good hospitality so the patient feels comfortable, which affects their perception of the place. Therefore, if the perception is good, the places also improve their service quality to maintain the excellent perception itself. This aligns with Veronika (2021), who found a significant relationship between perception and service quality.

### 3) Service quality effect towards visiting intention

The result of this research found that service quality significantly influences visiting intention. Most respondents chose the comfortable facility in the building, and the staff's outstanding hospitality makes them want to return to the traditional treatment or recommend it to others. The staff can also bring an excellent solution to their worries in the empathy indicator. The goodness of the services can improve the intention of patients to visit. This is in line with Nova (2022), who found a significant relationship between service quality and visiting intention in a local health centre.

### 4) Patient's perception effect towards visiting intention through service quality

Service quality is able to become a mediation between the patient's perception and visiting intention. A good service quality can play an essential role in increasing visiting intention. Offering great service quality and complete facility service in the traditional treatment method increased patient satisfaction and loyalty. As for the traditional treatment centre, it can increase its good image and competitiveness and attract more patients. To increase service quality, this research found that the patient's perception needs to be positively maintained by creating biological and psychological factors, including the target object and the situation/environment in which perception occurs (Anhar and Hariyati, 2020).

## V. CONCLUSION

1. The patient's perception is supported by the patient's ability to easily ask questions and discuss their troubles. On the other hand, service quality is supported by the hospitality of the staff and the comfortable facilities in the building. The patient's intention to visit is supported by the intention of the patient to recommend the traditional treatment method to other people and re-visit it in the future.
2. Even though the patient has a good perception of the traditional treatment method, it has been found that it does not directly influence the intention to visit. Some respondents feel no change in their illness, so they choose not to re-visit the traditional treatment method and do not recommend it to other people.
3. Great service quality, including a comfortable traditional treatment method and staff friendliness, can increase the patient's intention to visit again or recommend it to others.
4. This research found that a good perception of the patient can increase service quality, and if the service quality is increasing, the visiting intention also becomes high. That means service quality can mediate between perception and visiting intention and become an indirect effect; meanwhile, the direct effect is not significant.

Based on the research results obtained, there are several suggestions for improving Holistic Traditional Treatment or Kemkem Traditional Treatment in Ngajum sub-district:

1. Traditional treatment needs to create a good perception for patients who come to cure their illness or for expectant patients.
2. Traditional treatments have to maintain their service quality. This research found that the comfortable facility and the staff's hospitality bring a good perception of the patients, so these qualities must be maintained.
3. Traditional treatment needs to know that patients should write testimonies and good reviews about their experience with traditional treatment so that other people and potential patients can be sure about their choices. The testimonies can be shared on the website, brochure, or social media.

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## The Mediating Effect of Service Quality in Patient's Perception and Visiting Intention in Traditional Health Service Ngajum Sub-District

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