

THE EFFECT OF PATIENT ACCEPTANCE THROUGH ONLINE MEDIA ON PATIENT SATISFACTION AT CICENDO EYE HOSPITAL BANDUNG

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Abstract: *This study aims to determine The Effect of Patient Acceptance Through Online Media on Patients at Cicendo Eye Hospital Bandung in the Covid-19 Situation. This research uses method with quantitative approach, data analysis technique: validity test, reliability test, simple linear regression test, t test and coefficient of determination test. Data collection techniques used were observation, questionnaires, literature study with the research subjects were outpatients at Cicendo Eye Hospital Bandung with simple random sampling technique as many as 30 people. The results of the study based on simple linear regression analysis found that there was no significant effect of online reservation on patient satisfaction. The positive correlation coefficient means that it has a unidirectional relationship. The better the online reservation owned by the hospital, the higher the patient satisfaction. Conversely, if the online reservation is bad, the patient satisfaction will also be low, therefore the hospital leadership, especially the Cicendo Eye Hospital Bandung, continues to provide online reservation services to patients to get increased patient satisfaction.*

Keywords: *Online Media, Patient Satisfaction, Cicendo Eye Hospital Bandung*

1. Introduction

The current COVID-19 pandemic is forcing many health systems to proactively reduce the delivery of health services to reduce contact with health care facilities in order to avoid exposure to the virus. There are concerns that the suspension of services has a negative health impact, so the use of online reservations may provide a viable alternative to consider. Therefore, the Ministry of Health urges hospitals and other health care facilities to develop and use online reservation services to accept new patients as well as older patients for hospitals in providing health services to the community. It is believed that online reservations are an innovative approach to managing the COVID-19 situation.

Online reservation services will make it easier for outpatient registration. Cicendo Hospital has implemented an online registration system for outpatient services (Chorbev et al., 2011). People do not have to bother coming to the hospital to register and get services at the Outpatient polyclinic. Now with only an internet connection that can be carried out anywhere, people can directly register online. (Peine et al., 2020).

Several online reservation services in the COVID-19 era by providing information and making it easier for prospective patients to register without having to make direct contact (online). (Coelho, 2011) Understanding the desire and the needs of consumers in this case the patient is an important thing that affects patient satisfaction. Satisfied patients are a very valuable asset because if patients are satisfied they will continue to use the services of their choice, but if patients are not satisfied they will tell twice as much to others about their bad experiences. To

get more patients and to keep patient a company or hospital must create and manage a system to create patient satisfaction. but efforts to improve or complete satisfaction can be done with various strategies by the hospital to be able to seize patients (Jnr, 2020).

Customer satisfaction is a perception of a product or service that has met their needs (Sekar, 2018 in (Kusumastuti, 2019)). Good service from a hospital will prove that the hospital is of good quality. Patient satisfaction is one indicator of the success of health services in hospitals.

Literature Review and Research Hypotheses

Online media

Online media is a medium that uses the internet, at first glance people will judge online media is an electronic media, but experts separate it into a separate group. The reason is that online media uses a combination of print media processes by writing information that is channeled through electronic means, but also relationships with personal communications that seem individual.

Online media is the mass media that we can find on the internet. As mass media, online media also use journalistic rules in their work system. (Dobke et al., 2011)The internet as an online media is as a new media, the internet has several characteristics, such as technology-based media, flexible character, interactive potential, functions privately and publicly, has low regulations, and is related. The Internet also creates a new gateway for organizations that can be accessed globally from all corners of the world. The interactive characteristics of the internet can be an effective means of building and maintaining mutually beneficial relationships if the web is used properly.

According to Indah Suryawati in her book *Journalism An Introduction: Theory and Practice (Jurnalistik Suatu Pengantar: Teori dan Praktik)*, states that the mass media is a tool or means used in delivering messages from sources (communicators) to audiences (communicants/recipients) by using mechanical communication tools, such as newspapers, radio, television, film, and the internet (Suryawati, 2016).

According to Romli, online media is the third generation after print and electronic media. Online media is a simplification of conventional media forms which refers to the development of digital technology that converts text, graphics, images, and videos into digital data in the form of bytes (Saputraa et al., 2012).

Online media has its own advantages, the information is more personal which can be accessed by anyone, anytime, and anywhere. Of course, it provided by the form of a set of computers and an internet network (Fabbrocini et al., 2011). Another advantage is that the information distributed can be updated at any time if necessary every second. Moreover, online media also completes news search and news preparation facilities that can be accessed easily.

The weakness of online media lies in the equipment and capabilities of its users. Online media must use computer equipment and internet networks, which until now are quite expensive, especially in Indonesia, not all regions have internet networks, besides that special skills are needed to use them, and maybe not many have mastered it.

The success or failure of an online media can be measured using helpful measuring tools such as Google Analytic tools. There are many parameters in a tool. One parameter with other parameters are related. To draw a comprehensive conclusion about online media, it is necessary

to read all the data. There are several important parameters that can be a quick guide to measuring the success of online media, such as:

- 1) *Media Online Followers*. The number of followers that continues to grow indicates that online media content is interesting. The desire to follow is a sign that online media is liked. If this is consistently done, then it creates customer loyalty to enjoy every information provided.
- 2) *Media Online Shares*. One strong indication that online media content is attractive to customers is the large number of shares. Customers who feel that online media content is interesting and in line with expectations, will certainly share the content with their friends. Or, at least, share the information in the timeline on each customer's social media accounts.
- 3) *Feedback*. Good online media content according to customers, will invite a lot of interaction. For example, in the form of comments. This kind of interaction is an indication that the online media content created has succeeded in getting a response. Insights on this matter are valuable in relation to optimizing online media content that will be created at the next opportunity.

Patient Satisfaction

Kotler (in Nursalam; 2011) states that satisfaction is a person's feelings of pleasure or disappointment that arise after comparing his perceptions or impressions of the performance or results of a product and his expectations. Westbrook & Reilly (in (Tjiptono, 2007)) argues that customer satisfaction is an emotional response to experiences related to certain purchased products or services, retail outlets, or even behavioral patterns (such as shopping behavior and buyer behavior), as well as the market as a whole. According to (Yamit, 2002), customer satisfaction is the result (outcome) that is felt on the use of products and services, equals or exceeds the desired expectations. Meanwhile, (Pohan, 2007) states that patient satisfaction is the level of patient feelings that arise as a result of the performance of the health services he gets, after the patient compares with what he expects.

According to Budiastuti (in (WIDANINGSIH, 2008)), the factors that influence patient satisfaction are the quality of products or services, patients will feel satisfied if the results of their evaluation show that the products or services used are of quality, quality of service, patients will feel satisfied if they get good service or as expected, emotional factors, patients feel proud, satisfied and amazed by hospitals that are seen as "expensive hospitals, the more expensive the price of treatment, the patients have greater expectations. Cost, patients who do not need to incur additional costs or do not need to waste time to get services, then patients tend to be satisfied with these services.

The patient's assessment of the nurse's service is based on the patient's experience. Aspects of patient experience can be interpreted as a treatment or action from a nurse who is currently or has been experienced, felt and borne by someone who uses the services of a nurse. According to Zeitham and Berry (in (Tjiptono & Pemasaran, 2002)), aspects of patient satisfaction include privilege, conformity, constancy, and aesthetics.

Several methods for measuring customer satisfaction are:

- 1) Complaint and suggestion system; To provide opportunities for customers to submit complaints or suggestions, customer centered organizations provide extensive

opportunities for their customers to submit suggestions and complaints, for example by providing suggestion boxes, comment cards, customer hot lines and others.

- 2) *Ghost shopping*; is one way to get a picture of customer satisfaction by employing several people to act as buyers to report their findings about the strengths and weaknesses of products and competitors.
- 3) *Lost Customer Analysis*; that is, by contacting the lost customers and understanding why this is happening. An increase in the lost customer rate indicates the company's failure to satisfy customers.
- 4) Customer satisfaction survey; namely by conducting surveys to be able to get feedback or responses directly from customers.

Hypothesis

Based on the discussion, the hypothesis proposed in this study is H0 there is an effect of patient acceptance through online media on patient satisfaction at Cicendo Eye Hospital Bandung. The hypothesis was measured by a hypothesis test, namely the T test.

2. Research Method

The research method used in making this scientific article is quantitative research methods which is observational research. Meanwhile, in terms of time, this research is a cross sectional study, namely the observation is carried out once in a certain time, the research location is at Cicendo Eye Hospital Bandung.

Table 1. Operational Definition

Variable	Definition	Indicator	Scale
Online Reservation (Efficiency) (X)	The ability of the customer to access the website, search for the desired product and information related to that product, and leave the relevant site with minimal effort.	The ability of customers to access the website.	ordinal
		The level of ease of finding notification information on the website.	
		The rate of processing speed for entering and leaving the site / logging out.	
Online Reservation	The company's actual performance contrasts with	Site performance level on first use.	ordinal

(Fulfillment) (X)	what was promised through the website, including the accuracy of service promises, such as product stock availability and product delivery in accordance with the promised time.	Service confirmation speed level.	
		Availability of product stock,	
Online Reservation (System Availability) (X)	The technical functionality of the site in question, works as it should.	Website works fine.	ordinal
		The level of ease of operating the site.	
		The level of network disturbance problems.	
Online Reservation (Privacy) (X)	Guarantee and company's ability to maintain data integrity from customers.	The level of reliability for not misusing information.	ordinal
		The level of security during the process of using the service.	
Patient Satisfaction (Y)	The buyer's cognitive situation relates to the equivalence or disproportion between the results obtained compared to the sacrifices made.	The level of suitability of the online ticket reservation service with the needs.	ordinal
		The level of conformity of the online ticket reservation service with expectations.	
		The level of customer willingness to recommend	

		online ticket reservation services to others.	
		The level of desire to continue using the online ticket reservation service.	

This study uses primary and secondary data. With a sample of 30 outpatients at Cicendo Eye Hospital Bandung. For data collection techniques uses observations, interviews, questionnaires, literature studies, documentation with data analysis techniques, namely simple linear regression test and coefficient of determination test. As well as, followed by hypothesis testing, namely the T test to determine the effect of patient acceptance through online media on outpatient satisfaction at Cicendo Eye Hospital Bandung.

3. Results and Discussion

3.1. Results

To see how the effect of patient acceptance through online media on patient satisfaction at Cicendo Eye Hospital Bandung based on the results of research with SPSS version 24 data processing, the researchers can display the output results as follows:

Simple Linear Regression Equation

Table 2. Simple Linear Regression Equation

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	6.355	6.459		.984
	online reservation	.206	.136	.313	1.509

a. Dependent Variable: patient satisfaction

Then the equation obtained from this formulation is:

$$Y=6.355+0.206x$$

Where:

- a: 6,355 it means that if there is no change in the online reservation (independent variable), then the patient satisfaction value is 6.355 as a constant value for (the dependent variable).

- b: 0.206 it means that every increase in online reservation by one unit will affect the increase in patient satisfaction by 0.206 units.

Coefficient of Determination

The coefficient of determination essentially measures how far the model's ability to explain the variation of the dependent (bound) variable is. The value of the coefficient of determination that is close to one means that the independent variables explain almost all of the information needed to predict the dependent variable. The results of the calculation of the coefficient of determination can be seen in the following table:

Table 3. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.313 ^a	.098	.055	1,630

a. Predictors: (Constant), online reservation

In the results of the SPSS model summary table output with predictor (constant) online reservation, it can be seen that the R value, also known as the correlation coefficient, is 0.313, meaning that the correlation coefficient is marked by (+) positive, meaning that it has a unidirectional relationship. The value of R square is 0.098, meaning that the effect of online reservation on patient satisfaction is 9.8% and the rest is influenced by other variables not examined in this study.

Hypothesis test

The hypothesis proposed by the author in this study is that there is an effect of patient acceptance through online media on patient satisfaction at Cicendo Eye Hospital Bandung, then the analysis was carried out using the t-test technique. The t-test is useful for testing the significance of the regression (b), namely whether the independent variable (X) *online reservation* has a significant effect or not. In testing this hypothesis, the author takes a confidence level of 95% with $\alpha = 0.05$.

Table 4. T Test

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	6.355	6.459		.984
	online reservation	.206	.136	.313	.146

a. Dependent Variable: patient satisfaction

Known:

Then T count $1.509 > T \text{ table } 2.080$ this means H_0 is rejected, meaning that online reservation does not have a significant effect on patient satisfaction.

3.2. Discussion

This study aims to determine whether there is an influence between online reservations and outpatient satisfaction at Cicendo Eye Hospital Bandung. After the researchers obtained and collected data from each respondent who was given a questionnaire, the researchers then processed the data using SPSS statistics 24 software for windows. Validity and reliability tests were conducted to test whether each statement item in the questionnaire distributed to respondents was feasible and valid, so that it could be used for the research process.

After testing the validity and reliability, it is known that all statement items with a total of 15 statements in the questionnaire are declared valid in the validity test and feasible in the reliability test. After that, calculations were made to calculate simple linear regression analysis, test the coefficient of determination and test the hypothesis, namely the T-test.

The results of the analysis can be seen that *online reservation* (X) does not have a significant effect on patient satisfaction because the level of significance shown is greater than 0.05, which is 0.146. The interpretation is that, the better the online reservation felt by the patient, the less it will affect patient satisfaction at Cicendo Eye Hospital Bandung. Therefore, the hypothesis in this study was rejected.

Based on the calculation results, it can be seen that the magnitude of the influence of the independent variable (X) on (Y) is $R^2 = 0.098$ or about 9.8%. Thus, there is the influence of other variables that are not involved in this study, which is 90.2%.

These other factors need to be considered because they can have a positive meaning in shaping creating satisfaction, especially patient satisfaction at Cicendo Eye Hospital Bandung. Several factors that influence satisfaction are based on empirical findings as well as in a theoretical perspective, such as marketing mix variables, service quality, and work environment.

4. Conclusion

From the results of the study it can be concluded that there is no significant effect between online reservations and patient satisfaction at Cicendo Eye Hospital Bandung. This can be interpreted that changes in online reservations will not have much effect on patient satisfaction at Cicendo Eye Hospital Bandung.

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