

Patients' perception of private hospital services: A Study in the medical check-up department from the perspectives of corporate & insurance patients

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Abstract.

Background: The corporate image is the fundamental performance aim of public relations practitioners which is formed through experience services that are obtained through the perception of the visitors when visiting a particular place, such as a private hospital.

Aims: This study aims to investigate the image of a private hospital in Surabaya, Indonesia, especially at the Medical Check-Up section, from the visitors' perspectives.

Methods: The image measurement was done based on five image measuring indicators, namely primary impression, familiarity, perception, preference, and position. This research was descriptive research that used a quantitative approach and survey methods. The data was collected by distributing questionnaires to a total sample of 100 respondents who were chosen by using the simple random sampling technique. The data was analyzed by employing the descriptive statistical analysis and cross-tabulation technique.

Results: The image of the private hospital, particularly of the Medical Check-Up section, was positive according to the visitors' perspective. The highest image indicator was the primary impression with an average score of 4.14, while the lowest one was the position with an average rating of 3.59. The acquisition of the other indicators' average score was recorded as much as 4.12, 4.09, and 3.92 for familiarity, preference and perception indicators, respectively.

Conclusion: This study concludes that a positive image with the highest percentage is given by medical visitors corporate. On the other hand, the negative image with the highest rate is provided by medical visitors' insurance.

Keywords: *Corporate Image, Private Hospital, Visitors' Satisfaction, Medical Check-Up Section*

1. Introduction

A positive image or an image formed by a company is an essential key for maintaining the public and increasing the company's profit[1]. Company management needs to continue to follow up regularly in monitoring the condition of the company's image in the public's eyes. Therefore, the task of a company is to identify the image to form in the public and the community[2-4].

Public relations is a management function that has the goal of gaining trust from the public, a sense of mutual understanding, positive image, and loyalty[5,6]. One literature further argued that public relations activities within the company, including making an annual report, taking care of the company's identity, and managing the corporate image formed in the community[7].

One of the industries that takes a large part in people's lives and is continuously encouraged to

develop their services so that they become more qualified is the health service industry. Hospital services are often rated by most people as a non-profit institution that does not care about the personal condition of each patient by providing unsatisfactory services, such as bad food or unfriendly nursing services[8] [5]. To change and shape the positive public perception of hospitals, there is a role for the public relation practitioners behind it. Public relation practitioners in hospitals have two leading roles; the first is to strengthen and maintain the public's perception of hospital institutions as a place that upholds medical skills, feelings of compassion, and efficiency of hospital services. Second, public relation practitioners play a role in marketing a variety of health services within the hospital[8].

In a private hospital in Surabaya, Indonesia, where this study took place, there is a medical check-up section, as a manifestation of the hospital's vision to be more active and broader public outreach in by taking preventive measures through health checks or medical check-ups. Moreover, several categories of visitors are entitled to feel the services of the hospital, namely private, corporate, and insurance visitors. Thus, this study was conducted to find out the company image, which, in this case, is the referred private hospital, through the visitors' perspectives, especially at the Medical Check-Up section.

This study was conducted by relying on the theory and previous research. One of the previous studies that the authors used as a guide was the research carried out by Felicia Tjoanda in 2016[9]. In contrast to Tjoanda's research examining the image of a coffee shop product and a service industry, in this study, the authors focused on the image of a private hospital in Surabaya. Furthermore, in this study, the corporate image was measured by employing five measurement indicators, namely primary impression, familiarity, perception, preference, and position[10].

2. Research Methods

2.1 Research Conceptualization

This study is a descriptive study with a quantitative approach. Descriptive research is research that describes a particular situation or event[11]. This study aimed to describe the characteristics of a specific situation[12] besides to explain and summarize the various conditions, circumstances, or variables that arose in the object community[13]. Moreover, this study also employed one of the research methods of descriptive research called the survey research method. Survey research is a systematic method that reveals a particular social phenomenon[14]. The survey in this study, then, was conducted on samples taken from the visitors of the Medical Check-Up section in the referred private hospital to find out how the image of the Surabaya Hospital was depicted in the eyes of visitors.

2.2 Research Subjects

The samples of this study were 100 visitors to the Medical Check-Up section in the referred private hospital. The subjects, furthermore, were the visitors who experienced the services of the hospital; thus, they were fit to perceive the image of the hospital.

2.3 Data Analysis

The obtained data from the survey were then measured by five indicators that make up the image structure, namely primary impression, familiarity, perception, preference, and position. Measurement and analysis of data in this study were completed by employing a Likert scale before further analyzed by using descriptive statistical analysis and cross-tabulation.

2.3.1 Primary Impression

The primary impression indicator is a combination of the visitors' first impressions about the private hospital [10]. In describing the visitors' first impression towards the private hospital, the primary impression indicator was defined based on the values and services that the hospital wants to achieve.

Table 1. Average Values of Primary Impression

No.	Statement Variable	Mean
1.	The Value of Love (Serve Wholeheartedly)	4.14
2.	Concern Value	4.16
3.	Integrity Value	4.16
4.	Honesty Value	4.17
5.	Empathy Value	4.15
6.	Passion in Serving	4.14
7.	Professionality	4.08

Table 1 displayed an overview of the visitors' first impression of the private hospital. From the average values obtained, it can be seen that all values showed an average value above 4, which indicated a positive score given by the visitors regarding the Medical Check-Up section. It can be further seen that the highest impression was the impression regarding the honesty of the hospital when providing services. In contrast, the lowest one was related to the professionalism of the services.

2.3.2 Familiarity

Familiarity indicator is an indicator that measures how familiar the visitors are to the introductory information of the hospital. The familiarity further covers the products or services provided, personnel involved, and aspects of company policy[10]. In this study, however, the authors measured the familiarity indicator based on the level of emotional closeness, such as the trust level, and the level of visitors' knowledge about the services provided by the hospital.

Table 2. Average Values of Familiarity

No.	Statement Variable	Mean
1.	International Standard Private Hospital	3.93
2.	Know Medical Check-Up Services Information	4.10
3.	Know Emergency Center Services Information	4.16
4.	Know Specialist Doctor Services Information	4.18
5.	Know Inpatient Service Information	4.20
6.	Know Outpatient Service Information	4.17

From Table 2, it can be noticed that the highest average score was obtained by the indicator regarding the visitors' familiarity towards the hospital's inpatient services, with an average of 4.20. The lowest average value, on the contrary, was obtained by the indicator measuring the familiarity level about the hospital as an international-standard private hospital, with an average of 3.93. From these findings, it can be further implied that overall, the visitors had a positive image regarding their familiarity. In the sub-indicator of knowledge, the highest average was obtained by the familiarity with emergency services indicator. In contrast, the lowest indicator average from the same sub-indicator was acquired by the information on whether the hospital is an international-standard private hospital.

2.3.3 Perception

Perception describes how opinions are formed in the minds of the visitors regarding inherent aspects in the referred private hospital. Vos M.[10] further argued that the perception indicator is a crucial element in shaping the image of an institution, where the perception itself is carried out by the public when considering inherent characteristics of an organization. Moreover, the assessment was given spontaneously to visitors who have experiences with related organizations [10]. Service provider and the user of services, however, may have different perceptions regarding services[15].

Table 3. Average Values of Perception

No.	Statement Variable	Mean
1.	Medical Officer's Skill in Use Health Checks Tools	4.22
2.	Medical officer mastering health checks information	4.22
3.	Medical Officer's Respond when On Duty	4.09
4.	Medical Officer Courteous when Serving	4.24
5.	Medical Officer Empathize with Visitors	4.07
6.	Visitors Donot Feel Worried (Guarantee of Trust)	4.19
7.	Modern medical equipment	4.04
8.	Fast administration service	3.70
9.	Surabaya hospital provide quality information	4.06
10.	Clean Environment of Surabaya Hospital	4.15
11.	Comfortable Environment of Surabaya Hospital	4.05
12.	Safe Environment of Surabaya Hospital	4.14

From Table 3, it can be seen that from all statements, the level of administrative service speeds in the referred private hospital acquired the lowest average value of 3.70, which depicted a quite drastic difference from the averages obtained by other aspects. Thus, it can be interpreted that visitors felt that the hospital's administration services were still slow and needed to be improved. On the contrary, the highest average score was obtained by the statement that stated if the health workers were polite in serving the visitors, which was 4.24. Through this statement, it can be seen that the visitors rated positively on the politeness of the health workers when serving them. The other statements, however, still obtained an average score above three that indicated a positive image.

2.3.4 Preferences

Preference is a measuring indicator that looks at the attributes of an institution chosen by the public and becomes a reason for them to select an institution [10]. Based on this understanding, this indicator referred to the attributes of the hospital that become the overall advantages in shaping the company image.

Table 4. Average Values of Preferences

No.	Statement Variable	Mean
1.	Choosing quality services	4.10
2.	Choosing medical officers who show concern	3.99
3.	Choosing modern technology medical equipment	3.95
4.	Choosing affordable inspection prices	3.66

Based on Table 4. the aspect that acquired the highest average score was the one stating that the referred hospital provided betterquality service than other private hospitals in Surabaya, with an average value of 4.10. In contrast, the lowest average was 3.66, which was obtained by the aspect stating that the examination price in the hospital was higher compared to other private hospitals. The acquisition of the average score of this indicator still reflected a positive image. However, the indicator (the position of Surabaya Hospital compared to other private hospitals) was at the lowest image position when compared to other measuring gauges.

3. Analysis and Interpretation

In this study, the authors compiled a description of the image of a private hospital in Surabaya obtained experienced by the visitors [10]. The depiction interval for the nature of the image is 2; thus, the acquisition of a score above 3 describes a positive image, while below 3 indicates a negative image.

Table 5. Overall Image of a Private Hospital in Surabaya

	<i>Primary Impression</i>	<i>Familiarity</i>	<i>Perception</i>	<i>Preference</i>	<i>Position</i>
Average score indicator	4.14	4.12	4.09	3.92	3.59
Overall Image	3.98				

The depiction of the image can be seen from the average number obtained as a whole (as shown in Table 5). Additionally, from a score of 1 to 5, the average value of responses in all image measuring indicators is positively depicted with an average score of **3.98**. In explanation, the indicators that obtained an average of 4 and above were primary impression (**4.14**), familiarity (**4.12**), and perception (**4.09**). Whereas, preference and position acquired an average value of fewer than 4, namely **3.92** and **3.59**, respectively. With the detailed explanation of these mean values, it can be further implied that the visitors have a positive image towards the referred private hospital for each measuring indicator, with the highest score obtained by primary impression and the lowest score was position. The image of the Surabaya Hospital is formed by image-forming indicators where each indicator is adjusted to the values and aspects of medical check-up services that determine the quality of services provided. Based on the overall results, therefore, it can be disclosed that the majority of the referred private hospital's visitors have a positive image towards the hospital.

3.1 Crosstab

In this section, the view of the private hospital's image is cross-tabulated based on the characteristics of respondents, for instance, the types of services segmentations obtained by visitors and service received by visitors' status. Crosstab image view based on the type of medical check-up service at the hospital illustrated the visitors' perception; consisting of insurance, corporate, and private services visitors.

Table 6. Crosstabs Types of Services

Types of services	<i>Primary Impression</i>		<i>Familiarity</i>		<i>Perception</i>		<i>Preference</i>		<i>Position</i>	
	(-)	(+)	(-)	(+)	(-)	(+)	(-)	(+)	(-)	(+)
Insurance	1	7	1	7	4	4	3	5	3	5
% total	12.5	87.5	12.5	87.5	50.0	50.0	37.5	62.5	37.5	62.5
Corporate	6	35	7	34	7	34	9	32	9	32
% total	14.6	85.4	17.0	83.0	17.0	83.0	22.0	78.0	22.0	78.0
Private	6	45	9	42	17	34	15	36	26	25
% total	11.8	88.2	17.7	82.3	33.3	66.7	29.5	70.5	51.0	49.0
Total	13	87	17	83	28	72	27	73	38	62

From Table 6, it can be seen that the types of services that provide a positive image with the highest level in all indicators were respondents from the corporate medical check-up services. In contrast, visitors to private and insurance services only described the highest positive image on one indicator. The highest positive images given by corporate service visitors, furthermore, were on the perception, preferences, and position indicators. The highest positive image on the familiarity indicator, meanwhile, was given by visitors to insurance services, and visitors to private facilities gave the highest positive image on the primary impression indicator. Crosstab of the acquisition services status as drawn in Table 6, further aimed to find out the comparison of the hospital's image when visitors have not received full service.

Table 7. Crosstabs Status for Obtaining Medical Check-Up Services

Service Status	<i>Primary Impression</i>		<i>Familiarity</i>		<i>Perception</i>		<i>Preference</i>		<i>Position</i>	
	(-)	(+)	(-)	(+)	(-)	(+)	(-)	(+)	(-)	(+)
Not yet	5	35	8	32	11	29	10	30	13	27
% total	12.5	<u>87.5</u>	20.0	80.0	27.5	<u>72.5</u>	25.0	<u>75.0</u>	32.5	<u>67.5</u>
Already	8	52	9	51	17	43	17	43	25	35
% total	13.3	86.7	15.0	<u>85.0</u>	28.3	71.7	28.3	71.7	41.6	58.4
Total	13	87	17	83	28	72	27	73	38	62

Based on the status of the acquisition of services, a positive image given by the visitors has decreased in visitors who had received medical check-up services. The results presented in Table 7 became an important finding since there was a decrease in the positive image and an increase in the negative image when a visitor had received a service

It can be thoroughly seen in Table 7 that visitors who had received services only experience an increase in the image on the familiarity indicator, where a positive image increased by 5% from 80% to 85%. According to Vos [10], familiarity indicator can be formed as a whole when someone has direct experience with an organization. Visitors who already have experienced can draw a different image conclusion compared to those who have never experienced direct experience. Therefore, the findings of this supported the theory that stated if when someone has the experience and is directly involved, then the familiarity indicator will increase or can be said to have complete knowledge and increase closeness with an organization.

4. Conclusion

Based on the analysis, it can be concluded that the image of the referred private hospital Surabaya through the visitors' perspective of the Medical Check-Up section is positive. Furthermore, the visitors' the measuring statements indicators showed that 91.7% of the total responses tended to be positive towards the private hospital. The remaining 8.3%, otherwise, was filled with negative tendencies. Of the five image indicators, the indicator with the highest or most positive image is shown by the primary impression indicator with an average value of 4.14. In contrast, the gauge with the lowest value is the position indicator, with an average of 3.59. The results implied that the position of the private hospital is considered having aspects that need to be improved, especially in terms of the examination prices that obtained the lowest image score.

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