Home Care Innovation Relationship Model, Service Quality and Patient Satisfaction at Hospital H.L. Manambai Abdul Kadir

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Abstract— *The Home Care program still seems foreign to the Sumbawa people, in particular, this is due to the lack of socialization about this program. As a result, many Sumbawa people do not know what the concept and service procedures of this Home Care Program are. In addition, the level of public awareness and understanding of the need for the success of the Home Care Program is also a separate problem that must be faced by the implementers of Home Care services. The purpose of this study was to formulate a model of the relationship between indicators of health service innovation "Home Care" and service quality in influencing patient satisfaction at H.L. Hospital. Manambai Abdulkadir. This research is quantitative research with an associative or relationship approach. The population and sample in this study were patients who used the H.L. Hospital Home Care Services. Manambai Abdul Kadir with a total sample of 70 respondents. The validity and reliability tests were carried out in this study using a data analysis method known as Partial Least Square (PLS), PLS is an equation that belongs to the field of Structural Equation Modeling (SEM). The results showed that the Home Care Service innovation at H.L. The influential Manambai Abdul Kadir expects patient satisfaction, then the quality of service at the H.L. Hospital. Manambai Abdul Kadir is able to influence patient satisfaction and finally, the results of this study indicate that the interaction of Home Care Service Innovation with Service Quality has a positive and significant effect on patient satisfaction. The results of this study are able to prove that the service quality variable as a mediating variable has a positive and significant influence on the relationship between Home Care Service Innovation and Patient Satisfaction. Providing good home care services for H.L. Hospital patients Manambai Abdul Kadir will have a positive influence on patient satisfaction, in conditions of good (positive) service quality, this means that Service Quality will strengthen the relationship between Home Care services Innovations offered by H.L. Hospital. Manambai Abdul Kadir on the level of patient satisfaction as a service user of the hospital, in this case, patient satisfaction, will tend to increase. It is recommended for further research related to service quality to be carried out using other variables outside of the effectiveness, efficiency, and accountability variables. This is intended to determine other factors that affect the quality of service at H.L. Hospital. Manambai Abdul Kadir.*

Indexed Terms— *Home Care Services, Service Quality, Effectiveness, Efficiency, and Patient Satisfaction.*

I. INTRODUCTION

Health care is an aspect that cannot be separated from the influence of globalization which is currently a trend. Globalization has changed the way of life of many people, dictated the ups and downs of preferences and choices of people around the world, there will be free, relentless and brutal competition that will overpower and abandon the weak if not prepared to face it. This has led many companies, particularly organizations in the healthcare industry, to innovate in offering their services. Services that are creative and help the community as service customers will be increasingly in demand by the community. Innovation in the public sector is currently a requirement to make service provision more egalitarian, inexpensive, and easily achievable (Suwarno, 2018). Quality health services depend on the level of service and the level of satisfaction of the

people served. Therefore, an important thing in health services is the quality of the services provided. Until now, the community is also dependent on health services through various programs run by the government, both central and local. The extent to which the health program is able to help the community, especially for those who are considered incapable. A service in the health sector can be said to be effective if in its implementation it is able to touch all groups of people, runs continuously through the continuity of the program so that this program can be accepted by all levels of society. One thing that is important in health services is the quality of the services provided. Until now, the community is also dependent on health services through various programs run by the government, both central and local. The extent to which the health program is able to help the community, especially for people who are considered incapable. Service in the health sector can be said to be effective if in its implementation it is able to touch all groups of people, runs continuously through the continuity of the program, so that this program can be accepted by all levels of society. One thing that is important in health services is the quality of the services provided. Until now, the community is also dependent on health services through various programs run by the government, both central and local. The extent to which the health program is able to help the community, especially for people who are considered incapable. Service in the health sector can be said to be effective if in its implementation it is able to touch all groups of people, runs continuously through the continuity of the program, so that this program can be accepted by all levels of society. Until now, the community is also dependent on health services through various programs run by the government, both central and local. The extent to which the health program is able to help the community, especially for people who are considered incapable. Service in the health sector can be said to be effective if in its implementation it is able to touch all groups of people, and runs continuously through the continuity of the program so that this program can be accepted by all levels of society. Until now, the community is also dependent on health services through various programs run by the government, both central and local. The extent to which the health program is able to help the community, especially for people who are considered incapable. Service in the

health sector can be said to be effective if in its implementation it is able to touch all groups of people, and runs continuously through the continuity of the program so that this program can be accepted by all levels of society.

In Indonesia, after the existence of regional autonomy, where a region has the obligation to regulate its own government affairs and the interests of its people, regions are required to provide services that are expected by the community in accordance with changes in service quality. The provision of quality services is an obligation that must be carried out by every state administrator through increasing empowerment, service, community participation and increasing regional competitiveness by taking into account the principles of democracy, justice, equity, and the uniqueness of a region in the NKRI system" (Pratiwi, 2015). A healthy society is the dream of every local government as part of its responsibilities and role as facilitator and mediator for the community it leads. Therefore, it is not surprising that in every government program, health is one of their main priorities as an effort to create a healthy society (both physically and spiritually). The achievement of the goals of development programs at the state and even regional levels is determined by the physical condition of all levels of society, whether they have professions as government officials, private sector or even ordinary people.

The West Nusa Tenggara Provincial Government for the past few years has made efforts to create the concept of a healthy society through its policies. One of the policies regarding public health is through the Home Care Program which is run intensively and continuously as a way to create quality health services for the community with 24-hour service. The West Nusa Tenggara Provincial Health Office as the technical person in charge of this program has the task of providing information to all health workers at the HL Manambai Abdul Kadir Hospital, regarding the program as well as being the technical implementer of the program to be run.

The Home Care program is an option that is currently expected to be available as an alternative consultation service that can be utilized by the community. The busyness of family members and the complexity of the

medical procedure process make families demand services that can be provided at home. The limited number of inpatient rooms and the increase in cases of chronic diseases make the limitations of inpatient rooms in hospitals so that Home Care is expected to be a solution to solve these problems. The Home Care program is a type of health service, especially nursing that gives clients the choice to have wider control over themselves. Clients freely choose the choice of services to be used,

Innovation is very important for public services because it has the potential to improve overall service quality, and the development of new breakthroughs is a tangible manifestation of achieving regional autonomy. Each local government is required to create new progress in accordance with the needs of the region so that public services can improve significantly and increase the satisfaction felt by the community. The Home Care program implemented at the HL Manambai Abdul Khadir Hospital is a program that has been carried out since two years ago based on the Decree of the Director of the HL Manambai Abdulkadir Hospital.

The implementation of health services through the Home Care program at the HL Manambai Abdulkadir Hospital was carried out starting during the Covid-19 pandemic, where, the number of inpatients before the Covid-19 pandemic amounted to 8,290 people, then 26,137 outpatients, then in 2020 the number of patients inpatients decreased to 3,416 people and outpatients 9,978 people. The Home Care program still seems foreign to the Sumbawa people in particular, this is due to the lack of socialization about this program. As a result, many Sumbawa people do not know what the concept and service procedures of this Home Care Program are. In addition, the level of public awareness and understanding of the need for the success of the Home Care Program is also a separate problem that must be faced by the implementers of Home Care services. Based on the description of the background described above, therefore the authors are interested in carrying out research with the title "Home Care Innovation Relationship Model, Service Quality and Patient Satisfaction at HL Manambai Abdul Kadir Hospital".

II. LITERATURE REVIEW

According to (Ministry of Social Affairs, 2009) Home care is a form of assistance and social care services for the elderly in the family environment or at home as a form of concern for clients by prioritizing the role of family-based communities. Another theory states that home care is a system where health services and social services are provided at home to people with disabilities or people who have to stay at home because of their health conditions (Owano, 2014).

Home care is a health service carried out by professionals in the patient's residence or at the patient's home with the aim of helping to meet the patient's needs in overcoming health problems carried out by a professional health team by involving family members as supporters in the patient's care and healing process so that the family can independent in overcoming their health problems (A parellangi, 2015) Based on the theory that has been put forward by the experts above, it can be concluded that home care is a health service at home that is provided to people with health conditions that do not allow going to the hospital.

In order to improve and improve health services in hospitals, one of them is by creating a 24-hour health service program. Home Care, this program is a Decree of the Director of the HL Manambai Abdulkadir Hospital. Home care is a continuous and comprehensive health service provided to individuals and families around the place. their stay with the aim of improving, maintaining or maximizing health services. Implementation etymologically is derived from English, namely to implement. In Webster's big dictionary, to implement means to provide a means to carry out something, to have an impact or effect on something. In addition to the large webster dictionary, according to Azwar (2010) implementation study is a study of policy studies that lead to the process of implementing a policy. In practice, policy implementation is a complex process, often even politically charged with the intervention of various interests (Suratman, 2017).

According to (Mirnasari, 2020) interpreting innovation in public services can be interpreted as achievements in achieving, improving, and improving

the effectiveness, efficiency and accountability of public services generated by new approaches, methodologies, and/or tools initiatives in public service. The following is an explanation of effectiveness, efficiency, and accountability.

Effectiveness is a state that shows the extent to which the plan can be achieved. The more plans that can be achieved, the more effective the activity will be, so the word effectiveness can also be interpreted as the level of success that can be achieved from a certain method or effort in accordance with the objectives to be achieved. Learning media can be said to be effective when it meets the criteria, including being able to influence, change or can bring results. When we formulate instructional goals, effectiveness can be seen from how far the goals are achieved. The more goals are achieved, the more effective the learning media will be.

Efficiency means a measure of the success of an activity that is measured by the amount of costs or resources used to achieve the desired results. The bias is said that the less funds or resources used in achieving the planned results, the more efficient it can be.

Accountability comes from English accountability which means responsibility or circumstances to be accounted for or circumstances to be held accountable. Accountability is the functioning of all components that drive the company's activities, according to their respective duties and authorities. Accountability can be interpreted as the obligations of individuals or authorities who are entrusted with managing public resources and those concerned with them to be able to answer matters concerning their accountability. Accountability is closely related to instruments for control activities, especially in terms of achieving results in public services and conveying them transparently to the public.

Innovation in the public sector is reform in public services. The characteristics of the system in the public sector which are formalistic, rigid, rigid and the status quo and tend not to like this change, can be diluted through the transmission of a culture of innovation. Innovations that are usually only familiar in dynamic environments such as the business sector are slowly starting to be applied to the public sector (Suwarno, 2008). Meanwhile, according to Lu and Tseng, service innovation can be defined as a process that contains new concepts and the production, development and implementation of behavior. It is also a method, a change in response to the external environment or the first action due to environmental influences on organizational transformation (Lu and Tseng, 2010). Service quality is a part of marketing management that is very influential on the success of an organization, the development of service quality is strongly driven by conditions of competition between companies, technological advances, stages of the economy and socio-culture of the community. Service quality is a must and even an obligation that must be carried out by an organization or company in order to be able to survive and still get the public's trust as a customer.

According to (Prasetyo, 2018) service quality is the result of customer responses after they compare it with the quality they receive. Meanwhile, according to Tjiptono Service quality is the level of excellence (excellent) that is expected and control over these advantages to meet consumer needs. The above definition can be said that whether or not the quality of services depends on the ability of service providers to consistently meet consumer expectations. Quality is closely related to customer satisfaction. Quality provides an impetus to consumers to establish strong ties with the company.

Health services according to (Notoatmodjo, 2010) are a component of health whose main purpose is prevention and improvement of health with community targets. As for another definition of Health Services, namely efforts that are carried out alone or jointly in an organization to maintain and improve health, prevent and cure diseases and restore the health of individuals/individuals, families, groups, or communities (Aswar, 2010). Health services are every effort carried out either individually or together in an organization to maintain and improve health, prevent and cure disease and restore the health of individuals, families, groups or communities in accordance with the limits and so that it is easy to understand (Ministry of Health, 2009).

According to Soejadi (1996) in Kurniati (2020), patients are the most important individuals in

hospitals, so consumers are also the target of hospital products. In a decision process, consumers, namely patients, will not stop only until the process of receiving services. Patients will evaluate the services they receive. The results of the evaluation process will produce feelings of satisfaction or dissatisfaction. It was further explained that patient satisfaction is the first indicator of a hospital's standard and is a measure of service quality. Low patient satisfaction will have an impact on the number of hospital visits, while employee attitudes towards patients will also have an impact on patient satisfaction where patient needs from time to time will increase, as well as demands for the quality of services provided.

Patient satisfaction is a very subjective thing, difficult to measure, can change, and there are many factors that influence as many dimensions as in human life. This subjectivity can be reduced and can even become objective if there are enough of the same opinion on something. Therefore, to assess patient satisfaction, a valid research instrument is used along with good research methods. (Suryawati C, 2014). Service and satisfaction are two things that cannot be separated, because with satisfaction, related parties can correct each other to what extent the services provided are getting better or worse. This is greatly influenced by each officer in providing services.

To find out patient satisfaction, there is no standard that can be used as a guideline, apart from satisfaction that is relative, the expectations and interpretations of patients are also different. But empirically patient satisfaction can be understood by the company by examining the 5 (five) dimensions of service quality by Zeithaml, Berry and Parasuraman in Pasolong (2008) revealing service quality indicators as follows: physical evidence (tangibles), giving attention (emphasis), reliability (reliability), responsiveness (responsiveness), assurance of certainty (assurance). It is hoped that if the Home Care Team realizes the five dimensions of service quality, patient satisfaction will be realized.

III. RESEARCH METHOD

This research is quantitative with assosiative. The location of this research is located at the HL Manambai Abdul Kadir Provincial Sakti Hospital.

One of the reasons for choosing the provincial hospital is because the hospital has implemented Home Care services for its patients for a long time and according to procedures. In addition to the time and cost, the distance to find informants is an efficient location with the focus of research that researchers want to study in this study. Purposive Sampling namely the method of determining respondents based on certain considerations. The considerations used in this study were patients at least 17-45 years old. The reason I took the following criteria was that someone at that age was able to fill out a statement or question well.

The selection of PLS in this study was based on the characteristics of the data in the SEM-PLS model which was in accordance with the sample size proposed by Hair et al (2013) that there is no identification problem or the model can still be estimated with small sample size. This strengthens the researcher to choose PLS because it is in accordance with the number of samples of this study which amounted to 70 respondents. The PLS analysis used in this study was carried out using the SmartPLS version 3.0 software which was operated via a computer.

Assessed based on cross loading, the model has sufficient discriminant validity (> 0.6) if the cross loading value between constructs is greater than the cross loading value between constructs and other constructs in the model (Jogiyanto, 2015). The results of the Discriminant Validity test in this study indicate that all indicators are declared valid, which can be seen in the following table:

Table 1 Value of Discriminant Validity (cross loading) SEM-PLS

Indicator	Construct			
	Home Care Service Innovation	Service Quality	Patient Satisfaction	Note.
X1.1	0.874	0.626	0.590	Valid
X1.2	0.810	0.630	0.576	Valid
X1.3	0.870	0.576	0.680	Valid
X2.1	0.661	0.798	0.580	Valid
X2.2	0.632	0.764	0.554	Valid
X2.3	0.528	0.824	0.605	Valid
X2.4	0.529	0.865	0.587	Valid
X2.5	0.569	0.843	0.543	Valid

Y1.1	0.632	0.573	0.903	Valid
Y1.2	0.700	0.709	0.897	Valid
Y1.3	0.606	0.592	0.891	Valid

Source: Data processed by researchers 2022

In the SmartPLS software, the reliability test can be done by looking at the composite reliability and Cronbach's alpha values from the indicator block that measures the construct. A construct is required to be declared reliable if the composite reliability value is greater than 0.70 (Ghozali, 2014). While the construct is declared reliable with a good level of reliability if it has a Cronbach alpha value above 0.70.

Table 2 Output Cronbach Alpha And Composite Reliability SEM-PLS

Construct	*Cronbach Alpha*	*Composite Reliability*	Information
X1 (Innovation Service "Home Care")	0.810	0.888	Reliable
X2 (Quality of Service)	0.877	0.911	Reliable
Y (Patient Satisfaction)	0.879	0.925	Reliable

Source: Data processed by researchers 2022

Based on table 2, it can be concluded that all constructs meet the reliability criteria. This is indicated by all Cronbach's alpha and composite reliability values which are above 0.60 and 0.70 as recommended criteria.

IV. RESULTS AND DISCUSSION

The data analysis in this study is based on the analytical steps in the SmartPLS software application. Before evaluating the outer model, the first step is to create a path diagram in the smartPLS software. The following is the initial path diagram of this research.
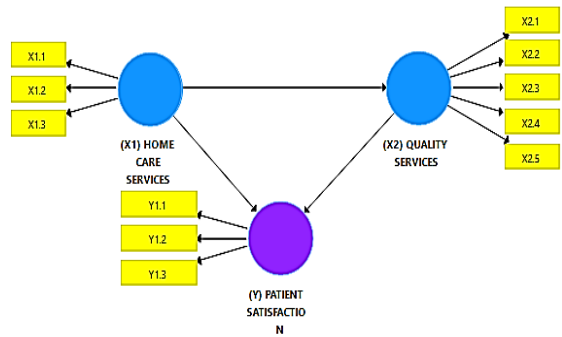

Figure 1 Model Analysis of SEM-PLS

Based on the figure above, the inner model or structural model in this study uses 3 latent constructs consisting of two exogenous latent constructs and one endogenous latent construct. The exogenous latent constructs in this study are Home Care Service Innovation and Service Quality symbolized by Ksi (ξ), and Patient Satisfaction as an endogenous latent construct with the symbol Eta (ε). The three latent constructs are then connected through a path that is adjusted to the relationship built according to the research hypothesis.
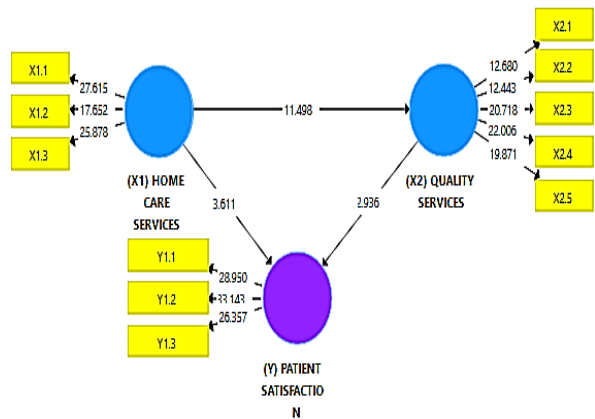

Figure 2 Path Diagram After Boostraping SEM-PLS

Based on the results of the path coefficient output above, it shows that there are three significant construct relationships, namely the influence between Home Care Service Innovation on Patient Satisfaction and can be mediated or strengthened by service quality. As for more details, it can be seen in the original sample values between hypotheses as follows:
1) Testing Hypothesis 1 (Home Care Service

Innovation on Patient Satisfaction). Based on the results of data analysis that has been carried out, it shows that the Home Care Service Innovation construct has a significant effect on Patient Satisfaction with a T-Statistic value of 3.614 which is greater than the T-Table of 1.65 with the original sample estimate value being positive, namely 0.454. So the direction of the Home Care Service Innovation's relationship to satisfaction is positive.

2) Testing Hypothesis 2 (Quality of Service on Patient Satisfaction). Based on the results of data analysis that has been carried out, it shows that the Service Quality construct has a significant effect on Patient Satisfaction with the T-Statistic value of 3.016 which is greater than the T-Table of 1.65 with the original sample estimate value being positive, namely 0.376. So the direction of the relationship between Service Quality and Patient Satisfaction is positive.

3) Testing Hypothesis 3 (Innovation of Home Care Services through Quality of Service on Patient Satisfaction with). Based on the results of data analysis that has been carried out, it shows that the Home Care Service Innovation construct has a significant effect on Patient Satisfaction through the variable Quality of service with a T-Statistic value of 11.760 which is greater than the T-Table of 1.65 with the original sample estimate value being positive, namely 0.716. So the direction of the relationship between Home Care Service Innovations on Patient Satisfaction through service quality variables can be said to be positive.

CONCLUSION

Based on the formulation of the problem, research objectives, hypotheses that have been developed, and the results of data analysis regarding the effect of service Innovation "Home Care" on patient satisfaction with service quality as a mediating variable at HL Manambai Abdul Kadir Hospital, several conclusions can be obtained, namely:

1) This study proves that there is a direct relationship between "Home Care" Service Innovation on Patient Satisfaction, where good Home Care Services at HL Manambai Abdul Kadir Hospital can increase patient satisfaction. This is indicated by indicators of home care innovation which have a fairly high value, such as indicators of

effectiveness (24,866) and accountability (24,200) where the community that uses homecare innovation services really need Home Care innovations that have service officers who are able to carry out their duties fully and responsibly. , as well as increasing the independence of patients and families in the care and treatment of family members who have health problems. A good Home Care service innovation will give birth to a conducive condition for patients so that it has an impact on patient satisfaction, as happened in this study, where Home Care service innovation involving the role of the Hospital causes an increase in patient satisfaction. The level of patient satisfaction that is processed and monitored properly will be an added value for the hospital, so that it will lead to its own advantages for the HL Manambai Abdul Kadir Hospital.

2) This study proves that there is a direct relationship between service quality and patient satisfaction, where providing good service quality to patients at HL Manambai Abdul Kadir Hospital can increase patient satisfaction. This is indicated by the indicators of Guarantee (23.412) and responsiveness (21.263) which have a high value, meaning that medical personnel are experienced and professionally certified and the availability of CCTV cameras in the waiting room and parking area of the hospital is able to provide security and comfort to the patient's family, in addition to providing security and comfort to the patient's family. The friendliness of the medical staff during the procedure and the provision of complete information about the services needed will provide satisfaction for the patient and the patient's family when changing at the HL Manambai Abdul Kadir Hospital.

3) This study is able to prove that the service quality variable as a mediating variable has a positive and significant influence on the relationship between Home Care Service Innovation and Patient Satisfaction. This is indicated by the indicators of Willingness to Recommend (26,613) and Conformity of Expectations (26,897), this indicator explains that the patient's expectations in getting registration for easy and affordable treatment have been realized when seeking treatment at the HL Manambai Abdul Kadir Hospital, then the patient will be willing to

recommend the use of Home Care services at the HL Manambadi Abdul Kadir Hospital to family, friends, friends as the main choice for healing. The provision of good Home Care services to patients at HL Manambai Abdul Kadir Hospital will have a positive influence on patient satisfaction, in a condition of good (positive) service quality, this means that Service Quality will strengthen the relationship between the Home Care Service Innovations offered by the HL Manambai Abdul Kadir Hospital to the level of patient satisfaction as service users of the hospital, in this case patient satisfaction. will tend to increase. Conversely, in conditions of poor service quality, it will create a bad relationship (weakening) between Home Care service innovation and patient satisfaction as service users from the HL Manambai Abdul Kadir hospital. In this case, patient satisfaction will tend to increase. Conversely, in conditions of poor service quality, it will create a bad relationship (weakening) between Home Care service innovation and patient satisfaction as service users from the HL Manambai Abdul Kadir hospital. In this case, patient satisfaction will tend to increase. Conversely, in conditions of poor service quality, it will create a bad relationship (weakening) between Home Care service innovation and patient satisfaction as service users from the HL Manambai Abdul Kadir hospital.

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