

Creating Value Model Based on Patient Service Experience in Improving Service Quality at Ibnu Sina Hospital, Makassar

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Abstract. Background: Modern hospital management systems must provide customer-focused services, which means that hospitals must be able to understand the needs, desires and expectations of customers and create value in providing services in order to achieve satisfaction. and able to survive in the competition. Hospital patients are quite detective and alert. Service experience is more important, varied, complex, and personal to health services and consumers really want evidence of competence and hospital services, especially in a competitive environment. Objective: The purpose of this study was to analyze the model of creating value through patient service experience at Ibnu Sina Hospital Makassar in 2020. This research is important to do to analyze the value created by patients. Based on their experience when receiving services at Ibnu Sina Hospital, this value can be used as a basis for measuring the level of patient satisfaction at Ibnu Sina Hospital Makassar. This research is the existence of a conceptual model of the value created by patients based on the experience of receiving services at the Ibnu Sina Hospital Makassar. Methods: This study uses a mix method. The population is hospitalized patients with a sample size of 200 patients. The location of this research is Ibnu Sina Hospital Makassar. sampling technique is stratified random sampling with data analysis technique using Confirmatory Factor Analysis (CFA) with Amos software. Results & Discussion: Based on the results of this study, it is known that the creating value of the Ibnu Sina Hospital can be formed through the patient's service experience with the anticipation aspect being an important factor in the service experience in measuring the hospital's creating value. In this case, health workers who work in accordance with their competencies have a significant value and the strongest contribution to the patient's service experience to measure the creating value of Ibnu Sina Hospital. Conclusion: The results of this study are expected to be one of the bases in developing hospital marketing strategies, especially in increasing patient satisfaction and service quality at Ibnu Sina Hospital.

Keyword: creating value, service experience, hospital.