

RELATIONSHIP BETWEEN INTERACTIONAL QUALITY, PATIENTS' PERCEIVED VALUE AND PATIENT SATISFACTION IN MILITARY HOSPITAL

(Hubungan antara Kualiti Interaksi, Tanggapan Berfaedah oleh Pesakit dan
Kepuasan Pesakit di Hospital Tentera)

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ABSTRACT

A systematic review of the military hospital literature indicates that interactional quality consists of three critical dimensions, namely responsiveness, assurance, and empathy. The competence of service providers, such as employees, to implement these quality dimensions can indirectly affect patient satisfaction through patients' perceived value of the healthcare service system. This causal linkage has been extensively examined in both private and public healthcare systems; however, the mediating role of patients' perceived value is seldom highlighted in the military healthcare research literature. This gap has inspired the current study to investigate the association between interactional quality, patients' perceived value, and patient satisfaction. A cross-sectional data of 212 patients were gathered through purposive sampling at an established military hospital in Peninsular Malaysia. The measurement model and structural model were analyzed using SmartPLS. The findings of the structural equation modeling confirm that patients' perceived value does act as an essential mediating variable between interactional quality and patient satisfaction. This result supports the multi-dimensionality of perceived value and aids practitioners in developing customer assistance programs to maintain and improve the performance of military hospital services.

Keywords: interactional quality; patients' perceived value; patient satisfaction

ABSTRAK

Kajian sistematik terhadap literatur hospital tentera menunjukkan bahawa kualiti interaksi terdiri daripada tiga dimensi penting, iaitu responsif, jaminan, dan empati. Kecekapan penyedia perkhidmatan (contohnya, pekerja) untuk melaksanakan dimensi kualiti ini secara tidak langsung boleh mempengaruhi kepuasan pesakit melalui tanggapan berfaedah oleh pesakit terhadap sistem perkhidmatan penjagaan kesihatan. Hubungan sebab-akibat ini telah dikaji dengan ekstensif dalam sistem penjagaan kesihatan yang dimiliki oleh pihak swasta dan awam, tetapi peranan pengantara tanggapan berfaedah oleh pesakit adalah jarang ditonjolkan dalam literatur penyelidikan penjagaan kesihatan tentera. Jurang kajian tersebut telah mendorong kajian ini untuk menyiasat hubungan antara kualiti interaksi, tanggapan berfaedah oleh pesakit, dan kepuasan pesakit. Data keratan rentas sebanyak 212 pesakit telah dikumpulkan melalui persampelan bertujuan di hospital tentera di Semenanjung Malaysia. Model pengukuran dan model struktur dianalisis menggunakan SmartPLS. Dapatan pemodelan persamaan struktur mengesahkan bahawa tanggapan berfaedah oleh pesakit bertindak sebagai pembolehubah pengantara yang penting antara kualiti interaksi dan kepuasan pesakit. Keputusan ini menyokong konsep multi-dimensional tanggapan berfaedah oleh pesakit dan membantu pengamal dalam membangunkan program bantuan pelanggan untuk mengekalkan dan meningkatkan prestasi perkhidmatan hospital tentera.

Kata kunci: kualiti interaksi; tanggapan berfaedah oleh pesakit; kepuasan pesakit

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