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# Factors Influencing Patient Loyalty in Jordanian Public Hospitals

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Article history	Abstract
The First International Conference of the Kuwaiti Association for Graduate Studies	This study aims to proffer answers to patient loyalty challenges at these goals by proposing and approving patient loyalty. Based on the supporting theories, this study analyzed the impact of convenience on patient loyalty of public healthcare facilities in Jordan. Further, the mediating influence of patient satisfaction on the relationship between patient convenience and patient loyalty. A total of 400 patients were examined in the sample using convenience sampling method for data analysis from public hospitals in Jordan. PLS 3.3.2 software was used for data analysis. Results show that there's an effect of patient convenience on patient satisfaction and patient loyalty. The study provided a collection of recommendations
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**Keywords:** Patient Loyalty, Patient Satisfaction, Patient Convenience

## 1. Introduction

Getting the most noteworthy of care possible is the point of all healthcare organizations around the world, however there is a wide variation in the efforts spent toward this point, The improvement of health of a country's population is the result of its improved economy. This is true because improvement of the citizen's wellbieng can be directly idetified with positive economic growth as

more number of healthy people will be engaged to conduct effective activities in the labor force. At the same time superior healthcare additionally influence quality of life more than any other service sector (Audi et al., 2017; Elsinga, Grobusch, Tami, Gerstenbluth, & Bailey, 2017; Sosnowski et al., 2017)

The Healthcare system in Jordan comprises of governmental(public) hospitals (funded mainly by the government), private hospitals, and university-based hospitals. In Jordan, few researches have attempted to discover factors that influence patient's loyalty in the public healthcare sector. Most of these researches were concerned about almost patient's satisfaction when they communicate with nursing staff (alryalaat,2019). With respect to patient's satisfaction in outpatients' clinics, a previous researches that pointed to degree of patient's satisfaction after visiting orthodontic clinics, discovered several influencing factors that were generally related to the patients (e.g., age, gender, disease..., etc.) instead of the facility. In this study, we'll study and survey variables influencing patient's loyalty in jordanian public hospitals.

There were 106 hospitals in Jordan in 2019 with a total beds of 12,081. Ministry of health hospitals the biggest health organization that accounted for 38% of the whole sector (4618 beds). The private sector total capacity of 3,998 beds (33% of the beds), (The National Strategy for Health Sector in Jordan 2015- 2019).

Jordan has witnessed improvement in the healthcare field, especially by build and establish of new hospitals. The Ministry of Health, since its establishment in 1951, has taken all measures and procedures proceeding to supply medical and nursing services at worthy and acceptable level and with high productivity within the related hospitals.

## **2. Literature Review**

### **2.1 patient convenience**

Service convenience has been reexamined as customers' effort and time discernments towards the utilization or obtaining of services (Seiders, Voss, Godfrey & Grewal, 2007; Berry, Seiders & Grewal, 2002). Convenience was proposed by Adoyo et al. (2012) to be invetigated in other service industries as among the relationship of satisfaction, the variable constituted 63percent of the regression model used in their research. According Aylott and Mitchell (1998) convenience is more focusing on psychological cost and non - financial costs such as effort, time, and stress. This can be shown through Jordanian patients

looking for the best hospital, the nearness of the hospital area and their targeted place of interest are consistently on the leading of their considerations.

This works toward saving time on travel and other related conveniences (Alrai, 2015). At that point, in Jordan, majority of the events, occasions and activities that are appealing to local and foreign medical tourists occur in capital cities and in this way, traffic jam is frequently considered when looking for hospital. This elaborates on the significance of convenience as a vital determinant of patient loyalty to the hospital. Future studies have been encouraged by Dai, Haried and Salam (2011) as well as Warsame (2015) to inspect the effect of convenience on loyalty through the role of client satisfaction in dynamic arising economies. The examination of the relationship between the patient convenience types and loyalty urged authors to identify that satisfaction acts into a mediating or a moderating act. K. Seiders, G. Voss, A. Godfrey, and D. Grewal (2007a) found that convenience interacts with satisfaction in light of consumer outcomes while Dai, Salam, and King (2008) and Chang, Chen, Hsu, and Kuo (2010) found that convenience to relate to satisfaction, which in turn influence consumer outcomes.

## **2.2 patient satisfaction**

Patient satisfaction has been considered as one of the most quality estimations and main success factor in healthcare framework (Pakdil & Harwood, 2005; Pollack, 2008). Customer satisfaction is tied with supporting and assembly customer desire and expectation to improve customer-delivered esteem (Oakland, 2000; Owusu-Frimpong, Nwankwo, & Dason, 2010). Patient satisfaction is alluded as the judgement made by a recipient of care with respect to if their desire and want and expectations for care have been met (Palmer, Donabedian, & Pover, 1991). Patient satisfaction with health care could be a multidimensional thought or concept, with a dimension that compares to the major characteristics of suppliers and services (Ware, Snyder, Wright, & Davies, 1983; Donahue, Piazza, Griffin, Dykes, & Fitzpatrick, 2008; More, Rochedreux, Chevalier, Lombrail, & Gasquet, 2008; Abdul Majeed, Habib, & Rafiqul, 2011). Within the health care services, patient satisfaction can be considered as an vital indicator and degree of the quality of care (Salisbury et al., 2005). Patient satisfaction is an aggregate or sum of constructs which embraces satisfaction with diverse hospital features such as technical, functional, infrastructure, interaction and atmosphere (Zineldine, 2006). Patient satisfaction plays an critical role within the progression of service utilization (Thomas, 1994), and positively affect the

patient's believe (Moliner, 2009; Alrubaiee & Alkaa'ida, 2011). patient satisfaction was recommended as the main indicator of patient loyalty in most of the studies (C.-W. Chang, Tseng, & Woodside, 2013). Accordingly, patients sharing high levels of satisfaction as well as positive experiences through online media may be able to impact the market with respect to loyal patients.

### **2.3 patient loyalty**

customer loyalty is the result of consistently positive emotional experience and perceived value of an experience with satisfaction (Ghaith et al., 2018; S. M. Lee et al., 2012), it is complex to measure. In this study, customer loyalty as a measure of organizational performance is represented by the intention of revisit and recommendation of the hospital to potential customers.

Definition of loyalty according to Phillip Kotler and Keller (2013) was a strongly held commitment to make another purchase or subscribe to a particular product or service again in the future even though the effect of the situation and marketing efforts that could potentially lead to the transition behavior. Griffin and Herres (2002) defined a consumer loyalty is said to be loyal or disloyal when consumer buying behavior shows regularly or there is a condition in which the consumer requires the purchase of multiple times in a specific time span.

## **3. Theoretical Framework**

### **3.1 Hypotheses Development**

This study was guided by the following hypotheses;

**H1:** patient convenience has significant effect on patient loyalty in Jordanian public hospitals.

**H2:** patient convenience have significant effect on patient satisfaction in Jordanian public hospital.

**H3:** Patient satisfactions have significant effect on patient loyalty in Jordanian public hospital.

**H4:** Patient satisfaction mediates the relationship between patient convenience and patient loyalty in Jordanian public hospital

### **3.2 Research Model**

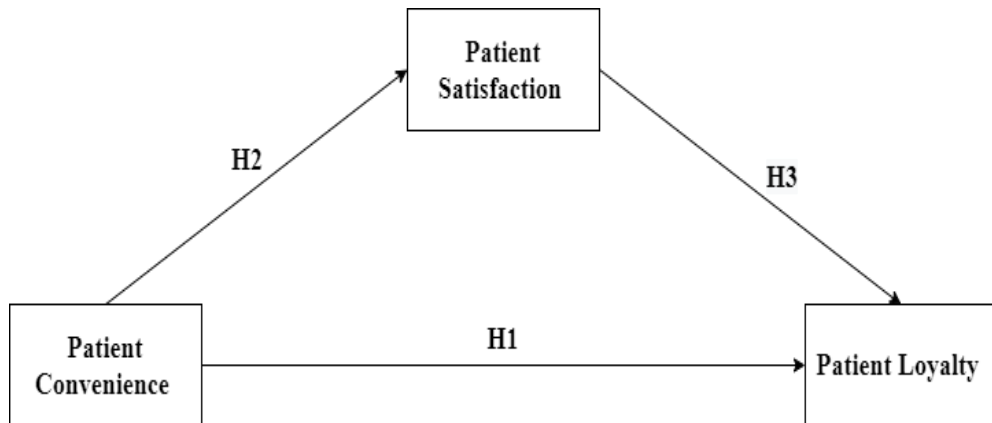


Figure 1 – Proposed Framework

## **4.RESEARCH METHODOLOGY**

### **4.1 Study population and sample**

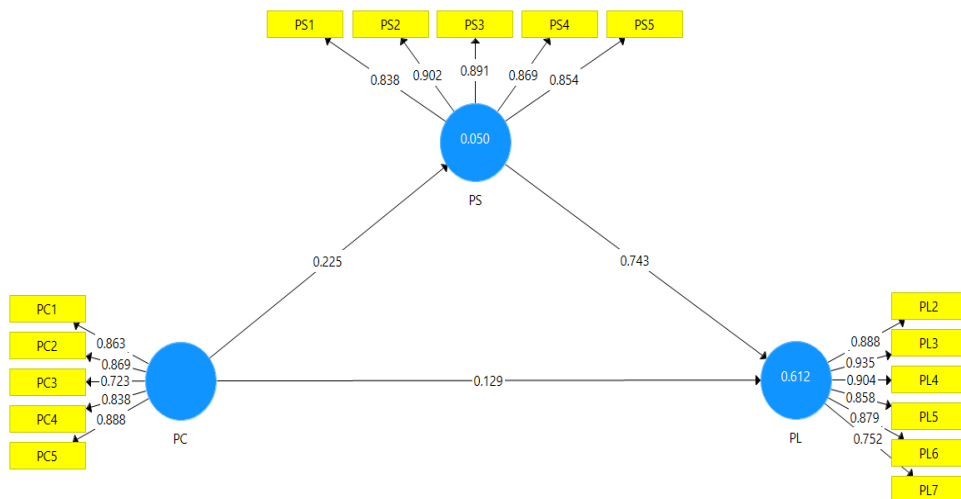
Research methodology involved the administration OF questionnaire on the population of Jordanian public hospitals patients. The items included in the questionnaire were adapted and processed according to the suitability of the. The current study adopted a quantitative research design method. Sekaran and Bougie (2016) Said that a population in research refers to an entire group of people or organizations that are of interest or attract to the researcher. The population of this research was the Jordanian patients who has visited a public hospital in Jordan. The researcher selected 400 as sample size. On the other hand, the greater the sample, the higher the rate of confidence, the smaller the variance of error, the greater the representation of results, the more homogeneous the sample will be (Creswell, 2012).

### **4.2 Measurement of Study**

Questionnaire was used to gather and collect data for the current study, close-structured questionnaire was adopted from previous studies.

## **5. Data analysis and results**

This study used Smart PLS version 3.3.2 software to analyze the data. As shown in Figure 2, the results of the PLS algorithm including factor loading, path coefficients, and coefficient of determination. All items achieved loading more than 0.70 except item PL1 which achieved loading less than 0.40. Thus, item PL1 has been deleted.



**Figure 2:** Results of PLS algorithm

The test of Cronbach's alpha, composite reliability, and average variance extracted were performed as shown in Table 1. Thus, all constructs in the current study have convergent validity.

**Table 1:** Convergent validity

Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Patient Convenience	0.895	0.922	0.703
Patient Satisfaction	0.920	0.940	0.759
Patient Loyalty	0.935	0.949	0.759

The test of Heterotrait-Monotrait Ratio (HTMT) was performed to examine discriminant validity. Table 2 shows the HTMT values were all smaller than 0.85 for each construct and were within the range of 0.231 to 0.830 (Hair et al., 2016).

**Table 2:** Heterotrait-Monotrait Ratio (HTMT)

Construct	Patient Convenience	Patient Satisfaction	Patient Loyalty
Patient Convenience			
Patient Satisfaction	0.231		
Patient Loyalty	0.315	0.830	

Regarding the hypotheses testing, this study used PLS bootstrapping techniques embedded with Smart PLS version 3.3.2 with 5000 bootstrap samples. Table 3 shows hypotheses testing including path coefficient, t-value, p-value, and confidence interval.

**Table 3:** Hypotheses testing

No.	Hypotheses	Path Coefficient	T-Value	P-Value	Confidence Interval		Decision
					95% LL	95% UL	
H1	PC→PL	0.129	3.603	0.000	0.060	0.201	Supported*
H2	PC→PS	0.225	4.690	0.000	0.135	0.323	Supported*
H3	PS→PL	0.743	25.134	0.000	0.682	0.799	Supported*

Note: \*:  $p < 0.000$

Table 3 shows that patient convenience has a positive direct effect on patient loyalty (Path Coefficient = 0.129; T-Value = 3.603; P-Value = 0.000; 95% LL= 0.060; 95% UL= 0.201), thus H1 was supported. Moreover, patient convenience has a positive direct effect on patient satisfaction (Path Coefficient = 0.225; T-Value = 4.690; P-Value = 0.000; 95% LL= 0.135; 95% UL= 0.323), thus H2 was supported. In contrast, patient satisfaction has a positive direct effect on patient loyalty (Path Coefficient = 0.743; T-Value = 25.134; P-Value = 0.000; 95% LL= 0.682; 95% UL= 0.799), thus H3 was supported. Regarding the mediating effect of patient satisfaction, as shown in Table 4, patient satisfaction mediated the relationship patient convenience and patient loyalty (Indirect Effect = 0.167; T-Value = 4.664; P-Value = 0.000; 95% LL= 0.095; 95% UL= 0.237), thus H4 was supported.

**Table 4:** Testing the mediating effect of patient satisfaction

No.	Hypothesis	Indirect Effect	T-Value	P-value	Confidence Interval		Decision
					95% LL	95% UL	
H4	PC→PS→PL	0.167	4.664	0.000	0.095	0.237	Supported*

Note: \*:  $p < 0.000$

## **6. Discussion**

In this research, we illustrated the significance of factors that forms the impression of patients going to governmental hospitals in Jordan and their purposeful to counsel their peers to visit. Improving healthcare interaction quality with patients will draw in more patients and increase devotion and loyalty to the healthcare facilities, an objective not effortlessly maintained.

Our study goes hand in hand with previous studies that emphasize on convenience are more focusing on psychological cost and non - monetary costs such as effort, time, and stress .

convenience influences different results like behavioral and social expectations (Andaleeb & Basu, 1995; Szymanski & Hise, 2000), choices of stores (Messinger & Narasimhan, 1997) and exchanging between service providers (Keaveney, 1995). Recent study conducted by (Kaura, 2013) on Indian banking sector has revealed that convenience significantly affect customer satisfaction and customer loyalty. Convenience is a context-based concept and as such, its perceptions may differ from one surrounding to the next. Extant convenience studies have, however, been confined to the study of the development of the multidimensional convenience construct in a convention brick-and-mortar retailing sector (Clulow & Reimers, 2009; Fitch, 2004; Reimers & Clulow, 2009). Despite the fact that convenience is the main factor that promotes consumers' access to the most optimum choices (Ahmad, 2002; Dennis, King, Jayawardhena, Tiu Wright, & Dennis, 2007), majority of previous studies have considered it as one of the predictor variables not unlike customer services and trust that influence results variables of customer satisfaction and behavioral intentions (Colwell et al., 2008; Seiders et al., 2007a). Other studies have considered it as one of the important aspects of service like accuracy and responsiveness (Hu, Brown, Thong, Chan, & Tam, 2009; Kim & Park, 2012; Prasad & Aryasri, 2009; Udo, Bagchi, & Kirs, 2010). It is unfortunate that an in-depth systematic examination into online shopping convenience measurements and the items/components underlying each measurements has been directed by only a few studies (Bednarz & Ponder, 2010; Colwell et al., 2008).

## **7. Conclusion and recommendation**



This study could guide researchers to effectively understand how patient convenience, satisfaction and patient loyalty connected in health care industry. Hospital managers can utilize the current findings to create health care strategies that will improve patient satisfaction and to enhance positive behavioral desires which leads to patient loyalty.

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