

***Hospital Service Innovation Model: Testing With Confirmatory
Factor Analysis***

Oleh:

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Kata Pengantar

Dengan memanjatkan puji syukur ke hadirat Tuhan Yang Maha Kuasa, akhirnya telah terpublikasi artikel yang berjudul “*Hospital Service Innovation Model: Testing With Confirmatory Factor Analysis*” yang dipublikasikan pada proceedings internasional conference, yaitu *Advances in Global Business Research*, Vol. 13, No. 1, pp.786-798, ISSN: 1549-9332, Referred Proceedings of the *13th Annual World Congress of the Academy for Global Business Advancement (AGBA) and 2016 AGBA - Indonesia Chapter's Inagural Conference*, www.agba.us, yang dilaksanakan pada tanggal 26-27 November 2016, di Solo, Indonesia; yang ditulis bersama (Dilli Marayuzan Akbar Pratama, Popy Rufaidah, Laelasari, Sri Hudaya Widihashta).

Artikel penelitian ini merupakan salah satu penelitian bersama yang disusun secara sistematis, didalamnya memuat latar belakang penelitian, rumusan masalah, tujuan penelitian, kajian pustaka, metode penelitian, hasil penelitian dan pembahasan, serta kesimpulan dan saran. Diharapkan artikel ini memberikan manfaat dalam meningkatkan kualitas dan kuantitas penelitian di bidang ilmu pemasaran khususnya perilaku konsumen.

Penulis artikel ini menyadari bahwa upaya ini tidak mungkin dapat terselenggara tanpa bantuan berbagai pihak. Pada kesempatan ini, ingin disampaikan penghargaan dan terima kasih yang sebesar-besarnya kepada semua pihak yang tidak dapat disebutkan satu persatu yang telah banyak membantu kelancaran penyusunan modul ini. Kritik dan saran sangat membantu penyusun modul untuk perbaikan di masa mendatang. Akhir kata semoga artikel prosiding ini dapat menjadi masukan dan memberi manfaat bagi penelitian akademis dan praktis lainnya.

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Hospital Service Innovation Model: Testing with Confirmatory Factor Analysis

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Abstract

Hospital as a health care institution, are required to do service innovation in facing the increase number of hospitals in Indonesia that has made inter-hospital competition becomes tougher. This study was a descriptive and explanatory survey that using Confirmatory Factor Analysis (CFA) as method of statistical modeling in evaluating the causal relationship between dimensions of latent variables and shown in a measure of validity and reliability. This research was conducted at the Outpatient Clinic, Gatot Soebroto Indonesia Army Hospital. The result of this study showed that the entire loading factor in all variables were above 0.70. Composite reliability (CR) generated was 0.913, which is greater than the minimum limit CR suggested, 0.70. The value obtained for average variance extracted (AVE) was 0.724, which is greater than recommended minimum value, 0.50. Development of new services was the most influencing factor to hospital innovation services.

Keywords: service innovation, hospital, confirmatory factor analysis

Purpose – Hospital as a health care institution, are required to do service innovation in facing the increase of inter-hospital competition. The objective of this research is to test hospital service innovation model using Confirmatory Factor Analysis (CFA).

Design/methodology/approach – An empirical study was conducted using a sample of 200 patients at Outpatient Clinic, Gatot Soebroto Indonesia Army Hospital. This study was a descriptive and explanatory survey that using CFA as method of statistical modeling in evaluating the causal relationship between dimensions of latent variables and shown in a measure of validity and reliability.

Findings – The result of this study showed that all the variables, namely development of new services, new technologies, service delivery system, and customer/institute interaction, can be used to assess the innovation of services performed in a hospital. The factors that best represents innovation assessment services, namely the development of new services.

Research limitations/implications – Empirical data analysis was undertaken with data collected from questionnaire. Future multivariate analysis may be needed to examine a series of dependent relationship between the variables measured and latent construct.

Practical implications – Hospital nowadays need to understand innovation in services. Insights from this paper can be a guidance for hospital on how they conduct service innovation.

Originality – This paper provides an analysis of dimensions related to hospital service innovation, alongside with an adapted definition of hospital service innovation.

Keywords: service innovation, hospital, confirmatory factor analysis

Paper Type: competitive paper