



THE INFLUENCE OF SERVICE QUALITY ON PATIENT SATISFACTION IN THE OUTPATIENT INSTALLATION

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ABSTRACT

Hospitals provide services that are expected to satisfy and meet customer needs. Good service quality will maintain good relationships and create maximum satisfaction value. This study aims to determine the effect of service quality on patient satisfaction at the Rumkit Tk.II Dr. Outpatient Installation. J. A. Latumeten Ambon. The quantitative method uses a cross sectional design. The population of this study is all general patients who receive services. The sampling technique was carried out using stratified random sampling, proportional random sampling and using the formula from Lameshow to obtain 121 respondents. Data collection uses a questionnaire. The results in the research were that the majority of respondents were aged 25-35 years, female) and had at least a high school education. The majority of respondents visited internal medicine clinics where the distance between the respondent's house and the hospital was <5 km, the majority of whom had visited more than once. The results of the cross sectional test, the majority of respondents stated that the hospital was considered to have good service quality with a satisfaction level of 60 respondents (49.59%). The results of the analysis test obtained a p value = 0.000. So it was concluded that there was a statistically significant influence between the service quality variable and patient satisfaction at Rumkit Kindergarten. II Dr. J. A. Latumeten Ambon.

Keywords: in the outpatient installation; patient satisfaction; service quality

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INTRODUCTION

A hospital is a place that provides services. The services provided must be able to satisfy customer wants and needs because what is offered is basically intangible and does not result in any ownership (Risambessy, 2008). Only the taste and impression that customers can have regarding the services provided. The public's need for good quality hospital services is increasing as the economy and health status of the Indonesian people continue to improve (Fairuz & Amri, 2018). According to the Directorate General of Health Services, around one million Indonesians seek treatment abroad per year. Reasons for seeking treatment abroad include effective communication between medical personnel and patients and the patient's family and infrastructure factors (Wattimena, 2014). These reasons must certainly be taken into consideration by every hospital in Indonesia in improving hospital service standards to provide customer satisfaction.

Satisfaction is an outcome that hospitals should strive for for their patients. Patient satisfaction is a condition felt by a person after he experiences an action or the result of an

action that meets his expectations (Nur et al., 2022). So satisfaction is a combination of expectations and perceptions of actions or results of actions. Patient satisfaction in health services is an important component of organizational performance in the hospital environment (Ferreira et al., 2023). Patient satisfaction refers to the extent to which the expectations, goals and preferences desired by patients are met by health service providers (Manzoor et al., 2019). Greater patient satisfaction with care will result in patients being compliant with doctor's orders, more loyal, positive word of mouth impressions by patients, reducing the number of patient complaints, higher profits, higher rates of patient return visits and more patient referrals (Bea et al., 2019). Research by Misniati et al., (2021) shows that satisfied patients tend to follow treatment instructions and medical advice, because they are more likely to believe that treatment will be effective. The ability of any organization to satisfy its customers is most easily realized when these expectations are managed to suit existing products and processes.

Good service quality received by patients from a hospital will maintain good relationships with patients thereby creating maximum satisfaction value (Wulandari, 2015). Service Quality focuses on efforts to fulfill consumer needs and desires as well as the accuracy of delivery. If the service received or felt is as expected, then the perceived quality will be good and satisfactory. If the service received exceeds customer expectations, then the service quality is perceived as ideal quality. Conversely, if the service received is lower than expected, then the quality is perceived as poor. Thus, whether service quality is good or not depends on the service provider's ability to consistently meet customer expectations (Hartono, 2017).

Hospitals as socially oriented service companies need to implement marketing strategies that can attract desired consumers. Marketing strategies implemented in hospitals usually involve creating attractive advertisements, product innovation, and approaching consumers to provide information about new products. The approach to consumers does not stop after providing information about new products, but hospitals need to establish harmonious interpersonal relationships with patients (Purnomo & Febri Mustika, 2022) Service quality also influences patient satisfaction, this is in accordance with research results Marzuq & Andriani, (2023) showing that satisfaction is greatly influenced by service quality. High service quality has a good impact and increases customer satisfaction. Service Quality is a scale of various items in general short with good reliability and validity that can be used by retailers to better understand the services expected and perceived by consumers and as a result improve service (Harsono et al., 2024). In evaluating satisfaction with intangible services, consumers generally use several attributes include tangibles, reliability, responsiveness, assurance and empathy (Suarti, 2021). These attributes positively and significantly influence buying interest and consumer satisfaction.

Service quality shows high service quality. So, all customer consumption experiences are a representation of the service quality experience experienced by customers so that according to Salehnia et al, service quality has a significant effect on customer satisfaction and indirectly on WOM (word of mouth). Therefore, service quality is the main input for building and increasing customer satisfaction (Mursyidah, 2021). Satisfaction is an assessment of the characteristics or features of a product or service that provides a level of consumer pleasure related to fulfilling consumer consumption needs, so it can be said that satisfaction is a comparison between expectations and the reality obtained (Rufliansah & Daryanto Seno, 2020). According to Mitropoulos et al. (2017), that patient satisfaction is influenced by service quality, patient characteristics and institutional characteristics. Service quality

includes doctor factors, nurse factors, environmental factors and information factors. Patient characteristics include age, health status, gender and health status. Institutional characteristics include academic status, location and hospital class. Based on data obtained from the hospital regarding patient satisfaction in Outpatient Installations, it shows that the level of patient satisfaction does not meet the standards, based on Minister of Health Decree No. 129 of 2008 concerning Minimum Hospital Service Standards, the researcher describes a research problem study based on variables that influence service Based on the background and study of the problem above, the problem formulation in this research is formulated or this study aims to determine the effect of service quality on patient satisfaction at the Rumkit Tk.II Dr. Outpatient Installation. J. A. Latumeten Ambon.

METHOD

The research method used in this research is quantitative using an analytical observational study with a cross sectional study design, namely a design that examines the dynamics of the correlation between the independent variable and the dependent variable at the same time. This research was conducted in the Rumkit Tk Outpatient Room. II Dr. J. A. Latumeten Ambon. The population of this study were all general patients who received services at the Rumkit Tk Outpatient Installation. II Dr. J. A. Latumeten Ambon. The sampling technique was carried out using stratified random sampling with proportional random sampling, because the number of patients in each installation was not the same and the class was different from other installations. To determine the number or size of the sample in this study, the formula from Lameshow was used. So the minimum sample size in this study was 121 respondents. To obtain a proportional sample for each subpopulation, the formula below is used. Data collection uses a questionnaire.

RESULTS

Table 1.
Distribution of Respondents Based on Respondent Characteristics of Patients

Characteristics	Research Sample	
	f	%
Age (years old)		
17-25	11	9,09
25-35	62	51,23
36-45	25	20,66
46-55	23	19,00
Gender		
Male	25	20,66
Female	96	79,34
Last Education		
Junior high school	12	9,92
Senior high school	79	65,29
D3	11	9,09
S1	19	15,70
Polyclinic		
Internal Medicine Poly	48	39,67
Neuro Poly	13	10,74
Children's Poly	28	23,14
Dental Poly	32	26,45
Distance		
<5 Km	64	52,89
>5 Km	57	47,11
Number of Visits		
>1x	32	26,45
Infinite	89	73,55

Looking at the results in table 1, it can be seen that the majority of respondents aged 25-35 years were 62 people (51.23%) with female gender being 96 people (79.34%) out of 121 respondents. The majority of respondents had at least a high school education, 79 people (65.29%). The majority of respondents visited the internal medicine clinic, 48 respondents (39.67%). The distance between the respondent's house and the Rumkit Tk Outpatient Installation. II Dr. The majority of J. A. Latumeten Ambon < 5 km were 64 respondents (52.89%) with more than 1 visit, namely 89 respondents (73.55%).

Table 2.
The relationship between service quality and patient satisfaction

The relationship between service quality and patient satisfaction							
Service quality	Patient Satisfaction				Total		p
	Satisfied		Dissatisfied		f	%	
	f	%	f	%			
Baik	60	49,59	7	5,78	67	55,37	0,000
Kurang Baik	9	7,44	45	37,19	54	44,63	
Total	69	57.03	52	42.97	121	100.00	

Table 2 shows that the statistical test results show that the majority of respondents stated that the Rumkit Tk Outpatient Installation. II Dr. J. A. Latumeten Ambon In 2023 service quality is in the good category with a satisfaction level of 60 respondents (49.59%). However, there were still respondents who stated that they were not satisfied with the service and said that the service quality was in the poor category, as many as 45 respondents (37.19%). The analysis test results obtained a value of $p = 0.000$, because the value of $p < \alpha = 0.000 < 0.05$ then H_0 is rejected, this means that there is a statistically significant relationship between the service quality variable and patient satisfaction at Rumkit Kindergarten. II Dr. J. A. Latumeten Ambon

Table 3.
Results of Logistic Regression Analysis of Independent Variables on Patient Satisfaction

Variabel	B	S.E.	Wald	Sig.	Exp(B)
Step 1					
Service Quality	2.039	.766	7.078	.008	7.681
Constant	-9.239	1.354	46.593	.000	.000

The table above shows that the research variable, namely service quality, which was included in the multivariate analysis, has an influence on satisfaction because it has a sig value <0.05.

DISCUSSION

The results of this study show the influence of service quality on patient satisfaction. Based on the statistical analysis carried out, it is known that service quality and patient satisfaction at Rumkit Tk. II Dr. J. A. Latumeten Ambon. A significant influence is also shown by a significance value of 0.000 so that in this case the research hypothesis is accepted. Service quality is an important factor in increasing patient confidence in returning for treatment. Patient trust basically shows a positive response to the quality of service and the intention to make return visits (Tanudjaya, 2014). Service quality is the level of service provided through interactions between service providers and customers. Quality service plays an important role in shaping consumer satisfaction, besides that it is also closely related to creating profits for the company (Suarti, 2021).

Good service quality will lead to customer satisfaction. There are 5 dimensions of customer satisfaction, namely direct evidence (Tangible), Reliability, Responsiveness, Assurance, Empathy (Empathy) (Ume et al., 2022). From the research results obtained, it is known that the majority of respondents stated that they disagreed with the statement "Employees' alertness is quick and responsive to helping patients" at 51.4%, the statement "Nurses'

alertness in asking about patient needs." amounting to 58.8%, the statement agreeing, namely "The location is free from noise due to surrounding factory activities" amounting to 53.5% and the statement "Availability of clean toilets" amounting to 52.4%. in the statement disagreeing "Services do not look at the patient's social status" was 58.8%, with the statement "Ease of service in providing information" was 56.5%.

The service quality referred to in this research is the response of patients at the Rumkit Tk Outpatient Installation. II Dr. J. A. Latumeten Ambon. with indicators of Personal Interaction Quality, Physical Service Environment Quality, Outcome Quality. Researchers want to see the quality of service obtained while receiving health care. Health services in hospitals are largely determined by the quality of service. The higher the quality of service in a hospital, the better the health services provided to consumers (Najib et al., 2022). Quality service will provide satisfaction to patients. However, maintaining the quality of this service requires quite a lot of money (Amar et al., 2022). Good quality hospital services are important and what patients expect. The quality of health services is not only related to how medical personnel provide services to patients but also how patients feel comfortable with the conditions and situations created by the hospital (Anfal, 2020).

Every hospital that prioritizes service quality as part of the services provided to its patients will tend to use patient satisfaction as an indicator of the success of the services provided. This is in the opinion of Sulistiyowati, (2018) that service quality is basically centered on efforts to fulfill customer needs and desires as well as the accuracy of delivery to match customer expectations. So whether service quality is good or bad depends on the service provider's ability to consistently meet customer expectations. In line with research Syamsuddin & Azib, (2008) which states the results of research which aims to determine and analyze the influence of service quality variables, namely reliability, responsiveness, assurance, empathy and tangibles on service user satisfaction for poor families (Gakin) and non-poor families (Gakin) at hospitals in Central Sulawesi, to find out and analyze the service quality variables that have the most dominant influence on service user satisfaction for poor (Gakin) and non-Gakin families, to find out and analyze differences in the quality of hospital services for poor (Gakin) and non-Gakin families, and to determine and analyze the level of hospital service based on the Community Satisfaction Index.

The results of the analysis show that all dimensions of hospital service quality, namely reliability (X1), responsiveness (X2), assurance (X3), empathy (X4), tangible (X5) simultaneously influence service user satisfaction (good) in the sample hospital services in Central Sulawesi. The total coefficient of determination which describes the magnitude of the total influence of service quality dimensions on satisfaction of hospital service users is 51% while 49% is influenced by other variables not analyzed in this model. The responsiveness dimension has a dominant influence on user satisfaction of sample hospital services in Central Sulawesi with an influence size of 25%. The hospital service quality variables, namely empathy (X4), tangible (X5), show differences in service quality between Gakin and Non-Gakin respondents, while the dimensions of reliability (X1), responsiveness (X2), assurance (X3) do not show any differences in service quality. between Gakin and Non-Gakin respondents.

Meanwhile, research Srianti et al., (2020) states that the general results of the quality of service at the Batara Guru Belopa Regional General Hospital (RUSD) have been running well, in all indicators which include physical evidence, empathy, reliability, responsiveness and guarantees. has been implemented by realizing the quality of health services as the main

thing to achieve national and regional targets in improving the level of public health in Luwu Regency. Based on the test results, it can be seen that there is a positive influence of service quality on customer satisfaction. This shows that the better the service quality, the greater the customer satisfaction. There is a fairly high correlation between service quality and customer satisfaction. When a company has a high value, customers feel satisfied with the services provided and when customers are satisfied, it can increase profitability. So hospitals need to understand and determine premium service quality factors to be able to increase customer satisfaction by conducting several surveys such as customer perceptions, expectations, and recommendations for improving service quality.

CONCLUSION

The results in this study were that the majority of respondents were aged 25-35 years as many as 62 people (51.23%) with female gender being 96 people (79.34%) out of 121 respondents. The majority of respondents had at least a high school education, 79 people (65.29%). The majority of respondents visited the internal medicine clinic, 48 respondents (39.67%). The distance between the respondent's house and the Rumkit Tk Outpatient Installation. II Dr. The majority of J. A. Latumeten Ambon < 5 km were 64 respondents (52.89%) with more than 1 visit, namely 89 respondents (73.55%). The results of the cross sectional test, the majority of respondents stated that the Rumkit Kindergarten Outpatient Installation. II Dr. J. A. Latumeten Ambon In 2023 service quality is in the good category with a satisfaction level of 60 respondents (49.59%). However, there were still respondents who stated that they were not satisfied with the service and said that the service quality was in the poor category, as many as 45 respondents (37.19%). The results of the analysis test obtained a p value = 0.000, which means that there is a statistically significant influence between the service quality variable and patient satisfaction at Rumkit Kindergarten. II Dr. J. A. Latumeten Ambon.

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