



ANALYSIS OF FACTORS RELATED TO PATIENTS SATISFACTION

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ABSTRACT

The effort of a hospital to survive and develop is to improve services to patients. Hospitals can do various ways to increase patient visits, so the hospital must be able to display and provide good health services, so that the impact that arises will make patients come back to take advantage of the hospital's services. RSU Islam has the lowest percentage value of customer satisfaction compared to other public private hospitals located in Metro City. The purpose of this study was to determine the factors related to outpatient satisfaction at the Metro Islamic Hospital in 2020. This study used a cross-sectional study design. The study population was the target population in this study, the average monthly outpatient who received services at the Islamic Metro Hospital was 1,098, while the sample chosen was 98 people. Data collection was done by employing a questionnaire that has been tested for validity and reliability and filled directly by the respondents, while data analysis was done by using logistic regression. The results showed that there was a relationship between perceptions of reliability (p value 0.000), responsiveness (p value 0.045), assurance (p value 0.048), empathy (p value 0.000), and physical evidence (p value 0.000) with outpatient satisfaction at Metro Islamic Hospital in 2020. Reliability is the most dominant factor related to outpatient satisfaction at Metro Islamic Hospital in 2020, where has the highest OR value of 7.218.

Keywords: analysis; factors; patient; satisfaction

First Received

08 March 2021

Revised

18 April 2021

Accepted

25 April 2021

Final Proof Received

10 May 2021

Published

29 May 2021

How to cite (in APA style)

Rahayu, D., Maritasari, D., & Al'dila, A. (2021). Analysis of Factors Related to Patients Satisfaction. *Indonesian Journal of Global Health Research*, 3(2), 219-228. <https://doi.org/10.37287/ijghr.v3i2.475>

INTRODUCTION

Hospital is a form of health service organization that is comprehensive in nature, covering promotional, preventive, curative and rehabilitative aspects, as well as a public health referral center. The hospital is declared successful, not only in the completeness of the superior facilities, but also the attitude and service of human resources which are elements that affect the services produced and perceived by patients. The effort of a hospital to survive and develop is to improve services to patients. Hospitals can do various ways to increase patient visits, so the hospital must be able to display and provide good health services, so that the impact that arises will make patients come back to take advantage of the hospital's services (Anjaryani, 2015).

In Indonesia and in other developing countries, low satisfaction is currently a problem. Data in hospitals of one ASEAN country in 2018 found that patient satisfaction was 79%, while the standard set for patient satisfaction was > 85% with a complaint rate of 4–5 cases / month (Klaipetch, 2019). Patient satisfaction data in one of the regional public hospitals in Indonesia found that 70% of patients were less satisfied with the services obtained, especially services for nursing (Hafid in Widiyari, 2019). Findings obtained by TARP (Technical

Assistance Research Program) in Washington, D.C. found that 98% of dissatisfied consumers have quietly switched to another service. That means, patient silence is a bad signal for the hospital. Because 4% who submit complaints are usually those who are truly loyal or need hospital services (Abdul, 2012).

The level of patient satisfaction can be assessed by the servqual method. The factors that can affect satisfaction are physical evidence from the hospital (Tangible), reliability and accuracy in providing services to patients (Reliability), responsive and immediate service (Responsiveness), assurance in services provided (assurance), care in service (Empaty).). (Sangadji, 2013) This is in line with research conducted by Defi Mernawati (2017) concerning Analysis of Factors Related to Outpatient Satisfaction Levels at the Central Lamper Health Center in Semarang City, the results show that tangible (physical evidence), reliability (reliability), assurance (assurance), empathy (attention) and responsiveness (responsiveness) have an effect on patient satisfaction at Puskesmas Lamper Tengah, Semarang City. Rad (2010) also said in a study of Service Quality and Patients' Satisfaction in Medical Tourism which shows that reliability, responsiveness, assurance and empathy have a positive effect on patient satisfaction. One of the main ways to differentiate health services, including outpatient services, is to consistently provide quality health services that are higher than competitors. The key is to meet or exceed the patient's expectations about the quality of service they receive. After receiving health care services, patients compare the services experienced with the expected services.

Metro Islam Hospital is a type C private hospital with Intermediate accreditation. As a referral hospital, the Metro Islamic Hospital plays a role in serving referral patients from the Puskesmas, and patients who come alone to get health services that they do not get at the puskesmas. Based on a customer satisfaction survey conducted by the hospital in 2019, the customer satisfaction rate at the Islamic Hospital only reached 56.6%, far below the hospital's target of 80%, while at the Ahmad Yani Regional General Hospital it reached 76.5%, and the Muhammadiyah Hospital which reached 70.1%.

The results of a survey of 10 patients regarding satisfaction with the services provided by 7 patients (70%) stated that the officers were less friendly, 7 patients (70%) stated that the service requirements were convoluted, especially for BPJS patients, 6 patients (60%) were not satisfied with the explanation given by health workers, 5 patients (50%) were dissatisfied because the officers were not fast enough in providing services, 4 patients (40%) were dissatisfied because they felt the services provided were unfair between general patients and BPJS, and 3 patients (30%) expressed dissatisfaction because the doctor was not present as scheduled. Although there are already available criticism and suggestion boxes in the registration room, polyclinic room and some at inpatient posts, there are still patients who say they are directly dissatisfied at the time of the survey. If this dissatisfaction is not handled immediately, the patient who feels dissatisfied will complain, and the complaint is not handled quickly or maximally will cause a bad image for the hospital. Hospitals that do not understand the importance of satisfaction for their patients, the hospital can slowly experience setbacks.

Marmean (2017) conducted a study on the Factors Affecting Outpatient Satisfaction at the Regional General Hospital Dr. Zubir Mahmud, East Aceh Regency with this type of analytic survey research with a cross sectional approach, it was found that the most dominant variable in the factors that influence patient satisfaction is the variable of physical evidence (tangible), reliability (reliability), and responsiveness (responsiveness) compared to the service guarantee

variables (assurance) and empathy (emphaty). In addition, research on satisfaction has also been carried out by Putra (2018) regarding the Satisfaction Level of Rwat Inpatient Patients Against Hospital Services at A Yani Metro Hospital with a cross sectional approach from his research, the results of the patient's suitability level for services at Ahmad Yani Hospital, Metro City are obtained. 75.82% of this figure is not in accordance with the minimum service standard of hospitalization, namely 90%.

METHOD

This study used an analytical research design with a cross sectional approach. The research was conducted at the Metro Islamic Hospital, Lampung, Indonesia. The population in this study were 1,098 outpatients at the Metro Islamic Hospital, with a sample of 98 respondents. Data collection was carried out at the Metro Islamic Hospital for approximately 1 month by means of interviews using a structured questionnaire to respondents who met the inclusion and exclusion criteria. The data that has been processed correctly are then analyzed in three stages, namely univariate analysis to obtain an overview of the frequency distribution of research subjects and the distribution of variable prevalence ratios. Bivariate analysis is used to determine the relationship while testing the research hypothesis using the Chi-Square test. Multivariate analysis used multiple logistic regression.

RESULTS

Table 1.
Characteritics of Respondents

Characteritics	f	%
Age	9	9,2
17-20 Years	14	14,3
21-30 Years	21	21,4
31-40 Years	26	26,5
41-50 Years	17	17,3
51-60 Years	11	11,2
61-70 Years		
Pendidikan		
Primary School	10	10.2
Junior High School	32	32.7
Senior High School	51	52.0
College	5	5.1

Table 1 shows the age frequency distribution of respondents at the Metro Islamic Hospital in 2020, the most number of which are those aged 41 to 50 years, amounting to 26 respondents (26.5%) and a high school graduate of 51 respondents (52%).

Table 2 shows the frequency distribution based on an assessment of the physical evidence aspect, most of the 98 respondents studied were in the good category of 61 respondents (63.5%), reliability in the good category was 51 respondents (52.0%), guarantee in the good category 53 respondents (54.1%), good responsiveness 51 respondents (52.0%), empathy in the bad category 50 respondents (51.0%), satisfied 53 respondents (54.1%).

Table 2.
 Univariate Analysis Results

Variabel	f	%
Phisycal Evidence:		
Good	62	63.3
Not Good	36	36.7
Reliability:		
Good	51	52.0
Not Good	47	48.0
Asurance:		
Good	53	54.1
Not Good	45	45.9
Responsiveness:		
Good	51	52.0
Not Good	47	48.0
Empathy:		
Good	48	49.0
Not Good	50	51.0
Patient Satisfaction:		
Good	53	54.1
Not Good	45	45.9

Table 3.
 The Relationship between Perceptions of Reliability, Responsiveness, Assurance, Attention, and Physical Evidence with Outpatient Satisfaction at Metro Islam Hospital

Variable	Satisfaction						O R	CI (95%)	P value
	Satisfied		Not Satisfied		Total				
	f	%	f	%	f	%			
Reliability:									
Good	40	78.4	11	21.6	51	100	9	3,7-23,9	0,000
Not Good	13	27.7	34	72.3	47	100			
Responsiveness :									
Good	33	64.7	18	35.3	51	100	2,5	1,1-5,7	0,046
Not Good	20	42.6	27	57.4	47	100			
Asurance:									
Good	34	64.2	19	35.8	53	100	2,45	1,08-5,55	0,049
Not Good	19	42.2	26	57.8	45	100			
Empathy:									
Good	35	72.9	13	27.1	48	100	4,79	2,03-11,3	0,001
Not Good	18	36	32	64	50	100			
Evidence of fission:									
Good	41	66.1	21	33.9	62	100	3,9	1,6-9,32	0,003
Not Good	12	33.3	24	66.7	36	100			

The results showed that there was a relationship between perceptions of reliability and outpatient satisfaction at the Metro Islamic Hospital in 2020 (p value 0.000, OR 9). There is a relationship between perceptions of responsiveness and outpatient satisfaction at the Metro Islamic Hospital in 2020 (p value 0.046, OR 2.5). There is a relationship between perceptions

of assurance and outpatient satisfaction at the Metro Islamic Hospital in 2020 (p value 0.049, OR 2.45). OR 4.79). There is a relationship between perceptions of physical evidence and outpatient satisfaction at the Metro Islamic Hospital in 2020 (p value 0.003, OR 3.9).

Table 4.
Results of Multivariate Analysis with Logistic Regression Test Between Reliability and Empathy

Variable	Koefisien Regresi (B)	SE	P-Value (Sig)	Exp.B (OR)
Empathy	1,087	,491	,027	2,965
Constant	-1,727	,418	,000	,178

Table 4, it is known that the variables related to patient satisfaction at the Metro Islamic Hospital are reliability and empathy variables. Based on the OR value, it is known that the dominant variable related to satisfaction is the reliability variable. Respondents who have a good perception of reliability have an effect on patient satisfaction at home Islamic pain is 7,2 times and respondents who have good empathy perceptions will affect patient satisfaction at the Metro Islamic Hospital by 3 times

DISCUSSION

The results showed that there was a relationship between perceptions of reliability and outpatient satisfaction at the Metro Islamic Hospital in 2020 (p value <0.001), with an OR value of 9. These results are in line with Kotler's (2000) theory that service quality must start from customer needs and ends with customer satisfaction and positive perceptions of service quality. Where one of the dimensions of service quality is Reliability. Reliability (reliability) is the ability of the hospital to provide services as promised accurately and reliably. Service reliability includes fast and precise patient admission procedures, service procedures that do not trouble the patient, fast and punctual service, and officers providing error-free services.

The results of this study are in line with the results of research by Siswati, et al. At the Makassar City Hospital which stated that there was a relationship between Reliability = 0.000 (p <0.05) and the satisfaction of BPJS patients in the inpatient unit of the Makassar City Hospital. The results showed that the respondents stated that it was good. regarding the reliability of service (Reliability) at the Metro Islamic Hospital in 2020, namely respondents who stated that the service reliability of health workers was in a good category if the health workers were able to provide examination services quickly or they assessed the quality in terms of time (faster) meaning that the patient had the perception that if the health worker is able to examine the patient immediately then for them it is a quality service. In addition, when they visited them for the first time, the health workers received them without complicated procedures, this is in line with their view that quality is the speed of service. The hospital needs to pay attention to patients who are mostly in a position of satisfaction with the reliability of the officers by providing knowledge and skills to nurses so that they are able to provide services according to the patient's wishes.

Meanwhile, based on the research, it is known that the lowest value is found in the statement about the doctor's familiarity in conducting the examination where the doctor's examination seems stiff or less friendly, besides that the doctor's explanation and diagnosis of the disease is felt by the patient because the doctor often uses foreign terms. which the patient does not understand. There is a relationship between perceptions of responsiveness and outpatient satisfaction at the Metro Islamic Hospital in 2020 (p value 0.045) with an OR value of 2.5.

These results are also in accordance with the existing theory, that according to Kotler in 2000, service quality must start with customer needs and end with customer satisfaction and positive perceptions of service quality. Where one of the dimensions of service quality is responsiveness.

In theory, Responsiveness is the responsiveness of health workers in helping patients and providing fast and responsive services, which include: the readiness of health workers in serving customers, the speed of health workers in handling transactions and handling customer / patient complaints. This dimension is included in the ability of health workers to help patients and their readiness to serve according to procedures and to meet customer expectations. The results of this study are in line with the results of research conducted by Sri Siswati, et al. At the Makassar City Hospital which stated that there was a relationship between Responsiveness = 0.000 ($p < 0.05$) and the satisfaction of BPJS patients in the inpatient unit of Makassar City Hospital. Based on the research, it is known that complaints that arise especially in the pharmacy section, where dispensary officers provide answers about drugs quickly and in a hurry. According to researchers, patient expectations of service speed tend to increase from time to time in line with advances in technology and health information owned by patients. Health care services that are responsive to the needs of their customers are mostly determined by the attitude of health workers.

The results showed that of the 53 respondents who stated that the guarantee was in a good category, 34 respondents (64.2%) were satisfied, while of the 43 respondents who stated that the guarantee was in the good category, 18 respondents (41.9%) were satisfied. The results showed that there was a relationship between perceptions of assurance and outpatient satisfaction at the Metro Islamic Hospital in 2020 (p value 0.048, with an OR value of 2.5). These results are also in accordance with the existing theory, that according to Kotler in 2000, service quality must start with customer needs and end with customer satisfaction and positive perceptions of service quality. 9 Where one of the dimensions of service quality is Assurance. Assurance, includes the ability of employees to: knowledge of products/ services appropriately, quality of hospitality, attention and courtesy in providing services, as well as communication that exists between officers and customers. The results of this study are in line with the results of research conducted by Sri Siswati, et al. At the Makassar City Hospital which stated that there was a relationship between Assurance = 0.000 ($p < 0.05$) and the satisfaction of BPJS patients in the inpatient unit of Makassar City Hospital.

This is in line with the opinion of Wijono who said that the picture of quality service includes a short waiting time for health workers. This opinion is also supported by a statement from Azwar that there are several requirements for good health services, among others: its existence at any time needed by the community, acceptable, easy to reach, easy to reach and of good quality. According to the researcher, the patient who comes is someone who is sick and in dire need of immediate service (meaning that the health worker is already in the service area and is ready according to the promise written on the practice board), so if the patient has to wait for the health worker in sufficient time long then this will be a trigger for dissatisfaction. This does not mean that health workers must always live in the practice place, but at least health workers must be in the practice place and ready to provide health services according to the schedule written on the practice board.

In this study, it is known that the aspect that is lacking in the dimension of assurance (assurance) is the lack of communication between health workers, especially doctors, to patients who seem stiff during the examination. Lack of explanation about the disease

suffered by the patient, or the progress of the disease at the time of examination. Of course this causes the patient to feel dissatisfied with the Metro Islamic Hospital. The results showed that of the 48 respondents who expressed empathy in the good category, 35 respondents (72.9%) were satisfied, while of the 48 respondents who stated that the empathy category was not good, 17 respondents (35.4%) were satisfied. The results showed that there was a relationship between perceptions of empathy and outpatient satisfaction at the Metro Islamic Hospital in 2020 (p value <0.001, with an OR value of 4.91). These results are also in accordance with the existing theory, that according to Kotler in 2000, service quality must start with customer needs and end with customer satisfaction and positive perceptions of service quality. Where one of the dimensions of service quality is Reliability. Emphaty (Empathy), which is the individual attention the company gives to customers such as the ease of contacting the company, the ability of employees to communicate with customers and the company's efforts to understand the wants and needs of its customers.

The results of this study are in line with the results of research conducted by Sri Siswati, et al. At the Makassar City Hospital which stated that there was a relationship between Emphaty = 0.000 (p <0.05) and the satisfaction of BPJS patients in the inpatient unit of Makassar City Hospital. This is in line with Maslow's theory of the development of basic human needs, where at a higher level human needs are no longer with primary things. After the physiological, security and social needs are met, humans will pursue other needs, namely ego and self-actualization. The last two requirements of Maslow's theory have a lot to do with the empathy dimension. Customers want their egos to be maintained and they want their status in the eyes of many people to be maintained and if necessary continuously improved by service providers. If this need is met, the person will feel satisfied and will be loyal to continue using the services provided.

In this study, the aspect that the patient considers lacking in the empathy dimension is the familiarity of the relationship between nurse and patient, this is due to the limited number of nurses so that they do not have time to listen to patient complaints. According to researchers, attention, patience and friendliness of the front officers will be the first moment of truth that determines customer perceptions of service quality, so that if this is ignored it will cause loss of customer assessment of service quality that will be received next. For this reason, it is a priority in improving the image of service for the sake of achieving customer satisfaction.

The results showed that there was a relationship between perceptions of physical evidence and outpatient satisfaction at the Metro Islamic Hospital in 2020 (p value <0.001), with an OR of 3.65. These results are also in accordance with the existing theory, that according to Kotler in 2000, service quality must start with customer needs and end with customer satisfaction and positive perceptions of service quality. Where one of the dimensions of service quality is Tangible. The results of this study are in line with the results of research conducted by Sri Siswati, et al. At the Makassar City Hospital which stated that there was a relationship between Tangible = 0.000 (p <0.05) and the satisfaction of BPJS patients in the inpatient unit of Makassar City Hospital. The results showed that in the tangible dimension, the aspect that was felt to be lacking was the comfort of the waiting room for the patient and the patient's family, this was because the AC facilities were felt to be less cool, and the available television was rarely turned on, so that visitors felt bored while waiting for doctor's services or waiting pharmacy service. According to researchers Tangible (form / appearance), is a dimension of service quality in the form of form / appearance through the physical, equipment, and appearance of employees. Services cannot be seen, cannot be smelled and cannot be felt, so

the tangible aspect becomes important as a measure of service. Customers will use their sense of sight to assess service quality.

From the results of the study, it is known that reliability is the most dominant factor related to outpatient satisfaction at the Metro Islamic Hospital in 2020, which has the highest OR value, namely 6.726. The opinion of Febriani (2012) states that reliability has a positive effect on customer satisfaction. The better the consumer's perception of the company's reliability, the higher the customer satisfaction will be and vice versa. Researchers assume that if health workers are less reliable or have less ability to provide health services it will cause patients to be dissatisfied and feel less trust in the services provided. However, if the reliability of health workers is increased, patients will feel confident and tend to be satisfied with the health services provided. A health worker must have good reliability. Because patients can judge the ability of health workers from the actions we take and from what we do. From there the patient can judge whether our reliability is good and satisfactory or not.

CONCLUSION

There is a relationship between perceptions of reliability and outpatient satisfaction at Islamic Hospitals (p value 0.000). There is a relationship between perceptions of responsiveness and satisfaction of outpatients at Islamic Hospital Metro (p value 0.045). There is a relationship between perceptions of assurance and outpatient satisfaction at the Metro Islamic Hospital (p value 0.048). There is a relationship between perceptions of empathy and outpatient satisfaction at the Metro Islamic Hospital (p value 0.000). There is a relationship between perceptions of physical evidence and outpatient satisfaction at the Metro Islamic Hospital (p value 0.000). Reliability is the most dominant factor related to outpatient satisfaction at Metro Islam Hospital, which has the highest OR value, namely 7.218.

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