

ANALYSIS OF THE SERVICE QUALITY OF OUTPATIENT REGISTRATION AT THE HOSPITAL BASED ON THE LEVEL OF PATIENT SATISFACTION

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ABSTRACT

Health services are a collection of various types of health services, ranging from health promotion, disease prevention, disease healing, health rehabilitation as organ transplantation. Quality health service is a health service that is needed, in this case it will be determined by the health care profession, and at the same time desired by the patient/consumer or the community and affordable by the people's purchasing power. The quality of hospital services can be seen from the aspect that influences it. The four aspects are climatic aspects, efficiency and effectiveness aspects, patient safety aspects, and patient satisfaction aspects. The type of research used for this research is descriptive quantitative. The population in this study were all outpatients at the Assalam Gemolong General Hospital, with a total sample of 100 respondents. The sampling technique used a purposive sampling approach. The data collection techniques used are observation, interviews, and questionnaires. Meanwhile, data analysis was carried out using Univariate analysis (descriptive analysis) aimed at explaining or describing the characteristics of each research variable. Based on the results of univariate analysis, it can be seen that the level of patient satisfaction at the outpatient registration service is in the Very Satisfied category as many as 30 respondents (30%), Satisfied 58 respondents (58%), Unsatisfied as many as 11 respondents (11%), and Not Satisfied Satisfied as many as 3 respondents (3%). Many things are felt by patients about comfort at the Assalam Gemolong general hospital, the relationship between patients and officers is also felt very good, technical competence of officers is good, and in terms of cost, patients also feel that it is very affordable. The conclusion from these results shows that the quality of the outpatient registration service at the Assalam Gemolong General Hospital is good, this is based on a good level of patient satisfaction.

Keywords: health services; patient satisfaction; quality of outpatient registration service

INTRODUCTION

According to the Association of Hospital Care, a hospital is a center where public health services, education and medical research are held. Currently, public awareness of the importance of healthy living is increasing, therefore in order to improve the health status of the community, the hospital is required to be able to improve the quality of service. Service quality is a performance that shows at the level of perfection of health services which on the one hand can lead to satisfaction for each patient in accordance with the average level of satisfaction of the population, and on the other hand the procedures for its implementation are in accordance with the standards of the professional code of ethics that have been set (Azwar, 2010).

Health services are a collection of various types of health services, ranging from health promotion, disease prevention, disease healing, health rehabilitation as organ transplantation. Quality health service is a health service that is needed, in this case it will be determined by the health care profession, and at the same time it is desired by both the patient/consumer or the community and

is affordable by the people's purchasing power (Pohan, 2015). The quality of hospital services can be seen from the aspect that influences it. Aspect means including things that directly or indirectly affect the assessment. The four aspects are climatic aspects, efficiency and effectiveness aspects, patient safety aspects, and patient satisfaction aspects (Sabarguna, 2008). According to Sabarguna (2008), patient satisfaction is a subjective value to the quality of services provided. Although subjective, there is still an objective basis, meaning that even though the assessment is based on the following: a) Past experience; b) Education; c) Psychic situation at that time; and d) The influence of the environment at that time. But it will be based on the truth and objective facts that exist, not merely judging whether there are no annoying experiences. Vice versa, do not merely judge bad if there is no pleasant atmosphere experienced.

Assessment of patient satisfaction is important to improve health services, for that it is necessary to know for several reasons, including: a) Part of the quality of service; Patient satisfaction is part of the quality of hospital services, therefore services must be able to provide satisfaction and not merely cure. b) Related to hospital marketing; Patients who are satisfied with the services provided will tell friends, family, and neighbors that the service at the hospital is pleasant and satisfying. 2) Satisfied patients will come again for control or need other services. 3) Word of mouth advertising will be able to attract new customers; c) In relation to the priority of service improvement in limited funds, service improvement must be selective and in accordance with patient needs; d) Service improvement must be selective and in accordance with patient needs; e) Quantitative analysis. The evidence from the survey results means that these responses can be calculated with quantitative numbers, not estimates or mere feelings with quantitative numbers providing opportunities for various parties for discussion (Sabarguna, 2008).

According to Sabarguna (2008) patient satisfaction includes 4 aspects as follows: a) Comfort. The comfort aspect is directly related to the health services provided by the hospital. This can affect patient trust and satisfaction, matters relating to hospital comfort are the location of the hospital, hospital cleanliness, room comfort, food, room equipment. b) The relationship between the patient and hospital staff. Good relations between humans, in this case are health workers and patients, will be able to instill trust and high credibility. This will be realized if the officers have friendly staff, communicative staff, responsive staff, supportive staff and agile staff. c) Technical competence of officers. Things that need to be considered in the technical competence of officers include: courage to act, experience, degrees, fame and courses. d) Cost. The cost aspect includes the high cost of the services provided, in proportion to the services provided, whether or not it is affordable for all groups of people, whether or not there is a reduction in the cost of services provided by the hospital, and the ease in the service process.

The outpatient registration place (TPPRJ) is an outpatient information center and is a part of the patient identity data recording unit at the hospital. The TPPRJ section is responsible for regulating the admission and registration of outpatients (Shofari, 2004). The patient reception area is the first service gate in a health care facility. Some patients decide to seek treatment at a health care facility by considering a comfortable patient reception area and satisfactory staff (Budi, 2011). Based on the results of research conducted by Septiyaningtyas and Hardjo (2018), it is known that the level of patient satisfaction in the outpatient registration place of the Condong Catur Hospital, Yogyakarta is in the satisfied category (70.4%), in terms of the highest satisfaction aspect is service requirements (79.9 %) the lowest is the ability of officers (52.1%), and based on the highest

dimension, namely the Empathy dimension (74.5%) and the lowest is Assurance (57.3%). It can be concluded that the level of patient satisfaction is good, while in terms of the aspect that requires attention is the ability of the officer and in terms of the dimension is the dimension of Assurance.

Meanwhile, research conducted by Aprilliyanti and Wagiran (2019) showed that 56% were satisfied with the physical dimension (Tangible), 62% were satisfied with the reliability dimension, 64% were satisfied with the Responsive dimension, 60 % satisfied with the assurance dimension, and 55% satisfied with the Empathy dimension. The results of the overall level of patient satisfaction the overall average score was 42.1. It is hoped that the hospital can improve services in the TPRJ section, especially in the physical section to add additional facilities. Assalam Gemolong General Hospital is a class D private hospital, which is located at Jalan Gatot Subroto KM 15 Kulon Palang Gemolong. The number of patients who come every day \pm 75 patients per day. Based on the initial survey conducted, the registration area at the Assalam Gemolong General Hospital was combined between outpatient, inpatient and emergency rooms. When the patient registers, they also have not received a registration queue number, so the officers do not know the order of the patients who register. This caused some patients to complain to the registration officer for calling patients in an unordered manner.

METHOD

The type of research used for this research is descriptive quantitative. According to Notoatmodjo (2016), descriptive research is a research method carried out with the main aim of making an objective description of a phenomenon or description of a situation that occurs in a particular population. While the quantitative approach is data related to good numbers obtained from the measurement results. The population in this study were all outpatients at the Assalam Gemolong General Hospital, with a total sample of 100 respondents. The sampling technique used a purposive sampling approach, namely research based on certain considerations made by the researcher himself based on the characteristics or characteristics of the population that were known previously (Notoatmodjo, 2012). The data collection techniques used are observation, interviews, and questionnaires. Meanwhile, data analysis was carried out using univariate analysis (descriptive analysis) aimed at explaining or describing the characteristics of each research variable and descriptive analysis using percentages. All information collected is kept confidential by the researcher. This is done so that respondents feel comfortable, trust, and provide true information.

RESULTS AND DISCUSSION

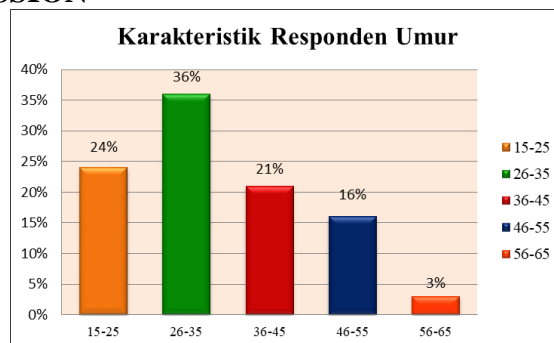


Figure 1. Characteristics of Respondents by Age

Based on Figure 1, it is known that from 100 respondents, the average age of respondents is 34 years with a standard deviation of 10 so that it is known that the criteria for the minimum range of

15 years of age to the maximum range of 65 years of age, according to WHO, ages 18-40 are adults. thought respondents in taking satisfaction.

Characteristics of Respondents Based on Gender

The characteristics of respondents based on gender are presented in the form of a diagram as follows::

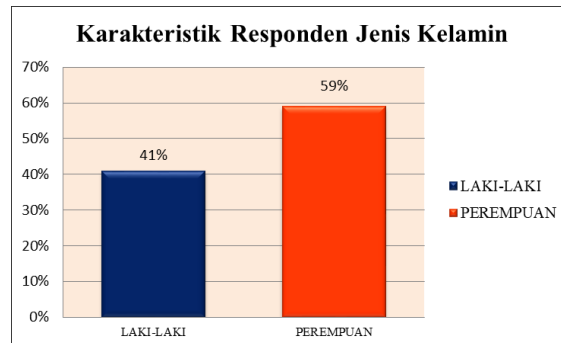


Figure 2. Characteristics of Respondents by Gender

Based on Figure 2, it can be seen that the gender of 100 respondents was dominated by women, namely 59 respondents with a percentage 59%. According to Netty (2015) in his research, it was stated that the female gender in the study was indeed more prominent than the male gender, the female morbidity rate was higher and felt more pain and often experienced complaints of quality of life.

Table 1.
 Characteristics of Respondents by Type of Work

Type of Work	f	%
Farmer	14	14
Laborer	11	11
Housewife	26	26
Self-employed	8	8
Private	15	15
Civil servant	8	8
TNI/POLRI	5	5
Miscellaneous (Student, Student)	13	13

Based on table 1 above, it can be seen that the highest respondents were patients who worked as IRT as many as 26 respondents (26%) and the lowest respondents were patients who worked as TNI/POLRI as many as 5 respondents (5%). Based on table 2, it is known that the least recent education level is the tertiary level with a total of 7 respondents (7%), while the highest is the high school level with a total of 32 respondents (32%), this shows that the higher the education level, the higher the education level. the higher the level of assessment of the quality of service received.

Table 2.
 Characteristics of Respondents by Type of Education

Type of Education	f	%
Primary School	23	23
Junior high School	21	21
Senior High School	32	32
Diploma	17	17
College	7	7

Table 3.
 Frequency Distribution of Patient Satisfaction Levels at Outpatient Registration Places

Satisfaction Level	f	%
Very satisfied	30	30
Satisfied	58	58
Less satisfied	11	11
Not satisfied	3	3

Table 3 it is known that the level of patient satisfaction with services at the outpatient registration area as a whole is included in the satisfied category as many as 58 respondents (58%). Meanwhile, the level of patient satisfaction based on the dimensions of reliability, assurance, tangibles, empathy, and responsiveness can be seen in the following table:

Table 4.
 Frequency Distribution of Patient Satisfaction Levels Based on Reliability Dimensions

Satisfaction Level	f	%
Very satisfied	31	31
Satisfied	60	60
Less satisfied	8	8
Not satisfied	1	1

In table 4 it is known that patient care at the outpatient registration area based on the reliability dimension is satisfied as many as 60 respondents (60%).

Table 5.
 Frequency Distribution of Patient Satisfaction Levels Based on Assurance Dimensions

Satisfaction Level	Frequency	Percentage (%)
Very satisfied	42	42
Satisfied	50	50
Less satisfied	3	3
Not satisfied	5	5

In table 5, it is known that the patient services at the outpatient registration area based on the assurance dimension are satisfied as many as 50 respondents (50%).

Table 6.
 Frequency Distribution of Patient Satisfaction Levels Based on Tangibles Dimensions

Satisfaction Level	f	%
Very satisfied	44	44
Satisfied	45	45
Less satisfied	10	10
Not satisfied	1	1

In table 6 it is known that patient services at outpatient registration areas based on tangibles dimensions are satisfied as many as 45 respondents (45%).

Table 7.
 Frequency Distribution of Patient Satisfaction Levels Based on Empathy Dimensions

Satisfaction Level	f	%
Very satisfied	24	24
Satisfied	67	67
Less satisfied	9	9
Not satisfied	0	0

In table 7 it is known that patient service at the outpatient registration area based on the empathy dimension (attention) is satisfied as many as 67 respondents (67%).

Table 8.
 Frequency Distribution of Patient Satisfaction Levels Based on Responsiveness Dimensions

Satisfaction Level	f	%
Very satisfied	38	38
Satisfied	41	41
Less satisfied	13	13
Not satisfied	8	8

In table 8 it is known that patient care at the outpatient registration area based on the dimension of responsiveness (care) is satisfied as many as 41 respondents (41%). Many things are felt by patients about comfort at the Assalam Gemolong General Hospital. The situation where the registration waiting room is clean, the location of the hospital is easy to reach by public transportation, feels comfortable when registering, the registration waiting room is comfortable, complete registration facilities and infrastructure. In addition, the relationship between patients and staff is also very good. This is due to the registration service procedure, the registration officer is polite, the registration officer serves patiently, the information provided by the registration officer is clear, the officer is friendly in providing registration services, the officer accepts patients quickly, the officer is skilled in serving registration, the registration service starts on time, the registration officer is responsive to answer patient questions, the appearance of the registration officer is neat. In terms of costs, patients are also very impressed, where costs at the Assalam Gemolong General Hospital are affordable starting from registration until the patient has finished receiving services. Because at the Assalam Gemolong General Hospital in addition to serving general patients, patients can use the health insurance they have such as BPJS PBI and BPJS NON PBI so that it helps relieve when they are going to make payments at the cashier. The patient gets proof of payment when

making a payment at the cashier, the costs incurred are according to the services provided, the registration fee is in accordance with what is determined by the hospital.

According to Azwar (2010), it is generally formulated that the limits of quality health services are health services that can satisfy every service user in accordance with the level of satisfaction of the average population and its implementation according to the code of ethics and standards that have been set. Although the quality of health services provided by patients is a subjective value, there is still an objective basis based on past experience, education, psychological situation at the time of service and environmental influences. In particular, regarding the assessment of the performance of health service providers, there are two elements that need to be considered, namely medical techniques and interpersonal relationships. This includes explaining and providing information to patients about their illness and deciding with the patient what action to take on him. This interpersonal relationship is related to the provision of information, empathy, honesty, sincerity, sensitivity and trust with regard to patient privacy (Wijono, 1999). The quality of health services for a patient cannot be separated from a person's satisfaction with the services received, where good quality is associated with recovery from disease, improvement in health status, speed of service, pleasant service environment, friendliness of officers, ease of procedures, completeness of equipment, drugs, affordable medicines and costs (Irawan, 2008).

The hospital has tried to provide maximum service, both in medical services and administrative services. This can be seen from the results of the study, where medical service providers have provided the best service they can provide and are carried out in accordance with standard hospital operating procedures. Overall the quality of service provided by the hospital is in accordance with the SERVQUAL concept that has been developed by Parasuraman, Berry and Zeithaml. Where the concept formulates 5 dimensions of quality in health services, namely reliability, assurance, tangibles, empathy, and responsiveness.

CONCLUSION

Based on the results and discussion in the study entitled Characteristics of Patients with Urinary tract infection at the Pelamonia Hospital Makassar, the conclusions are as follows: the results showed that the most age in respondents was the 56-65 year age group, as many as 14 respondents. The results showed that the most gender in respondents were female group, as many as 20 respondents. The results showed that the most education level was high school graduates as many as 25 respondents. The results showed that the most knowledge level was 35 respondents with sufficient knowledge. The results showed that the most habit of holding urination was accustomed to holding urination as many as 34 respondents.

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