

ISSN 2354-8428
e-ISSN 2598-8727

JURNAL KEPERAWATAN

KOMPREHENSIF

COMPREHENSIVE NURSING JOURNAL

Published by :

**Sekolah Tinggi Ilmu Keperawatan
PPNI Jawa Barat**

Vol. 10 No. 3, July 2024



JURNAL KEPERAWATAN KOMPREHENSIF	VOL. 10	NO. 3	Bandung July 2024	ISSN 2354-8428	e-ISSN 2598-8727
------------------------------------	---------	-------	-------------------------	-------------------	---------------------



Research Article

The Relationship Between Quality of Health Services with Patient Satisfaction in Private Hospital in West Java

Gunawan Irianto¹ | Asep Dian Abdilah² | Suhat Suhat³ | Zhafirah Kurnia⁴ |
Novie Elvinawaty Mauliku^{5*}

^{1,2,3,4,5}Department of public health, Faculty of Health Science and Technology, Jenderal Achmad Yani University, Cimahi, Indonesia

*contact

nmauliku@gmail.com

Received : 11/07/2024

Revised : 27/07/2024

Accepted : 28/07/2024

Online : 29/07/2024

Published : 29/07/2024

Abstract

Aims: Quality of health services refers to the level of perfection provided by a hospital, and poor service quality can lead to dissatisfied patients and decreased patient visits. This study was to analyze the relationship between service quality and satisfaction of inpatients at RH Purwakarta Hospital.

Methods: The research approach included a cross-sectional study, incorporating factors such as service quality (including characteristics of reliability, responsiveness, assurance, empathy, and physical evidence) and satisfaction. The research sample consisted of 99 inpatients from RH Purwakarta Hospital, selected using an incidental sampling technique. A questionnaire was utilized as the instrument. The analysis employed the chi-square test with a significance threshold of 95%. It involved paramedical professionals and other personnel, as mentioned by Aryanti et al. (2022).

Results: The results of the analysis indicate that the contentment of inpatients at RH Purwakarta Hospital is correlated with the quality of health services (pvalue= 0,0001). Therefore, it is possible to infer that an individual's satisfaction with the quality of service will be influenced by their interest in receiving treatment at that particular service location in the future.

Conclusions: Research indicates that service quality significantly impacts patient satisfaction, highlighting the need for RH Purwakarta hospital to enhance service standards to boost patient visits and loyalty.

Keywords:

Hospitals, Patients, Quality of Services, Satisfaction

INTRODUCTION

Hospitals are a critical component of a social and health organization that is responsible for the provision of comprehensive individual services, including inpatient, outpatient, and emergency services, to the community. These services are provided in the context of medical infrastructure, care setting, diagnosis, and treatment of diseases (1,2).

Social development, economic growth of the community, advances in medical technology, and demands for management professionalism are the primary factors that directly influence the process of hospital development. These factors are designed to encourage hospitals to provide the highest quality service, satisfy consumers, and increase patient loyalty to return (3,4).

According to Tjiptono (5), service quality

refers to the total perception that consumers or patients have regarding the need for the services or products that are being provided. It also has the effect of encouraging clients to develop a strong relationship with the service provider. The quality of health services must be in compliance with professional standards and service standards that are carried out fully according to patient demands (6,7). This is necessary in order to provide patients with the opportunity to feel satisfied with the care they receive. It is emphasized in Low No. 17/2023 that quality health services are characterized by doing the correct things in the ways that are appropriate. The ability to recover from disease, the quickness of treatment, the hospitality of officers, and the affordability of service prices are all factors that patients consider to be of high quality (8,9).

Service quality may be broken down into five distinct aspects, each of which can be experienced by clients in a tangible manner. The tangibles, which include the physical appearance, the equipment, the personnel, and the ways of communication; Reliability, which corresponds to the capacity to carry out the service that was promised in an exact and dependable manner; In other words, responsiveness refers to the capacity to assist consumers and offer services in a prompt or responsive manner; assurance, specifically the officers' level of expertise or courtesy, as well as their capacity to inspire trust and confidence for the public; Compassion, more specifically a feeling of compassion, and providing patients with individual attention (5). Service quality is one of the models used to measure customer satisfaction by containing a comprehensive customer

satisfaction assessment for services that analyze the gap between perceptions and expectations of customers on service quality (10-12).

According to Subyantoro (13), the factors that influence customer satisfaction are internal factors such as gender, age, education level, culture, and socioeconomics. On the other hand, external factors include product characteristics, price, service, location, facilities, image, visual design, atmosphere origination, and communication. According to a different point of view, the elements that determine patient satisfaction include the quality of the product, the quality of the service, the emotional factor, the price, and the cost of getting the product. This research was conducted at RH Purwakarta Hospital with the intention of examining the connection that exists between the quality of medical services and the level of satisfaction experienced by inpatient patients.

METHODS

The design and research methods used descriptive quantitative with a cross-sectional approach. The target population was all inpatients at RH Purwakarta hospital, totaling 872 people, with a sample size in the study of 99 people. Sample criteria include age 18-65 years and have good communication. The research instrument used was a questionnaire about patient perceptions of service quality and satisfaction with the validity test obtained 0,570-0,939. The collected data, then analyzed univariate to describe the frequency distribution of the research variable and bivariate analysis using the chi square test with a significance 95% CI.

RESULTS

Table 1. Frequency distribution of quality health service at RH Purwakarta hospital (n= 99)

Quality Service	Frequency	Percentage (%)
Tangible		
Good	54	54.5
Not good enough	45	45.5
Empathy		
Good	50	50.5
Not good enough	49	49.5
Assurance		
Good	71	70.7
Not good enough	28	28.3
Reliability		
Good	69	69.7
Not good enough	30	30.3
Responsive		
Good	62	63.6
Not good enough	37	37.4

Based on table 1, it can be seen that the patient's assessment of the quality health services at RH Purwakarta hospital is classified as good (51%) for all dimensions of service quality.

Table 2. frequency distribution of satisfaction of inpatients at RH Purwakarta hospital (n=99)

Satisfaction	Frequency	Percentage (%)
Satisfied	50	55.6
Not satisfied	49	44.4

Based on table 2, it showed that almost (56%) of inpatients are satisfied with the quality services at the RH Purwakarta hospital.

Table 3. The relationship between quality of health service and inpatient satisfaction at RH Purwakarta hospital (n=99).

Quality of health service	Inpatient satisfaction				pValue
	Satisfied		Dissatisfied		
	n	%	N	%	
Tangible					
Good	38	76	16	33	0,0001
Not good enough	12	24	33	67	
Empathy					
Good	45	90	23	47	0,0001
Not good enough	5	10	26	53	
Assurance					
Good	46	92	25	51	0,0001
Not good enough	4	8	24	49	
Reliability					

Quality of health service	Inpatient satisfaction				pValue
	Satisfied		Dissatisfied		
	n	%	N	%	
Good	45	90	24	49	0,0001
Not good enough	5	10	25	51	
Responsive					0,0001
Good	37	74	25	51	
Not good enough	13	26	24	49	

Based table 3, shows that from the quality of health service dimension, tangible dimension 76% of patients are satisfied for the tangible dimension, 90% patients are satisfied for the empathy dimension, 92% of patients are satisfied for the assurance dimension, 90% patients are satisfied for the responsive dimension, and from the responsive dimension, 74% of patients are satisfied. According the chi square test, it is found that all dimensions of quality service have a result 0,0001 (pvalue \leq 0,05), which means that are relationship between quality of health service with satisfaction of inpatients at RH Purwakarta hospital.

DISCUSSION

This research is consistent with the research conducted by Arifuddin (14), which demonstrated a correlation between patients' contentment and direct evidence in the context of a clean, comfortable, and well-organized room (pvalue=0.002). In the same vein, Patattan (15) conducted research that demonstrated a statistically significant correlation between patient satisfaction and the quality of health services (pvalue=0.000). The tangibles dimension in the context of health services will involve an assessment of the physical appearance of facilities, equipment, personnel, and communication media. The tangibles dimension emphasizes the visual and physical aspects of health services that can have a significant impact on patient perceptions of the quality and professionalism of health services (16,17).

The empathy aspect in the context of health care includes nurse responsiveness to

patient needs such as providing clear information, attention to the welfare and overall patient experience. Further attention to interpersonal aspects and time availability in providing health services will ensure overall patient satisfaction. This is in line with the research of Sondakh (6), stating that if the attention given is good, the patient will feel satisfied with the services provided compared to less attention.

The assurance aspect involves ensuring that the quality of services provided meets established health standards and avoids risks and errors in the treatment process. The success of RH Purwakarta Hospital is the basis for maintaining and continuously improving the standard of health services in the hospital. Similar research was presented by Alim and Colleagues, there is a significant relationship between assurance and outpatient satisfaction at the Makassar City Hospital (18).

The results of the analysis of the reliability dimension, 90% of patients were satisfied, and there was a relationship between the reliability aspect of service quality and satisfaction (pValue = 0.0001). The reliability aspect involves consistency and reliability in providing health services, including diagnosis, timeliness of drug administration, and accuracy of implementation of medical procedures. Arifin's research (19) also states that there is a relationship between the quality of health services and patient satisfaction of BPJS Health users at the Segiri Health Center in Samrinda City (pValue = 0.000).

The responsiveness dimension is one of the aspects of the level of patient satisfaction, because the services provided by the role of nurses are competent, satisfying, timely and according to professional service standards will provide satisfaction to patients (20). This study is in line with Rismayanti research (21). That there is a relationship between service quality and BPJS patient satisfaction in the inpatient installation at the Haji Makasar Regional Hospital with pValue = 0.047 has a very large role in providing services.

CONCLUSION

The findings of the research indicated that the quality of service has a significant impact on the level of satisfaction that patients or customers experience. As a result, in order to increase the number of patients who come RH Purwakarta hospital, particularly patient loyalists, it is necessary to improve the quality of service. It is imperative that the hospital enhance the quality of service in order to correspond with the standards that patients anticipate receiving.

REFERENCES

1. Alim A, Tangdilambi N, Badwi A. Hubungan kualitas pelayanan kesehatan terhadap kepuasan pasien rawat jalan di RSUD Makassar. *Jurnal Manajemen Kesehatan Yayasan RS Dr Soetomo*. 2019;5(2):165–81.
2. Supartiningsih S. Kualitas pelayanan kepuasan pasien rumah sakit: kasus pada pasien rawat jalan. *JMMR (Jurnal Medicoeticolegal dan Manajemen Rumah Sakit)*. 2017;6(1):9–15.
3. Widjaja A. Factors Affecting the Quality of Hospital Service for Inpatients. *J Res Bus Manag*. 2021;9(6):62–7.
4. Jabbari A, Gholami M, Kavosi Z, Chamanpara P, Gholami M. Potential factors affecting medical tourists' viewpoint about healthcare services quality in Shiraz, Iran. *International Journal of Hospital Research*. 2017;6(2):85–9.
5. Tjiptono F, Diana A. *Manajemen dan Strategi Kepuasan Pelanggan*. Penerbit Andi; 2022.
6. Sondakh JJS, Pipitcahyani TI. *Mutu Pelayanan Kesehatan dan Kebidanan*. 2017;
7. Salamah U, Rustiana E. Meningkatkan mutu pelayanan medik melalui koordinasi antar unit dan profesionalisme petugas (Studi pada RSU Dr. Slamet-Garut). *Jurnal Pembangunan dan Kebijakan Publik*. 2017;1(2):38–47.
8. Maulani AK, Sewu PLS, Octora R, Basani CS. *Juridical Review of Practice Permit Arrangements for Foreign Doctors in View of Health Law Number 17 of 2023 Jo Regulation of the Minister of Health Number 35 of 2022 and the Benefits of the Presence of Foreign Doctors for the People of Indonesia*. *UNES Law Review*. 2024;6(3):8676–93.
9. Gamalliel N, Fuady A. Indonesia's new health law: lessons for democratic health governance and legislation. *The Lancet Regional Health-Southeast Asia*. 2024;23.
10. Arfania M, Suryana N, Hidayah H. Analisis Faktor yang Mempengaruhi Kepuasan Pasien di Apotek Rumah Sakit Swasta Karawang. *Majalah Farmasetika*. 2021;6:116–22.
11. Putri IU, Kautsar AP. Analisis kepuasan pelanggan apotek "X" di Bandung. *Farmaka*; 2018.
12. Mulyani M, Fudholi A, Satibi S. Analisis Tingkat Kepuasan Pasien Terhadap Pelayanan Kefarmasian Menggunakan Model Servqual Di Puskesmas Kabupaten Garut. *Majalah Farmaseutik*. 2021;17(3):284–95.
13. Subyantoro A, Suwanto FX. *Manajemen Sumber Daya Manusia Strategi*. Penerbit Andi; 2020.
14. Malik SA. Hubungan Mutu Pelayanan Kesehatan dengan Kepuasan Pasien di Puskesmas Mamboro Kecamatan

- Palu Utara Kota Madya Palu Propinsi Sulawesi Tengah Tahun 2023. *Jurnal Kolaboratif Sains*. 2023;6(6):552-62.
15. Patattan AA. Hubungan Mutu Pelayanan Kesehatan Dengan Kepuasan Pasien Di Rumah Sakit Fatima Makale Di Era New Normal. *Jurnal Keperawatan Florence Nightingale*. 2021;4(1):14-9.
 16. Amrullah H, Satibi S, Fudholi A. Analisis Kepuasan Pasien Terhadap Pelayanan Kefarmasian Menggunakan Metode Servqual Berdasarkan Status Akreditasi di Kabupaten Ogan Komering Ilir. *Majalah Farmaseutik*. 2020;16(2):193-201.
 17. Layli R. Pengaruh Mutu Pelayanan Kesehatan dengan Kepuasan Pasien Rawat Inap di Rumah Sakit: Literature Review. *Jurnal Pendidikan Tambusai*. 2022;6(2):12746-52.
 18. Berwick D, Fox DM. "Evaluating the quality of medical care": Donabedian's classic article 50 years later. *Milbank Q*. 2016;94(2):237.
 19. Arifin MH, Suprayitno S. Hubungan Mutu Pelayanan Kesehatan Dengan Kepuasan Pasien Pengguna Bpis Kesehatan Di Puskesmas Segiri Kota Samarinda. *Borneo Studies and Research*. 2021;2(2):1234-9.
 20. Surasdiman S, Ilyas GB, Azis M. Analisis pengaruh kualitas pelayanan, fasilitas dan pengetahuan terhadap kepuasan pasien di Puskesmas Batu-Batu Kabupaten Soppeng. *YUME: Journal of Management*. 2019;2(1).
 21. Rismayanti R, Ilyas GB, Kadir I. Pengaruh Mutu Pelayanan Terhadap Kepuasan Pasien Di Uptd Kesehatan Puskesmas Bojo Baru Kabupaten Barru. *YUME: Journal of Management*. 2018;1(3).