

Analysis of Effect of Service Quality on Satisfaction Inpatient at Ibunda Hospital, Bagan Batu Village

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Abstract

This study aims to determine and analysis of effect of service quality on satisfaction inpatient at Ibunda Hospital, Bagan Batu Village. This study uses a quantitative approach. This research is conducted at Ibunda Hospital, Bagan Batu Village. The time of this research is from May to July 2022. The population in this study are inpatients at Ibunda Hospital. The technique of determining the informants used proportional sampling. The sample used is 96 respondents using the slovin sampling technique. The analytical method used in this study is a simple linear regression analysis method. The results show that service quality has a significant effect on satisfaction inpatient at Ibunda Hospital, Bagan Batu Village.

Keywords

service; quality; satisfaction; inpatient



I. Introduction

Hospitals as health service organizations are required to provide health services that meet optimal service standards. This is the hospital's accountability in order to be able to remain competitive with other hospitals. Organization must have a goal to be achieved by the organizational members (Niati et al., 2021). The success of leadership is partly determined by the ability of leaders to develop their organizational culture. (Arif, 2019). Efforts to improve the quality of health services are important so that when a customer has business or needs in an organization or government or private agency, he will feel happy if the officer provides excellent and satisfying service, which means the service of the officer is of high quality. On the other hand, when the customer feels disadvantaged by the officer due to convoluted service, there is no good communication, does not understand customer needs, lacks knowledge and abilities of the officer, and the service provided is inaccurate and satisfactory, then the service can be said to be of poor quality.

In carrying out its functions and duties, a hospital must be able to provide quality services, able to meet all the demands of the community to the fullest. Thus, every hospital must always evaluate the quality of existing services, both from a technical and administrative perspective, because the quality of services provided will greatly affect the level of patient satisfaction at the hospital (Madjid, 2016).

We can find health services in hospitals both medically and non-medically. Medical services are a series of activities or services provided to patients according to predetermined medical service standards and usually in these services human resources who have expert knowledge in the medical field are used, namely doctors, nurses, and other positions related to medical services to patients.

The purpose of the medical service itself is none other than trying to cure the disease that is in the patient. The service actions carried out must also be in accordance with applicable procedures and of course they must be accountable, apart from that there are

other aspects that must be fulfilled by the hospital as a health service provider organization, namely facilities, access, hospitality, care so that will form a deep impression for visitors, the patient's family and the patient himself.

Apart from the quantity and quality of the hospital, what is more important is the medical staff themselves, both in number and level of education and expertise, health workers in hospitals are medical staff in hospitals who are responsible for the quality of health services provided to patients, compliance with professional ethics and the implementation of daily professional duties of all its members also include various other types of expertise that provide health services to patients according to the rules in the hospital.

Each member of the medical staff has the right to provide health services to patients at the hospital concerned in accordance with their field of expertise, and each member of the medical staff must be willing to be assessed in order to improve the quality of services, improving the professionalism of human resources and improving the quality of hospital management. Hospital quality services must be maintained by measuring continuously, so that the weaknesses and shortcomings of the services provided are known, and follow-up is made according to the priority of the problem because it will affect the image of the hospital, whether it's a hospital, apart from that, health services have characteristics and characteristics. The nature of health services, among others, is a human right, cannot be predicted, customer ignorance, the impact of health services and a code of ethics that must be met and has limitations to compete so that the community must have the opportunity to experience quality health services.

Ibunda Hospital is a private institution that provides health services or services for the community in Rokan Hilir Regency, having its address at Jalan Lintas Riau km 4 Ark of the Bahtera Makmur of Bagan Batu City. Ibunda Hospital as a health facility that provides health services to the community has a very strategic role in accelerating the improvement of public health status. Therefore, hospitals are required to be able to provide satisfactory quality services for their patients in accordance with established standards and can reach all levels of society.

From the data obtained, it is known that inpatient services are the services with the highest number of both surgery, internal medicine, high care unit, childbirth, but from the data above there is also a decrease in the number of patients, of course this is due to several external factor's hospital or internal such as facilities or medical personnel. Internal, namely the temporary closure of Ibunda Hospital for 2 weeks because one of the employees was positive for coronavirus disease 2019 (COVID-19) pandemic and external factors such as the presence of other private hospitals that have collaborated with BPJS health, so many people choose to use the services of the hospital, then the condition The COVID-19 pandemic which limits outdoor movement, then the public's fear of seeking treatment due to the COVID-19 pandemic and administrative requirements, namely antigen tests, rapid tests which are considered difficult for people who want to seek treatment.

Users of hospital services, in this case patients, demand quality services not only regarding healing from physical illness or improving their health status, but also regarding satisfaction with attitudes, always the availability of adequate facilities and infrastructure and a physical environment that can provide comfort.

According to Irawan (2012) customer satisfaction is determined by customer perceptions of product or service performance in meeting customer expectations. Customers are satisfied if their expectations are met or will be very satisfied if customer expectations are exceeded. Irawan (2012) believes that there are five main drivers of

customers, namely product quality, price, service quality, emotional factor, cost and convenience which are included in the indicators of service quality itself.

Patient satisfaction depends on the quality of services provided. Service is all the efforts made by employees to fulfill the wishes of their customers with the services to be provided. Patients are one indicator of the quality of services we provide and patient satisfaction is a capital to get more patients and to get loyal patients. Loyal patients will reuse the same health services if they need it again. Even loyal patients will invite others to use the same health care facilities.

In the provision of health services, Ibunda Hospital has carried out everything to the maximum, however in its service it still has several obstacles which also result in less patient dissatisfaction in receiving some services, especially in inpatient installations, one example of obstacles in handling emergency patient services. Some of the complaints that often occur by patients are due to the availability of inadequate and complete medical equipment where there are still many shortcomings in handling emergency patients.

This study aims to determine and analysis of effect of service quality on satisfaction inpatient at Ibunda Hospital, Bagan Batu Village.

II. Research Method

This study uses a quantitative approach. Quantitative approach is the research method used to examine a particular population or sample, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing the established hypotheses (Jibril et al., 2022; Pandiangan et al., 2018; Pandiangan, 2022). Quantitative approach is also an approach that in research proposals, processes, hypotheses, goes to the field, analyzes data, and concludes data until the writing uses aspects of measurement, calculation, formula, and certainty of numerical data (Octiva et al., 2018; Pandiangan, 2018).

This research is conducted at Ibunda Hospital, Bagan Batu Village. The time of this research is from May to July 2022.

The population in this study are inpatients at Ibunda Hospital. The technique of determining the informants used proportional sampling. Proportional sampling is a sampling technique with a sampling technique that provides an opportunity for the entire population to be sampled on the grounds that the entire population is homogeneous (Asyraini et al., 2022; Octiva, 2018; Pandiangan, 2015). The sample used is 96 respondents using the slovin sampling technique.

The analytical method used in this study is a simple linear regression analysis method. Simple regression analysis aims to determine the effect of one variable on other variables (Octiva et al., 2021; Pandiangan et al., 2021; Pandia et al., 2018). In regression analysis a variable that affects is called the independent variable or independent variable, while the variable that is affected is called the related variable or dependent variable (Pandiangan et al., 2022; Tobing et al., 2018).

III. Result and Discussion

3.1 Simple Linear Regression Analysis Results

In this study, the statistical test used to test the research hypothesis is to use a simple linear regression model. This is because in this study the researcher wanted to know the effect of one independent variable on the dependent variable. Hypothesis testing linear regression analysis (comparing the value of sig. with 0.05)

Table 1. Simple Regression Analysis Results
Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-----------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 12.713 | 5.059 | | 2.513 | .014 |
| Service Quality | .325 | .042 | .627 | 7.810 | .000 |

a. Dependent Variable: Satisfaction Inpatient

The results show that service quality has a significant effect on satisfaction inpatient at Ibunda Hospital, Bagan Batu Village.

In general, this study shows the results that the quality of services provided by Ibunda Hospital to patients, especially inpatients in general, is quite good. This can be shown from the number of high satisfaction responses from respondents to the condition of each research variable. The quality of service has a positive and significant effect on the satisfaction of inpatients at Ibunda Hospital.

Based on the results of data analysis, all indicators of service quality and satisfaction variables are known. The coefficient of the effect of service quality on satisfaction shows a significant effect. The quality of service that is improved in quality will affect and increase patient satisfaction at Ibunda Hospital.

So that it can be concluded that the initial opinion used as an assumption is that if the perceived quality is equal to or exceeds the expected service quality, then the service is said to be of high quality and satisfactory, meaning that if the service received or perceived is as expected, the service quality is perceived to be good and satisfactory.

If the services received exceed customer expectations, then the service quality is perceived as ideal quality. Conversely, if the services received are lower than expected, then the service quality is perceived as bad customers consistently.

This is also evidenced by the results of data analysis using simple linear regression obtained a constant value (β_0) of 12.713, meaning that if the independent variable of service quality (X) is constant or (0), then the value of customer satisfaction (Y) is 12.713. If there is no service, then the customer will not be satisfied. The service quality regression coefficient (β_1) is 0.325, meaning that for every increase in one service quality variable (X), the value of the customer satisfaction variable (Y) will increase by 0.350, meaning that if the service quality is not good, Ibunda Hospital patient will not be satisfied. On the other hand, if the quality of service is good, the inpatients at Ibunda Hospital will be satisfied.

Based on the results of the t-test or partial test regarding the influence between service quality and patient satisfaction at Ibunda Hospital with a significance value of $0.00 < 0.05$ and a t_{count} value of $7.810 > t_{table}$ 1.985 then H_0 is rejected and H_a is accepted, meaning that there is a significant effect between service quality on patient satisfaction at Ibunda Hospital.

Every employee, nurse or doctor in providing other forms of service, must prioritize aspects with approaches such as empathy, ability and responsiveness as aspects of supporting service quality outside of service facilities which greatly affect the behavior of people receiving services, so that power capabilities are needed responsiveness of employees to serve inpatients.

Service demands that address various complaints from the forms of services provided become a positive respect for the responsiveness of service providers and those who receive services. at least the party providing the service if it finds the person being served does not understand the various requirements of the procedure or mechanism, it is necessary to give a clear understanding and understanding wisely, and provide various alternative conveniences to follow the correct service requirements, so that the impression of the person receiving the service understand or respond to the wishes of the person being served.

One of the variables that can affect patient satisfaction is that administrative service innovation has an influence on patient satisfaction, namely the development and implementation of new ideas in the administration section of the Gracia Clinic which is carried out with various transaction activities in clinical management with the aim of efficiency and effectiveness of time, process, effort, and cost.

Therefore, after the customer is satisfied with the products and services received, the customer will compare the services provided. If the customer is really satisfied, the customer will tell many people that the hospital is good and will be willing to recommend to others for treatment at the same place.

Therefore, hospitals from now on must think carefully about the importance of service to patients through service quality. Because it is increasingly realized that service is an important aspect in surviving in the business world and winning the competition.

IV. Conclusion

The results show that service quality has a significant effect on satisfaction inpatient at Ibunda Hospital, Bagan Batu Village.

Based on the results of research and discussion, several suggestions that can be made for consideration include:

1. For Ibunda Hospital

- a. It is recommended for hospitals to improve service quality by meeting hospital needs in terms of hospital completeness facilities in accordance with current needs.
- b. It is recommended to Ibunda Hospital to improve the quality of the hospital's medical capabilities and add specialist doctors and maintain service guarantees to patients.
- c. It is recommended for medical personnel and employees of Ibunda Hospital to increase empathy or concern for patients and their families in meeting service needs.

2. For Universitas Hang Tuah Pekanbaru

It is hoped that the results of this study can be used as input, developed and implied as reference material for further research and to complement books related to improving the quality of health services and patient satisfaction so that references to the quality of health services are wider and have many new references.

3. For Further Researchers

It is recommended that a similar study be conducted on a number of different variables and a larger sample and consider related factors such as service/location selection decisions and patient loyalty.

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