

An Analysis of Quality Services on Patient Satisfaction Outside at Putri Bidadari Hospital Stabat Langkat Regency

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Abstract

The purpose of the study was to determine the difference in service quality based on patient safety, effectiveness and efficiency, and patient orientation, as well as patient satisfaction between patients using BPJS and the general public. The study was conducted by as many as 60 respondents consisting of 30 BPJS patients and 30 general patients in out patient care for Hospitals Putri Bidadari Stabat, Langkat Regency. Analysis of the data used is the independent t-test and then analyzed the effect of the independent variables on the dependent using multiple regression analysis. The results showed that there were significant differences in service quality based on patient safety, effectiveness and efficiency, and patient orientation, as well as patient satisfaction among patients using BPJS and the general public, as well as the influence between patient safety, effectiveness and efficiency, and patient-oriented variables on patient satisfaction. From the results of these equations, it is known that the three independent variables, namely patient safety, effectiveness and efficiency, and patient-oriented services have a positive effect on customer satisfaction. This means that if patient safety, effectiveness and efficiency, and patient-oriented services, the higher patient satisfaction.

Keywords

patient-oriented; patient safety;
patient satisfaction



I. Introduction

Health is a human right so every community has the right to get health services in a fair, equitable, and quality manner that reaches all Indonesian people. In this regard, the Government is trying to improve public health services by providing health service facilities, including hospitals. One of the necessities of life that is the responsibility of the government is health. In Law No. 36 of 2009 concerning Health, it is emphasized that everyone has the same rights in obtaining access to health and obtaining health services that are safe, quality, and affordable. That is, in this case, the government is obliged to try to provide health services by the criteria of the law (Depkes RI, 2009).

As one of the health care facilities, the hospital has a very strategic role in the effort to accelerate the improvement of public health status. Availability of the hospital physically must be supported by

excellent service in providing health services to the community. Service quality is one of the factors that are considered by the community to choose a health facility that will be used. The quality of this service has also become a factor in the competition for service providers, including hospitals (Munijaya, 2016).

Along with the advancement of science and the development of medical technology, the hospital has developed from a purely humanitarian, religious, and social institution into an institution that leads and is more oriented towards 'business', especially after being

allowed by investors to establish hospitals under legal entities. which aims to make a profit (Agus, 2010).

In 1989 the government began to review public complaints about the low quality of hospital services and concluded that there needed to be an intervention to overcome these deficiencies which resulted in new hospital policies, namely standardization of personnel, equipment, hospital services, and medical service standards. This standardization is the first step toward hospital accreditation (Tribowo, 2012).

The phenomenon in 2005, as many as 200,000 (20%) of the one million Indonesian tourists who visit Malaysia every year, came for medical check-ups and treatment purposes. From this amount, Malaysia managed to reap forty million US dollars. Of course, this phenomenon is very sad in the midst of the high level of competition in the hospital industry in Indonesia (Yean, 2007).

One of the hospitals that provide health services in North Sumatra which is located in Langkat Regency is Putri Bidadari Langkat Hospital. This hospital as a hospital managed by PT. Ade Putri Medikal Nusantara, which is classified as a Class B Hospital provides specialist and subspecialty services with a capacity of 285 beds with a total of more than 474 medical and non-medical employees.

The main task of the Putri Bidadari Hospital Langkat is to provide health services to patients, especially the Langkat community and its surroundings as a whole including health improvement efforts (promotive), disease prevention efforts (preventive), health recovery efforts (rehabilitative) in an integrated, equitable and sustainable manner by the vision, mission, values, and philosophy of Putri Bidadari Hospital Langkat (Profile of Putri Bidadari Hospital, 2020).

II. Review of Literature

2.1 Definition of Hospital

Hospital in English is called hospital. The word hospital comes from the Latin word hospital which means guest. More broadly the word means to entertain guests. Indeed, historically, the hospital is an institution that is charitable, to treat refugees or provide education for people who are underprivileged or poor, elderly, disabled, or young people (Kemenkes RI, 2012).

Hospital is a health facility that organizes health services evenly by prioritizing efforts to cure disease and restore health, which is carried out in a harmonious and integrated manner with efforts to improve health and prevent disease in a referral order, and can be used for personnel education and research. The hospital is also an institution that can set an example in a culture of clean and healthy living and environmental hygiene (Depkes RI, 2009).

According to Supranto in Triwibowo the notion of service is a product produced by an organization that can produce goods or services. Service is also defined as a service because the service produces a service. Service is an act where a person or a group offers to another group/person something that is basically intangible and its production is related or unrelated to the physical product (Tribowo, 2012).

According to Kotler in Triwibowo describes the characteristics of the service as follows (Tribowo, 2012):

1) Intangibility (intangible)

That is, a service has an intangible nature, cannot be felt or enjoyed, cannot be seen, heard and smelled before it is purchased by consumers, for example: patients in a

hospital will feel how the nursing services they receive after becoming a patient at the hospital.

2) Inseparability (can not be separated)

That is the service that is felt at the same time and if desired by someone to be handed over to another party, but is part of the service, in other words, the service can be produced and consumed/felt simultaneously, for example: nursing services provided to patients can take place perceived service quality.

3) Variability(varies)

Namely, the service is very varied because it is non-standardized and is constantly changing depending on the service provider, the recipient of the service provided, for example: the services provided to hemodialysis patients in private hospitals may be different from government hospitals.

4) Perishability (not durable)

Where the service is a commodity that is not durable and cannot be stored, for example: a certain hour without a patient in the treatment room, the service that usually occurs will simply disappear because it cannot be saved for another time.

Quality medical services can be interpreted as good medical services. The concept of good medical service is based on certain elements, as stated by Avedis Donabedian from the opinion of Lee and Jones 1933 in Wijono, as follows (Wijono, 2012):

- 1) Good medical service is a rational practice of medicine (medicine).
- 2) Good medical care emphasizes prevention.
- 3) Good medical care requires clever collaboration between lay patients and medical scientific practitioners.
- 4) Good medical service, treats the individual as a whole.
- 5) Good medical services, maintaining a close and continuous personal relationship between doctors and patients.
- 6) Medical services are well coordinated with social welfare work.
- 7) Good medical services, coordinating all types of health services.
- 8) Good medical service includes the implementation of all the necessary services of modern medical science according to the needs of everyone.

2.2 Hospital Service Quality

Lay patients in general rarely think about the meaning of service quality regarding the disease they are suffering from. The questions in his heart are whether the doctor is good, the nurse is not fierce, whether the price is not expensive, whether the medicine is effective (Bustami, 2014).

Quality or quality according to the Indonesian dictionary is the size, degree or level of the good or bad of a product or service. The most important measure of quality is not price or cost, but conformity to established standards. In other terms it can be stated that quality is a combination of the properties and characteristics of a product or service that can meet the needs of users or customers. Product and service quality is the entire combination of product or service characteristics from marketing, engineering, manufacturing, and maintenance where the product or service in its use meets customer expectations.

According to JM Juran in Wiyono, regarding quality and its benefits, there are many meanings of quality, but two of them are very important for managers even though not all customers are aware of them, namely (Wiyono, 2012):

1) Quality as a product feature.

In the eyes of customers, the better the product features, the higher the quality.

2) Quality means free from deficiencies (deficiencies).

In the eyes of customers, the less shortages, the better the quality

Deming (1980) suggests that quality can be seen from the aspect of context, customer perceptions and the needs and desires of participants. From the context aspect, quality is a characteristic or attribute of a product or service. From the aspect of customer perception, quality is the customer's subjective assessment. Customer perceptions can change due to the influence of advertising, product or service reputation produced, experience and so on. And from the aspect of customer needs and desires, quality is what customers want and need (Bustami, 2014).

III. Research Method

The design of this study is a descriptive study with a quantitative approach, which is a research design that data analysis is carried out by describing or describing the data that has been collected to explore facts about factors related to the quality of outpatient services at the Putri Bidadari Hospital Stabat, Langkat Regency in 2020. in the same period (Sugiyono, 2015).

The sample in this study were some of the patients who came for treatment to the Outpatient Installation of Putri Bidadari Hospital Stabat Langkat Regency by determining the number of samples in this study using:

$$n = \frac{N}{1+N(d^2)}$$

Note:

N= Population Size

n = Sample size

d = Precession or degree of confidence is 5%

$$\begin{aligned} n &= \frac{N}{1+N(d^2)} \\ &= \frac{903}{1+903(0,05^2)} \\ &= \frac{903}{1+903(0,0025)} \\ &= \frac{903}{1+2,26} \\ &= \frac{903}{3,26} \end{aligned}$$

= 277 people

Based on the formula above, the number of samples is 277 peoplepatients who come for treatment to the Outpatient Installation of Putri Bidadari Hospital Stabat, Langkat Regency. The sampling technique used an accidental sampling system, namely sampling that happened to exist or was available until a sample of 277 outpatients was obtained, so that the samples taken were outpatients who were there when the researcher was at the place.

IV. Result and Discussion

4.1 Univariate Analysis

Description of the frequency of respondents based on the characteristics in Princess Bidadari Hospital. The status of Langkat Regency can be seen in the table below:

Table 1. Distribution Frequency Based on Characteristics of Respondents in Princess Bidadari Hospital Langkat Regency Stabat

Characteristics	f	%
Age		
< 26 years old	6	2.2
26-35 years old	28	10.1
36-45 years old	148	53.4
46-55 years old	73	26.4
55-65 years old	22	7.9
Total	277	100.0

Respondents in this study were all outpatients who came for treatment at the Princess Bidadari Hospital Langkat Regency Stabat. Based on the results of data collection on the characteristics that the age of respondents is 36-45 years more as many as 148 people (53.4%), respondents aged 46-55 years as many as 73 people (26.4%), 26-35 years as many as 28 people (10.1%), 56-65 years as many as 22 people (7.9%) and respondents aged <26 years as many as 6 people (2.2%). Based on the results of the study in the gender category, it was found that there were 164 female respondents (59.2%) and 113 male respondents (40.8%). Based on the results of the study on the education level of the respondents, it is known that there are more respondents with high school education as many as 101 people (36.5%), 71 people with undergraduate education (25.6%), 63 people with junior high school education (22.7%) and 42 people with elementary school education (15.2%).

4.2 Technical Competence

Here is the frequency distribution based on Technical Competence answers:

Table 2. Frequency Distribution of Answers Based on *Technical Competence* in Princess Bidadari Hospital Langkat Regency Stabat

No	Technical Competence	Answer								Total	
		STS		TS		S		SS		f	%
		f	%	f	%	f	%	f	%		
1	Hospitality of Service Officers in serving patients	25	9.0	105	37.9	115	41.5	32	1.6	277	100.0
2	Medical personnel provide complete medical equipment	74	26.7	40	14.4	153	55.2	10	3.6	277	100.0
3	The doctor's ability to diagnose disease accurately and quickly	55	19.9	78	28.2	129	46.6	15	5.4	277	100.0
4	Responsiveness / speed of doctors in handling patient complaints and providing	65	23.5	127	45.8	76	27.4	9	3.2	277	100.0

5	solutions The ability of doctors to respond quickly in resolving patient complaints	72	26.0	31	11.2	167	60.3	7	2.5	277	100.0
6	Staff is ready to help patients	63	22.7	149	53.8	49	17.7	16	5.8	277	100.0
7	The examining doctor is an expert doctor	79	28.5	40	14.4	154	55.6	4	1.4	277	100.0
8	The doctor or nurse provides information on the treatment carried out	74	26.7	106	38.3	84	30.3	13	4.7	277	100.0
9	Staff are always ready to help patients	67	24.2	52	18.8	147	53.1	11	4.0	277	100.0
10	Skilled officers in providing services	75	27.1	63	22.7	132	47.7	7	2.5	277	100.0

Based on table 2 above, it can be seen the frequency distribution of respondents based on question 1 of 277 respondents the majority answered agree as much as 115 respondents (41.5%), for question 2 the majority answered agreed 153 respondents (55.2%), for question 3 the majority answered agree 129 respondents (46.6%), for question 4 the majority answered disagree 127 respondents (45.8%), for question 5 the majority answered agree 167 respondents (60,3%), for question 6 the majority answered disagree 149 respondents (53.8%), for question 7 the majority answered agree 154 respondents (55.6%), for question 8 the majority answered disagreed 106 respondents (38.3%), for question 9 the majority answered agree 147 respondents (53.1%).) and for question 10 the majority answered agree as many as 132 respondents (47.7%).

The results of categories based on Technical Competence answers can be seen in the table below.

Table 3. Frequency Distribution by Technical Competence Category in Princess Bidadari Hospital Langkat Regency Stabat

No.	Technical Competence	Amount	
		f	%
1.	Not enough	115	41.5
2.	Well	162	58.5
Amount		277	100.0

Based on the results of the study the number of respondents was 277 people, it is known that respondents who have less Technical Competence are 115 people (41.5%) and respondents who have good Technical Competence are 162 people (58.5%).

4.3 The Influence of Technical Competence on Outpatient Satisfaction at Putri Bidadari Hospital Stabat, Langkat Regency

Based on the results of research that has been carried out at the Putri Bidadari Hospital, Langkat Regency, using bivariate analysis it is known that the p value = 0.000 (<0.05) this shows that there is an influence of Technical competence on outpatient satisfaction at Putri Bidadari Hospital, Stabat Regency. Langkat. It is known that the majority of respondents have good technical competence as many as 162 people where as

many as 133 people (48.0%) are satisfied. From the results of multivariate logistic regression test, the variable Technical competence significantly affects patient satisfaction with a value of $\text{sig.} < 0.005$.

Customer satisfaction is a means to face competition in the future, as the best promotional media, an important organizational asset as well as ensuring the growth and development of companies including hospitals. According to Sir Michel Perry in Sari, to maintain competitiveness, you must be totally committed to customers, understand what they want now and anticipate their wishes in the future and always present yourself well so that you can become the first choice and according to the Institute of Customer Service. (ICS) in Sari (2011), stated among other things that customers have the right to get good service if they don't get it, they will turn to other places.

According to Lori DiPrete (1998) in Wijono (2012), technical competence is the skills, abilities and appearance of officers, managers and support staff as well as how officers follow service standards that have been set in terms of accountability, accuracy, test resistance and consistency.

In this study, the assessment of the sub-variables of technical competence was seen from the readiness of the attending physician, the expertise of specialist doctors in examining according to patient complaints, the skills of nurses in inpatient installations, explanations of the benefits of drugs by pharmacy staff and the skills of laboratory workers when taking blood samples.

From the analysis of univariate data, it turns out that the technical competence aspects of medical personnel and other health workers have not been fully assessed by the respondents. The skills of nurses and the involvement of clinical pharmacists during patient care are still the dominant complaints of patients. The difference in patient perceptions in assessing the skills of nurses is caused by some nurses who still have minimal experience because of their short working period.

Although the majority of technical competence aspects are good, they still do not fully satisfy patients, so efforts are needed to further improve the competence and professionalism of care givers that can be felt directly by patients.

The results of this study are in line with research conducted by Munaryo (2008) which shows the results of hypothesis testing and patient statements through in-depth interviews, it can be concluded that the less good the patient's perception of the service quality of the doctor's medical technical skills, the less loyal the patient is, which determines the quality of service. services include the ability, skills and knowledge of service providers.

4.4 Effect of Access to Service on Outpatient Satisfaction at Putri Bidadari Hospital Stabat Langkat Regency

Based on the results of research that has been carried out at the Putri Bidadari Hospital, Langkat Regency, using bivariate analysis it is known that the p value = 0.001 (< 0.05) this shows that there is an effect of Access to service on outpatient satisfaction at Putri Bidadari Hospital Stabat. Langkat Regency. It is known that the majority of respondents have good access to service as many as 196 people where as many as 123 people (44.4%) are satisfied. From multivariate results with logistic regression test, Access to service variable does not significantly affect patient satisfaction with a value of $\text{sig.} > 0.005$.

Access to services according to Lori DiPrete (1998) in Wijono (2012) is health services that are not hindered by geographical, social and cultural conditions, economy, organization or language barriers.

This study assesses the sub-variables of the quality dimension from the aspect of access to services that affect patient satisfaction through the services provided by the hospital in the form of availability of information, ease of referral services from the unit or place of residence, ease of registration procedures, doctor's explanations about diseases that are easy to understand and the availability of transportation services. Economic, social and cultural aspects, organization and not researched.

The lack of information about the services of the Princess Bidadari Hospital Stabat Langkat Regency delivered at the residence / unit and the tiered referral process imposed by BPJS Health is something that gives the impression that the service is still not good and unsatisfactory.

4.5 Effect of Effectiveness on Outpatient Satisfaction at Putri Bidadari Hospital Stabat Langkat Regency

Based on the results of research that has been carried out at the Putri Bidadari Hospital Stabat, Langkat Regency, using bivariate analysis it is known that the p value = 0.000 (<0.05) this shows that there is an effect of Effectiveness on outpatient satisfaction at Putri Bidadari Hospital Stabat, Langkat Regency. . It is known that the majority of respondents have less Effectiveness as many as 160 people where as many as 100 people (36.1%) feel dissatisfied. From the results of multivariate logistic regression test, the Effectiveness variable significantly affects patient satisfaction with a value of sig.<0.005.

Effectiveness is a dimension of accuracy that will answer the question of whether the procedure or treatment when applied correctly will give the expected results (Lori DiPrete (1998) in Wijono, 2012).

In this study, the sub-variables assessed the effectiveness aspect of the patient's opinion about the doctor's accuracy in finding the cause of the patient's illness, the treatment efforts given by the doctor, the nurse's work procedures and nutrition services.

According to the researchers, the above shows that the effectiveness of these services is very important to increase the level of patient satisfaction. Service effectiveness means that health workers are able to overcome all problems at the time of nursing services appropriately and correctly.

According to Sondakh (2013) the effectiveness of the health services provided must be in accordance with the problems found. And health workers must deal with it appropriately and correctly. This aspect describes the ability of nurses to quickly respond to patient complaints, attention to complaints from patients and their families, the accuracy of the hospital service schedule that is carried out (visit / doctor visits, treatment), health services to all patients regardless of status (eg social, economic, education), service procedures are not complicated.

4.6 Research Implications

Implications for Putri Bidadari Hospital Stabat Langkat Regency

- (1) This research is used as the basis for the Putri Bidadari Hospital Stabat Langkat Regency to determine the strategy to maintain service customers and be responsive to changes that occur to be able to maintain its existence as the hospital of choice.
- (2) Maximizing health services and infrastructure at the Putri Bidadari Stabat Hospital in Langkat Regency to fulfill expectations and needs of patients to always use the available inpatient services.

Implications for Patients

- (1) The results of this study are expected to change the perception of patients who are still not satisfied so far about the services of the Putri Bidadari Hospital Stabat Langkat Regency. Therefore, as a patient, you should view hospital services more objectively.
- (2) The patient's choice to choose the Putri Bidadari Hospital Stabat Langkat Regency as a health service facility for themselves and their families is very much needed, in addition to the progress of the hospital as well as for the recovery of patients with directed health coaching control.

V. Conclusion

Based on the results of research and discussions that have been carried out, the conclusions of this study are as follows:

- 1) There is influence technical competence to satisfaction outpatients at Putri Bidadari Hospital Stabat Langkat Regency with a p value of $0.000 < 0.05$.
- 2) There is influence access to service to satisfaction outpatients at Putri Bidadari Hospital Stabat Langkat Regency with a p value of $0.001 < 0.05$.
- 3) There is influence effectiveness to satisfaction outpatients at Putri Bidadari Hospital Stabat Langkat Regency with a p value of $0.000 < 0.05$.
- 4) There is influence human relations to satisfaction outpatients at Putri Bidadari Hospital Stabat Langkat Regency with a p value of $0.000 < 0.05$.
- 5) There is influence efficiency to satisfaction outpatients at Putri Bidadari Hospital Stabat Langkat Regency with a p value of $0.002 < 0.05$.
- 6) There is influence continuity of service to satisfaction outpatients at Putri Bidadari Hospital Stabat Langkat Regency with a p value of $0.000 < 0.05$.
- 7) There is influence safety to satisfaction outpatients at Putri Bidadari Hospital Stabat Langkat Regency with a p value of $0.000 < 0.05$.
- 8) There is influence amenities to satisfaction outpatients at Putri Bidadari Hospital Stabat Langkat Regency with a p value of $0.000 < 0.05$.
- 9) The most significant factor influencing the satisfaction of outpatients at Putri Bidadari Hospital Stabat Langkat Regency is the continuity of service variable with the largest Exp (B) value, which is 102,641.

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