

Patient Satisfaction Level on Effect of Treatment Duration at Prima Medan Royal Hospital

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Abstract

Waiting time in patient care the treatment is a problem that often causes patient complaints in various health institutions. The time a patient remains at registration, examination, and drug taking reflects how the agency manages the service component tailored to the patient's situation and expectations. This research aims to see the waiting time with patient satisfaction. This study uses a research design analytic observational with a cross-sectional study approach conducted at the hospital Royal prima. The sampling technique uses purposive sampling with as many as 170 respondents. Analysis test with chi-square test with a significance level of $p < 0.05$. From the chi-square test results, the waiting time for registration and examination drug on patient satisfaction obtained p value = 0.000 and 0.021 < 0.05 means H_0 is rejected and H_a accepted, implying a relationship between the waiting time for registration and inspection with patient satisfaction. Meanwhile, the time of taking the drug on patient satisfaction is obtained p value = 0.400 > 0.05 means H_0 is accepted and H_a is rejected, meaning there is no relationship between the time Wait for taking medication and patient satisfaction. So, it is recommended that officers be more committed and disciplined in providing appropriate services with a predetermined schedule.

Keywords

duration treatment; hospital royal prima; drug; patient



I. Introduction

Health development is an internal part of national development where the implementation of excellent service is an act or action that gives customers what (more than) what is expected when they need it in the desired way and is better than other similar offerings (Rivai et al., 2019). Endarini (2001) in Hadjam (2001) defines excellent service in the context of hospital services as services provided to patients based on quality standards to meet patient needs and desires so that patients can get satisfaction which can ultimately increase their trust in hospitals. Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. In addition, development is also very dependent on the availability of natural resource wealth. The availability of natural resources is one of the keys to economic growth in an area. (Shah, M. et al. 2020)

The hospital states that patient satisfaction is an evaluation or assessment after using a service, that the selected service at least meets or exceeds expectations (Mamik, 2010). Parasuraman (2001) explains that describing the level of customer satisfaction (patients), it can be done with a service quality approach or Service Quality as measured by using

indicators of Physical Evidence (Tangibles), Reliability (Reliability), Responsiveness (Responsiveness), Assurance (Assurance). And Empathy (Empathy) (Nursalam, 2015). Patient satisfaction is one indicator of the quality of services we provide, and patient satisfaction is a capital to getting more patients and loyal patients (Nursalam, 2014). So that when the services provided to patients in hospitals meet expectations and even exceed patient expectations, which is called excellent service, it gives satisfaction to patients. Satisfied patients facilitate the patient's healing process so that the goal of outstanding service to provide healing can be achieved.

Measuring patient satisfaction is very important to evaluate the services provided by the hospital. Research on patient satisfaction in hospitals in the UK found that patient satisfaction with hospital care was not reasonable because patients felt that there were not enough nurses available when they were in a hospital, so the study suggested increasing the number of certified nurses in hospitals to increase patient satisfaction (Aiken et al., 2018). Research at Dhulikhel Hospital, Nepal found that patients are very satisfied with physiotherapy services so that satisfaction assessment is a program that must be carried out on an ongoing basis to find out and improve the services provided by the hospital (Shakya & Shakya, 2019).

II. Review of Literature

2.1 Customer Satisfaction

According to Lestari (2014), customer satisfaction has recently become something that is considered very important in all business sectors, both goods, and services. For companies engaged in services, satisfying customer needs means that the company must provide quality services (service) to the customer, in this case, the hospital.

Therefore, we need a service for the customer or consumer so that the hospital can know and directly deal with the community or consumers through the customer service section. Customer service is needed to accommodate complaints, questions, or requests for information on products, services, implementation, and technical problems related to company services. In general, customer service means people or parts that deal directly with customers, in addition to tellers and security (Aufa, 2018).

The purpose of establishing customer service (receptionist) at RSU Royal Prima Medan is to provide information services to consumers who come to the hospital about all matters relating to hospital services. A customer service department offers more or less assistance to consumers and facilitates the process of consumer activities at the hospital.

2.2. Definition of Service Quality

Service quality can be defined in many ways. Award states that the quality of health services refers to the level of perfection of the appearance of health services held, which on the one hand can satisfy the users of services, and on the other hand, the procedures for its implementation are by the professional code of ethics and standards that have been set.

In addition to the definition of quality above, Al-Assaf also conveys the meaning of quality according to experts:

1. Quality is doing the right thing the first time and doing it better next time
2. Quality is a stage when the optimal patient outcome service
3. Quality is meeting the requirements demanded by consumers, both internal and external consumers, in terms of services and products that are free from defects

4. Quality is a process of fulfilling the needs and expectations of consumers, both internally and externally. Quality can also be linked to a method of gradual and continuous improvement

2.3 Service Quality Perception

Perceptions of service quality depend on expectations, various kinds of groups have different perceptions about quality, namely:

1. The customers' perception is that the health service place must be appropriately managed, neat, clean, and not too crowded. Service providers should be friendly and sympathetic. Patients generally expect reasonable, appropriate and affordable treatment handlers
2. The view of service providers and professionals is that the service must be technically appropriate and equipped with quality service technology
3. Financial agents expect that financial resources can be used efficiently and effectively
4. The institution's owner hopes that health services must earn a significant income, there should be no complaints, and they must be able to compete with the market environment.

2.4 Dimensions of Health Service Quality

Quality health services must have at least three dimensions or elements are:

a. Consumer Dimension

Health services as expected and needed by patients measured through patient/consumer complaints

b. Professional Dimension

Health services that have met the needs of patients/consumers are measured using professional standards.

c. Process Dimension

How does the health service process use resources most efficiently to meet patients' or consumers' needs and expectations?

Other dimensions that reveal the quality of health services are:

1. Technical competence

Technical competence relates to how health service providers follow agreed service standards, including:

Compliance, accuracy, correctness, and consistency. Not fulfilled technical competence can lead to a decrease in service quality health and endanger the lives of patients.

2. Affordability and access

Affordability and access mean that health services must be accessible to the community, not hindered by social, economic, organizational, and language barriers

3. Effectiveness

Services must be able to treat and reduce existing complaints, prevent disease and spread illness. Effectiveness is closely related to technical competence, especially in the selection of alternatives in dealing with "relative risk" as well as skills in following procedures contained in health service standards

4. Efficiency

With limited health service resources, efficient health services will be able to serve many patients.

5. Sustainability

Continuity of health services means that patients must be able to be served according to their needs, including referrals, without compromising the necessary diagnostic and therapeutic procedures.

6. Security

Quality health services must be safe from the risk of injury, infection, side effects, or other dangers caused by the service itself

7. Convenience

Convenience creates patient confidence in services and health and encourages patients to return for treatment. Comfort is also related to the physical appearance of health services, service providers, and medical and non-medical equipment.

8. Information

Quality health services must be able to provide transparent information about what, who, when, and how health services are provided

9. Punctuality

Accuracy in question is in the manner and time where appropriate use of equipment, drugs, and costs.

10. Human relations

Human relations are interactions of health care providers with patients or other consumers. A good relationship will lead to trust and credibility by respecting each other, keeping secrets, respecting each other, and being responsive. Listening to complaints and effective communication are also important.

III. Research Method

The research design used was a cross-sectional study with quantitative methods. Namely, the research variables were measured and collected at one time (13), in which this study described the effect of service quality variables on repeat visits. The research approach used is A cross-sectional is a study in which the variables, including effects, are observed simultaneously at the same time.

This research was carried out in the Physiotherapy unit of the Royal Prima Hospital Medan, which was carried out in 2018. The sample is part of the number and characteristics possessed by that population. Samples taken from the people must be truly representative.

The sampling technique used is purposive sampling. model in this study has the following inclusion criteria:

1. Patients who have received outpatient services
2. The patient is conscious and can communicate well
3. The patient is not a hospital employee or his family
4. Patients aged 21 years and over
5. Able to answer and write
6. Patients are willing to become research respondents by signing the sheet of informed consent

Validity is an index that shows the measuring instrument is really measure what is measured. Testing construct validity with SPSS version 17.0 if all of them have a significant correlation (construct validity). When the questionnaire that already has construct validity, it means that all the items (questions) that exist inside it measures the concept that we measure.

- a. If $r\text{-count} > r\text{-table}$ then it is declared valid
- b. If $r\text{-count} < r\text{-table}$ then it is declared invalid

The validity in this study was carried out at the Kotapinang Hospital given to 30 outpatients with a value of $r_{table} = 0.361$. If $r_{count} > r_{table}$ (0.361) then the item is declared valid.

Table 1. Measuring Instrument Validity Test Results

| No | Value of r count | | | | |
|-------------------|------------------|-----------|----------------|---------|-------|
| Physical Evidence | Reliability | Guarantee | Responsiveness | Empathy | |
| 1 | 0,548 | 0,488 | 0,549 | 0,448 | 0,483 |
| 2 | 0,587 | 0,587 | 0,550 | 0,536 | 0,536 |
| 3 | 0,586 | 0,795 | 0,624 | 0,573 | 0,625 |
| 4 | 0,573 | 0,740 | 0,582 | 0,396 | 0,432 |
| 5 | 0,481 | 0,636 | 0,579 | 0,289 | 0,621 |
| 6 | 0,619 | 0,736 | 0,618 | 0,484 | 0,459 |
| 7 | 0,870 | 0,553 | 0,884 | 0,126 | 0,443 |
| 8 | 0,686 | 0,646 | 0,614 | 0,544 | 0,581 |
| 9 | 0,599 | 0,512 | 0,592 | 0,519 | 0,603 |
| 10 | 0,729 | 0,488 | 0,711 | 0,611 | 0,649 |
| 11 | 0,525 | - | 0,341 | 0,412 | - |
| 12 | 0,300 | - | 0,276 | 0,640 | - |
| 13 | 0,619 | - | 0,579 | 0,352 | - |
| 14 | - | - | 0,618 | 0,490 | - |
| 15 | - | - | 0,884 | 0,262 | - |

The variables in this study consisted of independent variables (independent variables) namely the quality of health services which include:

1. Responsiveness is the ability to help and provide prompt service to patients. Responsiveness measured by the hospital's readiness indicator in handling complaints patients, easy access to services, helping individuals with immediately to get the service you need
2. Guarantee is the ability of health workers to grow confidence in patients that the services provided are appropriate, belief that health workers demonstrate certainty in services so that patients feel confident with the services given
3. Tangibles are circumstances in which the hospital has adequate facilities and infrastructure, can be in the form of physical appearance hospital, the state of the surrounding environment, medical equipment sophisticated, effective work equipment, and appearance of officers health that shows skills in work
4. Empathy is the ability of health workers to provide attention to all patients, willingness to listen to complaints patient, showing concern, showing involvement in provide services for various things that are done, so that served to be helped to face various forms of difficulties service.
5. Reliability is the ability of health workers to provide services accurately and reliably by patients. Like precision diagnosing, administering drugs that show the patient's recovery, the ability to provide detailed, brief explanations and clear that does not raise questions or things that cause complaints from people who receive services

IV. Result and Discussion

4.1 Population Policy During Turki Utsmani 1512-1566 M

Excellent service is the best service provided by the company to meet customer expectations and needs, both customers within the company and outside the company (Daryanto & Setyobudi, 2014). Excellent service in this study was analyzed with the

variables Attitude, Attention, Action, Ability, Appearance, and Accountability on outpatient satisfaction at Royal Prima Hospital.

This study analyzes the effect of implementing excellent service on outpatient satisfaction at the Royal Prima Hospital. Based on the univariate test of excellent service at the Royal Prima Hospital, it was found that most of the respondents rated Attitude, Attention, Action, Ability, Appearance, and Accountability in good category. Meanwhile, for the Satisfaction variable, the results showed that most of the respondents, namely outpatients at the Royal Prima Hospital, were satisfied with the excellent service at the hospital.

Attitude in this study is the behavior displayed by health workers to outpatients at Royal Prima Hospital as a part of the hospital's excellent service. The results of the study obtained information that most of the respondents considered the Attitude to be good, but from those who considered it good, there were still those who felt less satisfied with the excellent service in outpatient services at Royal Prima Hospital, where this was due to the percentage of answers to each question on the Attitude variable. (Attitude) there are respondents who rate the patience, friendliness, politeness, greeting and smile of health workers in the poor category so that it affects patient satisfaction. The results of the chi square test concluded that Attitude affects the satisfaction of outpatients at Royal Prima Hospital, which means that the better the Attitude of health workers, the greater the satisfaction of outpatients at Royal Prima Hospital. The results of this study are in line with the research of Kelana (2015), which found that there was an effect of implementing excellent nurse service on the level of patient satisfaction at home

This study is also in line with Sinollah's (2020) research, which found that attitudes affect consumer satisfaction at Amelia Hospital and HVA Pare. Attention in this study is the concern of health workers related to attention to the needs and desires of outpatients at Royal Prima Hospital as one part of the hospital's excellent service. The results of the study obtained information that most of the respondents rated Attention as good, but from those who rated it good there were still those who felt less satisfied with the excellent service in outpatient care at Royal Prima Hospital, where this was due to the percentage of answers to each question on the Attention variable. (Attention) there are respondents who assess that the officer meets the needs of the patient, clear information from the officer, good language, easy to understand, familiar with the patient, attention to patient complaints, asking how the patient is and the condition of the patient before starting the examination in the poor category so that it affects patient satisfaction . The results of the chi square test concluded that Attention affects the satisfaction of outpatients at Royal Prima Hospital, which means that the better the Attention of health workers, the greater the satisfaction of outpatients at Royal Prima Hospital. The results of this study are in line with Sinollah's research (2020), which found that attention has an effect on consumer satisfaction at Amelia Hospital and HVA Pare. However, the results of this study are not in line with Firdhousy's (2016) research, which found that the factors that influence the implementation of excellent service are communication, resources, disposition, and bureaucratic structure.

Actions in this study are all maximum activities given by health workers to outpatients at Royal Prima Hospital. The results of the study obtained information that most of the respondents considered the Action to be good, but from those who considered it good, there were still those who felt less satisfied with the excellent service in outpatient care at Royal Prima Hospital, where this was due to the percentage of answers to each question on the Action variable. (Action) there are respondents who assess such as the response of officers to patient complaints is not fast, communication with patients,

listening to patient complaints carefully, complete and clear information related to patient healing, and patient waiting time in the poor category so that it affects satisfaction.

The results of the descriptive analysis showed that 62% of patients felt that guarantees in hospitals are still inadequate and 38% of respondents feel guarantees is sufficient. Based on the results of the regression test, it was obtained that with a level of confidence 95% it can be concluded that the assurance factor affects the satisfaction of outpatients in hospital royal prima in 2017.

Based on the results of research on the guarantee factor, it is obtained the result that the guarantee factor is still not good. Insurance is the ability of health workers to provide services that have level of accuracy, convenience, smoothness so that people who receive services feel satisfied with the quality of service provided. Assurance Measured by indicators of security and assurance of the patient at the time of treatment or care, can foster a sense of trust for a speedy recovery to patients, experienced and trained in performing treatment and able to quickly resolve complaints about the patient's health condition.

V. Conclusion

There is an effect of excellent service from the Attitude variable with p value = 0.007, Attention with p value = 0.001, Action with p value = 0.003, Ability (Ability) with p value = 0.001, Appearance (Appearance) with a value of p = 0.000, and Accountability with a value of p = 0.000 on the satisfaction of outpatients at Royal Prima Hospital. It is expected that the Royal Prima Hospital to pay attention to and maintain the variable items Attitude, Attention, Action, Ability, Appearance, and Accountability because it is proven that the variables significantly These variables affect patient satisfaction in the outpatient ward of hospital royal prima.

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