

Research Article

Analisis Determinants of Service Quality Hospital Patient Satisfaction Madani Hospital in Palu

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Abstract: Hospitals are an important means of providing health services to the public. The purpose of this study was to determine how the quality of service affects the satisfaction of inpatients at the Madani Hospital in Palu. This study uses a quantitative method with a cross sectional study approach. Interviews were carried out on 205 of the entire inpatient population at the Madani Hospital in Palu. To find out how the quality of service affects the satisfaction of inpatients. Data was processed using chi square analysis and logistic regression. The results showed that the six variables studied based on Fisher's Exact Test results showed tangible ($p = 0.003$), reliability ($p = 0.003$), responsiveness ($p = 0.006$), insurance ($p = 0.000$), empathy ($p = 0.006$) and significantly influences the satisfaction of inpatients. Based on the results of the same logistic test, it was found that assurance with an expansive value ($B = 292,470$) was the most influential variable on the satisfaction of inpatients. For the Madani General Hospital in order to further improve the quality of service, especially the responsive aspects and improve hospital management. With good management helps employees work in accordance with the hospital's vision and mission so that patient satisfaction becomes better.

Keywords: determinant, service quality, satisfaction, inpatient, hospital.

INTRODUCTION

Service is key for organizations to survive, because the service is closely related to customer satisfaction. Nowadays various organizational efforts on the production of quality services to customers, because the organization will have a positive image when able to provide quality service, if otherwise not be able to provide services in accordance with customer expectations then it is possible the organization will be left customers.

To determine the service quality used model approach Service Quality (SERVQUAL) developed by Parasuraman (1990) in Lasadika (2018), Rahmawati *et al.*, (2013), Azwar (1994) cited in Supartiningsih (2017), The assessment of the quality of service is included in the five dimensions namely tangible, reliability, responsiveness, assurance and empathy, that is the quality of health care is pointing at a level perfection of health services, including dimensional conviction (Supranto 2011).

According to Bosnjak *et al.*, (2011) service quality is how good the quality of a product or service is what should be done, how close and reliable in meeting the given specifications or provides.

Patient satisfaction is the collective result of perception, evaluation and psychological reactions to the consumption experience with a product or service. Patient satisfaction is considered as how patients can get more benefits than their cost (Ibojo *et al.*, 2015), Of the principle of Service Quality, researchers conducted initial observation of the patient satisfaction Madani hospital in Palu. The results found the fact that in everyday experience, patient dissatisfaction is most often expressed in terms of hospital services, including delays in medical treatment, the doctor is difficult to find, nurses less communicative and informative, the lengthy process of inpatient admission, attitude, behavior officer and hygiene problems in a hospital environment.

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Based on the results of preliminary observations the researchers obtained data on the number of patients who had undergone hospitalization Madani hospital in Palu 2016, totaling 5,329 patients, 2017 amounted to 4992 patients and 2018 until November 2018 amounted to 4,793 patients. During the period of two (2) years of recent years, from the year 2016 to 2018, the general has decreased the number of patients around 4.95% in 2017, and the period of November 2018 around 4.15%. Other data showing the rate of decline in inpatient visits can also be seen from the Bed Occupancy Rate (BOR) Madani Hospital Palu, that during the last three years a decline in the percentage of BOR. In 2016, the indicator value bed utilization efficiency by 46%, then in 2017 dropped to 41% and the period of November 2018, the indicator value is the efficient utilization of the bed was still at 39%. During the period 2016 to 2018 the indicator value is the efficient utilization of the beds in the inpatient unit Madani Hospital Palu has not yet reached the ideal value is between 60-85 percent, according to standards set by the Ministry of Health of the Republic of Indonesia. (Rumah Sakit Madani Palu, 2018). The purpose of this study was to determine how the quality of service affects the satisfaction of inpatients at the Madani Hospital in Palu.

METHODOLOGY

Design Research

This type of research from the standpoint of the framework pertained quantitative study using cross sectional method with Likert scale. This research was conducted at the Hospital Civil Palu, 11 Village Road Thalua female friend Mamboro North Palu City. This research was conducted from March to April 2019.

Population and Sample

The population of this study were all inpatients in Palu Madani Hospital in March 2019. The sample in this research using accidental sampling technique. A sample of 204 inpatients who have met the inclusion criteria that patients who have been treated for 3x24 hours / three (3) days or more, If the patient is under the age of 17 years, or cannot communicate well, then so respondents were of kin of patients waiting for treatment.

Data Collection

Data collection was conducted through interviews using a questionnaire that has been provided by way of asking questions in the form of a list of the forms, submitted in writing and read to the object under study to get feedback, information, answers relating to the focus of the problem are examined.

Data Analysis

The analysis of the data used is a universal analysis that was done to get a general overview of the research problem. To explore the influence of each independent variable on the dependent used bivariate

analysis using Chi-square test (χ^2). Then multivariate analyzes were performed to analyze the influence of several variables on other variables at the same time using multiple logistic regression.

RESULTS

Table 1 Effect of Tangible Inpatient Satisfaction Madani Hospital in Palu 2019

Tangible	patient satisfaction				Total (N)	P.value
	Enough		Less			
	F	%	F	%		
Enough	196	97.5	5	2.5	201	0,003
Less	1	33.3	2	66.7	3	
Total	197	96.6	7	3.4	204	

Table 1 shows that based on the results of hypothesis testing using the Chi-Square (χ^2) Was obtained p-value (0.003) > a (0.05), Then Ho is rejected, which means there is the influence of physical evidence tangible to patient satisfaction Madani Hospital in Palu,

Table 2 Effect of Reliability Inpatient Satisfaction Madani Hospital in Palu 2019

Reliability	patient satisfaction				Total (N)	P.value
	Enough		Less			
	F	%	F	%		
Enough	196	97.5	5	2.5	201	0,003
Less	1	33.3	2	66.7	3	
Total	197	96.6	7	3.4	204	

Table 2 shows that based on the results of hypothesis testing using the Chi-Square (χ^2) Was obtained p-value (0.003) > a (0.05), Then Ho is rejected, which means there is the influence of physical evidence reliability to patient satisfaction Madani Hospital in Palu,

Table 3 Effect of Responsiveness Inpatient Satisfaction Madani Hospital in Palu 2019

Responsiveness	patient satisfaction				Total (N)	P.value
	Enough		Less			
	F	%	F	%		
Enough	195	97.5	5	2.5	200	0,006
Less	2	50	2	50	4	
Total	197	96.6	7	3.4	204	

Table 3 shows that based on the results of hypothesis testing using the Chi-Square (χ^2) Was obtained p-value (0.006) > a (0.05), Then Ho is rejected, which means there is the influence of physical evidence responsiveness to patient satisfaction Madani Hospital in Palu,

Table 4 Effect of Assurance Inpatient Satisfaction Madani Hospital in Palu 2019

Assurance	patient satisfaction				Total (N)	P.value
	Enough		Less			
	F	%	F	%		
Enough	195	98	4	2	199	0,000
Less	2	40	3	60	5	
Total	197	96.6	7	3.4	204	

Table 4 shows that based on the results of hypothesis testing using the Chi-Square (χ^2) Was obtained p-value (0.000) > a (0.05), Then Ho is rejected, which means there is the influence of the guarantee (assurance) topatient satisfaction Madani Hospital in Palu.

Table 5 Effect of Empathy Inpatient Satisfaction Madani Hospital in Palu 2019

Empathy	patient satisfaction				Total (N)	P.value
	Enough		Less			
	F	%	F	%		
Enough	195	97.5	4	2.5	200	0,006
Less	2	50	2	50	4	
Total	197	96.6	7	3.4	204	

Table 5 shows that based on the results of hypothesis testing using the Chi-Square (χ^2) Was obtained p-value (0.006) > a (0.05), Then Ho is rejected, which means there is influence of empathy (empathy) topatient satisfaction Madani Hospital in Palu,

Table 6 Effect of Service Quality Satisfaction Inpatient Hospital Palu Madani 2019

Variables	SE	Wald	df	Sig.	Exp (B)	95% CIFOR EXP (B)	
						Lower	Upper
Reliability	1,722	9,409	1	,002	196,941	6,735	,884
Assurance	1,356	17,538	1	,000	292,470	20,507	,151
Constant	1,003	27,659	1	,000	,005		

Table 6 shows that after multivariate analysis using logistic regression, it was found that a guarantee (assurance) is the most influential variable on patient satisfaction in Palu Madani Hospital 2019 with Exp (B) or the value of the coefficient of the regression equation eksponan formed. Multivariate analysis showed that the variablesassurance influence on patient satisfaction Madani Hospital in Palu because it has a higher closeness of 292-470 with p = 0.001, Which means it is very possible guarantee variable 292.470 times more impact on patient satisfaction.

DISCUSSION

In this research shows that the six variables studied were tangible, reliability, responsiveness, assurance and empathy, including dimensional beliefs all have significant factor influencing patient satisfaction.

According to marketing expert Philip *et al.*, (2006) in Jaya *et al.*, (2015), Said that the quality is the overall characteristics and properties of a product or service that affect its ability to satisfy stated or implied needs. According Tjiptono (2007) cited in Lasadika (2018) Quality is a dynamic condition that affects the products, services, people, processes and environments that meet or exceed expectations.

The quality of health care in general can be mentioned, Azwar (1994) cited in Supartiningsih (2017) that is the quality of health care is pointing at the level of perfection of health services, which on one hand can lead to satisfaction for each patient according to the level of satisfaction of the average population, and on the other procedure for its implementation in accordance with the code of ethics and standards of professional services that has been established for users of healthcare services (health consumer).

Some research shows that there is influence quality of medical service to the patient satisfaction, quality of nursing care no influence on patient satisfaction, there is the influence of environmental conditions on the quality of patient satisfaction, there is the influence of the quality of facilities and infrastructure to client satisfaction. The variables that most influence on patient satisfaction is the quality of nursing service (Ismail 2014), Results of other studies revealed that the quality of hospital services greatly affects the satisfaction and intentions and behavior of the patient. Results of the good service and provide patient satisfaction, then they recommend their friends and neighbors to the hospital treatment (Maqsood *et al.*, 2017).

Research Belaid *et al.*, (2015) emphasizing their common phenomenon that the achievement of quality in terms of products and services position quality center this service yet undefined by service quality is a comparison between expectations (expectation) with the performance.

This study is in line with the opinion Fatima *et al.*, (2018) argued that the means are all kinds of tools, equipment and facility that serves as the main tool / auxiliary in the execution of the work, and also to the interests that are related to the organization of work.

The results are consistent with research conducted by Kurnia *et al.*, (2012) entitled Satisfaction Family Patient Emergency Against Quality health services In the Baptist Hospital Batu Kediri in 2010, where the study was conducted on 50 respondents in the Baptist Hospital Batu Kediri to see the satisfaction of Family Patient Emergency To Quality Health Care Judging from Aspect infrastructures, the result that as many as 45 (90%) of respondents felt that better facilities and infrastructure in the hospital while 5

(10%) of respondents assess existing facilities and infrastructure in hospitals are lacking.

According to Pangerapan *et al.*, (2018) *reliability* is the ability of personnel providing services to patients appropriately. In hospital services are patient assessment of the ability of health professionals. In line with the research Aliman *et al.*, (2013), which says reliability of good health officials as many as 58% and 42% unfavorable.

This study is in line with the opinion Palupi *et al.*, (2017) factors that affect the quality of health care include technical competence, access to services, effective service, human relations, the service continuity, security services, convenience of service and timeliness. This research was supported by the opinions Anggrianni *et al.*, (2017) improving the quality of service is strongly associated with response speed and reliability of health workers, improving health facilities and the availability of the drug should be intensified.

Research Hassanian *et al.*, (2018) quality health services are services that can satisfy any health care service users in accordance with the average satisfaction level of residents and penyelenggaraanya accordance with the standards and professional codes that have been defined. To achieve the appropriate quality of service standards, the hospital must always put customer satisfaction through continuous improvement of service quality, enhancing the competence of human resources (HR) and the application of appropriate technology. This study is also in line with research conducted by Yulianti *et al.*, (2015), Assurance be variables that affect patient satisfaction of hospital inpatient unit Dr. Hasan Sadikin Bandung.

This study is in line with the opinion Mitropoulos *et al.*, (2018) and Nurcahyanti, (2017) officers should feel empathy for the patient, so that patients feel satisfied. As for the influence of trait empathy support medical support services must be able to function to satisfy patients, including a doctor who is also a giver waiters were able to compete with other doctors, so as to provide a competitive price and to minimize the error (malpractice) or services that harm patients. Results of research consistent with research Khakim *et al.*, (2015) concluded that there is a relationship between patient satisfaction empathy with the National Health Insurance at first-level health facilities.

This study is in line with the opinion Hendana *et al.*, (2017) that faith is assurance of the ability, the knowledge, the quality of hospitality and courtesy in providing services and skills provided information that engenders trust.

The results are consistent with research conducted by Ihsan *et al.*, (2014) entitled Evaluation of Quality Care in Community Pharmacies Kendari Based Pharmaceutical Standard dimensions empathy that a significant effect on the quality of services the pharmacy where the highest percentage of 82.35% is shown on the indicator purchased drugs of assured quality.

CONCLUSION

Based on the analysis and discussion of the data collected, it can be concluded that there effect tangible, reliability, responsiveness, assurance, and belief to client satisfaction inpatient Hospital Madani in Palu. The six dimensions of quality of services studied, the assurance dimension is the dimension that most influence on patient satisfaction. For Regional General Hospital Madani for further improve the quality of services, especially aspects of responsive and improve hospital management. Advices: With good management help employees work in accordance with the vision and mission of the hospital so that patients get better satisfaction.

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