

The Effect of Service Quality on Patient Satisfaction at Jampang Kulon General Hospital, West Java Province

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ABSTRACT

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This research is a quantitative study that aims to determine the effect of service quality on patient satisfaction at Jampang Kulon General Hospital, West Java. This is based on the problem of several complaints by patients regarding the quality of existing services. In this study, the unit of analysis was patients at Jampang Kulon General Hospital, the population included were all patients at the Jampang Kulon General Hospital, West Java Provincial Government, from January 2021 to March 2021, a total of 1,658 patients. The sampling technique is Probability Sampling and the number of samples is 94 people. Based on the results, it can be concluded that service quality has a positive effect on patient satisfaction at the Jampang Kulon General Hospital, West Java Province with an effect of 33.98% and a regression function of $Y = 14.080 + 0.555 X$.

Keywords: Service Quality, Satisfaction

1. INTRODUCTION

Over time, hospitals in Indonesia have also developed. The number of hospitals in Indonesia is also increasing, basically General Hospitals have a mission to provide quality and affordable health services to the community in order to improve the health status of the community (Sipatu et al, 2021; Bustani et al, 2015). In addition, public hospitals carry out health service efforts in an efficient and effective manner by prioritizing healing and recovery which are carried out in a harmonious and integrated manner with improvement and prevention as well as the implementation of referral efforts. One of them is Jampang Kulon General Hospital which is currently the only hospital in South Sukabumi.

Hospital services, both good and bad, can be measured in a simple way, namely in terms of hospital staff in terms of friendliness, timely service, doctors who are always there, and others (Hasan & Putra, 2018; Febriani & Sugiono, 2012). In terms of hospital infrastructure, it can be seen that there is sufficient water, the availability of electricity, adequate toilets/bathrooms and others (Putri & Rahmawati, 2022; Yunari, 2017). Demographic conditions also affect people to come to the hospital both in terms of distance traveled, time and cost. This can motivate people to visit the hospital for treatment.

Health services in hospitals must also be effective, but in fact patients are not satisfied with the services provided by service providers because they do not match their needs and expectations (Arya & Rahayu, 2021; Supriatin, 2018). In fact, dissatisfaction is felt by inpatients. Based on the results of interviews conducted in the inpatient room, patients and their families complain of a lack of friendliness and professionalism of nurses, nurses seem to be in a hurry when serving in the room, nurses seem slow when patients ask for medical needs, and nurses who are ignorant and uninformative. This can be seen in the table of complaints below:

Table 1. Data on inpatient complaints

No	Complaint	Year of 2021			Description
		January	February	March	
1	Medical Information	11	10	19	Patient Number
2	Communication	9	14	22	
3	Facility	8	2	4	
4	Insurance	14	21	33	
5	Professionalism	2	1	1	

Source: Jampang Kulon General Hospital 2021

Based on the table above, it can be seen from some of the most dominant complaints that patients complain about medical information, it can be seen from the last 3 months that there has been an increase to 19 patients, then 22 people have communicated while being treated and about insurance which is a convoluted process up to 33 patients. This is influenced by several factors, one of which is the placement that is not in accordance with the educational background, the absence of an evaluation of existing complaints, the limited number of employees who take care of insurance. If the service received exceeds customer expectations, then the quality of service is perceived as an ideal quality. On the other hand, if the service received is lower than expected, then the service quality is perceived as bad.

2. LITERATUR REVIEW

a. Service Quality

According to Mulyawan (2016) service quality is defined as the level of excellence expected and control over the level of excellence to meet customer desires. Service quality is basically centered on efforts to fulfill customer needs and desires and the accuracy of delivery to balance customer expectations (Indrasari, 2019). Based on the above understanding, it can be concluded that the service received or perceived is in accordance with what is expected, then the quality of service is perceived as good and satisfactory (Suryadana, 2017). If the service received exceeds customer expectations, then the quality of service is perceived as an ideal quality (Devi & Yasa, 2021). Conversely, if the service received is lower than expected, then the service quality is perceived as bad. Thus the good or bad quality of service depends on the ability of service providers to consistently meet the expectations of the community (service recipients).

According to Tjiptono in Mulyawan (2016), every service recipient clearly wants satisfaction from the service product he receives. The satisfaction of the recipients of this service refers to the characteristics or service attributes as (1) Punctuality of service, (2) Service accuracy, (3) Courtesy and hospitality in providing services, (4) Easy to get service, (5) Convenience in obtaining service, (5) Other service support attributes.

b. Satisfaction

Satisfaction is an emotional reaction to the perceived service quality and the perceived service quality is an overall opinion or attitude related to the virtue of service. In other words, customer satisfaction is the quality of service that is seen from the interests of consumers in this case is the patient. Quality health services are health services that can satisfy every user of health services in accordance with the level of satisfaction of the average population and its implementation in accordance with the existing code of ethics and professional service standards. According to Kotler & Keller (2016), "Satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance or outcome to expectations. If the performance falls short of expectations, the outcome is dissatisfied. If it matches expectations, the customer is satisfied or delighted".

According to Kotler & Keller in Priansa (2017) consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the expected performance or product results to the expected performance or results. Furthermore, according to Indrasari (2019) Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (or results) of the product thought to the expected performance (or result). Oliver in Suhartanto & Hidayat (2018) states that customer satisfaction is a summary of the psychological conditions that result when the emotions surrounding expectations do not match and are multiplied by feelings formed about the consumption experience. Based on the above definitions, it is concluded that patient satisfaction is a sense of satisfaction or disappointment felt by consumers. When performance is inadequate, the company can find out whether the performance of the company itself is good and as expected or still needs to be improved.

According to Priansa (2017) five elements concerning consumer satisfaction are as follows (1) expectations, (2) performance, (3) comparison, (4) experience, and (5) confirmation and disconfirmation. A very satisfied customer will usually stay loyal for a longer time, buy again When a company introduces new products and upgrades old products, talks well about the company and its products to others and is not very price sensitive. On the other hand, if consumers are disappointed, it can have a negative impact on the company, namely reducing the number of consumers because consumers are no longer interested in using the services or products offered by a company so that it will have an impact on decreasing profits.

c. The Effect of Service Quality on Patient Satisfaction

Several previous studies have shown that service quality has an effect on satisfaction (Afthanorhan, 2019; Meesala & Paul, 2018), both for patients in particular and for customers in general. According to Ratminto & Atik in Mulyawan (2016), the measure of the success of service delivery is determined by the

level of satisfaction of service recipients. Many researchers agree that customer satisfaction is a specific measure for each transaction, situation or interaction that is short term, while service quality is an attitude formed from the overall evaluation of the company's performance in the long term (Tjiptono & Chandra, 2016). So, it can be said that service quality has a positive effect on satisfaction (Lim et al, 2018; Azhar et al, 2019, Dam & Dam, 2021). Based on the information above, the framework of thought in this study is as follows:

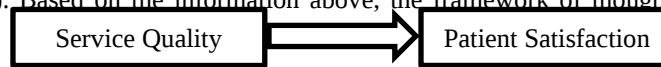


Figure 1. Research Framework

3. RESEARCH METHOD

a. Research Design

Design or research design is a form of approach taken by the author in taking practical steps towards an object that is a problem. The approach in this study the author uses a quantitative approach. The research design used by the author is a descriptive purpose method, according to Imam Ghozali (2016) The descriptive purpose is to describe or explain. Descriptive studies are often designed to collect data that describes the characteristics of a person, event or situation. Descriptive studies can be qualitative or quantitative in nature.

b. Unit of Analysis, Population and Sample

In this study, the unit of analysis was patients at Jampang Kulon General Hospital, West Java Provincial Government. In this study, the population included were all patients at the Jampang Kulon General Hospital, West Java Provincial Government, from January 2021 to March 2021, totaling 1,658 patients. The sampling technique that the researcher uses is Probability Sampling. According to Juliansyah Noor (2017) Probability sampling is a sampling technique that provides equal opportunities for each member of the population to be a sample. This technique includes the simple random technique which is the simplest technique, the sample is taken at random regardless of what is in the population, each element of the population has the same chance and is known to be selected as a subject. The number of samples is determined by the Slovin table with an error rate of 10% so that the number of samples is 94 people.

c. Data Collection Method

The main data collection method in this research is using a questionnaire. Questionnaires were distributed to respondents in the hospital. Interviews were also conducted at the beginning before the study to collect information from patients regarding problems related to satisfaction and service while being a patient at the hospital.

d. Research Instrument

Variable measuring instruments are commonly used in various research designs. Instruments can be broadly divided into drops and scales. The measuring instrument uses a scale of 1 to 5 in this study. operational variables and dimensions or indicators for each variable have also been made to make it easier to make statements or questions in the questionnaire.

e. Statistical Hypothesis

The significance value of a hypothesis is the truth value of the accepted or rejected hypothesis. In this study, a significance of 0.05 was used, which means that we determine that the results of the study will have a 95% chance of being correct and 5% of being wrong ($\alpha = 5\%$). The hypotheses in this study are as follows:

Ho : There is no effect of service quality on patient satisfaction at Jampang Kulon General Hospital, West Java Province.

Ha : There is an effect of service quality on patient satisfaction at Jampang Kulon General Hospital, West Java Province.

f. Data Analysis Techniques

Data analysis techniques consist of validity test, reliability test, and statistical analysis. The validity test is carried out to test the validity of the measuring instrument actually measuring what is being measured. Reliability test is conducted to measure the extent to which a measuring instrument can be trusted or relied upon. This validity and reliability test was carried out before the questionnaire data was collected and tested valid and reliable. While the statistical analysis in this study consisted of correlation analysis, coefficient of determination, regression analysis and hypothesis testing. The SPSS application is used as a tool to process the results of this research data.

4. RESULTS AND ANALYSIS

In this section, the results of the respondent's characteristics, descriptive analysis, correlation analysis and coefficient of determination, and regression analysis will be described.

a. Respondent's Characteristics

Based on the results of research on the effect of service quality on patient satisfaction at Jampang Kulon General Hospital, West Java Province, it can be seen that the data on the characteristics of respondents are as follows:

Table 2. Characteristics of Respondents

Attribute	Category	Quantity	Percentage
Gender	Man	34	46%
	Woman	60	64%
Age	20 – 25 years old	9	10%
	26 – 30 years	12	13%
	31 – 35 years	21	22%
	36 – 40 years	34	36%
	> 35 years old	18	19%
Education	Junior High School	18	19%
	Senior High School	66	70%
	Diploma (D3)	6	6%
	Bachelor (S1/D4)	4	4%

Source: primary data processed, 2021

b. Descriptive Analysis

In the descriptive analysis, descriptions of respondents' answers to the two existing variables will be described, namely service quality and patient satisfaction, will be discussed in the tables below.

Table 3. Description Analysis of Respondents' Answers to Service Quality

No.	Question	Answer	Percentage
1	The registration waiting time procedure is very easy and fast	Very satisfied	40,4%
2	The inspection process time is carried out on time	Very satisfied	48,9%
3	The officers provide very thorough service, be careful without any mistakes	Satisfied	66%
4	Officers are not free to serve at the time of patient examination	Satisfied	56,4%
5	Health workers are very polite at the time of examination	Not satisfied	30,9%
6	The friendliness of the officers at the time of registration	Very satisfied	53,2%
7	Officers take special time to communicate with patients	Very satisfied	35,1%
8	The facilities used by the hospital look sophisticated and complete	Very satisfied	35,1%
9	The registration area is very clean and comfortable	Satisfied	56,4%
10	Health workers always provide accurate information	Satisfied	41,5%
11	The waiting room and hospital toilets are very comfortable and clean	Very satisfied and satisfied	37,2%
12	The hospital has a neat, clean and comfortable place	Not satisfied	53,2%

Source: primary data processed, 2021

Based on the table above, it can be seen that the answers of respondents who assessed the 6 dimensions described in 12 indicators. On average, 10 indicators stated good with an average value of

47.02% and 2 indicators said not good with an average value of 42.05%. Meanwhile, the patient satisfaction variable will be shown in the following table:

Table 4. Description Analysis of Respondents' Answers to Satisfaction

No.	Question	Answer	Percentage
1	The staff always understands the patient's wishes	Very satisfied	66%
2	Doctor gives confidence to heal the patient	Very satisfied	50%
3	Goods (medical facilities) used in accordance with	Satisfied	44,7%
4	patient needs	Satisfied	50%
5	The cost of hospital health services is very affordable	Satisfied	63,8%
6	Officers and doctors always equate perceptions with the patient's family	Very satisfied	44,7%
7	The performance of officers is very disciplined in providing services to patients	Very satisfied	31,9%
8	The use of medical equipment is in accordance with the procedure	Satisfied	36,2%
9	Officers provide health services in accordance with patient expectations	Very satisfied	51,1%
10	Officers always confirm before taking medical action	Not satisfied	56,4%

Source: primary data processed, 2021

Based on the table above, it can be seen that the answers of respondents who assessed the 5 dimensions described in 10 indicators. On average, respondents said 9 indicators were good with an average value of 48.7% and 1 indicator said not good with an average value of 56.4%.

c. Correlation Analysis

Correlation analysis is used to determine whether there is a relationship between service quality and satisfaction. The results of this test are shown in the following table:

Table 5. Correlation Analysis Test Result

		Kualitas pelayanan	Kepuasan pasien
Spearman's rho	Kualitas pelayanan	Correlation Coefficient	1.000
		Sig. (2-tailed)	.000
		N	94
	Kepuasan pasien	Correlation Coefficient	.583**
		Sig. (2-tailed)	.000
		N	94

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data processed by SPSS, 2021

Based on the table above, it is known that the correlation value of the level of closeness of service quality (X) to patient satisfaction (Y) is 0.583, meaning that the correlation value is between 0.40 - 0.599 with the criteria of moderate severity.

d. Coefficient Determination

To find out more about how much influence the two variables have, it can be known by determining the value of the coefficient of determination which is expressed as follows:

$$KD = r^2 \times 100\%$$

$$KD = 0,5832 \times 100\%$$

$$KD = 0,3398 \times 100\%$$

$$KD = 33,98\%$$

Based on the calculation results above, the coefficient of determination shows a value of 33.98%. This means that the effect of service quality on patient satisfaction is 33.98% and the remaining 66.02% is

influenced by other factors outside of other research variables such as marketing strategies, promotions, decisions and others.

e. Regression Analysis

The results of the regression analysis can be seen in the table and explanation below.

Table 5. Coefficient Regressuin Analysis Test Result

Unstandardized Coefficients			Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1					
(Constant)	14.080	3.233		4.355	.000
Kualitas pelayanan	.555	.070	.636	7.911	.000

a. Dependent Variable: Kepuasan pasien

Source: Primary data processed by SPSS, 2021

Based on the table above, the results of the regression analysis can be formulated as follows:
 $Y = 14.080 + 0.555 X$. Which means that if the service quality increases by 1 point, then patient satisfaction increases by 0.555 points, if the service quality increases by 2 points, then patient satisfaction is 2×0.555 which is 1.11 assuming the constant value is at a value of 14.080

f. Hypothesis Testing

Furthermore, based on table 5 above, the results of the hypothesis test for the effect of service quality on patient satisfaction obtained a t-count of 7.911 with a significance level of $0.000 < 0.05$. Then H_0 is rejected and H_a is accepted and the $t\text{-value} = 7.911 > t\text{-table} = 1.662$, so that the service quality variable has a significant and positive influence on patient satisfaction.

Based on the results of all statistical tests conducted in this study, it can be concluded that the quality of service has a positive effect on patient satisfaction at the Jampang Kulon General Hospital, West Java Province. This is in accordance with several previous studies which have similar results, which have been described in the literature review.

5. CONCLUSION

Based on the results of research on the effect of service quality on inpatient satisfaction at Jampang Kulon General Hospital, West Java Province, it can be concluded that service quality has a positive effect on the patient satisfaction at the Jampang Kulon General Hospital, West Java Province with an effect of 33.98% and a regression function of $Y = 14.080 + 0.555 X$.

However, based on the results of the descriptive test in this study, there are still a number of things that need to be improved and considered, such as: (a) Pay more attention to the tidiness of the area in the hospital, especially in existing facilities and infrastructure, so that there is no accumulation of queues due to the uncomfortable waiting room and evaluating officers during patient examinations. (b) Health workers need to provide clearer and more complete information to patients regarding the indications, effects, pros and cons and expiration time of drugs to patients. (c) Services in the hospital should be maintained and further improved again, so that the quality of service can be maintained properly and patients who come will always be satisfied with the services in the hospital.

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