

THE EFFECT OF QUALITY TANGIBLES, RELIABILITY, RESPONSIVENESS, ASSURANCE, EMPATY ON PATIENT SATISFACTION AT QUEEN LATIFA GENERAL HOSPITAL

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ABSTRACT

Background:

Queen Latifa General Hospital is type D hospital that will be developed to be type C hospital. This development is done to further improve the service and claim value of BPJS to increase the welfare at Queen Latifa General Hospital, to fulfill the procurement of service facilities and to increase the consumer satisfaction as well. It needs to do the research about how the level of patient satisfaction towards the service of Queen Latifa General Hospital so that it is able to know about quality of hospital service in order to be type C hospital in the future.

Method:

This research uses non-experimental quantitative design, with descriptive regression design, the research design used is cross sectional because the data collection of independent variables and dependent variable are done simultaneously at the same time, that is the quality of service towards the patient satisfaction at Queen Latifa General Hospital.

Results and Discussion:

From the results of *F* test in this study, it is obtained the *F* value is 12.32 with significance number (*P* value) of 0.000. With 95% significance level, it means that variable of Tangibles, Reliability, Responsiveness, Assurance, Empathy have significant influence on patient satisfaction variable. The value of Adjusted *R*² is 0.64 which means that the independent variable (Tangibles, Reliability, Responsiveness, Assurance, Empathy) can explain the dependent variable (Patient satisfaction) of 64%, while the rest is explained by other factors which are not examined. The results of Multiple Regression Analysis Value of 0.29 on tangibles variable is positive, the value of -0.24 Reliability variable is negative, the value of -0.21 on responsiveness variable is negative, the value of 0.64 on assurance variable is positive, and the value of 0.35 on the empathy variable is positive, so that it can be concluded that the higher the quality of empathy, the higher the patient satisfaction will be.

Conclusion:

The service quality at Queen Latifa General Hospital has been running well in terms of quality of tangibles, reliability, responsiveness, assurance, and empathy.

Keywords: Service Quality, Patient Satisfaction

INTRODUCTION

Hospital service now leads to commodity goods which refer to the economic power of society. The hospital as an organization begin to change from a normative organization (social organization) to socio-economic organization. The shifting of the nature of the socio-economic business of the hospital into a profit business raises the reciprocal claims of the parties concerned. Hospital owners want their institutions to be immediately profitable economically, while the users of hospital services demand better quality of the hospital services¹.

Queen Latifa General Hospital which once was under the management of a socio-economic foundation, then it transformed into a hospital whose management is under a Private Company or Limited Liability Company and it has been a profit business. As a profit business, Queen Latifa General Hospital is required to always maintain the trust of its patients by improving the quality of service. This hospital is successful in terms of the service and it is not only due to the completeness of the facility but also its service and the attitude of health workers which influence the perception significantly.

The Law No. 44/2009 on Hospitals, states that health services should be based on the principles of patient safety with

professional attitudes and quality and open to the public. The quality of health services is one of the indicators of satisfaction that directly fosters the patient's willingness to "re-use" the service in the hospital.

The quality of health services is included from the medical and patient technical aspects, or the quality of health is based on the social point of view and the overall health care system including the consequences of administration, finance, equipment and other healthcare personnels³.

The quality in health service shows performance. In general, it is assumed that the better health service, the better quality will be achieved. Appearance is the output of a health service. The output, which is good or bad, is influenced by process, input and environment⁴. According to research conducted Yulfita (2016) entitled "*Analysis of Service Quality Towards Patient Satisfaction at Pasir Utama Community Health Center*", it is obtained that the service quality data does influences the patient satisfaction in having medical treatment at that community health center. This is due to the good quality can increase people's trust when they want to have medical treatment in that health instution. In fact, the quality of service of Pasir Utama Community Health Center is not good, it can be seen from many

respondents / people who disagree with the statement given by the researcher in questionnaire⁵.

Patient satisfaction will bring good impact on the harmonious relationship of patients with the company, encouraging their loyalty in using the service, giving personal recommendation to others which is an advantage for the company either in profit or increasing the reputation. Hardiyansyah (2011) states that the service is qualified if the service provided meets and exceeds the patient's needs⁶.

Meutia Dewi's research entitled "Influence of Service Quality to Satisfaction of BPJS Users Patient at Rehabilitasi Medik Hospital of East Aceh Regency" was conducted in 2016. The purpose of this research is to know the effect of service quality on patient satisfaction of BPJS user at Rehabilitation Hospital of East Aceh Regency. The population used was patients of BPJS user at *Rehabilitasi Medik* Hospital and there were 92 people used as samples of the research. The research results multiple linear regression equation of $KP = 2,479 + 0,261BF + 0,112K + 0,372DT + 0,022J + 0,122E$ which can be stated that the variable of physical evidence, reliability, responsiveness, assurance and empathy provide positive influence on satisfaction of

the patients with BPJS at Rehabilitasi Medik Hospital. Determination Coefficient is 0,589 or equal to 58,9% which means the variable of physical evidence, reliability, responsiveness, assurance and empathy give influence to satisfaction of patients with BPJS at Medical Rehabilitation Hospital⁷.

Public health services in the JKN (National Health Assurance) Era still have many weaknesses. It can be seen from the complaints of patients with BPJS. The complaints so far include the lack of government socialization on service system of the patients with BPJS, BPJS card user facilities and others. This patient complaint affects the patient's level of satisfaction towards the hospital as a BPJS provider which will ultimately affect the patient's coverage in the hospital. Queen Latifa General Hospital must compete with 76 (seventy-six) other hospitals in Yogyakarta in improving the services to increase patient satisfaction. As BPJS healthcare provider, the hospital entitled to get payment of patients with BPJS who have medical check-up examination in the hospitals.

Queen Latifa General Hospital is a private hospital incorporated as a Limited Liability Company which was established in 2010. It is type D general hospital which obtains the lowest claim value of BPJS

compared with type C, B or A ones⁸. ⁴Based on the results of the analysis of personnel needs, Queen Latifa General Hospital meets the standards of type C hospitals. The hospital will be developed into type C hospital to further improve the service and claims value BPJS to increase the welfare so that procurement facilities are met and customer satisfaction is increased as well.

Patient satisfaction will benefit the harmonious relationship between the patients and the hospital, encouraging patient loyalty in using the hospital service and patient personal recommendation on the hospital services which finally result in increasing the profit or reputation of the hospital. Hardiyansyah (2011) states the qualified service is the service which meets and exceeds the patient needs⁶.

Based on the above background, the research will be entitled "*The Influence of Service Quality Towards Patient Satisfaction at Queen Latifa General Hospital*". The results of this study can give an illustration about the ⁹quality of hospital services, the level of patient satisfaction on health services at Queen Latifa General Hospital according to the needs of consumers and its high selling value.

MATERIALS AND METHODS

This research uses non-experimental quantitative design with correlational descriptive design that seeks the relationship between two independent variables and dependent variables.

The research design used is cross-sectional because the data collection of independent variables and dependent variable were conducted simultaneously at the same time, that is service quality towards patient satisfaction at Queen Latifa General Hospital.

The sampling technique used in this research is nonprobability sampling which allows the researcher freely to determine members who become the sample. Then purposive sampling method was chosen because the method is the method of selecting a sample which is based on the respondents who have met the criteria have been determined by researchers.

a. Inclusion:

- 1) Patients who have been undergoing medical treatment for more than two days and hospitalized in the wards of Queen Latifa General Hospital.
- 2) Patients aged 20 years and over.
- 3) Patients who have good communication skill.

4) Patients who are willing to be research respondents.

b. Exclusion:

- 1) Illiterate patients
- 2) Patients who refuse to be respondents

There are 100 respondents involved in this research.

Data collection technique aims to collect data or information which explains the problem or research objectively. The data collection technique used in this research are:

c. Observation

Observation is a planned procedure by observing directly and documenting the findings related to the problem in the study⁹. The observation in this research is conducted by observing the service activities at Queen Latifa General Hospital.

d. Questionnaire Method

Questionnaires which are used to determine the service quality is an adaptation of Zeithaml - Parasuraman - Berry's consisting of 5 dimensions; *Tangible, Reliability, Responsiveness, Assurance, and Empaty*¹⁰.

The research instrument is a tool used to measure the variables studied. In the research of Public Satisfaction Analysis Towards Health Services at Queen Latifa General Hospital, the researcher uses the following instrument;

Observation Guidelines which had been prepared to find the condition of health care at Queen Latifa General Hospital. The observation guidelines are used for observation in accordance with research objectives. The questionnaires were made in the form of multiple choice categories using Linkert scale.

RESULTS

The average response score of Tangibles variable is 3.36 and the standard deviation is 0.56, it means that the standard deviation is less than the average value. It indicates that the data distribution of the respondent perception towards tangibles (X1) at Queen Latifa General Hospital is good.

The average response score of Reliability variable is 3.41 and the standard deviation is 0.61, it means the standard deviation is less than the average value. It indicates that the data distribution of the respondent's perception towards Reliability (X2) at Queen Latifa General Hospital is good.

The average response score of Responsiveness variable is 3.33 and the standard deviation is 0.56, it means the standard deviation is less than the average value. It indicates that the data distribution of

the respondent's perception towards Responsiveness Evidence (X3) at Queen Latifa General Hospital is good.

The average response score of Assurance variable is 3.29 and the standard deviation is 0.63, it means the standard deviation is less than the average value. It indicates that the data distribution of the respondent's perception towards Evidence Assurance (X4) at Queen Latifa general hospital is good.

The average response score of the Empathy variable is 3.57 and the standard deviation is 0.52, it means the standard deviation is less than the average value. It indicates that the data distribution of the respondent's perception towards Empathy Proof (X5) at Queen Latifa general hospital is good.

The average response score of the Satisfaction variable is 0.84 and the standard deviation is 0.35, in means the standard deviation is less than the average value. It indicates that the distribution of data of the perception of respondents towards Satisfaction (Y) at Queen Latifa general hospital is good.

DISCUSSION

In *t* test it is obtained that the data on Tangibles variable with level of significance

is 95% ($\alpha = 0,05$). The number of significance (P Value) on Tangibles variable is $0,045 < 0,05$ and Reliability with 95% significance level ($\alpha = 0,05$). Number of significance (P Value) on Reliability variable equal to $0,023 < 0,05$. Responsiveness with 95% significance level ($\alpha = 0,05$). The number of significance (P Value) on Responsiveness variable is $0,465 > 0,05$ and Assurance with 95% significance level ($\alpha = 0,05$). The number of significance (P Value) on assurance variable is $0,001 < 0,05$ and Empathy with 95% significance level ($\alpha = 0,05$). The number of significance (P Value) on Empathy variable is $0,004 < 0,05$. Thus, it gives a decision to accept H_0 which means there is no significant influence between mutual service quality variables of the dimension.

The result of this study differs from the results of research conducted by Agustiono and Sumarno in 2006 and research conducted by Bustan in 2012 which state that all aspects of service quality, reliability, responsiveness, empathy, assurance, and physical evidence have influence towards patient satisfaction. In the research conducted by Agustiono and Sumarno in 2006, it was obtained that the higher level of service quality provides higher satisfaction to the patient. Service providers who provide high

quality and excellent service are the objective of the satisfied customer¹¹.

According to Tjiptono (2008), customer satisfaction is a conscious evaluation or cognitive assessment of whether the performance of products/service is relatively good or bad, or whether the product/service is suitable or not suitable with the purpose of the users¹².

The result of *t* test in this research is similar to the previous research entitled *The Analysis of The Service Quality Towards The Satisfaction of The Patient at Pasir Utama Community Health Center in 2016* (Yulfita, 2016) which explains that the result of correlation coefficient calculation shows the relationship between service quality towards patient satisfaction is very low, but in the calculation of Coefficient of determination it results the influence of quality of service towards patient satisfaction is very high⁵.

From the results of *F* test in this study, it is obtained that *F* value of 12.32 with a significance number (*P* value) of 0.000. The significance level is 95% ($\alpha = 0.05$). The significance number (*P* value) is 0.000 < 0.05. Based on the comparison above, then *H*₀ is rejected or it means variable of Tangibles, Reliability, Responsiveness, Assurance, and Empathy have significant influence together toward patients satisfaction variable.

This result is similar with the research of Dewi Mutia in 2016 entitled *The Influence of Service Quality Towards Patients with BPJS Satisfaction at Rehabilitasi Medik Hospital of East Aceh Regency* where it was obtained, based on above table, the *F* arithmetic is 9,158, while *F* table was obtained from (*k*-1 = 5-1 = 4) and (*n*-*k* = 92- = 87) at α 5% and it resulted 2.48, thus *F* arithmetic > *F* table (9,158 > 2,48). It can be stated that simultaneously the physical evidence variable, reliability, power responsiveness, assurance and empathy have significant effect towards the satisfaction of patients with BPJS at *Rehabilitasi Medik* Hospital. In fact, it is in accordance with the hypothesis states that service (physical evidence, reliability, responsiveness, assurance and empathy) simultaneously have significant effect towards patient with BPJS satisfaction⁷.

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quality provides higher satisfaction to the patient. Service providers who provide high quality and excellent service are the objective of the satisfied customer¹¹.

According to Kotler in Widiyanto (2003), only customer-oriented company will survive as they can give better value than their competitors to targeted customers. It can be said that the customer satisfaction is defined as follows: "Customer satisfaction is the level of one's feelings after comparing perceived performance or results compared with expectations"¹³.

The value of Adjusted R² is 0.64. It can be interpreted that the independent variables (Tangibles, Reliability, Responsiveness, Assurance, Empathy) can explain the dependent variable (patient satisfaction) of 75%, while the rest is explained by other factors which are not examined in this study. The result of Multiple Regression Analysis is $Y = 0,29 X_1 - 0,24 X_2 - 0,21 X_3 + 0,64 X_4 + 0,35 X_5$. It indicates reliability and responsiveness are quality dimension which if there is improvement it does not affect the increase of patient satisfaction.

CONCLUSION

Value (P Value) on Tangibles variable has a significant influence towards patient satisfaction variable. There is significant

influence on the variable of patient satisfaction in the reliability variable and there is no significant effect on patient satisfaction variable in the variable Responsiveness. Moreover, there is significant influence on patient satisfaction variable in Assurance variable and there is significant influence to patient satisfaction variable in Empathy variable as well.

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