

# ANALYSIS OF QUALITY OF SERVICE FACTORS ON PATIENT SATISFACTION IN SPECIALIST POLYCLINICS RSUD KH DAUD ARIF KUALA TUNGKAL, TANJUNGPABUNG BARAT, JAMBI

Zaimah Hilal<sup>1</sup>, Subang Aini<sup>2</sup>, Dwi Rahmawati<sup>3</sup>

<sup>1,3</sup>Midwifery Diploma Study Program, Faculty of Health Sciences, Universitas Adiwangsa Jambi

<sup>2</sup>Public Health Study Program, Faculty of Health Sciences, Universitas Adiwangsa Jambi

Email: [dwirahmawati.jmb@gmail.com](mailto:dwirahmawati.jmb@gmail.com)

## ABSTRACT

**Background:** Based on data shows that the number of outpatients who got treatment by specialist polyclinic RSUD KH Daud Arif in January-June 2018 experienced a decreased each month. Meanwhile increased on March. Early survey have done by researcher about patient satisfaction of health service quality at specialist polyclinic RSUD KH Daud Arif over 10 patients who went treatment to specialist polyclinic RSUD KH Daud Arif, kuala tungkal, that 6 patients said less satisfied with the services provided and 4 patients said satisfied with the services provided.

**Method:** The purpose of research is analyzing factors of service quality over patient satisfaction at Specialist Polyclinic RSUD KH Daud Arif in 2018. The type of research is cross sectional. The sample of research are some patients at Specialist Polyclinic RSUD KH Daud Arif about 99 respondent. The data analysis used chi- square and regresi logistic.

**Result:** The result of research showed that there are significantly related tangible, reability, responsiveness, assurance, and emphaty over service quality at Specialist Polyclinic RSUD KH Daud Arif in 2018 with  $p$ -value = 0.000, And after multiple logistic test from 3 type obtained that the most dominant factor influence to hospital service quality that is tangible with exponent value B 420,578 and  $p$ -value = 0.000.

**Keywords:** Characteristics of Respondents, Hospital service quality, tangible, reability, responsiveness, assurance, and emphathy

## INTRODUCTION

Health is a basic need for society. It is this need that makes people feel the need to maintain their health and obtain health services. Nowadays people are increasingly aware of the quality or quality of health services that are able to provide satisfaction to the community itself. Society expects health services that are more satisfaction-oriented in order to meet

the basic needs of society.<sup>1</sup> Understanding the patient's needs and wants is what influences patient satisfaction. Satisfied patients are a very valuable asset because if patients are satisfied they will continue to use the services of their choice. But if patients are dissatisfied, they will tell twice as much about their bad experience. To create patient satisfaction, hospitals must create and manage a system to obtain

more patients and the ability to retain their patients.<sup>2</sup>

Several research results show data on patient satisfaction levels in various countries. The level of patient satisfaction according to Ndambuki in 2013 in Kenya stated 40.4%, patient satisfaction in Bakhtapur India according to Twayana was 34.4%. Meanwhile, in Indonesia it showed a patient satisfaction rate of 42.8% in Central Maluku and 44.4% in West Sumatera.<sup>3</sup> Based on these data it can be concluded that the patient satisfaction rate is still relatively low, so patient satisfaction is a problem for hospitals both in Indonesia and abroad.

Services provided by the hospital to serve the needs of the community, especially in the field of treatment are inpatient services and outpatient services. Outpatient services, patients receive health services at certain hours and do not need accommodation, while inpatient services, patients receive health services that last more than 24 hours. During treatment in the inpatient room, the patient will receive services in the form of examination, diagnosis of the disease, treatment or action, nursing care, evaluation of the condition and finally the patient is allowed to leave the hospital (recovered, disabled, died, referred). The inpatient room is the longest place for patients to stay compared to other units. This is where the patient's hopes and beliefs will get.

The initial survey conducted by researchers regarding patient satisfaction regarding the quality of health services at the Specialist Polyclinic RSUD Daud Arif Of the 10 patients who visited the Specialist Polyclinic at the Daud Arif Kuala Tungkal Hospital, it was found that 6 patients said that they were not satisfied with the services they received and 4 patients said they were quite satisfied with the services they received. The purpose of this study was to analyze the Factors of Service Quality on Patient Satisfaction in Specialist Polyclinics RSUD KH Daud Arif Kuala Tungkal

## **MEHTOD**

This research is a type of analytical research. The population in this study were all patients who were treated at the Specialist Polyclinic RSUD KH Daud Arif Kuala Tungkal with 16,190 respondents, the total sample of 99 respondents with the sampling technique using accidental sampling. Data collection techniques in this study used a questionnaire that had been tested for validity and reliability. Then conducted interviews with selected patients. Questionnaire material to determine patient characteristics, to determine patient expectations for the quality of services of specialists in internal medicine, to determine patient satisfaction with the quality of services of officers, nurses and specialists in disease.

## **RESULT**

### **Registration Section**

In this study the level of patient satisfaction with the quality of specialist services, it was found that the majority of respondents stated that they were not satisfied with the services at the registration counter and the facilities and infrastructure at the specialist polyclinic.

From the results of the research, the problems found in services at the registration counter, including the waiting time at the registration counter are long, BPJS participant patients whose correspondence and administrative matters are incomplete, increasing the length of the service process at the registration counter, the number of registration officers serving is lacking, the waiting room at the registration counter is small and cramped, the seats in the waiting room are not enough every day, for ticket queue counters respondents stated that they were satisfied because there were already 4 queues for counters in front of each poly, but to wait for the collection of medical record book lists they often complained that it took longer because they had to wait longer.

The results of interviews with officers at the registration counter and BPJS officers, showed that there were still many problems felt at the registration counter, including the limited number of officers, limited storage space for patient status, data entry was still lacking in many human resources, so the work process took quite

a long time. Another problem is related to the return of inpatient status, which is often returned late to the medical record and the waiting room at the registration counter is small and cramped with a disproportionate number of seats compared to the number of visits per day. BPJS officers also explained that BPJS requirements such as BPJS cards or referrals greatly affect the online computerized system.

From the description above it can be concluded that the waiting time for services at the registration counter of KH. Daud Arif Kuala Tungkal still does not meet the standards set by the Indonesian Ministry of Health, which is less than 10 minutes.

At the time of registration most of the respondents were dissatisfied because they had to wait a long time, to solve the problem of room conditions at the registration counter, it was necessary to expand and renovate the building which was equipped with a waiting room that was representative with the number of visits per day and the facilities needed, such as queue cards, loudspeakers for officers and media such as television, magazines or newspapers. Information such as service flow and service directions to all sections, especially polyclinic services, supporting examinations and pharmacies for the smooth running of patients to get to the desired access. Likewise, information on the service schedule for each doctor in the polyclinic must be displayed clearly, accompanied by an information section with skilled staff to direct patients who are still confused about service procedures.

### **Tangible relationship (physical evidence) to service quality**

Based on the results of the study, it was shown that of the 50 respondents who stated that they were satisfied with the quality of service based on tangibles, there was 1 respondent (2.0%) who felt unsatisfied, while among the 49 respondents there were 3 respondents (6.1%) who stated that they were not satisfied with the services provided. The statistical test results showed a p-value = 0.000 ( $p < 0.05$ ) in other words, there was a significant influence between tangibles (physical evidence) on service quality at the Specialist Polyclinic at KH. David Arif Kuala Tungkal Year 2018.

Regarding the physical evidence variable, 6 statements, most of the respondents were satisfied with the statements about the comfort of the waiting room at the counter, the comfort of the waiting room at the polyclinic, the comfort of the waiting room at the pharmacy and the availability of information. On the statement of the doctor's schedule, most do not agree. While on the statement of the doctor's appearance most of the respondents were also satisfied.

The results of this study differ from research conducted by Mumu et al, in 2015 concerning Analysis of Factors Associated with Patient Satisfaction at the Internal Medicine Polyclinic of Prof. Dr. R.D. Kandou Manado, obtained different results from this study, that physical evidence was significantly related to patient satisfaction.

Based on the Odds Ratio, respondents who gave a good physical evidence rating had a 17,143 times greater chance of being satisfied compared to respondents who gave a bad assessment. Physical evidence can provide an overview of the quality of hospital services and in some cases will greatly influence patients in assessing the quality of these services.<sup>4</sup>

### **Relationship reliability (reliability) to service quality**

Based on the results of the study, it was shown that of the 50 respondents who stated they were satisfied with the condition of the hospital, there were 12 respondents (24.0%) who were not satisfied with the quality of service obtained. Statistical test results showed a p-value = 0.000 ( $p < 0.05$ ) in other words, there was a significant relationship between reliability and service quality at the Specialist Polyclinic of KH Hospital. Daud Arif Kuala Tungkal Year 2018.

On the reliability variable, the results showed that most of the respondents stated that they were satisfied with the statement that officers were skilled and had good knowledge in providing services, conveying information from nurses properly and clearly greatly influenced patient satisfaction in carrying out rehabilitative activities. Whereas in the doctor's statement they quickly carried out the examination and action, most of the respondents also felt satisfied with the services provided.

The results of this study are in accordance with research conducted by David et al. (2014) concerning the relationship between the speed of doctors in carrying out examinations and actions on the satisfaction of specialist patients at Muhammadiyah Kediri Hospital, the majority of respondents answered that they were not satisfied with the statement "specialists always come on time according to the stated practice hours". Most of the respondents stated that the arrival of specialist doctors to treat patients was classified as not timely.<sup>5</sup>

#### **Relationship responsiveness (responsiveness) quality of service**

Based on the results of the study, it was shown that of the 52 respondents who expressed satisfaction with the responsiveness provided by officers to patients, there were 6 respondents (11.5%) who were dissatisfied with the quality of services provided by the hospital, while among the respondents who were dissatisfied with the responsiveness of officers, there were 6 respondents (12.8%) who were satisfied with the quality of hospital services. The statistical test results showed a p-value = 0.000 ( $p < 0.05$ ) in other words, there was a significant relationship between the responsiveness of service quality and patient satisfaction at the Specialist Polyclinic of KH Hospital. David Arif Kuala Tungkal Year 2018.

Based on these results it can be concluded that the responsiveness factor

is related to the level of patient satisfaction, where they assume that responsiveness factors which include doctors asking patient complaints, doctors responding to patient complaints, doctors giving patients opportunities to ask questions, and staff being polite and friendly are positively related to the level of outpatient patient satisfaction. So that the better responsiveness of health services provided to patients will increase the level of patient satisfaction.

#### **Relationship assurance relationship (guarantee) to service quality**

Based on the results of the study, it was shown that of the 51 respondents who were satisfied with health insurance, there were 5 respondents (9.8%) who were dissatisfied with the services provided by the hospital, while of the 48 respondents who stated that they were not satisfied with health insurance, there were 6 respondents (12.5%) who said they were satisfied with the quality of service obtained from the hospital. The results of the statistical test showed a p-value = 0.000 ( $p < 0.05$ ) in other words, there was a significant relationship between assurance and quality of service at the Specialist Polyclinic of KH Hospital. David Arif Kuala Tungkal Year 2018.

Assurance, namely the knowledge and courtesy of implementing nurses and their ability to generate trust and confidence which includes: medical knowledge and ability to establish a

diagnosis, medical / paramedical skills at work, polite and friendly service, security guarantees, social status trust.

Research that supports this study, namely Albar (2012) from the results of the study showed that the majority of patients (97.0%) stated that the ability of nurses to interact with patients was good. However, after analysis, it is known that nurse interaction has no relationship with patient satisfaction or patient loyalty.<sup>6</sup>

### **Relationship empathy ( empathy ) to service quality**

Based on the results of the study, it was shown that of the 50 respondents who were satisfied with the empathy given by the officers, there were 8 respondents (16.0%) who were dissatisfied with the services provided by the hospital, while of the 49 respondents who stated that they were not satisfied with the empathy given by the officers, there were 10 respondents (20.4%) who said they were satisfied with the quality of service obtained from the hospital. The statistical test results showed a p-value = 0.000 ( $p < 0.05$ ) in other words, there was a significant relationship between empathy and service quality at the Specialist Polyclinic of KH Hospital. David Arif Kuala Tungkal Year 2018.

The empathy variable shows that more than half of the respondents agreed with the officer's statement of conveying information. Most of the respondents agreed with the doctor's statement of concern and concern, nurse's motivation.

However, most of the respondents did not agree with the explanation of the pharmacist's statement.

### **Effect of service quality on patient satisfaction**

From the research results it can be seen that the independent variable is a parsimony model because the probability value of the independent variable is below 0.05. Based on the multivariate model above, the independent variable affects the dependent variable because it has an Exponential B value greater than 1.5.

The results obtained indicate that the service quality variable has a significant influence on patient satisfaction. This means that the better the quality of services provided, the better the level of patient satisfaction. For this reason, according to Smith and Metzner in Azrul Azwar (1996) it shows that for patients as users of health services the most important dimension of service quality is the efficiency of health services, then following the doctor's personal attention to patients, scientific knowledge possessed by doctors, skills possessed by doctors and service comfort felt by patients.<sup>7</sup> The results of this study support research conducted by Duffy (1998) which proves that overall service satisfaction is simultaneously influenced by service quality and life satisfaction. Besides Duffy, P Mardeen Atkins, Brenda Stevenson, et al (1996) and Peter J. Danaher & Jan Mattson have also proven that service quality significantly affects customer satisfaction.<sup>8</sup>

## CONCLUSION

From the results of the research and discussion, the following conclusions are: There is a significant relationship between tangible (physical evidence) and service quality at the Specialist Polyclinic of KH. Hospital. Daud Arif Kuala Tungkal in 2018 with a p-value = 0.000 ( $p < 0.05$ ). There is a significant relationship between reliability and service quality at the Specialist Polyclinic at KH. Daud Arif Kuala Tungkal in 2018 with a p-value = 0.000 ( $p < 0.05$ ). There is a significant relationship between responsiveness and service quality at the Specialist Polyclinic of KH Hospital. Daud Arif Kuala Tungkal in 2018 with a p-value = 0.000 ( $p < 0.05$ ). There is a significant relationship between assurance

(guarantee) on service quality at the Specialist Polyclinic at KH. Daud Arif Kuala Tungkal in 2018 with a p-value = 0.000 ( $p < 0.05$ ).

There is a significant relationship between empathy and service quality at the Specialist Polyclinic of KH Hospital. Daud Arif Kuala Tungkal in 2018 with a p-value = 0.000 ( $p < 0.05$ ). Taking into account the value of exponent B and the significance value of models 1, 2 and 3, it can be concluded that the most influential

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