

The Effect of Health Service on Patient Satisfaction in Haji Hospital, Medan City

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ABSTRACT

The study aimed to determine the effect of quality and the dominant variables affecting service on patient satisfaction at the Haji Hospital-Medan in 2020. Quantitative research was conducted through a survey analytic research approach with a cross sectional study approach. Test through logistic regression on independent variables, namely; Reliability, Responsiveness, Assurance, Empathy and Tangible from the questionnaire data of respondents as many as 80 samples. The results showed that there was a significant effect of service quality on patient satisfaction from four variables, namely; the reliability of the p value is 0.000 ($p < 0.05$), the responsiveness of the p value is 0.038 ($p < 0.05$), the empathy p value is 0.016 ($p < 0.05$), the tangible p value is 0.001 ($p < 0.05$). The assurance variable, there is no effect of the quality of health services on patient satisfaction with a p value of 0.696 ($p > 0.05$). The dominant variable affecting patient satisfaction is the variable of empathy with an odds ratio of 0.2120.

Keywords: Quality of health services, patient satisfaction, SPSS, Haji Hospital-Medan

INTRODUCTION

Health development for the community aims to have a healthy life and the realization of a maximum health degree. The state seeks to improve the system systematically through the development, improvement, implementation of policies and strategies nationally [1]. The health care industry is increasingly competitive [2], so the government and service providers must pay more attention to the quality of health services [3].

The hospital is an integral part of the services provided by doctors, nurses and other health professionals [4]. Health workers are people who provide care and services to sick people which are carried out directly by doctors and nurses [5]. In providing health care, effective teamwork can immediately and positively affect patient safety [6], requires skills and competencies that are applied in professional cooperation [7].

The hospital continues to make improvements [8], improve health services, the role of nurses in providing care and comfort [9]. Persuasive communication of nurses and employees to patients is a commitment that is always built [10], to meet patient satisfaction. Satisfaction is one indicator of service quality [11], health services [12] [13] [14], punctuality of service [15], positive effect [16] patient satisfaction and can affect quality of life [17].

Health care services, such as laboratory and diagnostic services, preventive health care, and prenatal care [18], cost-effective care, improving the hospital environment, and providing useful information [19] has a significant and positive effect on patient satisfaction. Measuring patient satisfaction with the quality of health services is an important element [20] which requires an overall evaluation in the health care system, so that service satisfaction is always met [21].

Handling health problems [22] requires careful consideration of the desired results as a system [23], strategic decision making [24], improve access, and quality of service [25]. Hospitals need a better understanding of the effects of service quality that will lead to patient satisfaction, management and leadership quality, planning strategies [26]. build long term relationships [27].

Haji Hospital-Medan is a public hospital owned by the Government and is a type B hospital which is located on Jalan Rumah Sakit Haji No.47, North Sumatra. The results of the observation showed that health services on patient satisfaction in the inpatient room were not good. The results of the initial survey indicated that patients were dissatisfied with medical services, and less satisfied with facilities that required patients to temporarily get services at other hospitals. The quality of service in this study is reviewed on five variables; namely Reliability, Responsiveness, Assurance, Empathy and Tangible. These five variables are a service quality approach in the Servqual (Service Quality) model which was also developed by [28] from the University of Professional Studies, Accra, Faculty of Management and [29] in research at the Primary Healthcare Center of Gedongtengen Yogyakarta.

The study aimed to determine the effect of quality and the dominant variables affecting service on patient satisfaction at the Haji Hospital-Medan in 2020.

RESEARCH METHODS

Location and Research Design

Research Location

The research was conducted at the Haji Hospital-Medan, North Sumatra Province, Deli Serdang Regency, Medan City.

Research Design

This type of research is quantitative through analytic survey research with a cross sectional study approach. Measurement in research uses a Likert scale, which is a measurement used to measure attitudes, opinions and perceptions of a person or group about social phenomena.

The sample is part of the population with characteristics that are considered to be representative of the study population, as many as 80 respondents.

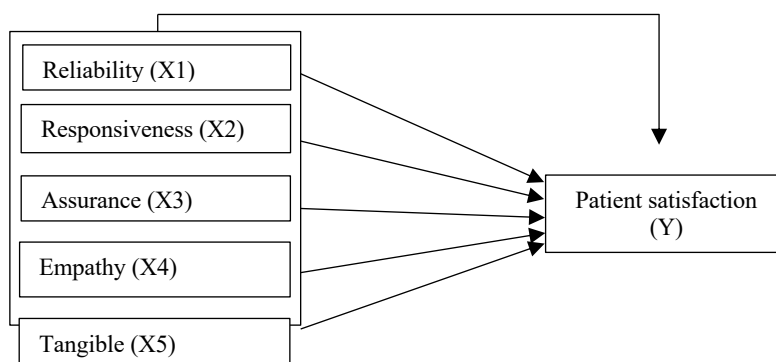


Figure 1. Research Design

Data Collection Method/Data Analysis

Data obtained from the questionnaire given to 80 respondents. The questionnaires made are: Checklist or check list, which is a list containing statements or questions.

Data processing was carried out with the help of the SPSS (Statistical Package For Social Science) program univariate, bivariate, and multivariate data analysis.

RESULT AND DISCUSSION

Bivariate Analysis

a. Variable Reliability To Satisfaction

The results of the study in table 1 show that 40% of respondents stated that they were not satisfied with poor service, while 60% of respondents said they were satisfied with the service even though it was not good.

Table 1. Results of Reliability Analysis Against Satisfaction

Reliability	Satisfaction				Total		Statistic test
	Not satisfied		Satisfied				
	N	%	N	%	N	%	
Not good	2	40	3	60	5	100	p=0,000
Good	68	90.6	7	9.4	75	100	
Total	70	87.5	10	12.5	80	100	

Source: Primary Data 2020

As many as 90.6% of respondents stated that they were not satisfied with the service even though it was good and 9.4% of respondents said they were satisfied with good service. The results of statistical tests using the chi-square test obtained p value = 0.000. Respondents' statements are still high on being dissatisfied with services at the Haji Hospital-Medan.

Reliability shows the ability of medical officers and employees to provide services accurately, reliably, optimally, on time and responsible for providing patient satisfaction. Service accuracy by minimizing errors, punctuality of service, courtesy and friendliness, ease of getting services, such as the availability of human resources and supporting facilities. Similar research was conducted [30], the results showed that most (84%) patients were dissatisfied and only 14% were loyal to the health services they received. Similar research is carried out [31], it is said

that the average level of patient satisfaction is the gap score (-2.88 ± 3.1), indicating the overall dissatisfaction with the quality of care.

The results of the reliability analysis using the chi square value obtained $p = 0,000$ or p value <0.05 , thus H_0 is rejected and H_a is accepted, meaning that there is an influence between the reliability variable and satisfaction. Similar research was conducted [32], the results showed that reliability had the greatest effect [33], simultaneous [34] significant to patient satisfaction.

b. Variable Responsiveness to Satisfaction

The results of the research in table 2 show that 44.4% of respondents stated that they were not satisfied with the service that was not responsive, while 55.60% of the respondents stated that they were satisfied with the service even though they were not responsive.

Table 2. Results of Responsiveness Analysis Against Satisfaction

Responsiveness	Satisfaction				Total		Statistic test
	Not satisfied		Satisfied				
	N	%	N	%	n	%	
Not good	4	44.4	5	55.6	9	100	p=0,038
Good	66	92.9	5	7.1	71	100	
Total	70	87.5	10	12.5	80	100	

Source: Primary Data 2020

As many as 92.9% of respondents stated that they were not satisfied with the service even though they were responsive and 7.1% of respondents said they were satisfied with responsive service. The results of statistical tests using the chi-square test obtained p value = 0.038.

Responsive shows the ability of medical personnel and employees to be responsive to patient complaints and needs. Services by giving a good impression, skillful, responsible and informing the treatment actions to be carried out.

Similar research was conducted [35], the results showed that patient expectations and satisfaction with health services in the form of responsiveness were not appropriate and there were gaps in service quality. Also similar research was carried out [36], it is said that the negative gap value on all dimensions indicates that hospital patients are not satisfied with the service.

The results of the analysis of the responsive variable using the chi square value obtained $p = 0.038$ or p value <0.05 , thus H_0 is rejected and H_a is accepted, meaning that there is an influence between the responsiveness variable and satisfaction. Similar research was conducted [37], the results of the study indicate that there is an influence of the responsiveness variable [38], simultaneously significant [39] statistically significant on patient satisfaction.

c. Variable Assurance To Satisfaction

The results of the research in table 3 show that 14.3% of respondents stated that they were not satisfied with the service that was not good, while 85.7% of the respondents stated that they were satisfied with the service even though it was not good.

Table 3. Results of Assurances Analysis Against Satisfaction

Assurances	Satisfaction				Total		Statistic test
	Not satisfied		Satisfied				
	N	%	N	%	n	%	
Not good	1	14.3	6	85.7	7	100	p=0,696
Good	69	94.5	4	5.5	73	100	
Total	70	87.5	10	12.5	80	100	

Source: Primary Data 2020

As many as 94.5% of respondents stated that they were not satisfied with the service even though the guarantee was good and 5.5% of the respondents stated that they were satisfied with the service that was guaranteed to be good. The results of statistical tests using the chi-square test obtained p value = 0.696.

Assurance shows a sense of trust in the services provided by medical personnel and employees with the impression of not making mistakes, informing action, skill, responsibility for action and suitability of nursing actions to patients. Security guarantees, politeness, can foster trust, guarantee against the emergence of danger, risk and doubt.

Similar research was conducted [40], the results of the study got low scores (14.0%) or the patient was dissatisfied. Research carried out [41], it was said that one of the factors that caused the decrease in patient visits was patient dissatisfaction with hospital services.

The results of the analysis of the assurance variable using the chi square obtained p value = 0.696 or p value > 0.05. The result of p shows that there is no influence between the assurance variable and satisfaction. Similar research was conducted [42] [43] [44], the results showed that service quality did not have a significant relationship and there was no assurance effect on patient satisfaction..

d. Variable Empathy To Satisfaction

The results of the study in table 4 show that 25% of respondents stated that they were not satisfied with bad service, while 75% of respondents said they were satisfied with the service even though it was not good.

Table 4. Results of Empathy Analysis Against Satisfaction

Empathy	Satisfaction				Total		Statistic test
	Not satisfied		Satisfied				
	N	%	N	%	n	%	
Not good	1	25	3	75	4	100	p=0,016
Good	70	90.9	7	9.1	77	100	
Total	70	87.5	10	12.5	80	100	

Source: Primary Data 2020

As many as 90.9% of respondents said they were not satisfied with the service even though it was good and 9.1% of the respondents said they were satisfied with good service. The results of statistical tests using the chi-square test obtained p value = 0.016.

Empathy shows that medical personnel and employees have a sense of concern and maintain feelings with indicators of attention, politeness, understanding needs and understanding difficulties, not neglecting, and communication skills and that does not differentiate between patients. Nurses are expected to be able to understand the patient's personal difficulties and help them get out of their difficulties.

Similar research was conducted [45], the results showed a significant gap between importance and service quality performance ($p < 0.05$).

The results of the analysis of the empathy variable using chi square obtained p value = 0.016 or p value < 0.05 , thus H_0 is rejected and H_a is accepted, meaning that there is an influence between the empathy variable and satisfaction. Similar research was conducted [46] [47] [48], the research results show that there is a relationship, significantly [49] positively [50] on patient satisfaction.

e. Variable Tangible To Satisfaction

The results of the study in table 5 show that 16.7% of respondents stated that they were not satisfied with bad service, while 83.3% of respondents said they were satisfied with the service even though it was not good.

Table 5. Results of Tangible Against Satisfaction

Tangible	Satisfaction				Total		Statistic test
	Not satisfied		Satisfied				
	N	%	N	%	n	%	
Not good	1	16.7	5	83.3	6	100	p=0,001
Good	69	93.2	5	6.8	74	100	
Total	70	87.5	10	12.5	80	100	

Source: Primary Data 2020

As many as 93.2% of respondents stated that they were not satisfied with the service even though the physical evidence was good and 6.8% of the respondents stated that they were satisfied with the service with good physical evidence. The results of statistical tests using the chi-square test obtained p value = 0.001.

Tangible shows direct visible evidence including physical facilities, equipment and cleanliness of tools, the physical appearance of nurses who always wear uniforms neatly, cleanly and completely. The results of the initial survey conducted at the Haji Hospital-Medan showed that the patients were dissatisfied with medical services and less satisfied with the facilities and infrastructure.

Similar research was conducted [51], the results showed that the gap that occurred was because the patient was dissatisfied with the services provided so that the patient did not make a repeat visit and had an impact on decreasing the coverage of Antenatal Care.

The results of the analysis of tangible variables using chi square obtained p value = 0.01 or p value < 0.05 , thus H_0 is rejected and H_a is accepted, meaning that there is an influence between tangible variables and satisfaction. Similar research was conducted [52], the results showed

that there was a relationship between tangible variables, significant [53] simultaneously [54] to patient satisfaction.

Multivariate Analysis

Dominant Variable Affects Satisfaction

Based on the partial test results using it can be seen that the variables that significantly influence patient satisfaction, namely; Reliability, Responsiveness, Empathy, and Tangible. Then an analysis will be carried out only involving significant predictor variables in order to find the best model.

The results of the logistic regression test (the best partial test model) are shown in the following table.

Table 6. Results of the Analysis of the Influence of Independent Variables on Satisfaction 95% Confidence Interval

Variabel	Estimate	Std.Error	Wald	df	Sig.	Low-Bound	Up-Bound
Constant (Y)	-3.897	.854	20.802	1	.000	-5.572	-2.222
Reliability (X1)	-2.219	.673	10.865	1	.001	-3.538	-0.899
Responsiveness (X2)	-1.705	.666	6.545	1	.011	-3.011	-0.399
Empathy (X4)	-1.551	.668	5.398	1	.020	-2.860	-0.243
Tangible (X5)	-1.458	.618	5.567	1	.018	-2.669	-.247

Source: Primary Data 2020

Table 6. shows that the results of the logistic regression test obtained an estimated reliability value of -2.219, responsiveness -1.705, empathy -1.551 and tangible -1.458.

Testing the hypothesis partially on reliability, obtaining an unfavorable odds ratio value of $\exp(-2.219) = 0.1087$. Responsive, the bad odds ratio is $\exp(-1.705) = 0.1818$. Empathy, the bad odds ratio is $\exp(-1.551) = 0.2120$ and tangible, the bad odds ratio is $\exp(-1.458) = 0.2027$. This means that medical staff and employees of the Haji Hospital-Medan have a risk of getting a patient's unsatisfied assessment of the value of each variable, smaller than the patient's satisfaction rating.

The biggest odds ratio value is the empathy variable of 0.2120, so this empathy variable dominantly affects patient satisfaction at the Haji Hospital-Medan.

CONCLUSION

Based on the results of the analysis and support from previous research, the researchers concluded that there was a significant effect of the quality of health services on patient satisfaction from the reliability variable with a p value of 0.000 ($p < 0.05$). There is a significant effect of the quality of health services on patient satisfaction from the responsive variable with a p value of 0.038 ($p < 0.05$). There is no effect of the quality of health services on patient satisfaction from the assurance variable with a p value of 0.696 ($p > 0.05$). There is a significant effect of the quality of health services on patient satisfaction from the empathy variable with a p value of 0.016 ($p < 0.05$). There is a significant effect of the quality of health services on patient satisfaction from the tangible variable with a p value of 0.001 ($p < 0.05$).

The dominant variable affecting patient satisfaction is the Empathy variable with an odds ratio of 0.2120.

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