

The Relationship of Service Quality to Patient Satisfaction at MCU

Petrokimia Gresik Hospital

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ABSTRACT

Currently the quality of service is something that is decided by consumer or patient. That is, the patient is the final judge of the quality of the product. Quality can be used as a weapon to protect or attract patients in the future while patient satisfaction is the level of one's feelings after comparing the perceived performance / results with expectations. The purpose of this study was to analyze the relationship between service quality and patient satisfaction at MCU Petrokimia Gresik Hospital in September. The method used in this research is quantitative research using research instruments. The data collection instrument used in this study was a questionnaire. Based on the results it was found that the majority of customers expressed satisfaction with the MCU (Medical Check Up) service at Petrokimia Gresik Hospital, namely 65%. It can be concluded that there is a significant relationship between service quality and patient satisfaction at Petrokimia Gresik Hospital. That is, the higher the quality of service provided by Petrokimia Gresik Hospital, the higher the customer satisfaction.

Keywords: service quality, *patient satisfaction*.

1. INTRODUCTION

The quality of health services is the level of opportunity for health services, which on the one hand can lead to satisfaction for each patient in accordance with the satisfaction of the average population, and on the other hand the procedures for administering it are in accordance with established standards and ethical codes (Sulistyo, 2005: 27)

Satisfaction is the level of one's feelings after comparing the perceived performance / results with their expectations. The level of satisfaction is a function of the difference between perceived performance and expectations. If performance is below expectations, the customer will be disappointed. If performance matches expectations, the customer will be satisfied. Meanwhile, if the performance exceeds expectations, the customer will be satisfied (Supranto 2006: 233). Customer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing perceptions or impressions of the performance or results of a product and their expectations (Kotler, 2009: 138).

Medical check up is a thorough medical examination. Through this examination, it is hoped that a disease or health disorder can be detected early. This test is also useful for planning appropriate methods of handling and treatment before the disease develops.

Law of the Republic of Indonesia Number 44 of 2009 concerning hospitals states that a hospital is a health service institution that organizes individual health services in a plenary manner that provides outpatient and emergency inpatient services. In providing these health services, it is expected that hospitals can provide quality services, in accordance with the hospital's obligations to create, implement, and maintain quality standards of health services. Every health worker working in the hospital must work in accordance with professional standards, hospital service standards, applicable standard operating procedures, professional ethics, respect patient rights and prioritize patient safety. For this reason, every hospital must implement good hospital governance and clinical governance as a reference in serving patients.

Hospital Petrokimia Gresik is a public hospital where RS. Petrokimia Gresik (RSPG) is a subsidiary of PT. Petrochemical Gresik. This hospital is located at Jl. General Ahmad Yani No. 69 city of Gresik, East Java. The activities carried out are the same as other hospitals, but at this hospital there are facilities such as BPJS Health insurance, BPJS Employment, Companies, where companies can provide health insurance facilities for their employees to the hospital. Petrochemical Gresik. Initially, the establishment of the RSPG was not open to the public, this hospital only accepted patients from the families of employees of PT Petrokimia Gresik.

Factors causing the low patient satisfaction rate will have an impact on the development of the hospital. In patients who are dissatisfied with the health services received, the patient decides to move to another hospital that can provide better service. Patient dissatisfaction when hospitalized is caused by several factors, one of which is ineffective communication to patients when providing health services. The minimum service criterion of patient satisfaction is more than 95%.

The purpose of this study was to analyze the relationship between service quality and patient satisfaction at MCU Petrokimia Gresik Hospital in September. The results of this research are expected to be used as input for relevant agencies in formulating policies, evaluating work, and preparing work programs, as well as scientific references for future researchers.

Theoretical Framework and Hypothesis Formulation

Relationship between service quality and patient satisfaction Zeithamal and Bitner argue that important factors in determining satisfaction the patient, namely the perception of consumers on service quality (Lupiyoadi 2006). With the intention of To create customer satisfaction, the products offered by the company must be of good quality. Satisfaction is the level of feeling when someone states the results of a comparison of the product performance obtained and desired (Lupiyoadi 2006). According to Tjiptono, et al (2007) the relationship between service quality and customer satisfaction has an important role towards the company because the fulfillment of consumer satisfaction means the company has trying to provide the maximum quality of service that consumers want. Related with customer satisfaction, according to Parasuraman, et.all (Tjiptono 2007) explained that there are five dimensions of SERVQUAL, namely tangible, responsiveness, assurance, reliability, empathy. Based on the description above, the hypothesis can be formulated as follows:



Figure 1. Service quality has a positive influence on satisfaction patient.

2. METHOD

Research Sites

The location of this research was carried out at the Gresik Petrokimia Hospital address Jl. General Ahmad Yani No. 69, Ngipik, Karangpoh, Kec. Gresik, Gresik Regency, East Java 61119.

The method used in this research is quantitative research using research instruments. The data collection instrument used in this study was a questionnaire. The questionnaire used is in accordance with the conceptual framework and operational definition which contains a series of questions that represent the variables studied (Notoatmodjo, 2010).

The following questions are contained in the questionnaire, namely:

1. Ease of Registration.
2. Ease of obtaining information related to services at the hospital.
3. Speed of service delivery.
4. Officers provide services without discriminating between patients.
5. The doctor's clarity in providing information related to the patient's disease.
6. Comfort and cleanliness.
7. The friendliness of the cashier.
8. Impressions/Suggestions.

The purpose of this study was to analyze the relationship between service quality and patient satisfaction at MCU Petrokimia Gresik Hospital in September. This research was conducted on patients at MCU Petrokimia Gresik Hospital in September 2022.

Data collection in this study was carried out by using a service quality scale in this study. The research hypothesis will also be revealed by using a patient satisfaction scale compiled by researchers based on the aspects and dimensions of patient satisfaction proposed by Kotler (2018), namely regarding performance, reliability, features, conformance to specification, durability, serviceability, and also patient satisfaction regarding service quality. Data collection techniques in this study were carried out by giving a set of questions to respondents to be answered sequentially. Questionnaires are an efficient data collection technique in research to know for sure.

Variable to be measured and know what the respondent can expect. In addition, the questionnaire is also suitable for use as a measuring tool with a fairly large number of target respondents (Azwar, 2013). To see how the attitudes of respondents in responding to questions the researcher used a modified Likert scale. Modification of the Likert scale is used to be able to measure opinions, attitudes, and perceptions of a person or group about environmental phenomena around them. By using a modified Likert scale, the variables to be measured are translated into variable indicators where in this study the Likert scale used has been modified into 4 categories, in this study 4 categories were used which intend to eliminate neutral answers due to the weaknesses of neutral choices which will have an impact on Respondents' choices pile up in the middle and there will be a tendency to choose the same item, namely doubt in determining their perception, this also minimizes the content of weaknesses by a Likert scale of 5 categories. Then these indicators will be used as benchmarks in compiling research instrument items in the form of statements or questions (Sugiyono, 2019). the researcher has provided four scales that must be answered by respondents with the following answer scores: (Very Satisfied), (Satisfied), (Not Satisfied), (Very Dissatisfied).

Table 1. Reports of Patient Satisfaction MCU in September 2022

No.	Satisfaction Level	Assessment Indicator					(%)
		Ease of Registration	Ease of Obtaining Information	Service Speed	Without Distinguishing Patients	Doctor's explanation of disease infection	
1	Very satisfied	0	3	1	2	1	35%
2	Satisfied	4	1	3	2	3	65%
3	Not satisfied	0	0	0	0	0	0%
4	Very Dissatisfied	0	0	0	0	0	0%
	Total	4	4	4	4	4	100%

3. RESULT AND DISCUSSION

Based on the data in Table 1 above, it can be seen that the majority of customers stated that they were satisfied with the MCU (Medical Check Up) service at the Petrokimia Gresik Hospital, namely 65%. The following is a graph of customer satisfaction at the MCU (Medical Check Up) for September 2022.

Based on the results of the study, it was shown that there was a positive and significant relationship between service quality and customer satisfaction at Petrokimia Gresik Hospital. The results of this study are in accordance with previous research conducted by Bowen and Chen (2001) which showed that service quality has a positive and significant effect on patient satisfaction. There is a positive and significant relationship between service quality and customer satisfaction at Petrokimia Gresik Hospital. These results indicate that a good assessment of the services provided by Petrokimia Gresik Hospital in accordance with the level of expectations desired by customers encourages customers to be satisfied with the services provided. The services provided by the Hospital to each customer are quite good, such as a friendly attitude, smiling and polite speech. However, service delays often occur so that customers have to wait a long time to be served.

According to Tjiptono (2012) service quality is a consumer's assessment of the reliability and superiority of the service as a whole. Consumers will make comparisons between what they provide and what they get, service quality is built on a comparison between customer perceptions of the services they actually receive with the services they actually expect. Based on this theory, it explains that the results of the customer's experience in using the service will result in a customer's assessment of the service. If the service can satisfy customer desires, then the customer will give a positive assessment of the service. With this assessment, the customer will still want to use the service. The quality of service is determined by how the level of conformity between the services provided and what is expected by consumers. The higher the perceived quality of service, the higher the level of user/customer satisfaction, then the more positive the impact of one's behavioral intentions in responding to the service and the lower the perceived service quality, the lower the level of customer satisfaction.

4. CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research analysis that has been carried out, it can be concluded that there is a significant relationship between service quality and patient satisfaction at Petrokimia Gresik Hospital. That is, the higher the quality of service provided by the Petrokimia Gresik Hospital, the higher the customer satisfaction with the services provided by the Petrokimia Gresik Hospital. Based on the research results obtained, the following suggestions can be put forward:

1. All officers at Petrokimia Gresik Hospital need to form a joint commitment in terms of providing services to increase responsiveness, caring, friendliness and good communication with customers by means of supervision or a direct customer assessment system.
2. Gresik Petrochemical Hospital, the presence of officers in providing fast service can be increased by adding staff or adjusting work schedules so that there are sufficient personnel available at busy times.

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