

RELATIONSHIP OF SERVQUAL DIMENSIONS WITH PATIENT SATISFACTION LEVELS IN TRIBRATA INPATIENT ROOM AT BHAYANGKARA HOSPITAL, BENGKULU CITY

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ABSTRACT

Patient satisfaction greatly determines the quality of hospital services, especially the services provided by nurses. The purpose of this study was to study the relationship between servqual dimensions and the level of patient satisfaction in the inpatient room of Tribrata Bhayangkara Hospital, Bengkulu City. This type of research is an analytic survey method using a cross sectional design with accidental sampling with a total of 119 patient. Data collection using a questionnaire with a likers scale. The results showed that 80.7% of patients stated that they were of good quality and 19.3% of patients stated that they were lack of quality, 16% of patients said they were satisfied and 84% of patients said they were less satisfied, Test showed there were 84% patients expressed less satisfaction. and using the Chi-Square, it was found that there was a significant relationship between the Servqual Dimensions and the Satisfaction Level in the Tribrata Inpatient Room at Bhayangkara Hospital, Bengkulu City with the Weak Category.

Keywords: *Servqual Dimensions, Patient Satisfaction*

1. INTRODUCTION

Patient satisfaction is the most prominent aspect at the operational level of health services. The activities of providing services at the forefront will result in consumers who tend to return to get health services where they were originally. This is strongly influenced by the understanding and proficiency of employees or officers in various aspects of patient satisfaction (Savitri, 2011).

Patient satisfaction concerns the patient's physical, mental, social satisfaction. Customer satisfaction is the target of efforts to improve service quality, especially health services without neglecting existing limitations and problems. In addition to the many weaknesses in the hospital service system, this has become the concern of various parties, especially the government with the issuance of hospital service standards which are expected to provide satisfaction to hospital service users (Pohan, 2013).

In 2014, The Commonwealth Fund released a report comparing health services from 11 countries in the world. The eleven countries include Britain, Switzerland, Sweden, Australia, Germany, the Netherlands, New Zealand,

Norway, France, Canada and the United States. According to the report, New Zealand ranks first with the worst quality of healthcare services in terms of equity. Equity level is measured by how often people are unable to avoid going to the doctor when they are sick (Paramitha, 2019).

Patient dissatisfaction with health services both in Indonesia and in other developing countries is currently a problem. Data in hospitals in one of the ASEAN countries in 2016 showed that patient satisfaction was only 79%, while the standard set patient satisfaction was > 80% with a complaint rate of 4–5 cases / month (Klaipetch, 2016).

Patient satisfaction data in one of the regional public hospitals in Indonesia found that 70% of patients were less satisfied with nursing services (Hafid, 2014). Patient satisfaction rates in Central Maluku were only 42.8% and 44.4% in West Sumatra. Based on these data, it can be concluded that the patient satisfaction rate is still low, so that patient satisfaction is a problem for hospitals both in Indonesia and abroad.

The quality of health services in the hospital is all health services with professional standards by making good use of existing resources, so that all customer needs and goals to achieve an optimal health degree can be achieved. Health service is a system consisting of various components which are interrelated, depend on and influence one another. The quality of health care in a hospital is the end product of a complex interaction between components or aspects of service (Triwibowo, 2013).

The quality of hospital services has several dimensions according to Budiastuti in Nooria, (2008) there are several dimensions of quality that can increase patient satisfaction, namely product or service quality, service quality, emotional factors, prices, costs. While the dimensions of the quality of health services according to Bustami (2011), namely *reliability*, *responsiveness*, *assurance*, *emphaty* and *tangibles*. The five dimensions of service quality are the concept of Service Quality which is a measure of the quality of health services.

Analysis of the aspects of patient satisfaction with the condition of the hospital facilities and the behavior of hospital staff from the initial research survey conducted by researchers at Bhayangkara Hospital, Bengkulu City on July 23, 2020. Of the 3 respondents hospitalized in the Tribrata room at the Bhayangkara Hospital, Bengkulu City, it turns out that many of them are still not satisfied with the services provided by the Tribrata Room officers at the Bhayangkara Hospital, Bengkulu City, especially the dissatisfaction due to slow nursing services, the lack of hospitality of the nurses on duty so that patients are less comfortable asking what they are complaining about and the hospital facilities have not fulfilled the wishes of the patient, especially in the toilets where unpleasant smells spread when other patients use the restroom.

2. METHODS

The research location was the Bhayangkara hospital in Bengkulu city in the Tribrata inpatient room and was carried out in August 2020. This type of research used an analytical survey with a cross sectional approach. The population in conducting this study was the total number of patients who visited the inpatient room of Tribrata Bhayangkara Hospital, Bengkulu City in August 2020. The sample in this study were some of the patients in the inpatient room of Tribrata Bhayangkara Hospital, Bengkulu City who visited in August 2020, the sampling method was using accidental sampling technique.

Data collection with primary and secondary data. The data analysis technique used univariate and bivariate analysis with the Chi Square test and Coefficient Contingency

3. RESULT

1. Univariate Analisis

Univariate analysis is an analysis used to obtain an overview of the frequency distribution and proportion of the variables studied, both Independent (Servqual Dimension) and Dependent (Patient Satisfaction).

Table 1
Frequency Distribution of Servqual Dimensions in Tribrata Bhayangkara Inpatient Room, Bengkulu City

<i>Servqual Dimension</i>	F	Persentase
Quality	96	80.7
Less Quality	23	19.3
Total	119	100.0

According to the table above, it shows that almost all (80.7%) patients stated that the tribrata room was of good quality and a small proportion (19.3%) of the patients stated that the tribrata room was of Less quality.

Tabel 2
 Frequency Distribution of Patient Satisfaction in Tribrata Bhayangkara
 Inpatient Room, Bengkulu City

Kepuasan	f	Persentase
Satisfaction	19	16
Less Satisfaction	100	84
Total	119	100

According to the table above, it shows that there is a small proportion (16%) of patients who are satisfied with the services in the inpatient room of the Tribrata room and almost all (84%) of the patients are dissatisfied with the services in the inpatient room of the Tribrata room.

Bivariate Analisis

Bivariate analysis is to determine the relationship between the dependent and independent variables. Where research to determine the relationship between servqual dimensions and patient satisfaction levels in the Tribrata Inpatient Room at Bhayangkara Hospital, Bengkulu City, can be seen in the cross tabulation table below:

Table 3
Relationship of Servqual Dimensions with Patient Satisfaction Levels in Tribrata Inpatient Room at Bhayangkara Hospital, Bengkulu City

Servqual Dimension	Patient Satisfaction				Total	χ^2	P	C	RP	
	Satisfaction		Less Satisfaction							
	f	%	f	%						f
Quality	19	19,8	77	80,2	96	100				
Less Quality	0	0	23	100	23	100	5,417	0,02	0,209	1,247
Total	19	19,8	100	84	119	100				

From the cross tabulation above, it can be seen from 23 respondents who answered that the servqual dimension was less qualified, there were no patients who expressed satisfaction and there were 23 patients who were dissatisfied, out of 96 respondents who answered the quality servqual dimension there were 77 patients who were unsatisfied and 19 were satisfied.

To determine the relationship between the servqual dimensions and the level of patient satisfaction in the inpatient room, Tribrata Bhayangkara Hospital, Bengkulu City, used the chi-square test (Fisher's Exact Test). The results of the Exact Fisher's test showed that the p-value = 0.022 <0.05 was significant, meaning that there was a difference in patient satisfaction between the inferior and quality servqual dimensions, so H_0 was rejected and H_a was accepted. So there is a significant relationship between Servqual Dimensions and Patient Satisfaction at Bhayangkara Hospital, Bengkulu City.

Based on Table 1, it shows that of the 119 respondents in the Tribrata inpatient room, Bhayangkara Hospital, Bengkulu City, it can be seen that almost all of the patients said it was quality with the highest statement in the respondent's answer to the doctor's timeliness, the accuracy of dispensary officers in providing

medicinal services, the services provided by officers do not see the status, and a small proportion of respondents answered that they were of poor quality with the lowest respondent's answers to room comfort, room cleanliness.

These results are in line with research conducted by Junita Butar Butar and Roymond H Simamora (2016) showing the results of their research that the quality of nursing services in general in the inpatient room of Pandan Regional General Hospital, Tapanuli Tengah Regency is a high category with 24 respondents. moderate nursing service was 47 respondents, but 1 respondent found the quality of nursing service in the low category.

This research is also in line with the results of a study conducted by M Fatkhul Mubin (2007), it was found that the dimensions of nursing services in the high category of Tugurejo Hospital Semarang were 57 respondents, the medium category was 41 respondents.

The quality of health services in a hospital is all health services with professional standards by making good use of existing resources, so that all customer needs and goals to achieve an optimal health degree can be achieved. Health service is a system consisting of various components which are interrelated, depend on and influence one another. The quality of health care in a hospital is the end product of a complex interaction between components or aspects of service (Triwibowo, 2013). So it can be concluded that the quality of service at the hospital must be improved in an organization, because the quality of service is the most important aspect in an organization / installation so that customers always come back to get service at the installation.

Quality is very important in health service organizations, increasing public awareness about health and health services encourages every health service organization to be aware of quality in providing services to service users of health service organizations. Every problem that arises in health service organizations, especially in relation to the quality of health services, there are three main concepts that always arise.

These concepts are access, cost and quality. Access course includes physical, financial, mental or intellectual human resource access to the available health care and services. Of the three concepts, the element of customer satisfaction is the most important. If consumers are not satisfied with the quality of services provided, patients will not return or seek other services, even though these services are available, easy to get and easy to reach (Herlambang, 2016).

Based on Table 2 shows that of the 119 respondents in the inpatient room Tribhata Bhayangkara Hospital, Bengkulu City, it can be seen that a small proportion of respondents answered satisfied, This can be seen from the respondent's answer about the nurse's attitude to the patient / respondent, and almost all respondents answered less satisfied and The nurse's lack of alertness, the patient's lack of understanding of the nurse's explanation.

Satisfaction is a comparison between the quality of services obtained with the wants, needs and expectations. Satisfaction is defined as the level of a person's feelings after comparing performance (results), customer satisfaction is the main goal of excellent service so that every service apparatus has an obligation to try to satisfy its customers (Tjiptono, 2004).The results of this study are also in line with the research conducted by Yuanita Ananda, (2017) The results showed that more than half as many as 41 people said they were not satisfied with the service and as many as 22 people said they were satisfied with the services in the Internal Inpatient Room of DR. Rasidin Padang in 2017.

Patient satisfaction is the most prominent aspect at the operational level of health services. The activities of providing services at the forefront will result in consumers who tend to return to get health services where they were originally. This is strongly influenced by the understanding and proficiency of employees or officers in various aspects of patient satisfaction. (Savitri, 2011). So it is concluded that patient satisfaction is the most important or most prominent thing for the operational level of health services, because if patient satisfaction is not in a good category it will have an impact on other things such as: customers will look for other health service places that can meet customer needs.

Patient satisfaction is a comparison between the quality of health services obtained with the wants, needs, and expectations. Patient satisfaction is defined as the feeling of a person after comparing the perceived results with his expectations (Nurusalam, 2014).

The results of research conducted in the Tribrata inpatient room at Bhayangkara Hospital, Bengkulu City, showed that out of 96 patients who stated quality, 19 patients stated that they were satisfied and 77 stated that they were not satisfied. Meanwhile, out of 23 stated that they were of low quality, there were 0 that were satisfied and 23 stated that they were not satisfied. So from the data obtained, there are almost all patients in the inpatient room, Tribrata stated that it was quality and almost all patients said they were not satisfied.

From the results of the study, it was found that 77 patients stated that they were not satisfied, while for the Servqual Dimension the patients stated that it was quality, this was due to the patient's waiting time. This is in line with the theory of Syafrudin, Masyitoh & Musyanawati about customer satisfaction factors in hospitals or health services, one of which is caused by waiting time.

The results of this study are in line with the research conducted by Nurul Annisa (2017) which stated that of the 44 respondents, there were 20 patients who stated quality, there were 19 patients who expressed satisfaction and 1 patient stated that they were not satisfied, While 24 patients stated that they were not of good quality, 1 patient stated that they were satisfied and 23 patients stated that they were not satisfied. These results are also in line with the results of research conducted by Leo Bavenro (2014) which stated that from 34 respondents, 26 patients stated that they were qualified, 18 patients stated that they were satisfied and 8 patients stated that they were not satisfied, while 8 patients stated that they were not qualified, 4 patients stated that they were satisfied and 4 patients stated that they were not satisfied. Likewise according to research conducted by Rattu (2018) which stated that out of 97 respondents, there were 69 respondents who stated quality, 43 respondents felt satisfied and 25 respondents who did not feel satisfied while 29 respondents stated that they were not qualified, 7 respondents

were satisfied with patient satisfaction and 22 respondents who were not satisfied respondents

The quality of health services shows that at the level of perfection of health services in causing a sense of self-satisfaction for each patient, the more perfect the satisfaction, the better the quality of health services (Pohan, 2011: 5). The quality of nursing service is the most important factor in forming customer or patient trust in nursing services so that customer loyalty and satisfaction are created. Patient satisfaction is an asset to get more patients and to get loyal patients. Loyal patients will reuse the same services if these patients need nursing services again. Patient satisfaction also depends on the quality or quality of nursing services. Measuring the level of patient satisfaction is closely related to the quality of nursing services. Performance and service quality are successful when what the customer needs, wants, and expectations can be met (Nursalam, 2015)

Chi-square test results (Fisher's Exact Test) show that there is a significant relationship between Servqual Dimensions and Patient Satisfaction Levels in Tribrata Inpatient Room Bhayangkara Hospital, Bengkulu City. This can be seen from the results of the Chi-square test (Fisher's Exact Test), the value of Pvalue (p) = 0.020, $C = 0.029$ and $RP = 1.247$. The results of the risk estimate test showed that the value of the Prevalent Ratio (RP) = 1.247 (1.129 - 1.377), which means that patients who do not answer the low quality servqual dimensions tend to be less satisfied by 1.247 times when compared to patients who answer quality. Here there is almost no difference between the patient's dissatisfaction and satisfaction from the inferior and quality servqual dimensions. So this shows that there is a significant relationship between the Servqual Dimension and Patient Satisfaction in the inpatient room of Tribrata Bhayangkara Hospital, Bengkulu City with the weak category..

This is in line with research conducted by Nurul Annisa (2017), which said that there was a relationship between quality and satisfaction of Class III inpatients at the Madiun Level IV Hospital with a p-value of 0.000 smaller than α 0.05. This is also in line with research conducted by Nufardiansyah Burhanuddin (2016), This research shows that there is a relationship between each dimension of service

quality, that is, there is a relationship between the dimensions of service quality tangible, reliability, responsiveness, jaminan assurance, and empathy with the satisfaction of BPJS participant patients in the inpatient room of the Syekh Yusuf Gowa Regional General Hospital with p Value = 0,000 and a value of C = 0.026.

The results above are also in line with the results of research conducted by Nurhasni (2018) His research said that the results of the analysis with the Spearman Rho Correlation test showed $p = 0.002$, where $p \leq 0.05$ then H_0 was rejected, which means that there is a relationship between the quality of health services at the Puskesmas and the level of patient satisfaction at the ENT clinic Rumkital Dr. Ramelan Surabaya.

According to Bowers (2004) that service quality is closely related to satisfaction, where good quality will provide experience for customers and will then invite them to come back for their next visit and become loyal customers. Patient satisfaction can be achieved by increasing the quality of service provided to patients, so that they are in accordance with what they expect. Customers who are satisfied with the service are likely to become loyal customers, and can even be used as free promo media. Conversely, if customers are not satisfied, they can easily move to another company. Basically, the notion of customer satisfaction includes the difference between the level of importance and the perceived performance or results, (Phili Kotler dalam Syafrudin, Masyitoh & Mosyanawati 2011).

Satisfaction is a feeling of pleasure or disappointment in someone who arises after comparing their perceptions or impressions of the performance or results of a product and their expectations. (kotler, 2004:42). Patient satisfaction is related to the quality of hospital services. By knowing the level of patient satisfaction, hospital management can improve the quality of service. Percentage of patients who are satisfied with the service based on the survey results with standard instruments (Indikator Kinerja Rumah Sakit, Depkes RI tahun 2005:31)

4. Conclusion

1. Out of 119 respondents, 96 respondents (80.7%) answered quality services

2. 2. Out of 119 respondents 100 (84%) respondents answered satisfied
3. There is a significant relationship between the servqual dimension and the level of patient satisfaction in the Tribrata room at Bhayangkara Hospital, Bengkulu City.

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