

The Effect of Service Quality of Pamanukan Medical Centre Hospital on Outpatient Satisfaction in Subang Regency

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Abstract. In the Non-Probability Sampling method which uses purposive sampling, this study discusses the quality of service on patient satisfaction. The research objective is to find out whether or not there is an influence on service quality on patient satisfaction. The sample taken used 5 respondents and 5 questionnaires. And the hypothesis used is service quality (X) and patient satisfaction (Y). Based on the results obtained in this research that for service quality that has a positive effect on patient satisfaction.

Keywords: Hospital, Service Quality, Outpatient Installation

1. Introduction

According to the Decree of the Minister of Health of the Republic of Indonesia No.983/Menkes/SK/X1/1992, general hospitals are hospitals that provide health services, specialists and subspecialists. Hospital can also be interpreted as a health service provided by the hospital to patients.

Satisfaction is a feeling that a person has so that he can provide an assessment of the events he experiences. To get a good patient satisfaction response from patients, the hospital needs to provide good service to its patients. So the service that must be carried out by the hospital is to determine the quality of patients such as facilities, the role of doctors, medical personnel and care. [1] conducted a study with the title analysis of the effect of service quality, price, and facilities on outpatient satisfaction at Kariadi Hospital Semarang. In his research, he explained that service quality, price and facilities are independent variables that have a very positive effect on patient satisfaction. It is proven that the most influencing factor is the service quality variable, the facility variable then the price variable.

Meanwhile, according to [2] conducted a study entitled outpatient satisfaction with pharmaceutical services in hospitals and health centres in 11 provinces in Indonesia. In his research, he explained that pharmaceutical services in hospitals were 90.9% while for health centres it was 96.6% which was an outpatient satisfaction.

The formulation of the problem in this study is how the effect of service quality at Pamanukan Medical Centre Hospital on outpatient patient satisfaction in Subang Regency. Based on the above background, the objectives to be achieved in this study are to determine the effect of service quality at Pamanukan Medical Centre Hospital on outpatient patient satisfaction.

1.1 Hospital

Hospital can be interpreted as a service that is available such as inpatient services, outpatient services and emergency services. Pamanukan Medical Centre which is located on Jl. Rancasari km 4.35 Pamanukan Subang. This hospital is under the auspices of PT ASTA HUSADA. For the motto in this Hospital is a healthy partner of the north Priangan family.

1.2 Service Quality

Pamanukan Medical Centre Hospital provides free ambulance service up to 5 km radius. Pamanukan Medical Centre Hospital is supported by good health facilities, facilities and infrastructure. The following is a list of service facilities at Pamanukan Medical Centre Hospital such as emergency rooms, outpatient care, inpatient care, medical support, physiotherapy and high maintenance units. According to [3] it is concluded that there are five dimensions in service quality: Tangible / physical evidence, namely an organisation that has a



good image on the outside of the organisation. Reliability / reliability, namely the advantages possessed by an organisation that can provide reliable service. Responsiveness / responsiveness, namely an organisation that can provide services quickly and can provide information as clearly as possible. Assurance / guarantee, which is a good ethic owned by employees in the organisation. Empathy / empathy, namely employees who have a sense of genuine concern for patients in providing services.

1.3 Hypothesis

Patient satisfaction is a person's opinion of the hospital that has provided services to its patients. With this service, whether the hospital is able to provide quality service well. If the hospital wants to get a quality of service in good patient satisfaction, then it depends on the services provided to its patients.

1.4 Outpatient Installation

Outpatient care is intended for outpatients who are carried out in the patient's home. A person's interest in services can be defined as broad satisfaction with qualities such as cost, service, safety of use, distribution channels, and employee aspects of a health service organisation.

2. Method

With a quantitative approach for 5 months of research from October to March 2022. Which was carried out at the Pamanukan Medical Centre Hospital, Subang Regency, West Java. This hospital operates for 24 hours with type C, which has a land area of 6,722 m². Pamanukan Medical Centre Hospital provides facilities such as SVIP, VIP, Class I, Class II, and Class III. In addition, this hospital also has an HCU with a capacity of 101 beds. The sampling technique with the Non-Probability Sampling method is purposive sampling, namely sampling using certain considerations. The hypothesis in this study uses two research variables, namely the independent variable which is service quality (X) while the dependent variable is patient satisfaction (Y). The population in this study were all outpatients with a sample of 5 respondents at the Pamanukan Medical Centre Hospital, Subang Regency.

3. Result and Discussion

Table1. Questionnaire distribution data to respondents

Patient Satisfaction Questionnaire						
No	STATEMENT	STP	TP	CP	P	SP
1	Medical personnel provide comprehensive services					
2	Medical personnel take action quickly and appropriately					
3	Nurses are polite and friendly					
4	Complete medical equipment					
5	The hospital has adequate and comfortable waiting rooms, washrooms, and water.					

3.1 Validity Test

Table 2. Validity Test

Correlations							
		X1	X2	X3	X4	X5	TOTAL
X1	Pearson Correlation	1	.998**	.997**	.995**	.994**	.998**
	Sig. (2-tailed)		.000	.000	.000	.000	.000

	N	6	6	6	6	6	6
X2	Pearson Correlation	.998**	1	.996**	.998**	.993**	.999**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	6	6	6	6	6	6
X3	Pearson Correlation	.997**	.996**	1	.998**	.996**	.999**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	6	6	6	6	6	6
X4	Pearson Correlation	.995**	.998**	.998**	1	.994**	.999**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	6	6	6	6	6	6
X5	Pearson Correlation	.994**	.993**	.996**	.994**	1	.997**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	6	6	6	6	6	6
TOTAL	Pearson Correlation	.998**	.999**	.999**	.999**	.997**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	6	6	6	6	6	6

** . Correlation is significant at the 0.01 level (2-tailed).

In the validity test which is used to determine the validity or not of a questionnaire used in a study, while for the data itself from the respondents. In the basis for taking it can be seen from r-count with r-table. It is known that the table is 0.878 based on the data above that for r-count > r-table, it can be said that the data is valid.

3.3 Reeliability Test

Table 3. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.995	5

The purpose of the reliability test is to see in the questionnaire whether it has consistency that is carried out repeatedly. The questionnaire is said to be reliable if the Cronbach Alpha value is > 0.6 according to [4] [5] [6]. So it can be said that the data above is reliable because the Cronbach Alpha value is 0.995.

Table 4. Multiple Linear Regression

Model	Coefficients ^a		Standardized Coefficients	t	Sig.
	Unstandardized Coefficients	Std. Error			
	B	Std. Error	Beta	t	Sig.

1	(Constant)	-3.824	1.235		-3.096	.053
	Play quality	.419	.068	.963	6.200	.008

a. Dependent Variable: Patient Satisfaction

It is known that the variable in multiple linear regression is 0.963. With that it means that for service quality to increase by 1, patient satisfaction will also increase by 0.963. For the results of the t-test on SPSS 26, it results that service quality has a significant effect because it produces $0.008 > 0.05$ on outpatient patient satisfaction.

Table 5. Hypothesis

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.597	1	2.597	38.440	.008 ^b
	Residual	.203	3	.068		
	Total	2.800	4			

a. Dependent Variable: Patient Satisfaction

b. Predictors: (Constant), Service Quality

Based on the simultaneous hypothesis test (F-test) for f count of 38,440 and a significance of 0.008. In connection with its significance < 0.05 H_0 is rejected and H_a is accepted so that it has a simultaneous effect (together) on patient satisfaction. Based on the results, the adjusted R square is 0.903.

Table 6. Coefficient of determination

Model Summary					
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.963 ^a	.928	.903		.25994

a. Predictors: (Constant), Service Quality

4. Conclusion

The independent variable is service quality which has a positive influence on patient satisfaction. limitations in this study such as the limited number of respondents so that it is only aimed at outpatients so that it cannot describe overall patient satisfaction. Suggestions for the hospital so that it can further improve the quality of its services to patients, so that patients can be treated better. Suggestions for further research are to use a larger research sample and use a wider population.

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