

Analysis Of Influence Of Service Quality And Facilities Of Room On Patients Satisfaction In Hospitals

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Abstract

This research aim to determine whether the patient is satisfied with the services and health facilities that were provided by the hospitals in and determine what factors are influential in determining the level of patient satisfaction to services and facilities provided by the hospital yasmin. Design of the study is divided into three types, namely research exploratory, descriptive and explanatory. Research study kind of explanatory research because the goal is to explain the causal relationship between variables testing hipotesis result show that the variable of service quality and room facilities have a significant effect on patient satisfaction at Yasmin Hospital.

Keywords: Quality of service, space facilities, patient satisfaction.

INTRODUCTION

The current condition of health service industry competition is very tight, this is due to the increasing number of existing clinics and hospitals, as well as the increasing number of people using hospital facilities to obtain health services. The hospital, which was originally a community service unit with a social human character, in fact hospital services and health service organizations have changed and developed into an industry based on economic and management principles like a commercial business. However, the most important thing in the health service industry (hospital) is the quality of service provided by the hospital to patients. According to Azwar (1996), quality health services are health services that can satisfy every user of health services in accordance with the average level of satisfaction of the population

and whose implementation is in accordance with established standards and professional code of ethics. To improve the quality of health services, service quality and patient satisfaction are indicators of the success of providing services at the hospital. However, basically, good service quality is not only achieved, but also maintained and maintained in light of the shifting needs, expectations and desires of customers and various interested parties. For this reason, hospitals as a health service industry are expected to provide higher quality and consistent services. The key is to meet or exceed the expectations of patient service quality, so as to create patient loyalty. Of all the activities carried out by a company, it will ultimately lead to the value given by the patient regarding the perceived satisfaction (Lupiyoadi, 2001). Satisfied patients also tend to provide good references for products or services to others (Lupiyoadi, 2001). However, if the patient is not satisfied, it is very likely that the patient will move to another health care provider. Quality services are both external and internal demands. Externally, service is an absolute in the flow of globalization, which has the power to drown out elements who are unable to compete because of their capacities that do not meet the qualifications of global competition (Purnaweni, 2003). Quality must start with the patient's needs and end in the patient's perception (Kotler, 1994: 54). In this researcher, the problem to be examined is about the level of quality of hospital services, here researchers to prove patient satisfaction or dissatisfaction with the quality of service provided by the hospital can be proven by a questionnaire will be distributed directly to hospital patients. This researcher is a hospital, but has a very good potential including the potential of Human Resources, hospital management and services, so that the potential of the Yasmin Banyuwangi hospital can be accepted by all patients who visit the hospital. Patient satisfaction is a fundamental need for health care providers. Satisfaction is important, when patients themselves seek health services, satisfaction will become a benchmark for future purchasing decisions (Woodside and Shin, 1998; in Woodshinn et al 1989: 28). In turn, customer satisfaction can create customer loyalty or loyalty to companies that provide satisfactory quality (Tjiptono, 2004). So the formulation of the problem whether service quality affects patient satisfaction at Yasmin Hospital, Banyuwangi Regency and whether room facilities affect patient satisfaction at Yasmin Hospital, Banyuwangi Regency.

RESEARCH METHODS

Research Object

The object of this research was carried out at the Yasmin Hospital Banyuwangi which is located on Jl. Lieutenant Colonel Istiqlal Banyuwangi, The research was conducted in May-July 2017. Hospital as an institution engaged in health services. In the early days of the hospital, it is an institution that functions socially, but with the existence of a private hospital, the hospital refers to an industry that is engaged in health services by managing based on the management of business entities. As a health institution with the mission of "Providing the best and most trusted services to the community through a one-stop medical service program, non-medical and educational services", Yasmin Hospital has played a role in maintaining and improving the health status of the community. Room Facilities for Patient Satisfaction at the Yasmin Hospital Banyuwangi

Population and Sample

Based on the data obtained from observations of the average number of patients who use the services of the Hospital Yasmin Banyuwangi for Outpatients, it was obtained 100 people. Based on Roscoe's opinion above, the number of samples in this study was set at 30 respondents, with the following calculations: The number of sample members is at least 10 times the number of variables studied, meaning that the total number of research variables is 3 multiplied by 10.

Variable Identification

The operational definitions of the variables in this study are as follows:

1. Dependent variable is a variable whose value depends on other variables, where the value will change if the variables that affect it change. The dependent variable is patient satisfaction (Y).
2. Independent variables are variables that affect or cause other variables. The independent variables are service quality (X1) and room facilities (X2).

Data analysis method

A. Validity Test

The criteria applied to measure whether a data is valid or not is if r-count (correlation coefficient) is greater than r-table (critical value) it can be said to be valid. In addition, if the significant value <0.05 , the instrument can be said to be valid (Ghozali, 2013)

B. Reliability Test

An instrument is said to be reliable if it has a positive alpha value and is greater than 0.6 where the greater the alpha value, the more reliable the measuring tool used (Ghozali, 2013). In this study, the calculation of reliability uses the Alpha formula:

C. Multiple Linear Regression Analysis

The use of this analysis tool is to determine the form of the relationship between the independent variable (X) and the dependent variable (Y). Here is a multiple linear regression formula:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

D. Partial Test (t test)

The t test is conducted to test the regression coefficient partially from the independent variable.

E. Simultaneous Test (Test F)

The test is carried out using the F test, namely by comparing the F table with the F count contained in the Analysis of Variance table.

RESULT AND DISCUSSION

1. Multiple Linear Regression Analysis

Multiple linear regression analysis that has been carried out obtained regression coefficients, t value and significance level as shown in table 4.6 below.

Table 1. Results of Multiple Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,723	1,689		3,980	,000
	citra merek	,155	,103	,146	1,505	,136
	kualitas produk	,336	,102	,321	3,303	,001

a. Dependent Variable: keputusan pembelian

From these results, the regression equation is written in the form of Standardized Coefficients as follows:

$$Y = 109,734 + 0,079X1 + 0,191X2 + e$$

Information :

Y: Patient Satisfaction

X1: Qulity

X2: Room Facilities

a. F test

This test is used to determine the joint effect of the independent variables on the dependent variable. Where $F_{count} > F_{table}$, then H_1 is accepted or collectively the independent variable can explain the dependent variable simultaneously. Conversely, if $F_{count} < F_{table}$, then H_0 is accepted or collectively the independent variable has no influence on the dependent variable.

To determine the significance or not the joint effect of the independent variables on the dependent variable, a probability equal to 5% ($\alpha = 0.05$). The following is a table of f test results with statistical calculations using SPSS 22.

Table 2. F Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21,042	2	10,521	8,486	,000 ^b
	Residual	120,268	97	1,240		
	Total	141,310	99			

a. Dependent Variable: keputusan pembelian

b. Predictors: (Constant), kualitas produk, citra merek

Based on the results of the ANOVA test in table 4.4, it is found that F_{count} is 0.646 with a significance level of 0.000. Because $F_{count} > F_{table}$ (3.1277 greater than 0.05) and a significance level of $0.000 < 0.05$, it can be concluded that H_a accepted H_0 is rejected.

Based on the hypothesis test above, namely "Service Quality and Room Facilities simultaneously affect patient satisfaction at Yasmin Banyuwangi Hospital accepted.

b. T test

The t test is used to see the partial effect of the independent variable on the dependent variable.

Table 3. T test results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,723	1,689		3,980	,000
	citra merek	,155	,103	,146	1,505	,136
	kualitas produk	,336	,102	,321	3,303	,001

a. Dependent Variable: keputusan pembelian

c. Determination Coefficient Test (R2)

In this multiple linear model,

We will see the amount of contribution for the independent variables together to the dependent variable by looking at the total coefficient of determination (R2). If (R2) is obtained close to 1 (one), it can be said that the stronger the model explains the relationship of the independent variable to the dependent variable. Conversely, if (R2) gets closer to 0 (zero), the weaker the influence of the independent variables on the dependent variable. Because the independent variables in this study are more than 2 (two), the coefficient of determination used is Adjusted R Square

The following is a table of R-Square results with statistical calculations using SPSS 22

Table 4. Determination Coefficient Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,386 ^a	,149	,131	1,113	,149	8,486	2	97	,000

a. Predictors: (Constant), kualitas produk, citra merek

The coefficient of determination (R^2) of 0.46 explains that 46% of patient satisfaction at Yasmin Banyuwangi Hospital is influenced by factors of service quality and room facilities.

INTERPRETATION

The results of the analysis obtained indicate that all independent variables in this study have a significant influence on the dependent variable.

1. Service quality has a significant effect on patient satisfaction at the Yasmin Hospital in Banyuwangi Regency

Based on the data in attachment 4, the results of the independent variable regression, namely the quality of service, the t value (0.419) is smaller than the t table (1.9944) with a significance level.

0.678 (Sig = 0.678). This means that H_0 is accepted, it means that the independent variable service quality has an effect on the dependent variable on customer satisfaction at Yasmin Banyuwangi hospital at the 95 percent confidence level. The conclusion of the first hypothesis in the study was stated to be accepted.

This research is in line with the results of research by Ana Restiani (2008), entitled "Analysis of Service Quality on Patient Satisfaction of DiRS Saiful Anwar (RSSA) Malang (Empirical Study of Askeskin Patient Nurses at IRNA II). This study aims to determine the effect of service quality variables simultaneously, partially, and the most dominant influence on patient satisfaction. From the research conducted, it is stated that the quality of service which consists of variable reliability (X1), direct evidence (X2), responsiveness (X3), assurance (X4), and Emapati (X5) has a significant effect on patient satisfaction (Y). Meanwhile, from the five variables, service quality which has the dominant influence on patient satisfaction is empathy.

2. Room facilities do not have a significant effect on patient satisfaction at Yasmin Hospital, Banyuwangi Regency

Room facilities have a significant effect on patient satisfaction at the Yasmin Hospital, Banyuwangi Regency. Based on the data in attachment 6, the results of the regression of the independent variables, namely the space value of the t count (1.017) is smaller than the t table

(1.9944) with a significance level of 0.318 (Sig = 0.318). This means that H_0 is accepted, meaning that the independent variable leadership behavior (relationship behavior) affects the dependent variable customer satisfaction at Yasmin Banyuwangi hospital at the 95 percent confidence level. The conclusion of the second hypothesis in the study was stated to be accepted. The results of this study do not support the results of research from Inun Nur Rochma (2017) entitled Analysis of Service Quality and Room Facilities on Customer Satisfaction at Yasmin Hospital, Banyuwangi. The analysis tool uses multiple linear regression analysis. The purpose of this study is to determine whether consumers or patients are satisfied with the performance of the services provided by the hospital and to find out what factors influence the level of patient satisfaction with the services provided by the hospital.

Likewise, the results of this study support the results of Ana Restiani (2008), entitled "Analysis of Service Quality on Patient Satisfaction at the Hospital of Saiful Anwar (RSSA) Malang (Empirical Study of Askeskin Patient Nurses in IRNA II). This study aims to determine the effect of service quality variables simultaneously, partially, and the most dominant influence on patient satisfaction. From the research conducted, it is stated that the quality of service which consists of variable reliability (X1), Direct Evidence (X2), Responsiveness (X3), Assurance (X4), and Emapati (X5) has a significant effect on patient satisfaction (Y). Meanwhile, from the five variables, service quality which has the dominant influence on patient satisfaction is empathy.

CONCLUSION

Based on data analysis and interpretation of service quality and room facilities have a significant effect on patient satisfaction at Yasmin Hospital, Banyuwangi Regency, it can be concluded that service quality has a significant effect on patient satisfaction at Yasmin Hospital, Banyuwangi Regency and room facilities have a significant effect on patient satisfaction. Yasmin Hospital, Banyuwangi Regency.

Service quality and room facilities simultaneously affect patient satisfaction at Yasmin Hospital, Banyuwangi Regency. Based on the results of the F test, it is known that F_{count} has a significance value less than 0.05 so that it is simultaneously influential. The variable quality of services and room facilities partially affects patient satisfaction at Yasmin Banyuwangi Hospital. This is

obtained from the results of the t test that the significance value of the service quality and room facilities variable has a value less than 0.005 partially declared influential.

From the results of this study, Yasmin Hospital is expected to be able to improve the quality of services to patients. Likewise, the availability of its main services in the form of room facilities will greatly affect patient satisfaction who chooses Yasmin Hospital in Banyuwangi.

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