

## **PATIENT SERVICE AND SATISFACTION SYSTEMS**

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### **ABSTRACT**

The objective the research is to analyze abo the influence of service delivery system to patient satisfaction. This analysis data used Structural Equation Modeling (SEM) to observe about interrelatedness between some variable. The population in this study is 225 persons of hospital medical patient in type C hospital in Makassar and spread to 75 hospital patients in Stella Maris hospital, 75 hospital patients in Akademis Jaury Yusuf Putra hospital, and 75 hospital patients in Grestelina hospital. The research result shows that service delivery system composed of physical support and contact personal are significant and positive influence on patient satisfaction.

**Keywords** : *Service Delivery System. Physical Support, Contact Personal, Patient Satisfaction*

## INTRODUCTION

According to Lovelock and Wright (2002), the service business is seen as a system consisting of a service operation system and a service delivery system. The service operation system is a component contained in the whole service business system, where inputs are processed and service product elements are created through the components of human resources and physical component.

In service delivery system, it relates to when, where, and how services are delivered to customers, including system elements in service operations and other things that are presented to consumers. Cooper, (1994: 106) concluded that users of health care services including hospitals always pay attention to the quality of medical staff, emergency services, nursing care, the availability of complete services, doctor's recommendations, modern equipment, polite employees, a good environment, previous hospital use, maintenance costs, family recommendations, close to home, private rooms and friends' recommendations. Even Ramli (2012) argues that the work passion of doctors who are in the Stela Maris hospital will feel at home if the work environment supports and therefore medical facilities that can support the actualization needs of doctors must be provided.

In a research conducted by Ramli (2013), the existence of two significant components of services was managed as integrative under one hospital management which had the consequence of dualism of patients' perceptions of the image of a hospital. Namely Contact Personal and Physical Support, the implication is that hospital management (private) needs to look at or reevaluate the strategic planning of hospital management so that it can be a reference in setting goals and objectives of organizations or companies, which in this case are private hospitals.

A good perception of the services performed by the Hospital has an impact on patient satisfaction. So that by satisfying his patients, the service of the Hospital will be trusted by the patient to cure his illness, and of course it will have an impact on the success of his Hospital. This is accordance with the findings of Ramli & Sjahruddin, (2015), that satisfied patients can increase high trust in health services.

Satisfaction is a feeling of pleasure that comes from a comparison between the impression of goods or services and their expectations. If reality is the same as

expectations, then the service is called satisfactory. Conversely, if reality is lower than expectations, the service is called unsatisfactory (Kim, et al., 2008, Kotler, 2009). Providing high-quality services can increase profits through customer satisfaction, because empirically there is a relationship between customer satisfaction and profit. Customers who feel satisfied and make repeat purchases, will increase profits, so that a good image of the hospital will be formed (Francken, et al., 1981, Anderson, 1994, Cronin, et al., 2000, Kang, et al., 2004, Alrubaiee, 2011).

According to Kotler & Keller (2012) Patient satisfaction encompasses the company's internal and external environment which influences the formulation of business strategies in order to improve business performance. The patient's power of satisfaction presents "uncontrollable factors" that must be monitored and responded to by the company.

In other addition, Kotler (1994) asserts that customer satisfaction is the level of one's feelings after comparing the performance (or results) that feels with they expectations. According to AzrulAzwar (1996) quality health services refer to the application of good standards and professional codes of ethics, which basically include an assessment of patient satisfaction regarding: doctor and patient relationship, comfort services (amenities), freedom of choice, scientific knowledge and technical skills, service effectiveness, and safety measures.

There are similarities between the above definitions, namely concerning the component of customer satisfaction (expectations and performance/perceived results). Generally, customer expectations are estimates or customer beliefs about what they will receive if they buys or consumes a product (goods or services). While the perceived performance is the customer's perception of what they receives after consuming product or service that has been felt.

Pascoe (in Krowinsky and Steiber: 1996) defines patient satisfaction from two different sides (contrast model). Patients enter the hospital with hopes and desires. If the experience of getting hospital services is better than expected, they will be satisfied, whereas if the experience of getting services at the hospital is lower (worse) than they expected, they will feel dissatisfied.

Linder Pelz (in Krowinsky and Steiber: 1996) states that patient satisfaction is a positive evaluation of diverse services. Services that are evaluated can be a small part of the service, for example outpatient or inpatient services, all types of services provided to cure patients up to the overall service system in the hospital. He also mentioned that the study of patient satisfaction must be understood as something that has very many dimensions or variables that influence it.

## **LITERATURE REVIEW**

### **Hospital Personnel Contact Effect on Patient Satisfaction**

Contact personnel are all human elements involved in the delivery of services and have direct contact with buyers. According to Nguyen and Leblanc (2002: 245) contact personnel is composed of all employees who are at the front line of the organization and have direct contact with customers. According to Snook (1992: 65) hospital medical staff are doctors, dentists, podiatrists, and health professional staff who care for patients. Lim et al (2000: 290) found that the most important element in services at hospitals was doctors and nurses. Doctors and nurses play an important role in creating service quality in a hospital, while Fox et al (2003: 234) found that doctors and nurses played a role in promoting patient recovery, especially their friendliness and special attention to patients.

As a high contact service, hospital personnel is central to service delivery. In accordance with the opinion of Lovelock and Wright (2002: 197) that, "in high-contact services, service personnel are central to service delivery." Lovelock and Wright (2002: 324) further state that, "in the eyes of their customers, service personnel may also be seen as an integral part of the service experience.

According to Nguyen and Leblanc, (2002: 250) contact personnel was measured by 3 items, namely, appearance, competence and professionalism. According to Nguyen and Leblanc (2002: 245) the appearance of personnel is a combination of clothing, hairstyle, make up, and cleanliness. Employee competencies are supported by expertise and experience. Zeithaml and Bitner (2000: 19) explain that all attitudes and actions of employees, even the way employees dress and the appearance of employees have an influence on consumer perceptions or the success of real-time services.

Shamdasani and Balakrishnan (2000: 402) contact personnel indicators, namely, expertise, similarity, knowledge, hospitality and mutual disclosure. The speed of personnel in completing their work will make them happy. According to Best, from the customer side, the speed of access to obtain services is important in the service delivery system (Best, 2000: 230). This is supported by Aschner (1999: 453) stating that in the service sector, almost all service attributes are determined by the customer's assessment of the speed and accuracy of the officers in responding to their complaints.

Furthermore Kouzes (1993: 32) states that the commitment of high human resources is able to produce good business. This opinion is also supported by Gudmundson and Cristine (2002: 6), they stated that personnel functioning as service providers in service organizations should realize that they are actually marketers and their behavior will influence the success of an organization in the long run.

Previous research provides evidence, as suggested by Anggono (1996), which states that inpatient services, the presence of doctors and nurses is very dominant. Research conducted by JB. states that patient satisfaction with nurse services is influenced by nurses' skills and behaviors, as well as facilities available at St. Elizabeth Hospital Semarang.

For doctor's services in hospitals, S. Mansoer (1997) found that physician visits, patient examinations, responsiveness, informality, and doctor's seniority had an influence on the satisfaction of inpatients at the Pelni Hospital in Jakarta.

Based on the empirical evidence above, the following hypothesis is proposed:

**H<sub>1</sub> :** *Contact Personnel Hospital's has a positive and significant effect on patient satisfaction.*

### **Effect of Physical Support Hospital on Patient Satisfaction**

According to Nguyen and Leblanc (2002: 245, 1996: 33) the physical environment is measured by ambient conditions, atmosphere, exterior design, interior design, decoration, parking facilities, appearance of buildings and parks and locations. Ambient conditions consist of various elements such as color, lighting, temperature, noise, smell and music. Shamdasani and Balakrishnan (2000: 407) physical environment measured by ambient, symbols and objects. In hospitals the physical environment includes locations, equipment and facilities, which are considered important by hospital patients (Hutton and Richardson,

1995: 52). Strategic location of the hospital both connected with public facilities and facilities to achieve it. This is in accordance with the opinion of Heskett et al. (1997: 154) that one of the elements in the service delivery system is location.

Boy S. (2004: 12) states that location is used to reach the intended customers and requires relatively fast time. Physical facilities are immovable objects, real and can be felt by patients such as representative equipment, beautiful interior of buildings, exterior of buildings, parking facilities, canteens, banks, and security guarantees. Hospital equipment is equipment owned by the hospital that is directly related to the needs of the patient, whereas according to Hutton and Richardson (1995: 52) the food provided can also be made as part of the physical evidence at the hospital. Facilities that are seen by consumers are part of an important tangible manifestation of the overall services offered (Lamb et al, 2002: 483). The comfort level in the hospital also needs to be considered in addition to facilities and equipment. This is in accordance with the opinion of Boy S. (2004: 12) also states that hospitals need to maintain comfort in addition to adequate equipment, while the results of the study of Joseph and Cindy (1999: 104) in the banking services industry that the comfort level affects the quality of service delivery systems.

In others addition, the room layout and service procedures provided by officers are important elements in service delivery. According to Heskett (1996: 9) states that the service delivery system is important and relates to spatial planning, layout and work procedures.

Previous research provides evidence, as stated by Ramli&Sirajuddin, 2015; Jani& Han, 2011; Kantsperger& Kunz, 2010; Norizan&Asiah, 2010; Chung & Shin, 2010, stated that patient / customer satisfaction has a positive and significant effect on patient / customer trust. Based on these empirical evidence, the hypothesis is proposed as follows:

**H<sub>2</sub> :** *Physical Support of Hospital has a positive and significant effect on patient satisfaction.*

## **METHODS**

This research uses explanatory research approach with data collection done simultaneously in one stage (one shot study) or in a cross-section through questionnaires. The underlying reason is to use explanatory research because the purpose of the study is to

prove and explain empirically the effect of service delivery systems consisting of Contact Personnel and Physical Support Hospital to patient satisfaction at hospitals in the city of Makassar, then draw conclusions or reject research theories or results beforehand.

The location of the research is Hospital services in the city of Makassar with the object of research being patients and families of patients. So that the analysis in this research is inpatients in the period June to December 2014, amounting to 225 people who have used health services in the city of Makassar. The sampling technique used purposive sampling, namely respondents determined by researchers using certain criteria (Sekaran, 2006), so the criteria are with the conditions (1) inpatients in health services in Makassar, at least being inpatients for 3 days, (2) patients sampled in this research are patients who can provide information or can communicate well so that they can fill out questionnaires, whereas if patients cannot provide information about this research, they can be replaced by family or partners, (3) samples are adult patients who can provide data representative and understand the filling out of the questionnaire after being explained by the researcher. The analysis method starts from looking at the characteristics of the data through descriptive statistics and then the analysis of the multivariate data analysis model includes factor analysis and Partial Least Square (PLS).

## RESULT AND DISCUSSION

Testing of four hypotheses was proposed using Structural Equation Modeling (SEM) with the help of PLS software. Hypothesis test decision making is to look at the results of t-value, where if the value is positive it means that the variable has a positive effect, while to see its significance is to refer to the t-statistic value between variables, if the t value obtained is greater than t-table amounting to 1.96, meaning that the effect is significant. The results of this research, can be seen in the table below:

**Table 4:** Hypothesis Test Result

Variables	T Statistics ( O/STERR )
<i>Contact Personnel</i> ->PatientSatisfaction	2.35115
<i>Physical Support</i> ->Patient Satisfaction	2.19326

Source: PLS Results Data Processing, 2015

In the table shows that all the influence between one variable to another variable shows positive values, including:

1. The influence of patient satisfaction and trust in hospital personnel is positive and significant because the t-value is 2.35115 which means positive and significant because it is greater than the t-table of 1.96.
2. The effect of patient satisfaction on the hospital image is positive and significant because the t-value is 2.19326 which means positive and significant because it is greater than the t-table of 1.96.

## **CONCLUSION**

The conclusions of this research are formulated based on the hypothesis testing, namely:

1. Contact Personnel has a positive and significant effect on patient satisfaction. So that hospitals that want to provide satisfactory services for their patients, must pay attention to the ability of their employees to deal directly with patients, such as: Doctors, Midwives, Nurses, Pharmacy Officers, Laboratory Officers, Radiology Officers, and other Officers.
2. Physical Support has a positive and significant effect on patient satisfaction. With this result, it shows that the effect of Physical support, even though it has less effect than the influence of Contact Personnel on patient satisfaction, but the company still has to pay attention to the physical facilities supporting the patient's care, because the effect on patient satisfaction is positive and significant.

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