

PHYSICAL EVIDENCE, RELIABILITY, RESPONSIVENESS, ASSURANCE AND EMPATHY OF SERVICE QUALITY ON INPATIENT PATIENT SATISFACTION: STUDY A REGIONAL GENERAL HOSPITALS

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Abstract

Purpose: the study is to examine the relationship between various factors (physical evidence, reliability, responsiveness, assurance, and empathy) and patient satisfaction in a hospital setting. Specifically, it aims to determine the impact of these factors on patient satisfaction at Indramayu Hospital and to provide insight for hospital managers and administrators on how to improve patient satisfaction.

Research Methodology: This study uses a quantitative type of research using a cross-sectional design or research design. The population in this study were all patients who came and used health services at the Indramayu Hospital, based on the latest report the number of patient visits in May 2021 was 2199 patients. The sampling technique used in this study is a non-probability sampling technique with the type of accidental sampling.

Results: a study found that good physical evidence positively impacts patient satisfaction at Indramayu Hospital. Reliability, responsiveness, and empathy were found to have no significant effect on patient satisfaction, while assurance was found to have a positive significant effect on patient satisfaction. However, when all five factors (physical evidence, reliability, responsiveness, assurance, and empathy) were considered together, they had a positive and significant effect on patient satisfaction. These results suggest that a combination of good physical evidence, reliability, responsiveness, assurance, and empathy can positively impact inpatient satisfaction at Indramayu Hospital.

Limitations: This study was only tested in one local government hospital,

Contribution: This study can be useful in the area of healthcare management and patient satisfaction, specifically in hospitals. It can provide insight into how various factors such as physical evidence, reliability, responsiveness, assurance, and empathy can impact patient satisfaction. This information can be used by hospital administrators and managers to develop strategies for improving patient satisfaction at their facility. Additionally, it can be useful for researchers in the field of healthcare management and patient satisfaction, as it provides empirical data on how these factors can affect patient satisfaction. Additionally, this study can be useful for healthcare providers, as it can help them understand how to provide better care and service to their patients, which in turn can contribute to patient satisfaction.

Keywords: *Physical Evidence, Reliability, Responsiveness, Assurance, Empathy, Service Quality*



1. INTRODUCTION

The development of the industry in the health sector is getting faster day by day, this is indicated by the number of hospital constructions that have been widespread, both government and private. In fact, this hospital competition does not only compete in Indonesia, but has even led to global competition. In the era of globalization, the dynamics of business life is getting tougher and tighter, including in the field of health services, so that new hospitals appear, which makes each hospital must be able to provide optimal and quality services to survive in the health sector.

According to Parasuraman, Zeithaml, and Berry in Lupiyoadi (2013:216) there are five main dimensions that are relevant to explain service quality known as service quality (servqual), namely, tangible (physical evidence), reliability (reliability), responsiveness (responsiveness), assurance (guarantee), and empathy (empathy). The five dimensions of service quality are the main keys to increasing patient satisfaction. And with the development of technology and information, it causes public knowledge to increase both at local and global levels, so that people are more selective in the service facilities used.

Research conducted by Afni Amalia (2017) states that physical evidence, reliability, and assurance have a significant effect on patient satisfaction. The results of the description of the physical evidence variable show that the indicators forming the latent variable have a score range of four or are categorized as good/satisfied, in contrast to the results of the description of the reliability and assurance variables which show that the indicators forming the latent variable have a score range of three or are categorized as quite good or quite satisfied. So that the physical evidence variable has the greatest influence on patient satisfaction and is followed by the next variables such as reliability and assurance. And the results showed that responsiveness and empathy had no significant effect on patient satisfaction. The results of the description of the responsiveness and empathy variables also show that the indicators forming the latent variable have a score range of three or are categorized as good enough or quite satisfied. The results showed that responsiveness, assurance, physical evidence, empathy, and reliability simultaneously had a significant effect on patient satisfaction. However, the contribution of the influence of the independent variable on the dependent variable is only 61.2% and the remaining 38.8% is influenced by other factors.

This is also supported by research conducted by Muhammad Rani (2020), which aims to determine the quality of services for inpatient patient satisfaction in the Private Care Center (PCC) of Dr. RSUP. Wahidin Sudirohusodo Makassar. The results of the research with statistical tests that have been carried out show which are explained as follows:

1. Testing the hypothesis that physical evidence has a significant and most dominant effect on patient satisfaction at the inpatient Private Care Center (PCC) RSUP dr. Wahidin Sudirohusodo Makassar accepted.
2. Testing the hypothesis that reliability has a significant effect on patient satisfaction at the inpatient Private Care Center (PCC) RSUP dr. Wahidin Sudirohusodo Makassar rejected
3. Testing the responsiveness hypothesis has a significant effect on patient satisfaction at the inpatient Private Care Center (PCC) RSUP dr. Wahidin Sudirohusodo Makassar accepted.
4. Testing the guarantee hypothesis has a negative and insignificant effect on patient satisfaction at the inpatient Private Care Center (PCC) RSUP dr. Wahidin Sudirohusodo Makassar was rejected.

5. Testing the empathy hypothesis has a positive and insignificant effect on patient satisfaction at the inpatient Private Care Center (PCC) RSUP dr. Wahidin Sudirohusodo Makassar was rejected.
6. Testing the hypothesis. Empathy is the dominant variable affecting inpatient satisfaction in the Private Care Center (PCC) Dr. RSUP. Wahidin Sudirohusodo Makassar was rejected.

So it was concluded that there was a strong influence and relationship between physical evidence and responsiveness to the satisfaction of inpatients at the Private Care Center (PCC) RSUP Dr. Wahidin Sudirohusodo. Meanwhile, Reliability, Assurance, and Empathy show that there is no influence and relationship on the satisfaction of inpatients at the Private Care Center (PCC) RSUP Dr. Wahidin Sudirohusodo.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Quality Theory

Quality is the conformity between what is expected or expected with reality, if the service approaches expectations, it is called quality (M. Imron. R, et al, 2020: 5). Daryanto and Ismanto (2014: 43) define that quality is a direct characteristic description of a service. Quality can be seen in terms of form, appearance, performance of a service, and can also be seen in terms of its function. Patients in health care institutions are divided into two, namely:

- 1). Internal patients (internal customers) are those who work in health institutions such as medical staff, paramedics, technicians, administration, managers and so on.
- 2). External patients (external customers) are patients, patient families, visitors, government, health insurance hospitals, the general public, partners, non-governmental organizations and so on.

According to the Indonesian Ministry of Health (2010) in A.A. Gde Muninjaya (2013: 19), the quality of health services includes performance that shows the level of perfection of health services, not only which can lead to satisfaction for patients in accordance with the satisfaction of the average population but also in accordance with the standards and professional code of ethics that have been set.

The quality of health services will always involve two aspects, namely the first technical aspect of the health service provider itself and second, the humanitarian aspect that arises as a result of the relationship that occurs between health service providers and health service recipients (Pohan, 2013: 15). Assessment of the quality of health services aims to maintain service quality according to the standards described in M. Imron. R, et al (2020: 23-24) there are three approaches to quality assessment, namely:

- 1). Input, the structural aspect includes everything needed to be able to carry out activities in the form of human resources, funds and facilities. Input focus on the system prepared in the organization, including commitments, procedures and policies for facilities and infrastructure of facilities where services are provided.
- 2). Process is all activities carried out professionally by health workers (doctors, nurses, and other professional personnel) and their interactions with patients, including methods or procedures for health services and the implementation of management functions.

3). Output, the output aspect is the quality of services provided through the actions of doctors, nurses that can be felt by patients and provide changes to the level of health and satisfaction expected by patients.

Physical Evidence Theory, Reliability, Responsiveness, Assurance and Empathy

Physical Evidence according to Yazid (2011: 18) in his book Service Marketing: Concepts and Implementation is as follows: "Physical Evidence is physical evidence of services that includes all tangible things regarding a service such as brochures, business cards, report formats and equipment".

Reliability is the hospital's ability to provide services for patients, if physical evidence is about concrete things, reliability can be said to be more abstract because reliability is directly related to consumer expectations. Where reliability, namely the ability to provide services in accordance with the promises offered. The Factors Affecting Reliability according to Imballo (2016), mentions the factors that affect reliability (reliability) include: Ability, Performance, Personality, Credibility, Maturity.

Responsiveness is the willingness to help consumers and provide services immediately. Some organizations choose to focus on response in their position. In other words, responsiveness is the response or alertness of health workers in helping patients and providing fast, precise and satisfying services on how hospitals provide services that are responsive to all patient wants and needs.

Assurance is a process that refers to assuring recipients of an identified level of excellence of service, goods or standard of care that is continuously monitored through actively sought-after relevant data. There are several quality assurance models that can be used to measure, monitor, and ensure quality, namely the New Health System (NHS) Quality Framework (Quality Assurance), Clinical Governance, and Quality Elements from Maxwell, as well as structures, processes, and models. results from Donabedian (Neil Gopee and Jo Galloway, 2019: 179-184).

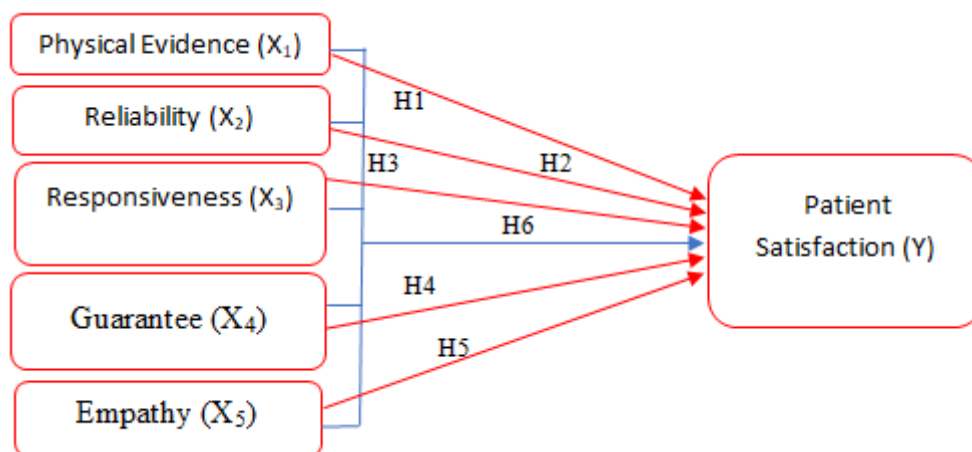


Figure 1. Research Thinking Framework

The hypotheses that will be developed in this research are as follows:

H1: Partially suspected there is a positive and significant effect between physical evidence on patient satisfaction in RSUD Indramayu.

- H2: Partially suspected there is a positive and significant effect between reliability on patient satisfaction at Indramayu Hospital.
- H3: It is suspected that partially there is a positive and significant influence between responsiveness to patient satisfaction in Indramayu Hospital.
- H4: It is partially suspected that there is a positive and significant influence between guarantees on patient satisfaction at Indramayu Hospital
- H5: It is suspected that partially there is a positive and significant effect between empathy on patient satisfaction and patient satisfaction in Indramayu Hospital.
- H6: It is suspected that there is a simultaneous positive and significant influence between physical evidence, reliability, responsiveness, assurance, and empathy on patient satisfaction at RSUD Indramayu.

3. RESEARCH METHODOLOGY

This study uses a quantitative type of research using a cross-sectional design or research design. The population in this study were all patients who came and used health services at the Indramayu Hospital, based on the latest report the number of patient visits in May 2021 was 2199 patients. The sample size in this study used the Slovin formula, with an error tolerance of 10% (Sugiyono, 2008). 2017 : 81).

$$N = N / 1 + N(d^2)$$

Based on the above formula, it can be calculated the size of the sample from the existing population, as follows:

$$\begin{aligned}n &= N / 1 + N(d^2) \\n &= 2199 / 1 + 2199 (0,1^2) \\n &= 2199 / 1 + 21,99 \\n &= 2199 / 22,99 \\n &= 95,65 \\n &= 96 \text{ respondent}\end{aligned}$$

The sampling technique used in this study is a non-probability sampling technique with the type of accidental sampling. In this study, what acts as an independent variable is the quality of service, namely Physical Evidence (X1), Reliability (X2), Responsiveness (X3), Assurance (X4) and Empathy (X5). The dependent variable in this study is Patient Satisfaction (Y). The data measurement scale used (Likert) ranges from one to five respondents' statements, which means starting from very dissatisfied to very satisfied.

4. RESULTS AND DISCUSSIONS

The results of the validity test of all questionnaire items in this study were valid. This is shown from the r_{count} value of each research variable statement that is greater than the r_{table} value of 0.202, meaning that all statement items on all variables can be used as research instruments and all items are valid (positive) values. Then the statement items in this research variable are appropriate as data collection questionnaires in this study. A construct or variable is said to be

reliable if it gives a Cronbach Alpha value > 0.60 (Ghozali, 2011:48). The following are the results of the reliability test on the instrument variables used in this study:

Table 1. Reliability Test Results

Variable	Name	Valeue Cronbach Alpha	Minimum Value	Test Result
X1	Physical_Proof	0.784	0,60	Reliable

		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Physical_Proof	.143	6.992
	reliability	.337	2.966
	Power_Response	.443	2.257
	Guarantee	.314	3.189

X2	reliability	0.814
X3	Power_Response	0.829
X4	Guarantee	0.797
X5	Empathy	0.808
Y	Patient_satisfaction	0.910

Based on the table 1, it shows that all the variables in this study are reliable. This can be seen from the positive Cronbach Alpha value greater than 0.60. Thus the research instrument can be used to examine the same data under relatively the same conditions, with a probability of a reliable research result.

To detect the presence or absence of multicollinearity in the regression model, it can be seen from the tolerance value and variance inflation factor (VIF). Cut off values that are commonly used to indicate the presence of multicollinearity are tolerance values > 0.10 and VIF values < 10 (Ghozali Imam, 2013: 105).

Table 2. Multicollinearity Test Results

Empathy	.263	3.809
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From the data table 2 above, it shows that each variable has a VIF value <10 and a tolerance value > 0.10. This can be seen in the tolerance value of variable X1 (0.143), variable X2 (0.337), variable X3 (0.443), variable X4 (0.314) and variable X5 (0.263). While the results of the VIF value of variable X1 (6.992), variable X2 (2.966), variable X3 (2.257), variable X4 (3.189) and variable X5 (3.809). This means indicating that there is no multicollinearity problem in the regression model, so that it meets the requirements of regression analysis.

In this study, the normality test used the Kolmogorov-Smirnov (K-S) test with the results of the analysis as presented in the following table:

Table 3 Normality Test Results

		Standardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.97332853
Most Extreme Differences	Absolute	.087
	Positive	.075
	Negative	-.087
Test Statistic		.087
Asymp. Sig. (2-tailed)		.068^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

(Source : *OutputSPSS22,2021*)

From table 3 above it can be seen that the test results were using the one-sample Kolmogorov-Smirnov test method with a significance of 0.068 (Asymp. Sig. (2-tailed) which is greater than 0.05 and it can be said that the residual values are normally distributed.

Table 4 Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	18.817	5.800	
Physical_Proof reliability	1.271	.478	.604
Power_Response	-.133	.308	-.064
Guarantee	-.562	.324	-.223
Empathy	.746	.331	.346
	-.307	.330	-.156

a. Dependent Variable: Patient Satisfaction

From the results of the multiple linear regression analysis above, the following equation can be obtained:

$$\text{Patient Satisfaction} = 18.817 + (1.271 X1) + (-0.133 X2) + (-0.562 X3) + 0.746 X4 + (-0.307 X5)$$

Based on the multiple linear regression equation above, it can be interpreted as follows:

- a. The constant value is positive at 18.817, this indicates that if the variables Physical Evidence, Reliability, Responsiveness, Assurance, and Empathy are constant, the patient satisfaction value remains 18.817 without any influence from other variables.
- b. It is known that the regression coefficient value for the X1 Physical Evidence variable increased by 1.271 and is positive, assuming the other independent variables are constant, so this explains that Physical Evidence can support and increase patient satisfaction at Indramayu Hospital.
- c. It is known that the regression coefficient value for the Reliability variable X2 has decreased by -0.133 and is negative, assuming the other independent variables are constant, so this explains that Reliability cannot support and cannot increase patient satisfaction at Indramayu Hospital.
- d. It is known that the value of the regression coefficient for the variable Responsiveness X3 decreased by -0.562 and is negative, assuming the other independent variables remain the same, this explains that Responsiveness cannot support and cannot increase patient satisfaction at Indramayu Hospital.
- e. It is known that the value of the regression coefficient for the variable Guarantee X4 increases by 0.746 and is positive, assuming the other independent variables are constant, this explains that Guarantee can support and increase patient satisfaction at Indramayu Hospital.
- f. It is known that the regression coefficient value for the Empathy X5 variable decreases by -0.307 and is negative, assuming the other independent variables remain the same, this explains that Empathy cannot support and cannot increase patient satisfaction at Indramayu Hospital.

Table 5. Test Results for the Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.580 ^a	.336	.299	6.690

a. Predictors: (Constant), Empathy, Reliability, Responsiveness, Assurance, Physical_Proof
 b. Dependent Variable: Patient Satisfaction

Based on table 5. above, it shows the value of the Multiple Correlation Coefficient (R) of 0.580. This indicates that there is a fairly strong joint effect between the five independent variables, namely Physical Evidence, Reliability, Responsiveness, Assurance, and Empathy on the dependent variable, namely Patient Satisfaction hospitalization at Indramayu Hospital as a place to get health services.

The t statistical test basically shows how far the influence of one independent variable individually explains the variation of the dependent variable tested at a significance level of 0.05 (Ghozali, 2016: 97). As for the procedure, if the significance value is <0.05 then H_a is accepted or $t_{(count)} > t_{(table)}$ then H_a is accepted. Vice versa if $sig > 0.05$ or or $t_{(count)} < t_{(table)}$, then H_0 is accepted. The value of $t_{(table)}$ in the study with a sample of 96 respondents obtained $t_{(table)}$ of 1.984 where the results of the t test can be seen in the table below as follows:

Table 6. Statistical Test Results T

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	18.817	5.800		3.244	.002
Physical_Proof	1.271	.478	.604	2.661	.009
reliability	-.133	.308	-.064	-.433	.666
Power_Response	-.562	.324	-.223	-1.732	.087
Guarantee	.746	.331	.346	2.256	.026
Empathy	-.307	.330	-.156	-.931	.354

a. Dependent Variable: Kepuasan_Pasien

(Sumber : *OutputSPSS22,2021*)

From the results of data processing, the value for $t_{(count)}$ of each research variable is obtained as follows:

From the results of calculating the questionnaire data, the $t_{(count)}$ value of the X1 variable is $2.661 \geq t_{table} 1.984$ with a significance of $0.009 \leq sig 0.05$. This means that the hypothesis H_1 is accepted and H_0 is rejected, and shows that the Physical Evidence variable has a positive and significant effect on patient satisfaction in Indramayu Hospital.

From the results of calculating the questionnaire data, the $t_{(count)}$ value of variable X2 is $-0.433 \leq t_{table} 1.984$ with a significance of $0.666 \geq sig 0.05$. This means that hypothesis H_2 is rejected and H_0 is accepted, and shows that the variable Reliability has no positive and insignificant effect on patient satisfaction in Indramayu Hospital.

From the results of calculating the questionnaire data, the $t_{(count)}$ value of variable X3 is $-1.732 \leq t_{table} 1.984$ with a significance of $0.087 \geq sig 0.05$. This means that hypothesis H_3 is rejected and H_0 is accepted, and shows that the Responsiveness variable has no positive and insignificant effect on inpatient satisfaction at Indramayu Hospital.

From the results of calculating the questionnaire data, the $t_{(count)}$ value of variable X4 is $2.256 \geq t_{table} 1.984$ with a significance of $0.026 \leq sig 0.05$. This means that the hypothesis H_4 is accepted and H_0 is rejected, and shows that the warranty variable has a positive and significant effect on patient satisfaction in inpatient care at Indramayu Hospital.

From the results of calculating the questionnaire data, the $t_{(count)}$ value of variable X2 is $-0.931 \leq t_{table} 1.984$ with a significance of $0.354 \geq sig 0.05$. This means that the H_5 hypothesis is rejected and H_0 is accepted, and shows that the Reliability variable has no positive and insignificant effect on inpatient satisfaction at Indramayu Hospital.

Discussion of research results on the Effects of Physical Evidence, Reliability, Responsiveness, Assurance, and Empathy on Inpatient Satisfaction at Indramayu General Hospital is intended to provide clarity and understanding obtained from the results of data analysis as follows:

Effect of Physical Evidence on Patient Satisfaction

The results of statistical data analysis prove that there is a positive and significant influence between the Physical Evidence variables on patient satisfaction, this is shown from the standardized coefficients beta of 0.604, besides that from the t_{count} value obtained a value of $2.661 \geq t_{table} 1.984$ with a significance of $0.009 \leq sig 0, 05$ then partially it can be said that the hypothesis of Physical Evidence has an effect on patient satisfaction at Indramayu Hospital can be accepted or H_1 is accepted, H_0 is rejected.

The results of this study are in line with some of the results of previous studies including the research of Afni Amalia, et al (2017) showing that physical evidence has a significant effect on patient satisfaction, the results of the study show that physical evidence has a significant effect on patient satisfaction with the results of the variable description of physical evidence showing forming indicators the latent variable has a fourth range of scores or is categorized as good/satisfied, in contrast to the results of the description of the patient satisfaction variable which shows that the indicators forming the latent variable have a third score range or are categorized as quite good or quite satisfied. Even so, the physical evidence of the hospital felt by the patient is very satisfying and is at the highest value because the most visible changes every year are physical evidence, such as a clean waiting room that makes patients feel comfortable, plus equipment that is getting better. sophisticated and complete, both medical equipment and non-medical equipment.

Physical evidence, namely the ability of a company to show its existence to external parties. The appearance and capability of the company's physical facilities and infrastructure and the reliability of the surrounding environment are clear evidence of the services provided by the service provider, this includes physical facilities (buildings, warehouses, physical facilities, and others), technology (equipment and equipment used), as well as the appearance employee.

Physical evidence may include the appearance of the facility or physical elements, equipment, personnel, and communications materials. The aim is to strengthen the impression about the quality, comfort and safety of the services offered to consumers. Because tangibility, especially the physical environment, is one of the most visible aspects of service organization to consumers, it is important that this physical environment, whatever its form, be designed in a way that is consistent with the strategic positioning. This should be so even if tangibles are not the focus of the positioning strategy. A good tangible will affect customer perceptions, at the same time this tangible aspect is also a source that influences customer expectations. Because the tangible is good, the expectations of the respondents are higher. Therefore, it is important for a company to know how far the tangible aspects are most appropriate, namely still giving a positive impression of the quality of services provided but not causing customer expectations that are too high. (Aldursanie, 2013: 104-105)

According to Nova's research (2010), the better the customer's perception of physical evidence, the higher the patient satisfaction. And if the patient's perception of physical evidence is bad, then satisfaction will be lower. In order for a hospital to be operational, it is not enough to have human resources alone, but must also be supported by hospital supporting facilities, both medical and non-medical support, as well as hospital supporting facilities including:

laboratories, pharmaceutical installations, radiology, patient dining services, and others. Hospital support facilities also greatly affect patient satisfaction, especially hospitalization.

In the results of this study, the physical evidence variable influences patient satisfaction in the inpatient unit at Indramayu Hospital, that patient satisfaction is influenced by the physical evidence dimension, namely in the form of adequate physical facilities in health services and neat appearance of officers, as well as good inpatient rooms for its patients who also influence the quality of service on patient satisfaction at the hospital. And these results serve as proof that the physical evidence variable (X1) has a significant positive effect on satisfaction (Y), meaning that the higher the perceived value of the physical evidence variable, the perceived value of patient satisfaction will increase. The results of this study are consistent with research conducted by Singh, et al (2013).

Effect of Reliability on Patient Satisfaction

The results of statistical data analysis prove that there is a negative and insignificant effect between the Reliability variable on patient satisfaction, this is shown from the standardized coefficients beta of -0.064, besides that from the t_{count} value obtained a value of $-0.433 \leq t_{table} 1.984$ with a significance of $0.666 \geq sig 0.05$, so partially it can be said that the reliability hypothesis has no effect on inpatient satisfaction at Indramayu Hospital is unacceptable or H2 is rejected, H0 is accepted.

Reliability is the ability to be relied on, accurate and consistent in performing services according to what consumers want, namely the ability to provide the promised service promptly, accurately and satisfactorily. Services will be said to be reliable if the agreements that have been disclosed are achieved accurately. It is this precision and accuracy that will foster consumer confidence in service provider institutions, namely the ability to provide services to customers as expected, such as the ability to keep promises, the ability to solve problems and the ability to minimize errors. (Tjiptono, 2016: 68). The results of this study indicate that reliability has no significant effect on patient satisfaction. The results of the description of the reliability variable on patient satisfaction also show that the indicators forming the latent variable have a third range of scores or are categorized as quite good or quite satisfied.

Where this study concludes that good reliability results will make patients feel satisfied, this is evidenced by the existence of procedures or pathways provided by hospital staff that can be understood by some patients or patient families, such as the alertness of hospital staff in handling registration transactions to handling files to the room. hospitalization that is sufficient to facilitate the patient's family, in other words the procedure for admitting patients is served quickly without being complicated. In this study, the reliability variable did not significantly influence inpatient satisfaction at Indramayu General Hospital. Which is supported by the research of Wiyadi (2018), and Alghamdi, Faris. S. (2014) researching reliability on satisfaction found that there was no effect of reliability on satisfaction.

The Effect of Responsiveness on Patient Satisfaction

The results of statistical data analysis prove that there is a negative and insignificant effect between the Responsiveness variable on patient satisfaction, this is shown from the standardized coefficients beta of -0.223, besides that from the t_{count} value obtained a value of $-1.732 \leq t_{table} 1.984$ with a significance of $0.087 \geq sig 0.05$, so partially it can be said that the

Responsiveness hypothesis has no effect on patient satisfaction inpatients at Indramayu Hospital cannot be accepted or H3 is rejected, H0 is accepted.

The results of this study indicate that responsiveness has no significant effect on patient satisfaction. The results of the description of the responsiveness variable on patient satisfaction also show that the indicators forming the latent variable have a third range of scores or are categorized as quite good or quite satisfied. Where this study concludes that good reliability results will make patients feel satisfied, this is evidenced by the presence of several nurses who help dress, mobilize when the patient's condition is weak, where the patient and the patient's family feel helped and cared for by medical staff properly.

Effect of Assurance on Patient Satisfaction

The results of statistical data analysis prove that there is a positive and significant influence between the Guarantee variable on patient satisfaction. partially it can be said that the Guarantee hypothesis has an effect on patient satisfaction at Indramayu Hospital can be accepted or H4 is accepted, H0 is rejected. Guarantees regarding knowledge or insight, politeness, courtesy, self-confidence from service providers, and respect for consumers. If the service provider shows a positive attitude of respect and value for consumers towards service provider institutions that will increase trust, feel safe, free from risk or danger, so that consumers will feel satisfied and will be loyal to service providers. By providing services that show politeness and gentleness will guarantee a sense of security for consumers and that will have an impact on the success of service providers.

According to Rahmawati, (2020). The results of the chi square statistical test obtained a value of $p = 0.000 < 0.05$, which means that there is a relationship between assurance indicators and patient satisfaction. This shows that respondents who say that guarantees are not satisfied tend to have an impact on patient dissatisfaction with the services provided.

Based on interviews with inpatients related to the quality of service to patient satisfaction, nurse services in inpatient rooms show the attitude and care of doctors and nurses given to patients to provide information, friendliness, the services provided are not good, the attitude shown by the services of doctors and nurses patients are uncomfortable in treating patients when patients need medical care in inpatient rooms, especially the performance of nurses that the level of seriousness of nurses in treating patients when patients really need help is not thorough enough to immediately take actions in hospitalization. Handling for patient safety shows the seriousness of nurses who are not maximally given to inpatients, especially nurses who are on duty at night.

This research is in line with research conducted by Rahmi Meutia and Putri Andiny (2017), where the results of the study show that guarantees affect satisfaction. This research is in line with research conducted by Grace Siama Juwit (2017) Relationship between Service Quality and Inpatient Satisfaction at the Tamiang Layang Regional General Hospital. The results showed that the assurance variable chi square test p (Sig) $0.000 < 0.05$. Based on the results of the research conducted, the authors conclude that guarantees are related to the level of patient satisfaction, where patients have the assumption that Indramayu General Hospital as a service provider must provide clear and accurate information about what, who, when, where and how the accuracy of health services is provided. If the service guarantee is good, it will affect the satisfaction level of inpatients at the Indramayu Regional General Hospital.

The Effect of Empathy on Patient Satisfaction

The results of statistical data analysis prove that there is a negative and insignificant influence between the patient satisfaction and patient satisfaction variables. This is indicated by the Standardized coefficients beta value of -0.156, besides that from the calculated t value a value of $-0.931 \leq t_{table} 1.984$ with a significance of $0.354 \geq sig 0.05$, it can be said partially that the patient satisfaction hypothesis has no effect on inpatient satisfaction at Indramayu Hospital can be rejected or H5 is rejected and H0 is accepted.

Empathy includes ease in establishing relationships, effective communication, personal attention, and understanding of the individual needs of customers. The definition of empathy can include ease of access, good communication, and understanding of consumers. (Tjiptono, 2012: 69) The results of this study are in line with the results of research by Yulianti, et al (2015) with the test results obtained that the t value for the empathy variable shows a value of $t = 0.332$ with a significance value of 0.740. With $t_{count} (0.332)$ it is between -1.661 and 1.661 and seen from its significant value (0.740) it is greater than 0.05, then H_0 is accepted and H_a is rejected, meaning that empathy has no positive effect on patient satisfaction. And it is reinforced by Afni Amalia's research (2017) which examines empathy for satisfaction and finds that there is no effect of empathy on satisfaction.

The mutual influence of Physical Evidence, Reliability, Responsiveness, Assurance, Empathy on Patient Satisfaction.

The results of data analysis prove that the variables Physical Evidence, Reliability, Responsiveness, Assurance, and Empathy are based on the results of statistical analysis tests carried out simultaneously on the independent and dependent variables where the results can be explained from the F_{count} value of the five variables of 9.110. Where the F_{count} value is greater than the F_{table} value = 2.305 with a significance value of the five variables of 0.000 which is less than 0.05, then it is clear to say that the hypothesis obtained is that H_a is accepted and H_0 is rejected.

Apart from the $F_{calculated}$ value, we also get the Adjusted R Square value of these five variables of 0.299, this means that the independent variables Physical Evidence, Reliability, Responsiveness, Assurance, and Empathy together affect the dependent variable Patient Satisfaction at Indramayu Hospital 29.9 % while the remaining 70.1% is influenced by other factors. And from the results of this statistical analysis it can also be seen that there is a fairly strong influence together between Physical Evidence, Reliability, Responsiveness, Assurance, and Empathy on Patient Satisfaction at Indramayu Hospital which is indicated by the R value of 0.580.

The results showed that physical evidence, reliability, responsiveness, assurance, and empathy simultaneously had a significant effect on patient satisfaction. The results of the description of the responsiveness, assurance, physical evidence, empathy, reliability, and patient satisfaction variables show that the latent variable forming indicators have the third/fourth range of scores and are categorized as quite satisfied/satisfied. Concluding this study that physical evidence, reliability, reliability responsiveness, assurance, and empathy which is commonly referred to as quality of service, if they carry out their roles together well, it will affect patient satisfaction. Rapid response will provide safe guarantees for patients, then will form physical evidence that is appropriate to the situation where empathy will provide the wishes expected by patients, so that reliability will be created and satisfy patients whose expectations and reality will be fulfilled. The results of this study support research conducted by Immas et al (2013), which shows the results that responsiveness, assurance, physical evidence, empathy, and reliability simultaneously have a significant effect on patient satisfaction.

5. CONCLUSION

From the results of the research and discussion in the previous chapter, the following conclusions can be drawn:

Physical Evidence has a positive and significant effect on patient satisfaction as evidenced by the value of $t_{count} \geq t_{table}$ with a significance value that is smaller than the sig value of 0.05. So it can be concluded that good physical evidence affects inpatient satisfaction at Indramayu Hospital.

Reliability has a negative and insignificant effect on patient satisfaction, this is evidenced by the results of $t_{count} \leq t_{table}$ with a significance value that is greater than the sig value of 0.05. This shows that reliability has no effect on inpatient satisfaction at Indramayu Hospital.

Responsiveness has a negative and insignificant effect on patient satisfaction, this is evidenced by the results $t_{count} \leq t_{table}$ with a significant value greater than the sig value of 0.05. This shows that responsiveness has no effect on inpatient satisfaction at Indramayu Hospital.

Assurance has a positive and significant effect on patient satisfaction as evidenced by the $t_{count} \geq t_{table}$ value with a significance value that is smaller than the sig value of 0.05. So it can be concluded that good guarantees affect inpatient satisfaction at Indramayu Hospital.

Empathy has a negative and insignificant effect on patient satisfaction, this is evidenced by the results $t_{count} \leq t_{table}$ with a significant value greater than the sig value of 0.05. This shows that Empathy has no effect on inpatient satisfaction at Indramayu Hospital.

Physical Evidence, Reliability, Responsiveness, Assurance and Empathy simultaneously or together have a significant and positive effect on patient satisfaction. This is evidenced by the results of the $F_{count} \geq F_{table}$ with a value smaller than the sig value of 0.05. This shows that Physical Evidence, Reliability, Responsiveness, Assurance and Empathy are good from any point of view so this can simultaneously affect inpatient satisfaction at Indramayu Hospital.

LIMITATION AND STUDY FORWARD

The study found that physical evidence has a positive and significant effect on patient satisfaction at Indramayu Hospital, while reliability, responsiveness, and empathy have a negative and insignificant effect on patient satisfaction. Assurance was found to have a positive and significant effect on patient satisfaction. However, when all five factors (physical evidence, reliability, responsiveness, assurance, and empathy) are considered together, they have a significant and positive effect on patient satisfaction. These results suggest that while certain individual factors may not affect patient satisfaction, a combination of good physical evidence, reliability, responsiveness, assurance, and empathy can positively impact inpatient satisfaction at Indramayu Hospital. It is important to note that these results may not be generalizable to other hospitals.

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