

The Influence of Service Quality on Inpatient Satisfaction at Karisma Cimareme Hospital

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ABSTRACT

This study aims to examine the effect of the quality of hospital services on the satisfaction of hospitalized patients in Karisma Cimareme hospitals. The method used is a descriptive method with a quantitative approach, while the data collection technique is carried out by spreading questionnaires to a number of respondents of hospitalization patients Karisma Cimareme Hospital. Based on the correlation coefficient between variable X (Quality of Service), and variable Y (Patient Satisfaction) of 0.667 proved there is a positive and significant relationship between variable X (Quality of Service) and variable Y (Patient Satisfaction). Meanwhile, based on the coefficient of determination (KD), it is known that the achievement of variable X's ability affects variable Y which is 44.49% while the remaining 55.51% is influenced by other variables not studied in this study. Based on the results of research can be put forward, variables on the quality of hospital services and patient satisfaction variables are good. Some of the suggestions that researchers conveyed were to cultivate 5S smiles, greetings, greetings, manners and manners, so that hospital patients feel satisfied and comfortable getting services from Karisma Cimareme Hospital.

Keywords: Service Quality, Patient Satisfaction, Karisma Cimareme Hospital

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INTRODUCTION

The hospital as an institution engaged in the field of health services underwent a change, at the beginning of its development, the hospital was an institution that had a social function, the hospital referred to more as an industry engaged in the field of health services by carrying out management based on business entity management. Along with that, there is competition between fellow hospitals, both government-owned and private-owned hospitals, all competing to attract consumers to use their services.

In the rapid development of technology and increasingly fierce competition, hospitals are required to improve the quality of their services. Quality is at the core of an institution's recovery. The quality revolution movement through an integrated quality management approach is a demand that cannot be ignored if an institution wants to live and develop. Competition has been getting tougher lately, requiring a service provider institution to always pamper customers/consumers by providing the best service. Consumers will look for products in the form of goods or services from companies that can provide the best service to them.

The main problem as a health service institution is the increasing number of competitors. Therefore, hospitals are required to always maintain consumer trust by improving service quality so that customer satisfaction increases. The hospital needs to carefully determine consumer needs as an effort to fulfill desires and increase satisfaction with the services provided.

Providing the best quality service is not something that is easy for hospital managers because the services provided by hospitals involve the quality of life of their patients so that if something goes

wrong in medical treatment it can have a bad impact on the patient. These impacts can be in the form of a patient's illness getting worse, disability and even death (Jacobalis, S. 1995: 68).

In general, patients who are dissatisfied will file a complaint with the hospital. Complaints that are not immediately handled will result in decreased patient satisfaction with the capabilities of health services at the hospital. Consumer satisfaction has become a central concept in business and management discourse. Consumers generally expect products in the form of goods or services that are consumed to be accepted and enjoyed with good or satisfying service (Assauri, 2003: 28).

Consumer satisfaction can form perceptions and can then position the company's products in the eyes of consumers. In relation to consumer/patient satisfaction and service quality at Karisma Cimareme Hospital, the people of Cimareme Regency and its surroundings have submitted complaints several times about the services of Karisma Cimareme Hospital through the local mass media, especially regarding the quality of inpatient services. Complaints about hospital services were also conveyed through the suggestion box at Karisma Cimareme Hospital.

This gives an indication that Karisma Cimareme Hospital, which was built with adequate facilities and infrastructure, has not been able to provide services that meet the expectations, desires and demands of the community as consumers. Patients will feel satisfied if there is a purchase between expectations and reality of health services obtained. Satisfaction of users of health services has a close relationship with the results of health services, both medically and non-medically such as adherence to treatment, understanding of medical information and recovering care (Kotler, 1997: 82). This shows that the services provided are in fact still not optimal. The consumer data for Karisma Cimareme Hospital patients are as follows:

Table 1. Number of Inpatient Visits at Karisma Cimareme Hospital in January-December 2021

No.	Month	Inpatient Visit			Total
		New Patient	Old Patient	Referral Patient	
1.	January	239	268	133	640
2.	February	173	296	105	574
3.	March	279	291	151	721
4.	April	281	315	167	763
5.	May	265	252	177	694
6.	June	213	281	128	622
7.	July	193	171	115	479
8.	August	233	213	155	601
9.	September	269	327	169	765
10.	October	477	242	182	901
11.	November	356	411	189	956
12.	December	481	365	211	1057
Total		3.459	3.432	1.882	8.773

Source : Karisma Cimareme Hospital 2021

Based on table 1. above there are fluctuations in the number of patient consumers each month. The number of patients increases in certain months. There were also several problems that became patient dissatisfaction at Karisma Cimareme Hospital, including patients who were still dissatisfied with the services provided.

This indicates a decrease in the quality of service at Karisma Cimareme Hospital. From the description above, it is necessary to conduct research on the level of satisfaction of inpatients with the services of Karisma Cimareme Hospital which is expected to improve the performance of health services.

Researchers identify various problems that occur. The identification of problems in this study are as follows:

- a. Karisma Cimareme Hospital health services are less friendly in providing services to patients.
- b. Suggestions and opinions from patients are not always well accommodated by the health department of Karisma Cimareme Hospital.
- c. Data on the number of patients per month has not shown a consistent increase, data on the number of patients fluctuates low.

- d. It often happens that the health capacity of the Karisma Cimareme Hospital is smaller than the patients who come.
 - e. Karisma Cimareme Hospital's health services are not fast and responsive in serving patients.
- Starting from the background of the problem above, it is sufficient to be questioned about how the services provided by a service in the hospital. So the researcher is interested in studying more deeply and elevating it into the form of a thesis with the title "The Influence of Hospital Service Quality on Inpatient Satisfaction at Karisma Cimareme Hospital".

LITERATURE REVIEW

Service Quality

According to Kotler (Lupiyoadi, 2014: 7) service is any action or activity that can be offered by one party to another, basically intangible and does not result in any transfer of ownership. The production of services may or may not be related to physical products. It can be said that service is an action carried out by individuals and each to obtain the expected benefits and get satisfaction. Meanwhile, according to Tjiptono (2014: 268) that service quality is formulated as "Efforts to fulfill customer needs and desires and the accuracy of their delivery to offset customer expectations". Furthermore, Wyckof (Tjiptono, 2014: 260) argues that service quality is the level of excellence expected in controlling these advantages to fulfill customer desires. Gronroos (Lupiyoadi, 2014: 7) also explains that service is an activity or series of activities that are invisible that occur as a result of interactions between consumers and employees or other things provided by service-providing companies intended to solve consumer problems.

According to Parasuraman et al (Lupiyoadi, 2014: 216) service quality consists of five dimensions which are also called ServQual services, namely:

1. **Tangible**

Tangible, 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 that can be relied upon by the condition of the surrounding environment is clear evidence of the services provided by service providers. This includes physical facilities (eg buildings, warehouses, etc.), equipment and tools used, as well as the appearance of employees.

2. **Reliability**

Reliability, namely the company's ability to provide promised services accurately and reliably. Performance must be in accordance with customer expectations which means timeliness, the same service for all customers without errors, a sympathetic attitude and with high accuracy.

3. **Responsiveness**

Responsiveness, namely a policy to assist and provide fast and appropriate services to customers, by conveying clear information. Letting customers wait creates a negative perception of service quality.

4. **Guarantees and certainty (Assurance)**

Guarantee and certainty (Assurance), namely knowledge, politeness, and the ability of company employees to foster customer trust in the company. This includes several components including communication, credibility, security, competence, and courtesy. Assurance is very important because it involves the consumer's perception of the high risk of uncertainty about the ability of the service provider.

5. **Empathy**

Empathy, namely giving sincere attention that is individual or personal given to customers by trying to understand their wishes. It is hoped that a company has understanding and knowledge of customers, understands specific customer needs, and has a comfortable operating time for customers.

Patient Satisfaction

Customer satisfaction can be interpreted as a comparison between expectations or expectations before purchase and perceptions of performance after purchase. Customer satisfaction is the result of providing services that the customer may be satisfied or not. Fandy Tjiptono (2014: 353) explains "Satisfaction comes from the Latin "Satis" which means good enough, adequate and "Facio" which means to do or make. In simple terms, satisfaction can be interpreted as an effort to fulfill something or make something adequate.

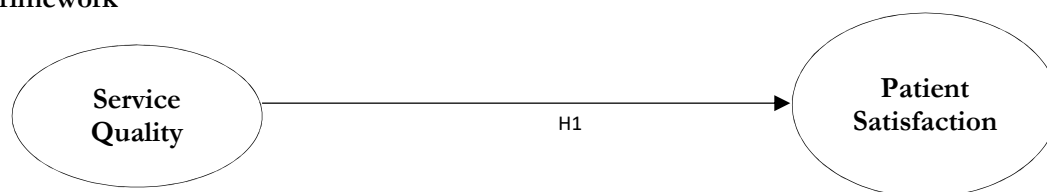
According to Fandy Tjiptono (2015: 76) defines customer satisfaction as "Comparison between expectations or expectations before purchase and perceptions of performance after

purchase". Meanwhile, according to Lovelock and Wirtz (Fandy Tjiptono, 2016: 74) states: "Satisfaction is an attitude that is decided based on the experience gained". Much research is needed to prove the presence or absence of prior expectations which is the most important part of satisfaction. Furthermore Fandy Tjiptono (2015: 121) explains about customer satisfaction "It is a consumer evaluation that compares pre-purchase expectations and perceptions of performance after purchase."

The dimensions of customer satisfaction according to Hawkins and Lonney (Tjiptono, 2015: 101) are as follows:

1. Conformity of expectations, is the level of conformity between the service performance expected by the customer and that felt by the customer, whether the services provided meet or exceed what the customer expects, and the supporting facilities obtained match or exceed what the customer expects.
2. Interest to revisit, is the willingness of customers to revisit or repurchase related products, because the service and several other factors provided by employees are satisfactory.
3. Willingness to recommend, is the willingness of customers to recommend products they have experienced to friends or family.

Framework



Picture 1. Conceptual Framework

The research hypothesis is:

There is an influence of the quality of hospital services on inpatient satisfaction at Karisma Cimareme Hospital.

METHOD

In this research, the method used is survey research, the level of explanation is descriptive, with a quantitative approach, so that the descriptive survey method is a research method that takes samples from a population and uses a questionnaire as a data collection tool. After the data was obtained, it was then analyzed using statistical analysis to test the hypothesis proposed at the beginning of this study and the results were presented descriptively at the end of the study. The population in this study was 8,773 people, namely patients at Karisma Cimareme Hospital. To determine the size of the sample size used the formula from Slovin. By using the formula from Slovin, and taking $e = 10\%$, it can be calculated that the sample size is 99 people.

In this study, researchers used a closed questionnaire (structured questionnaire) in which the questionnaire contained statements to choose an answer according to its characteristics. So in this study the purpose of distributing questionnaires was to obtain primary data or direct responses from respondents regarding service quality and patient satisfaction. To support the elaboration of the results of the analysis of quantitative data processing obtained from questionnaires, secondary data is needed obtained through documentation techniques or literature studies, and interviews related to service quality and patient satisfaction. To make it easier to calculate statistical data analysis, in this case the calculation process is assisted by using statistical software (in this case, SPSS software version 24).

Table 2. Respondent Profile

Characteristics of respondents	Percentage (%)
Gender	
Man	50,5
Woman	49,5
Age	
18-30 years	60,5
31-40 years	30,1
41-50 years	6,2

Over 51 years old	3,2
Education	
Senior High School	80,2
Diploma 3	12,5
Undergraduate 1	7,3

Source: Questionnaire Processing, 2022.

Data from the responses of 99 respondents showed that the majority of patients who were respondents in this study were male, as much as 50.5%. Furthermore, based on the age of the respondents aged 18-30 years which is still as much as 60.5%. and the majority of patients also have high school education/equivalent with the number of respondents as much as 81.2%.

RESULT AND DISCUSSION

Descriptive Analysis

The results of the descriptive analysis test of respondents' responses to the variables of service quality and patient satisfaction are in the good and good categories.

Table 3. Descriptive analysis

Variable	Average Score	Inter-achievement
Service Quality	3.94	good
Patient Satisfaction	3.94	good

Source: Questionnaire Processing, 2022

Validity and Reliability Test

Based on the questionnaire consisting of Service Quality and Patient Satisfaction, the average value on the validity test was obtained above 0.202. If the standard validity value obtained is more than 0.202, then the statement can be said to be valid. The following are the results of the validity of the research questionnaire:

Table 4. Validity Test

Variable	Validity Score	r-Table	Information
Service Quality	0.547	0.202	Valid
Patient Satisfaction	0.707	0.202	Valid

Source: Questionnaire Processing, 2022

The reliability value of each statement in the questionnaire being tested was 0.832 for the Service Quality variable and 0.686 for the Patient Satisfaction variable. If a construct or variable is said to be reliable if it gives a Cronbach Alpha value greater than 0.60. This shows that each questionnaire statement has different constraints for measuring these variables so that it is feasible to be tested for the next test. The reliability test is as follows:

Table 5. Reliability Test

Variabel	Reliability Score	r-critical	Information
Service Quality	0,832	0.6	Reliable
Patient Satisfaction	0,686	0.6	Reliable

Source: Questionnaire Processing, 2022

Correlation Test

Table 6. Correlation Correlations

		Service Quality	Patient Satisfaction
Service Quality	Pearson Correlation	1	.667**
	Sig. (2-tailed)		.000
	N	99	99

Patient Satisfaction	Pearson Correlation	.667**	1
	Sig. (2-tailed)	.000	
	N	99	99

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

Source: Questionnaire Processing, 2022

Based on Table 6 is a table that explains the correlation analysis or the level of closeness of the relationship between research variables. The results of the correlation analysis can be interpreted that the correlation value obtained between Service Quality (X) and Patient Satisfaction (Y) is 0.667 which, when interpreted in the correlation classification, this value is included in the category of strong relationship levels, which can be seen from the hospital facilities clean and comfortable environment as well as the willingness of patients to recommend the hospital to friends and family.

Discussion

Based on the results of the research described earlier, it can be seen that the Service Quality found at Karisma Cimareme Hospital is included in the good category. The highest assessment regarding Karisma Cimareme Hospital facilities is clean and comfortable, this illustrates that Service Quality can increase Patient Satisfaction if they get clean and comfortable facilities. While the low rating is found in the statements of medical record officers who are polite and courteous in providing services, this illustrates that officers are not polite and courteous in providing services.

Based on the results of the research described earlier, it can be seen that Patient Satisfaction at Karisma Cimareme Hospital is included in the good category. The highest assessment regarding Patient Satisfaction is found in the statement I am willing to recommend the services received to friends and family, this illustrates that patients are motivated during treatment to return to health so they don't get sick again. While the low rating is found in the statement Supporting facilities are as expected, this illustrates that patients prioritize supporting facilities so that they can recover quickly while being treated.

Based on the results of the SPSS output, the value of the correlation coefficient ρ is 0.667. The correlation value of 0.667 means that Service Quality has a strong relationship with Patient Satisfaction. The correlation value must be tested first using the significant t test to get t_{count} results. The result is that t_{count} is 8.821, while seen from Table-t with the degree of freedom value is $n-2$ ($99-2 = 97$). So the t_{Table} value is 1.984. Because the value of t_{count} is greater than t_{Table} , it can be decided that H_0 is rejected and H_a is accepted. This means that there is a real and positive relationship between Service Quality and Patient Satisfaction of 0.667 (a strong relationship).

The relationship between Service Quality and Patient Satisfaction Inpatient at Karisma Cimareme Hospital has been tested and is real at 0.667. So to calculate the effect of Service Quality with Patient Satisfaction Inpatient at Karisma Cimareme Hospital using the coefficient of determination formula. Based on the calculation results using the coefficient of determination formula, the value is obtained: $KD = [(0.667)]^2 \times 100\% = 44.49\%$

The effect value of Service Quality with Patient Satisfaction Inpatient at Karisma Cimareme Hospital is 44.49%. This influence value can be categorized as high influence (Sugiyono, 2017: 184). Then the effect of other variables that were not examined but had an effect on Patient Satisfaction Inpatient at Karisma Cimareme Hospital was: $100\% - 44.49\% = 55.51\%$. So that the research hypothesis put forward by researchers, namely "There is an Influence of Service Quality on Patient Satisfaction Inpatients at Karisma Cimareme Hospital" can be accepted because it is supported by facts from the field.

CONCLUSION

Based on the results of data analysis and discussion, it can be concluded that Service Quality has 5 dimensions with a score of 5850 in all dimensions in the high category. The highest indicator is in the statement item Karisma Cimareme Hospital Facilities are clean and comfortable with a score of 420 while the lowest indicator is in the statement item Medical records are polite and courteous in providing services with a score of 339. This illustrates that Service Quality can be used as a tool to increase Patient Satisfaction. Patient Satisfaction Hospitalization at Karisma Cimareme Hospital has 3 dimensions with a score of 1562 in all dimensions in the high category. The highest indicator is in

the statement item I am willing to recommend services received to friends and family, namely with a score of 429, while the lowest indicator is in the statement item. Supporting facilities are as expected, namely with a score of 360. This illustrates that patient satisfaction in hospitalization Cimareme's charisma needs to be improved.

Based on the results of the analysis and discussion, the suggestions that the researcher can give are Based on the results of the questionnaire data, the results show that the Service Quality variable that needs to be suggested by researchers is to improve the attitude of medical records in terms of politeness and courtesy in terms of providing services, improving Service Quality in in terms of the credibility of the medical records and guaranteeing the patient a sense of security provided by the hospital through the medical records. Based on the results of the questionnaire data, the results show that the Patient Satisfaction variable that needs to be suggested by researchers is to improve supporting facilities so that later it is hoped that they will be able to meet the expectations of patients and also provide services that are of course also in accordance with the expectations of the patients so that of course the patients will be satisfied. In this study, in accordance with the phenomena that the researchers found in the field, the researchers also suggested that the Karisma Cimareme Hospital, especially medical records, improve their competence so that patient satisfaction increases.

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