

## THE EFFECT OF SERVICE QUALITY AND PRICE AND FACILITIES ON PATIENT SATISFACTION IN HOSPITAL HARAPAN PEMATANGSIANTAR

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### Abstract

*The research design used in writing this thesis is library research. The population of this study were all patients at Harapan Pematangsiantar Hospital. The sample of this study were outpatients at Harapan Pematangsiantar Hospital. The data collection technique in this study was the documentation method, namely data collection by recording data related to the problem to be studied by searching data in the form of books, electronic media, and so on. The data analysis used by the author is qualitative. Respondents with male and female gender were 5 people (50.0) and respondents with ages 35-39 years were 4 people (40.0). While the majority of private employees work as many as 8 people (80.0). While the length of stay for less than three days there were 6 people (60.0). So it can be concluded that inpatients at Harapan Pematangsiantar Hospital in this study the number of males is balanced with females, more are aged 3-39 years, work as private employees and length of stay is less than three days. In this study the authors asked 10 inpatients directly for their responses regarding the quality of inpatient service at Harapan Pematangsiantar Hospital which was very good according to their responses on the questionnaire sheet provided by the author. Respondents' responses as inpatients regarding the price of treatment at the Harapan Hospital were quite satisfactory because they were in accordance with the services provided. Respondents' responses as inpatients regarding satisfaction in the facilities provided by Harapan Hospital were quite satisfactory for patients because they were provided properly for the comfort of the patients.*

**Keywords:** quality of service, inpatients

### INTRODUCTION

In supporting high economic growth, there is a need for equitable development in every economic sector, both oil and gas and non-oil and gas sectors as well as improving the quality of human resources. The non-oil and gas sector has received serious attention from the government and the private sector, apart from being a source of state revenue it can also provide large employment opportunities.

Harapan Pematangsiantar Hospital is a private company engaged in services, especially health. Like other hospitals, Harapan Pematangsiantar Hospital also aims to provide excellent service and high efficiency for patient satisfaction. In an effort to achieve these goals, the analysis of the effect of service quality, price, and facilities on outpatient satisfaction at Harapan Pematangsiantar Hospital is very important.

The author's purpose for conducting research at Harapan Pematangsiantar Hospital, and choosing the title "The Influence of Service Quality, Price, and Facilities on Customer Satisfaction" is because the authors observe that outpatients at Harapan Hospital are able to attract more patients than some regional hospitals. others in Pematangsiantar and other

phenomena, namely the prices in the hospital are quite expensive, this is what makes the author want to do deeper research and do several methods to find more realistic information by conducting interviews with patients and staff work in the Hospital.

What is meant by the influence of service quality, price, and facilities on outpatient patient satisfaction are matters that include management to determine in advance the basics of service prices and available facilities and the process so as to create patient satisfaction in accordance with expectations by regulating and coordination between workers, as well as the availability of facilities offered and needed.

At Harapan Pematangsiantar Hospital, analysis of the effect of service quality, price, and facilities on outpatient patient satisfaction is very necessary, because the results of the hospital relate to human health as those who need it. If there is an analysis of the effect of service quality, price, and facilities on good outpatient care, it is expected that satisfaction levels in the field of excellent service can be planned in accordance with the needs of patients and good service quality standards.

## **LITERATURE REVIEW**

### **Service**

According to Loina, Loina said that service is an overall process of forming a corporate image, both through the news media, forming the corporate culture internally, and communicating about the company's views to government leaders and other interested public. According to Moenir, in his book entitled Public Service Management in Indonesia, he said that service is a process of fulfilling needs through the activities of other people directly. The content of the literature review is a description/foundation of scientific theories related to the subject matter of the study/research, written in Times New Roman 12 font. All theoretical sources cited in this chapter must be listed in the bibliography.

### **Price**

As for what is meant by price according to some experts are as follows, According to Basu Swastha, price is the amount of money (plus some goods if possible) needed to get a number of combinations of goods and services. According to Tjiptono, Price is a monetary unit or other measure including other goods and services that are exchanged in order to obtain ownership rights or users of goods and services.

### **Facility**

Facilities are everything in the form of objects or money that can facilitate and expedite the implementation of a particular business. From the definition above, the writer can conclude that facilities are everything that has been provided by one party to get satisfaction that will be obtained by colleagues or consumers and can achieve the goals that have been set. Definition of Satisfaction according to Zeithaml and Bitner "Satisfaction is: Response or consumer responses regarding fulfillment. Satisfaction is an assessment of the characteristics or features of a product or service, or the product itself, which provides a level of consumer pleasure related to meeting consumer consumption needs.

### Customer satisfaction

Of all the activities carried out by a company, it will ultimately lead to the value that will be given by customers regarding perceived satisfaction. The actual satisfaction felt by the customer is actually the customer's perception of the quality of the product. In evaluating the quality of a product or service, customers will evaluate various attributes (service quality dimensions and product quality dimensions). There are similarities between some of the definitions above, namely regarding the components of customer satisfaction (expectations and perceived performance/results). Generally, customer expectations are estimates or beliefs about what customers will receive when they buy or consume a product (goods or services). Meanwhile, perceived performance is the customer's perception of what he receives after consuming the product purchased.

### METHOD

The research design used in writing this thesis is library research. The population of this study were all patients at Harapan Pematangsiantar Hospital. The sample of this study were outpatients at Harapan Pematangsiantar Hospital. The data collection technique in this study was the documentation method, namely data collection by recording data related to the problem to be studied by searching data in the form of books, electronic media, and so on. The data analysis used by the author is qualitative.

### RESULTS AND DISCUSSION

#### Contents Results and Discussion

The data used in this research is primary. Sampling in this study was based on inpatients at Harapan Pematangsiantar Hospital who were found in the field of 10 people in the September 2018 period

**Table 2. Characteristics of respondents based on gender are presented in the table below:**

|       |       | Gender    |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | frequency | percent | Valid Percent | Cumulative Percent |
|       | man   | 5         | 50.0    | 50.0          | 50.0               |
| Valid | Woman | 5         | 50.0    | 50.0          | 100.0              |
|       | Total | 10        | 100.0   | 100.0         |                    |

The table above shows that there are 5 male respondents (50.0) and 5 female respondents (50.0). So it can be concluded that the number of inpatients at Harapan Pematangsiantar Hospital in this study was the same number of males and females as many as 10 people (100.0).

**Table 2. Characteristics of Respondents by Age**

|       |             | frequency | percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
|       | 17-24 Years | 2         | 20.0    | 20.0          | 20.0               |
|       | 25-34 Years | 2         | 20.0    | 20.0          | 40.0               |
| Valid | 35-49 Years | 1         | 10.0    | 10.0          | 50.0               |

|             |    |       |       |       |
|-------------|----|-------|-------|-------|
| 60-64 Years | 4  | 40.0  | 40.0  | 90.0  |
| 65 Years    | 1  | 10.0  | 10.0  | 100.0 |
| Total       | 10 | 100.0 | 100.0 |       |

Describe the characteristics of respondents based on age presented in the following table:

The table above shows that there are 2 respondents aged 17-24 years (20.0), inpatient respondents aged 25-34 years as many as 2 people (20.0), inpatient respondents aged 35-49 year as many as 1 person (10.0), inpatient respondents aged 60-64 years as many as 4 people (40.0), inpatient respondents aged 65 years 1 person (10.0). It can be concluded that the majority of customers who were respondents in this study were aged 35-49 years, namely 4 people (40.0).

**Table 3. Characteristics of Respondents based on Occupation**

|                   | frequency | percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Student / Student | 1         | 10.0    | 10.0          | 10.0               |
| Private employees | 4         | 40.0    | 40.0          | 50.0               |
| Valid Trader      | 1         | 10.0    | 10.0          | 60.0               |
| Etc               | 4         | 40.0    | 40.0          | 100.0              |
| Total             | 10        | 100.0   | 100.0         |                    |

The table above shows that inpatient respondents who work as students are 1 person (10.0), inpatient respondents who work as private employees are 4 people (40.0), inpatient respondents whose work is as inpatient traders staying as many as 1 person (10.0), and whose work is other than the three jobs above (etc.) there are 4 people (40.0). It can be concluded that the majority of inpatients at Harapan Pematangsiantar Hospital who were respondents in this study were private employees and others. A total of 8 0 people (100.0).

**Table 4. Characteristics of Respondents Based on Length of Treatment**

|                            | frequency | percent | Valid Percent | Cumulative Percent |
|----------------------------|-----------|---------|---------------|--------------------|
| Valid Less than three days | 6         | 60.0    | 60.0          | 6                  |
| 3-6 days                   | 4         | 40.0    | 40.0          | 4                  |
| Total                      | 10        | 100.0   | 100.0         | 10                 |

The table above shows that inpatients at Harapan Hospital based on length of stay of less than three days were 6 people (60.0), and patients who were hospitalized for 3-6 days were 4 people (40.0). It can be concluded that the majority of inpatients at Harapan Pematangsiantar Hospital are less than three days as many as 6 people (60.0).

## Contents of Discussion Results

### 1. Service Quality (X1)

From the results of the study, according to a questionnaire filled out by inpatients at the hospital, expectations about service quality. In this study the authors took 10 people as a sample stating that medical staff received and served well stated that there were 5 people very satisfied, 4 people stated they were satisfied, 1 person stated quite satisfied. It can be

concluded that the quality of service in terms of medical personnel receiving and serving well. Patients who state that medical personnel took action quickly and accurately stated that there were 6 people very satisfied, 3 people said they were satisfied, 1 person stated quite satisfied. What can be concluded that the medical staff took action quickly and precisely.

Patients who stated that the doctor gave sufficient service time to patients stated that there were 5 people who were very satisfied, 4 people said they were satisfied and 1 person said they were quite satisfied. It can be concluded that inpatients are very satisfied with the services of doctors who provide sufficient service time for patients. Patients who stated that the doctor listened to complaints of their illness and provided solutions in consultation with patients who stated that they were very satisfied were 4 people, 5 people said they were satisfied and 1 person said they were satisfied. It can be concluded that doctors listen to complaints of illness and provide solutions in consultation with patients properly.

Patients who stated that medical personnel provided information to patients before the service was given stated that there were 5 people who were very satisfied, 3 people said they were satisfied and 2 people said they were quite satisfied. It can be concluded that the satisfaction of inpatients about medical personnel providing information to patients before services are given is very good. Patients who stated that the nurses were polite and neat stated that there were 4 people who were very satisfied, 5 people said they were satisfied and 1 person said they were quite satisfied. It can be concluded that nurses are polite and neat. Patients who stated that they felt safe to seek treatment at Harapan Hospital stated that there were 5 people who were very satisfied, and there were 5 people who said they were satisfied. It can be concluded that inpatients are satisfied to feel safe for treatment at Harapan Hospital.

## **2. Price**

From the results of the study, according to a questionnaire filled out by inpatients at the hospital, expectations about service quality. In this study the authors took 10 people as a sample. In this study the authors asked directly how satisfied the inpatients were with the price of treatment at the hospital. Patients feel that the tariff for health services at Harapan Hospital is in accordance with the quality of service provided by the hospital to patients who stated that they were very satisfied with 7 people, there were 3 people who said they were satisfied and there was 1 person who stated that they were quite satisfied. It can be concluded that the rates for health services at Harapan Hospital are in accordance with the quality of services provided by the hospital to good patients.

The patient's response to the hospital setting other levies outside the predetermined rate, the patient felt very satisfied, there were 7 people, 1 person said they were satisfied and 2 people said they were quite satisfied. The hope is to provide a discount on the rates of health services provided by patients who stated that they were very satisfied, there were 7 people, there were 2 people who stated they were satisfied, and there was 1 person who stated that they were quite satisfied.

### **3. Facilities**

In this study the authors asked 10 inpatients directly for their responses regarding the facilities provided by Harapan Hospital. Their responses were as follows. The facilities at Harapan Hospital were very adequate, 7 people said they were very satisfied, 3 people said they were satisfied. It can be concluded that inpatients are very satisfied with the facilities at Harapan Hospital which are very adequate. The hospital has complete equipment, patients stated that they were very satisfied, there were 5 people, and there were 5 people who stated they were satisfied. It can be concluded that the Hospital has complete equipment and inpatients are satisfied.

The hospital has neat and clean rooms, inpatients stated that they were very satisfied, there were 7 people, and there were 3 people who said they were satisfied. It can be concluded that the hospital has neat and clean rooms. The hospital has equipment according to what is offered, 2 people stated that they were very satisfied, 7 people stated that they were satisfied and 1 person said they were quite satisfied. It can be concluded that inpatients are satisfied with the equipment offered by the hospital.

### **4. Inpatient Satisfaction**

In this study, the authors asked 10 inpatients directly for their responses regarding the satisfaction of inpatients provided by Harapan Hospital. Their responses were as follows. Patients were satisfied with the service at Harapan Pematangsiantar Hospital, 6 patients stated they were very satisfied, 4 people stated they were satisfied. It can be concluded that the patient is very satisfied with the services at Harapan Pematangsiantar Hospital. Patients were not disappointed with the services provided by Harapan Pematangsiantar Hospital, 6 patients stated they were very satisfied, 4 people stated they were satisfied. It can be concluded that the patient is very satisfied with the services provided by the hospital.

Patients Believe in the services available at Harapan Pematangsiantar Hospital Pematangsiantar patients stated that they were very satisfied 6 people said they were satisfied 4 people. It can be concluded that the patient is very satisfied with the services provided by the hospital. Patients were comfortable at Harapan Pematangsiantar Hospital during treatment, 6 patients stated that they strongly agreed, 4 people stated they were satisfied. It can be concluded that inpatients feel comfortable during treatment at Harapan Pematangsiantar Hospital.

## **CLOSING**

### **Conclusion**

This study aims to: (1) determine the effect of service quality on inpatient satisfaction at Harapan Pematangsiantar Hospital, (2) determine the effect of price on inpatient satisfaction at Harapan Pematangsiantar Hospital, (3) determine the effect of facilities on patient satisfaction at Harapan Pematangsiantar Hospital, and knowing simultaneously the satisfaction of inpatients at Harapan Pematangsiantar Hospital.

The analysis used in this study includes descriptive, regression analysis, and hypothesis testing, analysis is used in accordance with the formulation of existing capital and problems. In addition to this analysis, this chapter will present the characteristics of the respondents, categorization of research variables, testing requirements, and discussion.

Respondents with male and female gender were 5 people (50.0) and respondents with ages 35-39 years were 4 people (40.0). While the majority of private employees work as many as 8 people (80.0). While the length of stay for less than three days there were 6 people (60.0). So it can be concluded that inpatients at Harapan Pematangsiantar Hospital in this study the number of males is balanced with females, more are aged 3-39 years, work as private employees and length of stay is less than three days.

In this study the authors asked 10 inpatients directly for their responses regarding the quality of inpatient service at Harapan Pematangsiantar Hospital which was very good according to their responses on the questionnaire sheet provided by the author. Respondents' responses as inpatients regarding the price of treatment at the Harapan Hospital were quite satisfactory because they were in accordance with the services provided. Respondents' responses as inpatients regarding satisfaction in the facilities provided by Harapan Hospital were quite satisfactory for patients because they were provided properly for the comfort of the patients.

### **Suggestions and Acknowledgments**

1. Harapan Pematangsiantar Hospital continues to maintain the quality of service because patients are satisfied with the care provided.
2. Harapan Pematangsiantar Hospital must be able to survive with the progress of the times so that patients continue to make Harapan Hospital the main choice
3. Harapan Pematangsiantar Hospital should continue to prioritize the vision and mission that has been set.

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