ANALYSIS OF THE DIMENSIONS OF HEALTH SERVICE QUALITY ON PATIENT SATISFACTION AT ROYAL PRIMA MARELAN HOSPITAL IN 2024

Zhang Xiaoxiao

Master of Management Study Program, Department of Master of Management, Faculty of Economics, Prima Indonesia University

ABSTRACT

One indicator of quality in health services is patient satisfaction, where high-quality health services will generally create a high level of patient satisfaction, leading to loyalty to health services. The study aimed to analyze the dimensions of Health Service Quality toward Patient Satisfaction at Royal Prima Marelan Hospital in 2024. The method used in this research is quantitative non-experimental with a descriptive approach (cross-sectional survey) and associative analysis. The population was 318 people, and the sample determination used Slovin so that the sample size was 197, rounded up to 200 samples, with incidental sampling technique—data analysis using univariate, bivariate (Chi-Square), multivariate (multiple logistic regression Enter method). The results of the Chi-Square analysis obtained the variables of Physical Evidence (p-value 0.004), reliability (p-value 0.006), Responsiveness (p-value 0.008), assurance (p-value 0.004), empathy (p-value 0.002) have a p-value ≤ 0.05 with a significant level of 0.05. It is concluded that the most influential variable is the empathy variable, with a p-value of 0.000 <0.05. The OR value obtained is 10.224, meaning that ease of relationship, good communication, and understanding of the needs of patients have an opportunity of 10.224 times to increase patient satisfaction at Royal Prima Marelan Hospital in 2024.

KEYWORDS: quality, satisfaction, patient, empathy

INTRODUCTION

Increased patient satisfaction can be achieved by providing quality health services and meeting patient needs (Patria and Amatiria 2017). Patient perceptions and assessments of the quality or quality of services received influence patient satisfaction. High-quality health services will create high patient satisfaction, leading to loyalty to health services (Surasdiman, Gunawan, and Kadir 2019). Patient loyalty to the hospital is built through pleasure with the services provided, so patients feel happy to return to get assistance (Suwuh et al. 2018): (Pambudy 2016). Service quality plays a crucial role as an assessor for patients of the expected service in line with the level of service received (Anzar, Sudirman, and Saputra, 2022). The concept of SERVQUAL dimensions by Parasuraman, Zeithaml, and Berry (1988) in (Radito 2014) includes five specific aspects in evaluating service quality, namely: physical evidence (tangible), reliability, responsiveness, assurance, and empathy (Rismayanti, Bata, and Kadir 2018). Quality hospital services positively impact patient satisfaction, which in turn can influence the patient’s decision to remain loyal by utilizing them again and recommending these services to others around them (Rianasari 2019).

Meutia’s research (2019) states that the physical evidence variable (tangible) t sig < α 5% (0.038 < 0.05), it can be noted that physical evidence (tangible) has a significant effect on patient satisfaction at the Langsa Lama Health Center (Meutia and Andiny 2019). Mundung (2019) states that the significance value for the impact of the perception variable of physical evidence (tangible) on patient satisfaction is 0.000 less than 0.05, and the t value is 3.791 greater than 1.988 (Mundung, Wowor, and Maramisi 2019). Suwuh (2018) states statistically, there is a relationship between assurance and patient satisfaction at the Walantakan Health Center, Langowan Utara District, with a significant p-value =
0.036 (Suwuh et al. 2018). Mulyaningsih (2013) states that there is an important relationship (p-value = 0.000) between the variables of physical evidence (tangibles), reliability, responsiveness, assurance, empathy, and patient satisfaction at the Ngawi Regency Health Center (Mulyaningsih 2013).

According to Anzar (2022), which states the results of the research output, it is known that the Sig. (2-tailed) value is 0.000 because of the Sig. (2-tailed) value <0.05 means that there is a significant relationship between the Responsiveness variable (X2) and Patient Satisfaction (Y) (Anzar, Sudirman, and Saputra 2022). Based on the above background, the researcher is interested in examining and analyzing the effect of the dimensions of health service quality on patient satisfaction at Royal Prima Marelan Hospital in 2024.

**RESEARCH METHODS**

The method used in this study was quantitative non-experimental with a descriptive approach (cross-sectional survey) conducted at Royal Prima Marelan Hospital in January 2024. The population in this study was the average number of patient data for the last three months of 318 people. Determination of the number of samples using the Slovin formula:

\[ n = \frac{389}{1 + \frac{389}{0.05^2}} \]

\[ n = \frac{389}{1 + 389 (0.0025)} \]

\[ n = \frac{389}{1 + 0.9725} \]

\[ n = 197.21 \] adjusted and rounded by researchers to 200 samples.

This sampling was done using the incidental technique. Data analysis used univariate, bivariate, and multivariate analysis with a confidence level of 95%.

**RESEARCH RESULTS**

Based on Table 4.2, it can be seen that out of 200 respondents, the results of the Chi-Square test obtained in the analysis of patient service satisfaction at Royal Prima Medan General Hospital, several subcategories are the focus, such as reliability, assurance, tangibles, responsiveness, and empathy. It was found that the aspects of reliability and responsiveness showed significant differences in satisfaction between the groups who perceived the service as good and not good, with p-values of 0.004 and 0.002, respectively. The assurance aspect also showed a significant difference with a p-value of 0.006. Although the display aspect showed a tendency for differences, it was not substantial, with a p-value of 0.08. Likewise, empathy showed a significant difference in satisfaction between the groups who perceived the service as good and not good, with a p-value of 0.002. This analysis illustrates that certain aspects, such as reliability, assurance, responsiveness, and empathy, significantly impact the level of patient service satisfaction in the hospital.

<table>
<thead>
<tr>
<th>Category</th>
<th>Sub-Category</th>
<th>Service Satisfaction</th>
<th>Total</th>
<th>P-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Satisfied</td>
<td>Not Satisfied</td>
<td></td>
</tr>
<tr>
<td>Reliability</td>
<td>Baik</td>
<td>124</td>
<td>22</td>
<td>146</td>
</tr>
<tr>
<td></td>
<td>Tidak Baik</td>
<td>30</td>
<td>24</td>
<td>54</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>154</td>
<td>46</td>
<td>200</td>
</tr>
<tr>
<td>Assurance</td>
<td>Baik</td>
<td>114</td>
<td>30</td>
<td>144</td>
</tr>
<tr>
<td></td>
<td>Tidak</td>
<td>40</td>
<td>16</td>
<td>56</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>154</td>
<td>46</td>
<td>200</td>
</tr>
<tr>
<td>Tangibles</td>
<td>Baik</td>
<td>122</td>
<td>24</td>
<td>146</td>
</tr>
<tr>
<td></td>
<td>Tidak Baik</td>
<td>32</td>
<td>22</td>
<td>54</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>154</td>
<td>46</td>
<td>200</td>
</tr>
<tr>
<td>Responsiveness</td>
<td>Baik</td>
<td>126</td>
<td>22</td>
<td>146</td>
</tr>
</tbody>
</table>

Table 1. Chi-Square Test Table of Research Variables Analysis of the Dimensions of Health Service Quality on Patient Satisfaction at Royal Prima Marelan Hospital in 2024.
Table 2. Logistic Regression Test Table Enter Method, Research Variables Analysis of the dimensions of Health Service Quality on Patient Satisfaction at Royal Prima Marelan Hospital in 2024.

<table>
<thead>
<tr>
<th>Variable</th>
<th>B</th>
<th>P value</th>
<th>OR</th>
<th>EXP(B)</th>
<th>Lower</th>
<th>Upper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tangibles</td>
<td>1.224</td>
<td>0.125</td>
<td>1.145</td>
<td>1.254</td>
<td>4.154</td>
<td></td>
</tr>
<tr>
<td>Reliability</td>
<td>1.445</td>
<td>0.022</td>
<td>2.145</td>
<td>2.964</td>
<td>7.665</td>
<td></td>
</tr>
<tr>
<td>Responsiveness</td>
<td>1.654</td>
<td>0.032</td>
<td>3.336</td>
<td>1.002</td>
<td>9.365</td>
<td></td>
</tr>
<tr>
<td>Assurance</td>
<td>1.689</td>
<td>0.045</td>
<td>2.743</td>
<td>1.903</td>
<td>9.145</td>
<td></td>
</tr>
<tr>
<td>Empathy</td>
<td>3.325</td>
<td>0.000</td>
<td>10.224</td>
<td>2.438</td>
<td>39.292</td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary data processed, 2024.
The relationship between service quality variables from the Assurance dimension to Patient Satisfaction at Royal Prima Marelan Hospital in 2024.

The results of the Chi-Square statistical test obtained the p-value of the Assurance variable of 0.006 with a Sig. of 0.05. So statistically, the service quality variable from the Assurance dimension is related to Patient Satisfaction at Royal Prima Marelan Hospital in 2024. The results of this study are supported by Suwuh (2018), which states that statistically, there is a relationship between Assurance and patient satisfaction at the Walantakan Health Center, Langowan Utara District, with a significant p-value = 0.036 (Suwuh et al. 2018). Service quality plays a vital role in the service industry. Customers, in this case patients, will feel satisfied if they get good service or as expected (Imran et al. 2021). Service quality is something that service providers must do well to gain a competitive advantage. Customers will look for evidence of the quality of the services offered and conclude about the quality of the places, people, equipment, symbols, and prices they feel. If the perceived service quality is the same or exceeds the expected service quality, then the service is said to be high quality and satisfies the consumer.

The increasingly fierce competition requires an institution to provide services to always pamper consumers or customers by delivering the best service. Customers will look for products in the form of goods or services from companies that can provide the best service to them. Service quality is an essential component in consumer perception and is also imperative in its influence on customer satisfaction. The better the quality of the services provided, the better the image of the service will be in the eyes of consumers, so service providers must be able to ensure patients are users of health services in hospitals (Radito 2014).

The relationship between service quality variables from the Tangibles dimension to patient satisfaction at Royal Prima Marelan Hospital in 2024.

The results of the Chi-Square statistical test obtained a Tangibles variable p-value of 0.008 with a Sig. of 0.05. So statistically, the service quality variable from the Tangibles dimension is related to Patient Satisfaction at Royal Prima Marelan Hospital in 2024. The results of this study are supported by Mulyaningisih (2013), who states that there is a significant relationship (p-value = 0.000) between the variables Tangibles, reliability, responsiveness, assurance, and empathy, with patient satisfaction at the Ngawi Regency Health Center (Mulyaningisih 2013).

The Tangibles variable at Royal Prima Marelan Hospital is already good. Tangibles are measured from the neatly arranged examination room; the examination room looks clean, the examination room is comfortable, the waiting room is cozy, the medical equipment is complete, and the appearance of medical personnel is neat. The beds have been prepared in a neat, ready-to-use state. The condition of the inpatient room is comfortable, clean, and tidy, and the completeness of medical equipment that does not require them to be referred to other hospitals is “essential” in determining satisfaction (Pambudy 2016). The study results prove that respondents who consider the Royal Prima MarelanRS Tangibles variable good are primarily satisfied with the services provided.

The relationship between service quality variables from the Responsiveness dimension of Patient Satisfaction at Royal Prima Marelan Hospital in 2024.

The results of the Chi-Square statistical test obtained the p-value of the Responsiveness Data variable of 0.004 with a Sig. of 0.05. So statistically, the service quality variable from the Responsiveness dimension is related to Patient Satisfaction at Royal Prima Marelan Hospital in 2024. The results of this study are supported by Anzar (2022), which states that the results of the research output are known to have a Sig. (2-tailed) value of 0.000 because the value of Sig. (2-tailed) < 0.05 means that there is a significant relationship between the variables Responsiveness (X2) and Patient Satisfaction (Y). The SPSS output shows a correlation coefficient of 0.870, meaning that the correlation strength/relationship level is extreme. The correlation efficiency number above is positive, which is 0.870, so the direction of the variable relationship is Positive at the Mabelopura Health Center in Palu City (Anzar, Sudirman, and Saputra 2022).

Responsiveness is one of the abilities to provide assistance and appropriate and fast services to consumers. The results of respondents’ responses to responsiveness and the speed of officers in delivering health services, such as the readiness of officers in every action. Responsiveness can be measured through indicators of officer preparedness in handling patient complaints.

The Relationship of Service Quality Variables from the Emphati Dimension to Patient Satisfaction at Royal Prima Marelan Hospital in 2024.

The results of the Chi-Square statistical test obtained the p-value of the Emphati variable of 0.002 with a Sig. of 0.05. So statistically, the service quality variable from the Emphati dimension is related to Patient Satisfaction at Royal Prima Marelan Hospital in 2024. The results of this study prove that respondents who consider the Royal Prima MarelanRS Emphati variable good are primarily satisfied with the services provided.
communication, and understanding of the needs of patients have a chance of 10,224 times to increase patient satisfaction at Royal Prima Marelan Hospital in 2024.

The results of this study are supported by Partia (2017), which states that the results of the Chi-Square test analysis obtained a p-value of 0.002 (< 0.05), which means there is a meaningful relationship between patient perception of the caring attitude (empathy) of health service providers with outpatient satisfaction in general at UPT Puskesmas Branti Raya South Lampung Regency (Patricia and Amatiria 2017).

In general, the quality of health services for a patient cannot be separated from the satisfaction for a patient with the services received, where sound quality is associated with recovery from illness, improved health status, speed of service, pleasant treatment environment, friendliness of officers, ease of procedures, completeness of equipment, medicines and affordable costs (Sumarni S 2015).

The quality of health services provided by patients is a subjective value. However, there is still an objective basis based on experience, education, psychological situation, service time, and environmental influences.

Especially regarding the performance assessment of health service providers, two elements need to be considered, namely medical techniques and interpersonal relationships (Imran et al., 2021). The level of public satisfaction with service is an essential factor in developing a service delivery system that is responsive to customer needs, minimizes cost and time, and maximizes the impact of service on the target population. To get community satisfaction, according to Zeithaml, Parasuraman, and Berry (Rianasari 2019), lies in five dimensions of service quality, namely reliability, responsiveness, assurance, empathy, and direct evidence.

Patient satisfaction is an essential aspect of health care outcomes. If the patient is not satisfied, then the health service goals will not be achieved. This confirms that patient satisfaction is the main focus in efforts to improve the quality of health services and is considered the expected output of the service process (Herawati 2015). Patient satisfaction is generally defined as the consumer’s view of services received and outcomes and treatment. It can be used as a program evaluation to improve the ability of healthcare providers. And reconcile services with patients’ wishes (Rismayanti, Bata, and Kadir 2018).

As a health institution with a mission to improve public health, this hospital is faced with demands to be more active in enhancing professionalism, especially in providing health services to the community in its region. Improving the quality of service to patients is a complex process and will ultimately include the management of the Puskesmas as a whole. Therefore, the concept of Puskesmas must constantly be updated and refined to realize quality, affordable, effective, efficient, equitable, and sustainable health services (Imran et al. 2021).

**CONCLUSION**

Based on the results of research and discussion, the conclusions that can be drawn from this study are:

1. Hat the variables Tangibles (Tangibles), Reliability (Reliability), Responsiveness (Responsiveness), Assurance, and Emphati(empathy) have a p-value of ≤ 0.05 with a significant level of 0.05. Therefore, it can be stated that these variables have a relationship with Patient Satisfaction at Royal Prima Marelan Hospital in 2024.

2. The results of the multivariate analysis found that the most influential variable was the emphatic variable, with a value of 0.000 < 0.05. The OR value obtained is 10,224, meaning that ease of contact, good communication, and understanding of the needs of patients have a chance of 10,224 times to increase patient satisfaction at Royal Prima Marelan Hospital in 2024.

**REFERENCES**


