



## Impact of Service Quality Perception on Patient Satisfaction in Sangatta at Pupuk Kaltim Prima Hospital

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### Abstrak

Situasi ideal terjadi ketika penyedia layanan memberikan layanan yang luar biasa, menciptakan rasa kepuasan pelanggan yang jelas, yang tidak hanya mendorong bisnis berulang tetapi juga mendorong rekomendasi kepada orang lain. Penelitian ini bertujuan untuk menentukan pengaruh kualitas layanan terhadap kepuasan pasien di Rumah Sakit Pupuk Kaltim Prima. Penelitian cross-sectional dilakukan pada September 2023 dengan 85 responden yang dipilih melalui teknik *proportional stratified random sampling* berdasarkan kriteria inklusi dan eksklusi tertentu. Instrumen pengukuran yang digunakan meliputi kuesioner skala Likert terstruktur yang mencakup dimensi kepuasan pasien. Analisis statistik dilakukan menggunakan statistik deskriptif dan analisis regresi linear berganda dengan tingkat kepercayaan 95% ( $\alpha = 0,05$ ). Uji statistik penelitian menunjukkan bahwa kelima dimensi kualitas layanan berpengaruh signifikan terhadap kepuasan pasien. Penelitian ini menunjukkan bahwa perbaikan signifikan diperlukan pada dimensi *tangible*, *assurance*, dan *responsiveness*. Selain itu, perbaikan pada dimensi lain juga diperlukan untuk mencapai tingkat kepuasan pasien yang lebih tinggi.

**Kata Kunci:** Dimensi Kepuasan, Kepuasan Pasien

### Abstract

*An ideal situation arises when service providers deliver outstanding service, creating a distinct sense of customer satisfaction that not only drives repeat business but also encourages recommendations to others. This research aims to determine the effect of service quality on patient satisfaction at Pupuk Kaltim Prima Hospital. A cross-sectional study was conducted in September 2023 with 85 respondents, selected through proportional stratified random sampling based on specific inclusion and exclusion criteria. The measuring instruments included a structured Likert-scale questionnaire covering patient satisfaction dimensions. Statistical analysis was performed using descriptive statistics and multiple linear regression analysis with a confidence level of 95% ( $\alpha = 0.05$ ). The study's statistical tests demonstrated that all five quality dimensions significantly impact patient satisfaction. This study indicates that significant improvements are required in tangibility, assurance, and responsiveness. Additionally, improvements in other dimensions are also necessary to achieve higher levels of patient satisfaction.*

**Keywords:** Dimensions of Satisfaction, Patient Satisfaction

## INTRODUCTION

Service quality is determined by a company's ability to meet customer needs and expectations. In other words, the key factors influencing service quality are the expected service and the customer's perception of the service (Parasuraman et al., 2010). When the perceived service aligns with the expected service, the quality is rated as good or positive. If the perceived service exceeds expectations, it is seen as ideal quality. On the other hand, if the perceived service falls short of expectations, the service quality is viewed negatively (Tjiptono & Chandra, 2019). Therefore, the quality of service depends on the company's and its staff's ability to consistently meet customer expectations. Service quality is an abstract form requiring dimensions that can be used as measuring tools (Lubis 2021). According to Berry, there are five determinants of quality: tangibility/direct evidence, reliability, assurance, responsiveness, and empathy (Zeithaml 1990).

Tangible or direct evidence is one part of determining service quality, defined as the appearance of communication material facilities, personnel, and equipment (Kotler, 2012a). Not only do they have good facilities, but they must also have good hygiene, especially if they are health service providers. Reliability is also one of the determinants of quality, where a hospital must be trustworthy. At the same time, responsiveness refers to the quality of health service providers who are expected to provide a fast response, such as speed in treating patients who wish to be hospitalized, resolving problems efficiently, and being responsive to requests granted. Apart from that, the satisfaction dimension also has an Empathy dimension

which is caring and giving sincere attention to consumers or service users, being willing to pay attention, and giving personal attention to customers (Zeithaml 1990).

Hospitals are one of the health services that have an important role, burden, and hope in realizing public health through aspects of prevention, healing (curative), and restoration of physical and mental disabilities (rehabilitative) which are implemented in an integrated manner (Mardikanto 2016). Patients are the primary evaluators of healthcare quality (Al-Zaru & Al-Dwairi, 2023). Patient satisfaction significance lies not only as an indicator of healthcare quality but also in understanding how the therapy can assist and enhance the success of treatment (De Paula 2020). Satisfaction is a crucial element, whether in the context of government policy or for the success of a private business. It involves delivering services effectively and on time, controlling costs, and implementing strong management strategies within healthcare systems. Offering suitable and high-quality healthcare is essential for establishing stable institutions and strengthening the social framework (Alibrandi 2023).

## METHOD

This study is quantitative, using a descriptive-analytical research design with a Cross-Sectional Survey approach by simultaneously identifying the independent variable and the dependent variable identified. The study aims to analyze factors which is related to patient satisfaction who were hospitalized at Pupuk Kaltim Prima Hospital. The dependent variable in this study is patient satisfaction, and the independent variables are gender, age, education on patient satisfaction in the

aspects of Empathy, Tangibility, Assurance, Reliability and Responsiveness. The population in this study was 380 hospitalized patients in September 2023, divided by class III, II, I, and VIP in September 2023. The participants in this study were not differentiated between BPJS patients and non-BPJS patients. Participants were required to be willing to take part as a condition for filling out the questionnaire and were over 17 years old. The sampling in this study is based on the proportionate stratified random sampling technique (Sugiyono, 2009).

The sample size uses a sample calculation formula with the sample size for a single proportion because N is already known. From these calculations, 85 samples were obtained in this study. The instruments (measuring tools) used in this research are questionnaires that had previously been tested for validity and reliability. It consisted of five questions from each dimension of satisfaction and five questions related to patient satisfaction with the services provided in Pupuk Kaltim Prima Sangatta Hospital. The data were analyzed using univariate, bivariate, and multivariate analyses which employed T-tests and F-tests using SPSS.

## RESULT AND DISCUSSION

The survey results revealed that the respondents consisted of 40 males and 45 females. The majority of participants were between the ages of 26 and 45, totaling 49 individuals. Regarding their educational background, 3 respondents had completed elementary school, 9 had completed middle

school, 46 had completed high school, 10 held a Diploma III, 14 were university graduates, and 3 had other educational qualifications. The findings indicate that most respondents had a high school education.

Greater portion of respondents are satisfied with the services at RSPKT Prima Sangatta, with 61 respondents (71.8%). Of these, 61 individuals (71.8%) rated the Tangible dimension as good, while the remaining 24 individuals rated it as not good. A total of 71 individuals (83.5%) rated the Reliable dimension as good, and 14 individuals (16.5%) rated it as not good. Similarly, 71 individuals (83.5%) rated the Assurance dimension as good, while 14 individuals (16.5%) rated it as not good. Additionally, 70 individuals (82.4%) rated the Responsive dimension as good, with 15 individuals (17.6%) rating it as not good. Finally, 82 individuals (97.6%) rated the Empathy dimension as good, while 2 individuals (2.4%) rated it as not good.

The result showed that patients were satisfied with the quality of service provided by Pupuk Kaltim Prima Sangatta Hospital by the calculated F value is 30.685, while the F table value is 2.33. Therefore, the calculated F value is greater than the F table value. It can be concluded that the dimensions of Tangible, Reliable, Assurance, Responsiveness, and Empathy have a significant simultaneous effect on patient satisfaction.

Table 1. Variable’s Characteristics

Variable	N (%)
<b>Respondent’s Gender</b>	
Male	40 (47.1)
Female	45 (52.9)
<b>Respondent’s Age</b>	
<25 yrs	20 (23.5)
26-45 yrs	49 (57.6)
>45 yrs	16 (18.8)
<b>Respondent's Education Level</b>	
Elementary School	3 (3.5)
Junior High School	9 (10.6)
Senior High School	46 (54.1)
Diploma III	10 (11.8)
Bachelor Degree	14 (16.5)
Others	3 (3.5%)
<b>Mother's Employment Status</b>	
Employed	192 (28.7)
Unemployed	478 (71.3)

Table 2. Double Regression Linear Test

Dependent Variable	Independent Variable	B	Beta	t	Sig.
Patient’s Satisfaction	(Constant)	-2.552		-1.261	0.211
	Tangible	0.607	0.458	5.880	0.000
	Reliable	0.258	0.027	0.344	0.732
	Assurance	0.363	0.332	4.169	0.000
	Responssive	0.205	0.240	2.789	0.007
	Empathy	-0.024	0.020	-0.250	0.804

Table 3. F Test Result

Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	611.383	5	122.777	30.685	0.000
	Residual	314.805	79	3.985		
	Total	926.188	84			

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The Tangible dimension is the most dominant factor influencing patient satisfaction. the significance value for the Tangible variable is 0.000 (below 0.05), with a calculated t value of 5.880, which is greater than the t table value of 1.990. The findings are consistent with a study conducted by Roy Rocky titled Analysis of the Impact of Service Quality on Inpatient Satisfaction in Bahagia Hospital, Makassar in 2020. Here, 39 out of 48 respondents were satisfied with the quality aspects of Tangible (Baan, 2020). This indicates that the Tangible dimension has a positive influence on patient satisfaction frequency, meaning that as the Tangible dimension increases, patient satisfaction also increases (Umoke 2020).

This result are also in line with previous study conducted by (Handayani 2024). For a health center to operate effectively, it is not enough to have only human resources; it must also be supported by medical and non-medical facilities (Sunaringsih Ika Wardoyo & Rosadi, 2023), as well as hospital support services, including laboratories, pharmacy installations, radiology, patient meal services, and others (Ndruru, Somasi C 2024). The supporting facilities of the health center significantly impact the quality of hospital services, thereby affecting patient satisfaction, particularly for inpatients. Additionally, Kosnan (2020) states that facilities are essential resources in enhancing satisfaction by providing

convenience, meeting needs, and ensuring comfort for service users. When the facilities provided meet the needs, consumers will feel satisfied (W, Kosnan 2020). Questions asked for physical evidence factors in this study included cleanliness and neatness of the room, staff, availability and readiness of equipment and facilities (Fristiohady 2020).

The significance value for the Reliable variable is 0.732 (above 0.05), with a calculated t value of 0.344, which is less than the t table value of 1.990. This suggests that the Reliable dimension does not have a significant impact on patient satisfaction. This result in line with other study based on The Relation of the Nursing Care Quality Service With "BPJS" Health Insurance Member Statistics On Third Class Ward in RSUD Mangusada.' Of the 85 respondents, there were 74 respondents who had good perceptions and were satisfied with services in the Reliability dimension (Widiastuti 2020). According to a study conducted by Imran in 2021, the reliability dimension has a significant positive effect on patient satisfaction, (Imran 2021). This is also different from the results of the current study, where respondents felt that the service provided was still lacking; however, most respondents still reported being satisfied with the service. Questions asked for physical evidence factors in this study included How the staff's responds to patients, staff's service procedures and how they deliver those service to patients.

The significance value for the Assurance variable is 0.000 (below 0.05), with a calculated t value of 4.169, which is greater than the t table value of 1.990. This indicates that the Assurance dimension has a significant effect on patient satisfaction. A study conducted by Aslinda in 2021 on 'Foreign patient satisfaction with service quality in private hospitals in Malaysia'. The assurance dimension is positively

related to patient satisfaction (Shahril 2021). This is in line with the results of the current study, where the Assurance dimension has a significant impact on patient satisfaction (Amanda 2024). Guarantee or assurance is one of the factor that shows the competence of officers in providing service, that including knowledge, competence, courtesy and trustworthiness of staff, and the ability to make patient feel free from danger, risk or doubt (Putra & Afni, 2020). Assurance refers to the knowledge and courtesy of service personnel, as well as their ability to build consumer trust. The dimension of assurance combines elements of competence, courtesy, credibility, and security (Nur & Simanjorang, 2020). In other study, Assurance also affect patient loyalty. Assurance is a guarantee of service of knowledge, politeness, the ability of the service staff to build patient's trust in the medical services provided. (Geoffrey 2020).

In this research, it was found that the dimension of responsiveness had a significant effect on patient satisfaction, the significance value for the Responsiveness variable is 0.007 (below 0.05), with a calculated t value of 2.780, which is greater than the t table value of 1.990. This aligns with the research conducted by Amir Mahmud in 2022 (Mahmud, 2022). In this study, the p-value obtained was  $(0.007) < (0.05)$ . Several components of the assessment for this variable include the responsiveness of staff in handling patient complaints, arriving promptly when needed (Febres-Ramos & Mercado-Rey, 2020), minimizing wait times, providing timely service, and being attentive to patient needs (Andini 2023). The efficiency of service delivery involves meeting primary needs, such as providing information about the illness and how to manage it, as well as the promptness in receiving and examining patients (Halawa 2020).

The significance value for the Empathy variable is 0.804 (above 0.05), with a calculated t value of -0.250, which is less than the t table value of 1.990. This indicates that the Empathy dimension does not have a significant impact on patient satisfaction. The result of Empathy dimension in this study is also in line with a study conducted by Amir Mahmud in 2021, 'Analysis of Inpatient Satisfaction of BPJS Health Participants at the Ar-Rasyid Islamic Hospital Palembang.' Where there were 38 (52.1%) people who had a good perception of the empathy dimension (Mahmud, 2022). The results of the analysis of most respondents, 72 respondents (84.7%) stated they were satisfied. Kotler describes satisfaction as being related to consumer expectations, here satisfaction is the emergence of an individual feeling of disappointment or pleasure after comparing expectations with the performance obtained from receiving a service or product (Kotler, 2012), patients also were more satisfied with having respectful communication with nurses than just receiving information from their nurses (Karaca & Durna, 2019). Having no health services based on Empathy would have a risk of dissatisfaction 0.4 times higher than those who had health services based on Empathy (Manek, 2020).

#### Research Limitations

This study, of course, has its limitations, as it solely relied on questionnaires. Therefore, further research may be needed using additional instruments, such as direct interviews, and incorporating other variables related to loyalty and other relevant factors

## CONCLUSION

Based on the research this study concludes that majority of inpatients at Pupuk Kaltim Prima Sangatta Hospital are

satisfied with the services provided by hospital staff. The results of statistical tests that have been carried out show that the dimensions of physical evidence, reliability, assurance, responsiveness, and empathy affect patient satisfaction simultaneously, and the most influencing factor are physical evidence (Tangible) ( $p=0,000<0,05$ ), assurance ( $p=0,000<0,05$ ) and Responsiveness ( $p=0,007<0,05$ ).

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