

THE INFLUENCE OF SERVICE QUALITY TOWARD INPATIENTS SATISFACTION AT REGIONAL PUBLIC HOSPITAL OF BAUBAU TOWN

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ABSTRACT

Service quality is closely related with patients satisfaction means that the service quality which given by hospital directly influence the patience satisfaction. Objective of this research was to find out the influence of service quality toward inpatients satisfaction at Regional Public Hospital of Baubau town. Research methodology was quantitative with mix method approach. Population in this research was patients at inpatients unit of Regional Public Health of Baubau town with 793 patients. Informant retrieval technique of this research used was purposive sampling method with the total of informants were 10 people and 89 sample using stratification random sampling technique. Type of data used in this research was using primary data and secondary data. Data collection techniques used interview guideline and questionnaire. Data analysis technique used in this research was univariate and bivariate analysis. Based on the result of linear regression statistic test showed that significant value $p = 0,002$ (H_0 was rejected) and the result of determination coefficients R square (r^2) = 0,109 which means that the services quality that consist of reliability, assurance, tangible, empathy, and responsiveness simultaneously had positive influence at service quality toward inpatients satisfaction at Regional Public Hospital of Baubau own with the influence was 10.9% and significant was $p < 0,005$. Then, it can be concluded that service quality and patients satisfaction most of the informants said it is good and for the influence of service quality toward patients satisfaction has positive and significant influence.

Keywords: Service quality, patients' satisfaction.

BACKGROUND

Public services are the government responsibility and carried out by government institutions both at the center, the region and at State-Owned Corporation (BUMN). Public services are in form of public goods services and services. Today, community is increasingly open to criticizing the public services. Therefore, administration substance is very important in organizing and directing all of service organization activities in order to achieve their goals. One of public service form which carried out by the government is fulfill of health needs in community. Reformation at health sector is carried out to improve the health service and make it more efficient, effective and accessible for all levels community.

Health development is essentially an effort carried out by all components of Indonesia which aims to improve the awareness, ability, the ability to live healthy for everyone in order to make the highest degree of community health become real. Health improvements and behavioral changes toward healthier are need to be carried out systematically and explicitly by the entire nation components.

The tighter competition and the more selective and knowledgeable patients require Regional Public Hospital of Baubau town as one of health services provider to always improving their services. To be able to improve service quality, the first thing to be known is whether the services provided to the patients have been in accordance with the patients expectations of not. It is important as a reference in improving services in order to give optimal satisfaction, so that Regional Public Hospital of Baubau town is required to always maintain the trust and patients' satisfaction by improving services quality so that patients' satisfaction increased.

The improvement of quality and health service quality are more oriented at patients' satisfaction. In achieving the goals which are oriented at patients' satisfaction including hospital facilities aspects, doctors' role, nurses and non medic staffs of hospital are very important because of their performance will determine the patients perceptions toward services provided.

Service quality analysis toward patients' satisfaction which is carried out at Regional Public Hospital of Yogyakarta city at 2010 and already evaluated obtained result where the services quality had high score tendency namely 50.0%. Meanwhile, Research conducted at Ortarita Batam Hospital showed that the evaluation on variable services quality had good score tendency can be seen from the average of 4.01% because of the interval at 3.40 – 4.19% which means good. At Regional Public Hospital of Baubau town is never conducted measurement of services quality.

One of method that can be used to measure the services quality is servqual method.

This method used questionnaire to find out how the service quality toward patients' satisfaction. Servqual scale includes five dimensions' of service quality namely: *Tangibles* (measureable evidence), describing physical facilities, equipments, and display of personnel and users presence; *Reliability* refers to the ability to provide promised services accurately and reliably; *Responsiveness* is willingness to help customers and provide proper attentions; *Assurance* is a polite and knowledgeable employee who provide trust and confidence; *Empathy* includes care and individual attentions to users.

Meanwhile, to see the patients' satisfaction according to Hawkins and Lonney have six indicators namely: (1) directly asking to the customers about their satisfaction with the product or certain specific service; (2) dimension of customers' satisfaction; (3) Expectations conformity is the conformity or nonconformity between customers' expectations with products or services actual performance. In this case will be emphasized at service quality owned by the component in the form of customers' expectations related to the services provided (such as: location cleanliness, service speed, doctors' friendliness/politeness, nurses and employees); (4) the interest to revisit is customers' satisfaction measured behaviorally with asking whether the customers will revisit or will use services or facilities again. Quality service can create costumers' satisfaction where the service quality will be remembered by the customers so that it is perceived well. If, in the future they experience health problems, then that hospital will become reference that appears first in costumers' mind; (5) Willingness to recommend is willing to recommend products to their friends and family become important measure to be analyzed and to be followed up. If, service provided or perceived is as expected, then the service quality is perceived as good and satisfying so that through that costumers' satisfaction will make a purchase and at the end will recommend it to the others; (6) Costumers' dissatisfaction is to examined aspects which used to find out the

customers' dissatisfaction included complain: product return; warranty fee; recall; negative words and defections.

Inpatients' satisfaction at Regional Public Hospital of Baubau town which is not maximal yet as example the lack of health facility at Regional Public Hospital of Baubau town like the patient which is carried out X ray must go to other hospital to do that examination and the distance of Regional Public Hospital of Baubau town is far, meanwhile the other service quality which is not maximal yet like complain related to hospital service is delivered through suggestion box which is in Regional Public Hospital of Baubau town and delay in medical services which is done by doctor toward patient that given at treatment room.

Patients will feel satisfied if there is the similarity between expectations and the reality of health services perceived. Health service user satisfaction has significant correlation with health service outcome, both in medical and non medical such as adherence to treatment, understanding of medical information and continuity of treatment (Kotler, 1997). The objective of this research is how The Influence of Service Quality toward Inpatients Satisfaction at Regional Public Hospital of Baubau Town.

Methods

This research used mixed method. This research used sequential mixed method especially explanatory sequential strategy. This model was popular model, can be seen that research at beginning stage in both data collection and its analysis used quantitative method, and continued separately but it made connected (Sugiyono, 2011). Then, the first stage is spread out the questionnaire and analyzed quantitative data to find out how the influence of service quality toward inpatients satisfaction level at Regional Public Hospital of Baubau town, after that it will carried out an interview then analyzed the qualitative data to find out inpatients satisfaction level at Regional Public Hospital of Baubau town.

For quantitative: population in this research included all of inpatients at Inter I and II treatment room and Bedah I dan II treatment room at Regional Public Hospital of Baubau town January until March period 2018 with 793 patients. Sample was determined using Slovin formulawith 89 sample. For qualitative: informant determination technique using purposive sampling technique where the total informant was 10 people.

Data collection technique used was questionnaire and interview guideline. Quantitative data was analyzed with univariate and bivariate meanwhile, qualitative data was analyzed with using Miles and Huberman technique.

RESULT

A. Quantitative Research

1. Respondents Characteristics

Table 1. Frequency Distribution of Research Respondents
Based on Gender

Respondents Characteristics	Frequency (n)	Percentage (%)
Male	56	62,9
Female	33	37,1

Sumber data primer, 2018

Table 2. Frequency Distribution of Research Respondents
Based on Age

Respondents Characteristics	Frequency (n)	Percentage (%)
SD	9	10,1
SMP	8	9,0
SMA	15	16,9
D-III	12	13,5
S-1	45	50,6

Sumber : data primer, 2018

2. Univariate Analysis

a) Reliability

Calculation result all of respondents answer of sub variable of reliability in service quality at Regional Public Hospital of Baubau town can be seen from the following table:

Table 3. Frequency Distribution and Percentage of Respondents
Based on Sub variable Reliability in Service Quality
At Regional Public Hospital of Baubau Town at 2018

Service Quality (Realibility)	Frequency (n)	Percentage (%)
Very Satisfied	23	25,8
Satisfied	59	66,3
Dissatisfied	7	7,9
Very Dissatisfied	-	-
Total	89	100

Sumber : Data Primer, 2018

b) Assurance.

Calculation result all of respondents answer of sub variable of assurance in service quality at Regional Public Hospital of Baubau town can be seen from the following table:

Table 4. Frequency Distribution and Percentage of Respondents
Based on Sub variable Assurance in Service Quality
At Regional Public Hospital of Baubau Town at 2018

Service Quality (Assurance)	Frequency (n)	Percentage (%)
Very Satisfied	46	51,7
Satisfied	28	31,5
Dissatisfied	15	16,9
Very Dissatisfied	-	-
Total	89	100

Sumber : Data Primer, 2018

c) Tangible.

Calculation result all of respondents answer of sub variable of tangible in service quality at Regional Public Hospital of Baubau town can be seen from the following table:

Table 5. Frequency Distribution and Percentage of Respondents
Based on Sub variable Tangible in Service Quality
At Regional Public Hospital of Baubau Town at 2018

Service Quality (Tangible)	Frequency (n)	Percentage (%)
Very Satisfied	38	42,7
Satisfied	47	53,8
Dissatisfied	4	4,5
Very Dissatisfied	-	-
Total	89	100

Sumber : Data Primer, 2018

d) Empathy

Calculation result all of respondents answer of sub variable of empathy in service quality at Regional Public Hospital of Baubau town can be seen from the following table:

Table 6. Frequency Distribution and Percentage of Respondents
Based on Sub variable Empathy in Service Quality
At Regional Public Hospital of Baubau Town at 2018

Service Quality (Empathy)	Frequency (n)	Percentage (%)
Very Satisfied	44	4,9
Satisfied	35	39,3
Dissatisfied	10	11,2
Very Dissatisfied	-	-
Total	89	100

Sumber : Data Primer, 2018

e) Responsiveness

Calculation result all of respondents answer of sub variable of Responsiveness in service quality at Regional Public Hospital of Baubau town can be seen from the following table:

Table 7. Frequency Distribution and Percentage of Respondents
Based on Sub variable Responsiveness in Service Quality
At Regional Public Hospital of Baubau Town at 2018

Service Quality (Responsiveness)	Frequency (n)	Percentage (%)
Very Satisfied	59	66,3
Satisfied	24	2,7,0
Dissatisfied	6	6,7
Very Dissatisfied	-	-
Total	89	100

Sumber : Data Primer, 2018

f) Kepuasan Pasien

Frequency distribution and percentage of respondents at inpatients' satisfaction variable at Regional Public Hospital of Baubau town 2018 can be described as follow:

Table 8. Frequency Distribution and Percentage of Respondents
Based on Inpatients; Satisfaction at Regional Public Hospital
Of Baubau Town at 2018

Service Quality	Frequency (n)	Percentage (%)
Satisfied	74	83,1
Dissatisfied	15	16,9
Total	89	100

Sumber : Data primer, 2018

3. Bivariate Analysis

Simple Linear Regrsson Test.

The result of simple linear regression test on the influence of the quality of inpatients services at Regional Public Hospital of Baubau

Table 9. The Influence of the Inpatients Service Quality toward
Patients' Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	14,257	1,946		7,326	,000
1 kualitas layanan	,080	,025	,330	3,264	,002

a. Dependent Variable: kepuasan pasien

Based on Table 9 statistically there is positive and significant influence of service quality variable toward inpatients' satisfaction at Regional Public Hospital of Baubau town with the influence of service quality toward patients' satisfaction (r^2) = 10.9% with the value of $p = 0,002$.

B. Qualitative Research

Generally costumers' satisfaction are not only carried out in health care facilities but also carried out in various organization types. Patients' satisfaction in this research could be seen from 3 aspects namely expectations conformity, the interest to revisit, and willingness to recommend.

1). Expectation conformity is the conformity or nonconformity between customers' expectations with products or services actual performance. In this case, it will be emphasized at service quality that has component in the form of customers' expectations related to the services provided such as: location cleanliness, service speed, reliability, physical evidence, guarantee, empathy and nurses' friendliness/politeness of Regional Public Hospital of Baubau town.

Table 10. Inpatients Satisfaction of Regional Public Hospital of Baubau town (Expectation Conformity Component)

Component	Informant	Interview Result Tendency	Meaning
Expectation conformity	Informant 1 Informant 3	Patient feels not satisfied with the service provided by the doctors which is slow and they have to wait very long to get treatment and operation action. But the nurse has taken nursing action first and can clam down the patient also pay attention to patients so that we are satisfied with the nurses' service.	Patients' expectation about service which provided is not suitable with expectation. In this case the service speed was low but it can be minimized with nursing service which provided first, so that dissatisfaction feeling toward medical service can be minimized.
	Informant 2 Informant 4 Informant 5 Informant 8	Patient feels happy to be treated at Regional Public Hospital of Baubau town although the facilities there are insufficient, because nursing service which is given to patient is suitable with the patient expectations such as taking care, felt appreciated and all of complained that they felt got an explanation by nurse.	Services provided by the nurses at Regional Public Hospital of Baubau town are suitable with what patients wants. Especially nursing service namely politeness, felt appreciated and considered about all of complaints.
	Informan 6 Informan 7	Nursing Service at Regional Public Hospital of Baubau town experience many changes; patient feels happy to be treated at Regional Public Hospital of Baubau town although there are still many shortcomings that must be corrected.	Patients' expectation toward nursing service provided are already appropriate however there are still some shortcomings that must be corrected again. So that patients are satisfied with the services provided.

Sumber: Olahan data primer, 2018

2). Interest to revisit is customers' satisfaction measured behaviorally with asking whether the customers will revisit or will use services or facilities again. Quality service can create costumers' satisfaction where the service quality will be remembered by the customers so

that it is perceived well. If, in the future they experience health problems, then that hospital will become reference that appears first in costumers' mind.

Table 11. Inpatients Satisfaction of Regional Public Hospital of Baubau town (Interest to Revisit)

Component	Informant	Interview Result Tendency	Meaning
Interest to Revisit	Informant 1 Informant 2 Informant 5 Informant 8	Services received by the patients are satisfying where the nurses are friendly, polite, pay attention to all the patients and their family needs, patients feel comfortable and always get explanation related the disease so that patients wants to reuse Regional Public Hospital of Baubau town if they are sick.	Interest to revisit will be carried out on health facilities whose services are suitable with the patients' expectations and very satisfying for patients.
	Informant 3 Informant 6	Patients want to go back to get treatment at Regional Public Hospital of Baubau because services perceived are very good and satisfying although the facilities are inadequate.	Services perceived are very satisfying although the facilities are inadequate so that the desire to used health facilities are still exists
	Informant 4 Informant 7	Although the distance of the hospital with patients' residence is quite far, but services perceived are satisfying then patients will reuse Regional Public Hospital of Baubau.	Distance is not a barrier to reuse health facility (Jarak yang jauh bukan penghalang untuk kembali menggunakan kembali fasilitis kesehatan (Regional Public Hospital of Baubau)

Sumber: Olahan data primer, 2018

Based on the research outcome from number of visits at Regional Public Hospital of Baubau and interest to revisit can be seen in the following table:

Table 12. Frequency Distribution of Respondents of the Research based on the Visit

Respondents Characteristics	Frequency (n)	Percentage (%)
Once	4	4,5
Twice	32	36,0
Three times	22	24,7
Four times	25	28,1
Five times	6	6,7

Sumber : data primer, 2018

3). Willingness to recommend is the willingness of customers to recommend products to their friends and family become important measure to be analyzed and to be followed up. If, service provided or perceived is as expected, then the service quality is perceived as good and satisfying so that through that costumers' satisfaction will make a purchase and at the end will recommend it to the others

Table 13. Inpatients' Satisfaction of Regional Public Hospital of Baubau Town (Willingness to Recommend)

Component	Informant	Interview Result Tendency	Meaning
Willingness to Recommend	Informant 1 Informant 3 Informant 5	Patients feel happy to be treated at Regional Public Hospital of Baubau town although the shortcomings from other profession services. Therapeutic of nursing services was very good, polite, careful when carried out treatment, can calm down the patients from concern about the disease and family sense that is built so that patients will recommend to anyone which they meet that Regional Public Hospital of Baubau town as one of choices of health services facilities.	Good nursing services are the mirror of quality nursing services. When getting quality services, the patients will recommend that health services to every person they meet.
	Informant 2 Informant 4	Patients will recommend Regional Public Hospital of Baubau town to their family to get treated there if they feel sick health services received there are very good although the facilities at inpatients room are still inadequate.	Good health services can cover the shortcomings, so that patients are still wants to recommend Regional Public Hospital of Baubau town to their friends and family.
	Informant 6 Informant 7	Patients who often get treatment at Regional Public Hospital of Baubau town will return to get treatment because they have felt the services provided and already built communication between nurse and patient so that the patients will tell everyone they know to get treatment at Regional Public Hospital of Baubau town.	The willingness to recommend will be carried out if someone already received good and quality service. So, someone does not hesitate to convey it to friends or the others.

Sumber : Olahan data primer, 2018

Table 14. Inpatients Visit at Regional Public Hospital
Of Baubau Town 2015 to 2017

NO	YEAR	NUMBER OF VISITS
1.	2015	5.482
2.	2016	7.023
3.	2017	12.077

Sumber : Data profil RSUD Kota Baubau 2015 s/d 2017

With regard to the table above, then it can be seen that the number of patients visit are increased each year namely: at 2015 was 5,482, at 2016 was 7,023 and at 2017 was 12,077. It becomes one of the factors that patients are satisfied with health services especially nursing services which received at inpatients room of Regional Public Hospital of Baubau town. Patients who already perceived the services from Regional Public Hospital of Baubau town will recommend it to everyone they meet.

Willingness to recommend is the willing to recommend products to their friends and family become important measure to be analyzed and to be followed up. If, service provided or perceived is as expected, then the service quality is perceived as good and satisfying so that through that costumers' satisfaction will make a purchase and at the end will recommend it to the others

According the researchers' observation obtained that patient who ever get treated at inpatients room of Regional Public Hospital of Baubau town is always recommend Regional Public Hospital of Baubau town as one of referral health service facilities. It can be seen if one of their family members is sick then they would be taken to Regional Public Hospital of Baubau town for treatment, moreover at Buton island region Regional Public Hospital of Baubau town is one of referral hospital

CONCLUSION

1. The service quality affects patients' satisfaction with r^2 was 10.9% and significant with the value of $p = 0,002$.
2. Most of informants said that they are satisfied on inpatients' services of Regional Public Hospital of Baubau town.

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