



# The Influence Of Service Quality On Patient Satisfaction At RSIA Aisyiyah Samarinda, East Kalimantan

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## ABSTRACT

Patient satisfaction is one indicator of the quality of the services provided by the hospital. Service quality can be reflected through five dimensions of service quality, namely tangible, reliability, responsiveness, assurance, and empathy. If the services provided by the hospital to patients are felt to be in line with expectations or even exceed expectations, then patient satisfaction can be said to be achieved. Patient satisfaction is part of the sustainability of the hospital itself, so the aim of this research is to assess the influence of service quality on patient satisfaction at RSIA Aisyiyah Samarinda, East Kalimantan. The data analyzed came from questionnaires distributed to 100 patients. Data analysis used multiple linear regression analysis using the SPSS 22 program. The results showed that simultaneously all independent variables had a significant effect on patient satisfaction, while partially only tangible and reliability variables had a significant effect on patient satisfaction, while responsiveness, assurance and empathy partially does not have a significant effect on patient satisfaction at RSIA Aisyiyah.

## INTRODUCTION

Health services aim to maintain and improve public health. Everyone needs health services, so health service providers must pay attention to quality (Kourkouta et al., 2021; Teshnizi et al., 2018; dan Rezaei et al., 2018). Satisfaction of health service users, both individuals and society, can be measured from their responses to expectations before and after treatment (Bleich et al., 2009). Health service users feel satisfied if the performance of health institutions is the same as or even better than expected (Williams, 1994).

Satisfied health service users indicate service quality (Farrokhi et al., 2023). Customer satisfaction as a customer response to the discrepancy between the actual performance felt after use and the previous level of interest (Gilavand & Torabipour, 2022). Patient expectations are proportional to their desire to receive satisfactory service (Williams et al., 1998 and Sitzia &

Wood, 1997). Quality is considered good and satisfactory if the service meets expectations (Nguyen et al., 2021).

In the midst of intense competition, customer or patient satisfaction is one of the key factors that determines the success of hospitals or other health service providers (Farrokhi et al., 2023; Alfarizi & Ngatindriatun, 2022; dan Sinyiza et al., 2022). Customer satisfaction refers to a customer's or patient's overall assessment of the goods or services they receive from a business or organization, comparing how well it meets their expectations (Crow et al., 2002). Customers form expectations about the value and satisfaction they will get from various existing market offerings. Customer satisfaction not only reflects success in providing good service but also contributes to the public's reputation and trust in the health institution (Akbar et al., 2020).

In fact, patient satisfaction is often ignored or not given proper attention by individuals in an organization (Wulandari et al., 2023). In line with current developments, society's thinking is more modern, followed by awareness of the importance of quality service (Andaleeb, 2001). Excellent service always starts from the system or management by providing competent and responsible human resources, together with a good system, can produce optimal performance, namely in the form of quality service. Service quality is an activity carried out by health service provider management to meet patient needs, so that services are provided following the patient's wishes in order to leave a positive impression (Uzir et al., 2021). Improving the quality of health services for patients is very useful in order to meet their needs and expectations (Nunkoo et al., 2020).

In the city of Samarinda, there are 10 hospitals, divided into 3 RSUD (Regional General Hospital), 1 specialist hospital, and the rest including private general hospitals. This city only has a hospital specifically for mothers and children, such as RSIA Asyiyah (Samarinda City Provincial Government, 2019). Through this data, it can be concluded that although health facilities in Samarinda are developing rapidly, this development is not enough to meet needs, especially hospitals for mothers and children. According to statistical data in Indonesia, total births remain high, reaching around 4.5 million babies per year. The child mortality rate is also still high, around 24 per 100 thousand births, based on the 2015 medical survey. The maximum maternal mortality rate according to data by the Minister of Health is 102 per 100 thousand births and the infant mortality rate is 23 per 100 thousand births. Therefore, improving the quality of services and facilities at RSIA is very necessary.

## LITERATURE REVIEW

### Quality Of Health Services

Quality of service can be defined as the extent to which health services for individuals and communities are improving as indicated by better and more consistent health outcomes based on current professional knowledge (Gok & Sezen, 2013). Service quality is an activity carried out by health service provider management to meet patient needs, so that the services provided follow the patient's wishes in order to leave a positive impression. Improving the quality of health services for patients is very useful in order to meet their needs and expectations (Sandra et al., 2021). To measure service quality, this research uses five dimensions proposed by Berry et al., (1988) namely empathy, reliability, tangibles, assurance, and Responsiveness.

According to Chandra et al., (2020) Physical evidence of service quality is a form of real actualization that can be seen or utilized by employees and is able to assist services for those who need service, so as to provide a sense of satisfaction with the services provided as well as demonstrate the employee's work performance. Physical evidence can make customers feel comfortable when they are at the bank, so that customer satisfaction with the facilities provided by the bank continues to increase (Kusumawati & Kusmargiani, 2020).

Responsiveness, namely the staff's desire to help patients and provide responsive services (Tarmizi et al., 2023). Every hospital is required to provide the best service to satisfy its patients.

One way is to provide a response (responsiveness) that is full of sincerity and has excessive empathy for the patient.

Reliability is the ability to provide reliable, timely and accurate services. Accuracy in providing services according to what is promised will later show a certain credibility in the eyes of patients (Fathoni & Herlambang, 2023). RSIA Asyiyah which has reliable employees can increase patient satisfaction, because patients feel happy if employees are responsive in solving customer problems and quick in providing services.

Assurance (guarantee) is a form of health certainty provided by the medical team in hospital services for patients, so that patients can experience quality, fair and equitable health services. One of the dimensions of service quality in the Assurance aspect is the calmness of patients who feel assured of the care they receive through doctors and medical teams, as well as receiving adequate services.

Empathy (care) is a form of attentionsincere and personal service provided with patients through efforts to understand their wishes. Common complaints about the quality of service in the empathy dimension are often related to the importance of a high level of concern from the medical and paramedical team towards the patient's needs and feelings. Medical and paramedical services carried out with genuine concern can increase patient satisfaction.

On the other hand, lack of attention can cause disappointment in patients, because their expectations of the caring medical and paramedical teams have not been met.

### **Customer/Patient Satisfaction**

Efforts to provide the best service to the community by the service provider hope that there will be a sense of satisfaction for the community who have received the service. The terms "patient satisfaction" and "patient expectations" are often used interchangeably: patient satisfaction occurs when expectations are met where customer expectations are the starting point for planning an efficient organization (Alibrandi et al., 2023). Satisfaction is the level of a person's feelings after comparing the service they have experienced with their expectations. The level of satisfaction is a function of the difference between perceived and expected results. Hospitals depend on satisfied patients because they are more likely to continue using health services, adhere to treatment, maintain relationships with specific health care providers, and recommend health services to others (Hekkert et al., 2009).

### **METHODS**

This research uses quantitative methods with descriptive research type. This study uses the patient population of Aisyiyah Hospital, Samarinda City, where the number of patients is unknown. Because these data were kept confidential by the hospital, researchers used Cochran's formula to determine the study sample size in cases where the population was unknown. Cochran's formula is very accurate when used on very large populations (Sujalu et al., 2021).

$$n = (z^2 pq) / e^2$$

$$n = ( [1,96] ^2 \times 0,5 \times (1-0,5)) / [0,1] ^2$$

$$n = 96.04$$

The required sample size is 96.04 respondents, which is calculated through sample calculations and rounded up to 100 respondents in this study. The data analysis technique used in this research is Multiple Linear Regression Analysis assisted by the SPSS 22 application program. The regression equation in this research is .

The test used before carrying out the multiple linear regression test is carrying out various classical assumption tests then carrying out the t-test and F-test.  $Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + b_5 X_5$

## RESULTS

Based on data from the results of the One-Sample Kolmogrov-Smirnov statistical test, the significance value has a magnitude of 0.089, which exceeds 0.05. This shows that in this study, the data has a normal distribution. Furthermore, the results of the multicollinearity test show that the Tolerance value for all independent variables is more than 0.05 and the VIF value is less than <10, which means that there is no multicollinearity in this study. Meanwhile, apart from the tangible variables, the Glejser heteroscedasticity results show a significance value greater than 0.05, whereas for tangible variables using Spearman, it shows a significance value of more than 0.05, so it can be stated that there are no signs of heteroscedasticity.

Multiple linear regression analysis is a method for determining the relationship between one dependent variable and two or more independent variables. In this research, there are 5 independent variables and 1 dependent variable. The following are the results of multiple linear regression analysis processed through the SPSS version 22 application program which can be seen in table 1 below:

**Table 1 Results Of Multiple Linear Regression Analysis**

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,855	2,658		2,202	,030
	Tangibles	,387	,116	,289	3,333	,001
	Reliability	,716	,144	,431	4,986	,000
	Responsiveness	-.179	,135	-.112	-1,322	,189
	Assurance	,048	,156	,030	,310	,757
	Empathy	,122	,150	,077	,811	,420

a. Dependent Variable: Satisfaction

Based on the Coefficients data in table 1 (in the Unstandardized Coefficients column) you can create a multiple regression equation as follows:

$$Y=5,855+0,387X_1+0,716X_2-0,179X_3+0,048X_4+0,122X_5$$

The partial t-test decision making procedure is as follows:

Based on the t test analysis that has been carried out, it can be concluded that tangibles (X1) has a significant effect on patient satisfaction. This is stated based on a significance value of 0.001 which is smaller than 0.05. Apart from that, the t-count of 3.333 is greater than the t-table which is 1.661.

Based on the t test analysis that has been carried out, it can be concluded that reliability (X2) has a significant effect on patient satisfaction. This is stated based on a significance value of 0.000 which is smaller than 0.05. Apart from that, the t-count of 4.986 is greater than the t-table which is 1.661.

Based on the t test analysis that has been carried out, it can be concluded that responsiveness (X3) has no significant effect on patient satisfaction. This is stated based on a significance value of 0.189 which is greater than 0.05.

Based on the t test analysis that has been carried out, it can be concluded that assurance (X4) has no significant effect on patient satisfaction. This is stated based on a significance value of 0.757 which is greater than 0.05.

Based on the t test analysis that has been carried out, it can be concluded that empathy (X5) has no significant effect on patient satisfaction. This is stated based on a significance value of 0.420 which is greater than 0.05.

**Table 2 ANOVAa**

ANOVAa						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	121,583	5	24,317	10,769	,000b
	Residual	212,257	94	2,258		
	Total	333,840	99			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Empathy, Reliability, Responsiveness, Tangibles, Assurance

The results of the Anova table show that the overall f test produces a calculated F value of 10.769, indicating a value greater than the F table of 3.09. From the table data, it can be concluded that there is a significant simultaneous influence between the independent variables on the dependent variable. This conclusion can be strengthened by the significance value of 0.000 which is smaller than 0.05, while considering that the calculated F value of 10.769 is much larger than the F table value of 3.09.

**Table 3 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.672a	,451	,422	1,394

a. Predictors: (Constant), X5, X2, X3, X1, X4

Based on table 3 above, it can be seen that the R Square value is 0.451 or 45.1%, which means that the variable Tangibles, Responsiveness, Reliability, Assurance and Empathy together influence patient satisfaction at RSIA Aisyiyah Samarinda by 45.1% and the remaining 54.9% is influenced by other variables not mentioned in this study.

## DISCUSSION

Based on the results of multiple linear regression analysis, the following regression equation is obtained:

$$Y=5,855+0,387X_1+0,716X_2-0,179X_3+0,048X_4+0,122X_5$$

Based on the multiple linear regression equation above, it can be explained that the constant value of 5.855 indicates that if all independent variables are considered non-existent then the patient satisfaction value will remain at 5.855. The b1 value of 0.387 shows that when tangible is increased by one unit, tangible will contribute to an increase in patient satisfaction of 0.387. The b2 value of 0.716 indicates that when reliability is increased by one unit, reliability will contribute to increasing patient satisfaction by 0.716. The b3 value of -0.179 indicates that when responsiveness is increased by one unit, responsiveness will contribute to a decrease in patient

satisfaction of 0.179. The  $b_4$  value of 0.048 indicates that when assurance is increased by one unit, assurance will contribute to an increase in patient satisfaction levels of 0.048. The  $b_5$  value of 0.122 indicates that empathy is increased by one unit, so the empathy variable contributes to an increase in patient satisfaction of 0.122.

Based on the results of the t-test, it shows that the variables tangible and reliability partially have a significant effect on patient satisfaction at RSIA Aisyiyah, while the variables responsiveness, assurance and empathy partially have no effect on patient satisfaction at RSIA Aisyiyah Samarinda. Furthermore, the F-test results show that simultaneously the variables tangible, reliability, responsiveness, assurance and empathy have a significant effect on patient satisfaction at RSIA Aisyiyah Samarinda as indicated by a significance value of 0.000, which is smaller than 0.05 and contributes to a change in patient satisfaction of 45.1%.

Research results that show variables together (simultaneously) tangible, reliability, responsiveness, assurance and empathy have a significant effect on patient satisfaction at RSIA Aisyiyah Samarinda supported by several studies with several dependent variables that are the same as research conducted by Putra & Setiawan (2022); Putri et al., (2022); and Layli (2022) with the same independent variables but what differentiates them is the partial influence on each study but simultaneously shows the same results that the five dimensions of service quality influence patient satisfaction.

## CONCLUSION

Based on the results of data analysis and discussion, it can be concluded that tangible and reliability have a significant effect on patient satisfaction at RSIA Aisyiyah Samarinda, while the variables responsiveness, assurance and empathy partially do not have a significant effect on patient satisfaction at RSIA Aisyiyah Samarinda. Furthermore, the F-test, namely a simultaneous test, shows that the variables tangible, reliability, responsiveness, assurance and empathy together have a significant effect on patient satisfaction at RSIA Aisyiyah Samarinda, East Kalimantan.

## LIMITATION

The limitation of this research is that there is a need for a more in-depth analysis of the expectations and performance felt by patients so that it is clear which variables the patient feels have provided good satisfaction and which variables have not yet provided satisfaction with the services they have received. Furthermore, research needs to be conducted on other variables that influence patient satisfaction other than those used in this study, namely 54.9%.

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