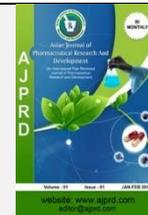


Available online on 15.06.2020 at <http://ajprd.com>

Asian Journal of Pharmaceutical Research and Development

Open Access to Pharmaceutical and Medical Research

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Research Article

Analysis of the Quality of Service on the Level of Satisfaction of the Patient In Rs Umum Bandung and Malahayati Medan in Years 2019

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ABSTRACT

Objective: This study aims to comparing the analysis of the influence of the treatment of disease specialists in the level of satisfaction of outpatient patients at RSU Malahayati Medan and RSU Bandung year 2019.

Methods: This research is a descriptive correlation study. Where this research uses a cross-sectional approach i.e. data that concerns free variables or risks and variable binding or variable consequences, will be collected at the same time. That is, each research subject is only observed once and the measurement is done against the status of character or variable subject at the time of the examination, the author wants to know the influence of reliability, responsiveness, appearance, and attention, in providing service in several type B hospitals in North Sumatera year 2019.

Results: Patients who said the specialist disease in the doctor was reliable as much as 38 people (60.3%), less responsive as many as 40 people (63.5%), attention as much as 51 people (81%) and appearances as many as 51 people (81%).

Conclusions: Variables that affect the satisfaction rate of the outpatient in the RSU Malahayati Medan and RSU Bandung year 2019 is a variable of reliability and variable attention where the dominant variable affects the level of patient satisfaction is variable reliability, while variables that cannot influence is the responsiveness.

Keywords: Patient, Doctor, Reliability, Responsiveness, Attention, Performance, Satisfaction.

ARTICLE INFO: Received 11 April 2020; Review Completed 28 May 2020; Accepted 06 June 2020; Available online 15 June. 2020



Cite this article as:

Basyariah A, Nasution SLR, Girsang E, Nasution A N, Analysis of the Quality of Service on the Level of Satisfaction of the Patient In Rs Umum Bandung and Malahayati Medan in Years 2019, Asian Journal of Pharmaceutical Research and Development. 2020; 8(3):40-43. DOI: <http://dx.doi.org/10.22270/ajprd.v8i3.750>

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INTRODUCTION

Health services are all efforts that are held independently or jointly in an organization to maintain and improve health, prevent and cure diseases and restore the health of individuals, families, groups, or communities¹. In the era of globalization, excellent service is a major element in hospitals and health units. Hospitals are required to provide healthcare services that meet optimal service standards².

The Strategic service strategy against the hospital should take a plenary quality approach that is oriented towards the patient's satisfaction especially in patients in the disease so that the hospital remains to exist, amid the growth of the health service industry is increasingly strong³. Satisfaction begins with the acceptance of the patient from the first time until the patient leaves the hospital. Service is formed based

on the principle of service quality, speed, accuracy, friendliness, and comfort of service. The excellence of such services will not be realized if one of the principles of service exists that is considered weak⁴.

Doctors are expected to be able to understand the characteristics of patients based on personal things to the type of disease suffered by the patient, as a reference nurse in the approach to the patient. Based on this, it is necessary to be examined about comparative analysis of the internal medicine specialist in the patient satisfaction level in RSU Malahayati Medan and RSU Bandung year 2019.

METHODS

Research Design

This research is a descriptive correlation study. Where this research uses a cross-sectional approach with data relating

to free variables or risks and variable binding or variable consequences, it will be collected at the same time ⁵. The research subject is only observed once and the measurement is done against the status of character or variable subject at the time of examination, the author wants to know the influence of reliability, responsiveness, appearance, and attention, in providing service in several type B hospitals in North Sumatera year 2019.

Population

The criteria of inclusion that became a sample in the RSU Malahayati Medan and RSU Bandung in this research is an outpatient in RSU Malahayati Medan and RSU Bandung, patients with a diagnosis of internal diseases, men/women of reproductive age, willing to be respondents, can read and write.

The population in this study was the outpatient in RSU Malahayati Medan and RSU Bandung as many as 63 people. Sampling techniques used by the use of the total population, namely the entire population is made sample. Samples on this study as much as 63.

Parameter analysis

This research has a free variable that is reliability, responsiveness, attention, appearance and as a binding variable is the satisfaction of the patient.

Measuring method

Reliability

Reliability consists of 5 statements with 2 alternate answers that are yes with a value of 1, and not with a value of 0.

After the maximum score is obtained then the categorizing is supportive and does not support. Support if you get a score of 3-5 scoring results with a score range of 1, and do not support if you get a score of 0-2 with a score range of 0.

Responsiveness

The response consists of 5 statements with 2 alternate answers that are yes with a value of 1, and not with a value of 0. After the maximum score is obtained then the categorizing is supportive and does not support. Support if you get a score of 3-5 scoring results with a score range of 1, and do not support if you get a score of 0-2 with a score range of 0.

Attention

Attention consists of 5 statements with 2 alternate answers that are yes with a value of 1, and not with a value of 0. After the maximum score is obtained then the categorizing is supportive and does not support. Supports if the score results are 3-5 with a score range of 1, and do not support if it earns a score of 0-2 with a score range of 0.

Appearance

Attention consists of 5 statements with 2 alternate answers that are yes with a value of 1, and not with a value of 0. After the maximum score is obtained then the categorizing is supportive and does not support. Supports if the score results are 3-5 with a score range of 1, and do not support if it earns a score of 0-2 with a score range of 0 ⁶.

Statistical analysis

All data were analyzed with regression analysis using SPSS 22.

RESULT AND DISCUSSION

Table: 1 Relationship reliability with an outpatient satisfaction level of internal diseases in RSU Bandung and RSU Malahayati Medan year 2019

| No | Reliability | Satisfaction | | | | Total | | P=0.002 |
|----|---------------|--------------|------|-----------|------|-------|------|---------|
| | | Unsatisfied | | Satisfied | | f | % | |
| | | f | % | f | % | | | |
| 1. | Less reliable | 14 | 22.2 | 11 | 17.5 | 25 | 39.7 | |
| 2. | Reliable | 6 | 9.5 | 32 | 50.7 | 38 | 60.3 | |
| | Amount | 20 | 31.7 | 43 | 68.2 | 63 | 100 | |

According to table 1, it can be known that from 63 respondents, respondents who said the specialist in disease specialists were reliable as many as 38 people (60.3%). Relationship reliability with outpatient satisfaction rate at RSU Bandung and Malahayati Medan RSU in testing bivariate analysis using Chi-square with a sufficiently strong correlation that is obtained from the value of Sig. $0.002 < \alpha$ value 0.05, it can be concluded there is a relationship with the patient satisfaction rate at RSU Bandung and RSU Malahayati Medan year 2019.

Reliability has an important role in the quality of service especially in the health field. The more reliable health workers that provide the service, the higher the satisfaction of the patient in receiving the service. Also, in this case, health care professionals, especially doctors in the disease is claimed to be truly reliable healthcare personnel in their field both in counseling, examination, up to the treatment of patients ⁷.

Table: 2 Response to the satisfaction rate with the outpatient level of internal medicine in RSU Bandung and RSU Malahayati Medan year 2019

| No | Responsiveness | Satisfaction | | | | Total | | P=0.000 |
|----|----------------|--------------|------|-----------|------|-------|------|---------|
| | | Unsatisfied | | Satisfied | | F | % | |
| | | f | % | f | % | | | |
| 1. | Poor response | 20 | 31.7 | 20 | 31.7 | 40 | 63.5 | |
| 2. | Response | 0 | 0 | 23 | 36.5 | 23 | 36.5 | |
| | Amount | 20 | 31.7 | 43 | 68.2 | 63 | 100 | |

Based on table 2. It can be seen that from 63 respondents, patients who have said that the disease specialist in less perceptive as many as 40 people (63.5%). Relation to the

outpatient satisfaction rate at RSU Bandung and Malahayati Medan in the analysis of bivariate analyses using Chi-square with a sufficiently strong correlation that

is obtained from the value of Sig. $0.000 < \alpha$ value 0.05 so that there is a responsible relationship with the level of outpatient satisfaction in RSU Bandung and RSU Malahayati Medan year 2019

The more health-care personnel provide service and response to patient complaints, the patient will be satisfied with the service provided by the healthcare personnel. In

this case the responsiveness of health workers, especially doctors in the disease is very important. Many patients often complain about the responsiveness of health workers. They consider that often health workers do not take care of each patient's complaint because of this, ah that needs to be examined and repaired so that every patient who comes to both counseling, hiring and revisits are satisfied with the health service received ⁸.

Table: 3 Relationship with the patient satisfaction level in the hospital in RSU Bandung and RSU Malahayati Medan year 2019

| No | Attention | Satisfaction | | | | Total | | P=0.012 |
|----|----------------|--------------|------|-----------|------|-------|------|---------|
| | | Unsatisfied | | Satisfied | | F | % | |
| | | f | % | f | % | | | |
| 1. | Less attention | 8 | 12,7 | 4 | 6,3 | 12 | 19,0 | |
| 2. | Attention | 12 | 19,0 | 39 | 61,9 | 51 | 81 | |
| | Amount | 20 | 31,7 | 43 | 68,2 | 63 | 100 | |

According to table 3, it can be noted that from 63 respondents, patients who said that the specialist disease is in attendance as much as 51 people (81%). Attentiveness relationship with outpatient satisfaction level in Rsu Bandung and Malahayati Medan RSU in testing sufficient analysis using Chi-square with a strong correlation that is obtained from the value of Sig. $0.012 < \alpha$ value 0.05 so that there is a relationship with attention to the level of patient satisfaction at RSU Bandung and Rsu Malahayati Medan year 2019

Based on the results of questionnaire dissemination found that many patients still feel less concerned especially when the patient conducts the counseling. They estimate that the time is given to conduct counseling too short as well as queues are long enough and when complaints are very often patients feel less too responded because so convey the complaint of the doctor directly do the examination. It is what the patient looks at so they feel less aware. This can be solved by providing an effective time for the patient when the patient performs counseling and such examinations can improve patient satisfaction ⁹.

Table: 4 Relationship performance with the outpatient satisfaction level of internal medicine in RSU Bandung and RSU Malahayati Medan year 2019

| No | Performance | Satisfaction | | | | Total | | P=0.040 |
|----|-------------|--------------|------|-----------|------|-------|------|---------|
| | | Unsatisfied | | Satisfied | | F | % | |
| | | f | % | f | % | | | |
| 1. | Not Good | 7 | 11,1 | 5 | 7,9 | 12 | 19,0 | |
| 2. | Good | 13 | 20,6 | 38 | 60,3 | 51 | 81 | |
| | Amount | 20 | 31,7 | 43 | 68,2 | 63 | 100 | |

Based on table 4. Above can be known that from 63 respondents, patients who said the appearance of the disease specialist in good as many as 51 people (81%). Relationship performance with an outpatient satisfaction rate at RSU Bandung and RSU Malahayati Medan in testing sufficient analysis using Chi-square with a sufficiently strong correlation that is obtained from the value of Sig. $0.040 < \alpha$ value 0.05 so that it can be concluded there is a relationship with the level of outpatient satisfaction at RSU Bandung and RSU Malahayati Medan year 2019.

The intended appearance is not only about the tidiness and hygiene of health workers, but about the fragility and cleanliness of the spatial space in the hospital ranging from the entrance to the Poly room and hospitalization. Appearance is closely related to patient satisfaction. If the performance is good then the patient satisfaction level will also be better. But if the appearance is not good, the level of satisfaction will be less good. Also, the appearance of health and spatial facilities is a form of quality of service in the hospital ⁹.

The Ministry of Internal medicine specialist in the patient satisfaction level in RSU Bandung and RSU Malahayati Medan year 2019

Patient satisfaction is an important and often used indicator for measuring quality in health care. Patient satisfaction affects clinical outcomes, patient retention, and medical malpractice claims. Patients are just like consumers, nowadays the patient sees himself as a health care buyer. Each patient has certain rights, primarily emphasizing the provision of quality healthcare ⁸

Excellent service is a pattern of the best services in modern management that prioritizes customer care. The excellent service in the business world is also known as excellent service. Excellent Service, customer service, and customer care are essentially the same, just different on the concept of approach only. But most importantly in providing service to the customer, there must be at least three basic things: caring for the customer, serving with the best action, and satisfying the customer with a specific service-oriented standard. Thus, the success of the Prime service program depends on the alignment of ability, attitude, appearance, attention, action, and responsibility in the implementation of ¹⁰

In this study, the patient satisfaction rate was influenced by reliability and attention. As we know that reliability is one of the dimensions of quality service. Quality service is an effort made by the company to meet the expectations of its customers. Quality services emphasize the aspect of consumer satisfaction provided by the company that offers services. The success of a company engaged in the service sector depends on the services offered

As we know that patient satisfaction affects the quality of the ministry. Based on the results of the study there are still patients who feel dissatisfied with the service provided by the specialist in the disease, it is due to lack of time given to patients to consult about the problem of health and still less effective time waiting to do health consultation, but still many doctors who are lacking in conducting the examination. It is what causes the patient to still feel dissatisfied, less concerned and feel that health workers are less perceptive in providing services, therefore as health workers and hospitals need to minimize the dissatisfaction of patients through the service that we provide by regulating the exact duration of time when the patient comes to visit for consultation and may be able to limit the number of patients who take care and consult^{11,12}.

CONCLUSION

After the research is done then the authors can take the conclusion that the variable that affects the level of satisfaction of an outpatient in RSUD Malahayati Medan and RSUD Bandung year 2019 is a variable of reliability and variable attention where the predominant variable affects

the level of patient satisfaction is variable reliability, while variables that can not influence is the responsiveness.

ACKNOWLEDGEMENT:

This research was funding by Ministry of Research Technology and Higher Education through “Penelitian Tesis Magister 2019”.

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