

## Analysis of the Influence of Service Quality Dimensions on Patient Satisfaction at Bhayangkara Hospital, Bondowoso

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**ABSTRACT :** The main purpose of this research is to know the impact dimensions of service quality (tangibles, reliability, responsiveness, assurance, and empathy) against patient's satisfaction. This research uses 224 respondents who were chosen according to some specified criteria in the patient room of Bhayangkara Bondowoso Hospital. This is descriptive, comparative, and associative research. Data collection method use questionnaire. The result by t test with the help of SPSS 26 software shows that the score is sig. 2 tailed variable tangibles  $0.000 < 0.05$ , variable reliability  $0.000 < 0.05$ , variable responsiveness  $0.000 < 0.05$ , variable assurance  $0.000 > 0.05$ , variable empathy  $0.000 < 0.05$ . This t test shows that each variable tangibles, reliability, responsiveness, assurance, and empathy make an impact against patient's satisfaction. The result of the F test with the help of SPSS 26 software shows a significant score of  $0.000 < 0.05$ . This F test shows that all of the variable tangibles, reliability, responsiveness, assurance, and empathy make an impact simultaneously against elderly patient satisfaction.

**KEYWORDS:** *Service, Satisfaction, Elderly*

### I. INTRODUCTION

As the number of patients increases, the need for health services continues to grow as well. Therefore, health service providers continue to strive to provide services to patients in need. The challenge faced in providing health services is the demand for the quality of services provided. According to Parasuraman et al. (in Wibowo, 2013) the dimensions of service quality are divided into five namely reliability, responsiveness, assurance, empathy, and tangibles. The quality of services provided by each health service provider is of course different. With differences in the quality of services provided, it will certainly have a different impact on the satisfaction of patients who receive health services. Based on previous research conducted by (Romaji & Nasihan, 2018) and (Sari, 2020), the main factor for patient dissatisfaction is caused by services that are not optimal. This is in line with the results of research by Bauk et al., (2014) and (Utami et al., 2013) which stated that there was a significant effect of the dimensions of service quality on patient satisfaction. For this reason, research on the level of patient satisfaction is very important to be carried out by every health care provider.

Bhayangkara Bondowoso Hospital (RS) is one of the health service providers that continues to strive to provide good quality service. One of the units at Bhayangkara Bondowoso Hospital that continues to develop service quality is the inpatient room. Based on the results of a preliminary survey conducted, Bhayangkara Hospital received more than five hundred inpatients in one month. This shows that the inpatient room of Bhayangkara Hospital is a strategic health service unit for conducting research on the quality of health services.

Based on the description above, it is necessary to study the dimensions of service quality and patient satisfaction in the inpatient unit of Bhayangkara Bondowoso Hospital. So that the formulation of the problem that can be compiled by researchers is how the influence of the dimensions of service quality (tangibles, reliability, responsiveness, assurance, and empathy) on patient satisfaction in the inpatient room of Bhayangkara Bondowoso Hospital? Meanwhile, the purpose of this study was to determine the effect of the dimensions of service quality (tangibles, reliability, responsiveness, assurance, and empathy) on patient satisfaction in the inpatient room of Bhayangkara Bondowoso Hospital.

## II. LITERATURE REVIEW

### Quality

Quality is a condition that is interrelated to one another between a service and a product, society, the surrounding environment and processes that can provide fulfillment or even exceed the expectations of consumer desires. So that it can be defined that service quality is a series of ways and efforts to meet consumer needs and desires as well as the accuracy of methods or procedures in conveying and realizing one's expectations (Prasastono & Pradapa, 2017) .

Quality is the overall characteristic of a product or service that can provide satisfaction to its users. Companies that have a high level of customer satisfaction can also be interpreted as having a high level of customer service, there is a close relationship between service quality, customer satisfaction, and company profitability. The higher the level of service quality provided by the company to consumers, the higher the customer satisfaction and also supports higher prices and lower costs. Tjiptono said that quality is: "a dynamic condition associated with products, services, people, processes, and the environment that meets or exceeds expectations" (Tjiptono & Chandra, 2005). Sunyoto (2012) states that quality is a measure to assess that an item or service already has the desired use value or in other words, an item or service is considered to have quality if it functions or has the desired use value. From these definitions it can be concluded that quality is an element that is interconnected with regard to quality that can affect performance in meeting customer expectations. Quality does not only emphasize the end result, namely products and services but concerns human quality, process quality, and environmental quality. In producing a quality product and service through quality people and processes. Tjiptono (2012) says there are at least five quality perspectives currently developing:

a. *Transcendental Approach*

In this perspective, quality is seen as *innate excellence*, namely something that can be understood intuitively, but is almost impossible to communicate, as an example of beauty or love. This perspective emphasizes that people can only learn to understand quality through experience gained and *repeated exposure* .

b. *Product-Based Approaches*

This perspective assumes that quality is an objective characteristic, component or attribute that can be quantified and measurable. Differences in terms of quality reflect differences in the number of elements or attributes that the product has. The more attributes a product or brand has, the higher the quality of the product or brand concerned.

c. *User-Based Approach*

This perspective is based on the idea that quality depends on the person who evaluates it (*the eyes of the beholder*), so that the product that best satisfies one's preferences (*maximum satisfaction*) is the product of the highest quality. This subjective and demand- *oriented perspective* also states that every customer has their own needs and desires that are different from one another, so that quality for a person is the same as perceived maximum satisfaction.

d. *Manufacturing-Based Approach*

This perspective is *supply-based* and focuses more on engineering and manufacturing practices, and defines quality as *conformance to requirements* . In the service business context, quality based on this perspective tends to be operation-driven.

e. *Value-Based Approach*

This perspective looks at quality from the aspect of value (*value*) and price (*price*). By considering *the trade-off* between performance and price, quality is defined as *affordable excellence*, namely the 'best' level of performance or commensurate with the price paid. Quality in this perspective is relative, so that products that have the most valuable quality are the goods or services that are most appropriately purchased (*best-buy*). According to Tjiptono & Chandra (2011) , productivity is usually always associated with quality and profitability. However, the three concepts have different emphases:

a) Productivity emphasizes resource utilization ,which is often accompanied by cost reduction and capital rationalization. Its main focus lies in production/operations.

b) Quality emphasizes the aspects of customer satisfaction and revenue. The main focus is *customer utility* .

c) Profitability is the result of the relationship between income ,costs, and capital used.

Companies can increase their market share through *customer-driven quality fulfillment* which will provide price advantages and *customer value* .*Customer value* is a combination of the benefits and sacrifices that occur when a customer uses an item or service to meet certain needs. If the quality produced is superior and the market share is large, then the profitability is guaranteed. Superior benefits include:

a. Great customer loyalty

b. Bigger market share

c. Higher share price

d. The selling price of the product/service is higher

- e. Greater product vitas

### Service quality

According to Lewis and Booms in Tjiptono & Chandra (2005), quality of service (service) is a measure of how well the level of service provided is able to match customer expectations. According to Simamora (2003) there are two main factors that affect service quality. First, *expected service* is that if the service received is as expected, the service quality is perceived as satisfactory. Second, *perceived service* is a service that is received beyond the customer, so it can be perceived as an ideal quality, and vice versa. Parasuraman, Zeithaml, and Berry (1985) in Tjiptono (2008) introduced the Servqual model. The *servqual* model is a service quality measurement model. This model emphasizes multi-item designed to measure expected services and perceived services, where the dimensions of quality are divided into five variables namely reliability, responsiveness, warranty, empathy, and tangible evidence (*tangibles*). According to (Lupiyoadi & Hamdani, 2014) there are five things that can be used by consumers to evaluate the service quality of the services received, including namely:

- a. *tangible* evidence
- b. Reliability or *Reliability*
- c. or *Responsiveness*
- d. Guarantee and certainty or *Assurance*
- e. Empathy or *Empathy*

The explanation of the above indicators according to Lupiyoadi's opinion is:

- a. *Tangibles* or tangible evidence is an ability possessed by service providers or service providers to notify outsiders about their existence. Appearance or facilities and infrastructure belonging to service providers /services that can be felt by customers and the surrounding conditions that support them are clear evidence of a company. So tangible evidence can be in the form of buildings, parking lots, warehouses, technology used, tools and equipment used, along with the appearance of employees/employees at the company.
- b. *Reliability* is the ability of service providers to provide services according to the agreement accurately and reliably. Service delivery must be in accordance with what is expected by consumers. This can be interpreted as timeliness, equal service for all customer groups, and a professional attitude in dealing with customers.
- c. *Responsiveness* is a form of policy to immediately assist and provide action regarding the provision of effective and efficient services to customers by providing appropriate information.
- d. *Assurance* or assurance and certainty is an attitude of courtesy, knowledge and ability of service providers to give customers a sense of trust in service providers. This guarantee and certainty can be in the form of communication style, credibility, security, and competence.
- e. Empathy by giving sincere and individual or personal attention given to consumers by trying to understand consumer desires. Where a company is expected to have understanding and knowledge about consumers to understand specific needs, and have a comfortable operating time for consumers.

According to Tjiptono (Tjiptono & Chandra, 2005), "There are five main dimensions that determine service quality, namely:

- a. Direct evidence (*tangibles*), including physical facilities, equipment, employees and means of communication.
- b. Reliability, *namely* the ability to provide the promised service promptly, accurately and satisfactorily.
- c. Responsiveness, which includes knowledge, ability, courtesy *and* trustworthiness, free from danger, risk or doubt.
- d. Guarantee and certainty (*Assurance*) includes knowledge, ability, courtesy, trustworthy nature of the staff, and being free from harm.
- e. Empathy *is* an attitude that is swift in interacting, having good conversation, being attentive to understanding and meeting consumer needs.

### Satisfaction

Understanding of the patient's wants and needs is important because it can affect patient satisfaction. One of the most valuable assets for a health service provider is patient satisfaction because satisfied patients can continue to request services if they receive health complaints and can recommend to others to use health services at the institution in question, but if the patient is not satisfied then it will share their bad experiences with others and can have a negative impact on health service providers (Evisusanti, 2020). In order for a health service provider or hospital to create patient satisfaction, the hospital must manage and run the service system as best as possible to get more patients and the ability to maintain performance for its patients. If the performance or service provided by the hospital exceeds what the patient expects, the patient will feel satisfied and vice versa, patient dissatisfaction or feelings of disappointment will arise if the provision of health services or performance obtained is not in accordance with his expectations.

Based on what was mentioned above, the notion of patient satisfaction is a level of patient feelings that arise as a result of the performance of the health services they get after the patient compares them with what they expect. Consumers who experience satisfaction with a product or service can be categorized into public consumers, institutional consumers and individual consumers. In this study the researchers focused on patient satisfaction.

Based on the descriptions of some of the experts mentioned above, it can be concluded that patient satisfaction is a feeling of pleasure, satisfaction felt by patients because of the fulfillment of patient expectations or patient desires in receiving health services.

### III. METHODS

This research is a descriptive, comparative, and associative study with purposive sampling where patients are selected with certain predetermined criteria. The population in this study were patients in the inpatient room of BhayangkaraBondowoso Hospital for 25 days from 27 May 2022 to 20 June 2022. The number of patient samples in this study was obtained from the calculated results using the Slovin formula with a tolerance level of 5%. Research data was obtained using a research questionnaire containing statements about the quality of service received by patients and patient satisfaction.

The questionnaire instrument in this study was divided into three parts. The first part is the part for obtaining patient's personal data, the second part is for obtaining data about the dimensions of service quality (tangibles, reliability, responsiveness, assurance, and empathy), and the third part is for obtaining data about patient satisfaction. Data analysis was carried out after the editing process, namely after the process of checking the completeness of the data obtained from the respondents and the data can be processed correctly. Furthermore, the data were analyzed using SPSS 26 software to obtain the results of the t test and F test.

### IV. RESULT

The number of patients who were respondents in this study were 224. This number was obtained from 508 patients who made up the population. The characteristics of the respondents in this study can be described in the following table.

**Table 1. Characteristics of Respondents**

Characteristics	Frequency	Percentage
<b>Gender</b>		
Man	129	57.6 %
Woman	95	42.4 %
<b>Age</b>		
5 – 20 years	19	8.5 %
20 – 35 years	79	35 %
Over 35 years	126	56.5 %
<b>Work</b>		
Student / Student	24	10.7 %
Employees / Employees	118	52.7 %
Traders / Entrepreneurs	82	36.6 %
<b>Education</b>		
Primary School / Junior High School	14	6.25 %
Senior High School	58	25.9 %
Diploma/Bachelor Degree	152	67.85 %

Based on Table 1, it can be seen that there were 129 male patients and 95 female patients with 19 aged 5-20 years, 79 aged 20-35 years, and 126 aged over 35 years. Respondents' occupations were 24 students working, 118 employees/employees, and 82 traders. The education level of the respondents was 14 elementary/junior high school students, 58 high school/vocational high school students, and 152 undergraduate/diploma students. ttest analysis using SPSS 26 software can be presented in the following table

**Table 2.T test results**

Service Quality Dimensions	t-value	Sig.
Tangibles	13,429	0.000
reliability	9,804	0.000
Responsiveness	11,849	0.000
assurance	2,280	0.024
Empathy	13,076	0.000

Based on Table 1, it can be seen that the Tangibles significance value is 0.000, reliability is 0.000, responsiveness is 0.000, assurance is 0.024, and empathy is 0.000. The results of the F test using SPSS 26 software get a significance value of 0.000.

## V. DISCUSSION

The results of the study show that the dimensions of service quality on the *tangibles variable* as a whole show the agreed criteria. The *tangibles variable* has three indicators with six statements. Overall the patient responded to the statement by agreeing. The highest indicator in the *tangibles variable* is equipment with strongly agree criteria. This shows that equipment and tools to support services to patients are always available. The lowest indicator in the *tangibles variable* is the facility, precisely in the statement item, having a large parking area. The results of interviews with several patients stated that it was difficult to find a parking space when using a car. Bhayangkara Bondowoso Hospital did not continue to ignore this deficiency, because based on survey results around the Bhayangkara Bondowoso Hospital area there was a process of widening and adding a parking area.

The dimension of service quality on the *reliability variable* as a whole shows the agreed criteria. The *reliability variable* has three indicators with six statements. Statements with the highest criteria are regular administrative activities. The process of regular administrative activities is due to the fact that from the patient registration process to payment procedures, all services are administered with files that are easy for patients to fill in. The statement with the lowest criterion is that the service procedure is not complicated. Based on the results of interviews with several patients, the procedure is complicated when the patient has to receive treatment from a specialist but the specialist's schedule must still be awaited in the next few days. The hospital handles the shortage felt by patients by increasing the number and practice schedule of several specialist doctors at Bhayangkara Bondowoso Hospital.

The dimensions of service quality on the *responsiveness variable* as a whole show the agreed criteria. *responsiveness variable* has three indicators with five statements. Statements with the highest criteria on the *responsiveness variable* are patients who come to be handled swiftly by employees. When inpatients come, most of them come through the Emergency Room (ER) and are declared to have to be hospitalized at the hospital, so when they come to the ER, patients always immediately get the first handler that must be received from the nurse or doctor on duty. The statement with the lowest criteria on the *responsiveness variable* is the officer providing information about the hospital. Based on the results of interviews with patients, they stated that when they asked about hospital information, officers said they did not understand. This needs to be improved again for further services to overcome the dissatisfaction of patients.

The dimensions of service quality on the *assurance variable* as a whole show the agreed criteria. This *assurance variable* consists of three indicators with five statements. The indicators with the highest scores are the comfort and safety of the equipment. The comfort and safety of this equipment is obtained because the Hospital uses new equipment and guaranteed safety. The indicator with the lowest value is in the statement that the Hospital has a special officer to deal with equipment disturbances. Based on the results of the patient interview, it was stated that the patient did not see the special officer who handled the problematic equipment directly. Bhayangkara Bondowoso Hospital has a special officer who handles equipment problems, but special officers usually repair equipment when there are no patients in the room, so officers almost never meet patients face to face.

The dimensions of service quality on the *empathy variable* as a whole show strongly agree criteria. The *empathy variable* has three indicators with five statements. All indicators on the *empathy variable* showed a very agreeable response from the patient. This shows that employees have the ability to communicate with patients, have a sympathetic attitude, and understand the wishes of patients. This quality of service can make the hospital more advanced and better in the future.

Based on the results of the *t test* described previously, it was found that partially the *tangibles, reliability, responsiveness, assurance, and empathy variables* significantly influence patient satisfaction. The results of this study on the *tangibles* dimension, patients feel satisfied because the equipment and service support tools are always available. On the *reliability* dimension, patients feel satisfied because the registration process to service procedures are all easily administered. In the *responsiveness* dimension, the patient is satisfied because the patient is handled swiftly and immediately gets the first treatment by the doctor on duty. On the *assurance* dimension, patients are satisfied because the hospital uses comfortable and safe equipment. On the *empathy* dimension, the patient feels satisfied because the staff is sympathetic and understands the patient's wishes. These things show that physical evidence, reliability, responsiveness, assurance, and empathy in the services provided by officers to each patient have a real influence on patient satisfaction. The results of this study are also in line with the results of research conducted by (Utami et al., 2013), (Rosalia & Purnawati, 2018), and (Kosnan, 2019). that the dimensions of service quality (*tangibles, reliability, responsiveness, assurance, and empathy*) each has a partial effect on patient satisfaction.

Based on the results of the *F test* described previously, it was found that simultaneously the variables *tangibles*, *reliability*, *responsiveness*, *assurance*, and *empathy* have a significant influence on patient satisfaction. This means that physical evidence, reliability, responsiveness, assurance, and empathy in the services provided by officers to patients as a whole or simultaneously have a real influence on patient satisfaction. This is in line with the results of a study (Nababan et al., 2020) which states that patients feel very satisfied by seeing the conformity between expectations and reality based on the dimensions of service quality (*tangibles*, *reliability*, *responsiveness*, *assurance*, and *empathy*). This is also in line with the results of research conducted by Rizal et al., 2021 that based on bivariate analysis using SPSS there is a relationship between the dimensions of service quality (*tangibles*, *reliability*, *responsiveness*, *assurance*, and *empathy*) to patient satisfaction.

## VI. CONCLUSION

Based on the results of the research and discussion previously described, it can be concluded that there is a significant influence of the dimensions of service quality (*tangibles*, *reliability*, *responsiveness*, *assurance*, and *empathy*) on patient satisfaction in the inpatient ward of Bhayangkara Bondoswoso Hospital, both partially and simultaneously. With the results of this study it is hoped that the quality of service to patients is maintained and improved so that the level of satisfaction of patients who use health services continues to increase as well.

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