

The Effect of Dimension of the Quality of Health Services on Patient Satisfaction

(Study in Community Health Centre of Kemaraya Sub-District)

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Abstract—The purpose of this study was to determine the effect of service quality dimensions which included physical evidence, reliability, responsiveness, assurance, empathy for the satisfaction of Kemaraya Community Health Centre patients. The samples in this study were patients who had been treated there. The source of data in this study is secondary data, namely a brief history, development, organizational structure, location and primary data of Kemaraya health centre. This research was carried out which originated from the results of the distribution of questionnaires given to patients. Analysis the data used multiple linear regression analysis. The results of the study show that physical evidence, reliability, responsiveness, guarantees, and empathy have a positive and significant effect partially on patient satisfaction. Moreover, service quality in the form of physical evidence, reliability, responsiveness, assurance, empathy together have a positive and significant effect on satisfaction of Kemaraya Community Health Centre patients with significant value 0,000 and F count = 16.143 and have a coefficient of determination (R²) = 0.599.

Keywords—service quality, reliability, responsiveness, assurance, empathy

I. INTRODUCTION

In this increasingly sophisticated and modern era, a company in achieving the company's excellence and profits as a whole can not be separated from the provision of quality products and services. Service quality is a form of consumer assessment of the level of services received by the expected level of service [1]. Products or services can be called quality if the product or service meets or even exceeds consumer expectations, not only once but repeatedly giving satisfaction to the customer.

Service quality links two dimensions at once, namely one party servqual assessment on dimensions customer (customer). While on the other hand it can also be done on the provider dimension or more close again is the ability of the quality of service provided by people serving from managerial level to the front line service level. Both of these dimensions can occur

gaps or gaps between expectations and realities perceived by consumers with management perceptions of the expectations of consumers.

Service is said to be of quality if it gives satisfaction to consumers. According to the level of importance, the quality of services is divided into: (1) physical evidence, namely the appearance of physical facilities, equipment, employees and communication materials. (2) the availability of the ability to provide promised services reliably and accurately. (3) Willingness to help customers and provide services quickly. (4) Guarantees, namely the knowledge and politeness of employees and their ability to generate protection and trust, and (5) empathy, namely the willingness to care and pay individual attention to customers [2].

Service quality is the difference between the expectations and reality of the customers for the services they receive. Service quality can be known by comparing customer perceptions of the correct service - they receive the actual service they expect. Service quality is the main thing that is taken seriously by companies that involve all the resources that the company has.

The community health centre is the spearhead of health services for the community because it is quite effective in helping the community to provide first aid with health service standards. Health services that are known to be cheap should make the health centre as the main health service for the community, but in reality many people prefer health services to medical doctors or other practicing health workers. This condition is based on negative initial perceptions of the community on health centre services, such as services that appear to be modest, meaning that the health centre is not sufficient enough to provide services to the community, both from facilities and infrastructure and from medical staff and lack of service to the community and plus the lack of discipline of health centre health workers so that patients still have to wait long in receiving services. Kemaraya Health Centre is a health centre located in Kemaraya Sub-District, Kendari. This health centre has a role in maintaining and improving community

health status. The trust given by the community and the government to the health centre is an honor as well as a mandate and a heavy duty that must be taken seriously and full of sincerity, even more so with the development of science and technology in the health sector that the health centre is demanded harder again trying and increasing professionalism in working especially in providing health services to its patients.

Based on the above description, the researcher was interested to conduct a research entitled “The effect of dimension of the quality of health services on patient satisfaction (study in puskesmas (community health centre) of Kemaraya sub-District)”.

The organization of the paper/article (Rest of the paper is organized as follows, Section I contains the introduction of , Section II contain the related work of, Section III contain the some measures of, Section IV contain the architecture and essential steps of, section V explain the methodology with flow chart, Section VI describes results and discussion, Section VII contain the recommendation of and Section VIII concludes research work with future directions).

II. RELATED WORK

A. *The Effect of Service Quality on Patient Satisfaction*

1) *Effects of tangible (physical evidence) on patient satisfaction:* Shows that there is a positive and significant influence between the dimensions of service quality on patient loyalty. This means that the good or not the quality of service will lead to high and low patient loyalty to the health centre. The dimensions of physical evidence will cause high and low patient loyalty, service quality has an influence on consumer loyalty [3-5].

2) *Effect of reliability with patient satisfaction:* Reliability is the ability to carry out services that are suggested correctly and reliability. Reliability is the ability of companies to provide services that are promised accurately and reliably. Its performance must be in accordance with customer expectations which means timeliness, the same service for all customers without high errors, sympathy and accurate. It shows that there is a positive and significant influence between the dimensions of service quality on patient loyalty. This means that the good or not the quality of service will lead to high and low patient loyalty to the puskesmas (public health centre). The dimensions of reliability together will cause high and low patient loyalty [5].

3) *Effects of responsiveness on patient satisfaction:* Responsiveness is the ability to help customers and provide services quickly. Responsiveness is an ability to help and provide fast service (responsiveness) and right to customers, with the delivery of clear information. Allowing consumers to wait without a clear reason causes a negative perception of service quality. It shows that there is a positive and significant influence between the dimensions of service quality on patient

loyalty. This means that the quality of the service will cause the high and low level of patient loyalty at the puskesmas. Dimension (responsiveness) responsiveness will cause high and low patient loyalty [5].

4) *Effect of assurance with patient satisfaction:* Assurance are knowledge and politeness of employees and their ability to generate trust and confidence . Assurance are knowledge, politeness, and the ability of company employees to foster customer trust in the company. Consisting of several components, including security and comfort of equipment, employee skills to handle equipment disruption and hospitality and courtesy of employees . It shows that there is a positive and significant influence between the dimensions of service quality on patient loyalty. It means good or not quality of service will cause high and low patient loyalty to the health centre [5].

5) *Effect of empathy with patient satisfaction:* Empathy is a condition for caring, giving personal attention to customers. Empathy is to give genuine and individual or personal attention given to customers by trying to understand consumer desires. Where a company is expected to have understanding and knowledge of customers, understand customer needs specifically, and have a comfortable operating time for customers. It shows that there is a positive and significant influence between the dimensions of service quality on patient loyalty. This means that the good or not the quality of service will lead to high and low patient loyalty to the health centre. The assurance dimension and empathy together will lead to high and low patient loyalty [6].

B. *Relevant research*

Analyzes the influence of the dimensions of service quality on the satisfaction of inpatients at the Bhayangkara Hospital in Makassar. using the method of multiple linear regression analysis, the results showed that reliability had a positive and significant effect partially on the satisfaction of inpatients at the Bhayangkara Hospital in Makassar, responsiveness had a positive and significant effect partially on the satisfaction of inpatients at the Bhayangkara Hospital in Makassar, certainty / guarantee partially positive and significant effect on the satisfaction of hospitalized patients at the Bhayangkara Hospital in Makassar, concern has a positive and significant partial effect on the satisfaction of hospitalized patients at the Bhayangkara Hospital in Makassar, concrete evidence has a positive and significant effect partially on the satisfaction of hospitalized patients at the Bhayangkara Hospital in Makassar [7].

III. METHODOLOGY

This research was conducted in Kemaraya Sub-District, Kendari. The population was the patients of Community Health Centre of Kemaraya Sub-District and the samples were 60 patients which was taken by purposive sampling technique. There were two kinds of data in this research namely: (1) primary data: data obtained directly from the source by distributing questionnaires directly to the patients of the health centre.; and (2) secondary data: research data obtained indirectly which was a brief history of the health centre and its

development, the organizational structure of the health centre, the location of the health centre and the number of patients in 2017.

In analyzing the data, the researcher used quantitative and qualitative method. Technique of data analysis used multiple regression analysis through SPSS 20. It was used to gain the relationship between independent variable (X) and dependent variable (Y), in which the independent variable is service quality which consisted of five dimensions they were tangibles,

reliability, responsiveness, assurance, and empathy. Meanwhile, the dependent variable is patient satisfaction.

IV. RESULTS AND DISCUSSION

A. Results

1) *Service quality*: Respondents' responses to these variables are explained in the table 1 below.

TABLE I. DISTRIBUTION OF RESPONDENTS' ANSWERS TO SERVICE QUALITY VARIABLES (X)

Dimensions	Item	Frequency of Respondent Answers (f) and Percentage (%)										Total Score	Mean
		SS		S		N		TS		STS			
		F	%	F	%	F	%	F	%	F	%		
Tangible (X1)	x1.1	36	60,00	17	28,33	7	11,67	0	0	0	0	269	4,48
	x1.2	26	43,33	26	43,33	8	13,33	0	0	0	0	258	4,30
	x1.3	28	46,67	25	41,67	7	11,67	0	0	0	0	261	4,35
	x1.4	32	53,33	22	36,67	6	10,00	0	0	0	0	266	4,43
	<i>Average answer score X1</i>											1054	4,39
Reliability (X2)	x2.1	29	48,33	25	41,67	6	10,00	0	0	0	0	263	4,38
	x2.2	27	45,00	27	45,00	6	10,00	0	0	0	0	261	4,35
	x2.3	29	48,33	25	41,67	6	10,00	0	0	0	0	263	4,38
	x2.4	25	41,67	31	51,67	4	6,67	0	0	0	0	261	4,35
	<i>Average answer score X2</i>											1048	4,37
Responsiveness (X3)	x3.1	35	58,33	20	33,33	5	8,33	0	0	0	0	270	4,50
	x3.2	29	48,33	26	43,33	5	8,33	0	0	0	0	264	4,40
	x3.3	34	56,67	19	31,67	7	11,67	0	0	0	0	267	4,45
	x3.4	36	60,00	19	31,67	5	8,33	0	0	0	0	271	4,52
	<i>Average answer score X3</i>											1072	4,47
Assurance (X4)	x4.1	31	51,67	25	41,67	4	6,67	0	0	0	0	267	4,45
	x4.2	26	43,33	29	48,33	5	8,33	0	0	0	0	261	4,35
	x4.3	31	51,67	24	40,00	5	8,33	0	0	0	0	266	4,43
	x4.4	28	46,67	29	48,33	3	5,00	0	0	0	0	265	4,42
	<i>Average answer score X4</i>											1059	4,41
Empathy (5)	x5.1	26	43,33	26	43,33	8	13,33	0	0	0	0	258	4,30
	x5.2	27	45,00	25	41,67	8	13,33	0	0	0	0	259	4,32
	x5.3	26	43,33	26	43,33	6	10,00	1	1,67	1	1,67	258	4,30
	x5.4	27	45,00	29	48,33	4	6,67	0	0	0	0	263	4,38
	<i>Average answer score X5</i>											1038	4,33

Based on the data on the distribution of respondents' answers in Table 1, the overall average value of the lowest respondent answers is in the Tangible variable (X1) on item statement number 2 (X2) which is 4.30, while the highest is in the Responsiveness variable (X3) in the statement item number 4 (X3) which is 4.52. The statement item number 2 Tangible variable (X1.2) in the form of a statement about patient satisfaction regarding the availability of parking spaces at Kemaraya Health Centre, and based on this study had lower respondents' average answers even though it was at the beginning of the statement due to irregular parking at the Kemaraya health Centre and not guarded by parking attendants, this results in the unregulated vehicles parked in the parking lot and makes the patient uncomfortable in parking or

removing the vehicle from the parking lot. Then the statement item number 4 of the Responsiveness variable (X3.4) is a statement about patient satisfaction regarding the service of employees who always provide solutions to patients on the problems of patients at Kemaraya health Centre, and based on the results of this study the answers of higher respondents say satisfied. This is because every nurse tries to provide good service by listening to complaints from patients and providing solutions as much as possible to the problems that are felt or caused by these patients.

2) *Patient satisfaction*: Respondents' responses to this variable are explained in the table 2 below.

TABLE II. DISTRIBUTION OF RESPONDENTS' ANSWERS TO THE PATIENT SATISFACTION VARIABLE (Y)

Variable	Item	Frequency of Respondent Answers (f) and Percentage (%)										Total Score	Mean
		SS		S		N		TS		STS			
		F	%	F	%	F	%	F	%	F	%		
Patient Satisfaction (Y)	Y1	34	56,67	21	35,00	5	8,33	0	0	0	0	269	4,48
	Y2	38	63,33	18	30,00	4	6,67	0	0	0	0	274	4,57
	Y3	35	58,33	20	33,33	5	8,33	0	0	0	0	270	4,50
	Y4	31	51,67	23	38,33	6	10,00	0	0	0	0	265	4,42
<i>Average answer score Y1</i>											1078	4,49	

Overall, the average score of the answers to the highest statement of patient satisfaction is in item statement number 2 (Y2) about "the convenience of patients in obtaining health services in each condition" namely 4.57. This is because most patients are satisfied and always get the convenience of obtaining good and appropriate health services from the officers and nurses under any circumstances whether it is normal or in an emergency. Then the average score of the lowest patient answer is on item statement number 4 (Y4) about "level of understanding of the condition and diagnosis"

which is 4.42. This is because most patients do not understand the explanation from the officer or the doctor who explained about their illness and the diagnosis given by the doctor about their disease. This low level of understanding is thought to be caused by two factors, namely the patient's knowledge factor and the doctor's ability to explain as well as possible to the patient about the disease they are suffering from.

3) *Hypothesis testing result:* Result of hypothesis testing can be seen from the following table 3.

TABLE III. RESULT OF HYPOTHESIS TESTING

Variable	Regression Coefficient β	Partial Significant	Information
Tangible (X1)	0,210	0,017	Significant
Reliability (X2)	0,252	0,006	Significant
Responsiveness (X3)	0,196	0,020	Significant
Assurance (X4)	0,532	0,000	Significant
Empathy (X5)	0,313	0,001	Significant
Regression constant	- 8,273		
Correlation (R)	0,774		
Coefficient of Determination (R Square)	0,599		
F _{count}	16,143		
F _{Significant}	0,000		

Based on Table 3 it is known that partially, all variables, namely the variables Tangible (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), and Empathy (X5) have a significant influence. This means that all variables have a significant effect on variable Y (patient satisfaction). If seen in a stimulant or together about the influence of variables X and Y, has a strong influence which is shown by the results of F_{count} at the confidence level of 0.95% ($\alpha = 0.05$) with $F_{count} = 16,143$ has a significance value = $0,000 < 0.05$.

B. Discussion

Research on the effect of service quality on patient satisfaction at Kemaraya Community Health Centre was conducted to test and analyze empirically the effect of independent variables which included Tangible, Reliability, Responsiveness, Assurance, and Empathy on patient satisfaction and stimulant positive and significant effect. The relationship model compiled in this study is the result of a review of several theories or references and previous research that has been presented in the framework of this study.

Based on the results of the research and the results of data analysis in this study, the discussion of the results of this study combined theory with the results of previous studies as comparative material. Then the empirical facts that occur on the object are reviewed in order to verify the results of this

study to reject or strengthen the theory and results of previous studies or in the form of new findings. The discussion of the research results was examined based on each independent variable on the dependent variable which combined several results of the analysis of empirical data from the descriptive approach and multiple regression analysis.

Based on these data, the perception of good service quality will greatly affect patient satisfaction. This means that the better the quality of service results in the better patient satisfaction. The results of the descriptive analysis of service quality variables indicate that the indicators of service quality variables that have the most influence on patient satisfaction are indicators of responsiveness, this occurs because the Kemaraya health centre has good and professional services with doctors and guard officers with sufficient quantity so that they can provide excellent service and alert to the patient's emergency.

Services provided by health centre are a very important factor as a basis for patients to use the services of a puskesmas. Service quality is very important in a very competitive market competition such as today, appearance, reliability and guarantee of health centres in providing services to patients are the main factors towards the impression that patients will feel while utilizing the services provided by the puskesmas, so that users' perceptions will emerge. Services in this case the patient

towards perceived service quality. Perception about the quality of good service will result in the emergence of satisfaction, retention and even loyalty, so that it will support the implementation of the company's strategy and the achievement of corporate goals.

V. CONCLUSION AND RECOMMENDATION

Based on the results of research and discussion, it can be concluded that:

- Tangible / physical evidence has a positive and significant effect on the satisfaction of Kamaraya Health Centre patients. This means that the better physical conditions / facilities available at Kamaraya Health Centre, it will increase patient satisfaction.
- Reliability has a positive and significant effect on the satisfaction of Kamaraya Health Centre patients. This means that the better the services available at Kamaraya Health Centre, the better patient satisfaction will be.
- Assurance has a positive and significant effect on satisfaction of Kamaraya Community Health Centre patients. This means that the better the assurance available at Kamaraya Health Centre, the more patient satisfaction will be.
- Responsiveness has a positive and significant effect on the satisfaction of Kamaraya Community Health Centre patients. This means that the better the capture power in Kamaraya Health Centre, the better patient satisfaction will be.
- Emphaty has a positive and significant effect on the satisfaction of Kamaraya Health Centre patients. This means that the better the attention of nurses at Kamaraya Health Centre, the better patient satisfaction will be.
- Service quality in the form of tangible, reliability, responsiveness, assurance and empathy together have a positive and significant effect on patient satisfaction. This means that overall quality is getting better

Services available at Kamaraya health centre, it will increase the satisfaction of patients who visit and seek treatment at Kamaraya health centre.

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