Effect of Service Quality on Patient Satisfaction in Police Hospital Sartika Asih Bandung

Wiwik Indrawati*[1], Ratih Hurriyati[2], Sulastri Sulastri[3]

[123] Universitas Pendidikan Indonesia, Bandung Indonesia

indrawati110968@upi.edu*; ratih@upi.edu

Abstract. This study aims to analyze the effect of service quality on patient satisfaction at Bhayangkara Sartika Asih Hospital, Bandung. Service quality plays an important role so that patients not only get effective treatment but also feel a comfortable care experience. This study used a survey method involving 15 patients who had received services in the past month. Data were collected through a questionnaire based on a Likert Scale of 1-5 and analyzed using SPSS. The results showed that the competence of health workers, completeness of facilities, service integration, and emotional support from medical personnel had a significant effect on patient satisfaction. Patients who received friendly, fast, and emotionally supported services tended to be more satisfied and loyal to the hospital. Emotional support has also been shown to help accelerate recovery and build long-term trust. Based on these results, Bhayangkara Sartika Asih Hospital, Bandung is advised to provide empathetic communication training for health workers so that patients feel more supported. In addition, the hospital needs to improve the comfort of the facilities and develop a more efficient and integrated service system. With this step, Bhayangkara Sartika Asih Hospital, Bandung can provide a better, friendlier, and more humane care experience, and strengthen its reputation as a hospital that prioritizes patient satisfaction.

Keywords: Service quality, patient satisfaction, hospital, emotional support, service integration.

1 Introduction

Health is a fundamental aspect of human life that is a top priority for individuals and society at large [1][2]. Hospitals as health service institutions have a big responsibility in providing quality care to ensure patient satisfaction. In recent years, the quality of healthcare services has been a major highlight in various studies, given that patient satisfaction is greatly influenced by the quality of services provided by medical personnel and available facilities [3].

The quality of hospital services includes various aspects such as the availability of medical facilities, the competence of health workers, and effective communication between medical personnel and patients. Based on the results of the study, it shows that the better the quality of services provided by the hospital, the higher the level of patient

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satisfaction, which will ultimately increase loyalty to the hospital [4][5]. In the context of globalization, people are now more critical in assessing the quality of health services and do not hesitate to move to facilities that are considered better [5]. Therefore, hospitals need to continue to innovate in improving the quality of services to retain patients and strengthen the reputation of their institutions.

Globalization and technological advances have had a major impact on health services, both in positive aspects and new challenges that hospitals must face. On the one hand, the development of medical technology such as the digitization of medical records, telemedicine, and the use of artificial intelligence in disease diagnosis have increased the efficiency of health services [6][7]. However, on the other hand, increasing competition between hospitals both on a national and international scale requires health institutions to adapt to technology-based service standards to remain relevant and competitive [8].

Recent research by Taqiyah [9] shows that patients are more likely to choose hospitals that offer modern technology-based services and have medical personnel who are trained in the use of this technology. With the increasing access to information through the internet and social media, people can now easily compare hospital services and make decisions based on reviews and recommendations from other patients [9]. Therefore, hospitals that are unable to adapt to the trend of digitalization in health services risk losing patients and experiencing a decrease in trust from the public.

The patient's economic factor is also an important determinant in determining the quality of service received and the level of patient satisfaction with the hospital. In addition, socio-economic conditions also affect the patient's ability to obtain medication regularly. This is due to the difference in accessible facilities, such as exclusive treatment rooms, consultations with the best specialists, and faster access to certain medical procedures. Meanwhile, patients with low economic status often face obstacles in obtaining optimal health services due to cost limitations, longer queues, and limited medical facilities that can be accessed through insurance schemes or government health programs [10][11].

As stated it highlights that hospitals that implement an inclusivity-based service system and provide equal access for all patients tend to have a higher level of satisfaction than hospitals that only focus on certain economic segments. Thus, it is important for hospitals to ensure that the quality of services provided is non-discriminatory and can be enjoyed by all levels of society in order to create a more equitable and equitable health system [12].

Improving patient satisfaction depends not only on physical facilities and medical services, but also on interpersonal relationships between healthcare workers and patients. The quality of interaction between doctors, nurses, and other medical personnel with patients is a factor that greatly affects patients' perception of the services received [13][14].

On the other hand, lack of empathy, friendliness, and low quality communication from health workers are often the main causes of patient complaints against hospitals [15]. With patients' increasing awareness of their rights as consumers of health services, hospitals are required to build a more humane service system, where patients not only feel treated as medical objects, but also as individuals whose needs are valued and heard

[15][16]. In an effort to improve the quality of this interaction, various communication trainings for health workers need to be carried out regularly so that each patient gets a positive experience during treatment.

Overall, hospitals need to continue to improve the quality of service to ensure patient satisfaction and loyalty. Factors such as the availability of medical facilities, the competence of health workers, the application of technology, service inclusivity, and the quality of communication with patients must be the main concern in the management of health institutions. Emphasizes that hospitals that actively evaluate and improve services have a greater chance of maintaining patient trust and improving their institutional image [17][18]. In line with that, a study highlights the importance of the role of government regulations in ensuring that every hospital, both public and private, has high service standards and does not discriminate against patients based on economic status. With inclusive health policies and the commitment of hospitals to continue to innovate in health services, it is hoped that the national health service system can develop in a better direction and be able to meet the needs of the community as a whole [19].

2 Methodology

This type of research is quantitative with a survey method, which is several sensitive questions to measure respondents' perception of hospital service quality and patient satisfaction. Specifically, this survey used 15 respondents selected by purposive sampling of hospital patients who received hospital services in the past month at Bhayangkara Sartika Asih Hospital Bandung. Data was collected using a survey with a Likert scale of 1-5. The aspects covered are aspects of service quality, and patient satisfaction. Data collection is carried out directly and or through digital platforms. The collected data is then analyzed using *the help of SPSS* software.

3 Results and Discussion

In quantitative research, before undertaking further analysis, an important first step is that the data must meet the basic assumptions of the statistical method to be used. The two main assumptions that are usually ensured are the normality of the data and the homogeneity of variance. The normality test is used to find out whether the collected data is normally distributed or not. This is especially important because most parametric statistical techniques such as t-tests and ANOVA assume that the analysis data is normally distributed. On the other hand, the variance homogeneity test aims to guarantee that the groups of data compared to it have uniform variance. If these assumptions are met, then analysis using parametric statistical methods can be performed more precisely.

Normality Test

Table 1. Normlaity Test Results

Tests of Normality

	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistics	Df	Sig.	Statistics	Df	Sig.
Service Quality	.156	15	.200*	.903	15	.105
Patient Satisfaction	.258	15	.008	.900	15	.096

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Source: processed by researchers

Based on the results of the above normality test, the significance value (Sig.) for the service quality variable at Shapiro-Wilk is 0.105. Because this value is greater than 0.05, the data for the service quality variable is normally distributed. For the patient satisfaction variable, the significance value on Shapiro-Wilk is 0.096, which is greater than 0.05 so the data for this variable is also normally distributed. These results show that the data as a whole is normally distributed.

Homogeneity Test

Table 2. Homogeneity Test Results

Tests of Homogeneity of Variances

		Living Statistic	df1	df2	Sig.
Data	Based on Mean	.253	1	28	.619
	Based on Median	.318	1	28	.577
	Based on Median and with adjusted df	.318	1	22.298	.578
	Based on trimmed mean	.293	1	28	.592

Source: processed by researchers

Based on the results of the homogeneity test above, it can be known that the significance value (Sig.) for various calculation methods (mean and median), which is greater than 0.05, then it can be concluded that the assumption of homogeneity of variance is fulfilled. From the results of the two normality and homogeneity tests, it is known that the data has a normal distribution but homogeneous. So that it can be continued with the parametric analysis method.

T Test

Table 3. Results of One-Sample Test Analysis

One-Sample Test

	Test Value = 0						
			Significance			99% Confidence Interval of the Difference	
	t	Df	One-Sided p	Two-Sided p	Mean Difference	Lower	Upper
QualityService	6.499	14	<,001	<,001	3.933	2.13	5.74
Patient Satisfaction	14.135	14	<,001	<,001	6.200	4.89	7.51

Source: processed by researchers

Based on the table of test results, one T-Test sample shows that Service Quality and Patient Satisfaction have a significant average value different from zero. This can be seen from the large t-value, which is 6,499 for Service Quality and 14,135 for Patient

Satisfaction, with a degree of freedom (df) of 14. Statistical significance is shown by a p< value of 0.001 on both variables, both in single-sided and double-sided tests, which indicates that the difference is very significant with a 99% confidence level.

Table 4. Results of One-Sample Effect Sizes

One-Sample Effect Sizes					
				99% Confidence Interval	
		Standardizer	Point Estimate	Lower	Upper
QualityService	Cohen's d	2.344	1.678	.637	2.729
	Hedges' correction	2.480	1.586	.602	2.579
Patient Satisfaction	Cohen's d	1.699	3.650	1.826	5.568
	Hedges' correction	1.797	3.450	1.726	5.263
a. The denominator used in estimating the effect sizes. Cohen's d uses the sample standard deviation. Hedges' correction uses the sample standard deviation, plus a correction factor.					

Source: processed by researchers

Based on the effect size data table above, it shows that the point estimate value is 1.678, where this value is greater than 0.8 (high effect based on Cohen's Effect Size Category) which means that the difference in the effect of service quality on patient satisfaction is in the high category.

The quality of hospital services is a crucial element in building patient satisfaction, especially at Bhayangkara Sartika Asih Hospital Bandung. Patient satisfaction depends not only on treatment outcomes, but also on the overall experience during treatment from the registration process to recovery [20]. Patients who feel valued, heard, and well served tend to have a positive perception of the hospital. Therefore, ensuring that every aspect of service runs optimally at Bhayangkara Sartika Asih Hospital Bandung is the key. This includes staff friendliness, timeliness in handling, and facility comfort. In line with that, found that service quality dimensions such as reliability, responsiveness, and assurance contribute significantly to patient satisfaction at the Pratama Diponegoro I Clinic, Semarang City [21]. This study highlights that patients who feel appreciated, listened to, and well served will build a positive perception of the saki home. The satisfaction built will encourage patient loyalty and strengthen the hospital's reputation as a health institution that prioritizes quality service. Satisfied patients are also more likely to recommend the hospital to family and friends, extending the positive impact to the community.

In the modern era, the use of health technology is an essential need in improving the quality of service. Research by [22] shows that hospitals that adopt digitized services such as online queuing systems, app-based patient monitoring, and telemedicine are proven to be able to significantly improve efficiency. Bhayangkara. Sartika Asih Hospital Bandung has a great opportunity to apply this technology so that patients can more easily access services, speed up administration, and reduce waiting times that are often complaints. Additionally, e-medical records allow healthcare workers to access patient histories quickly and accurately, supporting more effective medical decision-making. With the blend of modern medical services and technology, the hospital not only improves patient satisfaction, but also establishes an image as an innovative and responsive healthcare institution to the advancement of the times. This

is in line with the findings of [23] who stated that the application of technology not only speeds up services, but also builds patient trust mediated through better satisfaction levels. Patients who feel easier access to services and faster processes will rate the hospital more positively.

The competence of medical personnel remains the main pillar in creating patient satisfaction. Patients are more satisfied when they are treated by healthcare professionals who are not only clinically experts, but also able to communicate with empathy and attentiveness [24]. At Bhayangkara Sartika Asih Hospital Bandung, routine training for health workers is essential. Doctors and nurses need to be equipped with communication skills to be able to explain the patient's condition in easy-to-understand language, as well as provide the necessary emotional support. Patients who feel listened to and valued are more cooperative in treatment, which ultimately speeds up recovery. Patients' perceptions of the competence of medical personnel have a major effect on outpatient satisfaction [25]. Friendly and warm interactions also build a positive atmosphere that makes patients feel more comfortable and safe during treatment. This approach reinforces the image of the hospital as an institution that cares, not only for the physical well-being of patients, but also for their emotional well-being. Clean, modern, and comfortable physical facilities are also a determining factor in patient satisfaction. Hospitals with clean facilities, comfortable treatment rooms, and conducive environments contribute greatly to accelerating the physical and psychological recovery of patients [26]. Bhayangkara Sartika Asih Hospital Bandung can continue to innovate in facility management by providing a more comfortable waiting room, clean and well-maintained treatment rooms, and a bright and fresh atmosphere. Patients who feel comfortable with the treatment environment tend to be more satisfied, despite undergoing complex treatments. The neat and modern facilities also reflect the professionalism of the hospital, giving the impression that Bhayangkara Sartika Asih Hospital Bandung really prioritizes the welfare of patients. This is in line with the research results of [23] which emphasized that clean, modern, and well-organized hospital facilities increase positive perceptions of patients and build loyalty.

Efficient and continuous integration of services is also an important element in creating a positive patient experience. Highlight that patients are more satisfied when hospitals have an interconnected service system from initial diagnosis to post-hospital recovery [27]. Bhayangkara Sartika Asih Hospital Bandung can strengthen coordination between service units so that patients do not experience convoluted processes or tiring administrative repetitions. The integrated system also supports post-inpatient monitoring through online consultations, so patients continue to receive follow-up care without having to return to the hospital, especially for patients with chronic illnesses or those who live far away. This more efficient service becomes a competitive advantage in building a more thorough and satisfying treatment experience. This is also supported by the findings of [28] who according to him the integration of electronic medical record (RME) systems has been proven to improve service efficiency and accelerate patient data access across various hospital units, which ultimately speeds up the treatment process and increases patient satisfaction.

In addition, a balance between medical services and emotional support should remain a priority. Assert that patients who are treated personally and receive attention are more

likely to feel more satisfied. Bhayangkara Sartika Asih Hospital Bandung can build a humanistic service culture, encourage health workers to listen to patients' complaints, understand their concerns, and provide moral support during treatment [29]. Patients who feel valued as individuals and not just medical objects, will be more comfortable, which ultimately speeds up recovery and strengthens their loyalty to the hospital. A similar study conducted by [30] shows that health workers who have emotional stability and are able to provide personal support to patients contribute greatly to increasing service satisfaction. Patients who feel listened to and emotionally accompanied tend to have a more positive perception of hospital services. By combining modern services, professional and empathetic medical personnel, comfortable facilities, an integrated service system, and a humanistic emotional approach, Bhayangkara Sartika Asih Hospital Bandung has the potential to become a leading hospital. Hospitals that are able to meet the needs of patients physically, emotionally, and technologically will more easily win the hearts of the public and survive in the increasingly competitive competition of health services. Patient satisfaction is not just the end target but it is the foundation for the hospital's sustainability and success in the future

4 Conclusion

Based on the results of the discussion, it can be concluded that the quality of service at Bhayangkara Sartika Asih Hospital Bandung plays a crucial role in building patient satisfaction. This satisfaction depends not only on the success of the treatment, but also on the overall experience that the patient feels during the treatment. Key elements such as the use of modern technology, the competence of empathetic medical personnel, the comfort of facilities, effective service integration, and genuine emotional support complement each other in creating a positive experience for patients. Hospitals that are able to manage the synergy of these elements will find it easier to build patient loyalty and strengthen their reputation as a provider of high-quality healthcare services.

These findings carry important implications for hospital management. Improving the quality of service not only has a direct impact on patient satisfaction, but also strengthens the overall operational effectiveness of the hospital. The integrated service system speeds up the service process, reduces wait times, and improves the work efficiency of medical personnel and support staff. Emotional support from health workers has also been proven to speed up patient recovery, as well as build long-term trust that strengthens the hospital's positive image in the eyes of the public. In addition, the use of modern health technology opens up great opportunities for Bhayangkara Sartika Asih Bandung Hospital to continue to adapt to increasingly complex patient needs, providing more responsive, efficient, and comfortable services.

To strengthen the quality of services at Bhayangkara Sartika Asih Hospital Bandung, several strategic steps need to be implemented, including routine training for health workers that focuses on improving empathy and communication skills so that patients feel more heard and supported emotionally, optimization of integrated service systems to ensure the entire process, the use of technology such as telemedicine also needs to be improved so that patient monitoring is easier, especially for patients with

chronic conditions or who live far away, improvement of physical facilities to ensure a more comfortable waiting room, clean treatment rooms, and a conducive environment to support the patient's physical and psychological recovery, periodic patient satisfaction surveys, and building a humanist hospital image, By implementing this strategy, Bhayangkara Sartika Asih Hospital Bandung has the potential to become a flagship hospital that not only provides the best medical care, but also deliver a more holistic and meaningful patient experience.

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