



Analysis of Patient Satisfaction with Service Quality at the West Lombok Regional General Hospital (RSUD)

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Abstract: Patient satisfaction is an important indicator in assessing the quality of healthcare services in hospitals. This study aims to analyse the level of patient satisfaction with the quality of services at the West Lombok Regional General Hospital. Aspects analysed include reliability, responsiveness, assurance, empathy, and tangibles. This study used a cross-sectional design, with a population of 5,362 respondents, with a sample of 99 visiting respondents. The sampling method in this study was purposive sampling. This study was conducted from June 2 to June 10, 2022. Data collection and retrieval used a questionnaire. The results of statistical analysis using the Chi-Square statistical test and logistic regression showed a significant relationship (p -value <0.05) for the responsiveness variable (p -value 0.032) and tangible (p -value 0.000). The results of multivariate statistical tests showed that the dominant factor influencing patient satisfaction with services was tangible ($p=0.000$; OR=18.631). Hospitals are expected to improve the comfort of inpatient rooms by paying attention to lighting, cleanliness of rooms, bathrooms, and the completeness and availability of equipment.

Keywords: Patient Satisfaction, Service Quality, General Hospital.

INTRODUCTION

Hospitals are a means of providing healthcare services to the public, and therefore must provide satisfactory healthcare services to ensure patients are happy to receive treatment. Therefore, to maintain the quality of healthcare services, hospital management must meet established service standards, ensuring that each patient receives efficient and effective quality care to improve their health (Aditama, 2007).

Patient satisfaction is an output "outcome" health services regarding improving the quality of health services. Patient satisfaction is defined as a patient's level of feeling that arises as a result of the performance of the health services they receive after the patient compares it with what they expected. To determine the quality and quality of service, hospitals play an important role in fulfilling the service quality evaluation indicators. (Darmawansyah & Arifin, 2011) (Siti 2018).

The Director General of Medical Services Development of the Ministry of Health said that the government has renewed this through efforts to improve the quality of services in each city government or district government, so that through the results of the survey, data was obtained that 40% - 60% of 1,000 hospitals are being made to be effective and efficient in improving the quality of services, - truly fulfilled in developing the quality of these services, there are still many hospitals, especially hospitals in district/city areas that have not been truly efficient in improving the quality of services, this is supported by regional data that most hospitals that have not met efficient service standards are hospitals in district/city areas or remote areas.

Public services provided by government officials today still face numerous weaknesses, preventing them from meeting the public's expectations. This is evidenced by the continued presence of numerous public complaints conveyed through the mass media, which can create a negative image of government officials. Given that the primary function of government is to serve the public, it is imperative that the government continually strive to improve the quality of service.

The policy of empowering state apparatus in an effort to improve the quality of service must be implemented consistently by paying attention to the needs and expectations of the community, so that government services to the community can always be provided quickly, accurately, cheaply, openly, simply and easily implemented and non-discriminatory. Therefore, efforts to improve the quality of service to the community are activities that are carried out continuously and sustainably by all ranks of the state apparatus at all levels. (KEP/25/M.PAN/2/2004).

Quality encourages or motivates patients to build strong bonds and relationships with the hospital. By establishing strong bonds and relationships with patients as customers, hospitals, as service providers, can understand their needs and strive to meet them, minimizing errors that could lead to patient disappointment.

According to Tjiptono (2011), there are five dimensions used to measure the quality of healthcare services: tangibles, reliability, responsiveness, assurance, and empathy. Patient satisfaction with care is a comparison between their perception of the service received and their expectations prior to receiving the treatment. If expectations are met, the service has provided exceptional quality and will also lead to high levels of satisfaction. Conversely, if these expectations are not met, it means the quality of the service does not meet expectations (Kotler 2008).

The image of healthcare in Indonesia is declining, as evidenced by the high demand for medical treatment abroad, particularly in Malaysia and Singapore. This tendency to seek treatment abroad is generally driven by the availability of facilities and the quality of services provided, which meet patient expectations.

Patient satisfaction is the patient's assessment of healthcare services by comparing their expectations of the healthcare they receive in a hospital setting with what they actually receive (Lini, 2023). This means that patient satisfaction in a hospital depends on the service provided by the hospital. Aprillia and Adian (2020) explain that patients will provide an initial assessment of service quality starting from when they register at the registration unit.

According to Oliver (1980) in Supranto (2011, 233), satisfaction is the level of feeling a person feels after comparing perceived performance/results with their expectations. Therefore, the level of satisfaction is a function of the difference between perceived performance and expectations. If performance falls below expectations, customers will be disappointed. If performance meets expectations, customers will be satisfied. Conversely, if performance exceeds expectations, customers will be very satisfied.

Referring to this understanding of satisfaction, hospital management must direct its healthcare workers to provide services in accordance with patient expectations. In this case, the Regional General Hospital itself really needs to pay attention to the services provided by both doctors and other healthcare workers by conducting evaluations and improvements at each period. This is important to avoid the occurrence of services that do not satisfy patients, because patient dissatisfaction greatly determines the performance of the RSUD's healthcare services in the future. According to Kotler (1997) in Rangkuti (2003; 23), measuring service quality must begin with recognizing customer needs/interests and end with customer perceptions. This means that the description of quality must refer to the customer's perspective and not the service provider, because customers are the ones who consume and enjoy the service, so customers are entitled to determine whether the service is good or not.

Based on the background description above, the researcher is interested in researching "Patient Satisfaction with Service Quality at the Regional General Hospital (RSUD) of West Lombok Regency.

RESEARCH METHODS

This study used a cross-sectional research design, with a correlational analytical research design. The cross-sectional study design. The population in this study was the average number of inpatient visits in 2025 at the West Lombok Regional Hospital, which was 5,362 visits. The number of samples obtained from the results of sample calculations using the Slovin formula was 99 respondents in the inpatient ward of the West Lombok Regional Hospital.

RESULT AND DISCUSSION

Relationship between respondent age and satisfaction

The results of the analysis of the respondent's age variable with satisfaction are as follows.

Table 1. Relationship between respondent age and satisfaction in the inpatient ward at West Lombok Regency Hospital in 2025

Age	Patient satisfaction				Total	<i>p value</i>		
	Not satisfied		Satisfied					
	n	%	N	%				
Young	17	25,8	49	74,2	66	100		
Old	9	27,3	24	72,7	33	100		
	26	26,3	73	73,7	99	100,0		

Based on table 1 above, the statistical analysis of the relationship between the age of respondents and satisfaction at the West Lombok Regency Hospital in 2025, the results of the statistical test were obtained. *p value* = 1.00, which means there is no relationship between the respondent's age and patient satisfaction with nursing services in the inpatient ward of West Lombok Regency Hospital in 2025.

Satrianegara, in his book on Organization and Management of Health Services, states that many non-medical variables contribute to patient satisfaction. Patient satisfaction is also influenced by patient characteristics, namely age, education, occupation, ethnicity, socioeconomic status, and disease diagnosis. In addition to these factors, the behavior and attitudes of doctors, nurses, and other staff, other components that also influence patient satisfaction are administrative services during admission and administration during patient care, finances, meal services (for inpatients), nursing services that rarely visit patients, laboratory services and other diagnostic support, the condition of the

treatment room, and the cleanliness, comfort, and safety of the hospital environment.

The results of this study are not in line with the research conducted by Hakim, L. (2021) on "Analysis of Satisfaction of Covid-19 Patient Services at Santo Antonio Baturaja Hospital, Ogan Komering Ulu Regency in 2021" the results of the study showed that there was a relationship between age and satisfaction of Covid-19 patient services with P value $< \alpha$ ($0.021 < 0.05$). This is also inconsistent with Arifin's research entitled "The Relationship between Age, Education Level, Health Facilities with Patient Satisfaction at Muara Laung Health Center" which found a relationship between age and patient satisfaction at Muara Laung Health Center with a p -value $<\alpha$ ($0.030 < 0.05$).

Based on the theory and research results, the researcher assumes that age is not related to patient satisfaction with services in the inpatient ward because based on observations in the field, people who are treated at any age level, if they are served well according to their expectations, they will feel satisfied.

The level of satisfaction varies from one individual to another. This is due to the influence of factors such as position, age, social status, economic level, education, gender, mental attitude, and personality. Based on the results of existing research and theory, researchers also assume that education is not related to patient satisfaction with services in the inpatient ward because based on field observations such as age and gender, people who are treated if served well according to their desired expectations, they will feel satisfied regardless of what education they have received.

Relationship between *responsiveness* with satisfaction

Variable analysis results *responsiveness* with satisfaction, as follows:

Table 2. Relationship *responsiveness* with satisfaction in the inpatient ward of Dr. H. Mohamad Raba in Regional Hospital, Muara Enim Regency in 2022

<i>Responsiveness</i>	<u>Patient satisfac</u>				Total	<i>p value</i>		
	Not satisfied		Satisfied					
	N	%	n	%				
Not enough	17	37,	28	62,2	45	100		
Enough	9	8	45	83,3	54	100		
			16,					
		7						
	26	26,3	73	73,7	99	100		

Based on the table above, the statistical analysis of the relationship between

responsiveness with patient satisfaction at the West Lombok District Hospital in 2025, the results of statistical tests were obtained $p\text{ value} = 0.03$ which means there is a relationship between *responsiveness* with patient satisfaction with nursing services in the inpatient ward of West Lombok District Hospital in 2025. And from the analysis results, an OR value of 3.04 was also obtained, meaning that patients who *responsiveness* are 3.04 times less at risk of experiencing dissatisfaction with nursing services in the inpatient ward compared to patients who *responsiveness* Enough.

According to Parasuraman, responsiveness (*responsiveness*) is related to the willingness and ability of employees to help patients and respond to their requests responsively, as well as provide accurate service information. Each employee in providing forms of service, prioritizes service aspects that greatly influence the behavior of people who receive services, so that the responsiveness of employees is needed to serve the community according to the level of absorption, understanding, and incompatibility of various forms of service that they are not aware of. This requires a wise, detailed explanation, coaching, directing and persuading to respond to all forms of procedures and work mechanisms that apply in an organization, so that the form of service gets a positive response.

The results of this study are also in line with L Maulina's research on "The Relationship between the Quality of Health Services and the Satisfaction of BPJS Participant Patients in the Inpatient Unit of the Cibungbulang Community Health Center, Bogor Regency in 2018" which found a relationship between the responsiveness factor and patient satisfaction in the inpatient unit at the UPT Cibungbulang Community Health Center, Bogor Regency with $p\text{-value } 0.000 < \alpha (0.05)$. In reality, although more patients were satisfied with *responsiveness* Regarding the inpatient services provided at the West Lombok Regency Regional Hospital, there are still patient complaints in the suggestion box provided. This serves as a trigger for staff to make improvements. *responsiveness* services provided to patients, especially in the inpatient unit of West Lombok District Hospital.

CONCLUSION

The results of the statistical test analysis using *Chi-Square statistical test* and *logistic regression* where the results show that there is a significant relationship ($p\text{ value} < 0.05$)

for variables *responsiveness* (*p* value 0.032), and *tangible* (*p* value 0.000). While there is no relationship between the age variable (*p* value 1,000), gender (*p* value 0.790, education (*p* value 0,237), *assurance* (*p* value 0,128), *empathy* (*p* value 0.17) and *reliability* (*p* value 0.18). From the results of the multivariate statistical test, the dominant factor affecting patient satisfaction with services was *tangible* (*p*= 0,000; OR= 18,631).

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