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## Patient Responses On The Quality Of Outpatient Installation Services At Shafira Hospital

Muhammad Dedi Widodo <sup>1\*</sup>

<sup>1</sup> Doctor of Philosophy in Health Science Lincoln University College Malaysia

### ABSTRACT

*The quality of health services is health services that can satisfy every health service user in accordance with the average response rate of the population and its implementation in accordance with professional standards and codes of ethics. This study aims to determine Patient Responses to the Quality of Outpatient Installation Services at Syafira Pekanbaru Hospital. This type of research uses quantitative methods. This research was conducted at Syafira Hospital with a population of 14,482 outpatients, because there were too many populations, the researchers used sampling techniques to facilitate research using purposive sampling techniques, a sample of 99.31 was obtained. The results showed that the results of statistical tests using the chi square test obtained a p value of 0.000 which means the p value  $\alpha$  (0.05) means that there is a relationship between patient response and hospital service quality. With a POR value of 58.333 (11.372-299.213). The results of statistical tests using the chi square test obtained a p value of 0.010 which means the p value  $\alpha$  (0.05) means that there is a relationship between reliability or reliability with the quality of hospital services. With a POR value of 4.714 (1.543-14.402) The results of statistical tests using the chi square test obtained a p value of 0.012 which means the p value  $\alpha$  (0.05) means that there is a relationship between responsiveness or responsiveness with the quality of hospital services. So it can be concluded that there is a significant relationship between patient response and the quality of outpatient installation services at Syafira Hospital. Syafira Hospital has good service quality as evidenced by the response of Syafira Hospital outpatients*

**Keywords** : Patient Response , Quality of Agency Services, Outpatient Care

### INTRODUCTION

Hospitals as one of the public institutions that provide public services, hospitals not only accommodate sick people, but also pay attention to aspects related to service users (patients) and provide services in

corresponding author: : [dediwidodo89@gmail.com](mailto:dediwidodo89@gmail.com)

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accordance with community expectations. Disclosure of comprehensive health initiatives and efforts to improve health conditions. According to the Decree of the State Minister for Strengthening Institutions and State Bureaucracy (Permenpan-RB) Number 38 of 2012, public service is an activity or series of activities related to meeting service needs in accordance with circulars. The law for all citizens and residents of goods, services and / or public services provided by public service providers. (Regulation Of The Minister Of State Apparatus, 2012)

According to Permenkes Number 3 of 2020 concerning hospitals, it is stated as a medical institution that organizes complete individual medical services that provide services, outpatient care, and emergency services. In the implementation of health services, several obligations of the Hospital as regulated in Minister of Health Regulation Number 4 of 2018 are to provide safe, quality, anti-discrimination, and effective health services by prioritizing patient interests in accordance with hospital service standards, and quality health services by implementing health services in accordance with hospital service standards as part of good clinical governance (Minister of Health of the Republic of Indonesia, 2018).

The level of public health in a country is influenced by the existence of health facilities. Law Number 36 of 2009 concerning health states that a health service facility is an appropriate tool used to organize health service efforts, both promotive, preventive, curative, and rehabilitative carried out by the government, local government and / or the community (Minister of Health of the Republic of Indonesia, 2013).

In Purwoastuti and Wilyani's research (2015) in Immelia Prastica (2019), the quality of health services is health services that are able to satisfy all users of health services, according to professional ethical standards, according to the average response rate of the population and its organizers. Maintaining service quality is very important. This achieves patient responsiveness and takes hospital loyalty to the next level.

Based on data on the number of outpatient visits in Pekanbaru City health service facilities from the Pekanbaru City Health Office compared to other hospitals (Private Hospitals) in Pekanbaru City, Syafira Hospital has the 5th highest average outpatient visits in 2019 after Eka Hospital, Awal Bros Pekanbaru Hospital, Awal Bros Panam Hospital, Arifin Achmad Hospital. The number of outpatient visits of Syafira Hospital is more than 131,868 outpatient visits. Pekanbaru City Health Office (2019). One of the reasons patients choose Syafira Hospital is better and more complete service facilities than other hospitals (private hospitals) type C.

Based on the results of initial interviews or pre-surveys to 10 outpatients from several hospitals, namely Eka Hospital, Awal Bros Pekanbaru Hospital, Awal Bros Panam Hospital, Arifin Achmad Hospital and Syafira Hospital to find out the opinions of patients. From the results of the initial interview, the researcher obtained answers that the researcher had concluded, namely from 10 outpatient respondents at Eka Hospital, 8 people stated that they were satisfied and 2 people stated that they were sufficient, Awal Bros Hospital there were 7 people stated that they were satisfied and 3 people stated that they were sufficient, Awal Bros Panam Hospital there were 6 people stated that they were satisfied and 4 people stated that they were sufficient because of the lack of trees in the hospital area which reduced comfort outside the hospital, Arifin Achmad Hospital, 7 people were satisfied, 2 people were satisfied and 1 person was dissatisfied because it was sometimes difficult to find the room that the officer directed to the patient while Syafira Hospital, 2 people stated that they were satisfied, 6 people stated that they were dissatisfied, 2 people stated that they were satisfied because the waiting room was small and hot, facilities were lacking and services were not prioritized so that waiting and even schedule cancellations often occurred.

## METHODS

The type of research conducted in this study is quantitative method which is done by collecting data in the form of numbers, or data in the form of words or sentences that are converted into numerical data. The research method is a process of activities in the form of data collection, analysis and interpretation related to research objectives. The research location is Syafira Hospital Jalan Jendral Sudirman No.134 Tangkerang Tengah, Marpoyan Damai District, Pekanbaru City, Riau.

## RESULT

### Age

The distribution of respondents according to age, where the most respondents according to age are 20-35 years old with 54 respondents (54%) and the least age is 55-70 years old with 4 respondents (4%).

### **Gender**

The distribution of respondents according to gender, where the respondents according to the highest gender were male with 52 respondents (52%) and the lowest gender was female with 48 respondents (48%).

### **Education Level**

The distribution of respondents according to education level, where the respondents according to the highest level of education are high school graduates with a total of 47 respondents (47%) and where the lowest level of education is elementary school graduates with a total of 3 respondents (3%).

### **Marital Status**

The distribution of respondents according to marital status, where the respondents according to the highest marital status are married with a total of 81 respondents (81%) and where the lowest marital status is unmarried with a total of 19 respondents (19%).

### **Univariate Analysis**

That the Cognitive patient's response to the quality of service of the Outpatient Installation of the Syafira Hospital is satisfied as many as 84 respondents (84%), Alektif variables as many as 72 respondents (72%), Behavioral variables as many as 84 respondents (84%), direct evidence variables or Tangible as many as 77 respondents (77%), Reliability variables or reliability as many as 73 respondents (73%), Responsiveness variables or responsiveness as many as 81 respondents (81%), Assurance variables or guarantees as many as 72 respondents (72%), Emphaty variables or care as many as 82 respondents (82%).

### **Bivariate Analysis**

#### **Retionship between direct evidence and hospital service quality**

Based on 23 respondents, the patient's response was not good with negative hospital service quality as many as 14 respondents (60.9%), while from 75 good patient responses with positive hospital service quality as many as 77 respondents (97.4%). Based on the results of statistical tests using the chi square test, the p value = 0.000, which means that the p value  $< \alpha$  (0.05) means that there is a relationship between patient response and hospital service quality. With a POR value of 58.333 (11.372- 299.213) which means that respondents with poor patient response with hospital service quality have a risk of 58 times causing negative service quality compared to good patient response with hospital service quality.

#### **Relationship Realiability Or Reliability With Hospital Service Quality.**

Based on 27 respondents with poor realiability or reliability in the quality of hospital services as many as 9 respondents (33.3%), while from realiability or reliability as many as 73 respondents felt good in the quality of hospital services as many as 66 respondents (90.4%). The results obtained through statistical tests using the chi square test obtained a p value = 0.011 which means the p value  $< \alpha$  (0.05) means that there is a relationship between realiability or reliability with the quality of hospital services. With a POR value of 4.714 (1.543-14.402) which means that realiability or reliability 4 times causes negative service quality compared to realiability or good reliability excellent hospital service quality.

#### **Relationship between Responsiveness or Responsiveness with Hospital Service Quality**

Based on 19 respondents less good responsiveness or responsiveness in the quality of hospital services as many as 5 respondents (26.3%) while from responsiveness or responsiveness as many as 81 respondents felt good in the quality of hospital services as many as 70 respondents (86.4%). The results of statistical tests using the chi square test obtained a p value = 0.012 which means the p value  $< \alpha$  (0.05) means that there is a relationship between responsiveness or responsiveness with the quality of hospital services. With a POR value

of 2.273 (0.683-7.567) which means that responsiveness or responsiveness 2 times causes negative service quality compared to responsiveness or good responsiveness excellent hospital service quality.

### **Relationship of Assurance or Guarantee with Hospital Service Quality**

Based on 28 respondents less good assurance or assurance with the quality of hospital services as many as 14 respondents (42.9%) while assurance or assurance as many as 72 respondents feel good in the quality of hospital services as many as 68 respondents (94.4%). The results of statistical tests using the chi square test obtained a p value = 0.000 which means the p value  $< \alpha$  (0.05) means that there is a relationship between assurance or guarantee with the quality of hospital services. With a POR value of 12.750 (3.632-44.761) which means that assurance or guarantee 12 times causes negative service quality compared to good assurance or guarantee the quality of hospital servants is very good.

### **Empathy or Care Relationship with Hospital Service Quality**

Based on table 10 above, it is known from 18 respondents who are less good with empathy or care with the quality of hospital services as many as 10 respondents (55.6%) while empathy or care as many as 82 respondents feel good in the quality of hospital services as many as 76 respondents (92.7%). The results of statistical tests using the chi square test obtained a p value = 0.000 which means the p value  $< \alpha$  (0.05) means that there is a relationship between empathy or care with the quality of hospital services. With a POR value of 15.833 (4.550-55.101) which means that empathy or concern 15 times causes negative service quality compared to good empathy or concern for excellent hospital service quality.

## **DISCUSSION**

### **Relationship between Direct Evidence and Quality of Outpatient Services at Syafira Hospital**

Based on the results of statistical tests using the chi-square test, the p-value = 0.000 is p-value  $< (0.05)$ , meaning that there is a relationship between patient response and hospital service quality. If the POR value is 58.333 (11.372-299.213), it means that the patient's response to the hospital's service quality is poor, the risk is 58 times higher, and the patient's response to the quality of the hospital causes negative service quality compared to a good and serving patient response. Patient satisfaction can be interpreted as a consumer attitude, namely some degree of liking or disliking the service that has been felt, therefore consumer behavior can also be interpreted as a model of buyer behavior. According to John W, et al (2010) Measurement of satisfaction should be based on customer expectations, preferences related to various aspects of product and service quality, and customer perceptions of how well the company meets customer expectations.

The quality of health services shows the degree of sophistication of medical services that create a sense of satisfaction for each patient. The higher the satisfaction, the higher the quality of health services. Patient satisfaction when evaluating quality or service excellence is a key indicator underlying service quality. This is to provide insight into the success of quality service providers with desired patient values and expectations.

Quality medical services referred to in this law are emergency and disaster medical services that meet public health service needs and are carried out in accordance with professional standards and ethical principles. Optimal health for individuals, families and communities is expected to be achieved through the implementation of a healthy environment and behavior and community access to quality health services. (Tando et al, 2013).

The results of this study are in line with research by Prihartini Nita (2017), showing that the relationship between direct evidence and service quality has increased well all patient responses are positive rather than negative. tendency that the better the patient's response to the quality of service, the better the service provided by the hospital to the patient. It was found that the relationship between direct evidence and service quality p value (p  $< 0.05$ ), this study shows that the relationship between direct evidence and service quality has increased well all patient responses show positive rather than negative. The tendency is that the better the service provided by the hospital to patients.

According to researchers, hospital organizations will tend to develop if hospital facilities are perceived to be better and more comfortable, so that patients feel comfortable in doing outpatient care at the hospital and are seen as more capable of providing excellent and quality service. Service quality is a key factor to develop

patient comfort in hospitals where patients are adequately served by experienced nurses to get a good response from them. Evidence directly affects service quality, and even 1 in 5 dissatisfied patients are indirectly affected when they tell 20 of their friends about their problem.

### **Relationship between Reliability or Reliability with the Quality of Outpatient Services at Syafira Hospital**

Based on the results of statistical tests using the chi square test, the p value = 0.011, which means that the p value  $< \alpha$  (0.05) means that there is a relationship between reliability or reliability with the quality of hospital services. With a POR value of 4.714 (1.543-14.402), which means that reliability or reliability 4 times causes negative service quality compared to good reliability or reliability, the quality of hospital services is very good.

Good reliability. Reliability in this context refers to the accuracy and precision of actions as well as the timing and timeliness of services required. Most of the respondents who visited them hoped that their illnesses and diseases would be cured. The willingness of employees/collaborators to help all customers and the desire to be responsive in service delivery. This dimension emphasizes the attentive, fast and accurate attitude of service providers in handling customer requests, questions, complaints and problem issues. This dimension of responsiveness reflects the company's commitment to the agency to provide timely service and the readiness of the company / agency before service delivery.

The quality of health services is the level of sophistication of health services where a party can provide satisfaction for each patient according to their level of satisfaction (Azwar, 1996). To achieve good quality, it is necessary to improve the quality of health services so that the impact on satisfaction can be achieved. Therefore, this literature review was conducted with the aim of capturing patient satisfaction in relation to service quality.

The results of this study are in line with research conducted by Noprianty (2019) which states that there is a relationship between reliability or reliability with service quality. With the results of the statistical test results obtained p value ( $p < 0.05$ ) which states that most hospital nurses have reliability in handling patients who can affect the quality of service at the hospital. So that it has an impact on the hospital, by showing reliability in the quality of its services.

According to the researcher, increasing the credibility of a hospital depends on the quality of medical services, the responsiveness of staff in meeting the needs of patients, the smoothness of communication between staff and patients, the courtesy of staff in treating patients, and/or It is very important for the healing aspect of the disease they are suffering from. The higher the responsiveness, the higher the patient satisfaction. The ability to provide appropriate patient care accurately, reliably, kindly and with high accuracy. Reliability is defined by proper service activities by the hospital's medical personnel, the professionalism of the hospital's medical personnel in handling patient complaints, proper and courteous service in the provision of treatment and care, and the provision of services that are determined based on compliance with reasonable procedures. serve. The ability to provide reliable and accurate services. It is essential that performance meets patient expectations. Some define it as the ability to deliver promised services reliably and accurately.

### **Relationship between Responsiveness or Responsiveness with the Quality of Outpatient Services at Syafira Hospital**

Based on the results of statistical tests using the chi square test obtained a p value = 0.012 which means that the p value  $< \alpha$  (0.05) means that there is a relationship between responsiveness or responsiveness with the quality of hospital services. With a POR value of 2.273 (0.683- 7.567) which means that responsiveness or responsiveness 2 times causes negative service quality compared to responsiveness or responsiveness that is good the quality of hospital services is very good.

Responsiveness in this study relates to the responsive attitude of employees, health information/communication, and the diligence and readiness of employees in handling complaints. As a result, 90.4% of respondents who were satisfied with the quality of service at Shafira Hospital considered the facilities to be good. A survey conducted by Robert and Prevost (2018) found that healthcare users rated the responsiveness of staff in meeting patient needs, the ease of communication between staff and patients, and the quality of service and patient care. I found that I appreciated the effectiveness of the representatives more in relation to the aspect of their disease friendliness.

The results of this study are in line with research conducted by Astuti (2019) which states that there is a relationship between responsiveness or responsiveness with service quality. With the results of the statistical test results obtained p value ( $p < 0.05$ ), in other words, service responsiveness affects patient satisfaction. This study shows that most of the staff treat patients well, thus increasing the quality of service through the responsiveness of hospital staff.

In the researcher's opinion, the higher the responsiveness, the higher the patient satisfaction. Health service providers must be able to respond to all patient complaints. Therefore, the high responsiveness of hospital managers gives patients confidence that they are always there, happy to help customers, and provide fast and precise service. This dimension emphasizes prudence and accuracy in handling customer questions, statements, complaints and difficulties, while responsiveness refers to helping and responding to consumer inquiries and states that refers to the willingness and ability of staff to inform and serve promptly. You can take the form of providing clear information and actions that customers can feel. Hospitals are places where people generally seek health services.

### **Relationship between Assurance or Guarantee with the Quality of Outpatient Hospital Services Syafira Hospital**

Based on the results of statistical tests using the chi square test, the p value = 0.000, which means that the p value  $< \alpha$  (0.05) means that there is a relationship between assurance or guarantee with the quality of hospital services. With a POR value of 12.750 (3.632- 44.761) which means that assurance or guarantee 12 times causes negative service quality compared to assurance or good assurance of excellent hospital service quality.

According to Parasuraman in Satrianegara (2017), Jamiman is the ability of employees to have the skills to provide adequate product knowledge, guarantee safety and security in using the services provided, the ability to instill patient confidence in the hospital. The reliability of doctors and nurses in providing health services is also a factor that affects outpatient satisfaction. This is because the credibility and skills of health professionals who provide care increase the comfort of patients who receive it.

The results of this study are in line with research conducted by Hermanto (2010), the results showed that most respondents stated that nurses were not good at providing assurance during the nursing process and patients were less satisfied. There are patients who feel uncomfortable when the nurse performs the injection process or changes the injection, and patients who usually complain of pain when injected by the same nurse. the nurse also explains and provides information to patients about eating and sleeping times and the rules for taking medication, so that most of the respondents stated that they were satisfied with being guaranteed by the nurse.

In the researcher's opinion, consumer assurance includes staff competence, courtesy, and trust, free from risk of harm or suspicion, and caregiver behavior is expected to increase the client's sense of security. Patient satisfaction is influenced by the safety dimension. This proves that the greater the guarantee of patient recovery, the guarantee of the comfort of the outpatient room, the doctor's ability to treat patients, etc., the greater the patient's trust in the hospital.

### **Relationship between Emphaty or Care with the Quality of Outpatient Hospital Services at Syafira Hospital**

Based on the results of statistical tests using the chi square test, the p value = 0.000 was obtained, which means that the p value  $< \alpha$  (0.05), meaning that there is a relationship between empathy or care and the quality of hospital services. With a POR value of 15.833 (4.550- 55.101) which means that emphaty or concern 15 times causes negative service quality compared to good emphaty or concern for excellent hospital service quality.

The relationship between attention and patient satisfaction is that attention has a positive and significant effect on patient satisfaction. The better the customer's perception of attention, the higher the patient's satisfaction, and the worse the patient's evaluation of his care, the lower the patient's satisfaction. We follow Muninjaya's (2011) opinion on the importance of the attention dimension in providing quality service.

This is in accordance with Rattoe's (2013) research on the relationship between service quality and repeat visit decisions at Bethesda Tomohon General Hospital. This study found that the attention variable has a very dominant influence on patient satisfaction. In addition, research by Sulianti (2010) and Moniung (2014) found that attention variables are closely related to producing quality services.

The patient's assessment of unmet attention, especially because the caregiver has not listened carefully to the patient's complaints, causing the patient to feel that his needs are not met. Patients who feel cared for by officers feel satisfied, customers / patients try to remember the names and faces of nurses, and after leaving the hospital customers / patients establish good relations with officers by DT Pangerapan (2018).

In the opinion of the researcher, health service providers must be able to respond to patient complaints. Therefore, the high responsiveness of hospital management makes patients feel that they are always helped. Willingness to help customers and serve them quickly and correctly. This dimension emphasizes prudence and speed in answering customer questions, comments, complaints, and difficulties. This empathy relates to the caregiver's willingness and ability to help and respond to consumer requests, notify when services are provided, and provide services promptly. Forms can be done by providing clear information and actions that patients can feel. Hospitals are places where people generally seek health services.

## CONCLUSIONS

There is a relationship between direct evidence and the quality of outpatient services at Syafira Hospital as evidenced by the P value = 0.000. There is a Relationship between Realiability or Reliability with the Quality of Outpatient Services at Syafira Hospital in Pekanbaru as evidenced by the P Value = 0.011. There is a relationship between responsiveness or responsiveness with the quality of outpatient services at Syafira Hospital Pekanbaru with a P value = 0.012. There is a relationship between assurance or guarantee with the quality of outpatient services at Syafira Pekanbaru Hospital with a P value = 0.000. There is a Relationship between Emphaty or Care with the Quality of Outpatient Services at the Outpatient Hospital at Syafira Hospital Pekanbaru with a P Value = 0.000.

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