

## What Factors Affecting Patient Satisfaction?

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### ABSTRACT

Raising patient happiness is one of the objectives for raising the bar for healthcare services. It has been demonstrated that people who are happy with the medical care they receive are more likely to heed advice, stay faithful, or stick to treatment regimens. The goal of research at RSUD Kota Padang is to ascertain how competency, interpersonal communication, and service quality affect the happiness of BPJS patients. Associative and descriptive thinking were combined in the quantitative methods employed for this investigation. A purposive sampling procedure yielded a sample size of 100 individuals, and SPSS was utilized as an analysis tool to do multiple linear regression. The results of research indicate that: (1) Patient satisfaction is impacted by competence. (2) Interpersonal communication has a major impact on patient satisfaction. (3) The standard of care greatly affects patient satisfaction.

*Keywords: competence; interpersonal communication; quality of service; patient satisfaction*

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### INTRODUCTION

Patient Satisfaction with Health Services is an essential component that requires consideration in order to accurately depict the nature of health services in the health care industry. By recognizing patient compliance, significant institutions may assess implemented programs and pinpoint areas for improvement. Raising patient satisfaction may improve verbal exchange recommendations, create patient loyalty, promote pleasant relationships between patients and healthcare professionals, and improve the standing of hospitals and other health facilities (Harwina, 2021; Iskanto et al., 2020, 2021; Wulansari & Pratama, 2022). According to the company's or institution's strategy, patient satisfaction is the outcome of the patient assessing the caliber of his health services by contrasting his expectations with the services he actually obtains. (Rohmatul Ula et al., 2021). Law Number 25 of 2009 respecting Public Services states that the Minister in responsibility of employing state resources is in charge of overseeing and evaluating the efficacy of public service delivery in addition to creating national policies linked to public services. Furthermore, the ranking is based on performance evaluation results, enabling the public service delivery units under review to pinpoint areas in need of improvement. It is also possible to meet the public's expectations for top-notch service. This Guideline is intended to serve as a reference for performance evaluation activities so that the implementation of tracking and assessing public service delivery performance and upgrading public service delivery units can have a legal foundation. RSUD Padang city provides BPJS patients with public services as one of its community outreach programs. According to the first feedback from 25

BPJS patients who got both short- and long-term therapy, some patients are still not happy with the care they received at RSUD Kota Padang. As seen below in Table 1:

Table 1: Observation of Early Survey

Number	Condition	Patient Satisfaction (%) for BPJS	
		Yes	Not
1	Admission services to hospitals	45	55
2	Medical services	40	60
3	Nursing assistance	38	62
4	Patient food service	38	62
5	Medical equipment and medications	40	60
6	Overall physical state of the medical facility	48	52
7	The state of the patient's treatment area physically	42	58
8	Financial and administrative services	38	62
Average		41	59

Source: Padang City Hospital Patient Survey, 2023

Table 1 suggests that 41% of patients are satisfied with this assistance, while 59% of patients are dissatisfied. These outcomes are based on the impact of the patient description on clinic confirmation services, specialist services, nursing services, patient party services, clinical and treatment services, health clinic conditions, patient consideration room service conditions, and administrative arrangements and finances. By enhancing the elements that, according to this study, influence patient satisfaction ability, relational coordination, and mutual administration RSUD Kota Padang should take patient discontent seriously. In order to achieve patient satisfaction, service quality is crucial, provided that hospital relief processes live up to patient expectations. Studies reveal that the caliber of care given to patients has a significant impact on their well-being. (Rahmawati, 2022). The more essential the administration is to the patient, the better.

## LITERATURE REVIEW

### Satisfaction

When utilizing and receiving welfare services, patients who have a profound response (feeling content and happy) as a result of their assumptions or ambitions being fulfilled are considered happy. Convenience, patient connections with emergency clinic personnel, cost, and competition for devoted staff are all factors that contribute to patient contentment. According to Kotler and Keller in ((Priansa & Lumbantobing, 2018), satisfaction is the feeling of contentment or dissatisfaction that people experience when they contrast the execution of an expected item (or outcome) with a typical presentation (or outcome).

### Competence

As per (TJAHYANTI & CHAIRUNNISA, 2021) competence refers to an individual's ability. to execute a task precisely and possess expertise in areas pertaining to knowledge, aptitude, and mindset. According to its etymologic interpretation, ability is defined as the informational, mental, and practical capacity required to do or finish job. According to (Sumual et al., 2019) competence refers to

capability or ability. It is often referred to as a person's capacity to see a task through to completion, whereby the two components of capacity—specific scientific capacity and actual capacity—are used to assess capacity.

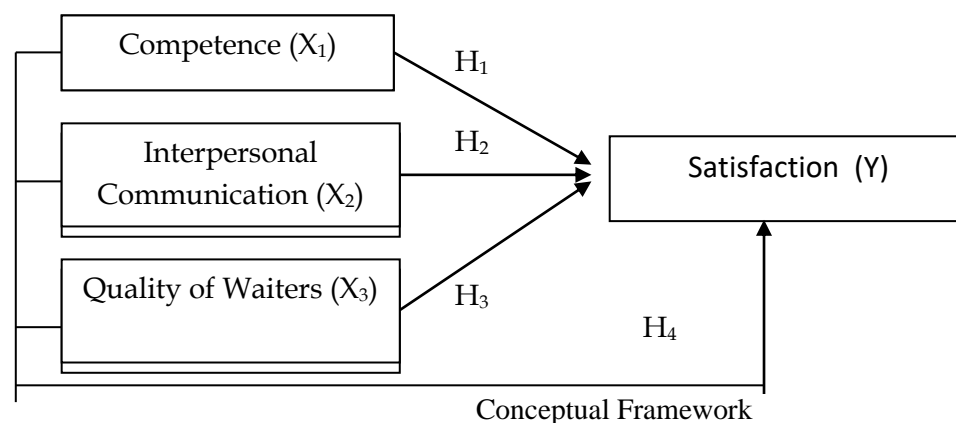
### Interpersonal Communication

The most ideal and basic kind of contact that uses language or judgment that occurs within oneself with an unobserved topic is intrapersonal correspondence, or correspondence with oneself. According to (Iskandar et al., 2020) relational correspondence, for instance, is defined as verbal exchange communication that takes place inside the face-to-face connections of many individuals. (Iskandar et al., 2020)

### Quality of Waiters

The five components of administrative quality "Effects, Sympathy, Dependability, Responsiveness, Confirmation" must be satisfied, according to (Utama, 2017). Effect, or concrete proof, that is, the organization's capacity to show its existence to third parties. Conversely, administrative quality is defined by (Venny, 2018) as the actions or intentions of an individual or organization that aims to satisfy customers or employees.

Based on the issues and theories, the conceptual framework that follows is created:



### METHOD

In 2021, there will be 23,053 patients at BPJS Padang City. In light of these populations' size and characteristics, this is significant. Given that the sampling technique is the most popular method for extracting data from the population, the study must be pertinent (Efendi & Wahyudi, 2016). Purposive sampling is the term for the sampling method. Finding information sources while taking specific factors into account is the process of applying the purposive sampling approach, and the estimated error rate in decision-making is 10%. (Ermawati, 2017). that 100 BPJS patients make up the Padang City Hospital sample. To test this hypothesis, multiple linear regression analysis is employed. This hypothesis was tested using multiple linear regression analysis (Ghozali, 2011)

$e$  = error

### RESULT AND DISCUSSION

Multiple linear regression analysis is used to determine how much the dependent variable is influenced by the independent factors. The degree to which independent factors influence the dependability of variables may be determined in various situations. processing data using SPSS. The effects of various linear regression coefficient values, t-count, t-table, F-calculated values, and R Square ( $R^2$ ) values are compiled in the following table. Table 2 below displays the results:

**Table 2. Multiple Linear Regression Analysis Test Results**

Variable	Regression Coefficient	tcalculate	Significance
Competence	0,308	4,420	0,000
Interpersonal Communication	0,158	2,032	0,038
Quality of Service	0,224	3,446	0,001
Constant		14,810	
R		0,803	
F- count		50,320	

Source: Primary Data, Processed

Table 2 displays the various linear regression conditions that were employed in this study as follows:

$$Y = 14,810 + 0,308 X_1 + 0,158 X_2 + 0,224 X_3$$

### Statistical Test

To test theories and interpret correlations between variables, statistical tests are utilized.

### Hypothesis Testing 1

At RSUD Padang city, overall competence has an impact on patient satisfaction, as shown by the results showing that, at a 5% significance level, 4,420 competences are greater than 1,984. H1 is therefore approved.

### Hypothesis Testing 2

The magnitude of 0.038 is less than 5% since the interpersonal communication calculation of 2.032 is more accurate than the table of 1.984. then H2 is regarded as appropriate. This demonstrates how interpersonal communication affects patient satisfaction at RSUD Kota Padang.

### Hypothesis Testing 3

H3 is accepted because, as can be shown from the t-count of service quality value of 3.446 greater than t table of 1.984 and signya 0.001 indicating an error of less than 5%, patient satisfaction at RSUD Kota Padang is strongly impacted by the quality of service.

### F test

### Hypothesis 4 Testing

At a significance threshold of  $0.000 < 0.05$  (alpha), a F value of 54.329 shows that the interaction of competence, interpersonal communication, and service quality influences patient satisfaction. This indicates that a mix of competence, interpersonal communication, and service quality affects patient satisfaction at RSUD Padang city.

The degree of knowledge regarding the effect exhibited by each positive variable with positive values b1, b2, and b3 may be ascertained by utilizing the regression coefficient value displayed. The presence of this positive number indicates that patient satisfaction will rise in tandem with improvements in competence, interpersonal communication, and service quality. Below, in Table 3, this is also displayed:

Table 3. F Test Results

ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	844,580	3	281,527	54,329	,000 <sup>b</sup>
Residual	497,460	96	5,182		
Total	1342,040	99			

a. Dependent Variable: Patient Satisfaction

b. Predictors: (Constant), Quality of Service, Competence, Interpersonal Communication

Source: SPSS Output Results

**Determination Testing (R<sup>2</sup>)**

Using SPSS, evaluating the following factors that affect service quality, competency, and interpersonal communication and are linked to patient satisfaction:

Table 4. R Square Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,803 <sup>a</sup>	,645	,637	2,265

a. Predictors: (Constant), Quality of Service, Competence, Interpersonal Communication

Source: SPSS Output Results

The R square (R<sup>2</sup>) fix value of 0.637 is shown in Table 4. This shows that there is an influence of Competence, Interpersonal Communication, and Service Quality on Patient Satisfaction by 63.7%; Other factor criteria were not examined in this study.

A discussion of research findings is a description of the outcomes that were discovered.

**The Effect of Competency on Patient Satisfaction**

The Regression Coefficient indicates that competence has a favorable impact on patient satisfaction. Thus, it can be said that patient satisfaction at RSUD Kota Padang is significantly influenced by competency. The results of this investigation indicate that competence has an impact on the rise in patient satisfaction. When the practitioner is skilled, patients will be happier. However, the low additional competence shown in this study is supported by research done by (Efendi & Wahyudi, 2016), which demonstrates that competence unquestionably boosts patient pleasure. Patient satisfaction and competency have a significant and positive association, according to research findings.

**The Effect of Interpersonal Communication on Patient Satisfaction**

Given that the results of hypothesis (H2) indicate that interpersonal communication affects patient satisfaction at RSUD Kota Padang at a significant level of  $0.038 < \alpha 0.05$ , it is possible to say that the second hypothesis is validated. According to the regression coefficient of the variable, interpersonal communication has a favorable impact on patient satisfaction. Thus, it can be concluded that in RSUD Kota Padang, interpersonal communication significantly and favorably affects patient satisfaction. This study suggests that interpersonal communication has an impact on patient satisfaction. Interpersonal communication showed an adverse correlation with patient satisfaction. This indicates that interpersonal communication is increasingly linked to decreased patient satisfaction. In particular, (Efendi & Wahyudi, 2016), research demonstrates that interpersonal communication has a major impact on worker well-being and patient satisfaction, which lends credence to this research.

According to (Efendi & Wahyudi, 2016) research, patient happiness is significantly impacted by interpersonal communication.  
(Efendi & Wahyudi, 2016),

### **The Effect of Service Quality on Patient Satisfaction**

The third explanation is supported by the H3 data, which demonstrate that the Quality of Service variable influences Patient Satisfaction at a significant level of  $0.001 < \alpha 0.05$ . Patient satisfaction is positively impacted by service quality, as seen by the regression coefficient. Thus, patient satisfaction is impacted by service quality. The hypothesis that Service Quality influences Patient Satisfaction is supported by the study's findings. Patient satisfaction is positively correlated with greater quality of service, and negatively correlated with poorer quality of service. The findings of a research by (Sagala & Marbun, 2022) show a relationship between patient satisfaction and the quality of care received. The aforementioned statements are further supported by research (Gunawan & Djati, 2011) which indicates that a clear, dependable, assured, responsive, and empathetic quality has a huge harmful influence on the patient's condition.

### **The relationship between service quality, competence, and interpersonal communication with Patient Satisfaction**

The results of the fourth hypothesis (H4) demonstrate that work quality, competence, and interpersonal communication all significantly affect patient happiness at the same time. The study findings indicate that patient satisfaction at RSUD Kota Padang is positively impacted by work quality, competence, and interpersonal communication. This is supported by an estimated F value of 54.329 at a significance level of  $0.037 < 0.05$ . When combined, the study discovered that Work Quality, Competence, and Interpersonal Communication influenced Patient Satisfaction by 61.8%; Other qualities had an additional effect of 38.2%.

### **CONCLUSION**

The following conclusions are drawn from the study's findings: Competence at RSUD Kota Padang has a good and significant impact on patient satisfaction by taking support and examination results into consideration. In contrast, patient satisfaction rises as competence does; patient satisfaction falls as competence does. In the meanwhile, interpersonal contact has a significant impact on patient satisfaction. As interpersonal communication grows, so does the degree of patient pleasure. In contrast, a decline in interpersonal communication results in a drop in patient satisfaction. Patient satisfaction at RSUD Padang city is impacted by the caliber of care given. Conversely, patient satisfaction declines in tandem with service quality, rather than rising in tandem with it. At RSUD Kota Padang, service quality, interpersonal communication, and competence all affect patient satisfaction.

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