

Does service quality influence patient satisfaction?

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ABSTRACT

The aim of this research was to determine the effect of service quality on patient satisfaction at the Pekanbaru Brimop Unit Polyclinic. The population in this study were patients at the Pekanbaru Mobile Brigade Polyclinic, totaling 3,849 patients. The sample in this study consisted of 98 patients with a sampling technique using the Slovin formula. The type of data used is primary data sourced from questionnaires. Data analysis uses simple linear regression. The results of the research show that $t \text{ count } (10,045) > t \text{ table } (1.984)$ and the sig value is $0.000 < 0.05$, so service quality has a significant effect on the service quality of the Pekanbaru Brimop Unit Polyclinic. From the results of the coefficient of determination, the coefficient of determination (R^2) is 0.512. This shows that patient satisfaction is 51.2% influenced by service quality while the remaining 48.8% is influenced by other variables outside this research.

Keywords: Service Quality, Patient Satisfaction

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INTRODUCTION

Health is a right and investment, all citizens have the right to their health because it is protected by the constitution as stated in the 1945 Constitution, Article 27, second paragraph, where every citizen has the right to work and a living that is worthy of humanity. Based on this sentence, it can be explained that all citizens without exception have the same rights in livelihood and work, livelihood here means the right to obtain material needs such as adequate clothing, food and shelter and also immaterial needs such as health, spirituality and etc. Likewise, health can also be interpreted as an investment because health is the basic capital that is needed by all people to be able to carry out activities in accordance with their respective duties and obligations so that they are able to produce something that is economically beneficial (Iskamto, Puspa Liza Ghazali, et al., 2020; Srimulatsih, 2022). However, if their health condition does not allow it, all the assets and wealth they have acquired may be used to obtain that health.

In Indonesia, the health services sector is experiencing very significant development and has quite good prospects. So conditions like this make competition even more competitive. Therefore, every company operating in the health services industry must be able to use various methods to attract customers by improving its organizational performance. The health services industry is not only about curing a disease but also focuses on disease prevention measures and improving the quality of public health in a better direction.

The aim of health services is to achieve a level of public health that satisfies expectations (consumer satisfaction), through excellent service by service providers that satisfy expectations (provider satisfaction) and the service institutions provided (institutional satisfaction). The harmonious,

harmonious and balanced interaction of the three main pillars of health services is a combination of the satisfaction of the three parties and this constitutes satisfactory health services (Suprapti et al., 2020).

Service is an intangible service provided by a company to consumers. These services cannot be seen, but the benefits of these services can only be felt by every consumer who uses these services. One of the services that certainly cannot be separated from our daily lives is the services provided by hospitals. A hospital is a company or agency that provides services not only to certain people, but for everyone to enjoy.

Hospitals as part of the national health system are required to improve the quality of provision of facilities, services and independence. Thus, hospitals are one of the competitive health service actors that must be managed by actors who have an entrepreneurial spirit who are able to create efficiency, excellence in quality and service, excellence in innovation and excellence in responding to patient needs.

Based on the Regulation of the Minister of Health of the Republic of Indonesia Number 028/Menkes/Per/I/2011 concerning Clinics, this was further updated with the Regulation of the Minister of Health of the Republic of Indonesia Number 09 of 2014 concerning Clinics, in article 1 the definition of a clinic is a health service that provides individual health services that provide medical services. basic and/or specialist, organized by more than one type of health worker and led by a medical worker. Article 3 of the regulation explains that clinics can be owned by the government, regional government or the community. One of the clinics owned by the government is the clinic owned by the National Police of the Republic of Indonesia.

In order to realize health services within the institutional organization of the Republic of Indonesia Police, the Regulation of the Chief of the National Police of the Republic of Indonesia No. 22 of 2010 concerning Organizational Structure and Work Procedures at the Regional Police Level, there is a Health Polyclinic under Biddokkes (Medical and Health Sector). Organizationally, based on the Regulation of the Chief of the National Police of the Republic of Indonesia Number 11 of 2011 concerning the Organizational Structure and Work Procedures of the Bhayangkara Hospital, the State Police of the Republic of Indonesia, Rumkit Bhayangkara in carrying out Police Medicine and Police Health activities is assisted by the Bhayangkara Polyclinic which is a unit of Rumkit Bhayangkara which is located outside Rumkit Bhayangkara. The Brimob Polyclinic is one of the work units (satker) within the scope of the Riau Regional Police for Medical Health (Biddokes). Biddokes Polda Riau also oversees two Bhayangkara hospitals and several polyclinics in the area of Polda Riau, including one of the Brimob Polyclinics located on Jl KH Ahmad Dahlan No. 106 Pekanbaru, Harjosari Village, Sukajadi District, Pekanbaru. The Brimob Polyclinic was inaugurated on March 18 2008 by AKBP Drs. Heny Sulistiya A.

Service facilities are available, but the infrastructure is still not optimal, there is still equipment that is not yet available at the polyclinic, including dental unit equipment, hematology equipment energizer sterilizer equipment. The lack of optimal resources, especially the number of doctors and the lack of supporting infrastructure, is one of the less than optimal services provided by polyclinics.

The less than optimal quality of service provided by polyclinics is thought to be one of the causes of reduced patient satisfaction. Patient satisfaction is one indicator of the success of health services. If the health services received are in accordance with the patient's expectations, patient satisfaction will be achieved. However, if the patient's expectations do not match reality, the patient will feel dissatisfied with the health services provided. Patient satisfaction is determined by overall administrative services, doctors, nurses, medicines, facilities and infrastructure. Based on this, the author makes the assumption that the achievement of the number of patients at the Pekanbaru Brimob Unit Polyclinic is influenced by the quality of service.

To find out the causes of patient dissatisfaction, the author conducted interviews, including dissatisfaction with facilities which were sometimes inadequate, so patients were forced to look for other polyclinics. Furthermore, doctors are often not there so patients are forced to wait a long time. Medicines are also incomplete, sometimes patients are only given prescription medicines, and the service provided by some officers is less than friendly.

According to Daryanto and Setyobudi (2014:3). A service company needs to provide space for customers to convey their complaints and suggestions. With the survey method, the company will obtain opinions from customers directly and also have a positive effect because the survey method means the company cares about the voice of the customer. This is supported by the results of research conducted

by Dewi (2016) which found that service quality has an influence on patient satisfaction with BPJS users at Medical Rehabilitation Hospitals. However, this is different from the results of research conducted by Hasrianty, et al (2020) which found that service quality had no effect on satisfaction in the Dolo Health Center Work Area, Sigi Regency.

LITERATURE REVIEW

Service quality

According to Tjiptono & Chandra (2014: 164), the concept of quality is considered as a measure of the perfection of a product or service which consists of design quality and conformance quality. Design quality is a specific function of a product or service, conformity quality is a measure of the level of conformity between a product or service and previously determined quality requirements or specifications. According to Lewis & Booms in Tjiptono & Chandra (2014: 180), service quality is a measure of how well the level of service provided is able to be realized according to customer expectations. Just as stated by Tjiptono (2014: 157). Service quality itself is determined by the company's ability to meet customer needs and desires in accordance with customer expectations (Afthanorhan et al., 2019; Iskanto & Gunawan, 2023; Manggala & Nurhayati, 2022). Dimensions of Service Quality According to Parasuraman, et al (in Tjiptono & Gregorius Chandra, 2014: 198) suggest that there are five service dimensions that are often used to measure service quality. The five dimensions are as follows: Reliability (reliability), Responsiveness (responsiveness), Assurance (guarantee), Empathy (Empathy), Tangibles (physical evidence),

Patient Satisfaction

Patient satisfaction is the "outcome" of health services. Thus, patient satisfaction is one of the goals of improving the quality of health services. Patient satisfaction is a level of patient feeling that arises as a result of the performance of health services obtained after the patient compares it with what is expected (Pohan, 2013; (Iskanto, 2017; Iskanto, Ghazali, et al., 2020; Iskanto, Karim, et al., 2020)). According to Mamik (2013: 110), patient satisfaction is an evaluation or assessment after using a service, that the service chosen at least meets or exceeds expectations. Meanwhile, Pohan (2013: 145) states that patient satisfaction is the level of patient feelings that arise as a result of the performance of the health services they receive, after the patient compares them with what they expected. According to Jatmiko (2014: 87), patient satisfaction varies greatly. In general, the dimensions of satisfaction can be divided into two types, namely satisfaction which refers to the application of the code of ethics and professional service standards and satisfaction which refers to the implementation of all health service requirements. Based on the definitions above, it can be concluded that patient satisfaction is the patient's subjective value of the services provided after comparing the results of the services provided with their expectations. Patients will feel satisfied if the services provided meet the patient's expectations or even exceed what the patient expected. Tjiptono (2016: 101) said that the attributes that form satisfaction consist of: Conformity to expectations, Ease of obtaining, Willingness to recommend.

Service Quality and Patient Satisfaction

In theory, Jaspar (2014 19) stated that in a service system, service providers and consumers as services must have a close relationship, where patients are active participants in the formation of the service process. Furthermore, Tjiptono (2014: 125) stated that by paying attention to the quality of service to consumers, it will increase the consumer quality satisfaction index as measured by any measure..

METHOD

This research was carried out on Pekanbaru Brimob Unit Polyclinic which is located at Jl KH Ahmad Dahlan No. 106 Pekanbaru, Harjosari Village, Sukajadi District, Pekanbaru. Furthermore The population in this study were patients Pekanbaru Brimob Unit Polyclinic in 2021 with a total of 3,849 patients. The sample is part of the population that will be used as an object in conducting research and testing data. According to Supangat (2014: 4) a sample is part of a population (example), to be used as study material in the hope that examples taken from the population can be representative of the population. The sampling techniques in this research are total sampling where the entire population is the research sample. The customer sample consisted of 98 patients at the Pekanbaru Mobile Brigade Polyclinic. Sampling was carried out using the Slovin method.

RESULTS AND DISCUSSION

Respondent Description

From the results of the questionnaire that was distributed to 98 respondents, the categories of respondents were described based on:

Table 1. General description of respondents

Description	Number of Respondents	%
< 30 years	12	12.2%
30 - 39 years old	18	18.4%
40 - 49 years old	35	35.7%
50 - 59 years old	14	14.3%
> 59 years old	19	19.4%
Amount	98	100%
Amount	98	100%

Source: Processed Data, 2022

Based on Table 1, it can be seen about the age of the Pekanbaru Brimob Unit Polyclinic patients who were taken as respondents. The age of the respondents in this research sample was mostly around 40-49 years, that is, there were 35 (35.7%) respondents who were > 59 years old, 19 (19.4%) respondents who were 30-39 years old, 18 (18.4%) respondents were 14 (14.3%) aged 50-59 years, and the lowest were 12 (12.2) respondents aged <30 years. From the information above, it shows that the majority of the Pekanbaru Mobile Brigade Polyclinic patients who were taken as respondents in this study were respondents aged 40-49 years..

Validity test

The table r value can be obtained with the following equation: $N - 2$ up to 96, namely 0.214 and the calculated r is obtained as follows:

Table 2. Price Validity Test Results and Purchasing Decisions

Variable	Statement	r count	r table	Information
Price	X_1	0.446	0.1986	Valid
	X_2	0.498	0.1986	Valid
	X_3	0.542	0.1986	Valid
	X_4	0.356	0.1986	Valid
	X_5	0.326	0.1986	Valid
	X_6	0.587	0.1986	Valid
	X_7	0.667	0.1986	Valid
	X_8	0.411	0.1986	Valid
	X_9	0.408	0.1986	Valid
	X_10	0.498	0.1986	Valid
	X_11	0.542	0.1986	Valid

	X_12	0.586	0.1986	Valid
	X_13	0.433	0.1986	Valid
	X_14	0.345	0.1986	Valid
	X_15	0.682	0.1986	Valid
Buying decision	Y_1	0.200	0.1986	Valid
	Y_2	0.404	0.1986	Valid
	Y_3	0.457	0.1986	Valid
	Y_4	0.584	0.1986	Valid
	Y_5	0.626	0.1986	Valid
	Y_6	0.677	0.1986	Valid
	Y_7	0.594	0.1986	Valid
	Y_8	0.435	0.1986	Valid
	Y_9	0.609	0.1986	Valid

Source: SPSS Data Processing Results, 2022

From Table 2 above, it can be seen that each statement item for the Service Quality indicator and patient satisfaction (r count) is above the criteria 0.1978 (r table). So it can be concluded that statistically each indicator statement for the variable is valid and suitable for use as research data.

Reliability Test

Reliability testing is intended to determine the consistency of measuring instruments in their use. A measuring instrument is said to be reliable if several times carrying out measurements on the same group or subject, relatively similar results are obtained, as long as the aspects within the group or subject being measured have not changed. In this study, the reliability test used the Cronbach's alpha method with a value above 0.60. The following is a table of reliability test results for this research, as follows:

Table 3. Reliability Test

Variable	Standard	Cronbach's alpha	Information
Service quality (X)	0.60	0.813	Reliable
Patient satisfaction (Y)	0.60	0.854	Reliable

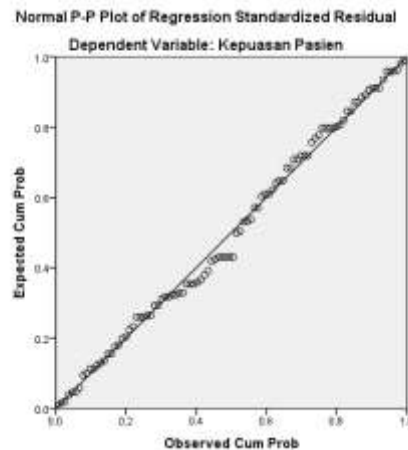
Source: SPSS Data Processing Results, 2022

From table 3 above, it can be seen that the reliability value of the two variables is > 0.60 , meaning that the measuring instruments used in this research are reliable or already have a level of reliability.

Normality test

The purpose of this test is whether the regression model for the independent variable and dependent variable has a normal or close to normal data distribution. To see the normal probability plot which forms a straight diagonal line, and plot the data to be compared with the diagonal line.

If the data spreads around the diagonal line and follows the direction of the diagonal line/histogram graph, it shows a normal distribution pattern. If the data is far from the diagonal line and does not follow the direction of the diagonal line/histogram graph, it shows an abnormal distribution pattern. To see the normality test results, see the table below the image below:

Figure 1. Normality Test

Source: SPSS processed data, 2023

From the data, it shows that the Normal P-Plot of Regression Standardized Residual graph depicts the distribution of data around the diagonal line and the distribution follows the direction of the diagonal line of the graph, so the regression model used in this research meets the normality assumption.

Simple Linear Regression Test

This analysis is used to determine the effect of the independent variable (Price) on the dependent variable (Purchasing Decision). The equation in the simple linear regression analysis of this research is: $Y = a + bX + e$, and the results of Simple Linear Regression processed by SPSS for this research are as shown in the following table:

Table 4. Simple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	5,593	2,409			2,322	,022
Service Quality (X)	,393	,039	,716		10,045	,000

a. Dependent Variable: Patient Satisfaction

Based on Table 4 above, the regression equation can be obtained as follows:

$$Y = 5.593 + 0.393X$$

The interpretation of the simple linear regression equation is:

- A constant value of 5.593 indicates that if the independent variable, namely service quality, does not exist or has a value of 0, then the value of the dependent variable, namely patient satisfaction, is 5.593.
- The regression coefficient (b) for patient satisfaction has a positive value of 0.393. This means that if service quality increases by 1 unit, patient satisfaction will increase by 0.393 units. This means that the better the quality of service, the greater the patient satisfaction.

Hypothesis test (t test)

From the SPSS test results it is known that the calculated t value is 10.045 and the significance value is 0.000. Because the calculated t value (10,045) > t table (1.984) and the sig value 0.000 < 0.05, then H_a is accepted, meaning that service quality has a significant effect on patient satisfaction.

Coefficient of Determination (R^2)

The coefficient of determination is the magnitude of the contribution of the independent variable to the dependent variable. The higher the coefficient of determination, the higher the coefficient value. The determination of the independent variable explains that the greater the influence of the independent variable on the dependent variable.

Table 5. Coefficient of Determination**Model Summary b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.716a	.512	.507	2,129

a. Predictors: (Constant), Service Quality (X)

b. Dependent Variable: Patient Satisfaction

SPSS Data Processed Source 2023

Based on Table 5 above, it can be concluded that the R value = 0.716 and the coefficient of determination R² is 0.512. This shows that patient satisfaction (dependent variable) is influenced by 51.2% by service quality (independent variable), while the remaining 48.8% influenced by other variables outside this research.

From the table above, the R-square value (Determinant Coefficient) is 0.247. It can be concluded that the contribution of price to the shop's decision to purchase Happy Soya cooking oil at PT Indofood Sukses Makmur in Pekanbaru City is 24.70%. Meanwhile, the remaining 75.30% is influenced by other variables outside the price variable.

Discussion**The influence of price on consumer decisions at PT Indofood Sukses Makmur in Pekanbaru City**

From the partial test results it can be said that price has a significant influence on the shop's decision to purchase Happy Soya cooking oil at PT Indofood Sukses Makmur in Pekanbaru City. This is proven by the results of the SPSS test which obtained a t count of 5.181 and also based on the significance test table obtained a t table of 1.989. From these two tests it was concluded that t count was $5.181 > t \text{ table } 1.989$. And also the significance level obtained is $0.00 < 0.05$. Means the hypothesis is proven.

The interesting thing about the results of this research is that it has a negative relationship as evidenced by the results of the regression coefficient (b) of -0.695 which means that every increase in the price of one unit will reduce the shop's decision to buy Happy Soya cooking oil at PT Indofood Sukses Makmur in Pekanbaru City. amounting to 0.695 units, and vice versa, every one unit price decrease will increase the shop's decision to purchase Happy Soya Cooking Oil at PT Indofood Sukses Makmur in Pekanbaru City by 0.695 units.

This is in line with research by Melpiana and Sudrajat (2022) that if consumers are faced with two product choices that are the same in terms of quality, the purchasing decision will fall on the product that is cheaper. This means that price has a big influence on purchasing decisions if the product has the same quality.

The results of this research are in line with research by Gunarsih (2021) which states that price has a positive or significant effect on purchasing decisions at the Pelita Jaya Building Store, Buyungon Amurang. Which means, most or the majority of every purchasing decision made by buyers or consumers is seen and determined by the price value of the goods.

Conclusion

This research can be concluded: From the results of the t test, the calculated t value $(10.045) > t \text{ table } (1.984)$ and the sig value of $0.000 < 0.05$, then H_a is accepted, meaning that service quality has a significant effect on the service quality of the Pekanbaru Brimop Unit Polyclinic, where This means that the higher the quality of service, the greater patient satisfaction will increase. The result of the regression equation is $Y = 5.593 + 0.393X$ The regression coefficient (b) for patient satisfaction has a positive value of 0.393. This means that if service quality increases by 1 unit, patient satisfaction will increase by 0.393 units. This means that the better the quality of service, the greater the patient

satisfaction. From the results of the coefficient of determination, the value of $R = 0.716$ and the coefficient of determination R^2 is 0.512. This shows that patient satisfaction (dependent variable) is influenced by 51.2% by service quality (independent variable), while the remaining 48.8% is influenced by variables others outside this research.

Suggestion

In order to complete the results of this research, the author provides the following suggestions: Based on the results of respondents' responses regarding the quality of service, the lowest statement is that officers respond to every patient who wants to receive services, for this reason the Brimob Unit Polyclinic should be able to provide understanding to officers so that they respond better to patients who want to get services. Based on the results of respondents' responses regarding patient satisfaction, the lowest statement is that the Brimob Unit Polyclinic provides services in line with expectations. For this reason, the Brimob Unit Polyclinic should be able to improve its services so that patients who receive services feel more satisfied.

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