



The Patient Satisfaction On Quality of Health Services in Out Patient Department of Bandar Lampung Adventist Hospital

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ABSTRACT

One of the health service facilities is a hospital. Hospitals are required to provide the best services for patient satisfaction. Satisfaction will be fulfilled if the service provided in a hospital is felt to be in accordance with patient expectations, otherwise the patient will not feel satisfied. Disatisfaction with services will encourage patients to use the services of other competitors and will result in decreased profits for the hospital. The level of satisfaction is closely related to quality services so that the services provided are in accordance with patient expectation. The purpose of this study was to determine the level of patient satisfaction, patient assessment of the quality of health services and the relationship between the level of satisfaction with the quality of health services in an Out Patient Department (OPD) of Bandar Lampung Adventist Hospital.

The method used in this study is a descriptive correlation involving 160 patients in OPD of Bandar Lampung Adventist Hospital. The data gathering was done by purposive sampling, and used a questionnaire instrument. The questionnaire used in the form of a checklist consist of two parts were those related to the patient satisfaction levels (23 questions) and related to the quality of OPD services (45 questions), so the total of all questions was 68. Then the data were analyzed using the McClave percentage formula, Benson, and the correlation formula according to Sugiyono (2007: 122).

The results of this study found the percentage level of patient satisfaction in the Out Patient Department of Bandar Lampung Adventist Hospital is 76.35%. This states that the level of patient satisfaction is included in the high category. The percentage of patients' assessment of service quality is 75.96%, this value is also included in the high category. Through these two percentages, the correlation value is 0.852. It states that there is a very strong relationship between the level of patient satisfaction with the quality of health services in OPD of Bandar Lampung Adventist Hospital.

Based on the results of the study it can be concluded that patients in OPD of Bandar Lampung Adventist Hospital have a high level of satisfaction that related to the quality of hospital health services. Suggestions given to the head of the OPD are expected to be able to maintain and improve quality services so that the patient satisfaction is maintained properly.

Keywords: Quality of Health Service, Patient Satisfaction

INTRODUCTION

In line with the increasingly high levels of education, science, rapid technology and socioeconomic conditions of the community, awareness of the importance of health in society has also increased. This causes the needs and demands of the community for quality health services to become one of the basic needs, where quality health services are highly expected by the community.

According to Tjiptono (2013), five dimensions of service quality, including tangible, reliability, responsiveness, assurance, empathy (willingness to care).

Hospital service quality has two components, namely the fulfilment of established quality standards and the fulfilment of customer satisfaction. Hospitals must provide services that focus on customer satisfaction. Improving the quality of health services can begin by evaluating each of the elements that play a role in shaping patient satisfaction (Imbalo, 2007).

Satisfaction is closely related to the services expected and the reality of the services provided (Supranto, 2009). Satisfaction will be met if the services provided in a hospital are felt to be in accordance with patient expectations. Conversely, if a hospital provides services that are not in accordance with patient expectations, the patient will not be satisfied. Dissatisfaction with services will encourage patients to use the services of competitors and will ultimately result in decreased profits (Rahmatika, 2009). So a hospital needs to carry out patient satisfaction measurements to evaluate the quality of service.

According to Stuart (2007) cited by Suryani (2010: 2) describes research in the United States about patient service satisfaction in Outpatient Installation. The results showed that of the 10 patients who visited the IRJ, it was known that six people (60%) complained about the care services provided that were not in line with expectations, the relatively long waiting time and the facilities / equipment available and the employees who were still lacking. While four other people (4%) said their dissatisfaction regarding the drug given was relatively long and had a complicated process. Then it was also discovered that the employee on duty did not respond to complaints in providing health services to emergency patients.

Anggraini (2011: 12) explained the results of a survey of nurse services at an Outpatient Installation in one of the hospitals in Indonesia conducted on September 27, 2011 with direct interviews with patients. The results of interviews of 10 patients who treated at IRJ two patients expressed less satisfaction with the services provided, namely from the assessment of nurses in responding to patient complaints about the disease, four patients were less satisfied from the interaction / attention between nurses and patients who were lacking, two one patient expressed

less satisfaction from the time in providing less services such as not giving an opportunity to the patient to ask about his illness, and one patient was dissatisfied from safety such as the nurse's lack of attention to anxious patients.

Each hospital is basically developed to meet the satisfaction of patients as customers. This also applies at the Bandar Lampung Adventist Hospital, where improving the quality of services is a top priority in hospital management.

According to Tjiptono (2013), hospital customer satisfaction or other health service organizations or patient satisfaction is influenced by many factors, including those related to:

1. The staff's approach and behavior, the patient's feelings especially when he first arrived.
2. The quality of information received, such as what is done, what can be expected.
3. Agreement procedures.
4. Waiting time.
5. Public facilities available.
6. Hospitality facilities for patients such as food quality, privacy and visiting arrangements.
7. Outcome of therapy and treatments received

The multidimensional concept of patient satisfaction according to Imballo (2007)

1. The physical environment of buildings, equipment, officers, medicines, policies, standard procedures.
2. Continuity of health services, accurate referrals, accurate and complete medical records.
3. Effective health service output or results, careful consultation, not repeated.
4. The cost of health care is the most efficient because it is according to health service standards.
5. Relationships between people: mutual respect and trust, timely, comfortable, clean, and privacy.
6. Physical access, economy, culture, language and terms understood by patients.
7. Friendly, respectful of humans, the art of providing health services, attentive, willing to listen.
8. Give complete and understandable information, always giving the opportunity to ask questions.
9. Attention to the patient's psycho-social problem, empathy.
10. Health care system regulatory factors to make it easy for patients

11. Health service provider technical competencies include consistency with health service standards.

One indicator of the success of health services is patient satisfaction. Satisfaction is defined as a post-consumption assessment, that a product that can be selected can meet or exceed patient expectations, thereby affecting the process of taking to repurchase the same product. Understanding the product includes goods, services or a mixture of goods and services. Hospital products are health services.

There are 5 (five) dimensions of service quality that have been discussed by Irawan (2002) in Kotler (2008), namely:

1. Reliability is the ability to carry out promised and accurate services. This dimension is a measure of the reliability of a polycyclic service at Bandar Lampung Advent Hospital. A polyclinic is said not to be reliable if the officers make mistakes in providing health services.
2. Responsiveness is a willingness to help consumers in fast service. This satisfaction dimension is the most dynamic
3. Assurance is the ability of officers to gain trust. This dimension is related to behavior in instilling trust and confidence in patients. These dimensions include: friendliness, competence, credibility and security.
4. Empaty is excessive attention and is specifically provided for customers in the hope that officers know the customer such as knowing the name, knowing what the customer needs.
5. Tangible is something that can be seen directly by customers in connection with services. Such as facilities, officers, and equipment available. This aspect is important because services cannot be seen and touched. Patients only use vision assessing a service. Patients have a good perception if they see a good building, neat and clean. And seeing the medical equipment used by officers in providing a complete and modern service, besides that the patient also views in terms of the neatness of the clothes

According to Imballo (2007) indicators of patient satisfaction, namely:

1. Satisfaction with health service aspects

Expressed by the attitude of knowledge about:

- 1) The extent to which health services are available at the time and place when needed.
- 2) Ease of obtaining health services, both in ordinary circumstances and emergency situations.

- 3) The extent to which patients understand how the health care system works, the benefits and availability of health services.
2. Satisfaction with the quality of health services is expressed by an attitude of knowledge about:
 - 1) Doctor's technical competence or other health care professions related to patients.
 - 2) Outputs from illness or how changes are felt by patients as a result of health care.
3. Satisfaction with the health service process, including human relations, is stated by measurement of:
 - 1) The extent of the availability of puskesmas or hospital services according to the patient's assessment.
 - 2) Perception about the attention and care of doctors and other health care professions.
 - 3) The level of trust and confidence in the doctor.
 - 4) The level of understanding of the condition or diagnosis.
 - 5) The extent of the difficulty of being able to understand the doctor's advice and treatment plan.
4. Satisfaction with the health care system is determined by attitudes towards
 - 1) Physical facilities and health service environment.
 - 2) The agreement system, including waiting for their turn, waiting time, utilization of time while waiting, willingness to help or caring for personnel, problem solving mechanisms and complaints that arise.
 - 3) Scope and nature of benefits and health services offered

Outpatient care is a simple form of health care. What is meant by outpatient services is medical services provided to patients not in the form of hospitalization. Outpatient care in providing health services includes medical conditions and health education, examination and treatment by doctors, supporting examinations (clinical laboratories), dental and oral health services, medical rehabilitation services, administering drugs according to medical needs and providing referral letters.

According to the Minister of Health number: 1165 / MENKES / SK / X / 2007, "outpatient services are patient services for observation, diagnosis, treatment, medical rehabilitation and other health services without staying overnight in hospital." Outpatient care is also one of the dominant of the hospital market and a significant source of finance, so efforts are always made to improve the quality of services. (Murdani, 2007).

Outpatient services are a series of medical service activities related to polyclinic activities. The outpatient service process starts from registration, waiting room, examination, and treatment in the examination room, supporting examinations if needed, administering drugs at the pharmacy, payment to the cashier, then the patient goes home. (Gultom, 2008).

Factors that Influence Outpatient Services, Outpatient services have two important aspects related to patient satisfaction, namely humans and equipment. Therefore, to satisfy a patient, an officer who is not only able to carry out good work procedures is needed, but is friendly, sympathetic, understanding, flexible, and skilled. Medical devices are also the tools and infrastructure needed to support the best health services for patients. (Gultom, 2008).

The factors that play a role in the development of services and outpatient services are:

1. The facilities and infrastructure needed to carry out outpatient services are relatively simpler and cheaper.
2. Government policies to control health costs encourage the development of various outpatient services.
3. Increased level of population awareness of health, which not only requires services to treat diseases but also to maintain and improve health that can generally be served by outpatient care facilities.
4. Advances in health technology that has been able to carry out a variety of medical measures that used to require inpatient services but at present it is sufficient to be treated with outpatient care.

In addition there are five service quality variables stated by Kotler (2008), namely:

1. Reliability, namely the ability to carry out the promised service appropriately and reliably.
2. Responsiveness, namely the ability to help customers and provide services quickly and reliably.
3. Confidence, which is the knowledge and courtesy of employees and their ability to generate trust and confidence.
4. Empathy (empathy) is a requirement to care, give personal attention to customers
5. Tangible, namely physical appearance, equipment, personnel and communication media.

The five variables are able to measure expectations with the reality felt by customers.

Quality of service can be defined in many senses. Azwar (2010: 46) states that the quality of health services is referring to the level of perfection in the appearance of health services held on one side can satisfy the users of services and on the other hand the procedures for its implementation are in accordance with the professional code of ethics and established standards.

In addition to this understanding, there are several meanings that simply describe the nature of quality according to some experts as quoted by Azwar (2010: 55):

1. Quality is the level of perfection in the appearance of something being observed.
2. Quality is a trait owned by a program.
3. Quality is compliance with established standards.
4. Quality is the totality of the form and characteristics of an item or service, which contains both a sense of security or fulfillment.

Factors that influence the quality of health services according to Azwar, 1994 in Endrawati (2012) are the elements of input, environment and processes.

1. Input Elements. Input elements include human resources, funds and facilities. If human resources and advice do not meet the standards and needs, then the health service will be of poor quality. Efforts to improve quality require professional human resources (HR) and improvement of health facilities. Professional human resources must have education and expertise and have competency motivation and good work commitment.
2. Environmental Elements. The environmental elements include policy, organization and management.
3. Proses element. Included in the process elements include the service process both medical and non-medical measures. One of the non-medical actions is the application of management which is a process in a series of activities carried out systematically to achieve goals.

The purpose of the study

1. To find out the level of patient satisfaction in the Outpatient Installation at Advent Hospital in Bandar Lampung.
2. To find out the quality of health services in the Adventist Hospital Bandar Lampung Outpatient Installation.
3. To identify whether there is a relationship between the level of patient satisfaction with the quality of service in the Outpatient Installation at Advent Hospital in Bandar Lampung

METHODS

The method used in this research is descriptive correlation. According to Arikunto (2006: 270) the descriptive correlation method is a descriptive method that aims to find there is no relationship between the two variables. Correlation descriptive method in this study is used to get a picture of the relationship between the level of patient satisfaction with the quality of service in the Outpatient Installation at Advent Hospital in Bandar Lampung.

The research population is an area consisting of subjects and objects that have certain qualities and certain characteristics that have been determined by researchers (Sunyoto, 2012). The population in this study was outpatients at Advent Hospital in Bandar Lampung.

The sample in this study was 160 respondents, namely outpatients in the Outpatient Installation and selected through purposive sampling. Purposive sampling according to Sugiyono (2012) is a sampling technique by determining certain criteria. According to Riduwan (2007) the considerations used to select this research sample are:

1. Subjects were new patients aged between 20-40 years old and not stroke sufferers who went to the Outpatient Installation at the Bandar Lampung Adventist Hospital.
2. Research subjects are willing to voluntarily fill out a questionnaire.
3. The object of research is the level of patient satisfaction with health services
4. Data were obtained using interview and questionnaire methods.

The variable in this study is the level of patient satisfaction with health services at the Outpatient Installation at Bandar Lampung Hospital. The related variable is patient satisfaction. Each variable must be formulated operationally to facilitate the understanding and measurement of each variable in the study.

The research instrument used in this study was a questionnaire. Questionnaire is a measurement tool in the form of a questionnaire or questionnaire with several questions (Hidayat, 2007).

The questionnaire used in this study was a checklist. According to Hidayat (2007) questionnaire checklist or checklist which is a list that contains statements or questions that will be observed and respondents provide answers by giving a check (✓) in accordance with the desired results or researchers who give a sign (✓) in accordance with the observations.

The data collection process was carried out at the Bandar Lampung Adventist Hospital. The researchers distributed questionnaires to patients who went to an outpatient facility. The selection of research subjects was made to outpatients at the Outpatient Installation in January 2018 and subjects were willing to participate in the research to be carried out. Next the researchers conducted interviews regarding how to fill out the questionnaire.

After the data is collected, the data is analyzed to be able to answer problem identification numbers one through three.

To answer question number 1, namely: "To what extent is the level of patient satisfaction in the Outpatient Hospital of Bandar Lampung Advent Hospital?", Each answer strongly agrees to be rated 4, agrees to be given a value of 3, simply agrees to be given a value of 2, does not agree to be given a value 1 and strongly disagree with a value of 0. The value of each respondent refers to the number of correct answers, according to the formula according to McClave and Benson (2016). This value is interpreted in accordance with the Category Level of Satisfaction in table 1.

Table 1. Presentage Scale

Nilai (%)	Category	Interpretation
0-20	Very Low	Very unsatisfied
21-40	Low	Unsatisfied
41-60	Enough	Satisfied
61-80	High	Very Satisfied
81-100	Very High	Outstanding

To answer the identification of the second problem, namely: "What is the quality of health services in the Bandar Lampung Adventist Hospital Outpatient Installation?" Then a procedure is carried out such as answering the identification of the first problem. This value is interpreted in accordance with the Service Quality Categories in table 2.

Table 2. Presentage Scale

Nilai (%)	Category	Interpretation
0-20	Very Low	Nurse services are very poor
21-40	Low	Nurse services are not good
41-60	Enough	Nurse services are quite good
61-80	High	Nurse services are good
81-100	Very High	Nurse services very good

To answer the identification of the third problem, namely: "Is there a significant relationship between the level of patient satisfaction with the quality of care at the Outpatient Hospital Installation in Bandar Lampung?" Then the correlation formula according to Sugiyono (2007: 122) is used. Then interpreted in table 3.

Table 3. Interpretation of Correlation Coefficients

Interval Coefficient	Level Relationship
0,00-0,199	Very Weak
0,20-0,399	Weak
0,40-0,599	Enough
0,60-0,799	Strong
0,80-1,000	Very Strong

Sumber: Sugiyono (2008:183)

Sugiyono (2005: 183) strong or weak relationship is measured between the range (range) 0 to 1. Correlation is unidirectional if the correlation coefficient is found to be positive; conversely, if the correlation coefficient is negative, the correlation is called unidirectional.

RESULTS

Table 4. Patient Satisfaction Level

Respondent	Score Respondent	Highest Score
n = 160	11240	14720

$$\text{Presentage} = \frac{\text{True amount (x)}}{\text{Absolute Value Amount (y)}} \times 100$$

$$= \frac{11240}{14720} \times 100\% = 76.35\%$$

It can be seen that the level of patient satisfaction at Advent Hospital Bandar Lampung has a percentage value of 76.35%. According to the category of patient satisfaction the value is included in the high category in accordance with table 4.

Table 5. Service Quality

Respondent	Score Respondent	Highest Score
n = 160	21877	28800

$$\text{Presentage} = \frac{21877}{28800} \times 100\% = 75.96\%$$

It can be seen that the quality of service in the Outpatient Installation of Adventist Hospital in Bandar Lampung is 75.96%. According to the category of patient service quality, this score is high according to table 5.

Table 6. Relationship between the level of patient satisfaction and service quality

Respondent	X	Y	x ²	y ²	xy
n= 160	11240	21877	809600	3067749	1570177
Correlation score = 0,852					

From the calculation above, it can be seen that the magnitude of the correlation coefficient is 0.852. The value of 0.852 is greater than alpha (0.05) which means there is a relationship between variable X (Patient Satisfaction) and Y variable (Quality of Nurse Services) and the value of 0.852 seen in table 3 is strong. So there is a strong relationship between the level of patient satisfaction with the quality of nurse services.

DISCUSSION

1. Based on the analysis of the data above, it shows that patient satisfaction at Advent Bandar Bandar Lampung Hospital is satisfied with a value of 76.35% according to the percentage scale in table 4. This means that nurses have a friendly attitude, doctors and nurses carry out professional care tasks. This is in accordance with the opinion of Heriandi (2017: 3) explaining that the health services expected by patients are friendly attitude by all security officers, registration officers, doctors, nurses and cashiers. The clerk provides directions and information that is clear and easy to understand if requested. Professional doctors and nurses. Hospitals that have professional doctors and nurses will provide more value for patients and families. The doctor provides clear information about the disease and the plan of action and therapy provided.

2. Analysis of the data above shows that the quality of health services is good so patients are satisfied with the value of 75.96% according to the percentage scale in table 5 with the care services provided by nurses, doctors and staff on duty at the Outpatient Installation at Bandar Lampung Adventist Hospital. In addition, patients also feel that nurses in the Outpatient Installation must have the ability to interact properly and precisely from various individuals, families, groups and communities. Good interactions will create satisfaction for the patient.

This is consistent with Sarbaguna's opinion (2004: 8) explaining that patient satisfaction is a subjective value to the quality of services provided.

3. The above analysis states there is a strong relationship between the level of patient satisfaction with the quality of nurse services. This means that care services are an important element in providing better, more efficient and effective services (Table 6).

This is in accordance with the opinion of Agung (2015: 4) explaining that quality health services are health services that can satisfy every user of health services according to satisfaction levels. With satisfactory quality of emergency services, it will encourage patients to continue to choose the hospital if they need more health care facilities. Even patients who are satisfied with the care services provided are able to pay more for the hospital. Emergency services unit is the center of activities that most occur interactions between nurses and patients, because this unit provides the most services compared to others. Sarbaguna (2004: 8) explains that patient satisfaction is a subjective value for the quality of services provided. Patient satisfaction is related to hospital services, where satisfied customers will come for treatment and promotions or tell friends, family and others. Because the better the treatment services, the patient will be more satisfied with the services provided by nurses and doctors at the hospital's Outpatient Installation. Patient satisfaction is related to the quality of hospital services, where satisfied customers will come for treatment and promote or inform friends, family and others.

Conclusion

1. The level of patient satisfaction in the Outpatient Installation of the Bandar Lampung Advent Hospital in the high presentation category. The level of patient satisfaction is 76.35% with a satisfied interpretation.
2. The quality of health services in the Adventist Hospital Bandar Lampung Outpatient Installation in the high category. The level of quality of patient services is 75.96% with an interpretation of the quality of health services in good care installations.
3. There is a strong relationship between the level of patient satisfaction with the quality of health services. The results of the data analysis of the correlation coefficient is $0.852 > \alpha = 0.05$ which is a very strong relationship level.

Reccomendation

The results of this study are expected to be useful for:

1. For hospitals, the results of this study are expected to identify satisfaction of services for patients in outpatient installations so as to improve the quality of hospital services.

2. For nursing services are expected to provide maximum service

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