

The Influence of Services Quality and Facilities on Patient Satisfaction at Wijaya Kusuma Hospital Lumajang, East Java

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ABSTRACT

This research seeks to determine the influence of service quality on patient satisfaction, and to determine the influence of facilities on patient satisfaction, and to determine the influence of service quality and facilities on patient satisfaction, at Wijaya Kusuma Hospital Lumajang, East Java.

This research used descriptive quantitative methods by using SPSS 26 to process the research data. This research was conducted on patients at Wijaya Kusuma Lumajang Hospital. The sample collection technique used a simple random sampling technique. The sample was calculated by using the Slovin formula where 100 respondents were selected.

It was found that the partial test (t test) of service quality and facilities has a positive and significant influence on patient satisfaction. The results of the simultaneous test (f test) of service quality and facilities have a positive and significant influence on patient satisfaction. The researcher found that 82,9% of independent variables (services quality and facilities) on patients satisfaction and 17,1% was influenced by other variables which not examined

As Patient satisfaction has been an important factor to influence them in continuing to visit Wijaya Kusuma Hospital Lumajang in the future, therefore it's vital to understand why there was a reduced number of patients visit to this Hospital in 2020 Year, and which variable influenced to patients satisfaction.

Keywords: Service Quality, Facilities, Satisfaction

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INTRODUCTION

The health sector is one of the most important service sectors today, a proper services are needed. Improving the quality of the services offered is an important thing because service quality can be used as a tool to achieve a competitive advantage. The improvement of good service quality, it can create patient satisfaction, therefore it will influence the patients to continue to use this hospital services in the future. The hospital is an integral part of a social and health organization with the function of providing complete (comprehensive), disease healing (curative) and disease prevention (preventive) services to the community. The hospital is also a training center for health workers and medical research centers according. The hospital's task is to carry out health service efforts in an efficient and effective manner

by prioritizing healing and recovery which are carried out in a harmonious and integrated manner with improvement and prevention and implementation of referral efforts. Hospitals as one health care facilities have a very strategic role in an effort to accelerate the health status of the Indonesian people. The government has seriously and continuously strived to improve the quality of services, both promotion, preventive, curative, and rehabilitative. This role is currently increasingly demanded due to changes in disease epidemiology, changes in organizational structure, and developments in science, technology, and society's socio-economics. Improving the quality of services held by government agencies is now increasingly prominent, even becoming the demand of the community. In developing countries today, we can see that the quality of public services is a problem that often arises, because in developing countries, generally, the demand for services exceeds the ability to provide services. Therefore the problem was criticism from users about Service Quality perception in all aspects of services in hospitals. In this case, the researcher conducted research on the problems that existed at the Wijaya Kusuma Hospital, by collecting document data from the hospital regarding changes in the number of visits from 2016 to 2020, and the data is presented in the following table.

Table 1: Number of Patient (Period 2016-2020)

No	Year	Total Patient Per year
1	2016	5255
2	2017	7171
3	2018	7666
4	2019	8435
5	2020	7736
Total		36263

Source: Medical Record section data 2021, Wijaya Kusuma Hospital

Referring to above table 1, In the fifth year, the number of visits to this hospital has decreased and the cause of this has led to the provision of services that have not been maximized, such as in the quality of services and facilities provided by the hospital to patients. Therefore, the hospital makes criticism and suggestions from patients in the form of a patient satisfaction survey so that it can be evaluated by the hospital in order to provide maximum results for patients. Data on patient complaints from the hospital will be presented in the following table;

Table 2: Service Quality Complaints

No	Year	Communication with Health Workers	Nurse and Doctor Service	Total Complaints
1	2016	9	23	32
2	2017	15	28	43
3	2018	16	22	38
4	2019	20	21	41
5	2020	12	20	32
Total		72	114	186

Source: Hospital Nursing Department. Wijaya Kusuma Lumajang 2021

Table 3: Facilities Complaints					
No	Year	Facility Cleanliness	Room Setup	Information	Total Complaints
1	2016	15	7	26	48
2	2017	21	5	30	56
3	2018	30	8	29	67
4	2019	27	9	30	66
5	2020	26	6	32	64
Total		119	35	147	301

Source: Hospital Nursing Department. Wijaya Kusuma Lumajang 2021

Refer to the above table 2 and 3, there are service quality and facilities complaints, which will be influenced to patient satisfaction.

Pudiyartono and Hasanah, (2018), Setyawati et al (2018), dan Yulistia et al (2021), service quality have a significant influence to patients satisfaction partially, facilities have a significant influence to patients satisfaction partially, and simultaneously service quality and facilities have a significant influenced to patients satisfaction.

Based on background of the problem above, and the previous research, this research intends to find ; 1. is there any influence on service quality to patient satisfaction partially at Wijaya Kusuma Hospital Lumajang? 2. Is there any influence on facilities provided to patient satisfaction partially at Wijaya Kusuma Lumajang Hospital? 3. Is there any influence on service quality and facilities on inpatient satisfaction simultaneously at Wijaya Kusuma Hospital Lumajang?

The objectives in this research are:

1. To determine the influence of service quality on patient satisfaction partially at Wijaya Kusuma Hospital Lumajang.
2. To determine the influence of facilities on patient satisfaction partially at Wijaya Kusuma Hospital Lumajang.
3. To determine the influence of service quality and facilities simultaneously on patient satisfaction at Wijaya Kusuma Hospital Lumajang.

LITERATURE REVIEW

Service Quality

Liyas (2021:191), Inuri (2020:88), and Andarini (2020:92) said that "Service Quality influences patient satisfaction. This shows that the quality of services provided by the hospital is well fulfilled, so patient satisfaction will be formed from the services provided. In addition to improving the quality of service, hospitals need to consider about the facilities provided. With

a good facilities, hospital can support the quality of service. Tjiptono & Diana (2019;218) mention five dimensions of service quality that must be met, as follows: a. Tangibles, b. Empathy, c. Reliability, d. Responsiveness, e. Assurance.

Facilities

Kotler & Keller (2021:135) define facilities as "everything that is physical equipment and is provided by service vendors to support consumer convenience", while Tjiptono (2016:317) defines facilities "are physical resources that must exist before a service is provided. According to Tjiptono (2015: 184), the facility indicator has several elements that need to be considered in determining service facilities, namely: a). Partial consideration or planning, meaning that aspects such as proportions, textures, colors, need to be considered, combined and developed to provoke intellectual and emotional responses from the user or the viewer. b). space designer, this means that it includes interior and architectural planning such as the placement of furniture and equipment in the room, the design of circulation flow and others such as the placement of meeting rooms that need to be considered in addition to their capacity, it is also necessary to pay attention to the placement of furniture or equipment, c). Equipment or furniture, in this case, the equipment functions are intended as complementary instruments that can provide comfort, as decoration, or as supporting infrastructure in the use of customers' goods. d). Lighting, in this indicator, what needs to be considered was the color, type and activities carried out in the room and the desired atmosphere. e). Color, was something that can be used to increase efficiency, create a relaxed impression, and reduce accident rates. The colors used for service interiors need to be related to the emotional effect of the colors chosen. f). Graphic messages, graphic messages were an important aspect in a facility and related to this element are visual appearance, placement, selection of physical form, selection of colors, lighting and selection of sign forms used for certain purposes.

Satisfaction

The definition of satisfaction according to experts states that: Satisfaction is "a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product thought to the expected performance" (Kotler and Keller, 2021:177). This patient satisfaction study was conducted by Itasia (2021:5), Sumaryo (2021:7), and Perceka (2020:21) mentioned that "patient satisfaction can be viewed from the quality of services provided existing facilities, and the prices that patients can afford pay". These are all factors that can make patients satisfied with hospital services. Endang (in Mamik, 2010:4), "Patient satisfaction was an evaluation or assessment after used a service, that the selected service at least meets or exceeds an expectation". In a health company such as a hospital, patients were consumers of a service offered by the hospital. According to Tjiptono (2014: 67) in Yulistia (2021: 37) indicators in consumer satisfaction were: a. Overall Customer Satisfaction, b. Repurchase Intent, c. Willingness to recommend. Customer satisfaction according to Kotler (2014), Feelings of pleasure or the disappointment that comes after compare product performance (results) thought of performance or expected results.

Research Framework

Here are the research framework of The Influence Of Services Quality And Facilities On Patient Satisfaction At Wijaya Kusuma Hospital Lumajang, East Java.

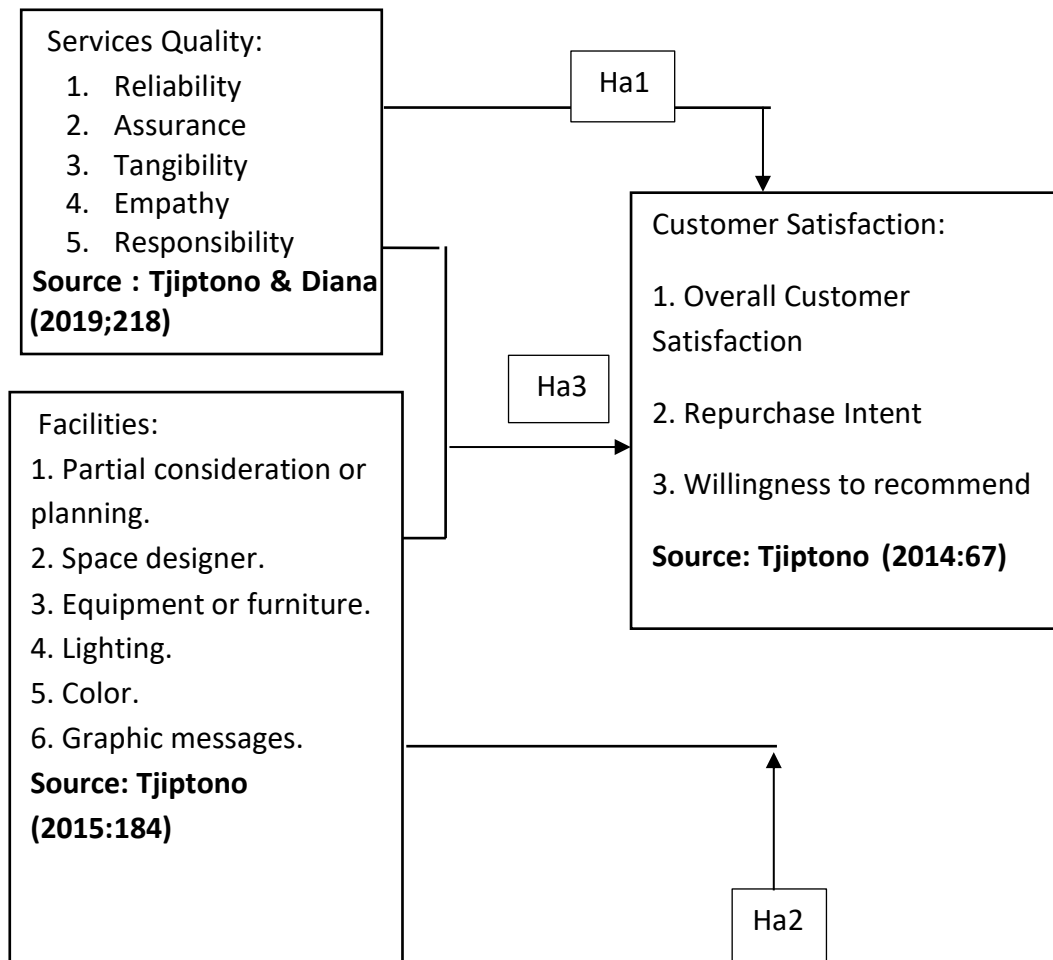


Figure 1: Framework

METHOD

This research used descriptive quantitative methods by using SPSS 26 to process the research data. This research was conducted on patients at Wijaya Kusuma Lumajang Hospital.

The sample collection technique used a simple random sampling technique. The sample was calculated by using the Slovin formula where 100 respondents were selected from total patients about 36.263 in the period 2016-2020 years.

RESULT AND DISCUSSION

The sample in this research is patients at Wijaya Kusuma Lumajang Hospital. In this study, respondents are divided into several characteristics. Respondents Gender: 52% are Men, 48% are Women. Respondent Age: 20-25 years old is 6%, 26-30 years old is 32%, 31-35 years old is 33%, 36-40 years old is 17%, > 40 years old 12%.

The validity test resulted, $r_{count} > r_{table}$ 0.165, therefore it can be concluded that all statement items in the variable indicator of service quality, facilities and satisfaction are valid.

Variable Service quality cronbach's alpha > rtable ($0.927 > 0.196$) , Facilities ($0.933 > 0.196$) and Patients Satisfaction ($0.893 > 0.196$), we can conclude that all variables were reliable.

Data normality test, the asymp value was obtained. Sig (2-tailed) of 0.200, that the value was greater than the significance level of 0,5, therefore we can conclude that the data was in normally distributed.

Multicollinearity Test, we can conclude that 1). The tolerance value for the service quality variable (X1) is $0.383 > 0.05$, which means that there was no correlation between the independent variables, the VIF value is $2.608 < 5$ so that the service quality variable was explained to have no multicollinearity. 2). The tolerance value for the facility variable (X2) is $0.383 > 0.05$ which means there was no correlation between the independent variables, the VIF value is $2.608 < 5$ therefore the facility variable was explained to have no multicollinearity.

Autocorrelation Test, Durbin-Watson test result was 1.592. Where according to Algifari (2013: 88) the criteria (1,550 – 2,460) indicated that there wasn't autocorrelation.

Determination Coefficient Test, the magnitude of R square is 0.829 or 82.9%. This explained that the percentage of the influence of the independent variables of service quality (X1) and facilities (X2) on the dependent consumer satisfaction (Y) is 82.9%. While the rest ($100\% - 82.9\% = 17.1\%$) was influenced or explained by other variables outside the variables studied.

A. Partial Test (t-test)

Partial Test (t) was used to determine whether there was a significant (significant) relationship or influence between the independent variables (service quality and facilities) partially on the dependent variable (patient satisfaction).

Table 4: Partial Significance Test (t-test)
Service Quality (X1) on Patient Satisfaction (Y)

Service Quality (Y1) on Parent Satisfaction (Y2)						
Coefficients ^a						
	Model	Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	7.291	1.232		5.919	.000
	Service Quality	.440	.029	.835	15.031	.000

a Dependent Variable: Patient Satisfaction

Source: Data proceed by SPSS 26

Refer to the above table 4, Service quality variable has a significance level of 0.000, this value was smaller than 0.05 ($0.000 < 0.05$) with a tcount of 15,031 > ttable of 1.660. This means that Ho was rejected and Ha was accepted, so it can be concluded that service quality has a significant influence on patient satisfaction.

Table 5: Partial Significance Test (t-test)
Facilities (X2) on Patient Satisfaction (Y)

Coefficients ^a					
Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
1 (Constant)	.133	1.394		.095	.924
Facilities	.589	.032	.880	18.363	.000

a Dependent Variable: Patient Satisfaction

Source: Data proceed by SPSS 26

The above table 5, facility variable has a significance level of 0.000, this value was smaller than 0.05 ($0.000 < 0.05$) with a tcount of $18.363 > \text{table } 1.660$. This means that H_0 was rejected and H_a was accepted, so it can be concluded that the facility has a significant influence on customer satisfaction.

B. Simultaneous Test (f-test)

Table 6: Simultaneous Test (f-test)

ANOVA ^a					
Model	Sum of				
	Squares	df	Mean Square	F	Sig.
1 Regression	1.545.633	2	772.816	234.908	.000b
Residual	319.117	97	3.290		
Total	1.864.750	99			

a Dependent Variable: Patient Satisfaction

b Predictors: (Constant), Facilities, Service Quality

Source: Data proceed by SPSS 26

Based on table 6 above, the fcount value was $234.908 > \text{ftable } 3.09$ with a significance of $0.000 < 0.05$, H_0 was rejected and H_a was accepted, therefore simultaneously there was a significant influence between service quality and facilities on customer satisfaction

CONCLUSION

Based on the results of this research at the Wijaya Kusuma Hospital Lumajang, the following conclusions can be obtained: 1). There was a significant influence between service quality and customer satisfaction, partially; 2). There was a significant influence between facilities on customer satisfaction, partially; 3). There was a simultaneous significant effect between service quality and facilities on customer satisfaction.

Suggestions, to use a digital system control for nurse schedule and medicine serving schedule to patients, to conduct a training about a nurse procedure to handle patient, periodically, due to there was a negative feedback regarding on time schedule for nurse to serve their patients. To renovate the hospital room patients service area by the reputable hospital room decoration architect vendor, to create a comfortable room for patients. To do a regular maintenance and repair to all facilities and regularly check the availability of medical tools facilities to provide a proper facilities and availability of medical facility for patients.

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