THE ANALYSIS OF SERVICE QUALITY INCREASING OUTPATIENT SATISFACTION AT AL ISLAM HOSPITAL BANDUNG

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Abstract. The aim of the research was to determine the quality of service on outpatient satisfaction at Al Islam Hospital Bandung. where this research uses quantitative research methods. where this research was conducted in the Clinical Pathology Laboratory unit by distributing 45 questionnaires to 45 outpatient respondents. The results of the research show that the spearmen's rank correlation calculation is 0.92, indicating that the service quality variable has a very strong relationship with patient satisfaction. Calculation of the determinant coefficient obtained a result of 84.6%, indicating that the service quality variable has an influence on patient satisfaction of 84.6%. The conclusion obtained from the results of this research is that the quality of laboratory services has a very strong influence on outpatient satisfaction

Keywords: patient satisfaction; service quality

I. INTRODUCTION

A very important aspect in human life includes health. Everyone does various things to achieve excellent health. A person who suffers from illness will usually try to overcome and treat the illness he is suffering from until he recovers. Globalization has had a major impact on the development of the business world. The market is becoming wider and opportunities are everywhere, but on the other hand, competition is getting tighter and harder to predict. This condition requires companies to create competitive advantages in their business so that they are able to compete sustainably. Companies that want to develop and gain a competitive advantage must be able to provide products in the form of quality goods or services and good service to customers compared to their competitors [1]. Hospitals are currently experiencing rapid progress and development along with developments in technology and medical science. This is demonstrated by the increasing number of increasingly sophisticated medical equipment or doctor's equipment owned by hospitals and the increasing number of hospitals being established on government initiatives. Patients rate their level of satisfaction or dissatisfaction after using hospital services and using hospital services and use this information to update their perceptions about the quality of services provided by nurses at the hospital. Before patients use hospital services, patients have expectations about the quality of services provided by nurses which are based on previous experience and word of mouth recommendations.

After patients use the hospital's services, patients will compare the quality of service expected by the patient with what they actually received. Apart from that, there are also people who are afraid to go to the hospital for treatment because they don't trust hospitals. This is due to the scary conditions and rooms in the hospital, the lack of a family atmosphere, and the lack of communication between hospital staff and the patient's family.

A good quality image is not based on the point of view or perception of the service provider, but based on the point of view or perception of the customer [2]. The cases above make patients feel dissatisfied with the hospital where they are treated. For this reason, hospitals and their doctors and nurses can increase their professionalism in carrying out their duties to provide the best and quality service to patients so that patients and their families feel satisfied.

The five determinants of service quality are as follows [3]:
1) Tangible, namely the appearance of physical facilities, equipment, personnel and communication media.
2) Reliability, namely the ability to carry out promised services accurately and reliably.
3) Responsiveness, namely the willingness to help customers and provide services quickly or responsively.
4) Assurance, which includes the knowledge and politeness of employees as well as their ability to generate trust and guarantee, and
5) Empathy, which is the requirement to care, to give personal attention to customers.

Good service quality will have an impact on patient satisfaction, and will have an impact on people's intentions to seek treatment. The main goal of quality service from hospitals is to understand the needs and desires of patients so that patients are satisfied.

Patient satisfaction is a feeling of pleasure or disappointment that arises from comparing perceived

performance against their expectations [4]. Various studies on service quality on patient satisfaction have been conducted [5]. In this research, the influence of service quality on patient satisfaction was studied by referring to research conducted. This research aims to determine the influence of service quality variables on patient satisfaction simultaneously and partially. This research also aims to determine the dominant variables of service quality that influence patient satisfaction. It is hoped that the results of this research can be used as material for improving the quality of services in hospitals and become the basis for further research. The quality of health services needs to be improved because of the community's or individual's need for health that meets standards with reasonable, efficient, effective use of resources within the limited capacity of the government and society, and is carried out safely and satisfactorily in accordance with good norms and ethics. Health services, whether in hospitals or other health service institutions, are a system consisting of various components that are interrelated, interdependent, and mutually influence each other. The quality of health services in hospitals is the final product of interaction and interdependence of service aspects

II. RESEARCH METHODS

This research is quantitative research with a cross sectional design. The cross-sectional research design is where all influencing variables (independent variables) and influenced variables (dependent variables are measured and observed at the same time. The aim is to determine the effect of service quality on outpatient satisfaction at Al Islam Hospital Bandung in 2024. This research is located at Al Islam Hospital Bandung in 2024. Research time February – March 2024 [6]-[8]. "The total number of all units or elements in which investigators are interested". The population in this study is all patients in the Outpatient Installation of Al Islam Hospital Bandung in 2024, totaling an average of 20,210 people per month. A sample is a portion of a population that has relatively the same characteristics and is considered to represent the population. To find out how many samples represent the population the Slovin formula is used.

$$n = \frac{N}{1 + (N'e^2)}$$

Information:

n = Minimum sample size
N = The population sample size is 20,120 people
e = The percentage of allowance for inaccuracy due to sampling error that the researcher desires is 10%.

$$n = \frac{20.1020}{1 + (20.1201\ 0.1!)} = \frac{20{,}210}{203.1} = 99.6 \approx 100$$

Based on the formulation above, the minimum sample size is 100 respondents or 100 patients in the Outpatient Care of Al Islam Hospital Bandung. In this research, the sampling technique used was non-probability sampling with a purposive sampling technique (purposeful sampling) based on certain considerations. The reason for taking this sample is because it

is limited to the type of sample selected on criteria determined by the researcher.

III. RESULTS AND DISCUSSION

Description of Research Location

Al Islam Hospital (RSAI) Bandung is a health service institution under the Islamic Women's Cooperation Foundation (KSWI) Bandung, operational on August 1 1990 with a total of 28 beds and up to now there are 244 operational beds. RSAl Islam is a hospital private type B, and has been accredited to 16 complete standards with a total of 789 employees consisting of health and non-health workers. The vision of Al Islam Hospital is to become a superior, trusted and Islamic hospital, while there are five missions, namely

1. Implement and apply Islamic values into all aspects of hospital services and management,
2. Assist and support government in the health sector,
3. Carry out health services by providing satisfaction to consumers so that they exceed what they expect,
4. Carrying out cross-sectoral collaboration and taking an active role in efforts to improve the level of public health,
5. Developing capabilities and improving the welfare of its human resources.

The organizational culture built at Al Islam Hospital is to achieve the stated vision and mission of the organization, including:

1. Al-Islam Hospital Bandung is our facility where we can do good deeds sincerely to seek the blessing of Allah SWT.
2. Patient safety and satisfaction is our priority.
3. Increasing professionalism is part of our life demands.
4. Compassion, cleanliness, honesty, discipline, responsibility and cooperation are our soul and character.
5. Fatonah, amanah, sidiq and tablig are our leadership characteristics.
6. Smiles, greetings, greetings, politeness, agility, responsiveness and thanks are the expressions of our attitude.

Service Activities at Al-Islam Hospital Bandung Include:

1. Medical Services,
2. Nursing Services,
3. Supporting Medical Services,
4. Accommodation Services,
5. Pharmacy Services,
6. Nutrition Services,
7. Medical Records Services,
8. Administrative and Financial Services,
9. Information/Extension Services, and
10. Spiritual Service.

Univariate Analysis

Based on the research results, 100 patients at the Al Islam Hospital Bandung Outpatient Installation were used as respondents and they had varying backgrounds in terms of age, gender, education and occupation. Characteristics of respondents based on age, the results of the study showed that the majority of respondents aged between 20-40 years were 37 people (37%), those aged between 41-60 years were 36 people (36%), those aged more than 61 years were 17 people (17%),

and those aged less than 20 years amounted to 10 people (10%). The following are the results of the characteristics of respondents based on age, as shown in Figure 1 below:
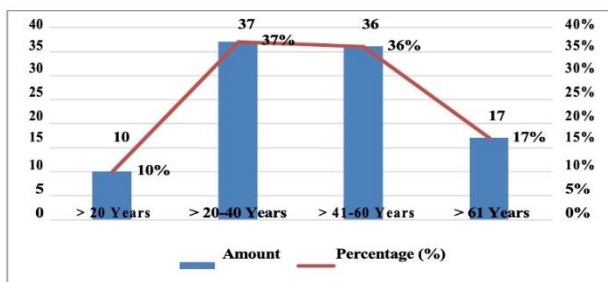

Figure 1. Characteristics of Respondents Based on Age

So it can be concluded that respondents in the 20-40 year age range are more dominant than other age ranges.

Characteristics of Respondents Based on Education

Characteristics of respondents based on education, the results of the study showed that the majority of respondents who were patients had junior high school education with a total of 14 people (14%), 36 people (24%) had high school education, 39 people (39%) had a bachelor's degree (S1), while those with a S2 numbered 11 people (11%).
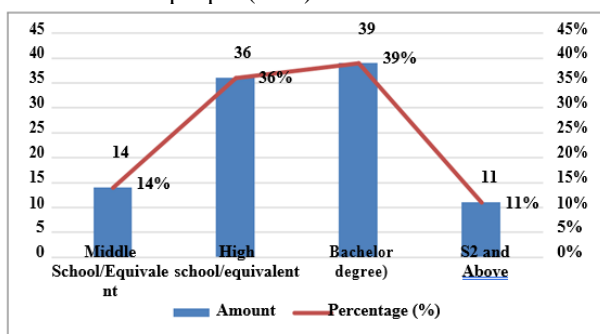

Figure 2. Characteristics of Respondents Based on Education

So it can be concluded that respondents with a bachelor's degree are more dominant than respondents with elementary, middle school/equivalent, high school/ equivalent and master's degrees and above.

Characteristics of Respondents Based on Occupation

Characteristics of respondents based on work, research results show that 15 respondents work as students (15%), 11 people are traders (11%), 5 people are workers (5%), 21 people are self-employed (21%), There were 10 housewives (10%) and 38 respondents who had other professions (38%).
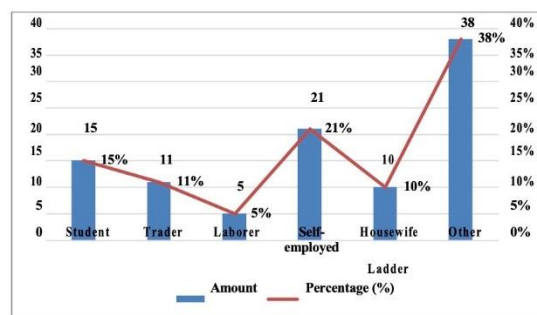

Figure 3. Characteristics of Respondents Based on Occupation

So it can be concluded that respondents with other statuses are the ones who dominate the most.

Characteristics of Respondents Based on Visits

Characteristics of respondents based on patient visits to the Outpatient Installation at Al Islam Hospital Bandung, the results of the study showed that respondents who visited four or more times were 58 people or 58%, people or 17% of respondents visited three times, 15 people or 15% of respondents visited twice and 10 respondents or 10% visited once or the first time.
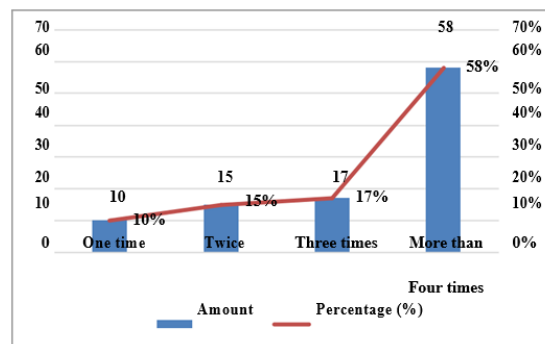

Figure 4. Characteristics of Respondents Based on Visits

So it can be concluded that respondents based on patient visits to the Outpatient Installation at Al Islam Hospital Bandung were at most more than four times.

Dimensions of Reliability

The reliability dimension includes the ability to provide promised services promptly, accurately and satisfactorily. In the reliability dimension variable, it is measured using four items. The following are the respondents' responses.

Based on table 1 it can be seen that the respondents' assessment regarding the service quality variable in the reliability dimension can be categorized as "Quite Good" because it has a percentage value with an average of 56.60%. Therefore, it can be concluded that the average patient assesses the procedure for admitting patients to the Outpatient Installation of Al Islam Hospital Bandung as simple (not complicated) with a percentage of 55.40%.

Table 1. Respondents' Responses Service Quality Dimensions of Reliability

No	Item	Answer Score Responden					Total Score	Ideal Score	%	Category
		5	4	3	2	1				
1	REL 1	13	16	25	27	19	277	500	55.40	Pretty good
2	REL 1II	14	19	29	24	14	295	500	59	Pretty good
3	REL 1II	12	17	27	28	16	281	500	56.20	Pretty good
4	REL 1V	13	15	27	28	17	279	500	55.80	Pretty good
Total							1,132	2,000	56.60	Pretty good

The information provided to outpatient patients at Al Islam Hospital Bandung is complete. accurate with a percentage of 59%, the doctor's examination schedule at the Al Islam Hospital Bandung Outpatient Installation was on time (as scheduled) with a percentage of 56.20%, and the handling of administrative matters after the examination at the Al Islam Hospital Bandung Outpatient Installation was complete. according to procedures with a percentage of 55.80%.

IV.CONCLUSIONS

Based on the results of the research and data analysis carried out, it can be concluded as follows: There is an influence of physical (tangible) evidence on outpatient satisfaction at Al Islam Hospital Bandung with a significance level (p-value) = 0.000 means less than 0.05, so it can be seen that physical evidence (tangible) has a significant effect on patient satisfaction. There is an influence of reliability on outpatient satisfaction at Al Islam Hospital Bandung with a significance level (p-value) = 0.002, meaning less than 0.05, so it can be seen that reliability has a significant effect on patient satisfaction. There is an influence of responsiveness on outpatient satisfaction at Al Islam Hospital Bandung with a significance level (p-value) = 0.000, meaning less than 0.05, so it can be seen that responsiveness has a significant effect on patient satisfaction. There is an influence of assurance on outpatient satisfaction at Al Islam Hospital Bandung with a significance level (p-value) = 0.000 means less than 0.05, so it can be seen that assurance has a significant effect on patient satisfaction. There is an influence of empathy on outpatient satisfaction at Al Islam Hospital Bandung with a significance level (p-value) = 0.001, meaning less than 0.05, so it can be seen that empathy has a significant effect on patient satisfaction. The factor that has the most influence on patient satisfaction at the Al Islam Hospital Bandung Outpatient Installation is responsiveness with a coefficient value of 0.366. This indicates responsiveness(responsiveness) is the factor of service quality that has the greatest influence on patient satisfaction.

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