

## Original Research Article

# QUALITY OF HEALTH SERVICES CAN INCREASE IN PATIENT SATISFACTION

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### Abstract

**Background:** Service quality is one of the successes in fulfilling patient services. The quality of service in Indonesia is still classified as unsatisfactory, due to several reasons such as nurses who pay less attention to patients, nurses who pay less attention to patients, nurses who are less responsive in handling patient complaints, nurses who lack motivation to patients, and nurses who pay little attention to attitude. therapeutic to patients. This causes the satisfaction felt by the patient and the patient's comfort for the nurse to be less than optimal.

**Objectives:** Analyzing the relationship between the quality of health services and patient satisfaction.

**Methods:** This study used a cross-sectional approach. The sample size in this study was 42 inpatients with a simple random sampling technique. Data analysis used the Spearman Rank test with a significance level of = 0.05.

**Results:** Based on the results of the Spearman rank test, the value of Sig. 0.001 means that there is a relationship between the quality of health services and inpatient satisfaction.

**Conclusion:** Good quality health services will increase patient satisfaction so it is hoped that health services can maintain and improve the quality of their services. Patients will have confidence if the health services provided are good. to achieve patient satisfaction.

**Keywords:** Hospitalization, Patient Satisfaction, Service Quality

## INTRODUCTION

The quality of nursing services is one of the successes in fulfilling patient services. Patients are individuals who need optimal service, especially from nurses. Nurses should provide services covering the bio, psycho, social, and spiritual aspects of the patient (Nursalam, 2016). The quality of nursing services in Indonesia is still considered

unsatisfactory, due to several reasons such as nurses who pay less attention to patients, nurses who do not care enough for patients, nurses who are less responsive in handling patient complaints, nurses who lack motivation to patients and nurses who pay little attention to attitude therapeutic to patients (Setianingsih and Khayati, 2018). This causes the satisfaction felt by the patient and the patient's comfort for

the nurse to be less than optimal. Patient satisfaction is the result of the patient's assessment of health services by comparing what is expected by the reality of health services received in a hospital or clinic health setting. Thus, patient satisfaction at the hospital depends on the services provided by the hospital. However, the services provided are still not according to what the patient wants and patient satisfaction is still not up to standard.

Several research results show data on patient satisfaction levels in various countries. The level of patient satisfaction according to (Ndambuki in 2013) in Kenya stated 40.4%, patient satisfaction in Bakhtapur India according to Twayana was 34.4%, while in Indonesia it showed a patient satisfaction rate of 42.8% in Central Maluku and 44.4% in West Sumatra (Latupono, 2014). Based on these data it can be interpreted that the patient satisfaction rate is still relatively low, so patient satisfaction is a problem for hospitals both in Indonesia and abroad. Based on these data it can be interpreted that the patient satisfaction rate is still relatively low, so patient satisfaction is a problem for hospitals both in Indonesia and abroad. Nurses are health workers who are available 24 hours a day to provide full and satisfying patient health nursing care. The number of nurses dominates the health workers in the hospital, which is 40-60% vulnerable, so the success of nurse care greatly influences the quality of health services. However, in reality, the hospital is still not felt by patients such as complaints of lack of caring, empathy, lack of responsiveness, and indifference of nurses to patients.

The quality of quality nursing services is not only determined by one criterion or the speed of nurses in fulfilling patient care but how a nurse can create a therapeutic relationship with patients. The quality of nursing services will be better if the nurse has a caring nature for the patient, the nurse always shows empathy for the patient, the nurse is always on time and responsive when the patient needs care, the nurse will always act honestly (sincerity) and politeness (courtesy) to the patient and the patient's family, to create

comfort and increase patient satisfaction with the quality of nursing services (Asmuji, 2014)

Patient satisfaction in an institution will increase if in terms of physical, economic and psychological needs are met. Some of these aspects are real examples in society where patients often complain that they tend to judge bad services that are not good and vice versa. It is often found that people criticize various aspects of service quality including the space occupied is not clean enough, the lack of cleanliness of the bathroom, and the lack of completeness of the equipment provided. Because in hospitals or clinics the most human resources who interact directly with patients are nurses.

To improve the quality of health services, it is necessary to take the following steps, namely responsive services, services that are requested by patient requests and implemented quickly to make them happy with the service. Listen to patient complaints by listening to customer complaints. You can find out the drawbacks and find ways to overcome them. Thus, the patient will feel satisfied and comfortable with the services provided by the nurse thereby increasing the enthusiasm of the patient to recover (Siti, et al., 2016).

## **METHODS**

### *Study Design*

The type of research used in this research is quantitative research with a cross-sectional approach.

### *Setting*

This research was conducted at the Sukma Wijaya Main Clinic located at KH Agus Salim No. 19, Banyuanyar Village, Sampang District, Sampang Regency.

### *Research Subject*

The sample size in this study was 42 inpatients with a simple random sampling technique with inclusion criteria of Patients who received inpatient care for at least 24 hours, cooperative patients, and GCS 456.

*Instruments*

Collecting data using a Likert scale questionnaire.

*Data Analysis*

Data analysis used the Spearman Rank test with a significance level = 0.05.

*Ethical Consideration*

In the data collection process, the researcher informs the research objectives and asks for patient consent. Researchers also explained the rights of patients in this study. Researchers guarantee the confidentiality of patient data. After obtaining consent from the patient, the researcher began to collect data. This research was approved by the research ethics commission from Institute of Health Science Nazhatut Thullab Sampang with number 072/KEPK/KC/III/2022.

**RESULTS**

Table 1. Characteristics of Respondents

Characteristics	f	%
<b>Age</b>		
17-25 years	3	7.10
26-35 years	9	21.40
36-45 years	11	26.20
46-55 years	10	23.80
56-65 years	9	21.40
<b>Sex</b>		
Male	20	47.60
Female	22	52.40
<b>Education</b>		
Primary school	3	7.10
Junior high school	6	14.30
Senior High School	22	52.40
College	11	26.20
<b>Occupational</b>		
Student	5	11.90
Self-employed	6	14.30
Government employees civil	31	73.80

Table 2. Analysis of the relationship between the quality of health services and inpatient satisfaction

Service Quality	Patient satisfaction						Total	
	Satisfied		Quite satisfied		Less satisfied		f	%
	f	%	f	%	f	%		
Well	36	85.70	3	7.10	0	0.00	39	92.90
Enough	1	2.40	1	2.40	0	0.00	2	4.80
Not enough	0	0.00	0	0.00	1	2.40	1	2.40
Total	37	88.10	4	9.50	1	2.40	42	100.00

Spearman rank test: P = 0.001

Based on table 2 above, it was analyzed using cross-tabulation that patients who rated the quality of service as good and were satisfied with the service were 36 patients (85.7%), who rated the quality of service as unfavorable and unsatisfied were 1 patient (2.4%). Based on the results of the sperm rank test, the value of Sig. 0.001, which means there is a relationship between the quality of health services and inpatient satisfaction.

**DISCUSSION**

From the results of the Spearman rank test with an alpha value of 0.05, a p-value of 0.001 was obtained where  $p < 0.05$ , then H1 was accepted, and H0 was rejected, which means that there is a relationship between the quality of health services and patient satisfaction.

According to (Etlidawati and Handayani, 2017) that the quality of health services has a significant relationship with patient satisfaction in participating in health insurance. The community as users of health services expects optimal health services provided by hospitals regarding the performance of health workers in meeting patient needs as measured by patient satisfaction.

Based on the results of research conducted prove that the quality of service is related to patient satisfaction. And based on the results obtained by the researchers, there were 39 patients, 92.90% of whom almost all said good and very few of the patients said enough (4.80%) with a total of 2 patients, (2.40%) said less as much as 1 patient, and so did from the results of the service satisfaction survey, almost all of the patients (88.10%) as many as 37 patients rated them as satisfied.

Patient satisfaction can be achieved by improving the quality of services provided to patients so that it is what is expected. For this reason, clinic or hospital service providers should increase patient satisfaction by analyzing lost customers which can be carried out with activities that support the needs of patients being treated for hospitalization, these efforts are expected to retain old patients and increase patient satisfaction. By the theory of Irine Diana (2017) which states that satisfactory service can provide a distinct benefit for hospitals, including as a means to face competition in the future, customer satisfaction is the best promotion.

## CONCLUSION

There is a relationship between the quality of health services and inpatient satisfaction.

## SUGGESTIONS

It is hoped that health services can maintain and improve the quality of their services so that patients will have confidence that the health services provided are good for the sake of achieving inpatient satisfaction.

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## DECLARATION OF CONFLICTING INTEREST

The researchers stated that there was no conflict of interest in conducting this research.

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None.

## AUTHOR CONTRIBUTION

**Author 1:**

Literature search, research data collection, statistical data analysis, research report preparation, and manuscript preparation.

**Author 2:**

Preparation of research reports, literature search

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