

An Effect of Reliability and Empathy Patient Satisfaction on Hospital Haji Medan

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Abstract— *Quality problems arise when there is a gap between the services provided and the expectations that the patient wants. In general, patients who feel dissatisfied with the service file complaints to the hospital, the complaints most often heard in hospitals are about uncertain doctor visit schedules, lack of responsiveness medical personnel in the hospital, lack of empathy, and uncomfortable waiting rooms. This study aims to determine the effect of reliability and empathy on patient satisfaction at General Hospital Haji Medan. This type of research is cross-sectional. The sample of this study was all BPJS patients who were hospitalized in class I, II, and III rooms at General Hospital Haji Medan, totaling 60 people. Data analysis using multiple linear regression test. The results of this study indicate that the reliability variable ($p = 0.007$) has a statistically significant effect on the satisfaction of BPJS inpatients at General Hospital Haji Medan, while the empathy variable ($p = 0.067$) does not have a significant effect on patient satisfaction at General Hospital Haji Medan. It is suggested to General Hospital Haji Medan that officers should pay attention to the quality of service so that patients are satisfied with improving the necessary facilities and infrastructure and hold training or workshops for health workers regarding the dimensions of service quality so that later the officers are able to provide the best service.*

Keywords— *Quality of service, patient satisfaction and hospital.*

I. INTRODUCTION

According to Abidin (2016), the determinants of service quality, such as reliability, responsiveness, assurance and assurance, empathy (empathy), and physical evidence (tangibility). The five aspects determine customer perceptions. can be used to assess the quality of health services whether good or not good. this aspect is used as an indicator for measuring the quality of health services.

The development of technology and information causes people's knowledge to increase so that people are more selective in choosing the service facilities they use. The selection of these service facilities is usually taken by the community by utilizing assistance from various kinds of media which are then taken into consideration in making decisions about services to be used. Service quality is the central point for service companies because it will affect customer satisfaction. Customer satisfaction will appear if the quality of service is good (Herlambang S, 2016)

The service industry is required to be able to fulfill the desires and expectations of consumers. Currently, consumers are very selective in choosing products from the service industry that they want to use. Good service results in the satisfaction which is directly proportional to the relationship, the better the service provided, the more satisfied consumers will be. Consumers will try to find the best service for him. Satisfaction can be felt when consumers feel quality. (Tjiptono, and Chandra, G., 2016).

An emergence of service agencies that are increasingly making the competition even tighter. One of the service agencies is a hospital. Many hospitals, both government-owned and private, are very numerous and compete in quality. (Abidin, 2016)

Based on the initial survey at General Hospital Haji Medan, BPJS inpatients complained about the reliability aspect of the patient saying it was difficult to get information on examinations by doctors and doctor visit schedules, inpatients said that the lack of empathy for patients made patients feel less enthusiastic and from the aspect of facilities and patient infrastructure said the hospital did not yet have a comfortable waiting room and facilities were not yet complete.

This study aims to determine the effect of reliability and empathy on patient satisfaction at General Hospital Haji Medan. A problem-solving plan in this study is to hold workshops for health workers, especially general practitioners and specialists on the implementation of the dimensions of service quality and hold an evaluation every three months of the services provided to patients related to satisfaction.

II. REVIEW

According to Budiwan, Vanesha, and Efendi. (2015), service quality is a measure of how well the level of service provided is by customer expectations. Based on this definition, service quality is determined by the company's ability to meet customer needs and wants by customer expectations. According to Herlambang S, 2016 there are five main dimensions of service quality arranged in order of their relative importance as follows:

- 1) Reliability (Reliability) Regarding the ability to provide accurate services from the first time without making any mistakes and delivering services according to the agreed time.
- 2) Responsiveness (Responsiveness) Pleased with the willingness and ability of employees to help customers and respond to their requests, as well as informing when services will be provided and then providing services quickly.

- 3) Assurance That is, the behavior of employees can foster customer trust in the company and the company can create a sense of security for its customers. Assurance also means that employees are always polite and master the knowledge and skills needed to handle any customer questions or problems.
- 4) Empathy (Empathy) Pleases with the ease of conducting relationships, good communication and understanding the problems of its customers, and acting in the interests of customers, as well as providing personal attention and understanding of individual customer needs.
- 5) Direct Evidence (Tangibles)

Be pleased with the physical appearance of service facilities, equipment/equipment, human resources, and communication materials. Thus, direct evidence or form is the most concrete indicator. His form is in the form of all facilities that can be seen clearly.

According to Jinkyung Kim, Woosok Han. (2012), the quality or quality of hospital services can also be seen in terms of influential aspects. Aspect means including things that directly or do not affect the assessment. The four aspects are as follows:

- 1) Clinical aspect, which concerns the doctor, nurse, and technical medical services.
- 2) Efficiency and effectiveness, namely services that are inexpensive, efficient, where there are excess diagnosis and therapy.
- 3) Patient safety, namely patient protection, for example, protection from falling from a bed, fire.
- 4) Patient satisfaction, which is related to comfort.
- 5) Friendliness and speed of service.

Factors of Improving Service Quality Kalaja et al. (2016) suggest that there are eight strategies to tie service quality to satisfying customers, namely:

1. Customer expectation management, which is trying to educate customers so that they can truly understand the role of rights and obligations concerning products and services.
2. Relationship marketing and management focuses on establishing long-term positive relationships that are mutually beneficial with the company's main stakeholders.
3. Aftermarketing, emphasizes the importance of customer orientation today as a way to more effectively price.

III. METHODS

This type of research is a quantitative study with a cross-sectional approach, namely research in which measurements and observations are carried out simultaneously at one time (one time). This research was conducted in the Inpatient Room, General Hospital of Haji Medan. The sample used is a simple random sampling technique with a total of 60 inpatients General Hospital Haji Medan.

The data collection technique was used by collecting questionnaires from inpatients. an operational definition in this study consists of independent variables, namely reliability, and empathy, while the dependent variable is patient satisfaction. The data analysis used in this study was univariate, bivariate, and multivariate analysis.

IV. ANALYZE AND RESULT

Univariate Analysis

From all respondents, a description of the observed characteristics including gender, age, and education level can be seen in table 1 below.

TABLE 1. Frequency Distribution of Respondents

Gender	Man	28	46,67%
	Woman	32	53,33%
Ages	20-39 years	21	35,00%
	40-49 years	19	31,67%
	Up 50	20	33,33%
Level of Education	SMA	24	40,00%
	Diploma	16	26,67%
	S-1	18	30,00%
	S-2	2	3,33%

From Table 1 above explains the results of the gender of the respondents studied, there were 28 male respondents (46.67%), while 32 female respondents (53.33%). While the most respondents found in respondents aged 20-39 years were 21 people (35.00%) and other respondents aged 40-49 years were 19 people (31.67%) and respondents aged 50 years and over were as many as 20 people (33.33%). From the results of the level of education, it was found that respondents with high school education were as many as 24 people (40%), respondents with diploma education were 16 people (26.67%), and respondents who had an undergraduate education were 18 people (30%). 2 people with Magister education (3.33%).

Variable Reliability (Reliability)

From table 2 below shows that the reliability (reliability) of BPJS inpatient care of most patients stated bad as much as 23.3% of respondents who are getting 13.3% and those who say good are 63.3%.

TABLE 2. Frequency Distribution of the Effect of Reliability (Reliability) on Satisfaction Patients at General Hospital Haji Medan

No	Reliability	F	%
1	Bad	14	23,3%
2	Middle	8	13,3%
3	Good	38	63,3%
Total		60	100

TABLE 3. Frequency Distribution of the Influence of Empathy (Empaty) on Patient Satisfaction at the General Hospital Haji Medan.

No	Empathy	F	%
1	Bad	15	25,0%
2	Middle	5	8,3%
3	Good	40	66,7%
Total		60	100

Table 3 above, shows that empathy (Empathy) in BPJS inpatients most of the patients stated bad as much as 25.0% of respondents who are getting 8.3%, and those who say well are 66.7%. Effect of reliability on patient satisfaction At General Hospital Haji Medan

The distribution of the proportion of the majority of respondents in this study indicated that the reliability of the BPJS inpatient care of the majority of the patients stated that they were bad as many as 23.3% of respondents who were getting 13.3% and those who said they were good were 63.3%.

Based on the results of the chi-square test, it was found that the reliability factor had a statistically significant effect on the satisfaction of inpatients.

General Hospital Haji Medan ($p = 0.005$). Based on the results of multivariate analysis with multiple logistic regression tests that reliability is a variable which was most dominant related to patient satisfaction General Hospital Haji Medan with a value ($p = 0.007$)

This illustrates that they want that after being diagnosed they get a room not to make them wait too long in the ER, on the timeliness of service they want the doctor/nurse to visit regularly. Meanwhile, for patients who are satisfied, they have the perception that if the doctor is reliable (fast, accurate, and easy to contact) in examining the patient immediately, then the patient is considered a quality service and in line with their view that quality is the speed of service. The results of this study are in line with Abidin (2016) who concluded that the general patient's perception of the reliability dimension in the bad category and the reliability dimension affected general patient satisfaction at the Putri Hijau Level II Hospital, Kesdam I Bukit Barisan Medan.

According to Budiwan et al. (2015), reliability includes two main things, namely, work consistency (performance) and the ability to be trusted (dependability). This means that the hospital provides its services right from the first time (right the first time). Also, it also means that the hospital concerned fulfills its promise to provide the promised service promptly, accurately, and satisfactorily.

The influence of empathy on the satisfaction of BPJS participants at the General Hospital Haji Medan

The distribution of the proportion of most respondents in this study showed that empathy (Empathy) inpatient BPJS most of the patients said they were bad as many as 25.0% of respondents who were getting 8.3% and those who said they were good were 66.7%. Based on the results of the chi-square test, It was found that factor empathy had a statistically significant relationship with inpatient Satisfaction General Hospital Haji Medan ($p = 0.019$).

Based on the results of multivariate analysis with multiple logistic regression tests that empathy (empathy) is the variable that has the least effect on patient satisfaction at General Hospital Haji Medan with a value ($p = 0.067$).

This is by the results of Abidin's (2016) research which shows that empathy for health workers does not affect patient satisfaction, especially for BPJS participant patients. Empathy is personal care and understanding of the needs of the patient. Another study according to Herlambang S (2016) states that patients perceive that BPJS Kesehatan tiered referral services do not understand the patient's needs. Most respondents said they were dissatisfied with health workers who paid less attention to the complaints they submitted.

V. CONCLUSION

The conclusion in this study is that there is a significant influence between reliability (Reliability) on the satisfaction of inpatients at the GENERAL HOSPITAL Haji Medan with a value of $p = 0.007 < 0.05$, while the empathy variable has no significant influence between empathy (empathy) on patient satisfaction. hospitalization at GENERAL HOSPITAL Haji Medan ($p = 0.067$).

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