THE INFLUENCE OF SERVICE QUALITY ON PATIENT SATISFACTION IN HOME CARE SERVICES

Ratih Tri Wardani
Master of Management
Ahmad Dahlan University
Yogyakarta

Salammatun Asakdiyah
Master of Management
Ahmad Dahlan University
Yogyakarta

Zunan Setiawan
Master of Management
Ahmad Dahlan University
Yogyakarta

Abstract
Patient complaints often occur due to unsatisfactory service, regarding satisfaction with attitudes and behaviour, the availability of adequate infrastructure, and the physical environment that can provide comfort to the services provided by Rajawali Citra Hospital in Bantul, Special Region of Yogjakarta. This study examined the antecedents of patient satisfaction in the home care services of Rajawali Citra Hospital in Bantul, Special Region of Yogjakarta. The influencing factors include physical evidence, reliability, responsiveness, assurance, and empathy. Fourty-eight respondents were taken as a population sample in this quantitative study using the convenience sampling technique. To collect the data, questionnaires were distributed to home care service patients to be filled in. Besides, the researcher also conducted a literature review of previous studies. The objects of this study were patients who used home care services from October to November 2019. Multiple regression analysis with SPSS 21 was used as the research methodology. The results revealed that the variables of physical evidence, reliability, responsiveness, and attention had a positive and significant effect on patient satisfaction, but the variable assurance of certainty did not affect patient satisfaction. It was different simultaneously, which showed that responsiveness, assurance, physical evidence, empathy, and reliability significantly affected patient satisfaction. Based on data processing results using SPSS 21, the coefficient of determination R square of 0.986 showed that variations influenced 98.6% of patient satisfaction in the five variables used: physical evidence, reliability, responsiveness, assurance, and empathy. In comparison, the rest, 1.4%, was influenced by other variables outside the model not included in this study.
Keywords: Physical evidence; Reliability; Responsiveness; Assurance; Empathy; Satisfaction

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INTRODUCTION

The existence of a hospital as a health service institution is regulated in Law No.44 of 2009. In the health service system, a hospital is an institution that has organised medical and non-medical professionals and has inpatient and outpatient facilities that serve 24 hours, every day, seven days per week. Good health services provide effective, safe, and high-quality services to those who need them, supported by adequate resources (WHO, World Health Statistic Report 2015. Geneva: World Health Organization 2014)

Patients, who are the hospital service users, demand quality services regarding recovery from physical illness and increasing health status for them. Besides this, the patients also demand satisfaction with their attitudes, behaviour, constant availability of adequate infrastructure and a physical environment that can provide comfort. Patient satisfaction depends on the quality of service provided.

Service is all the service provider's efforts to fulfil his customers' desires with the services to be provided. Patient satisfaction is one of the service quality indicators and is a principal to gain the number of patients and get loyal patients. Loyal patients will come back to use the same health services when they need them again. Furthermore, loyal patients will invite others to use the same health service facilities (Supriyanto and Ernawaty, 2010).

In the Government Regulation No. 36 of 2012 regarding the obligations of hospitals and patients, the hospital is a health service institution that ultimately provides inpatient, outpatient, and emergency services for patients, and each hospital should play an active role in providing health services, facilities, and services for the poor; carrying out social functions; implementing hospital ethics properly; implementing government programs both regionally and nationally; compiling and implementing internal hospital regulations; striving for the safety and comfort of patients, visitors and hospital staffs; and providing clear information about hospital services to the public suitably and openly (Ministry of Health RI, 2012). According to Parasuraman et al. (1991), services are formed based on the five principles of service quality: reliability, assurance, physical evidence, tangibility, empathy, and responsiveness.

The patient is one of the indicators to assess the hospital's service quality, and patient satisfaction is an asset to get more customers and loyal customers. Loyal patients will come back to use the same health services when they need them again. Furthermore, loyal patients will invite others to use the same health service facilities (Supriyanto and Ernawaty, 2010).

Based on preliminary data collection at the Geriatric Care Unit of Rajawali Citra Hospital, which was an indicator to determine the level of utilisation and home care services at the Rajawali Citra General Hospital, the following description was obtained:

Table 1. Number of *Homecare* Patient in 2016-2018 period

No	Month	2016	2017	2018
1.	January	50	50	57
2.	February	44	52	54
3.	March	48	46	55
4.	April	50	43	55
5.	May	57	48	51
6.	June	51	43	52

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7.	July	55	45	54
8.	August	54	44	55
9.	September	48	44	51
10.	October	49	49	51
11.	November	45	52	52
12.	December	44	52	52
	TOTAL	595	568	639

Primary Source: Geriatric Care Unit 2019

From the table above, it can be seen that there had been a decrease in the number of home care patients at Rajawali Citra Hospital, Bantul Regency, Special Region of Yogyakarta. The decrease in the number of home care patients at the Rajawali Citra Hospital was due to the quality of services at Rajawali Citra Hospital or other factors. Meanwhile, there were still many requests for home care services.

In this regard, the author was interested in researching the quality of home care for patients with a case study of the Rajawali Citra Hospital in Bantul Regency, Special Region of Yogyakarta. This research focused on several things; they are the influences of service quality in terms of the effects of physical evidence (*tangibility*), reliability, responsiveness, assurance, and empathy on patient satisfaction in home care services, a case study of Rajawali Citra Hospital.

RESEARCH METHODS

This quantitative correlation research aimed to determine the relationship or influence of service quality on patient satisfaction in home care services. The subject of this study were all patients who used home care services from October to November 2019. This study's object was the service quality at Rajawali Citra General Hospital, which included aspects of physical evidence (*tangibility*), reliability, responsiveness, assurance, and empathy. Descriptive analysis and multiple regression analysis were used to analyse the data.

DISCUSSION RESULT

The analysis was carried out with the help of the SPSS V.18, which aimed to determine whether each item of the statement assessed or evaluated by the respondent can be declared valid or not. The result testing was done by comparing the coefficient α (r count value) with the critical value (r table value), where the results can be reported.

Table 2. Results of Variable Validity Test on Question Items

Variables	Indicators	R Count Value	R Table Value	Category
Tangibility	P1	0,727	0,368	Valid

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	P2	0,873	0,368	Valid
	P3	0,860	0,368	Valid
	P4	0,573	0,368	Valid
Reliabilities	P5	0,754	0,368	Valid
	P6	0,830	0,368	Valid
	P7	0,784	0,368	Valid
	P8	0,859	0,368	Valid
	P9	0,862	0,368	Valid
Responsiveness	P10	0,623	0,368	Valid
	P11	0,751	0,368	Valid
	P12	0,548	0,368	Valid
	P13	0,575	0,368	Valid
	P14	0,738	0,368	Valid
Assurance	P15	0,475	0,368	Valid
	P16	0,426	0,368	Valid
	P17	0,625	0,368	Valid
	P18	0,792	0,368	Valid
	P19	0,476	0,368	Valid
Empathy	P20	0,520	0,368	Valid
	P21	0,829	0,368	Valid
	P22	0,411	0,368	Valid
	P23	0,708	0,368	Valid
	P24	0,778	0,368	Valid
Patient Satisfaction	P25	0,633	0,368	Valid
	P26	0.768	0,368	Valid
	P27	0,761	0,368	Valid
	P28	0,650	0,368	Valid
	P29	0,654	0,368	Valid

From the analysis, it was found that the statistical *r* value was greater than the *r* table. Thus, it can be said that the questionnaire question items for all variables were valid. After testing the validity, the researcher tested the reliability of each variable. To measure the instrument's reliability in this study, the researcher compared *Cronbach alpha* on the output of SPSS 18 with the *Rule of thumb* of the general agreement that the alpha coefficient is more than 0.6.

Table 3. Reliability Test Results

Variables	*Cronbach's alpha* Values	Category
Physical evidence (X_1)	0.756	Reliable
Reliability (X_2)	0.869	Reliable
Responsiveness (X_3)	0.656	Reliable
Assurance (X_4)	0.682	Reliable
Empathy (X_5)	0.661	Reliable
Patient Satisfaction (Y)	0.730	Reliable

From the results of the analysis with SPSS, it was found that the *Cronbach alpha* value was more than 05. Thus, it can be said that the question items on the questionnaire for all variables were reliable. All statement items for each variable were also declared reliable, which meant that if the instrument is used several times to measure the same object, it will produce the same data.

The analysis results in this study were obtained using the analysis of Multiple Linear Regression, which aimed to determine the tangibility variables (X_1), reliability (X_2), responsiveness (X_3), assurance (X_4), and empathy (X_5) on patient satisfaction in Rajawali Citra Hospital regarding the outpatient services (Y). The form of the regression equation was Y = b0 + b1X1 + b2X2 + b3X3 + b4x4 + b5x5. The following is a table of multiple regression results for the OLS (*Ordinary Least Square*) method (see Table 2).

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Table Summary of Relationship Test Results between
Variables with Multiple Regression

Table 4. Results of Multiple Regression Analysis Data Processing

Models	B	t Statistic	Sig.
(Constant)	.557	6.818	.000
Physical evidence (X_1)	-.113	-3.779	.000
Reliability (X_2)	.139	2.512	.016
Responsiveness (X_3)	.216	3.489	.001
Assurance (X_4)	-.111	-1.205	.235
Empathy (X_5)	.722	7.838	.000

DISCUSSION

Based on the t-test of SPSS V.18, it can be seen that the service quality variable affected patient satisfaction. The explanation is as follows:

For the physical evidence variable (X_1), the sign value was < alpha (0.000 < 0.05), so that physical evidence (X_1) had a significant effect on patient satisfaction (Y). Therefore, it can be concluded that H_0 was rejected and Ha was accepted, which meant that there was a positive influence between physical evidence and patient satisfaction

For the reliability variable (X_2), the sign value was < alpha (0.016 < 0.05), so reliability (X_2) had a significant effect on patient satisfaction (Y). Therefore, it can be concluded that H_0 was rejected and Ha was accepted. It meant that there was a positive influence between reliability and patient satisfaction.

For the responsiveness variable (X_3), the sign value was < alpha (0.001 <0.05), so the response data (X_3) had no significant effect on satisfaction (Y). Therefore, it can be concluded that H_0 was rejected and Ha was accepted. It meant that there was a positive influence between responsiveness and patient satisfaction

For the assurance variable (X_4), the value was sign > alpha (0.235 > 0.05), so that the assurance (X_4) had a significant effect on satisfaction (Y). So, it can be concluded that H_0 was accepted and Ha was rejected, which means that there was no positive influence between assurance and patient satisfaction

For the attention variable (X_5), the sign value was < alpha (0.000 < 0.05), so that attention (X_5) did not have a significant effect on satisfaction (Y). So, it can be concluded that H_0 was rejected and Ha was accepted. It also can be stated that there was a positive influence between attention and patient satisfaction.

Based on the -F test of SPSS V.18, it can be seen that

For the assurance variable (X_6), the sign value was < alpha (0.000 < 0.05), so that physical evidence, reliability, responsiveness, assurance, and attention (X_6) had significant effects on satisfaction (Y). Therefore, it can be concluded that H_0 was rejected and Ha was accepted, which

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meant that there was a positive influence of physical evidence, reliability, responsiveness, assurance, attention toward patient satisfaction.

CONCLUSION

The physical evidence variable had a significant effect on patient satisfaction. This result showed that the first hypothesis (H_1) was accepted, stating that physical evidence had a significant effect. The reliability variable affected patient satisfaction, and this showed that the second hypothesis (H_2) was accepted and stated that reliability had a significant effect. The responsiveness variable affected patient satisfaction, and this showed that the third hypothesis (H_3) was accepted and stated that responsiveness had a significant effect. The assurance variable did not affect satisfaction, indicated that the fourth hypothesis (H_4) was rejected so that the assurance had a significant effect. The attention variable affected satisfaction. This statement showed that the fifth hypothesis (H_5) was accepted and stated that attention did not significantly affect.

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