DIMENSIONS OF SERVICE QUALITY AS A DETERMINANT OF CONSUMER SATISFACTION AT PKU MUHAMMADIYAH KOTAGEDE SPECIAL HOSPITAL FOR MOTHERS AND CHILDREN YOGYAKARTA

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Abstract

This study aims to analyze the effect of service quality dimensions consisting of tangibles, reliability, responsiveness, assurance, and empathy on customer satisfaction at PKU Muhammadiyah Hospital Kotagede. The population in this study were consumers who had experienced service at the KIA PKU Muhammadiyah Kotagede Hospital. While the sample is some consumers who have experienced service at least once at the KIA PKU Muhammadiyah Kotagede Hospital, totaling 60 respondents. The sampling technique in this study was non-probability sampling. The sampling method in this study was purposive sampling. This study uses a questionnaire with a Likert scale measurement. The analytical method used is multiple linear analysis. The results of this study indicate that: (1) tangibles have a positive and significant effect on consumer satisfaction at KIA PKU Muhammadiyah Hospital Kotagede Yogyakarta. (2) reliability has no effect on customer satisfaction at KIA PKU Muhammadiyah Hospital Kotagede Yogyakarta. (3) responsiveness has no effect on consumer satisfaction at KIA PKU Muhammadiyah Hospital Kotagede Yogyakarta. (4)

guarantee has no effect on consumer satisfaction at KIA PKU Muhammadiyah Hospital Kotagede Yogyakarta. (5) empathy has a positive and significant effect on consumer satisfaction at KIA PKU Muhammadiyah Hospital Kotagede Yogyakarta.

Keywords: Tangibility, reliability, responsiveness, assurance, empathy, customer satisfaction

Background

Hospitals as health service providers are required to provide health services, not only to cure disease but also to provide knowledge about health to prevent disease. Hospitals have a very important role in improving the level of public health. Hospitals should consider that hospital care is part of a service system that is integrated with professionals in the field of health services and service levels that will build a continuity of service (Kemenkes RI, 2011:1). According to Prayuana and Andjarwati in Rosalia and Purnawati (2018) the service industry is required to fulfill consumer desires and expectations. Today, consumers are very selective in choosing products from the service industry that they want to use. According to Sari (2017: 53) quality is a dynamic condition related to products, services, people, processes, and the environment that exceed or meet expectations. Quality, service and customer satisfaction can be determined by consumer perceptions. Lupiyoadi (2013:216) explains that there are five dimensions of service quality, following these five dimensions: the first is tangible, namely the company's ability to show its existence to external parties, the second is reliability, namely the company's ability to provide services as promised accurately and reliably, the third dimension is responsiveness,which is a policy to assist and provide fast (responsive) and appropriate services to consumers, with clear delivery of information, the fourth dimension of service quality is assurance, namely knowledge of politeness, and the ability of hospital business employees to foster consumer confidence. to the hospital, and the fifth dimension of service quality is empathy,that is to give sincere and personal attention to consumers by seeking to understand their desires.

The benefits of consumer satisfaction according to Sari (2017: 61), consumer satisfaction is a means to face competition in the future, consumer satisfaction is the best promotion, consumer satisfaction is an important asset, customer satisfaction guarantees the growth and development of hospitals, hospitals are increasingly critical in choosing a product, satisfied consumers will return, satisfied consumers easily provide references. In this study, the analysis focused on the PKU Muhammadiyah Kotagede Special Hospital for Mothers and Children, Yogyakarta as the object of research. Even though it only provides health services specifically for mothers and children, it still provides general health services, this is evidenced by the existence of a general poly.

This study has the goal of realizing the reliability and responsiveness of empathy assurance consumers at KIA PKU Muhammadiyah Kotagede Hospital. Meanwhile, the problem of this research is how tangible, reliability, responsiveness, assurance, empathy, have a positive effect on customer satisfaction at KIA PKU Muhammadiyah Hospital Kotagede? Meanwhile, the academic benefits of research strengthen theories about service quality and customer satisfaction. Furthermore, practical benefits, it is hoped that this research can be used as an evaluation material and a benchmark for the extent to which the quality of services provided by the KIA PKU Muhammadiyah Kotagede Hospital on consumer satisfaction.

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Literature Theory

Quality is a combination of traits and characteristics that determine the extent to which satisfaction can meet the requirements of consumer needs. Consumers determine and assess to what extent these traits and characteristics meet their needs (Lupiyoadi, 2013: 212). According to Sari (2017: 53) quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations. Quality and customer satisfaction are determined by consumer perceptions. Quality is closely related to customer satisfaction. Quality provide its own impetus for consumers to establish long-term mutually beneficial relationships with the company. It is this kind of relationship that allows the hospital business to properly understand the expectations and specific needs of consumers. In turn, analyze positive influence to satisfactionconsumer satisfaction has a role in creating consumer loyalty (Tjiptono and Chandra, 2016: 120).

The Ministry of Health of the Republic of Indonesia explains the meaning of the quality of health services, which consists of performance that shows the level of perfection of health services, not only which can lead to satisfaction for consumers in accordance with the satisfaction of the average population but also with the standards and professional code of ethics that have been set (Muninjaya, 2008). Service quality must begin with consumer needs and end with customer satisfaction and positive perceptions of service quality (Tjiptono and Chandra, 2016: 125). Health services offered by health businesses are services. The end result of health services is the health status of consumers who have used health services (Muninjaya, 2014:14).

Good embodiment will affect customer perception. At the same time, the tangible aspect is one of the sources that influence customer expectations. Due to good tangibles, the respondent's expectations are higher. Therefore, the company must know how far the most appropriate aspect of tangibles is to increase the value of the quality of service that has been provided. So that it gives a positive impression on the quality of service provided but does not cause customer expectations that are too high (Wardani, 2017). This reliability can be a measure of the extent to which the company's ability to provide accurate and reliable services. Service must be as promised to consumers and also not forget the service that has a small error rate or even close to perfect. For example, with accurate and reliable treatment services. By increasing the responsiveness dimension of the hospital business, it will affect the level of consumer comfort (Lupiyoadi, 2013).

Why is that, because responsive services or in other words administrative services that are fast and do not make consumers wait long and listen to patient complaints make the patient feel comfortable in the hospital. Instilling consumer confidence in the hospital's business can be obtained from the assurance dimension. Companies must build the trust of consumers to get a guaranteed sense of security and comfort for consumers. The ability of employees must be very good in establishing a diagnosis, and hospital businesses must also provide friendly service to consumers in order to gain the consumer's trust (Lupiyoadi, 2013). Hospital businesses must always prioritize the interests of consumers when complaining about their illness, so hospital employees must be able to handle the illness while providing special knowledge about the disease they are complaining about.

Service must be equal to anyone or a well-known term is not indiscriminate. Thus, the dimensions of service quality include products, environment, and services. Satisfaction

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according to Sari (2017: 61) is the level of individual (consumer) feelings after comparing the perceived performance or results (services)received and felt) with what is expected. Service is expected to make consumers feel satisfied is to give consumers what they really need and want, not giving what we think they need (Sari, 2017: 61). So, looking at the theories above, satisfaction can be defined as the level of emotional feelings obtained by consumers after the service provided.

Hypothesis Development

The influence of tangibles on consumer satisfaction, tangibles is the hospital's business ability to show its existence. Physical appearance, facilities and infrastructure, employees and good communication media are tangible evidence of the services provided by hospital businesses (Lupiyoadi, 2013: 216). The study of Putri and Kartika (2017) shows that the tangible variable has a positive effect on satisfaction. Meanwhile, Rosalia and Purnawati (2018) revealed that the positive influence of tangibles on satisfaction. Thus, the better the tangibles that the hospital business has, the more satisfaction it will provide to consumers.

H1: Tangibility has a positive effect on customer satisfaction at KIA PKU Muhammadiyah Hospital Kotagede

The influence of reliability on consumer satisfaction, reliability is the ability of the hospital's business to provide services in accordance with what is presented accurately and reliably (Lupiyoadi, 2013: 217). Research conducted by Putri and Kartika (2017) shows that reliability has a positive effect on satisfaction. Similarly, research conducted by Rosalia and Purnawati (2018) which shows a positive effect of reliability on satisfaction. This means that the existence of good reliability in the hospital business can affect customer satisfaction.

H2: reliability has a positive effect on customer satisfaction at KIA PKU Muhammadiyah Hospital Kotagede

The effect of responsiveness on consumer satisfaction, responsiveness, is a virtue to help and provide fast (responsive) and appropriate service to consumers, with clear information delivery (Lupiyoadi: 2013: 217). Research conducted by Putri and Kartika (2017) stated that responsiveness had a positive effect on satisfaction. Then research conducted by Rosalia and Purnawati (2018) states that responsiveness has a positive effect on satisfaction. This shows that good responsiveness in a hospital business can provide satisfaction to consumers.

H3: responsiveness has a positive effect on consumer satisfaction at KIA PKU Muhammadiyah Hospital Kotagede.

The effect of guarantee on consumer satisfaction. Guarantees in the form of knowledge, courtesy and ability of hospital business employees to build consumer trust (Lupiyoadi, 2013: 217). Research conducted by Putri and Kartika (2017) states that assurance has a positive effect on satisfaction. Similarly, research conducted by Rosalia and Purnawati (2018) which states that guarantee has a positive effect on consumer satisfaction. This makes it clear that assurance can increase customer satisfaction.

H4: Guarantee has a positive effect on customer satisfaction at KIA PKU Muhammadiyah Hospital Kotagede.

The effect of empathy on consumer satisfaction. Empathy, which is giving heartfelt and personal attention given to consumers by trying to understand their desires (Lupiyoadi,

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2013: 217). Research conducted by Putri and Kartika (2017) states that empathy has a positive effect on satisfaction. The results of the same study were also carried out by Rosalia and Purnawati (2018) which showed that empathy had a positive effect on consumer satisfaction. So good empathy from a hospital business can increase customer satisfaction.

H5: Empathy has a positive effect on customer satisfaction at KIA PKU Muhammadiyah Hospital Kotagede

Research Model Population

The population is a generalization area consisting of: objects/subjects that have certain qualities and characteristics set by the researcher to be studied and then draw conclusions (Sugiyono, 2017:80). The population in this study were consumers who had experienced service at the KIA PKU Muhammadiyah Kotagede Hospital.

Sample

Sugiyono (2017:81) explains the notion of the sample as part of the number and characteristics possessed by the population. A suitable sample size in the study is a minimum of 30 and a maximum of 500. This study has six research variables. Looking at the suggestions in point c, the minimum number that can be used for this research is 6 x 10 = 60 samples.

Sampling technique

The sampling technique in this study is nonprobability sampling, ie each element in the population does not have the same opportunity or opportunity to be selected as a sample, even the probability of certain members to be selected is unknown. The selection of the sampling unit is based on considerations or the researcher chooses the closest people. The sampling method in this study is purposive sampling, namely the method of determining respondents to be used as samples based on certain criteria (Siregar, 2017:33). The following are the criteria for the respondents who were sampled in the study, namely they have made transactions at the PKU Kotagede Special Obstetrics and Gynecology Hospital at least 1 time. Each respondent is at least 17 years old, male or female.

Types of Data and Sources

The type of data used in this study is primary data, namely data collected by the researcher himself directly from the first source or place of research object (Siregar, 2017:16). Based on the understanding of the primary data above, the data source in this study is the answer given by the respondent to the statement on the questionnaire given by the researcher.

Data Collection Technique

In this study, the data collection technique used was a questionnaire. The questionnaire is a data collection technique that is carried out by giving several questions or written statements to the respondent to be answered by him (Sugiyono, 2017:142).

Variable Operational Definition

This study has an independent variable (X), namely the dimensions of service quality consisting of tangibles (X1), reliability (X2), responsiveness (X3), assurance (X4), empathy (X5), and has a dependent variable (Y) namely consumer satisfaction. The independent variable is the variable that affects the dependent variable. The independent variable in this study is the dimension of service quality proposed by Parasuraman in Lupiyoadi (2013: 216) consisting of tangibles, reliability, responsiveness, assurance, and empathy. Tangibility, namely the company's ability to show its existence to parties external. Physical appearance, facilities and infrastructure, employees and communication media that can be relied upon to be tangible evidence of the services provided by the hospital. (Lupiyoadi, 2013:216). Reliability, namely the company's ability to provide services as promised accurately and reliably. Performance must be in accordance with consumer expectations. (Lupiyoadi, 2013:216).

Responsiveness, which is a policy to assist and provide fast (responsive) and appropriate service to consumers, with clear information conveying (Lupiyoadi, 2013:216). Guarantees, namely knowledge, courtesy, and the ability of company employees to build consumer trust in hospitals (Lupiyoadi, 2013: 216). empathy, that is to give wholehearted and personal attention given to consumers by trying to understand their desires (Lupiyoadi, 2013: 216). The dependent variable is the variable that is affected by the independent variable. The dependent variable in this study is consumer satisfaction, namely the level of feeling where the individual states the results of the comparison of the performance of the service product received with the expected (Lupiyoadi, 2013:228)

The multiple linear regression formula is as follows.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5$$

Where:

Y = Consumer satisfaction

α = Constant

β = Regression coefficient

X_1 = Tangibility variable

X_2 = Reliability variable

X_3 = responsiveness variable

X_4 = Guarantee variable

X_5 = Empathy variable

Validity testing is carried out to determine the extent to which the statement items in the questionnaire can measure what will be measured. The validity test was tested using the Confirmatory Factor Analysis (CFA) method with the help of PASW Statistics version 18 on 30 respondents who had provided answers to each statement item in the questionnaire. Each statement item is declared valid if it has a factor loading value > 0.5 and clustered on one component. Reliability testing was conducted to determine whether the answers from respondents in each statement items remained consistent from time to time. The reliability test was carried out using the cronbach alpha statistical test method with the help of the PASW Statistics version 18 program. A questionnaire was declared reliable if the cronbach alpha value > 0.6.

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Descriptive analysis in this study is a self data analysis of respondents regarding gender, age, occupation and monthly income. The following are the details of the descriptive analysis, total of 60 respondents studied in this study, there were 17 respondents who were male or female by 28.33%. Meanwhile, for female respondents, it is 71.67%. The characteristics of respondents based age on a total of 60 respondents studied in this study, there are 32 respondents aged 17-32 years or 53.33%, 25-32 years as many as 17 respondents or 28.33%, 33-40 years as many as 8 respondents or 13.33%, > 40 years as many as 3 respondents or equal to 5%.

The characteristics of respondents based on occupation from a total of 60 respondents studied in this study, there are 27 respondents who have jobs as students or 45 civil servants, 1 respondent or 1.67%, private employees 15 respondents or by 25%, and Others as many as 17 respondents or by 28.33%. The characteristics of respondents based on income from a total of 60 respondents studied in this study, there are 46 respondents who have a monthly income of 0 - Rp. 2,000,000 or equal to 7.67%, 9 respondents who earn Rp. 2,000,001 - Rp.4,000,000 or 15%, who has a monthly income of Rp. 4,000,001 - Rp. 6,000,000 respondents who earn a month worth or equal to 5%, respondents who earn a month worth > Rp. 6.000,001 or 3.3%.

Multiple Linear Regression Analysis
Multiple regression is a tool that can be used to predict future demand based on past data or to determine the effect of more than one independent variable, namely tangibles, reliability, assurance responsiveness, and empathy for one dependent variable (independent). namely customer satisfaction at KIA PKU Kotagede Hospital. Multiple linear regression analysis was also conducted to determine the direction of the relationship between the independent variable and the dependent variable. Based on the results of the multiple linear regression analysis above, the following equation is obtained:

$$Y= -0.667 + 0.468X_1 + 0.051 X_2 - 0.023 X_3 + 0.251X_4 + 0.417 X_5$$

Based on the regression equation, it can be explained as follows: The constant value (α) of -0.667 explains that if the variables of tangibles, reliability, responsiveness, assurance, and empathy are zero then, customer satisfaction is worth -0.0667. The regression coefficient value of the tangible variable ($\beta1$) is 0.468, explaining that every increase in one tangible unit will increase by 0.468 units of consumer satisfaction. The regression coefficient value of the reliability variable ($\beta2$) of 0.051 explains that each increase of one unit of reliability will increase by 0.051 units of customer satisfaction. The regression coefficient value of the responsiveness variable ($\beta3$) is -0.023, explaining that each increase in one unit of responsiveness will reduce by -0.023 units of consumer satisfaction. The regression coefficient value of the guarantee variable ($\beta4$) of 0.251 explains that every increase of one unit of guarantee will increase by 0.251 units of consumer satisfaction. The regression coefficient value of the empathy variable ($\beta5$) of 0.417 explains that each increase of one unit of empathy will increase by 0.417 units of customer satisfaction.

Hypothesis test
The partial test (t statistical test) basically shows how far the influence of one independent variable individually in explaining the dependent variables is. This test is carried out by comparing the significant value of t with a significance level of 0.05 with the provisions, if the

significance value < 0.05 significance level, it can be concluded that the independent variable partially affects the dependent variable. The following is an explanation of the results of the t statistical test in this study. The results of the t statistical test for the tangible variable show a significance value of 0.011 which is smaller than 0.05 (0.011 < 0.05), this indicates that the hypothesis Ha is accepted. Thus, these results indicate that the hypothesis which states that existence has a positive effect on consumer satisfaction at KIA PKU Muhammadiyah Hospital Kotagede is proven. It can be seen from the results obtained above, tangibles have a positive and significant effect on consumer satisfaction at KIA PKU Muhammadiyah Hospital Kotagede Yogyakarta. That is, if the room looks clean and the interior arrangement of the room looks good, the hospital has adequate equipment, and the employees always look neat, this will increase customer satisfaction and consumers will come back again if at any time they fall sick again or the customer will deliver patient again if at any time fell ill again.

The results of the t-statistical test for the reliability variable show a significance value of 0.801 which is greater than 0.05 (0.801 > 0.05), this indicates that the Ha hypothesis is rejected. Thus, these results indicate that the hypothesis that reliability has a positive effect on consumer satisfaction at the KIA PKU Muhammadiyah Hospital Kotagede is not proven. It can be seen from the results obtained above, that reliability has a negative and insignificant effect on consumer satisfaction at KIA PKU Muhammadiyah Hospital Kotagede Yogyakarta. The cause of this insignificance is performance or service capability is not in accordance with what is expected by consumers. Consumers want to get treatment services that are fast and reliable, as well as services that are not complicated, because patients who are on treatment or doing pregnancy tests and others definitely want to get treatment services that are fast, reliable and uncomplicated.

The results of the t-statistical test for the responsiveness variable showed a significance value of 0.917, greater than 0.05 (0.917 > 0.05), this indicates that the Ha hypothesis is rejected. Thus, these results indicate that the hypothesis which states that responsiveness has a positive effect on consumer satisfaction at KIA PKU Muhammadiyah Hospital Kotagede is not proven. It can be seen from the results obtained above, that responsiveness has a negative and insignificant effect on consumer satisfaction at KIA PKU Muhammadiyah Hospital Kotagede Yogyakarta. This means that the responsiveness of employees at KIA PKU Muhammadiyah Hospital Kotagede Yogyakarta has not been able to increase customer satisfaction.

Reinforced by explanations from several consumers while filling out the questionnaire,The results of the t-statistical test for the Guarantee variable show a significance value of 0.214 which is greater than 0.05 (0.214 > 0.05), this indicates that the Ha hypothesis is rejected. Thus, these results indicate that the hypothesis that guarantees have a positive effect on customer satisfaction at KIA PKU Muhammadiyah Kotagede Hospital is not proven. It can be seen from the results obtained above, the guarantee has a negative and insignificant effect on consumer satisfaction at KIA PKU Muhammadiyah Hospital Kotagede Yogyakarta.

The cause of this insignificance is the ability to diagnose which is sometimes inaccurately given by employees. The results of the t- statistical test for the Empathy variable show a significance value of 0.026 which is smaller than 0.05 (0.026 < 0.05), this indicates that the hypothesis Ha is accepted. Thus, these results indicate that the hypothesis that empathy has a positive effect on consumer satisfaction at KIA PKU Muhammadiyah Hospital

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Kotagede is proven. It can be seen from the results obtained above, empathy has a positive and significant effect on consumer satisfaction at KIA PKU Muhammadiyah Hospital Kotagede Yogyakarta. This means that special attention to consumers, services that are not indiscriminate (regardless of social status, all groups get the same service) and services that prioritize the interests of consumers can increase customer satisfaction at KIA PKU Muhammadiyah Hospital Kotagede Yogyakarta.

The coefficient of determination (R2) is essentially a measure of how far the model's ability to explain variations in the dependent variable is. The value of the coefficient of determination can be seen from the Adjusted R square. The value of the coefficient of determination is 0.495. This value is equal to 49.5%, which means that consumer satisfaction is influenced by the variables of tangibles, reliability, responsiveness, assurance, and empathy. While the remaining 50.5% is influenced by other variables not examined in this study.

Conclusion

Embodiment has a positive and significant effect on consumer satisfaction at KIA PKU Muhammadiyah Hospital Kotagede Yogyakarta. With a significance value of 0.011, it is smaller than 0.05 (0.011 < 0.05). Reliability has no effect on customer satisfaction at KIA PKU Muhammadiyah Hospital Kotagede Yogyakarta. With a significance value of 0.801, it is greater than 0.05 (0.801 > 0.05). Responsiveness has no effect on consumer satisfaction at KIA PKU Muhammadiyah Hospital Kotagede Yogyakarta. With a significance value of 0.917, which is greater than 0.05 (0.917 > 0.05). The guarantee has no effect on consumer satisfaction at KIA PKU Muhammadiyah Hospital Kotagede Yogyakarta. With a significance value of 0.214 greater than 0.05 (0.214 > 0.05). Empathy has a positive and significant effect on consumer satisfaction at KIA PKU Muhammadiyah Hospital Kotagede Yogyakarta. With a significance value of 0.026, it is smaller than 0.05 (0.026 <0.05).

Research Limitations

In conducting this thesis research, the researcher encountered several limitations. As for some of the limitations experienced by consumers at KIA PKU Muhammadiyah Kotagede Hospital, they were not willing to fill out the questionnaire. Some of the questionnaires at the PKU Muhammadiyah Kotagede KIA Hospital were filled out incompletely by the respondents. This research only examines service quality dimension variables (tangibility, reliability, responsiveness, assurance, and empathy) on customer satisfaction. This research was only conducted on consumers of KIA PKU Muhammadiyah Hospital Kotagede.

Research Suggestions

Researcher's suggestion for KIA PKU Muhammadiyah Hospital Kotagede Embodiment and empathy have a positive and significant effect on consumer satisfaction at KIA PKU Muhammadiyah Hospital Kotagede Yogyakarta. This must be maintained by hospital management in order to continue to increase customer satisfaction. Reliability, responsiveness, and guarantee of customer satisfaction at KIA PKU Muhammadiyah Hospital Kotagede Yogyakarta. Hospital management is expected to improve services that are fast, precise and reliable, especially in the treatment service section to increase reliability variables,

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then to increase hospital management responsiveness, it is expected that administrative services will be accelerated so that consumers do not wait too long, Furthermore, to increase the guarantee variable for hospital employees, it is expected to increase the accuracy of diagnosis for patients, although PKU Muhammadiyah Hospital is specifically for mothers and children but does not forget about services for general patients. Future studies are expected to use more samples in order to obtain more accurate and maximum results. When collecting data, it is expected to look at the condition of the prospective respondent first because if the prospective respondent looks sick, the prospective respondent cannot fill out the questionnaire.

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