



Analysis of Service Quality on Outpatient Satisfaction at the Clinic Asy-syifa Darul Hidayah Hulu Sungai Tengah

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Abstract

The importance of access to health makes people need fast and appropriate services so several clinics are present that help the community in getting their health checked, especially in the Hulu Sungai Tengah district. Improving the quality of health services can be improved, so that the goal of the clinic can be to make patients or consumers satisfied with the services offered or provided. At the Asy-Syifa clinic Darul Hidayah Hulu Sungai Tengah, it is necessary to improve the quality of health services because there are still several complaints from patients and their families due to the long waiting time and lack of communication from officers, starting from the registration section, the examination section, to the drug service section so that they can improve to provide a satisfactory service impact both from the officers, the comfort of the place and the completeness of the supporting equipment. The Effect of Service Quality on Patient Satisfaction at the Asy-Syifa Darul Hidayah Clinic, Hulu Sungai Tengah, has a significant effect on patient satisfaction, therefore by improving the quality of clinical services, will have an impact on the satisfaction felt by patients.

Keywords: Service Quality, Satisfaction.

INTRODUCTION

The importance of access to health makes people need fast and appropriate services so several clinics are present that help the community in getting their health checked, especially in the Hulu Sungai Tengah district. In PERMENKES No. 9 of 2014 which means that the clinic is a facility providing health services to provide health services, medical services, or individual specialties.

In this case, patients who visit the clinic must go through several procedures so that the goals to be achieved by the patient are by what is requested in performing health services. According to Sari et al (2017), receiving patients must comply with standards or guidelines for a comprehensive form of health service so that it can involve patients and their families.

In the clinic, the health services offered are very much needed by the community. Improving the quality of health services can be improved, so that the goal of the clinic can be to make patients or consumers satisfied with the services offered or provided. The creation of consumer satisfaction can have an impact or benefit, namely, the relationship between health service providers and patients or consumers is more harmonious so that it can provide a basis that has a good impact on service providers and ultimately creates loyalty by patients or consumers.



Satisfaction is a feeling of pleasure or disappointment of someone present because they compare an imagined performance with reality (Kotler and Philp, 2009 in Telaumbanua, 2017). Research conducted by Maqbullla (2014) states that the aspects of satisfaction desired by the patient's family in the services provided are in the form of physical evidence, capture power, reliability, empathy, and assurance.

At the Asy-Syifa clinic Darul Hidayah Hulu Sungai Tengah, it is necessary to improve the quality of health services because there are still several complaints from patients and their families due to the long waiting time and lack of communication from officers, starting from the registration section, the examination section, to the drug service section so that they can improve to provide a satisfactory service impact both from the officers, the comfort of the place and the completeness of the supporting equipment. To increase patient satisfaction, it is also necessary to improve the quality of health services, in addition to being able to monitor the health services provided, it is also necessary to compare with the services provided by competitors in determining whether the health services provided by the clinic have been fulfilled or not.

Based on the description of the background above, the formulation of the problem in this study is: Does the quality of service affect patient satisfaction at the Asy-Syifa Clinic Outpatient Darul Hidayah Hulu Sungai Tengah?

LITERATURE REVIEW

Marketing

According to Sunyoto (2012: 18) Marketing is the spearhead of the company. In a world of increasingly fierce competition, companies are required to survive and thrive.

Marketing according to Abdullah (2014: 1) In the business world, marketing generates income which is managed by financial people and then utilized by production people to create products and services.

Service

Kotler and Keller (2012: 214) are any activity, benefit, or performance offered by one party to another that is intangible and does not cause any transfer of ownership where in its production it may or may not be tied to a physical product.

Definition of services according to Lupiyoadi (2013: 5) Services are all economic activities whose results are not products in physical form or construction, which are usually consumed at the same time as the time they are produced and provide added value (such as comfort, entertainment, pleasure or health). or solving problems faced by consumers.

Kotler and Armstrong (2012: 260) explain that services have five main characteristics that greatly affect program design, namely: Reliability, Responsiveness, Assurance, Empathy, and Tangibles.



Satisfaction

Satisfaction is the fulfillment of desires or expectations of a product or service. So satisfaction is the result of collecting customers in using products or services (Nursalam, 2016).

According to Satrianegara (2014) satisfaction is a very subjective thing, difficult to measure, can change, and may affect it. Subjective satisfaction can be objective if enough people have the same opinion about something.

Good service can increase one's satisfaction and loyalty, and for that service providers need to master the following elements Tjiptono (2001:101): Conformity to expectations, interest in revisiting, and Willingness to recommend.

RESEARCH METHODS

This study uses a quantitative approach with an associative research design, namely the research method used to analyze a research result (Sugiyono, 2017). This study analyzed the quality of service on patient satisfaction at the Asy-Syifa Clinic Darul Hidayah Hulu Sungai Tengah.

The sample size formula that will be used in this study was obtained based on the slovin formula, namely 80 respondents.

Operational definitions in this study are as follows:

Variable	Operational definition	Indicator
Service quality	The condition of outpatient services to meet the needs of patients who are carried out directly or indirectly	1. Tangibles 2. Realbility 3. Responsivenes 4. Assurance 5. Empathy
Consumer Satisfaction	Consumer satisfaction is a person's feelings of pleasure or disappointment arising from comparing the perceived performance of a product or result against their expectations. Kotler dan Keller (2012:117)	1. Conformity of expectations 2. Interested to visit again 3. Willingness to recommend

Data Analysis Techniques, Validity and Reliability Test is a tool used to measure the validity of a questionnaire. The questionnaire is said to be valid if the questions on the questionnaire can reveal something that will be measured by the questionnaire (Ghozali, 2011). Classical Assumption Test, this test aims to determine the distribution of data in the variables that will be used in the study. Good and appropriate data used in research is data that has a normal distribution. Linear Regression Data Analysis is knowing the direction of the relationship between the independent variable and the dependent variable whether positive or negative and predicting whether the dependent variable and the independent variable experience an increase or decrease in value.



RESULTS AND DISCUSSION

From the results of statistical test analysis to determine the effect of service quality on patient satisfaction at the Asy-Syifa Darul Hidayah Clinic, Hulu Sungai Tengah, the following results were obtained: The results of the t-test to determine the effect of service quality on patient satisfaction at Asy-Syifa Darul Hidayah Clinic Hulu Sungai Tengah were obtained. the results of the t-test of $14.896 > t$ -Table 1.683 are known with a significant level of $0.000 < 0.05$ and R^2 0.456 or 45%. So it can be concluded that H_a is accepted, meaning that there is an effect of service quality on patient satisfaction at the Asy-Syifa Darul Hidayah Clinic in Hulu Sungai Tengah. Therefore Asy-Syifa Clinic Darul Hidayah Hulu Sungai Tengah must further improve the quality of patient services by producing direct evidence, reliability in treating patients, being responsive in dealing with patients, providing a sense of security and comfort to patients, and being able to empathize with patients.

CONCLUSION AND SUGGESTION

The Effect of Service Quality on Patient Satisfaction at the Asy-Syifa Darul Hidayah Clinic Hulu Sungai Tengah has a significant effect on patient satisfaction at the Asy-Syifa Darul Hidayah Clinic Hulu Sungai Tengah, therefore by improving the quality of clinical services it will have an impact on the satisfaction felt by patients.

By increasing reliability in treating patients, patients feel they are in the right place, then by presenting evidence that the number of successful service outcomes creates a sense of patient trust in the clinic, reliability in handling conditions that respond quickly can provide evidence and create a positive sense of satisfaction, guaranteeing that it will be served to the maximum extent possible will increase patient satisfaction and empathize with patients as well as increase the satisfaction felt by patients and families and can become loyal or become customers.

Asy-Syifa Clinic Darul Hidayah Hulu Sungai Tengah can further improve its service quality so that patients can remain loyal and not switch to other clinics.

For further researchers who will conduct similar research, it is hoped that they can take other indicator variables to sharpen the theme of similar research.

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