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QUALITY OF SERVICE ON SATISFACTION AND ITS IMPACT ON PATIENT TRUST LEVELS

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Abstract

In its declaration, there were various polemics related to the quality of hospital services after the implementation of the Health BPJS program. Some people think it will affect the quality of service. In creating good quality, many things are needed, one of which is how a company carries out quality control. It is important to carry out continuous quality control so that the products produced by the company are in accordance with the standards set by the company and in line with the standards set by the authorized agency. What is the relationship between tangible, responsiveness, reliability, assurance, and empathy on patient satisfaction? There are still few researchers who explore this question. This study aims to examine and analyze the effect of: a) tangible on patient satisfaction; b) responsiveness to patient satisfaction; c) reliability of patient satisfaction; d) assurance of patient satisfaction; e) empathy for patient satisfaction. This research was conducted at Inco Sorowako Hospital. The research method used is a descriptive survey method. Collecting data by distributing questionnaires to the respondents. The population in this study were all outpatients and inpatients at Inco Sorowako Hospital. The sample in this study is part of the population of outpatient and inpatient patients at Inco Sorowako Hospital for the period May-June 2017 which have relatively the same characteristics and are considered to represent a population of 100 people. The analysis technique uses Structural Equation Modeling analysis. The results of the analysis show that tangible, responsiveness, reliability, assurance, and empathy have a positive and significant effect on patient satisfaction. Service quality has a positive and significant effect on patient trust, and patient satisfaction has a positive and significant effect on patient trust.

Keywords: *Tangible, Responsiveness, Reliability, Assurance, and Empathy.*

A. INTRODUCTION

In creating good quality, many things are needed, one of which is how a company carries out quality control. It is important to carry out continuous quality control so that the products produced by the company are in accordance with the standards set by the company and in line with the standards set by the authorized agency. Hospitals are one of the parts most affected by JKN. Today's hospitals are no longer solely socially oriented but have a business aspect to them. Hospitals no longer need to set aside efforts to further promote themselves. Progress in medical science, including hospital facilities and infrastructure, really needs to be conveyed to the public because people's awareness and demands for health services are getting better and the competition for medical services is getting more and more intense. On the other hand, the BPJS Health Program demands changes that significantly affect

hospital services. In BPJS Health, tiered referrals are required. Service quality about the development of models about customer perceptions, especially regarding company performance. Process performance evaluation methods in making improvements about service quality, especially economic implementation (Kukreti, K., Ganguly, K., & Samad, T. A., 2023).

Hospitals as health service institutions that are capital-intensive and human resources must utilize available resources effectively and efficiently to achieve the goals set. The main key to hospital success is heavily influenced by hospital resources and patient satisfaction as service users. This involves policy reform, particularly in Taiwan, regarding the Hospital Excellence Initiatives (HEI). This policy relates to hospital management of internal budgets in the company (Tang, M. C. , 2023)

The form of hospital services is not solely capable of dealing with patients' illnesses, but other services are needed such as friendliness, readiness of doctors, paramedics and other employees. With the hope that satisfaction and loyalty will be formed, patients will put their trust and commitment to the hospital and will eventually return to using the hospital's services. The existence of trust from users of hospital services is something that is very useful for hospitals, especially if patients want to share their experiences while in the hospital with other parties (word of mouth). Patients who obtain products or services that meet or exceed expectations tend to give a positive response to the hospital. Measurement of customer satisfaction is a non-financial performance indicator. It is explained that a high level of customer satisfaction provides a stronger image in the future, provides wider market protection, provides loyalty and improves performance, provide broader market, provide loyalty and improve performance (Hallencreutz, J., & Parmler, J., 2021).

The concept and measurement of service quality measures services/services using the SERVQUAL (Service Quality) service quality measurement tool. The measurement of the success of a health center service agency is determined by means of the patient's assessment and notion of the fine of services furnished. assessment of quality is determined via matters, particularly affected person expectancies of satisfactory (expected quality) and affected person perceptions of nice (perceived great). This SERVQUAL scale will compare carrier quality with the aid of clients through comparing the predicted carrier with the belief of the provider obtained.

Inco Sorowako Hospital is a hospital owned by PT Vale which operates in the mining sector which was established on March 31, 1977. The hospital is located in Sorowako, Nuha sub-district, East Luwu Regency with a land area of 2 hectares, with a building area of 8789m2 being a hospital that has an obligation to provide the best service to employees, families and the surrounding community PT Vale's empowerment has its own challenges. Where employees and their families have full rights to obtain comprehensive health services and in carrying out operations, hospitals must follow the health insurance rules that have been agreed upon by the company and workers.

In line with the hospital's vision "To become the best health service unit within a mining company environment in Indonesia" and the hospital's mission "To ensure that everyone in PT Vale Indonesia's work environment gets quality promotive, preventive, curative and rehabilitative health services", the company demands that the services provided can reduce the number of patients who have to be referred to hospitals in other cities such as Makassar, Surabaya, Jakarta. In line with government programs, since March 2016 Inco Hospital has become a Provider with BPJS Health.

Due to this, various efforts have been made so that the quality of the hospital continues to be improved in line with company demands, the wishes of employees and their families and the general public as BPJS Health participants who have the right to access health services at Inco Hospital. Inco Hospital is a Type C Hospital with a capacity of 50 beds and provides a variety of services.

The number of employees and their families choosing health services outside the Inco Hospital is quite high even though the Inco Hospital has been accredited with various facilities and quite complete human resources. It becomes an important question why employees and their families choose health services outside the Inco Hospital. The results explain that there are great advantages regarding information asymmetry and service quality, although the decision to make a decision. This provides information about asymmetry, especially service quality, although it does not affect the autonomy of decisions taken (Arntsen, B., Torjesen, D. O., & Karlsen, T. I., 2021).

Therefore, a research strategy is needed to develop a solution through a theoretical and modeling approach, so that in the end a managerial conceptual framework can emerge. Customer satisfaction is used as a theoretical and modeling approach in research because customer satisfaction is an important thing that can be the desired goal of most companies. Service quality that does not match customer needs and expectations is the main cause of customer dissatisfaction. Service quality benchmarks are customer needs and expectations. The company must realize this and is an absolute and urgent element. Most companies have realized the importance of service quality, but there are still many companies that fail to manage SERVQUAL.

B. METHOD

This research was conducted on outpatients and inpatients at Inco Sorowako Hospital. This selection was based on the greatest activity at Inco Sorowako Hospital in these two locations and a variety of patients. The population in this study were all 415 outpatients and inpatients at Inco Sorowako Hospital. The sample in this study was obtained using a sampling technique using the Slovin formula. The number of samples obtained is: n = 99 rounded up to 100 people. Determination of the sample for SEM which is often used to determine the size of the accepted sample is 100 – 200.

The method used in data collection is a questionnaire, namely by providing a list of questions that have been prepared beforehand then submitted and answered by the respondents who are the object of this research. The answers from the questionnaire are expected to be able to answer the problems being analyzed in the research. The questions that have been arranged are made with several alternative answers.

The analytical method used in this study is Structural Equation Modeling (SEM) with the help of the Analysis of Moment Structure (AMOS) computer program. This SEM model allows a researcher to answer dimensional and regressive research questions, namely measuring what indicators are from a concept and measuring the influence or degree of relationship between factors whose dimensions have been identified.

C. RESULT AND DISCUSSION

Respondent Profile

This study describes the characteristics of the respondents obtained through a questionnaire. Most respondents aged 31-40 years with a total of 37 people, then the age range 17-30 years (27 people), then the respondents aged between 41-50 years (18 people), and the age range 51-60 years (10 people), while only 8 respondents aged over 61 years. Most respondents had a high school education level/equivalent with a total of 49 people, then a bachelor's degree (22 people), then respondents with a diploma education (19 people), and junior high school level education (9 people), while only 1 respondent with a master's education level. Most respondents were private employees with a total of 47 people, then other categories, namely IRT and farmers (26 people), then self-employed (16 people), and students (7 people), respondents as civil servants (4 people), while for the TNI/Polri, no respondents participated. Most respondents with more than 4 visits totaled 84 people, then patients who visited 3 times were 14 people, while respondents with 4 visits were only 2 people.

Research Instruments

Instrument testing is presented in the table below.

Table 1. Research Instrument Test

No	Variable	Alpha Cronbach	Decision	Items	Corrected Item-Total Correlation	Decision
				X1.1	0,770	
				X1.2	0,854	
1	Tangible	0,931	Rel.	X1.3	0,786	Valid
				X1.4	0,835	
				X1.5	0,853	
				X2.1	0,812	
				X2.2	0,850	
2	Responsiveness	0,920	Rel.	X2.3	0,830	Valid
				X2.4	0,794	
				X2.5	0,680	
				X3.1	0,757	
				X3.2	0,766	
3	Reliability	0,890	Rel.	X3.3	0,786	Valid
				X3.4	0,678	
				X3.5	0,708	
				X4.1	0,834	
				X4.2	0,717	
4	Assurance	0,905	Rel.	X4.3	0,762	Valid
				X4.4	0,776	
				X4.5	0,737	
				X5.1	0,709	
5	Empathy	0,907	Rel.	X5.2	0,824	Valid
				X5.3	0,722	

6	Patient satisfaction	0,907	Rel.	X5.4 X5.5 Y1.1 Y1.2 Y1.3 Y1.4 Y1.5	0,820 0,810 0,641 0,771 0,811 0,848 0,858	Valid

The reliability test is carried out on indicators (items or observable variables or criteria) that measure (factors or variables or predictors). This is done because the variables are not measured directly, but are measured through the indicators of each construct. Based on the results of the analysis it was concluded that statistically the data collection instruments used in this study were reliable.

Examination of hypothesis test

The results of the structural model test were evaluated based on the goodness of fit criteria in the following table presented with the model criteria and cut-off values that have data compatibility.

Table 2. Goodness of Fit and Cut-off Value

Goodness of Fit Indices	*Cut-off Value*	Model Results	Evaluation	Decision
X^2 Chi Square	Smaller	549,791		Not good
Prob.	$\geq$ 0,05	0,007		Not good
CMIN/DF	$\leq$ 2,00	1,167		Good
RMSEA	$\leq$ 0,08	0,041		Good
GFI	$\geq$ 0,90	0,783		Not good
AGFI	$\geq$ 0,90	0,709		Not good
TLI	$\geq$ 0,95	0,947		Marginal
CFI	$\geq$ 0,95	0,958		Good

The amount of influence and contribution given between exogenous and endogenous latent variables with a GFI (R2) value of 0.958 or 95.8 percent, means that the diversity of the data that can be explained by the structural model, or in other words the information contained in the data is 95.8% can be explained by the model, while the rest is explained by other latent variables. From the evaluation of the model presented, it shows that the evaluation of the model on the construct as a whole has produced a value above critical so that it can be stated that the model is acceptable or in accordance with the data.

After evaluating the criteria for the suitability index of the model and the model is said to be fit, then it will be seen to what extent the causality relationship is developed in the hypothesis in the model, which is tested through the t (Critical Ratio) test in the regression analysis. The following table will show the values of the regression coefficient (regression weight estimate) and critical ratio (t count). The hypothesis will be accepted if the critical ratio (t count) is greater than the value of ± 1.960 or the p value $\leq$ 0.05. The functional relationship between exogenous variables and

endogenous variables, then the coefficient values are arranged based on the table below.

Table 4. Evaluation of the Full Model Test Loading Factor

Variable	Variable	Estimated Standardized	*Critical Ratio*	*Sig. Level*	Decision
Tangible	Patient satisfaction	0,208*	2,013*	0,044	*Significant*
Responsiveness	Patient satisfaction	0,475*	4,661*	0,000	*Significant*
Reabilitas	Patient satisfaction	0,347*	3,112*	0,002	*Significant*
Assurance	Patient satisfaction	0,554*	6,058*	0,000	*Significant*
Empathy	Patient satisfaction	0,401*	4,305*	0,000	*Significant*

The effect of exact on patient satisfaction, the coefficient indicates that the presence of actual adjustments could have an impact on increasing affected person pleasure. This situation explains that the fulfillment of the hospital in efforts to growth affected person satisfaction is decided via the facilities of a easy and comfortable waiting room, clean and secure inpatient room centers, entire clinical system, complete facilities within the inpatient room, and the neatness and cleanliness of the medical personnel.

The effect of responsiveness on affected person pride, the coefficient suggests that a change in responsiveness will have an impact on increasing patient delight. This circumstance explains that the achievement of the hospital in efforts to boom affected person delight is determined with the aid of the speed of affected person medical offerings, the speed of responding to proceedings, the rate of administrative services, the responsiveness of clinical body of workers in carrier, and the friendliness of scientific group of workers for the duration of provider.

The impact of reliability on patient satisfaction, the coefficient shows that a change in reliability will have an effect on increasing affected person satisfaction. This situation explains that the fulfillment of the health facility in efforts to enhance affected person pride is determined via the competence of docs, nurses, competence of different scientific employees and administrative personnel, timeliness of service, and timeliness of registration.

The effect of assurance on patient satisfaction, the coefficient suggests that a trade in warranty will have an effect on increasing affected person pride. This condition explains that the success of the sanatorium in efforts to growth patient delight is decided via the credibility of medical personnel, the credibility of health facility control, the protection of the environment across the health facility, safety during remedy, and the competence of scientific and non-medical personnel. The impact of

empathy on patient delight, the coefficient suggests that a exchange in empathy could have an impact on increasing patient delight. those conditions give an explanation for that the fulfillment of the hospital in efforts to boom patient pleasure is decided through the equal provider device for absolutely everyone, an administrative gadget that is organized, easy to run, personnel friendliness, clear statistics systems, and friendly attitudes of all body of workers.

The effect of service satisfactory on affected person accept as true with, the coefficient suggests that changes in service nice can have an impact on increasing patient agree with. This situation explains that the success of the medical institution in efforts to increase patient self assurance is determined with the aid of the extent of provider high-quality. The impact of patient delight on patient believe, the coefficient shows that changes in patient pride could have an effect on growing affected person trust. This situation explains that the success of the health facility with a purpose to boom affected person confidence is decided by way of the extent of affected person pleasure.

The tangible impact on patient satisfaction is stated to have a positive and significant effect. These results confirm that the first hypothesis of this study is accepted. The impact of responsiveness on patient satisfaction is stated to have a positive and significant effect. These results confirm that the second hypothesis of this study is accepted. The impact of reliability on patient satisfaction is stated to have a positive and significant effect. These results confirm that the third hypothesis of this study is accepted.

The impact of assurance on patient satisfaction is stated to have a positive and significant effect. These results confirm that the fourth hypothesis of this study is accepted. The impact of empathy on patient satisfaction is stated to have a positive and significant effect. These results confirm that the fifth hypothesis of this study is accepted. The impact of service quality on patient trust is stated to have a positive and significant effect.

D. CONCLUSION

The effect of service quality on patient satisfaction, the coefficient indicates that an increase in service quality will have an impact on increasing patient satisfaction. This condition explains that the success of the hospital in efforts to increase patient satisfaction is determined by the level of quality-of-service. The tangibles dimension has the greatest contribution among all other dimensions, because patients always evaluate the health facilities and services they receive because all tangible aspects can be felt directly by patients. The quality of physical services (tangibles) is important and the main thing to convince patients and ensure they are satisfied with the services felt while in the hospital.

The effect of service quality on patient trust, the coefficient shows that changes in service quality will have an impact on increasing patient trust. This condition explains that the success of the hospital in efforts to increase patient confidence is determined by the level of service quality. The dominant indicator that forms patient satisfaction variable is satisfaction with doctors. The effect of patient satisfaction on patient trust, the coefficient indicates that changes in patient satisfaction will have an impact on

increasing patient trust. This condition explains that the success of the hospital in an effort to increase patient confidence is determined by the level of patient satisfaction. The dominant indicator that forms the patient's trust variable is satisfaction with the doctor.

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