Influence Patient Satisfaction Quality of Non-JKN Hospital Clinic

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A R T I C L E I N F O	A B S T R A C T
	At present, patients as consumers can realize the enormous effect on the existence of health care facilities. Patient satisfaction is now a priority for health care providers. The purpose of this study was to determine the effect of service quality on patient satisfaction. This research is a quantitative descriptive. Data analysis methods used are correlation analysis and regression analysis. Based on the results of testing the hypothesis that can be solved regarding the power response (responsiveness) is the most dominant variable affecting patient satisfaction in KRI Elisa. Empathy also has an interest in patient satisfaction. Based on independent evidence, physical evidence (tangible), approval (reliability), responsiveness (responsiveness), empathy (empathy) and Guarantee (guarantee) significantly influence the satisfaction of KRI Elisa patients. The five variables in the dimensions of service quality contributed together to the contribution variable of (R Square) 52.5% on patient satisfaction. This study resulted in the finding that the simultaneous variable quality of service had a significant effect of 54.5% of patient satisfaction at Elisa's inpatient clinic. Keyword: quality of service, patient satisfaction

INTRODUCTION

Kapoor living conditions Health is one of the vital needs of every human being. The need for quality health services is one of the many needs of every human being. In the field of health, patient satisfaction did not go unnoticed and even become the main target of many managers of health services. The satisfaction of the data then formed a group of loyal customers. Customer satisfaction and loyalty can be a portfolio at the same time; the most potent promotional media for businesses (Tjiptono, 2019). Inpatient Clinic (KRI) Elisa is one of the health facilities (faskes) The first level in the municipality of Malang. The patient population in KRI Elisa broadly divided into two main groups. The first group is the population of patients from the membership of the National Health Insurance (JKN). The second group is patient independent (non-JKN). Unlike the participants JKN, non JKN patient retention tends to be weak. This means that they are more free to choose health amenities (faskes) wherever they wish. The management of KRI Elisa has a serious outlook on customer satisfaction. With the concept of one-stop service offered healthily are expected to provide satisfaction scores. Even if it might be able to form the loyalty of its customers, primarily from non JKN patient group. In order for these objectives to be achieved, the management KRI Elisa continues to strive to make improvements themselves.

According to Wyckof in Tjiptono (2019), quality of service is a level of excellence (excellence) expected and control of excellence to meet customer desires. Jasfar (2009) states consumer perceptions of service quality (consumer perceived service quality) is a thorough assessment of the advantages of a service viewed from the perspective of consumers. Tjiptono (2019) insists on the principle of service quality, focusing on addressing the needs and desires of customers and delivery accuracy to compensate customers' expectations. I hope there are three different types of customers. First, will the expectation, that the level of performance which is predicted or estimated consumers will receive, based on all the information it receives. Second, should the expectation, that the level of performance that is considered rightly accepted by consumers. Third, the ideal expectation, which is the optimum or best level of performance that is expected to be acceptable to consumers. Wyckof in Muninjaya (2015) states that the purpose of quality is that the fulfilment of the expectations of the users of its products. According to Sinambela in Ristiani (2017) states in the quality of health services aiming to meet expectations, desires and needs and is able to give satisfaction to the public in general and patients in particular. Parasuraman and Berry Zeithamal in Muninjaya Gde (2015) stated dimensions of service quality must meet the five elements known as ServQual. The fifth element is responsive (responsiveness), capable of providing timely and accurate services (reliability), free from risk (assurance), has a concern (empathy), can be assessed (tangible) of physical facilities and equipment are adequate and can meet the quality according to its dimensions. The dimensions of quality by Parasuraman et al. described the user as an efficient service (efficient), affordable (affordable), accessible (accessible), justice (equity), fast (timeless), continuous (continuity) and Continual (sustainable).

Tjiptono (2019) concluded, customer satisfaction is formulated as after purchase evaluation, where the perception of the performance of alternative products/services that have to meet or exceed expectations before purchase. If the perception of the performance can not meet expectations, then there is dissatisfaction. Jasfar (2009) states that are customer satisfaction with a service is a comparison between the perceptions of the services received by expectations before using the services. According to Kotler and Keller in Lubis (2017), customer satisfaction is the level of one's feelings after comparing the perceived performance or results compared with expectations. According to Kotler and Keller in Tjiptono (2019), there are four methods that are widely used in measuring customer satisfaction. a) The system of complaints and suggestions. Every customer-oriented organization is required to provide greater opportunities for its customers to submit suggestions, criticisms, opinions and their needs. The information obtained through this method can provide new ideas and enter a value to the company, allowing it to react with a responsive and quick to resolve problems that arise. Media bias provided by the company in the form of a suggestion box placed at strategic places, toll-free telephone lines or other electronic media. b) Ghost / Mystery Shopping. This method is done by the way disguised as a consumer and went to the field to find out what are the strengths and weaknesses that are owned by the company or competitor. c) Lost Customer Analysis. This method is a series of activities and analysis to determine how much the company loses its customers. The greater the value of the loss can provide an overview of the company's failure. d) customer satisfaction survey. Most research on customer satisfaction using a survey method, either via post, telephone, e-mail, as well as live interviews. Through the survey, the company will obtain feedback and direct feedback from customers and also give a positive signal that the company pay attention to them.

According to Tjiptono (2019), there are six core concepts of the measurement object. a) Customer satisfaction overall (overall customer satisfaction), b) Dimensions of customer satisfaction, c) Confirmation of hope (confirmation of expectations), d) intention to buy back (repurchase intention), e) Willingness to recommend (willingness to recommend), f) customer dissatisfaction (customer dissatisfaction). According to Satrianegara (2014), there are two dimensions of patient satisfaction as follows: 1. The satisfaction of patients who refer only to the standard implementation of an ethical code of the profession, the doctor-patient relationship, convenient service, the freedom to make choices, knowledge and technical competence, and service

effectiveness security measures. 2. satisfaction refers to the implementation of all requirements of health services, availability, fairness, sustainability, acceptance, affordability,

Research conducted by Harfika and Abdullah (2017) with the title "The Effect of Service Quality and Patient Satisfaction Facilities At the General Hospital of West Aceh district". This study uses indicators of quality of service and facilities. Quality of care in these studies include physical evidence, reliability, responsiveness, assurance and empathy. While the definition of the research facilities is public facilities owned by the object of research. Results from these studies are the quality of services and facilities influence on patient satisfaction in the General Hospital of West Aceh district. Research conducted by Ristiani (2017) with the title "The Effect of Infrastructure and Quality of Care Patient Satisfaction; Study on Outpatient Clinic Unit IPDN Jatinangor ". Researchers used the variable health service infrastructure and quality of health services. Results from these studies are variable health service infrastructure, and quality of health care affects the patient's satisfaction at IPDN Jatinangor Polyclinic Unit.

Research conducted by Mernawati and Zainafree (2016) with the title "Analysis of Factors Influencing Satisfaction With Outpatient Health Center Lamper In the Middle District of South Semarang Semarang". This study uses quality indicators of service consisting of reliability (reliability), assurance (assurance), physical evidence (tangible), empathy (empathy) and responsiveness (responsiveness). The results of these studies are the impact on the quality of services at the health centre patient satisfaction Middle Lamper Semarang. Research conducted by Lopez and Andayani (2017), entitled "The Influence of Quality of Service (Service Quality) Customer Satisfaction PT. Sucofindo Batam ". This study uses a variable reliability (reliability), assurance (assurance), physical evidence (tangible) empathy (empathy) and responsiveness (responsiveness). The results of these studies declare that affect service quality on customer satisfaction PT. Sucofindo Batam.

Berdasarkan purpose of holding the study, the researchers then assembles the two main groups of the hypothesis is as follows: 1) H1: Physical evidence (tangible) significantly affects patient satisfaction inpatient clinic Elisa. 2) H2: Reliability (reliability) significantly affects patient satisfaction Elisa inpatient clinic. 3) H3: Responsiveness (responsiveness) significantly affects patient satisfaction Elisa inpatient clinic. 4) H4: empathy (empathy) significantly affects patient satisfaction Elisa inpatient clinic. 5) H5: Assurance (assurance) significantly affects patient satisfaction Elisa inpatient clinic.

RESEARCH METHOD

Research is done at the Clinic Inpatient Elisa located at Jalan Danau Toba E5 / 22 Sub Lesanpuro Kedungkandang Municipal Subdistrict Malang East Java Province. The research instrument used is observation, questionnaires, with the enclosed questionnaire method and the study of literature. Measurement scale grains contained in the questionnaire answers using a scale Linkert. This study uses data processing tools results of questionnaires that program Statistical Package for Social Science (SPSS) version 18 for Windows. The population of this research is the non-participant JKN patients who visit to get health care at the Clinic Inpatient Elisa during the period of September 2019. The sample of respondents in this research using a non-probability sampling method with incidental sampling technique. Due to the nature of this study is to examine the relationship between one or more variables, researchers used the provisions of the Gay and Diehl (Sanusi, 2017) which is the minimum amount to 30 samples to determine the sample size. Referring to the arguments of Gay and Diehl, the number of samples taken in this study is as much as 135 samples. In this study used data collection techniques researchers by distributing a questionnaire, direct observation and study of literature. This study used qualitative descriptive analysis techniques. Questionnaire data analysis method used is the analysis of correlation and regression analysis using SPSS version 18 for Windows. Hypothesis testing is done with a partial

test (t-test) to determine the relationship of each variable quality of services consisting of physical evidence (X1), reliability (X2),

RESULTS AND DISCUSSION

Based on results of Pearson correlation analysis method, all independent variables (dependent) is the dependent variable (independent), using SPSS version 18, obtained the analysis as follows: a. Value Sig. The Pearson correlation dependent variable physical evidence was 0,000. b. Value Sig. The dependent variable reliability Pearson correlation was 0.000. c. Value Sig. The Pearson correlation responsiveness dependent variable was 0,000. d. Value Sig. The Pearson correlation empathy dependent variable was 0,000. e. Value Sig. The Pearson correlation guarantees the dependent variable was 0,000. The variables of service quality consist of physical evidence, reliability, responsiveness, empathy and assurance has a significant relationship to client satisfaction.

Based on results by the method of linear regression analysis, all independent variables (dependent) are the dependent variable (independent), using SPSS version 18, the data obtained as follows: a. Correlation value (R) of 0.724. The results of the count R approaches 1. That there is a strong relationship between the factors in the dimensions of service quality to client satisfaction. b. The strength of the relationship (R Square) is 52.5%, which means the variables of service quality affects 52.5% to client satisfaction. c. data arithmetic and Sig.hitung processing results SPSS is 1. Value t and Sig. The dependent variable is the physical evidence, 1.775 and 0.078. 2. The value of t and Sig. The dependent variable reliability is -0, 803 and 0.423. 3. The value of t and Sig. Responsiveness dependent variable is 3.170 and 0.002. 4. The values t and Sig. Empathy dependent variable is 2.767 and 0.006. 5. The value t and Sig. The dependent variable was 1,290 and 0,199 bail. d. The t-test (partial)

T calculation table PNo value of 0.05 with a two-sided test significance value of 0.025. With df = 29, the obtained value t table is 2.045. a) The dependent variable t value of physical evidence was 1,775 smaller than t table. b) The value of the dependent variable t reliability is -0, 803 is smaller than t table. c) The value of the dependent variable t responsiveness is 3,170 bigger than t table. d) The value of the dependent variable t empathy is 2,767 bigger than t table. e) The value of the dependent variable t is 1,290 less assurance than t table. Can be concluded that a) Variable physical evidence does not have a partial influence on patient satisfaction. b) Variable reliability does not have a partial influence on patient satisfaction. c) Variable physical evidence does not have any partial assurance effect on patient satisfaction. d) Variable partial effect responsiveness to client satisfaction. e) Variable power empathy partial effect on patient satisfaction.

Uji F (simultaneously) with a value of 0.05 two-sided test, DF1 and DF2 = 4 = 129 values obtained F table 3.32. Based on data ANOVA using SPSS calculation results showed the value of F is 28.280. Because the F test results greater than the value of 3.32, it can be concluded Ftable independent variables consisting of physical evidence, reliability, responsiveness, empathy and assurance simultaneously influence the patient's satisfaction.

CONCLUSION

Based on the partial results of hypothesis testing showed that responsiveness (responsiveness) is the most dominant variable influence on patient satisfaction in KRI Elisa. This is evidenced by the magnitude of the correlation coefficient responsiveness (X3) at 0,328 which is the largest correlation coefficient value of the most significant than other variables and has a value of t greater than t table is 3.170> 2.045. Empathy factors also have an influence on patient satisfaction. This is evidenced by the magnitude of the correlation coefficient of empathy (X4) of 0.256 which is the

second-largest correlation coefficient value after the variable responsiveness and has a value of t greater than t table is 2.767> 2.045. Based on the simultaneous testing of physical evidence all independent variables (tangible), reliability (reliability), responsiveness (responsiveness), empathy (empathy) and assurance (assurance) significantly affects patient satisfaction, KRI Elisa. It is based on the results of F is 28.280.

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