Quality of Service and Hospital Image on Patient Satisfaction (Survey of Outpatients at Saraswati Hospital Cikampek)

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ABSTRACT

This study aims to examine and analyze the effect of service quality and hospital image on outpatient satisfaction at the Saraswati Cikampek General Hospital. This research was conducted using descriptive and verification methods, namely: collecting, presenting, analyzing and testing hypotheses, and making conclusions and suggestions. The sample in this study amounted to 400 respondents. The results of this study are that there is a strong and direct correlation between Service Quality and Hospital Image. There is a partial effect of Service Quality on Patient Satisfaction of 21.7%. And the partial effect of the Hospital Image on Patient Satisfaction is 49.5%, and the simultaneous effect of Food Quality and Price on Purchasing Decisions is 71.2%, while the remaining 28.8% is the influence of other variables not examined.
Keywords: Role, Community Empowerment . .

INTRODUCTION

The development of the business world engaged in manufacturing and services has experienced very rapid growth. Companies are required to create competitive advantages in their business in order to be able to compete effectively and efficiently (Brandsen et al., 2018; Fasoli & Tassinari, 2017; Wignaraja, 2012). To gain a competitive advantage in the competition, every company must be able to provide products in the form of quality goods or services and good service to consumers from competitors. The quality products and services have an important role in shaping consumer satisfaction (Fu et al., 2020; Geebren et al., 2021; Ghasemaghaei & Hassanein, 2015).

Nowadays people are getting smarter and more critical, both in thinking and doing an action. People are starting to realize that health is something that is very important, because humans will not be able to live properly if their health needs are not met. People tend to demand better and faster health services (Bowling, 2014; Ghasemaghaei & Hassanein, 2015).

One of the health care facilities is a hospital (Sadler et al., 2011; Setyowati et al., 2013). Saraswati General Hospital is a type D private hospital. Type D hospitals according to the Minister of Health of the Republic of Indonesia number 56 of 2014 concerning Hospital Classification and Licensing Article 47 that the services provided by Class D General Hospitals at least include: medical services, medical services

pharmacy, nursing and midwifery services, clinical support services, non-clinical support services, and inpatient services .

Customer satisfaction is a condition that must be met by companies in order to be able to successfully create and retain customers. *Customer Satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product or service's perceived performance (or outcome) to expectations*(Haming et al., 2019; Saeidi et al., 2015) . If the performance or experience is not as expected, the patient will feel dissatisfied. If it is in line with expectations, the patient will feel satisfied. And if it exceeds expectations, the patient will feel very satisfied or happy (Capano, 2020; Geebren et al., 2021; Murakami et al., 2012; Wang et al., 2021).

The thing that is no less important so that services can be delivered properly by the hospital is the company's image (Kotter, 2017; Palmer, 2012; Wang et al., 2021), because as the quality of services provided increases, the company's image also increases. In this case, it is suspected that the fluctuation of outpatient visits at Saraswati Hospital is also because the image of Saraswati Hospital is not good for the patients. The image of a company or brand can change according to the quality of the company's services provided to its customers. A company that has a good image in the eyes of its customers is a company that can provide good quality service to its customers.

Based on the research background, the problems to be researched can be formulated as follows: 1) How is the service quality at RSU Saraswati Cikampek? 2) What is the Company Image of the Saraswati Cikampek Hospital? 3) How is customer satisfaction at RSU Saraswati Cikampek? 4) How big is the correlation between Service Quality and Corporate Image at Saraswati Hospital, Cikampek? 5) How big is the partial influence of Service Quality and Company Image on Outpatient Satisfaction at Saraswati Hospital, Cikampek? 6) How big is the simultaneous influence of Service Quality and Company Image on Outpatient Satisfaction at Saraswati Hospital, Cikampek?.

METHOD

In this study, outpatients at RSU Saraswati Cikampek were recorded in the Multiple Months. January-August 2018 as many as 17,525 patients . The type of data used by researchers in research on the Effect of Service Quality and Company Image on Outpatient Satisfaction at Saraswati Hospital Cikampek is primary and secondary data.

sampling technique in this study used *incidental sampling* with the number of samples using the slovin formula obtained as many as 400 respondents. This study uses the technique of Regression Analysis. Regression analysis is a statistical procedure to analyze the relationship between the dependent variable and the independent variable.

RESULTS AND DISCUSSION

Characteristics of Respondents

The results of the identification of research respondents can be seen in table 1. below:

Table 1

Characteristics of Respondents

Characteristics	Information	Amount	Percentage
Gender	Man	188	47%
	Woman	212	53%
Age	17-20 years old	82	20.5%
	21-25 years old	169	42.25%
	26-30 years old	63	15.75%
	31-35 years old	50	12.5%
	>35 years old	36	9%
Last education	SD	3	0.75%
	junior high school	21	5.25%
	senior High School	247	61.75
	D3	51	12.75%
	S1	66	16.5%
	S2	6	1.5%
	Other	6	1.5%
Profession	Student/Student	173	43.25%
	civil servant	14	3.5%
	Laborer	45	11.25%
	Private sector employee	82	20.5%
	entrepreneur	34	8.5%
	Other	52	13%
Income	< IDR 1,000,000	155	38.75%
	IDR 1,100,000 to IDR 3,000,000	75	18.75%
	IDR 3,100,000 to IDR 5,000,000	107	26.75%
	> IDR 5,000,000	63	15.75%

Source: Data Processing Results, 2019

Based on Table 1 above, it can be seen that most of the respondents are female as many as 212 people with a percentage of 53%, and male sex as many as 138 people with a percentage of 40%. As for the characteristics based on age, most of the respondents were aged 21-25 years, as many as 169 people. Based on the characteristics of the latest education, most of the respondents have the latest high school education, as many as 247 people. Based on occupation, most of the respondents are students, as

many as 173 people. Based on income, most of the respondents have an income of $< \text{Rp}$ 1,000,000 which is as many as 155 people.

Multiple Linear Regression Test Results

multiple linear regression analysis partially and simultaneously.

Table 2
Multiple Regression Analysis Results
Coefficients [a]

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	-1,557	1,443		-1.079	.281
Service quality	.175	.025	.289	6.895	.000
Hospital Image	.654	.046	.601	14,316	.000

a. Dependent Variable: Patient Satisfaction
Source: SPSS Data Processing Results, 2019

Based on the results of the regression analysis, it can be formulated a multiple regression equation as follows:
$Y = 0{,}289\ X_1 + 0{,}601\ X_2 + py\varepsilon_1$

From Table 2, partially each independent variable has an effect on customer satisfaction. With the following coefficients:

a_1 = Path coefficient which describes the magnitude of the direct effect X_1 on Y

a_2 = Path coefficient which describes the magnitude of the direct effect X_2 on Y

Y = Customer Satisfaction

$py\varepsilon_1$ = Other variables that are not measured, but affect

Table 3

The Effect of Service Quality (X_1) and Hospital Image (X_2) on Patient Satisfaction (Y)

Variable	Path Coefficient	Direct Influence	Indirect Influence		Sub Total Effect
			X_1	X_2	
Service quality(X_1)	0.289	0.084	-----	0.133	0.217
Hospital Image(X_2)	0.601	0.361	0.133	-----	0.495
Total Influence					0.712
Other influences outside the model 1 – 0.712					0.288

Source: Data Processing Results, 2019

Table 3 shows that the service quality variable has an influence on the patient satisfaction variable of 0.217 or 21.7%. Meanwhile, the hospital image variable has an influence on the patient satisfaction variable of 0.495 or 49.5%.

The overall path analysis test results can be described as shown in table 4.

Table 4

Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,844 [a]	,712	,710	3.025

a. Predictors: (Constant), Hospital Image (X2), Service Quality (X1)

Source: SPSS Data Processing Results, 2019

Based on Table 4 above, it can be seen that the coefficient of determination of service quality and hospital image on patient satisfaction is 0.712 or 71.2%. This means that Service Quality and Hospital Image have an influence on patient satisfaction of 71.2% while the remaining 28.8% is the influence of other variables not examined.

Hypothesis test

Partial Test (T Test)

The partial test in this study can be seen by looking at the T value in the results of statistical calculations using SPSS in Table 2 above. The following is an explanation of the T value in table 2.

1. Hypothesis Partial Effect of Service Quality Variable (X_1) on Patient Satisfaction (Y)

The effect of Service Quality (X _1) partially on Patient Satisfaction (Y) can be known through statistical testing using the following hypothesis:

H_0 : pyX _1 = 0   There is no partial effect between Service Quality on Customer Satisfaction

H_1 : pyX _1 0   There is a partial effect between Service Quality on Customer Satisfaction

Test Criteria: Reject H_0 if sig. < or t_count > t_table

For the partial effect of Service Quality on Patient Satisfaction with a significant level (α) = 5% degree of freedom (df) = (400-2) = 397, the sig value is obtained. (0.000) < (0.05) and t_count (6.895) > t_table (1.966) then H_0 is rejected. Thus it can be concluded that the quality of service partially affects patient satisfaction.

2. Hypothesis Partial Effect of Hospital Image Variable (X _2) on Patient Satisfaction (Y)

The effect of Hospital Image (X _2) partially on Patient Satisfaction (Y) can be known through statistical testing using the following hypothesis:

H_0: $pyX_2 = 0$ There is no partial effect between Service Quality on Customer Satisfaction

H_1: $pyX_2 \neq 0$ There is a partial effect between Service Quality on Customer Satisfaction

Test Criteria: Reject H_0 if sig. $< \alpha$ or $t_{hitung} > t_{tabel}$

The effect of Hospital Image partially on Patient Satisfaction with a significant level (α)= 5% degree of freedom (df) = (400-2) = 397 obtained sig values (0.000) < α(0.05) and t_{hitung}(14.316) > t_{tabel}(1.966) then it is H_0 rejected. Thus, it can be concluded that the image of the hospital partially affects patient satisfaction.

Simultaneous Test (F Test)

The influence of Service Quality (X_1) and Hospital Image (X_2) simultaneously on Patient Satisfaction (Y) can be known through statistical testing using the following hypothesis:

H_o : $pyx_1, pyx_2, pyx_2x_1 = 0$ There is no simultaneous effect between Service Quality and Hospital Image on Patient Satisfaction

H_1 : $pyx_1, pyx_2, pyx_2x_1 \neq 0$ There is a simultaneous influence between Service Quality and Hospital Image on Patient Satisfaction.

The influence of Service Quality (X_1) and Hospital Image (X_2) simultaneously on Patient Satisfaction (Y) with a significant level (α)= 5% degree of freedom (df) = (400-2) = 397 obtained t_{tabel}= 1.966. Meanwhile, f_{tabel}= as follows: 3.02, then it f_{hitung} can be seen in the following table:

Table 5
F Value Calculation Results
ANOVA [b]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	8961,631	2	4480,815	489,742	.000 [a]
Residual	3632,288	397	9.149		
Total	12593,919	399			

a. Predictors: (Constant), Hospital Image (X2), Service Quality (X1)

b. Dependent Variable: Patient Satisfaction
(Y)

Source: SPSS Data Processing Results, 2019

In Table 5 above, it shows the value of sig. (0.000) $< \alpha$(0.05) and f_{hitung}(4 89 , 742) $> f_{tabel}$(3.02) then H_0 rejected. Thus it can be concluded that Service Quality (X_1) and Hospital Image (X_2) simultaneously affect Patient Satisfaction (Y).

Based on the results of research and discussions that have been carried out, the results of the analysis can be seen that there is a significant influence between Service Quality and Hospital Image at Saraswati Cikampek General Hospital. The existence of a significant influence indicates that the better the quality of service provided by the Saraswati Cikampek General Hospital, the higher patient satisfaction. This research is supported by Ika Selvia Umayya NST (2017) which states that Service Quality has a significant effect on patient satisfaction. This research is also supported by the theory of Kotler and Keller (2016: 157) which states that: "The quality of products and services, customer satisfaction, and company profitability are three closely related things. The higher the level of quality, the higher the level of customer satisfaction that results, which supports higher prices and (often) lower costs".

The results of the partial analysis showed that there was a significant effect between Hospital Image on Outpatient Satisfaction at Saraswati Cikampek General Hospital. This shows that the better the image of the hospital, the greater the satisfaction of outpatients at the Saraswati Cikampek General Hospital. This research is supported by the results of previous research conducted by Permanasari (2016) which obtained the results that there was a significant influence between corporate image on customer satisfaction at Honda Kumala Karawang. The results of this study are also supported by

the theory put forward by Buchari Alma (2013: 34) which states that companies that have a good image of their customers can affect the satisfaction of the customers themselves.

Based on the results of research analysis with the F test, it shows that there is a simultaneous influence between service quality and hospital image on patient satisfaction at Saraswati Cikampek General Hospital. This shows that with a change or the better the Quality of Service and Hospital Image, the Satisfaction of Outpatients at Saraswati General Hospital will increase. The results of this study are supported by research conducted by Permanasari (2016) which shows that there is a significant influence between Service Quality and Corporate Image on Customer Satisfaction at Honda Kumala Karawang. The results of this study are also supported by the theory put forward by Wyckof in Fandy Tjiptono (2011: 260) Service quality is the level of excellence (*excellence*) that is expected and control over these advantages to meet customer desires. Furthermore, according to Rambat in Permanasari (2016: 25), when customers are satisfied with a product or service, the image of the product or service will increase.

CONCLUSION

Based on the results of research and discussion of the results of the analysis of the influence of service quality and Hospital Image on Patient Satisfaction in Outpatients at the Saraswati General Hospital, Cikampek, the authors can conclude several things, namely: Quality of Service at Saraswati Hospital is in the agreed criteria , this shows that the patient has assessed the services provided by the Saraswati Hospital well. The highest indicator in this variable is the hospital is in a strategic location which is the main strength of the Saraswati Hospital so that many patients come to visit the hospital because it is easy to reach. However, there is one indicator that is still considered unfavorable by patients, namely the indicator of waiting time for drug services.

The image of the Saraswati Hospital is in the agreed criteria, it shows that the patient has assessed the image of the Saraswati Hospital well. The highest indicator in this variable is the name of the hospital which is easy to remember, because the name is the identity of the hospital so that customers (patients) can distinguish it from other hospitals. However, there is one indicator that is still considered unfavorable by patients , namely the hospital slogan indicator. Patient satisfaction is in the agreed criteria, it shows that the patient is satisfied with Saraswati Hospital. The highest indicator in this

variable is satisfied with polite service. In accordance with the slogan of the Saraswati Hospital, namely "We serve you with courtesy, friendliness and sincerity. However, there is one indicator that is still considered unfavorable by patients, namely the indicator of satisfaction with the time for drug services. There is a strong correlation between Service Quality and Hospital Image. This shows that the quality of service can improve the image of the Saraswati Cikampek Hospital. Partially Service Quality and Hospital Image have a significant effect on Outpatient Satisfaction at Saraswati Cikampek Hospital. Then, Hospital Image has a higher influence on Patient Satisfaction at Saraswati Cikampek Hospital . The influence of Service Quality and Hospital Image has an effect on Patient Satisfaction simultaneously with an effect of 71.2%, while the remaining 28.8% is influenced by other variables not examined in this study.

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