

Analysis of the Perception of Service Quality to Patient Satisfaction in the Royal Prima Hospital Inpatient Room in 2019

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ABSTRACT

To win the competition, hospitals must be able to provide satisfaction to customers. Service quality is closely related to customer satisfaction, therefore the better the service quality, the more satisfied customers are and vice versa. The purpose of this study was to analyze the effect of perceived service quality on patient satisfaction in the inpatient ward of the Royal Prima Hospital, Medan in 2019. This type of research is quantitative research with a cross sectional approach. The population in this study were all 46 patients treated in class I and 98 for class III, so the total was 146 people and the sample using the Slovin formula was obtained as many as 59 respondents. Data were analyzed by univariate, bivariate and multivariate analysis. The results obtained: 1) Perception of tangible influence on patient satisfaction, 2) Perception of reliability effect on patient satisfaction, 3) Perception of responsiveness effect on patient satisfaction and the most dominant influence on patient satisfaction, 4) Perception of assurance affects patient satisfaction, 5) Perception of empathy affects patient satisfaction. From the results of this study, it is expected that hospitals can provide training to health workers to improve the quality of hospital services.

Keywords: Patient Satisfaction, Quality of Service, Tangible, Reliability, Responsiveness, Assurance, Empathy

INTRODUCTION

In the era of globalization, competition has become very important both from the domestic market and in the international market and this is starting to develop in the hospital service industry. Hospitals as an industry have a social and economic function. Competition in the service industry is to provide services that are fast, precise and reliable. To win the competition the hospital must be able to provide satisfaction to customers (Supranto, 2015).

Patient satisfaction includes four aspects, namely Comfort (hospital location, hospital cleanliness, room comfort, food, room equipment), patient relationship with hospital staff (friendliness, communicative, responsive, supportive, dexterous), technical competence of officers (courage to act, experience, degree, famous, course), high cost of Service, comparability, affordability or not, the presence or absence of relief, ease of process) (Sabarguna, 2013).

The quality of Service is closely related to customer satisfaction, therefore the better the quality of service, the more satisfied the customer and vice versa. If quality health services can be organized, it will be able to minimize the emergence of various risks due to the use of various advances in science and technology but at the same time

will also be able to meet the needs and demands of the community that increasingly seem to be increasing (Muninjaya, 2014).

By measuring the level of patient satisfaction with the service will provide immediate feedback, meaningful and objective. If the reality of the experience during getting services in the hospital is better than expected then they will be satisfied, on the contrary, if the experience during getting services in the hospital is lower than they expected then they will feel dissatisfied (Wirijadinata, 2009).

Therefore, if the quality of health care is not constantly maintained and improved, it is likely that the number of patients will shrink. Factors of patient satisfaction with health services will affect the number of visits. If the patient is not satisfied (eg waiting too long," provider " less friendly, less skill), will make the patient disappointed. Patient satisfaction factors can also create public perceptions about the image of the hospital (Wirijadinata, 2014).

Perception has a very important role in assessing the quality of health services, because based on the good perception of the patient on the quality of service will be able to affect patient satisfaction and create a positive image of the health service (Kotler and Keller, 2016). The level of patient satisfaction depends on the quality of services provided. Measurement of service quality has many benefits such as knowing how the service process. Determination of service quality can be reviewed from five dimensions, namely reliability (reliability), responsiveness (responsiveness), assurance (assurance), empathy (empathy), tangible (direct evidence) (Muninjaya, 2014).

Therefore, the quality of Health Services shows the level of perfection of health services in generating self-satisfaction of each patient, the more perfect the satisfaction the better the quality of Health Services (Pohan, 2014). Quality of service can be seen from the dimensions of service quality which include physical evidence. Physical evidence (tangible) in health services is very important to support the

recovery of patients, because physical evidence provides clues about the quality of services. If the better the facilities provided by the hospital, it will be able to cause satisfaction (Tjiptono, 2014).

In addition to physical evidence, one of the attitudes that are very important to establish a therapeutic relationship, especially in providing nursing care and communicating with patients is empathic behavior (Musliha, 2015). Empathy of a nurse in establishing a relationship between nurses and patients can be understood as the ability of nurses to enter the life of a patient, to see and feel the patient's feelings and understand the meaning of these feelings for the patient's life (Marcysiak, et al, 2014).

Research Astuti (2014) in General Hospital Sragen showed that reliability, responsiveness partially affects patient satisfaction. Similarly, the research of Tanti (2017) at Hasanah Graha Afiah General Hospital is known to have a significant relationship between the quality dimension and patient satisfaction is tangible evidence, reliability and responsiveness.

This research was conducted at RS. Royal Prima Medan where this hospital already has good and adequate facilities and infrastructure and is in demand by the people of Medan to obtain health services. Royal Prima Medan Hospital is one of the largest private hospitals and will be a reference Center for the community, especially the city of Medan and the people of North Sumatra in general.

To determine the extent to which the community or patient assessment of the quality of services provided by the hospital. Royal Prima, researchers conducted interviews with several families of patients or the patients themselves and the results in general they stated that the quality of Service is good enough so that they are satisfied with the services provided. However, the services provided still need to be improved including the waiting time when registering patients still need to be improved. It is also known that the regulation of air temperature in the inpatient

room needs to be considered so that the air temperature can be adjusted in such a way according to the patient's condition.

LITERATURE REVIEW

Patient Satisfaction

Quality health services at the hospital is a service oriented to the satisfaction of each user of health services in accordance with the level of satisfaction of the average service user. Satisfaction is a state where the needs, desires and expectations of customers can be met through a given product. Another opinion states that satisfaction is a person's feeling of pleasure derived from the comparison between activity and pleasure of a product with its expectations (Nursalam, 2011).

Perception

Perception is part of the psychological aspects that are important for humans in responding to the presence of various aspects and symptoms around them. Perception contains a very broad sense that concerns internal and external. Various experts have given diverse definitions of perception, although in principle they contain the same meaning. Kotler and Keller (2016) suggest that motivated people are those who are prepared with how the influence of perception on certain situations.

In marketing, perception is the most important thing because it will affect the actions of consumers. Perception is the process of choosing a consumer, organizing and interpreting the information received so as to create something that has its own meaning for the consumer. Many differences in perception among consumers, it is caused from the information received by the consumer himself.

Quality Of Health Services

The Ministry of Health stated that the quality of Health Services is the level of perfection of health services organized in accordance with the code of ethics and service standards set so as to cause satisfaction for each patient (Muninjaya 2014). Meanwhile, the opinion of Pohan (2014) states that quality health services is a health service that is needed, in this case it will be determined by the health service profession and at the same time desired by both patients and the community and affordable by the purchasing power of the community, while the quality assurance of Health Services is a systematic and continuous effort in monitoring and measuring the quality and improving the quality needed so that the quality of Health Services is always in accordance with the agreed health service standards.

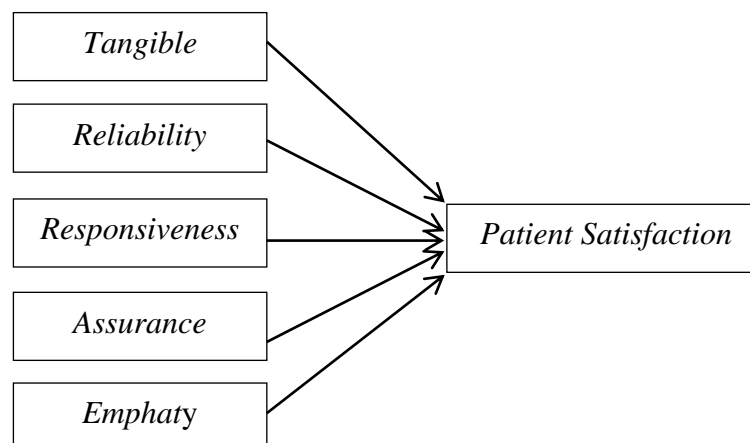


Figure 1 Conceptual Framework

Hypothesis

1. There is a tangible perceptual influence on patient satisfaction in the Royal Prima Medan hospital inpatient room in 2019.
2. There is an influence on the perception of reliability on patient satisfaction in the Royal Prima Medan hospital inpatient room in 2019.
3. There is an influence on the perception of responsiveness to patient satisfaction in the Royal Prima Medan hospital inpatient room in 2019.
4. There is an influence on the perception of assurance on patient satisfaction in the Royal Prima Medan hospital inpatient room in 2019.
5. There is an influence of empathy perception on patient satisfaction in the Royal Prima Medan hospital inpatient room in 2019.

MATERIAL AND METHODS

This study is quantitative research with cross sectional approach. The purpose of this study is to test research hypotheses related to the subject under study. The test results can be used as a basis for drawing research conclusions, supporting or rejecting hypotheses developed from theoretical studies. This is in accordance with the opinion of Sugiyono (2016) which states that associative research is research that aims to determine the relationship of two or more variables. In this study will be built a theory that can serve to explain, predict and control a symptom. Quantitative research is Research whose research data in the form of numbers and analysis using statistics.

According to Sugiyono (2016), population is a generalization region consisting of objects or subjects that become certain quantities and characteristics set by the researcher to be studied and then drawn conclusions. Based on this opinion, the population in this study is all patients who are hospitalized in Class III hospital. Royal Prima as many as 93 people. Sugiyono (2016) mentioned that the sample is part of the number and characteristics possessed by

the population. The sample taken in this study was 93 respondents. Sampling technique in this study with purposive sampling. According to Sugiyono (2016), purposive sampling is a data source sampling technique with certain considerations.

Type of data in this study consists of: 1. Primary Data is data obtained in the form of characteristics of respondents. 2. Secondary Data is data obtained from the object of research in the form of the number of patients treated in Class III hospital. Royal Prima Medan. 3. Tersiser Data is data obtained from a variety of very valid references such as journals and others.

Data collection techniques in this study include: 1. Primary Data is data that has been obtained directly from the respondents and collected through the filling of questionnaires, questionnaires, interviews and observations. 2. Secondary Data is data that has been collected by the hospital. Royal Prima Medan. 3. Tersiser Data is research data that has been officially published such as journals or research reports.

RESULTS AND DISCUSSION

The Effect Of Tangible Perception On Patient Satisfaction In The Royal Prima Hospital Medan

Based on the results of statistical tests obtained value $p = 0.032$ which shows the perception of tangible effect on patient satisfaction at the Royal Prima Medan Hospital and from the results of data processing is known that the majority of patients give a positive perception of the physical evidence (tangible) is equal to 83.1%.

The results of this study are in accordance with the opinion of Budiastuti in Lestari (2016) which states that factors that affect patient satisfaction include the quality of service where patients will feel satisfied if they get good service or as expected. According to Wirijadinata (2014), patient satisfaction factor can create public perception about the image of the hospital.

This opinion is reinforced through Kotler and Keller (2016) which states that public perception has a very important role in assessing the quality of health services, because based on the good perception of the patient on the quality of service will be able to affect patient satisfaction.

Satrianegara (2014) states that the dimensions of Health Care Quality are tangible. Tangible dimension is a physical reality that includes the appearance and completeness of physical facilities such as maintenance rooms, buildings, the availability of parking lots, cleanliness, neatness and comfort of waiting rooms and examination rooms, completeness of communication equipment and appearance. This element represents the customer's assessment of what he can see. Although in reality the service can not be touched, kissed or seen, but in fact will assess the service it receives based on the results of his senses of many things in the form of perception. A patient will assess / perceive the services provided by the hospital is satisfactory if the hospital building has a modern design, the environment (treatment room, waiting room, bathroom and others) is clean, luxurious, the equipment used is sophisticated, the nurse/employee uniform is neat, clean and the model is attractive and others.

The perception of physical evidence (tangible) from patients at Royal Prima Medan hospital includes : a) completeness, readiness and cleanliness of the equipment used, b) cleanliness of the inpatient room is well maintained, c) neatness of the inpatient room is well maintained, d) security of the inpatient room is well maintained, e) comfortable atmosphere of the treatment room, f) the appearance of doctors is always neat, g) the appearance of nurses is always neat, the parking area is large enough, h) eating and drinking utensils are clean and good, i) good room design. Of all that, most give a positive perception of physical evidence (tangible) strongly agree pda design a good room, the cleanliness of the inpatient room is well maintained and the neatness of the inpatient room is well

maintained. This indicates that the patient has received services from the hospital in accordance with his expectations so that the patient decides to give an assessment of the service and act on the basis of satisfaction.

However, the data also showed that there were 5 patients who gave a negative perception of the physical evidence (tangible). From the data search, it is known that patients who give a negative perception of physical evidence are patients who do not agree that the cleanliness of the inpatient room is well maintained, the atmosphere of the treatment room is comfortable and the appearance of nurses is always neat. This is according to Kotler and Keller (2016) that perception is the process of choosing a consumer, organizing and interpreting the information received so as to make something that has its own meaning for the consumer. The number of differences in perception among consumers is caused by the information received by consumers themselves. According to Zeithalm and Parasuraman quoted by Satrianegara (2014), a patient will assess/ perceive the services provided by the hospital is satisfactory if the hospital building has a modern design, the environment (treatment room, waiting room, bathroom and others) clean, luxurious, sophisticated equipment used, uniform nurses/employees neat, clean and attractive models and others.

When viewed from the data shows that patients who give a negative perception of physical evidence is female so it can be said that the factors that affect the perception of patients such as gender. In addition, the perception of the patient may be different from the perception of other patients even in the same situation. These perceptual differences can be traced to individual differences, differences in personality, differences in attitude or differences in motivation. When viewed from the opinion of Gibson et al (2014) it is known that factors that affect perception in these patients can be caused by mood factors. Emotional state affects a person's behavior, this mood shows how a person feels at times

which can affect how a person can in receiving, reacting and remembering.

Furthermore, from the data obtained, it is known that there are patients who give a positive perception of the physical evidence but with the satisfaction of patients who are less satisfied. The presence of such dissatisfied patients can be caused by other factors besides physical evidence. The quality of service in the hospital includes five dimensions other than tangible are reliability, responsiveness, assurance and empathy. These five dimensions are interrelated or inseparable. If one of the dimensions is less then it will cause patients who are less satisfied or quality of Service. The dimension of service quality that exists will lead a person to assess whether he is satisfied or not.

Pratiwi and Susanto (2016) stated that because a form of service cannot be seen, cannot be smelled and cannot be touched, the physical aspect becomes important as a measure of Service. Patients will use the sense of sight to assess the quality of Service. Good physical evidence will affect the patient's perception. At the same time, this aspect is also one of the sources that affect patient expectations, because with good physical evidence, patient expectations become higher, therefore it is important for hospitals to know how far the most appropriate aspect of physical form is still giving a positive impression of the quality of services provided but does not cause patient expectations that are too high so that they can meet patient needs and provide satisfaction to patients.

Through research Embrik et al (2013) it is known that the dimension of direct evidence (tangible) significantly increases patient satisfaction RSGM UMY in using health services. RSGM UMY provides direct customer satisfaction both hospital facilities and infrastructure as well as the surrounding environment. Some of the facilities and physical forms of RSGM UMY include the form of a magnificent building, interior arrangement of the dental Poly unit, cleanliness, neatness and comfort for Poly

giri, completeness of medical equipment, cleanliness and readiness of medical equipment used, neatness of doctors, neatness of koas students, neatness of administrative officers in appearance, security and cleanliness of toilets.

The Effect Of Perception Of Reliability On Patient Satisfaction In The Royal Prima Hospital Medan

Based on the results of statistical tests obtained p value = 0.001 which shows the perception of reliability affect patient satisfaction at Royal Prima Medan Hospital and from the data obtained it is known that the majority of patients give a positive perception of reliability is 71.2%. However, the data also showed that patients gave a negative perception of reliability as much as 28.8%.

The results of this study are in accordance with the opinion of Moison et al.in Lestari et al. (2016) which states that factors that affect patient satisfaction include the quality of Service which includes the hospitality of hospital staff, speed in service. Hospitals are considered good if in providing services more attention to the needs of patients and others who visit the hospital and through the opinion of Wirijadinata (2014) stated that the patient satisfaction factor can create public perception of the image of the hospital and the perception is reliability.

Based on this opinion, the perception of reliability also contributes greatly to patient satisfaction. Positive perception on the reliability of a hospital indicates that the quality of hospital services are quality. The reliability perspective includes: a) fast and precise patient admission procedures, b) Fast and precise examination services, c) correct and appropriate treatment, d) fast and precise treatment services, e) hospital service schedules are run exactly like doctor visits, f) hospital service schedules are run exactly like treatments, g) service procedures are not convoluted, h) nurses always provide services according to the procedure, I) the provision of appropriate food with a schedule and J) the nurse reports

all the details of the patient's changes to the doctor during the visit. If this reliability service can be fulfilled by the patient or the community, then the patient will give a positive perception of the services he receives.

Based on the data obtained, it is known that there are 52.9% of patients give a negative perception of reliability so that they are not satisfied with the quality of hospital services and from the data search, it is known that the negative perception of patients on reliability is that patients do not agree with fast and precise examination services, hospital service schedules are run appropriately such as treatment when they need help, nurses always provide services according to procedures, fast and appropriate treatment services. This indicates that the services provided by the hospital in terms of reliability still have weaknesses in the nurses so that there is a negative perception of the hospital related to the quality of services provided. This condition will certainly have a negative impact where there is a possibility that patients will use other hospital services to realize their satisfaction with reliability services. This is because the patient does not get from what he expected does not match what has been received. In general, the public perception of a service provided by the hospital is the ability of doctors and nurses to quickly identify the situation and deal with patients when first at the time of admission and at the time of treatment in the inpatient room.

The dimension of service quality in reliability shows the hospital's ability to provide services according to the promises offered to the community. The appointments offered are generally delivered through brochures or the hospital's website. This assessment is related to the timeliness of service when taking care of registration, treatment or examination time, the suitability between expectations and the realization of time for patients, reliability is defined as the reliability of the hospital in providing services to its customers. In

practice, this dimension contains two main elements, namely the ability of the hospital to provide services as promised and the accuracy of the services provided or how far the hospital is able to minimize or prevent errors in the process of services provided. Hospitals will become unreliable if the results of laboratory tests received by patients were confused with other patients or other carelessness.

Therefore, there are several things that must be considered and done by hospitals to realize reliable services, namely providing education and training to nurses on an ongoing basis so that nurses are able to provide reliable services while having a high awareness of the importance of reliable services. In addition, hospitals also need to provide infrastructure that supports error-free programs. Reliable service means a service that is free from errors in assessment, diagnosis and treatment, there is no malpractice and the services provided provide a guarantee of improvement in the condition of patients being treated.

This result is in line with the opinion of Arifah (2013) which states that the health service providers need to improve, develop and provide qualified health workers, policies that are carried out, among others, the conveniences in performing service procedures such as ease of registration, ease of handling ASKES or JAMKESMAS, timeliness of service by doctors and nurses, shorten the time and process of taking drugs so that it does not seem that taking drugs takes a long time.

Based on the results of research Embrik et al (2013), it is known that UMY General Hospital is a teaching hospital consisting of professional students. Therefore, professional students certainly still have little experience for health care actions, whereas the demand to achieve optimal results, especially for patient satisfaction, is increasingly put forward so that, of course, to realize this, it takes time to adapt, but with the ability to be trained with the PBL method used at the Faculty of Medicine,

University of Muhammadiyah Yogyakarta, it is expected to be more professional.

The Effect Of Perception Of Responsiveness To Patient Satisfaction In The Royal Prima Medan Hospital

Based on the results of statistical tests obtained a value of $p = 0.001$ which shows the perception of responsiveness affect patient satisfaction at Royal Prima Medan Hospital and from the data obtained it is known that the majority of patients give a positive perception of responsiveness by 70%. However, the data also showed that patients gave a negative perception of responsiveness as much as 28.3%.

The results of this study are in accordance with the opinion of Zeithalm and Parasuraman quoted by Satrianegara (2014) that the dimension of service quality responsiveness implies the speed/responsiveness of service delivery. These dimensions are among the most dynamic dimensions. As the intensity of each individual's activity increases, the customer's expectations of this dimension increase. Every customer increasingly expects ever shorter waiting times. In this aspect, a patient will feel satisfied if they get fast service (does not require a long waiting time).

From the opinion of Zeithalm and Parasuraman and by looking at the results of the study it can be seen that the perception of responsiveness is a process of interpreting or interpreting information about the speed/ responsiveness of service delivery obtained through the human sensory system. Patients give a positive or negative assessment of the speed of health workers (doctors, nurses) or administrative officers in providing services needed by patients from registration until he was examined by health workers. Patients give a positive assessment if they receive services from health workers or administrative officers in accordance with what they expect.

Furthermore, from the data obtained, it is known that out of 71.2% of patients who

gave a positive perception of responsiveness, 8.5% expressed less satisfied patient satisfaction. This is due to the presence of patients who give a negative assessment/perception of service quality in another dimension, namely reliability, where patients expressed dissatisfaction with the fast and proper patient admission procedures and fast and proper examination services. This shows that in order to generate patient satisfaction, the hospital must pay attention to all dimensions of service quality. If one of the quality of Service is not met according to the patient's feelings, the patient will give a less satisfied assessment. This can be seen from the opinion of Endang in Mamik (2013) which states that patient satisfaction is an evaluation or assessment after using a service that the service chosen at least meets or exceeds expectations.

Furthermore, based on the results of statistical tests showed that the dominant variable affecting patient satisfaction is the responsiveness variable. This shows that the quality of service on the dimension of responsiveness is a health service that is most concerned about the satisfaction of patients obtained. According to Zetihalm and Parasuraman, this dimension of service quality means the speed / responsiveness of service delivery. This dimension is the most dynamic dimension. As the intensity of each individual's activity increases, the customer's expectations of this dimension increase. Every customer increasingly expects ever shorter waiting times. In this aspect, a patient will feel satisfied if they get fast service (does not require a long waiting time).

The perception of service quality in terms of responsiveness includes: a) the ability of doctors to respond quickly in resolving patient complaints, b) the ability of nurses to always respond quickly to patient complaints, c) nurses provide information before actions and services are carried out, d) readiness of nurses to respond to patient requests, e) patients can easily contact nurses, f) patients can easily contact, I) the

nurse provides the opportunity to ask questions to the patient and j) the family is included in the decision-making about his health care or treatment. The quality of health services seen from patient satisfaction with the services provided are satisfied or dissatisfied. A hospital nursing service must have good quality in its implementation.

The results of this study are in line with the opinion of Yuliandi (2012) which states that there are eleven factors that affect patient satisfaction, namely the attitude or manners of health workers (helpful, friendly, understanding and dedicated), attentive, which is a form of concern for health workers in meeting patient complaints, availability, which is the presence of health workers when patients need, reassuring, which, individual handling is the handling/service of each patient is different according to the needs of patients, openness/informality, formal atmosphere and not too rigid can make patients more comfortable, patients want comprehensive information about the care provided, do not discriminate between patients except because of the need for care in special patients, patients prefer to be treated by the same perawat / health workers, knowledge of health workers who have general and more specific knowledge and ward environment. Research Embrik et al (2013) provides evidence that RSGM UMY in providing services to pelanggan is always fast and responsive both in service and examination. Responsiveness means being there, being able to be contacted and being willing to help customers whenever they have a problem. Responsiveness also means always providing sufficient information and providing services as quickly as possible so that all employees, both medical and non-medical personnel at RSGM UMY, are always there when patients need them.

Effect Of Perception Assurance On Patient Satisfaction In The Royal Prima Medan Hospital

Based on the results of statistical tests obtained value $p = 0.016$ which shows the perception of assurance affect patient satisfaction at the Royal Prima Medan Hospital and from the data obtained it is known that the majority of patients give a positive perception of the assurance of 74.6%. However, the data also showed that patients gave a negative perception of assurance as much as 25.4%.

Zeithalm and Parasuraman quoted by Satrianegara (2014) suggested that the quality of service in the dimension of assurance is the ability of institutions to convince customers that the services provided can be trusted/guaranteed. There are four aspects that build this dimension, namely friendliness, competence, credibility and security. Aspects of the friendliness of the citizens of the institution can be judged by the smile, intonation of speech, language and posture during communication and providing services to customers. At first glance, cultivating a friendly culture is not difficult, but in fact making the institution's citizens smile while providing services takes a lot of things from sticking pins pinned on the service provider's clothes, holding slogans, training and even setting appropriate rewards and others. Customers will also trust the institution if the service provider is a person who is competent and has credibility in his field. In addition, customers also need security guarantees. A patient will feel satisfied when served by health workers (doctors, nurses, nutritionists, pharmacists) who are able to provide friendly, competent service, by credible and safe people. The ability of employees to know the right products, guarantee safety, skills in providing security, in utilizing the services offered and the ability to instill customer confidence in the company.

Convincing the patient that the services provided by the hospital can be trusted/guaranteed is very difficult if the patient himself has not experienced it. Every hospital must provide assurance to the public or patients through its marketing

management that the hospital can be trusted to provide the best service to all patients. The belief arises when the patient has felt how the service he received and gave a satisfied assessment or lack of brush. The assessment is a perception of assurance (trusted/guaranteed). In other words, the perception of assurance will arise when the patient has received the services provided by the hospital and the best service according to the patient who will give a positive perception.

The quality of service in terms of assurance is: a) the ability of doctors to provide health services with risk-free Trust, b) nurses are skilled in carrying out their duties, c) doctors are skilled in providing services to patients, d) the treatment given by doctors is able to overcome diseases, e) the explanation of the procedures to be carried out is good, f) have, I) the patient can speak privately about his illness and J) maintain patient confidentiality while in the inpatient unit.

Meanwhile, according to Pratiwi and Susanto (2016), it is stated that assurance is knowledge of the right product, politeness of employees in providing services, skills in providing information, the ability to provide security and the ability to instill trust and confidence in patients at the hospital. Knowledge, courtesy and ability of hospital employees can foster the trust of patients to the hospital. Employees who have extensive knowledge so that they can answer questions from patients. Assurance that includes the knowledge and skills of employees in serving the needs of patients, Employee Ethics and security guarantees from the hospital. The existence of security guarantees from a hospital will make patients feel safe and without any hesitation to seek treatment, in addition, guarantees from a hospital will affect patient satisfaction because what the patient wants can be met by the hospital, namely with the knowledge and skills of nurses and doctors. Courtesy and friendliness of employees will make patients feel appreciated so that they

are satisfied with the services provided by the hospital.

Through research Embrik et al (2013) it is known that in the dimension of assurance, RSGM UMY has been able to strive for aspects of patient comfort where in providing services always apply hospitality, courtesy and skills to health service users so that customer satisfaction arises. The factor analysis shows that the dimension of assurance is the last of the five factors used as a benchmark in assessing the perception of patient satisfaction with the quality of service at RSGM UMY. Thus in order to improve the implementation of this dimension, the management must improve the skills of doctors, professional students and nurses with training and management to provide clear information to patients on all actions taken.

The Effect Of Empathy Perception On Patient Satisfaction In The Royal Prima Hospital Medan

Based on the results of statistical tests obtained value $p = 0.031$ which shows the perception of empathy effect on patient satisfaction at Royal Prima Hospital Medan and from the results of data processing is known that the majority of patients give a positive perception of empathy by 78%. The results of this study are in accordance with the opinion of Muninjaya (2014) which states that the quality of Service is closely related to customer satisfaction. Therefore, the better the quality of service, the more satisfied the customer and vice versa. If quality health services can be organized, it will be able to minimize the emergence of various risks due to the use of various advances in science and technology but at the same time will also be able to meet the needs and demands of society that increasingly appear to be increasing.

Quality service means services that can meet patient expectations. If the services provided by the hospital are in accordance with the patient's expectations, the patient will feel satisfaction which ultimately gives a satisfied assessment of what he receives.

According to Zeithalm and Parasuraman quoted by Satrianegara (2014) that empathy is the individual attention given by hospitals to patients and their families such as ease of contact, ability to communicate, high attention from officers, ease in reaching the location, ease in carrying out and taking care of administration. This empathy dimension is an amalgamation of access dimensions including the ease of utilizing the services offered by hospitals. Communication to convey information to customers or obtain input from customers. Understanding of the customer or obtain input from customers. Understanding the customer (understanding the customer) includes the hospital's efforts to know and understand the needs and desires of patients. In general, this dimension is often considered not too important by customers. But for patients from certain circles (upper middle class), this element becomes quite important. They feel their ego, status and prestige are maintained or even continuously improved in front of many people. This is in accordance with Maslow's theory of basic human needs. Everyone who has reached a certain level of fulfillment of needs will not be satisfied if they get things that are lower level of fulfillment. This is what underlies the hospital provides services in the class level, economy class, business, executive. In addition, the dimension of empathy is a dimension that provides great opportunities to provide services that are surprising for example by always mentioning the patient's name, giving a greeting/gift when the patient/family member birthday and others. Provide full individual attention to the patient and his family, such as ease of contact, ability to communicate, high attention to the patient.

Furthermore, from the data it is known that of 78% of patients who give a positive perception of empathy, there are 13.6% of patients expressed less satisfied. This shows that there are other factors that can affect patient satisfaction and from the data search it is known that these factors are tangible

perception, reliability and responsiveness. Positive perception on empathy will appear if the patient has received: a) doctors give special attention to each patient, b) doctors are always friendly, c) doctors and nurses know the patient, d) nurses give special attention to each patient, e) nurses are always friendly in providing services, f) services provided regardless of social status, g) time to consult the patient's family is met, h) nurses, I) comfort and encourage the patient to recover quickly.

Furthermore, of the 22% of patients who gave a negative empathy perception, there were 10.2% who expressed dissatisfaction. This result according to Kotle and Keller (2016) that a motivated person is those who are prepared with how the influence of perception on a particular situation. In marketing, perception is the most important thing because it will affect the actions of consumers. Perception is the process of choosing a consumer, organizing and interpreting the information received so as to create something that has its own meaning for the consumer. Many differences in perception among consumers, it is caused from the information received by the consumer himself.

According to Pratiwi and Santoso (2016), empathy is a concern by providing a sincere and individual or personal attitude given by the hospital to patients such as the ease of contacting the hospital, the ability of employees to communicate with patients and the hospital's efforts to understand the wishes and needs of patients, where a hospital is expected to have understanding and knowledge about patients, understand specific patient needs and have a comfortable time for patients. Concern is special or individual attention to all the needs and complaints of patients and the existence of good communication between employees and patients. With the special attention and good communication from employees over the patient will also affect patient satisfaction because patients will feel cared for by the hospital that is what is

needed and complaints are well responded to by the hospital.

Research Embrik et al (2013) provides concrete evidence that the services provided by RSGM UMY on the dimension of empathy significantly increase patient satisfaction in using health services. This shows that RSGM UMY is able to provide attention and fully understand the needs of patients and provide convenience to customers in contacting and communicating with medical personnel and other employees so that satisfaction arises in the eyes of customers

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

1. Characteristics of the patient include gender, age and level of Education:
 - a) female patients as many as 46 respondents (78%) and men as many as 13 respondents (22%).
 - b) patient age > 45 years as many as 39 respondents (66.1%) and age < 45 years as many as 20 respondents (33.9%)
 - c) patients with high school education were 51 respondents (86.4%), Junior High School Education was obtained by 3 respondents (5.1%) and college education was obtained by 5 respondents (8.5%).
2. There is a tangible perceptual influence on patient satisfaction
3. There is an influence of perceived reliability on patient satisfaction.
4. There is an influence of perception of responsiveness to patient satisfaction and perception of responsiveness is a dominant factor affecting patient satisfaction.
5. There is an effect of perceived assurance on patient satisfaction.
6. There is an influence of empathy perception on patient satisfaction.

Recommendations

1. For The Hospital

The hospital can improve services to patients by providing training to health workers such as nurses so that nurses are more skilled and understand the duties, responsibilities, especially responses to what is needed and complained of patients and provide positive input to doctors who examine patients in order to better understand the complaints of diseases suffered by patients, causing a sense of satisfaction from the patient or the patient's family.

2. For Researchers

Researchers can further develop this study by adding the price variable as a moderating variable.

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