

Relationship of Nursing Service Quality to Patient Satisfaction Levels in Balimbingan Hospital 2018

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ABSTRACT

Hospital ability to meet patient needs can be measured by the level of patient satisfaction. Patient satisfaction is influenced by the quality of nurse services that can be seen from five servqual dimensions (reliability, responsiveness, assurance, empathy, direct evidence). Nurse services have a large proportion of services in hospitals and require greater attention from hospital management. This study uses a quantitative-qualitative method, where the quantitative method used is non-experimental, with a cross-sectional approach and qualitative methods to find out information about the level of satisfaction and dissatisfaction of patients when getting quality care from nurses in Balimbingan Hospital. The results showed that the value of reliability on patient satisfaction p value (0,000) and OR 142,000, the value of responsiveness to patient satisfaction p value (0.001) and OR 1,276, the guarantee value of patient satisfaction p value (0,000) and OR 206,800, value of attention to satisfaction patients p value (0.011) and OR 10.706, the value of appearance on patient satisfaction p value (0,000) and OR 0.122. The conclusion of the test results shows that there is a relationship between the quality of care of nurses in the dimensions of reliability, responsiveness, assurance, attention and appearance with patient satisfaction in the Balimbingan Hospital. The researcher suggested that the quality of nurse services for patient satisfaction in the Balimbingan Hospital be improved again.

Keywords: Quality of Nurse Services, Patient Satisfaction

INTRODUCTION

The high demand of the community for the quality of nurse services as well as the emergence of competition in many sectors requires nurses to be able to compete by providing quality services, especially nurse services carried out in hospitals. Nurse service quality is the main thing that must be considered, maintained and improved in accordance with the applicable service standards, so that the community as consumers can feel satisfying nurse services (Asmuji, 2011).

But in practice there are still services that are not in accordance with hospital service standards and nursing standards, this can be seen from cases involving nurses such as a lack of patient satisfaction with nurse services because it is considered that nurse services provided are not appropriate in handling patients. The community wants to be served with friendliness, courtesy, skill, timely, and honest in providing information. Nurses must maintain high quality services in a professional manner in applying nurses' knowledge and skills

according to the needs of patients (Siswati, 2015).

Patient satisfaction is one of the important indicators that must be considered in health services. Patient satisfaction is the result of assessment of patients on health services by comparing what is expected in accordance with the reality of health services received in a hospital health setting (Kotler, 2007; Pohan, 2014).

Thus patient satisfaction at the hospital depends on how the service provided by the hospital. But the services provided are still not in accordance with what is desired by the patient and patient satisfaction is still not in accordance with the standards.

Patient satisfaction standards in health services are set nationally by the Ministry of Health. According to the 2016 Ministry of Health Regulation of the Republic of Indonesia concerning Minimum Service Standards for patient satisfaction which is above 95% (Ministry of Health, 2016). If it is found that health services with patient satisfaction levels are below 95%, then it is considered that the health services provided do not meet minimum or not quality standards.

The creation of patient satisfaction can provide benefits such as the relationship between the hospital and its patients to be harmonious, provide a good basis for repurchase, encourage the creation of customer loyalty, form a word of mouth recommendation that is beneficial for the hospital, the reputation of the hospital becomes the better, and the profits earned will increase. Patient satisfaction depends on the quality of service. Service is all efforts made by employees to fulfill the wishes of their customers with services to be provided. A service is said to be good by the patient, determined by the fact whether the service provided can meet the patient's needs, using the patient's perception of the service received satisfactorily or disappointingly, including the length of service time).

Satisfaction starts from the acceptance of the patient from the first time, until the patient leaves the hospital. Services are formed based on 5 Service Quality principles, namely speed, accuracy, friendliness and service convenience. The advantages of these services will not be realized if there is one principle of service that is considered weak.

In hospitals, the resources that contribute the most are supporting supporters of patients, one of whom is a nurse. Nurses have a big influence to determine the quality of service. The nurse is the spearhead of services to patients and their families at the Hospital, because of the frequency of meetings with patients who are most often. In nurses providing patient services, sometimes the influence of characteristics possessed by patients, ranging from age, gender, education, income or employment, etc. may make the service situation provided by nurses different because patients may have different expectations based on characteristics they have. Nurses are expected to be able to understand the characteristics of patients based on personal matters to the type of disease suffered by patients, as a reference nurse in approaching patients.

In the case of nurse services, nurses should have a standard in service to patients, especially if the characteristics of each and the patients who are responsible for the treatment class are increasingly diverse, are there differences in how to provide services by looking at different patient characteristics, for example if patients come from exclusive classes such as VIP and ward classes such as grades 2 and 3, it is expected that there is a standard concept of nurse services by looking at different patient conditions. All nurse care actions are carried out continuously in order to improve the quality of services so that patient satisfaction occurs and it is possible to shape patient loyalty. A number of empirical studies have concluded that patient satisfaction is positively related to

the perception of the service quality of a service. If the patient's perception is good and positive for the service received, then satisfaction will occur, if the opposite happens then there will be dissatisfaction.

The phenomenon that often occurs in some hospitals, especially related to nurse services is the gap between the quality of service of ideal nurses and actual nurses. This is due to the high demands of patients, or because of the low ability of nurses, or the weak knowledge and skills of nurses in serving patients. Given the duty of nurses is very important, namely carrying out medical service tasks such as diagnosis, treatment, treatment, prevention of disease, recovery of health and carrying out referrals, the improvement efforts especially for improving quality so that patients feel satisfaction must continue to be done.

A nurse is expected to have competencies including knowledge, skills, personal support as a nurse that is reflected in behavior, according to Service Quality principles, namely:

1. Tangible (physical evidence), including physical appearance, completeness of attributes, neatness and cleanliness of the treatment room and appearance of nurses.
2. Reliability, namely the ability to provide promised services promptly, accurately and satisfactorily, not confused and always giving an explanation of the nursing actions to be performed.
3. Responsiveness, which is the desire to help patients and provide service responsibly and carefully, ready, fast, precise and always available at all times.
4. Assurance, including knowledge, ability, politeness and trustworthiness, free from risk hazards or doubtful nursing actions to be performed.
5. Emphaty (Empathy), includes the ease of making good communication relationships, personal attention and understanding patients. This is mainly related to the characteristics of each patient's personal.

From Service Quality principles, coupled with research in North Sumatra Province on indicators of the level of patient satisfaction at USU conducted in 2006, said that in daily experience, patient dissatisfaction was most often expressed in relation to the attitudes and behavior of hospital staff, between other delays in the service of doctors and nurses, doctors are difficult to find, nurses are less communicative and informative, the length of admission to hospitalization, said words, ignorance and order and cleanliness in the hospital environment. Attitudes, behavior, speech, friendliness and ease of getting information and communication were ranked highest in the perception of patient satisfaction. It is not uncommon even though patients feel the outcome is not in line with their expectations, but they are quite satisfied if served with an attitude that respects their feelings and dignity.

Merkouris, et.al. 8 states that measuring patient satisfaction, can be used as a tool for 1) evaluating the quality of health services, 2) evaluating consultation interventions and the relationship between healthy and sick behavior, 3) making administrative decisions, 4) evaluating the effects of changes in service organizations 5) administration staff 6) marketing function 7) professional ethical formation.

Based on the Community Satisfaction Index data that is a database in RS Balimbingan:

Table 1 RSU Balimbingan Community Satisfaction Index data 2016 - 2018

	2016	2017	2018
Level Satisfaction	78,5	76,2	73.2

The data was taken from RS Balimbingan

From the table data above it can be seen if the level of satisfaction of patients in Balimbingan Hospital from year to year has decreased, it is obtained based on the number of complaints that come in the suggestion box always increases annually, because services performed by nurses work sluggishly due to many pregnant nurses nurses are limited, so they are often busy

and doing multiple work, and nurses are still working outside their competence.

From the number of complaint data that can be seen in the following table:

From the table data below shows if the number of patient complaints from year to year has increased. This was made possible by the decline in the quality of nursing services available at Balimbing Hospital from 2016 to 2018.

Table 2 Balimbingan Hospital Complaint Data 2015 - 2017

Month	2016	2017	2018
January	29	31	34
February	30	24	31
March	27	27	28
April	31	34	29
May	21	28	33
June	24	30	37
July	38	28	31
August	22	22	29
October	11	37	35
November	23	29	32
December	34	33	32
Total	317	348	382

The data was taken from the RS Balimbingan Medical Record.

Table 3 Hospitalized Patient Data in Balimbingan Hospital 2015 - 2017

Year	2016	2017	2018
Number of Patients	3241	5436	5138

The data was taken from RS Balimbingan

LITERATURE REVIEW

Hospital

A hospital is a facility that provides inpatient care and services for observation, diagnosis and active treatment for individuals with medical, surgical, midwifery, chronic diseases and rehabilitation conditions that require direction and supervision of a doctor every day and the functional definition of a community hospital is a institutions with the aim of providing personal health care by

utilizing resources that are owned effectively for the benefit of the community.

According to WHO, hospitals are institutions that are an integral part of health organizations and social organizations, function to provide comprehensive health services, both curative and preventive for outpatients and inpatient medical services and care activities. This service institution is also a personnel training and health research.

Patient Satisfaction

Patient satisfaction is the result of assessment in the form of emotional response (feeling happy and satisfied) in patients because of the fulfillment of expectations or desires in using and receiving nurse services.

Service

Simamora (2011), service is any activity or benefit offered by a party to another party, which is basically intangible or does not result in any ownership.

Nurse

According to the Minister of Health Decree Number 1239 / MenKes / SK / XI / 2001, nurses are someone who has passed nurse education both at home and abroad in accordance with the provisions of applicable laws and regulations.

Quality of Nurse Services

According to Nursalam (2011) service quality is the degree of providing services efficiently and effectively in accordance with professional standards, service standards that are carried out thoroughly in accordance with patient needs, utilizing appropriate technology and research results in developing health or nursing services so as to achieve optimal health status.

Independent Variable

Dependent Variable

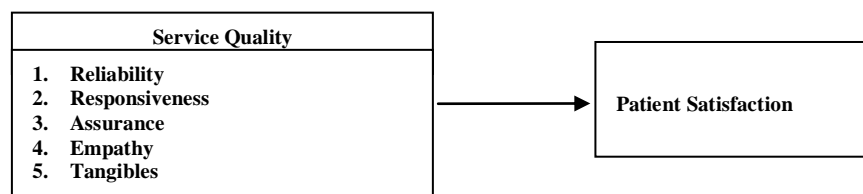


Figure 1 Conceptual framework

Hypothesis

Based on the background of the research and the identification of the relationships between variables, the research hypothesis:

1. There is a relationship between reliability to patient satisfaction in Balimbingan Hospital.
2. There is a relationship between responsiveness to patient satisfaction in Balimbingan Hospital.
3. There is a relationship between assurance for patient satisfaction in Balimbingan Hospital.
4. There is a relationship between attention (empathy) to patient satisfaction in Balimbingan Hospital.
5. There is a relationship between appearance (tangibles) on patient satisfaction in Balimbingan Hospital.

MATERIAL AND METHODS

This study uses a quantitative-qualitative method, where the quantitative method used is non-experimental, with a cross sectional approach or cross sectional study, that is, research variables are measured or collected at one time, meaning observing only once on several variables at the same time (Sugiyono 2010). Whereas for qualitative research the data collection is carried out with the aim of delving deeper into the respondents' public opinion and the reasons behind it. Qualitative methods to find out information about the level of satisfaction and dissatisfaction of patients when getting the quality of care from nurses in the Balimbingan Hospital.

Population is a region of generalization consisting of; object / subject that has certain qualities and characteristics set by the researcher to be studied and then draw conclusions "(Sugiyono, 2010). The population in this study were all new patients hospitalized in the period January-March 2018 who came to RS Balimbingan, with an average number of 300 patients per month. The sampling technique in this study used a simple random sampling technique.

Samples are parts of a population that are used to infer or describe a

population. Selection of samples with the right method can describe the actual condition of the population that is accurate, and can save research costs effectively. Samples that are too small can cause research to not describe the true condition of the population. Conversely, a sample that is too large can result in a waste of research costs. The method used to determine the number of samples is using the Slovin formula. So that the number of samples obtained in this study amounted to 171 new patients.

The method of data collection in this study was by distributing questionnaires, namely a list containing questions to be filled out by respondents, namely nurses from the Balimbing Hospital and documentation studies collecting data and information from hospital documents and various literature relating to the relationship between the level of patient satisfaction influential to the quality of care for nurses.

RESULTS AND DISCUSSION

Influence of Reliability (Reliability) on Patient Satisfaction in Balimbingan Hospital in 2018

Based on the results of the bivariate analysis statistical test for reliability variables, the p value = 0,000 (p value $< \alpha$) $\alpha = 0.05$ was obtained, so H1 was accepted so that there was a relationship between reliability variables (patient reliability) in Balimbingan Hospital.

In theory, reliability (reliability) affects patient satisfaction, namely to provide services in accordance with the promised accurately and reliably. Performance must be in accordance with patient expectations which mean timeliness, same service for all patients without errors, sympathetic attitudes and with high accuracy (Tjiptono, 2014).

Reliability is important and should be a concern of a hospital to improve the quality of care in each care unit. This is so that the trust of patients and families is always maintained and the level of patient satisfaction can be improved. To produce

reliable performance, training is very important for every officer in the hospital (Shari, 2017).

The results of this study are in line with Agung's research (2013), where the results of the regression analysis showed that the variable x_2 (reability) had a significant effect on patient satisfaction because the probability value of significance t was 0,000 less than 0.05. This suggests that patient satisfaction is influenced by perceptions of service quality seen from the resbility dimension in the form of the ability to provide promised services promptly, accurately and satisfactorily.

Based on the results of the assumptions the researcher stated that in Balimbingan Hospital, the average quality of Nurse's service for reliability (reability), respondents stated Satisfied (88.3%). This is because the officers are quick and precise in serving patients and able to deal with patient complaints.

Influence of Responsiveness on Patient Satisfaction in Balimbingan Hospital in 2018

Based on the results of the statistical test of bivariate analysis for responsiveness variables, the p value = 0.001 (p value $< \alpha$) α = 0.05 was obtained, so H_1 was accepted so that there was a relationship between responsiveness to patient satisfaction in Balimbingan Hospital.

In theory, responsiveness influences patient satisfaction, namely policy to help and provide fast service to patients. The form of concern can be done either through the attainment of information or explanations or through actions that can be felt by patients (Utari 2014).

Responsiveness is a policy to help and provide services that are fast (responsive) and appropriate to customers by delivering clear information without allowing consumers to wait because it will cause negative perceptions in service quality (Tjiptono, 2014).

The results of this study are not in line with the research (Winarno 2015),

where the results of testing the third hypothesis can be explained through the b_3 parameter in the regression equation, which in this study is positive, namely (+0,346) and t test that $t_{count} (1,707) > t_{table} (1,660)$, then H_0 is rejected and H_A is accepted. This means that there is a positive and significant effect of responsiveness on the satisfaction of service users of Sragen District Hospital.

Based on the results of the researchers' assumptions, it was revealed that in Balimbingan Hospital, the average quality of Nurse's service for responsiveness variables, respondents expressed satisfaction (73.1%). This is because the officers are very friendly, do smiles, greetings and greetings to patients, and are able to empathize with patients.

Influence of Assurance on Patient Satisfaction in Balimbingan Hospital in 2018

Based on the results of the statistical test of bivariate analysis for the assurance variable, a p value = 0,000 (p value $< \alpha$) α = 0.05 was obtained, so H_1 was accepted so that there was a relationship between the assurance variable for patient satisfaction in Balimbingan Hospital.

In theory, assurance is knowledge, politeness, and the ability of company employees to foster customer trust in the company (Chandra, 2016).

According to Tjiptono (2014), the communication process in an organization is not always smooth, but often experiences obstacles or disturbances. Poor communication is one of the triggers for the decline in service quality.

The results of this study are in line with Yulianti's research (2015), where the results of the test obtained a t value for the assurance variable showing a value of $t = 3.926$ with a significant value of 0,000. With $t_{count} (3,926)$ not between -1,661 and 1,661 and seen from the significant value (0,000) smaller than 0,05, H_0 is rejected and H_a is accepted, meaning that assurance has a positive and significant effect on patient satisfaction.

Based on the results of the assumptions, the researchers stated that in Balimbingan Hospital, the average quality of Nurse service for assurance variables, respondents stated satisfied (85.4%). This is because nurses who are experienced, friendly, and able to make patients believe and believe in their nursing services.

Influence of Attention (Empathy) on Patient Satisfaction in Balimbingan Hospital in 2018

Based on the results of the bivariate analysis statistical test for the attention variable (emphaty), the value of p value = 0.011 (p value $< \alpha$) $\alpha = 0.05$ was obtained, so H1 was accepted so that there was a relationship between the variables of attention (empathy) to patient satisfaction in Balimbingan Hospital.

Medical staff is a profession that prioritizes empathy more than others, because those who are served are sick people who need help. In serving patients, friendly and patient nature is needed. Communication between paramedics and patients and families certainly does not always run smoothly. This is often confronted with the problem of misunderstanding (Shari, 2017).

According to Chandra (2016), in dealing with customers who are emotional or angry, customer service staff must be calm, patient and empathetic. If not, then the situation will get worse. For this reason, time is needed to listen to their complaints and try to understand the situation felt by the customer.

The results of this study are not in line with the research of Mediawati (2015), where the results of the test obtained a t value for the attention variable (empathy) showing the value of $t = 0.332$ with a significant value of 0.740. With thitung (0,332) is between -1,661 and 1,661 and seen from its significant value (0,740) greater than 0,05 then H0 is accepted and Ha is rejected, meaning that attention (empathy) does not positively affect patient satisfaction.

Based on the results of the assumptions, the researchers stated that in the Balimbingan Hospital, the average quality of Nurse's service for the attention variable (empathy), the respondents expressed satisfaction (95.9%). This is because nurses are patient and willing to listen to patient complaints, and are able to provide solutions to patient complaints.

Influence of Tangibles on Patient Satisfaction in Balimbingan Hospital in 2018

Based on the results of the bivariate analysis statistical test for the appearance variable (tangibles), the p value = 0,000 (p value $< \alpha$) $\alpha = 0.05$ was obtained, so H1 was accepted so that there was a relationship between the tangibles on patient satisfaction in Balimbingan Hospital.

The results of this study are in line with Utama (2014), where the results of the regression analysis show that the variable x1 (tangibles) has a significant effect on customer satisfaction. This is indicated by a significant probability value of t of 0,000 less than 0.05. This means that patient satisfaction is affected by variable x1 (tangibles). This shows that patient satisfaction is influenced by perceptions of service quality seen from the reliability dimension in the form of the ability to provide promised services promptly, accurately and satisfactorily.

Based on the results of the assumptions, the researchers stated that in Balanced Hospital, the average quality of Nurse's service for appearance variables (tangibles), the respondents expressed satisfaction (95.9%). This is due to nurses who are able to communicate well with patients and their appearance is clean so that patients are interested and comfortable with the services of nurses.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results of the research on the influence of nurse service quality on the

level of patient satisfaction in Balimbing Hospital, it can be concluded that of the five variables studied: reliability, responsiveness, assurance, attention and appearance, it was found that the five variables were closely related to patient satisfaction in RS Balimbingan . This can be seen from the statistical results where the P value <0.05 and the very high OR yield reached 206.800.

Recommendations

The suggestions in this study are:

1. For Hospitals

Hospital Guidance should continue to maintain and improve all dimensions of service quality, especially on the dimensions of the quality of nursing services. And need to routinely observe its services so that it can maintain the strengths that exist and fix its shortcomings.

2. For further research

This research should be used as a reference and input for further research, especially in the study of service quality. And the object should be expanded in scope which is not limited to nurses in the Balimbingan Hospital, but extended to all other hospital nurses.

3. For Institutions

This research should be further developed and recommended for future researchers, and can be useful for academics, especially the Faculty of Public Health.

4. For Researchers

With this research, it is expected to increase knowledge and insight as well as the skills of the author about the problem of patient satisfaction levels, especially in the nursing unit in improving hospital services, and can apply the knowledge gained during lectures.

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