

Analysis of Responsiveness Dimensions and Assurance Dimensions on Outpatient Satisfaction at the Pharmacy Installation Services of the Engku Haji Daud Regional General Hospital

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ABSTRACT

The hospital pharmacy installation (IFRS) is one of the main services in the hospital which greatly influences the development of hospital professionalism and also on the economy and total hospital operational costs. This situation requires IFRS to improve the quality of its services, with the aim of meeting the expectations and needs of its patients. The indicator of IFRS success is patient satisfaction. Patients who are not satisfied will take action to complain or even will not use the IFRS services again. This study aims to analyze the responsiveness and assurance dimensions of outpatient satisfaction at the Pharmacy Installation Services of the Engku Haji Daud Regional General Hospital (RSUD). This type of research is a quantitative survey with a cross sectional explanatory research approach. This research was conducted at the Engku Haji Daud Hospital, Riau Islands Province, Bintan Regency, starting from November 2019 to October 2020. The population in this study were patients or families of outpatients who used IFRS services with a minimum of more than two visits, with a sample size of 100 respondents. Methods of data analysis in this study using bivariate analysis. The results of the bivariate analysis showed that the responsiveness and assurance dimensions had a significant relationship with the variable outpatient satisfaction at the Engku Haji Daud Regional General Hospital (RSUD) pharmacy service with a dissatisfied satisfaction level (p -value<0.05). It is recommended for hospitals, especially pharmacy installations, to further improve the quality of their services, such as

repairing inadequate infrastructure and adding if necessary in order to improve services, providing educational drug communication services (IEC) in clear and easy to understand language, providing counters for IEC services, provide precise and fast services in terms of prescribing services, improving the availability of drugs or medical devices.

Keywords: Responsiveness, Assurance, Satisfaction

INTRODUCTION

Based on RI Law Number 44 of 2009, it is emphasized that a hospital is a health service institution that provides complete individual health services that provide inpatient, outpatient and emergency services. The full service referred to is in the health sector, which includes promotive, preventive, curative and rehabilitative services. Republic of Indonesia Law No. 44 of 2009 Article 7 also states that a hospital must meet the requirements for location, building, infrastructure, human resources, pharmaceuticals and equipment.

In accordance with the Kepmenkes RI No. 129 of 2008 regarding the minimum hospital service standards, it is explained that the hospital as a health facility that provides health services to the community has a very strategic role in accelerating the improvement of the public health status. This situation requires hospitals to provide quality services in accordance with

established standards and can reach all levels of society.

The increasing population growth in Indonesia causes the need for health services to also increase. The existence of a hospital is considered very important in providing public health services. Hospital as a service medium in the health sector whose population is always increasing, the number of beds and the quality of its services. Based on data from the Kementerian Kesehatan (2019), it is known that the number of hospitals in Indonesia from 2014 to 2018 has increased by 16.92%. In 2014 there were 2,406 hospitals, then in 2018 it increased to 2,813, consisting of 554 special hospitals (RSK) and 2,269 general hospitals (RSU). According to data from the Dinas Kesehatan Provinsi Kepulauan Riau (2017), the number of hospitals in Riau Islands, the number of government hospitals and private hospitals is 32 hospitals. This shows an increase in the number of hospitals from 2016, which amounted to 27 government hospitals and private hospitals. The growing number of hospitals has made many alternatives for people to choose the hospital they want to treat their illness. The community will choose a hospital that is considered capable of providing maximum satisfaction for them, therefore it is hoped that all hospitals should focus on patient satisfaction.

Kusumapradja and Ali in Hermawati (2015) explain that outpatient services are patient services without staying at hospitals that are diagnosed with observation, rehabilitation and other health services. The main door for the hospital is outpatient service because it greatly affects patient satisfaction so that it will take a decision whether to continue using the hospital's service or not. A positive attitude towards outpatient services will be built if the services received by the patient are appropriate or even exceed the wishes. This attitude will influence the decision to be loyal so that the patient will come for the next return visit to the hospital for the initial visit.

The hospital pharmacy installation (IFRS) is one of the main services in the hospital which greatly influences the development of hospital professionalism and also on the economy and total hospital operational costs. This situation requires IFRS to improve the quality of its services, with the aim of meeting the expectations and needs of its patients. The indicator of IFRS success is patient satisfaction. Patients who are not satisfied will take action to complain or even will not use the IFRS services again.

Patient satisfaction is the main indicator for the quality of hospital services. The dissatisfaction that is often experienced by patients is dissatisfaction with behavior and attitudes, friendliness of officers and very slow service of officers, officers who are minimal communicative and informative, the service process is too long and the unavailability of drugs and medical devices. According to Satibi, Rokhman and Aditama (2015) that most patients who come to pharmaceutical service facilities want the drugs needed to be available, effective, safe, affordable, accompanied by friendly and fast service when buying drugs. Patients will feel satisfied when their needs have been met. Over time, the image of quality pharmaceutical service facilities will emerge. Pharmacists as pharmaceutical service officers in managing and serving patients should meet the patient's needs, but still adhere to the standard of pharmaceutical services.

According to Liwun (2018) in his research, he concluded that outpatient patient satisfaction with pharmaceutical services at the Pharmacy Installation of dr. Hendrikus Fernandez Larantuka found that the outpatient satisfaction index was 77.2% with a satisfied value, the result was that the Hospital Pharmacy Installation was still experiencing drug unwillingness and there were still many things that had to be addressed at the Hospital Pharmacy Installation such as: expansion of the waiting room, additional seats and complete

drug supplies in order to improve service quality.

Engku Haji Daud Regional General Hospital, Riau Islands Province (RSUD. Engku Haji Daud KEPRI Province) which has been operating since 2007 and on April 1, 2009 officially became the Financial Management Pattern (PPK) of the Regional Public Service Agency (BLUD) according to the Provincial Governor's Decree. Riau Islands Number 211.a of 2009 concerning the implementation of PPK BLUD with gradual status and based on the Republic of Indonesia Minister of Health Regulation Number 3 of 2020 received the title as a class C hospital that provides 24-hour service facilities, namely emergency services, equipped with 4 operating theater units / operating rooms, inpatient services, outpatient services as well as diagnostic support, and other supporting services. This hospital also has superior health services in the form of hemodialysis services, mental services and endoscopy services. According to the above classification, Engku Haji Daud Hospital automatically becomes one of the providers of the national health insurance program (JKN), so the hospital accepts patient referrals from puskesmas, type D hospitals and private clinics as level one health facilities. In accordance with the strategic location of the Engku Haji Daud Hospital, which is near the Lobam industrial area, the Lagoi tourist area is also close to neighboring countries, namely Malaysia and Singapore. Due to the characteristics of a business environment like this, Engku Haji Daud Regional Hospital should be capable of winning consumer choices, by improving every aspect of health services more quickly so that they can survive and grow well in business, especially in terms of pharmaceutical services (Rumah Sakit Umum Daerah Engku Haji Daud, 2018).

Many factors cause the quality of service at Engku Haji Daud Hospital to be low, one of the causes is the Pharmacy Installation service factor on outpatient care, which was identified by the researcher. Based on outpatient observations of patients

using pharmacy installation services in October 2019, there were several outpatients who complained about the unavailability of some prescription drugs when they redeemed drugs at the Pharmacy Installation. This situation is also supported by statements from general practitioners and specialist doctors who work at the hospital that there is still a vacuum of drugs when prescribing to patients so that patients become complaints. According to research by Febreani and Chalidyanto (2016), it is concluded that drug vacancies occur as a result of stagnation and drug stockouts which are excessive or deficient, causing the quality of IFRS services to be less. Adelheid (2018) in his research stated that the quality of service was less than optimal due to the absence of drugs in the pharmacy installation, which triggered patient complaints because they felt dissatisfied.

This study aims to analyze the responsiveness and assurance dimensions of outpatient satisfaction at the Pharmacy Installation Services of the Engku Haji Daud Regional General Hospital (RSUD).

RESEARCH METHODS

This type of research is a quantitative research method of explanatory research (explanatory survey) which aims to identify and analyze the relationship between variables. The research design used in this study was cross sectional, that is, the research data was collected in accordance with the conditions at the time of the study or data collection was carried out once without seeing past or future events (Arikunto, 2010).

This research was conducted at the Engku Haji Daud Hospital, Riau Islands Province, Bintan Regency, starting from November 2019 to October 2020.

The population in this study were patients or families of outpatients who used IFRS services with a minimum of more than two visits, with a sample size of 100 respondents.

Methods of data analysis in this study using bivariate analysis. The bivariate

data analysis used was parametric statistical analysis, this was based on a sample size of more than 30 respondents. When determining the correlation test used, it is seen from the distribution of normal data or not.

RESULT

Research Description

Engku Haji Daud Hospital is located in the Tanjung Uban area to be precise at Jalan Indunsuri (Busung intersection) Number 1, North Bintan District, Bintan Regency. The physical construction of the Engku Haji Daud Hospital in 2005 and in 2007 a soft opening was held. From 2007 to mid-2018 this hospital was still called RSUD Tanjung Uban, but since June 2018 it has changed to the name RSUD Engku Haji Daud. This hospital was built on a land area of 2.5 hectares with a building area of 15,340 m² with ownership status belonging to the Riau Islands Provincial Government. Based on the Decree of the Minister of Health of the Republic of Indonesia Number 331 of 2009, it was stated that the Tanjung Uban Regional Hospital was designated as a Class-C Hospital.

The vision of the Engku Haji Daud Hospital is to realize prime health services towards a healthy Riau Islands, while its mission is to provide quality services at affordable costs to all levels of society and implement performance-based professional management and participate in empowering the Riau Islands community in a healthy way of life.

Based on the Republic of Indonesia Law Number 25 of 2002, Riau Islands Province was only formed in 2002 and has been definitively running since 2004. Riau Islands Province is at 04°15' LU - 0°45' LS and 103°11' - 109°10' BT. The total area of the Riau Islands Province is 253,420 km² consisting of an ocean area of 242,825 km² (96%) and a land area of 10,595.41 km² (4%). Riau Islands Province has the following boundaries:

- (1). Vietnam and Cambodia to the north;
- (2). To the south, it is bordered by Bangka Belitung Province and Jambi Province;
- (3). To the west is bordered by Singapore, Malaysia and Riau Province;
- (4). To the east is bordered by the State of East Malaysia and West Kalimantan Province. The province has 4 districts and 2 cities with 274 villages/wards and 45 sub-districts.

The organizational structure of the Engku Haji Daud Regional Hospital according to the Riau Islands Provincial Regulation Number 09 Year 2011 Article 122 consists of:

- (1). Director;
- (2). Administration Section with 3 Subdivisions (Planning and Program Evaluation; General, Civil Service and Public Relations; Administration and Medical Records);
- (3). Service Sector with 2 Sections (Medical Services and Medical Support);
- (4). Nursing field with 2 sections (Nursing Services and Nursing Care, Quality and Ethics);
- (5). Finance with 2 sections (Budget and Treasury, Financial Verification);
- (6). Installations by the number 14 Installation;
- (7). Medical Committee.

Bivariate Analysis

Bivariate analysis was conducted to determine the responsiveness and assurance dimensions, which are variables that have a relationship with outpatient satisfaction at hospital services.

The results of the bivariate analysis showed that the responsiveness and assurance dimensions had a significant relationship with the variable outpatient satisfaction at the Engku Haji Daud Regional General Hospital (RSUD) pharmacy service with a dissatisfied satisfaction level (p -value<0.05).

Table 1. Bivariate Analysis Results

| Variable | Satisfaction in IFRS TP | | Patient Service Path | | Total | | P Value |
|-----------------------|-------------------------|------|----------------------|------|-------|-------|---------|
| | n | % | n | % | n | % | |
| Responsiveness | | | | | | | |
| KB | 26 | 96.3 | 1 | 3.7 | 27 | 100.0 | 0.002 |
| B | 42 | 57.5 | 31 | 42.5 | 73 | 100.0 | |
| Total | 68 | 68.0 | 32 | 32.0 | 100 | 100.0 | |
| Assurance | | | | | | | |
| KB | 64 | 98.5 | 1 | 1.5 | 65 | 100.0 | 0.002 |
| B | 4 | 11.4 | 31 | 88.5 | 35 | 100.0 | |
| Total | 68 | 68.0 | 32 | 32.0 | 100 | 100.0 | |

CONCLUSION AND SUGGESTION

The results of the bivariate analysis showed that the responsiveness and assurance dimensions had a significant relationship with the variable outpatient satisfaction at the Engku Haji Daud Regional General Hospital (RSUD) pharmacy service with a dissatisfied satisfaction level (p-value<0.05).

It is recommended for hospitals, especially pharmacy installations, to further improve the quality of their services, such as repairing inadequate infrastructure and adding if necessary in order to improve services, providing educational drug communication services (IEC) in clear and easy to understand language, providing counters for IEC services, provide precise and fast services in terms of prescribing services, improving the availability of drugs or medical devices.

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