

A COMPARATIVE ANALYSIS OF PERCEIVED SERVICE QUALITY AND PATIENT SATISFACTION BETWEEN X AND Y HOSPITAL

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ABSTRACT

Background: The rapid development of hospitals has resulted in intense competition, which demands competition for patient products and trust. PKU Muhammadiyah Yogyakarta and Gamping Hospital are private hospitals that collaborate with BPJS as referral hospitals in the Special Region of Yogyakarta and Central Java. In its mission, every hospital is required to provide optimal and satisfying health services for all levels of society and accompanied by Islamic elements in the health sector. Hospitals that fail to satisfy their customers will face more complicated problems due to negative word-of-mouth impacts.

Subject and Method: This research is an analytical study with cross sectional design. The population of this study were class III JKN patients in hemodialysis units at PKU Muhammadiyah Yogyakarta and Gamping Hospital in 1 until 20 February 2018 as many as 264 people. The sample of this study is 160 people with sampling techniques based on Krecjie & Morgan formula. Data analysis using the t-test method.

Result: The satisfaction of JKN Patients in the Hemodialysis Unit at PKU Muhammadiyah Yogyakarta Hospital in Yogyakarta as many as 55 (68.8%) respondents expressed satisfaction; while the PKU Muhammadiyah Gamping Hospital as many as 72 (90.0%) respondents said they were very satisfied; Patient's Satisfaction Differences in PKU Muhammadiyah Yogyakarta and Gamping Hospital has been determined from 5 aspects, there are 2 aspects of having different satisfaction, such as tangibles and

responsiveness. PKU Muhammadiyah Gamping Hospital is known to be more satisfying than PKU Yogyakarta both from tangibles and responsiveness. Other aspects such as reliability, assurance, and empathy between the two hospitals are known to have no difference.

Conclusion: Among all of the 5 aspects of satisfaction, there are 2 aspect that have satisfaction differences between PKU Muhammdiyah Yogyakarta Hospital and PKU Muhammadiyah Gamping Hospital, such as tangibles and responsiveness.

Keywords: Patient's Satisfaction, JKN

PRELIMINARY

In this the era of globalization and facing the free market, the development of the business world is increasing rapidly and results in increased business competition. Not only competition in manufacturing / but also in the service industry. One business form of the service industry is health services, especially hospital services. As the result of the increasing number of hospitals established by both the government and the private sector. As a result of the rapid development of hospitals, there is also intense competition, thus demanding competition for products and customer trust.

The hospital as one of the individual health care facilities is a part of health resources that are indispensable in supporting the implementation of health efforts. In essence the hospital functions as a place to cure illness and restore health. The function in question has responsibilities that should be the responsibility of the government in improving the level of public health¹.

In accordance with Article 28H, paragraph 1 "Every person has the right to live physically and mentally, live, and get a good and healthy

environment and is entitled to health services." Therefore, health services are one fundamental rights of the community whose provision must be held by the government. In addition, it is also contained in Article 34 paragraph 3 which states that the State is responsible for the provision of appropriate health care facilities and public service facilities¹.

Based on Law No. 40 of 2004, the Health Social Security Administering Body is appointed, hereinafter abbreviated as BPJS Kesehatan, as the organizer of the Social Security program. The National Health Insurance Provider refers to the principles of the National Social Security System (SJSN).

The National Social Security System is evidence that the government has a great commitment to achieve social welfare for all its people. BPJS as a form of social protection that aims to guarantee all people to be able to meet the basic needs of a decent life with good quality and guaranteed satisfaction.

X and Y Hospital are private hospitals that collaborate with BPJS as a referral hospital in the Special Region of Yogyakarta and Central Java. In its mission, RS X and Y provide optimal

health services for all walks of life and are accompanied by da'wah Islam, but also to treat health in health.

Based on this, researchers are interested in conducting research with the title "Differences in Patient Satisfaction Class III National Health Insurance at Hemodialysis Unit at X and Y Hospital".

MATERIALS AND METHODS

This study was an analytical study with cross sectional design. The population in this study were class III JKN patients hemodialysis units X and Y 1-20 February 2018 as many as 264 people with a sample of 160 people with sampling techniques based on Krecjie & Morgan formula, data analysis used using a different test / t-test .

RESULTS

A. Characteristics of Respondents

The description of the characteristics of respondents viewed by age, last education and gender can be seen in table 4.1.

Table 4.1

Characteristics of X Hospital respondents

Respondent Characteristic	f	%
Age		
< 20 y.o	0	0
20-30 y.o	1	1,3
31-40 y.o	3	3,8
41-50 y.o	21	26,3
51-60 y.o	24	30,0
>60 y.o	31	38,8
Education		
SD/ sederajat	14	17,5
SLTP/ sederajat	15	18,8
SLTA/ sederajat	31	38,8
Perguruan Tinggi	20	25,0
Gender		
Male	51	63,8
Female	29	36,3
Total	80	100,0

Based on table 4.1 above shows that most respondents in X Hospital were > 60 years old as many as 31 (38.8%) people and as many as 1 (1.3%) people aged 20-30 years. The majority of respondents with senior high school education were 31 (38.8%) people and 14 (17.5%) respondents with elementary education level. Most of the respondents were known to be male (51.8%). While the remaining 29 people (36.3%) are female.

Table 4.2
Characteristics of Y Hospital
respondents

Respondent Characteristic	f	%
Age		
< 20 y.o	0	0
20-30 y.o	0	0
31-40 y.o	2	2,5
41-50 y.o	19	23,8
51-60 y.o	32	40,0
>60 y.o	27	33,8
Education		
SD/ sederajat	3	3,8
SLTP/ sederajat	11	13,8
SLTA/ sederajat	43	53,8
Perguruan Tinggi	23	28,8
Gender		
Male	49	61,3
Female	31	38,8
Total	80	100,0

Table 4.2 shows that the majority of respondents in Y Hospital were between 51-60 years old as many as 32 (40.0%) people and as many as 2 (2.5%) people aged 31-40 years. The majority of respondents with the latest high school education were 34 (53.8%) people and 3 (3.8%) respondents with elementary education level. Most respondents were male (49.3%). While

the remaining 31 people (38.8%) were female.

B. Characteristic Difference Test

Characteristic difference test was performed on the variables of age and education at RS X and Y can be seen in the following table:

Table 4.3. Age Characteristics and Respondent Education

Hospital	Mean Rank	P value	N
Age			
X	80,43	0,983	80
Y	80,58		80
Education			
X	73,24	0,034	80
Y	85,76		80

The results of data processing obtained P value of 0.983 for the age variable, meaning that there is no age difference in the X and Y hospital. While for the education variable obtained P value of 0.034 means that there are differences in education in both hospitals, so education is categorized as a disturbing variable.

C. Data Analysis

1) Aspects of Reliability / Reliability

Table 4.4 Bivariate Analysis Based on Reliability / Reliability Aspects

Hospital	Mean Dev	Std. Dev	P value	N
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X	20,66	1,63	0,075	80
Y	21,13	1,89		80

The results of reliability / reliability research shows that the P value is $0.075 > 0.05$, so it can be concluded that there is no difference between patient satisfaction in terms of reliability / reliability in X and Y hospital.

1) Assurance / Certainty Aspects

Table 4.5 Bivariate Analysis Based on Assurance / Certainty Aspects

Hospital	Mean	Std. Dev	P value	N
X	16,80	1,38	0,142	80
Y	17,10	1,56		80

In the assurance / certainty aspect, the results of the statistical test P value is $0.142 > 0.05$, meaning that there is no difference between patient satisfaction in terms of assurance / certainty aspects in RS X and Y.

2) Tangibles / Real Aspects

Table 4.6 Bivariate Analysis Based on Tangibles / Real Aspects

Hospital	Mean	Std. Dev	P value	N
X	16,09	1,48	0,000	80
Y	17,25	1,65		80

1) Tangibles aspects / real statistical tests obtained P value of $0.000 < 0.05$, it can be concluded that there is a difference between patient satisfaction in terms of tangibles / real aspects in both hospitals. This shows that Y hospital has a better rating than X hospital.

2) Empathy Aspect

Table 4.7 Bivariate Analysis Based on Empathy Aspect

Hospital	Mean	Std. Dev	P value	N
X	21,14	1,70	0,509	80
Y	21,23	1,84		80

The empathy / empathy aspect obtained P value of $0.509 > 0.05$, so it can be concluded that there is no difference between patient satisfaction in terms of empathy / empathy aspects in X and Y hospital.

4) Aspects of Responsiveness

Table 4.8 Bivariate Analysis Based on Responsiveness / Responsiveness Aspects

Hospital	Mean	Std. Dev	P value	N
X	20,80	1,35	0,011	80
Y	21,28	1,67		80

In the responsive aspect, P value is $0.011 < 0.05$, so it can be concluded that there is a difference between patient satisfaction in terms of responsiveness / responsiveness in X and Y hospital. The difference can be seen from the difference in average values in Y hospital higher than X hospital, this means that respondents in Y hospital are more satisfied in responsive aspects / responsiveness.

5) Aspects of Patient Satisfaction

Table 4.9 Bivariate Analysis Based on Patient Satisfaction Aspects

Hospital	Mean	Std. Dev	P value	N
X	95,49	5,004	0,108	80
Y	97,98	6,810		80

Statistical test results obtained P value of $0.108 > 0.05$. That is, there is no difference between patient satisfaction at X and Y hospital.

A. DISCUSSION

1. Aspects of Reliability / Reliability

Reliability or reliability is the company's ability to display the promised immediately and accurately. This is related to the ability of hospitals to provide appropriate services as promised³.

In the aspect of reliability, there are indicators of services provided, namely giving service carefully, carefully, on time as promised, helping if the patient has a problem, telling the complete type of disease, telling how to care and how to take medication, giving information to the patient before service is provided and explain the action to be taken.

Testing different tests obtained P value of $0.075 > 0.05$, this shows there is no difference in patient satisfaction in terms of reliability / reliability aspects in X and Y hospital. That is, both X and Y hospital are equally capable of providing promising services and accurate according to the needs and desires of the patient.

Supported by the patient's assessment which showed that most of the respondents in both X and Y Hospital felt the satisfaction / reliability service in the satisfied category was 68.8% in X hospital and 53.8% in Y hospital. The results of the study revealed that there were no differences in services reliability / reliability at X and Y hospital. Most patients feel that the services provided between hospitals are very satisfying, so that promising, immediate and accurate services must be maintained and improved

2. Assurance / Certainty aspects.

Assurance / certainty is a guarantee of certainty that includes the competencies of a hospital that includes knowledge, attitudes, behavior and trustworthy traits that lead to a sense of security, risk or danger, and certainty for patients⁴.

Testing of different tests showed that there was no difference in patient satisfaction in terms of assurance / certainty aspects in X and Y hospital as evidenced by the acquisition of P value of $0.142 > 0.05$. That is, X and Y hospital both provide definite and reliable services.

Patient assessment at X hospital showed that most of the respondents felt that there were 46 satisfied services (57.5%). While the assessment of patients in Y hospital as many as 43 (53.9%) patients stated very satisfied and 1 (1.3%) respondents expressed moderate satisfaction.

The results of the study revealed that there were no differences in assurance / certainty services at X and Y hospital. Most patients felt very satisfying service. Nevertheless, there are 1.3% of patients who feel satisfaction with the medium category, for that there is a need to increase the

behavior and nature of trusted medical officers to increase patient confidence in using hospital services

3. Tangibles / Real Aspects.

Tangibles / tangible manifestations relate to the provision of physical facilities seen by patients starting from facilities, equipment, facilities and appearance of medical personnel. Physical facilities are important that can affect patient satisfaction⁵.

The hospital must provide a service room and environment to keep it clean and tidy, thus the hospital can help patients feel comfortable in the process of healing the disease. Tangibles / real aspects in this study include hospital buildings that look beautiful and clean, hospitals have comfortable hemodialysis rooms, hemodialysis rooms in hospitals have complete equipment and medical personnel and employees are neat and clean.

Different test results obtained P value of $0.000 < 0.05$ which indicates that there are differences in patient satisfaction in terms of tangible aspects / real evidence in X and Y hospital. Differences in satisfaction can be seen based on the respondents'

assessment of services in each hospital.

Most respondents considered that X hospital had a very satisfying tangible quality of 20 (25.0%). Whereas in Y hospital it was known that 46 (57.5%) respondents felt satisfaction in the very satisfied category.

Y hospital is known to have a higher value or more satisfying than X hospital. The results of interviews of several patients in X were opened. There were respondents who stated that the facilities and layout in the X Hospital were still inadequate. As per the following interview quote:

"It's clean and beautiful, but I suggest this is rather difficult for me to go up the stairs, if I don't under the stairs, I don't need to go up and down the stairs. The elevator has been made, you know, but the electricity is not available, so it can't be used." (Results of interviews with Patients at X hospital)

In addition to inadequate infrastructure and facilities, exposure to medical practice personnel who were less well-dressed was revealed in the following interview:

"If the nurses and doctors here are neat and clean, but I've seen it like

that there are children who practice, there has been one guy in a mess, but only one of them." (Results of interviews with Patients at X Hospital)

This is what makes the satisfaction of X hospital get a lower value than with Y hospital. Ulinuha's research shows that cleanliness, neatness and comfort of the room are the highest factors that can influence the satisfaction of respondents, so as to improve patient satisfaction. Empathy Aspects. Empathy is the nature and ability of medical personnel to give full attention, provide ease of contact, and be able to create good communication⁵. Assessment of aspects of empathy in this study include: doctors provide adequate service time to patients at the time of visit, nurses provide services in accordance with the wishes and understand the needs of patients, nurses pay close attention to patients, doctors listen to complaints about the disease you suffer and give way come out in consultation and nurses are polite and friendly. The results showed that there were no differences in patient satisfaction in terms of empathy / empathy aspects in X and Y

hospital with the acquisition of P value of $0.509 > 0.05$. Empathy aspect in X hospital was 51 (63.8%) respondents said they were satisfied and 29 (36.3%) respondents said they were very satisfied with the empathy service provided. While in Y Hospital, 43 (53.8%) respondents expressed satisfaction and 36 (45.0%) expressed satisfaction with the very satisfied category. Nelson's theory states that patients will feel very satisfied if doctors are able to provide services with meetings and can provide information that they hope⁴. Although in practice there are some doctors who are difficult to find because of the busyness of the doctor, many patients are still waiting for the doctor to get further information regarding the development of the patient's condition. Although often waiting, not many patients complain because doctors are able to create good communication, so patients remain satisfied with the services provided by each hospital. Responsive responsiveness / responsiveness is the ability to help and increase service speed⁵. Customer expectations of service speed can almost certainly change with an upward trend over time. Assessment of responsive

aspects / responsiveness used include: medical personnel willing to respond to patient complaints, nurses responsive to serving patients, medical personnel receive and serve properly, medical personnel take appropriate and prompt action and medical personnel take action according to procedures. The results of the analysis obtained P value of $0.011 < 0.05$ which indicates that there are differences in patient satisfaction in terms of responsiveness / responsiveness in RS X and Y. The difference in satisfaction can be seen based on the respondents' assessment of services in each hospital. Most respondents considered that the X Hospital had responsive quality in the very satisfied category of 21.3%. Whereas 31 (38.8%) patients in Y Hospital expressed satisfaction in the very satisfied category. Y Hospital is known to have higher points in responsive services than RS X. Although there are differences in responsiveness between hospitals, each hospital is able to fulfill responsive services to patients. This is in accordance with the following interview: "If the nurse is like a brother, sir. Sometimes if I don't wait for the nurse to help get a wheelchair. The nurse is here, Sip. " (Results of

interviews with Patients at Y Hospital) Supported by respondents' answers which stated that the responsiveness of the patient's nurse was good according to the following interview results: "Nurses here are very responsive, I agree if that". (Results of interviews with Patients at Y Hospital) The results of the interviews explained that the responsiveness of medical personnel to help patients was considered very satisfying, both in RS X and Y. Differences in responsiveness were different based on the perceptions of each patient. Nevertheless, the quality of responsiveness of medical staff must be maintained and improved. In addition to providing services that are fast, medical personnel must also pay attention to accuracy and accuracy in handling patients, thus maintaining the safety and health of patients. Patient Satisfaction Patient satisfaction is a condition in which patient desires, expectations and needs can be met. Patients will feel satisfied if the performance of health services obtained is the same or exceeds expectations and vice versa, dissatisfaction or feelings of disappointment of patients will arise if the performance of health services

obtained is not in accordance with their expectations. P value $0.108 > 0.05$. This shows that the two hospitals both provide very satisfying services. Patient satisfaction in X Hospital is known as many as 17 (21.3%) are in the category of very satisfied, while in Y Hospital as many as 72 (90.0%) patients expressed very satisfied. However, there were 1.3% of patients who expressed moderate satisfaction at Y Hospital. Patient satisfaction is a very valuable asset because if patients they are satisfied they will use their chosen services when they get sick in the future, but if the patient is not satisfied they will tell someone twice more about their bad experiences. Gunarsa and Singgih's satisfaction theory reveals one of the characteristics of patients that affects satisfaction is education⁶. Most of the respondents with the latest high school education were 31 (38.8%) in X Hospital and 43 (53.8%) in Y hospital. Someone with a higher level of education tends to demand or criticize the service he receives if he thinks it is not satisfied . Unlike someone with a low level of education, tends to be more accepting because the main purpose of coming to the hospital is to recover. According to Sabarguna to

create patient satisfaction, the hospital must be able to create and manage a system to maintain patients⁵. One way is to improve the quality of services provided, the speed of service delivery, procedures and attitudes given by the health service provider itself. Hospitals that are able to pay attention to and improve service quality include reliability, assurance, tangible, empathy and responsiveness will create optimal service quality so as to provide a sense of satisfaction for patients and families of patients.

CONCLUSION

Based on the results of research and discussion, the following conclusions can be drawn: 1. Patient Satisfaction National Health Insurance At Hemodialysis Unit at X Hospital 55 (68.8%) respondents expressed satisfaction. 2. Patient Satisfaction of National Health Insurance in Hemodialysis Unit Y Hospital as many as 72 (90.0%) respondents expressed very satisfied. Differences in Patient Satisfaction National Health Insurance In Hemodialysis Unit at X and Y Hospital of 5 aspects, there are 2 aspects of having different satisfaction namely tangibles / real and responsive / responsive aspects.

Based on the tangibles aspect, it is known that Y Hospital is more satisfying than X Hospital. Likewise the responsive aspect of Y Hospital is known to be more satisfying than X hospital. Other aspects such as reliability / reliability, assurance / empathy, and empathy between the two hospitals are known has no difference. Patient Satisfaction of National Health Insurance in Hemodialysis Unit at X and Y hospital has no difference.

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