

The Impact of Service Quality and Perception of Medical Staff on Inpatient Satisfaction

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ABSTRACT

Inpatient satisfaction is an important issue for health facilities, because it is directly related to the quality of service provided as well as the image and reputation of the hospital. This study aims to prove that service factors and patient perceptions are important factors in building inpatient satisfaction. This study was conducted at a government-owned hospital. With a sample of 100 inpatients and analyzed using quantitative analysis. The results of the study indicate that quality service in the sense of being able to meet patient expectations has a significant effect on inpatient satisfaction. This is also the same as the patient's perception factor on the doctor's alertness in providing medical services also has a significant effect on inpatient satisfaction. This proves that patient service and perception are part of determining their satisfaction with the health services provided.

INTRODUCTION

Patient satisfaction in overnight care services has a very important position because it is directly related to the quality of health services, the reputation of the hospital, and success in achieving maintenance goals. The meaning of patient happiness in overnight care services includes: Indicators of Health Service Quality, Patient happiness is one of the important indicators of health service quality. The level of patient happiness reflects how their experience is throughout receiving care in the hospital, both in terms of medical services, facilities, and interactions with health workers. When patients are satisfied with the services they receive, this proves that the standard of care provided by the hospital has matched the patient's dreams and desires. Conversely, patient dissatisfaction can be a sign that there is a service perspective that needs to be improved; Increasing Patient Loyalty, patients who are satisfied with inpatient services are more likely to return to the hospital for further care or if they need health services in the future. Patient loyalty is key to maintaining and increasing the number of patients in the hospital. Satisfied patients are also more likely to recommend the hospital to family and friends, which can ultimately improve the image and reputation of the hospital. Increasing Patient Trust, patient trust in the hospital and health workers is greatly influenced by their level of satisfaction during treatment. When patients are satisfied, they have greater confidence in the quality of care provided, including diagnosis, treatment, and medical procedures. This trust influences patient compliance with treatment recommendations and post-hospitalization care instructions, which in turn positively impacts their treatment outcomes and recovery.

Improving Patient Safety and Health Outcomes, high patient satisfaction often correlates with better patient safety and more positive health outcomes. Satisfied patients are more likely to follow the instructions of doctors and nurses, which can help prevent medication or treatment errors. When patients are actively involved and believe in the care they receive, they are more likely to pay attention to the care instructions given, which helps in the recovery process and prevents further complications; Patient Family Satisfaction, in addition to patient satisfaction, the patient's family is also an important part of the inpatient care ecosystem. Families often play a role in medical decision-making and provide emotional support for patients during hospitalization. Families who are satisfied with the care provided to their family members are more likely to cooperate with the hospital and support medical decisions, which can ultimately speed up the patient's healing process. Encouraging Improved Medical Staff Performance, high patient satisfaction also has an impact on the performance of medical staff. When staff see that their efforts are appreciated and recognized by patients, it can motivate them to continue providing the best service and improve the quality of interactions with patients. Motivated and appreciated medical staff are more likely to provide better service, which in turn creates a positive cycle between the service provided and the level of patient satisfaction. Patient satisfaction in inpatient care is a key factor that has a broad impact on the quality

of care, reputation, operational efficiency, and treatment outcomes. Hospitals that are able to maintain high levels of patient satisfaction can enjoy many benefits, ranging from patient loyalty, improved reputation, to better operational efficiency. Therefore, efforts to continuously improve patient satisfaction should be a priority in healthcare management.

The phenomenon of inpatient satisfaction in hospitals is one of the central issues in the field of health services that is increasingly becoming the focus of attention, especially with the development of health service quality standards. This phenomenon covers various aspects of the patient's experience during treatment, from interactions with medical personnel, the quality of medical care, to the condition of hospital facilities. Patients increasingly have higher expectations of the quality of services provided by hospitals, both in terms of medical, personal services, and physical facilities. Advances in technology and information make it easier for patients to compare services between hospitals, which has an impact on increasing patient expectations. The interaction between patients and health workers, especially doctors and nurses, is one of the factors that most influences patient satisfaction. Patients not only evaluate services in terms of the treatment they receive, but also the quality of communication and empathy provided by medical staff. Patients who experience psychological and emotional stress due to their health conditions may be more susceptible to feeling dissatisfied with inpatient services. Factors such as anxiety, stress, or uncertainty about the diagnosis and prognosis can affect patients' perceptions of the quality of service they receive. Previous researchers have conducted many studies on inpatient satisfaction, such as: service quality, Therapeutic Communication, (Hadiyati & Fatkhurahman, 2020); (Suroto & Fatkhurahman, 2020); Nurse caring behavior, price, facilities, knowledge, attitude, skills (Hidayatullah, 2020); (Gurusinga, 2013); (Sembiring & Munthe, 2019); (Hadiyati, 2020); (Suroto, 2020) and (Butar-Butar & Simamora, 2016); . From the results of these studies, there are still few that discuss patient perceptions of medical performance in providing services other than the service itself. Therefore, in this study, the author is interested in conducting research that wants to prove whether service and perceptions of medical performance affect the satisfaction of inpatients in government hospitals.

LITERATURE REVIEW

Inpatient satisfaction is the level of comfort and satisfaction felt by patients while undergoing treatment in the hospital. This includes various aspects of the patient experience, from medical services, hospital facilities, to interactions with health staff. According to Soumokil et al., (2021) patient happiness is the output of health service "outcomes" regarding the increase in the quality of health services. Patient happiness is meant as a level of patient feelings that arise as a result of the ability of the health services they obtain after the patient compares it with what they expect. To determine the quality and quality of Hospital services, it functions significantly in expressing indicators of service quality assessment.

The quality of health services is a health service that can relieve every user of health services that is in line with the average level of happiness of the community and its implementation is in line with standards and ethical signals of work. Service quality and patient happiness are 2 very important things in hospital services. happiness is a level of patient feelings that arise as a result of the ability of the service they obtain after the patient compares it with what they expect. If the patient is not satisfied with the nursing services provided, he will not seek the service or accept it, even though the service exists, is efficient and can be achieved (Layli, 2022). In today's global era, the increasing progress of health services in Indonesia and the increasing number of public complaints have made people's dreams of quality and affordable hospitals. Basically, patient happiness is something that has very diverse results, because it is related to the dreams or opinions of each individual. The level of happiness itself will be included in the type of fulfillment if the service provided is appropriate or has entered the type expected by the patient. The philosophy commonly used to measure patient happiness is the Servqual philosophy by looking at service quality from 5 formats, namely physical facts (tangible), reliability, responsiveness, assurance, and empathy (Marzuq & Andriani, 2022).

Patient satisfaction as one of the important aspects in health services is often viewed from various aspects. There is a positive and significant relationship between nurse-patient communication and patient satisfaction. In other words, effective communication carried out by nurses with patients will increase patient satisfaction. This study has implications for the organizational culture of hospitals that prioritize effective communication both between health workers and with patients (Khairani et al., 2021). Furthermore, according to the better quality of hospital services provided to patients, it can significantly increase the satisfaction of outpatients in hospitals. Patient happiness is related to service quality. Service is all efforts made by employees to fulfill the wishes of their customers with the services to be provided. Client happiness is a post-purchase assessment where the selected replacement at least provides similar results or exceeds the client's dreams, on the other hand, dissatisfaction arises if the results obtained do not meet the client's dreams (Aqil, 2020). Health is the right of every human being and is a component of welfare that must be realized in accordance with the mandate of the 1945 Constitution (Effendi, 2020). Health services are one of the sub-systems of national health services. Based on Permenkes no. 75 of 2014, what must be tried by health centers is a service that is based on a national commitment to increasing the structured health of citizens. There is also patient happiness which is one of the important indicators in improving health services, because patients as bio-psychosocial humans need to fulfill their dreams from a health perspective (biological), a happiness perspective (intellectual), and a cultural perspective (culture) (Afrioza & Baidillah, 2021). The indicator of the success of health services is patient satisfaction. Patient satisfaction is a reflection of the quality of health services they receive (Dewi et al., 2021). The quality of health services is greatly influenced by the quality of the physical, supporting equipment and infrastructure, the service method itself, and the compensation received by residents who

use the health services. All efforts are made to be able to improve the quality of services to provide maximum happiness to consumers (Yanuarti et al., 2021). There is a relationship between Nurse Caring Behavior and Patient Satisfaction (Wuwung et al., 2020).

Furthermore, this satisfaction is closely related to the service and relationship between medical and non-medical personnel to patients. According to Cesariana et al., (2022) Product quality affects purchasing decisions. The better the perception of product quality by consumers, the more it will affect the purchasing decision of a product. Also conveyed by Setiawan et al., (2022) Patient Satisfaction greatly influences the Quality of Service, Quality of Health Services and the National Health Insurance Program. Consumer satisfaction in facing increasingly fierce competition, where many producers participate in fulfilling the desires and wishes of customers, causes each industry to be required to focus on customer happiness as an important goal (Erinawati & Syafarudin, 2021). Improving the quality of health services needs to be carried out by health service units including health centers in facing developments in health technology. There are 5 dimensions of service, namely: Reliability, Tangibles, Responsiveness, Assurance, and Empathy. One effort to improve the quality of health services is to measure the level of patient satisfaction (Anjayati, 2021). According to Adhikara & Kusumapradja, (2023) Doctor performance cannot be assessed in general because it concerns the patient's clinical outcome of the services provided. Doctor performance can be measured ideally by the presence of old patients returning for other complaints (Adyatmaka, 2021). Based on the opinions of the experts above, it explains that there is a strong relationship between quality service and patient perceptions of medical personnel regarding patient satisfaction in obtaining health services.

METHODOLOGY

This study uses a survey research type, where survey research is a research method that aims to collect data from respondents through structured questions. This study is used to obtain information about the opinions, attitudes, behaviors, or characteristics of a particular population. Respondents in this study were inpatients at a government hospital studied in Karimun Regency with a sample of 100 people on the grounds that the population size was not known with certainty so that sampling was based on Hair's opinion (2010). The data collection technique using a questionnaire is a method that involves giving a list of written questions to respondents to obtain information about the research topic. Questionnaires can be used in various types of research, especially quantitative ones, because they are effective for collecting data from large samples. Multiple Linear Regression is a quantitative analysis technique used to predict or explain the relationship between a dependent variable and two or more independent variables. This method extends simple linear regression involving only one independent variable

into a model with more variables, allowing researchers to understand the contribution of each independent variable to the dependent variable simultaneously.

RESULTS AND DISCUSSION

Results

Inpatient satisfaction survey results typically cover a range of aspects that reflect the patient's experience during their hospital stay. These results can be used to evaluate the quality of healthcare services and identify areas for improvement.

Table 1. Regression coefficient values and t-test

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	5.077	4.120		1.232	.221
	Service	.792	.070	.749	11.305	.000
	Percep	.332	.152	.145	2.184	.031

a. Dependent Variable: Satisf

Source: Processed Data, 2024

From the coefficients table above, we can see the results of multiple linear regression for the dependent variable (Satisfaction) and two independent variables (Service and Percep). Here is the interpretation of each component:

1. Unstandardized Coefficients (B):

These are the regression coefficients used in the multiple linear regression equation. The equation is:

$$\text{Satisf} = 5.077 + 0.792 \times \text{Service} + 0.332 \times \text{Percep}$$

Coefficient Interpretation:

- Constant (Intercept = 5.077): When the Service and Percep variables are equal to 0, the predicted Satisf value is 5.077.
- Service Coefficient (B = 0.792): For every one-unit increase in Service, the predicted Satisf value increases by 0.792, assuming other variables remain constant.
- Percep Coefficient (B = 0.332): For every one-unit increase in Percep, the predicted Satisf value increases by 0.332, assuming other variables remain constant.

2. Standardized Coefficients (Beta):

The standard coefficient (Beta) shows the relative strength of each independent variable to the dependent variable. The greater the Beta value, the greater the relative influence of the variable.

- Beta Service = 0.749: This shows that Service has a greater influence on Satisfaction than Percep.
- Beta Percep = 0.145: The influence of Percep is smaller than Service, but still significant.

3. t-statistics dan Signifikansi (Sig.):

The t-test and Sig. show whether the regression coefficients are statistically significant.

1. Service: $t=11.305$, $p\text{-value} = 0.000$. Since the $p\text{-value} < 0.05$, the coefficient for Service is statistically significant, meaning that Service has a significant effect on Satisf.
2. Percep: $t=2.184$, $p\text{-value} = 0.031$. Since the $p\text{-value} < 0.05$, the coefficient for Percep is also statistically significant, although its effect is smaller than Service.

Conclusion:

1. Service has a greater effect (Beta = 0.749) and is very significant on Satisf ($p\text{-value} = 0.000$).
2. Percep is also significant ($p\text{-value} = 0.031$) but with a smaller effect (Beta = 0.145).
3. The resulting regression equation is: $Satisf = 5.077 + 0.792 \times Service + 0.332 \times Percep$

Table 2. F test value

		NOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1506.454	2	753.227	65.434	.000 ^b
	Residual	1116.586	97	11.511		
	Total	2623.040	99			

a. Dependent Variable: Satisf

b. Predictors: (Constant), Percep, Service

Interpretation:

- The model is statistically significant ($p < 0.05$), indicating that Percep and Service collectively explain most of the variability in Satisf.
- The F value (65.434) is quite large, further supporting that this model fits the data.

Table 3. Value of coefficient of determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.758 ^a	.574	.566	3.39281

a. Predictors: (Constant), Percep, Service

The R² value of 0.574 means that about 57.4% of the variation in the dependent variable (Satisf) can be explained by the independent variables (Percep and Service). This

indicates that the model is quite good at explaining the data. This value of 0.566 provides a more accurate estimate of the proportion of variation in the dependent variable that can be explained by the independent variables after correcting for the number of predictors in the model. This number is slightly lower than the R^2 , which indicates that there are two predictors being tested.

Discussion

1. The Effect of the "Service" Variable on "Satisf":

The coefficient for Service is 0.792 with a p-value = 0.000, which means that this variable has a very significant effect on Satisf. Every one unit increase in Service will increase Satisf by 0.792 units, assuming all other variables remain constant. The standardized beta (0.749) shows that Service is the most influential independent variable in this model, giving the largest effect on the dependent variable (Satisf). Therefore, if you want to increase Satisf, the Service variable should be a priority to be improved.

2. The Effect of the "Percep" Variable on "Satisf":

The coefficient for Percep is 0.332 with a p-value = 0.031, which is also significant (because the p-value < 0.05). This means that Percep also has an effect on Satisf, although not as strong as the effect of Service. Every one unit increase in Percep will increase Satisf by 0.332 units. However, the standardized Beta for Percep is 0.145, which means its relative contribution to the Satisf variable is smaller than Service. This indicates that although Percep is significant, an increase in Percep will not have as big an impact as Service on Satisf.

3. Intercept Value (Constant) = 5.077:

The constant value indicates that if the Service and Percep variables are 0 (meaning there is no service or perception of service), then the predicted value of Satisf is 5.077. This may be the baseline or basic level of satisfaction that is not affected by these two independent variables.

4. Significance Context:

- Service (p-value = 0.000): Highly significant. This means that there is a very high confidence that Service has a direct effect on Satisf.
- Percep (p-value = 0.031): Significant, but with a smaller effect than Service.

5. Practical Implications:

From the results of this regression, researchers or decision makers can conclude that the main focus in improving satisfaction should be given to improving Service, because it has a much greater and more significant influence compared to Percep. In the context of a hospital or service company, Service can include the quality of service provided to patients or customers, while Percep may relate to how patients or customers perceive or evaluate the service. Improving the quality of actual service may have a greater impact than simply improving perceptions without any real change in service.

CONCLUSION

From the explanation of the results and discussion, it can be concluded that quality services in the sense of being able to fulfill the patient's dreams have an important influence on the happiness of patients on overnight duty. This is also similar to the aspect of patient perceptions on the speed of doctors providing medical services also having an important influence on the happiness of patients on overnight duty. This ensures that the services and perceptions of patients are part of the determinants of their happiness with the health services provided.

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