

# ANALYSIS OF INTERNAL SERVICE QUALITY AND OUTPATIENT PATIENT SATISFACTION WITH A RATER APPROACH (RELIABILITY, ASSURANCE, TANGIBLE, EMPATHY AND RESPONSIVENESS) IN INSTALLATIONS IN ISLAMIC HOSPITAL SURABAYA

Akas Yekti Pulihasih<sup>1</sup>, Budhi Setianto<sup>1,2</sup>

<sup>1</sup> Faculty of public health, Universitas Nahdlatul Ulama Surabaya, 60237, East Java, Surabaya Indonesia

<sup>2</sup> Head of Marketing, Rumah Sakit Islam Surabaya 60243, East Java, Surabaya, Indonesia  
[budhisetianto@yahoo.com](mailto:budhisetianto@yahoo.com)

## ABSTRACT

*Patient satisfaction is a subjective value to the quality of services provided. Although subjective, there is still an objective basis, especially the patient's assessment which is based on past experience, education, psychological situation at that time, and the existing reality. The type and design of this research is a descriptive observational research that analyzes the patient's assessment of the service quality of the Outpatient Installation of the Islamic Hospital in Surabaya. This study included a cross sectional study. The population in this study were all patients at the Islamic Hospital Surabaya Outpatient Installation from an average of January, February and March 2020. The total population in this study was 14,000 patients based on the number of visits per month. during the first Quarter, starting from January to March 2020 with the slofin formula, 113 respondents were found. The five dimensions were: (1) Responsiveness, (2) Assurance, (3) Tangible, (4) Empathy and (5) Reliable were good and exceeds the standard than expected. The average satisfaction of all respondents was 8.56 / 85.6% this was close to the standard set by SPM customer satisfaction, which was 90%. Based on the demographics and characteristics of the following respondents, respondents who had satisfaction with service quality were as follows (1) Age 36-45 (2) Gender was female (3) who has a residence distance of > 10 Km (4) with an insurance guarantor/ Institutions (5) with master's education served in the old building using the relationship test obtained sig < 0.005 so that it can be concluded that there is a relationship between perceived service quality and patient satisfaction, the higher the service quality felt by the patient, the higher the satisfaction felt by the patient.*

**Keywords:** Internal Service Quality, Satisfaction, RATER

## ABSTRAK

Kepuasan pasien merupakan nilai subjektif terhadap kualitas pelayanan yang diberikan. Meskipun subyektif, namun tetap ada dasar obyektif, terutama penilaian pasien yang didasarkan pada pengalaman masa lalu, pendidikan, situasi psikologis saat itu, dan kenyataan yang ada. Jenis dan desain penelitian ini adalah penelitian deskriptif observasional yang menganalisis penilaian pasien terhadap kualitas pelayanan di Instalasi Rawat Jalan Rumah Sakit Islam Surabaya. Dilihat dari waktu penelitian, penelitian ini termasuk penelitian cross sectional. Populasi dalam penelitian ini adalah seluruh pasien di Instalasi Rawat Jalan RS Islam Surabaya dari rata-rata bulan Januari, Februari dan Maret 2020. Jumlah populasi dalam penelitian ini adalah 14.000 pasien berdasarkan jumlah kunjungan per bulan. selama Triwulan I, mulai Januari hingga Maret 2020 dengan rumus slofin, ditemukan 113 responden. Kelima dimensi tersebut adalah: (1) Responsiveness, (2) Assurance, (3) Tangible, (4) Empathy dan (5) Reliable adalah baik dan melebihi standar dari yang diharapkan. Rata-rata kepuasan seluruh responden

adalah 8,56/85,6% ini mendekati standar kepuasan pelanggan SPM yang ditetapkan yaitu 90%. Berdasarkan demografi dan karakteristik responden berikut, responden yang memiliki kepuasan terhadap kualitas pelayanan adalah sebagai berikut (1) Usia 36-45 (2) Jenis Kelamin Perempuan (3) yang memiliki jarak tempat tinggal > 10 Km (4) dengan penjamin asuransi/Instansi (5) dengan pendidikan magister yang bertugas di gedung lama menggunakan uji hubungan diperoleh  $\text{sig} < 0,005$  sehingga dapat disimpulkan bahwa ada hubungan antara persepsi kualitas pelayanan dengan kepuasan pasien, semakin tinggi kualitas pelayanan yang dirasakan oleh pasien, maka semakin tinggi kepuasan yang dirasakan pasien.

**Kata kunci:** Kualitas Pelayanan Internal, Kepuasan, RATER

## INTRODUCTION

Patient satisfaction is a subjective value to the quality of services provided(1). Although subjective, there is still an objective basis, especially the patient's assessment based on past experience, education, psychological situation at that time, and the existing reality(2). Health Law No. 36 of 2009 also states that everyone has the same rights in obtaining access to resources in the health sector, and obtaining safe, quality, and affordable health services. Everyone is obliged to participate in realizing, maintaining, and improving the health status of the community as high as possible(3).

Quality health services are one of the basic needs that are needed by everyone(4). This has been realized since several centuries ago, until now medical and health experts are always trying to improve the quality of themselves, their profession, and their medical equipment, the ability of health materials, especially health service quality management is also improved (5).The quality of service can be perceived

as good and satisfying to the patient, if the service received is in accordance with or exceeds what is expected and vice versa, the service quality is perceived as bad or unsatisfactory if the service received is lower than expected(6). Patient satisfaction is one indicator of the quality of health services(7). Public perception of service dissatisfaction is an indication of skills and qualifications that result in services that do not meet standards(8). The fact shows that dissatisfied patients will give recommendations by word of mouth, thus influencing the attitudes and beliefs of others not to visit the facility(9). The following is a patient's assessment of the services provided by the hospital(10).

The installation at the Surabaya Islamic Hospital has a fluctuating satisfaction achievement and this figure is still below the standard set by the hospital. Minimum Service Standards in Outpatient Installations according to PMK Number 129 of 2008 concerning Hospital Minimum Service Standards, which is 90%. Outpatient installations have an average

satisfaction of 77.62% and still do not meet the requirements.

Surabaya Islamic Hospital is a hospital that has a vision that is to become the community's first choice Islamic hospital, and a mission that is to provide complete Islamic health services based on tawadlu' values, improve the quality of health services continuously, improve knowledge, skills and attitudes. commendable employees, following the development of science and technology in the field of health services, making employees as hospital innovators. Surabaya Islamic Hospital which carries out its function as one of the health service subsystems that provide health services to the community(11). Outpatient Installation (IRJ) is one of the installations of the Surabaya Islamic Hospital that handles cases that require fast and appropriate treatment.

Outpatient service is a measure of the quality of hospital services, because it is the spearhead of hospital services, which provides quality special services to emergency patients continuously for 24 hours every day. Therefore, emergency services must be pursued as optimally as possible (12).The aims of this study were (1) to identify patient respondents in the outpatient installation of the Islamic hospital in Surabaya, (2) to analyze the patient's assessment of the services received by RATER (Realibility, Assurance,

Tangible, Empathy and Responsiveness) at the Outpatient Installation of the Islamic Hospital Surabaya(13), (3) Analyzing patient satisfaction at the Outpatient Installation of Islamic Hospital Surabaya, (4) How is the Relationship Between Service Quality and Customer Satisfaction at the Outpatient Installation of the Islamic Hospital Surabaya.

## METHODS OF THE STUDY

This was descriptive observational research that analyzes the patient's assessment of the service quality of the Outpatient Installation of the Islamic Hospital Surabaya. The sampling technique used was accidental sampling. According to (14) accidental sampling is a sampling technique based on coincidence, i.e. patients who coincidentally or incidentally meet with researchers can be used as samples if it is seen that the person who happened to be met is suitable as a data source for 113 respondents.

## RESULTS AND DISCUSSION

The following are the characteristics of the respondents involved in this research as follows:

Table 1. Characterics Of Respondents

<b>Gender</b>	Total	Percentage
Men	19	16,8
Woman	94	83,2
<b>Ages</b>	Total	Percentage
< 25 Years Old	4	4%

25 - 35 Years Old	51	45%
36 - 45 Years Old	6	5%
46 - 55 Years Old	26	23%
55 Years Old <	26	23%
<b>Home Distance</b>	Total	Percentage
< 5 Km	40	35,4
> 10 Km	32	28,3
5 - 10 Km	41	36,3
<b>Gurantor</b>	Total	Percentage
Asuransi	3	2,7
BPJS	74	65,5
Umum	36	31,9
<b>Education</b>	Total	Percentage
S1	55	48,7
S2	3	2,7
SD	15	13,3
SM	19	16,8
<b>Patient Location</b>	Total	Percentage
Graha	81	71,7
Old Building	32	28,3
Total	113	100,0

Narrowed the ten service quality dimensions into 5 main dimensions which were later called the SERVQUAL (Service Quality) dimension. The five dimensions are: (1) Responsiveness, (2) Assurance, (3) Tangible, (4) Empathy and (5) Reliable. The following are the results of data recapitulation from 113 respondents, Responsiveness, namely officers have the will and are willing to help customers and provide services quickly and responsively with indicators.

The following is the Responsiveness Dimension Quality Service at the

Outpatient Poly Hospital of Islam Surabaya:

Table 2. Service Quality Dimensions of Responsiveness at the Outpatient Poly Hospital of the Islamic Hospital in Surabaya

No	Variable	Average
1	Speed in administration and patient handling services	4,42
2	Doctors and nurses act swiftly	4,45
3	Doctors and nurses are skilled and agile in providing health services	4,44
4	Doctors and nurses are very responsive to patient complaints	4,45
5	Doctors and nurses are quick to provide the counseling patients need	4,53
<i>Responsiveness</i>		4,46

From Table 2 it can be seen that the Service Quality Dimension of Responsiveness in the Outpatient Poly Hospital of Islam Surabaya is in the good category, while the lowest is the speed variable in administrative services and patient handling. Assurance, namely the ability, friendliness and courtesy in the implementation of services and ensuring public trust with the following indicators:

Table 3. Quality Assurance Dimension Services at the Outpatient Clinic of the Islamic Hospital Surabaya

z	Variable	Average
1	Doctors and nurses treat patients professionally	4,54
2	Doctors and Nurses explain every action to be taken	4,53

z	Variable	Average
3	Doctors and nurses provide explanations in a friendly and polite manner.	4,60
4	Actively provide information that consumers need to know immediately	4,57
5	Doctors and nurses provide safe and comfortable services	4,64
<i>Assurance</i>		4,58

From Table 3, it is found that the Service Quality Assurance Dimension in the Outpatient Poly Hospital of Islam Surabaya is in the good category, while the lowest is the variable Doctor and Nurse explaining each action to be taken. Tangibles (physical evidence), service quality in the form of physical facilities with the following indicators

Table 4. Tangible Dimension Quality Services at the Outpatient Clinic of the Surabaya Islamic Hospital

No	Variable	Average
1	Cleanliness and comfort of the outpatient waiting room	4,54
2	Outpatient room is clean and comfortable	4,54
3	Completeness of outpatient facilities	4,42
4	Doctors and nurses are neatly dressed and wear badges	4,64
5	Doctors and nurses are neat and attractive in providing services.	4,70
<i>Tangible</i>		4,58

From Table 4.9, it is found that the Service Quality Assurance Dimension in the Outpatient Poly Hospital of Islam Surabaya is in the good category, while the

lowest is the Doctor and Nurse variable explaining each action to be taken. Empathy (empathy), namely a friendly attitude in providing services to patients with the following indicators:

Table 5. Service Quality Dimensions of Empathy at the Outpatient Poly RS Islam Surabaya

No	Variable	Average
1	Doctors and nurses greet patients in a friendly manner	4,58
2	Doctors and nurses are patient in providing services	4,57
3	Doctors and nurses communicate in a language that is easy for patients to understand	4,60
4	Doctors and nurses listen to patient complaints patiently and friendly	4,58
5	The nurse kindly helps the patient's complaint or request	4,58
<i>Empathy</i>		4,58

From Table 5 it is found that the Service Quality Assurance Dimension in the Outpatient Poly Hospital of Islam Surabaya is in the good category, while the lowest is the Doctor and Nurse variable explaining each action to be taken. Reliability (reliability), namely the ability of service providers to provide the promised service immediately, accurately and satisfactorily with the following indicators:

Table 6. Service Quality Dimensions of Responsiveness at the Outpatient Poly Hospital of the Islamic Hospital in Surabaya

No	Variable	Average
1	Doctors and nurses provide services carefully and carefully but carried out with dexterity	4,58
2	Doctors and nurses use medical tools skillfully	4,57
3	Doctors and nurses carry out nursing actions as far as possible for the patient to feel comfortable	4,53
4	Administrative services are not complicated and difficult	4,30
<i>Reliability</i>		4,49

From Table 6 it can be found that the Service Quality Assurance Dimension in the Outpatient Poly Hospital of Islam Surabaya is in the good category, while the lowest is the variable Doctor and Nurse explaining each action to be taken.

Patient Satisfaction in the Outpatient Installation of Islamic Hospital Surabaya, Service quality is a form of consumer assessment that is perceived (perceived service) with the level of service expected (expected service). Quality is a dynamic condition that affects products, services, people, processes and the environment that meet or exceed expectations. So that the definition of service quality can be interpreted as an effort to fulfill the needs and desires of consumers and the provision of delivery in balancing consumer

expectations.

Table 7. Value of Patient Satisfaction at the Outpatient Installation of the Islamic Hospital Surabaya

No	Value	Frequency	Weight (Value x Frequency)
1	7	7	49
2	8	57	456
3	9	27	243
4	10	22	220
		113	968

Cross Tabulation of Variable Characteristics and Characteristics of Respondents, Service quality must start from customer needs and end with customer satisfaction and positive perceptions of service quality(15). The customer is the party that judges the level of service quality of a company, but because services have variability characteristics, their performance is often inconsistent. This causes customers to use intrinsic and extrinsic cues in evaluating service quality(16). Intrinsic cues are related to search quality and have high predictive value, and extrinsic cues are related to complementary elements of a service such as experience quality and credence quality(17). The following is a cross tabulation of Service Quality with Characteristics of respondents, a statistical test of the correlation between Service Quality and Customer Satisfaction was conducted and the results are as follows:

Table 8. Test of Relationship/Correlation between Service Quality and Customer Satisfaction

No	R	R Square	Sig
1	.779 <sup>a</sup>	.608	.000 <sup>a</sup>

Based on the Table 8 , it is found that the value of the coefficient of determination / R Square is 0.608. shows that Service Quality has an effect on customer satisfaction of 60.8%. While the remaining 39.2% is influenced by other variables outside this regression equation. And shows sig alpha is 0.000 <0.05, Ho is rejected if Significance <0.05 There is a significant relationship between Service Quality and Customer Satisfaction. The higher the service quality in the outpatient clinic, the higher the customer satisfaction in the outpatient clinic.

Reliability namely the ability of service providers to provide the promised service immediately, accurately and satisfactorily with indicators(18). Respondents' assessments related to the variables in this study related to reliability were all rated well by the respondents (1) Doctors and nurses provided services carefully and carefully but carried out deftly, (2) Doctors and nurses used medical devices skillfully, (3) Doctors and nurses carry out nursing actions as far as the patient feels comfortable, and (4) administrative services are not complicated and difficult.

Assurance namely the ability,

friendliness and courtesy in implementing services and ensuring public trust with indicators that are considered good by patients including (1) Doctors and nurses treat patients professionally, (2) Doctors and nurses explain every action taken by the patient. will be carried out (3) Doctors and nurses provide explanations in a friendly and polite manner(19). Tangibles (physical evidence), the quality of service in the form of physical facilities with indicators in tangible services that are considered good by the respondents are several variables as follows (1) Cleanliness and comfort of the Outpatient waiting room (2) Clean and comfortable Outpatient Room Completeness of facilities in the Outpatient room Walk, (3) Doctors and nurses are neatly dressed and wear badges, (4) Doctors and nurses are neat and attractive in providing services.

Empathy which is a friendly attitude in providing services to patients and all are rated well by respondents(20) (1) Doctors and nurses greet patients in a friendly manner, (2) Doctors and nurses are patient in providing services, (3) Doctors and nurses communicate with language that is easily understood by patients, (4) Doctors and nurses listen to patient complaints patiently and friendly, (5) Nurses kindly help patient complaints or requests. Responsiveness (responsiveness), namely officers have the will and are willing to help

customers and provide services quickly and responsively with indicators that are considered good by respondents(21) (1) Doctors and nurses provide services carefully and carefully but are carried out with agility, (2 ) Doctors and nurses use medical devices skillfully, (3) Doctors and nurses perform nursing actions as far as the patient feels comfortable, (4) Administrative services are not complicated and difficult(22).

The word satisfaction comes from the Latin "satis" (meaning good enough, adequate) and "facio" (doing or making). Satisfaction can be interpreted as "efforts to fulfill something" or "to make something adequate". Satisfaction is defined as the level of one's feelings after comparing performance or perceived results with expectations(23). From this definition, it can be concluded that in order to satisfy customers, it is necessary to identify what the wants, needs and expectations of customers are so that the sacrifices that have been issued by customers are comparable to what they get and even more(24). Customer satisfaction depends on the extent to which the perceived performance of the product meets customer expectations(25). If the product's performance is lower than customer expectations, the buyer is dissatisfied. If the performance matches or exceeds expectations, the buyer is satisfied(26).

Internal service quality has a partial influence on patient satisfaction at the outpatient installation of the Surabaya Islamic Hospital, this can be seen from the sig value from the relationship test results of 0.009 which is smaller than the 0.05 significance level. This shows that H0 is rejected and H1 is accepted so that the independent variable internal service quality (X1) has a partially significant effect on customer satisfaction (Y). This shows that the higher the internal service quality provided, the more customer satisfaction will increase. Thus, the hypothesis in this study which reads that Internal Service Quality has a relationship with customer satisfaction.

## **CONCLUSION AND SUGGESTION**

From the research, it was found that there are 5 main dimensions which are then called the SERVQUAL (Service Quality) dimension. The five dimensions are: (1) Responsiveness, (2) Assurance, (3) Tangible, (4) Empathy and (5) Reliable is good and exceeds the standard than expected. The average satisfaction of all respondents is 8.56 / 85.6%, this is close to the standard set by SPM customer satisfaction, which is 90%. There is a relationship between perceived service quality and patient satisfaction, the higher the service quality perceived by the patient, the higher the satisfaction felt by the patient.

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