THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER SATISFACTION (CASE STUDY OF OUTPATIENTS OF A MOSLEM FRIENDLY HOSPITAL IN GRESIK)

Alisyah Azzahra Putri[1], Rachma Rizqina Mardhotillah[2]
[1,2]Universitas Nahdlatul Ulama Surabaya
[1]alisyahazzahra042.mj19@student.unusa.ac.id

Abstrak: Hospitals are one of the health service providers that have an important task to provide the best health service to the community. Hospitals have the tasks of medical care, health recovery, maintenance and improvement of individual health, organizing personal education and research and development of health technology. This study aims to analyze the effect of service quality on customer satisfaction. The research method uses quantitative methods with non-probablility sampling techniques with 170 respondents. The analysis in this study uses IPA (Importance Performance Anlysis) and CSI (Customer Satisfaction Index). IPA research results, there are 2 attributes in quadrant I, 13 attributes in quadrant II, 7 atributes in quadrant III, 3 attributes in quadrant IV. CSI research calculation obtained results of 88.8%

Kata kunci: Service Quality, Customer Satisfaction, Importance Performance Analysis, Customer Satisfaction Index

INTRODUCTION

Hospitals are one of the health service providers that have an important task to provide the best health services to the community. The Law of the Republic of Indonesia No. Article 44 of the Hospital Law of 2009 states that hospitals are health facilities that offer a range of individual health services that provide inpatient, outpatient, and emergency services.

Hospitals have the tasks, namely medical care, restoration of health, maintenance and improvement of individual health, organization of education and training of personnel to improve the ability to provide health services, and research and development of health technology. From this it can be concluded that hospitals function not only for those who want treatment, but also as health prevention and research.

According to Wijaya (2011) service quality is something that is decided by the customer or patient. This means that the value of customer satisfaction is very important for a hospital in order to provide the best service for customers or patients of the hospital. Hospitals need to know that providing a high level of service quality is one way to shape patient satisfaction, hospitals need to conduct in-depth research on the quality of service they provide to patients (Neupane and Devkota 2017).

Satisfied patients are a very valuable asset for the hospital because if patients are satisfied they will continue to use the services of their choice, but if patients are not satisfied they will tell others about their bad experiences (Wahyuni et al. 2013). To create patient satisfaction, hospitals must create a good experience for patients in order to retain their patients (Sharon and Santoso 2017).

Hospital services are formed based on 4 principles of service quality, including speed, accuracy, friendliness and service comfort (Wiyono, 2006). Services that are said to be good by patients are determined by the quality of service provided by nurses

or medical personnel in hospitals that are in accordance with patient needs, using patient perceptions of the services they receive (Novitasari 2022).

Satisfaction is an evaluation or review of the characteristics of the product or service offered and measures the level of satisfactory or unsatisfactory fulfillment (Oliver, 1997). Satisfied customers will form loyal behavior, which is making repeat purchases (repeat orders). Meanwhile, unsatisfied customers will quickly switch to other service providers.

CONCEPTUAL FRAMEWORK
Service Quality

Service quality is defined as a measure of how well the level of service provided is able to match customer expectations (Tjiptono, 2008: 85). Meanwhile, according to Kotler & Keller (2009: 131) quality is the totality of features and characteristics of a product or service that has the ability to satisfy customer needs. Parasuraman et al., (1996) define service quality as a global assessment or attitude regarding the superiority of a service, there are 5 dimensions that can measure service quality which are tangible, reliability, responsiveness, assurance, emphaty.

Health services are the provision of attention to the community related to health workers, so that people feel safe and secure in their health checks (Suhermin and Hermawati 2021). Service quality was good if it matched or exceeded customer expectations and vice versa service quality was said to be poor if it was below customer expectations (Sudarso, 2016: 57).

Customer satisfaction

Satisfaction is an evaluation of the characteristics of a product or service or an assessment of the product or service

offered and measures the level of fulfillment as satisfying or unsatisfying (Oliver 1997). Satisfaction is the level of a person's feelings after comparing the level of performance or results received with his expectations (Umam and Hariastuti 2018).

RESEARCH METHOD

This study uses quantitative approach. The population used in this study is outpatients of RSI Nyai Ageng Pinatih Gresik. Data collection technique using non-probability sampling. Data were obtained through questionnaires distributed to 170 respondents. The data used is primary data and the results of the data are then analyzed and processed through IBM SPSS 20.

RESULTS AND DISCUSSION
Results
1. Validity Test

The validity of the research talks about the extent to which the research results correspond to the actual situation or the extent to which the research results reflect the actual situation. This calculation was carried out with the help of the SPPS (Statistical Package For Social Science) computer program (Bawono, 2006: 68). To determine valid and invalid numbers by looking at the product moment table if t-count> t-table (at the significance level α) = 0.05 then the questionnaire item can be said to be valid.

Table 1. Validity Test

| Statement item		R count	R table	Note
Tangible (X1)	X1.1	0.538	0.149	Valid
	X1.2	0.618	0.149	Valid
	X1.3	0.515	0.149	Valid
	X1.4	0.766	0.149	Valid
	X1.5	0.592	0.149	Valid
	X1.6	0.719	0.149	Valid
Realibity (X2)	X2.1	0.684	0.149	Valid
	X2.2	0.782	0.149	Valid
	X2.3	0.749	0.149	Valid
	X2.4	0.730	0.149	Valid
	X2.5	0.582	0.149	Valid
Responsiveness (X3)	X3.1	0.713	0.149	Valid
	X3.2	0.689	0.149	Valid
	X3.3	0.724	0.149	Valid
	X3.4	0.707	0.149	Valid
Assurance (X4)	X4.1	0.517	0.149	Valid
	X4.2	0.663	0.149	Valid
	X4.3	0.643	0.149	Valid
	X4.4	0.683	0.149	Valid
Emphaty (X5)	X5.1	0.641	0.149	Valid
	X5.2	0.745	0.149	Valid
	X5.3	0.680	0.149	Valid
Customer Satisfaction (Y)	Y1	0.679	0.149	Valid
	Y2	0.614	0.149	Valid
	Y3	0.663	0.149	Valid

2. Reliability test

The reliability test is conducted to see how the scores obtained by a person will be the same if the person is re-examined with the same test and different opportunities (Suryani and Hendrayani, 2015: 134). This can be seen from the consistency of the reliability of the Cronbach alpha statistical test, a variable is said to be reliable if the Cronbach alpha value is greater than 0.6 according to Sutrisno Hadi in Bawono (2006: 64).

Table 2. Reliability Test

Variable	Cronbach's alpha	Note
Tangible (X1)	0.782	Reliable
Realibity (X2)	0.866	Reliable
Responsiveness (X3)	0.863	Reliable
Assurance (X4)	0.741	Reliable
Emphaty (X5)	0.798	Reliable
Customer Satisfaction (Y)	0.815	Reliable

3. Importance Performance Analysis (IPA)

Importance Performance Analysis analysis will produce output in the form of a cartesian diagram showing which services are in quadrant I, quadrant II, quadrant III, and quadrant IV. In this study the services provided by RSI Nyai Ageng Pinatih will be classified using Importance Performance Analysis are all services that have been identified through service quality methods.
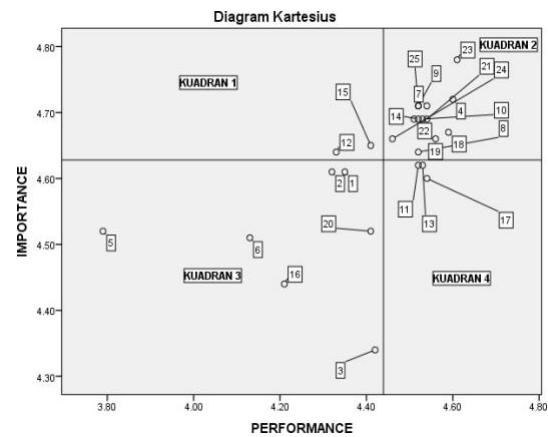
Frame 1. Importance Performance Analysis

After the Calculated using Cartesian diagrams obtained the results of the attributes that must be improved are attributes that are in quadrant I. The attributes that must be improved in quadrant I are

Table 3. Quadrant I

Quadrant	Attribute Number	Attribute
Quadrant I	12	Speed of service to patients
	15	Staff readiness to respond to patient requests

For the atttributes that must be maintained by the company after the calculation using the Cartesian diagram are attributes that are in quadrant B, because attributes that are

in quadrant B are considered customers can fulfill what they want.

Table 4. Quadrant II

Quadrant	Attribute Number	Attribute
Quadrant II	4	Clean and well organized RSI environment Good service to patients
	7	The satisfactory hospital service
	8	Hospital can handle patient problems
	9	Good service to patients
	10	Accurateness in providing examination information to patients
	14	The responsiveness of employees in helping patients
	18	The employee's politeness towards the patient
	19	The ability of employees to answer patient questions
	21	Employees prioritize the patient's concerns
	22	Employee's ability to understand patient's needs
	23	The satisfaction of the patient with the service
	24	Cost spent is in accordance with the services provided
	25	The patient's satisfaction with hospital facilities

Attributes that have a low score because these attributes are less important to customers and the company also has not provided special services or attention, these attributes are considered not having a big impact on the company.

Table 5. Quadrant III

Quadrant	Attribute Number	Attribute
Quadrant III	1	The hospital's medical equipment is well equipped and modern
	2	The hospital facilities are well equipped
	3	The appearance of employees is neat
	5	Larged parking lot
	6	The easiest access to RSI
	16	The patient's trust in the hospital
	20	The attention of employees to patients

The attributes in Quadrant IV are attributes that are not considered important for customers, but the company provides excessive service so that these attributes are considered excessive.

Table 6. Quadrant IV

Quadrant	Attribute Number	Attribute
Quadrant IV	11	Storage of patient documents without errors
	13	Clarity of examination time information
	17	Patient safety during treatment

4. Customer Satisfaction Index (CSI)

Customer Satisfaction Index (CSI) is a method used to find out the level of satisfaction of a service as a whole by looking at the amount of index obtained from the results of the calculation.

Table 7. Customer Satisfaction Index

Variable	MIS	MSS	WF	WS
1	4,61	4,35	3,99	17,35
2	4,61	4,32	3,99	17,21
3	4,34	4,42	3,75	16,59
4	4,72	4,60	4,08	18,75
5	4,52	3,79	3,90	14,79
6	4,51	4,13	3,89	16,08
7	4,74	4,54	4,10	18,61
8	4,64	4,52	4,01	18,10
9	4,71	4,52	4,07	18,37
10	4,69	4,53	4,06	18,37
11	4,62	4,52	4,00	18,05
12	4,64	4,33	4,01	17,34
13	4,62	4,53	4,00	18,10
14	4,69	4,52	4,06	18,33
15	4,65	4,41	4,02	17,72
16	4,44	4,21	3,83	16,14
17	4,60	4,54	3,98	18,05
18	4,67	4,59	4,04	18,53
19	4,66	4,56	4,03	18,38
20	4,52	4,41	3,90	17,22
21	4,69	4,54	4,06	18,42
22	4,69	4,51	4,06	18,28
23	4,78	4,61	4,13	19,04
24	4,66	4,46	4,03	17,95
25	4,71	4,52	4,07	18,37
WT = Weight Total				444.14

$$CSI = \frac{444,14}{5} \, x \, 100\% = \textbf{88,8\%}$$

The result obtained is an absolute index value of 88.8%. The interpretation of the index of 88.8% of RSI Nyai Ageng Pinatih patient satisfaction is included in the **"Very Satisfied"** category, which means that the level of patient satisfaction of RSI Nyai Ageng Pinatih is Very Satisfied.

CLOSING
Conclusion
Based on the results obtained, it can be concluded that :

1. The satisfaction value of outpatients of RSI Nyai Ageng Pinatih as a whole received a value of 88.8%. Although this rate is classified as very satisfied, RSI Nyai Ageng Pinatih still has to maintain the services provided to patients well, so that the satisfaction rate can be maintained or even increased even higher.

2. There are 2 service attributes that need to be prioritized to improve their performance because they are the patients' expectations, namely, the speed of service and the readiness of employees to respond to patient requests. Meanwhile, service attributes and facilities that are considered by the performance of patients to be in accordance with patient expectations include: cleanliness and tidiness of the RSI environment, satisfactory hospital services, handling problems from patients, accuracy of examination information, alertness of employees in helping patients, politeness of employees towards patients, the ability of employees to answer patient questions, the hospital is concerned with the interests of patients, the ability of employees to understand patient needs, patient satisfaction with the services provided, the costs that are in accordance with the services received by patients, and patient satisfaction with the facilities at RSI Nyai Ageng Pinatih.

Suggestion
Suggestions for further research are to expand the range of research respondents. Because this service quality research is still the first time conducted at RSI Nyai Ageng Pinatih and only uses respondents from outpatients only, then in future studies should add respondents from inpatients. By expanding the range of respondents, it is hoped that the assessment of patient satisfaction of RSI Nyai Ageng Pinatih can be evaluated comprehensively.

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