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Analysis of The Effect of Service Quality and Health Facilities Patient Satisfaction At Bethesda Hospital Gunungsitoli City

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Abstract: Patient satisfaction will be reflected in how far their level of trust in medical procedures and how clear the information provided by the medical team is. The better standardization of service quality fulfillment and facilities at the hospital, the patient satisfaction will increase. Therefore, this study aims to determine the effect of service quality and facilities on patient satisfaction at Bethesda Hospital, Gunungsitoli City. This research method applies a quantitative approach with associative analysis through multiple linear regression analysis testing techniques by utilizing the SPSS 23 analysis tool. The sample used in this study were Bethesda Hospital patients using the Slovin method. The results of the study prove that the variables of service quality and facilities have a positive and significant effect on patient satisfaction at Bethesda Gunungsitoli Hospital. The results obtained show that improving the quality of services and facilities simultaneously has an influence on patient satisfaction of RSUD Bethesda Gunungsitoli city.

Keywords: Quality of Service, Facilities, Satisfaction.

INTRODUCTION

Patient satisfaction has emerged as a central topic in healthcare research. Patient satisfaction is often defined as an individual's feeling of satisfaction or dissatisfaction after comparing his or her impression or perception of the performance or outcome of something with his or her expectations. Patient satisfaction is an important metric for evaluating the quality of medical care in a healthcare context. More precisely, there is a strong correlation between the quality of healthcare received and the phenomenon of patient happiness. Patient satisfaction can be used as a measure of the hospital's success in the quality of hospital health facility services. According to (Nur'aeni et al., 2020) patient satisfaction will be realized if what is obtained is higher than what is expected. One of the factors determining the success of a hospital is the quality of service (Wartiningsih & Setyawan, 2023). Service quality is the level of satisfaction felt by customers or consumers with the services provided by an organization or company. According to (Duta Bangsa University Health Sciences Surakarta et al., 2023) in health services, patients are the ones who can feel and assess the quality of

these services. Apart from service quality, health facilities or facilities and infrastructure are one of the most important factors to be able to support the realization of organizational goals, especially hospitals as services for patients (Radito, 2014). Because facilities are one of the things related to human resources that have a direct impact on organizations, especially hospitals, in the field of health facility services which are increasingly complex (Arifin et al., 2019). In the book Health Service Quality Management written by (Sudirman, Riski, 2023), one of the efforts to improve the quality of health services is to carry out standardization activities for facilities or facilities and infrastructure. If the hospital improves the standardization of health care facilities, patient satisfaction will also increase.

Hospitals are a means of achieving health status for the community (Denisa, 2024) Bethesda Hospital, Gunungsitoli City, is a private hospital that has been established since 2009 or approximately 14 years and its existence as a private hospital should be able to continue to compete in terms of improving the quality and quality of services from other private hospitals. (Baan, 2020) Hospitals are professional health care institutions that provide health care by trained doctors and nurses to patients with short-term or long-term medical needs. There are still problems found as in previous research by (Pasaribu et al., 2021) performance achievements each year still do not meet the targets or targets set by the Bethesda General Hospital Gunungsitoli City. In that case, the nurses who serve are not optimal in carrying out their duties. The reason is, from several facts in the field, it shows that there is patient dissatisfaction in the services of Bethesda General Hospital, namely complaints and complaints conveyed by patients or visitors from the hospital. This is in line with (Mandagi et al., 2015) The managers and organizers of hospital services must pay serious attention to various public complaints regarding the quality of service in the hospital. Patient complaints are characterized by the lack of responsiveness of a nurse in handling quickly so that the patient has to wait a long time to be treated immediately. Performance achievement can be said to be successful if the indicators of the quality of health services for visitors / patients of the hospital reach the target in each year in the program set by the Bethesda Hospital (Pasaribu et al., 2021) There is a lack of dexterity of nurses when using tools in handling patients, a schedule when a doctor visits a patient, and because the doctor is late, the patient has to wait hours for a visit, there is a room / room too narrow for 2 patients. So that there are some beds that are idle or not used in the hospital. It can be seen from the information regarding the number of patients who perform outpatient and inpatient care at Bethesda Gunungsitoli Hospital in the 2021-2023 period through the following available data:

Table. 1 Patient Visit Data 2021-2023

Tahun	Jumlah Pasien Rawat Jalan L+P	Jumlah Pasien Rawat Inap L+P
2021	11.400	4.169
2022	20.311	6.047
2023	19.152	6.596

Source: Hospital Bethesda Gunungsitoli, 2024

Based on patient visit data at Bethesda General Hospital, Gunungsitoli city, which was taken in the last three years from 2021 to 2023, it can be seen that outpatients in 2021 reached 11,400 patients and inpatients reached 4,169 patients. Then in 2022 there was an increase in outpatients reaching 20,311 and inpatients totaling 6,047. However, in 2023 there was a decrease of about 5.71% in outpatient care to 19,152 and inpatient care reached 6,596, the percentage only increased by about 9.08%.

From the above analysis it seems that there is a tendency for the number of patients who choose to get outpatient treatment at Bethesda Gunungsitoli Hospital to be more dominant than patients who need hospitalization. This can be seen from some incomplete

health facilities such as: Haemodialysis equipment (for dialysis patients), CT SCAN equipment, laparoscopy, orthopedic specialist neurosurgery specialist. Other facilities are; Cleanliness in the room is lacking, sometimes the bathroom is not cleaned, the parking lot is so crowded for hospital visitors (RSU Bethesda Gusit, 2024). Furthermore (Pasaribu et al., 2021) conveyed the increasing number of patients returning home at their own request. This can cause a trigger for decreased patient satisfaction due to low nurse performance and inadequate facilities and infrastructure which even affects the quality of RSU Bethesda Gunungsitoli. Improving the quality of health services has become a top priority for health systems and organizations around the world. This is important so that hospitals can continue to exist and develop in a fast-paced and competitive environment (Mutmainnah et al., 2021). This is done to overcome the problem of inadequate health services, manage costs, and meet patients' increasingly high expectations for the quality of health services. (Akdere et al., 2020) Therefore, it is important to evaluate the services provided by hospitals in today's growing and increasingly competitive health service industry.

In connection with the empirical data above, it is a consideration for researchers to find out whether there is a significant influence on the quality of service and facilities on patient satisfaction at Bethesda Hospital, Gunungsitoli City and Bethesda Hospital is not only stuck on the quality or existing resources and inadequate facilities and infrastructure (facilities) but is able to compete with other private hospitals that provide good facility benefits, researchers hope that more visitors or patients will believe and choose to seek treatment and be treated at Bethesda Hospital, Gunungsitoli City. As technology develops. Therefore, Bethesda Hospital of Gunungsitoli City needs to improve its operational system through technology or sophisticated medical devices in order to achieve conduciveness and effectiveness in health services at the hospital. The purpose of this study is to improve the quality of services and facilities oriented towards providing patient satisfaction in order to be able to compete healthily with others. Thus it is hoped that Bethesda Hospital can still maintain the quality of health services and be able to serve the needs with facilities that can satisfy every patient.

METHOD

This study used a quantitative research approach. According to Rahmani (2016), quantitative research is a technique to test theories by testing relationships between variables that are usually measured with instruments from research and then converted into numerical data so that they can be analyzed using established statistical procedures. By using an associative analysis approach (functional relationships). This study will be conducted from December 2023 to February 2024 and includes patients at Bethesda Hospital, Gunungsitoli City, Nias Islands. The study population is based on Bethesda Hospital data in 2023 enrolled in outpatient and inpatient care. However, the sample of this study was limited to 100 Bethesda Hospital patients using the Slovin method. Data sources used in this study are primary and secondary data. Primary data obtained through surveys given to patients This survey includes questions (questionnaires) related to patient experience, including quality of service, waiting time, and communication with medical personnel and health facilities received by patients. While secondary data is obtained from Literature Review (previous research), internet site data and other accurate sources. By ensuring that the data obtained is accurate, it is necessary to analyze the data by utilizing the SPSS 23 analysis tool, using classical assumption testing techniques and multiple linear regression tests with the following equation formula:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon \dots\dots\dots$$

Information:

- Y = Patient Satisfaction
- α = Constant

- β_1 = Service Regression Coefficient
- β_2 = Facility Regression Coefficient
- X1 = Quality of Health Services
- X2 = Facilities
- ε = Error

RESULTS AND DISCUSSION

Multiple Linear Regression Test

Table. 2 Multiple Linear Regression Test Results

Coefficientsa							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.325	1.653		.197	.844		
Mutu Pelayanan	.335	.032	.630	10.641	.000	1.000	1.000
Fasilitas	.301	.035	.512	8.646	.000	1.000	1.000

Source: Research Data, 2024

Incorporated equations of multiple linear regression namely :

$$Y = 0.325 + 0.335X_1 + 0.301X_2$$

1. Based on the results of the table that has been obtained, it can be interpreted that if the constant has a value of 0.325, then X1 (quality of service) and X2 (Facilities) worth 0, then the value of the variable Y (patient satisfaction) remains at a value of 0,325.
2. Based on the results of the table that has been obtained above that the variable X1 (quality of service) obtained a positive regression coefficient value of $b = 0,335$. which means that if there is an increase in the value of variable X1 (quality of service) worth 1 point, there will also be an increase in variable Y (patient satisfaction) of 0,335.
3. Based on the results of the table that has been obtained, it can be interpreted that the variability of X2 (quality of service) has a positive regression coefficient value of $b = 0,301$. Which means that if there is an increase in the value of the variable X2 (Facility) worth 1 point, there will also be an increase in the variable Y by 0,301

T Test (Partial)

Table. 3 Partial Test Results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.325	1.653		.197	.844
	Mutu Pelayanan	.335	.032	.630	10.641	.000
	Fasilitas	.301	.035	.512	8.646	.000

Source: Research Data, 2024

1. Based on the results of the table analysis test above, it was obtained that the value of t count (10,641) > t table (1,660) and sig (0,000) < 0.05, it was concluded that the Quality of Service had a positive and significant effect on patient satisfaction at Bethesda Gunungsitoli Hospital. In that case then, Hypothesis (1) is accepted and Hypothesis (0) is rejected.
2. Based on the results of the table test obtained, namely the calculated t value (8,646) > t table (1,660) and sig (0,000) < 0.05, it can be concluded that the Facility variable (X2)

has a positive and significant effect on patient satisfaction at Bethesda Gunungsitoli Hospital. In that case, then, Hypothesis 2 is accepted and Hypothesis 0 is rejected.

F Test (Simultaneous)

Table. 4 F Test Results

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	921.519	2	460.759	94.332	.000b
	Residual	473.791	97	4.884		
	Total	1395.310	99			

Source: Research Data, 2024

The table reveals that f count (94,332) > f table (3.939) and sig (0.000) < 0.05. Based on these findings, it was determined that the variables of Service Quality (X1) and Facilities (X2) had a positive and substantial impact on patient satisfaction (Y). The H0 hypothesis is thus rejected, while the H3 hypothesis is accepted.

Coefficient of Determination Test

Table. 5 Coefficient of Determination Test Results

Model Summary						
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	
1	.813a	.660	.653		2.210	

Source: Research Data, 2024

Based on the results of the analysis above, the percentage of variable diversity in the number of patient satisfaction (Y) that can be explained by independent variables, namely Service Quality (X1) and Facilities (X2) is 66%, while the remaining 34% is explained by other variables outside the regression model.

Discussion

The Effect of Service Quality (X1) on Patient Satisfaction (Y)

Based on the results obtained, the Service Quality variable has a relatively positive and significant effect on patient satisfaction. From this statement, it shows that the better the quality of service at Bethesda General Hospital in Gunungsitoli City, the higher the level of patient satisfaction with the services provided by the hospital. This shows the importance of attention to service quality in increasing patient satisfaction at the hospital. But in that, of course, each patient has a different level of perception and expectation of the quality of service. This is also supported by research conducted by (Angelita et al., 2021) which states that service quality has a positive and significant effect on patient satisfaction. Therefore, the most essential thing for hospitals, especially Bethesda Gunungsitoli Hospital, is to continue to strive for improvement and monitor the services to be provided in order to be able to achieve the expectations or satisfaction of patients, so that the hospital's reputation will also increase.

Effect of Facility (X2) on Patient Satisfaction (Y)

Based on the results obtained, the Facility variable has a positive and significant effect on patient satisfaction at Bethesda Hospital in Gunungsitoli. From this statement, it shows that the more complete the facilities provided to patients, the greater satisfaction felt and received by patients with their experience. Conversely, if patients do not get facilities that meet their expectations, this can lead to disappointment in the facilities provided. This is in

line with the findings (Surasdiman et al., 2019) that the relationship between facilities and patient satisfaction has a positive and significant influence. And then supported again by another study by (Hasan & Amrianti, 2022) which said that the availability of facilities has a positive influence on patient satisfaction. This means that the availability of adequate facilities or facilities and infrastructure has an important role as well as reflecting the hospital's commitment to service quality and patient safety. Thus investment in supportive facilities not only provides practical benefits in improving patient satisfaction and quality of care provided.

The Effect of Service Quality (X1) and Facilities (X2) on Patient Satisfaction (Y)

Based on the results obtained, patient satisfaction at Bethesda Gunungsitoli Hospital is positively influenced by the quality of services and facilities on patient satisfaction. So this shows that, despite the fact that the relationship between service quality and patient satisfaction is based on independent variables, it has a simultaneous influence in terms of facilities and service quality on Bethesda Hospital patient satisfaction. This shows that not only good service is prioritized, but also adequate facilities can increase overall patient satisfaction at Bethesda Gunungsitoli Hospital. In other words, the quality of good services and facilities at the hospital plays an important role in increasing patient satisfaction at the same time. And this is supported by research (Yuliantoharinugroho et al., 2023) which states that the influence of service quality and facilities is simultaneous or influential simultaneously. The percentage results from the analysis obtained showed that the variables X1 (Quality of Service) and X2 (Facilities) contributed 66% to patient satisfaction at Bethesda Hospital in Gunungsitoli. While the remaining percentage of 34% is influenced by variables or other factors.

CONCLUSION

Based on the results of the study, the conclusion that can be drawn is that the quality of services and facilities has a (partial) influence which means that it has a positive and significant influence on patient satisfaction at Bethesda Hospital in Gunungsitoli City. This influence does not only occur individually, but also together (simultaneously), which means that the quality of service and facilities interact and support each other in creating patient satisfaction. This shows that the improvement of the quality of services and facilities has a significant influence on patient satisfaction of Bethesda Hospital in Gunungsitoli. Service quality is very important, especially in hospitals because it can increase patient satisfaction, hospital reputation, patient loyalty and operational efficiency. In addition, the availability of adequate facilities is the key to meeting the needs of patients. So that the two variables have an inseparable relationship.

Therefore, the better standardization of the fulfillment of the quality of services and facilities at Bethesda General Hospital in Gunungsitoli City such as increasing the speed of service, increasing the availability of adequate facilities and conducting regular measurements and evaluations of the quality of services and facilities in order to help Bethesda Hospital to continue to improve quality through feedback from patients, the higher level of satisfaction felt by patients with services and facilities provided by Bethesda General Hospital and can improve the image or reputation of Bethesda General Hospital Gunungsitoli City patient satisfaction on an ongoing basis.

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