

DETERMINANTS OF PATIENT SATISFACTION IN OUTPATIENT SERVICES AT PKU MUHAMMADIYAH DELANGGU GENERAL HOSPITAL

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Abstract

Satisfaction is a comprehensive part of health service quality assurance activities, where patient satisfaction is one of the important dimensions of health service quality, so patient satisfaction is one of the goals of improving the quality of health services. The aim of this study is to find out what factors determine patient satisfaction in outpatient services at the PKU Muhammadiyah Delanggu General Hospital. The method of this research is descriptive analytic, using a cross sectional approach where the determinants of patient satisfaction are independent variables, while outpatient services are dependent variables. The sample used as many as 100 respondents of outpatients, taking samples using accidental sampling technique. Processing is done by Chi-Square test. Data presentation is done in univariate and bivariate. Based on univariate analysis, it can be seen that the service at the registration site is 80% good and 20% is not good, 66% good doctor services and 34% are not good, 65% pharmacy services are good and 35% are not good, hospital facilities 68% good and 32% not good, overall patients who were satisfied with outpatient care were 71% and not satisfied as much as 29%. While the results of the bivariate analysis showed that there was a relationship between service at the registration site and patient satisfaction (p value = 0.001), there was a relationship between physician care and patient satisfaction (p value = 0.001), there was a relationship between pharmacy service and patient satisfaction (p value = 0.001), and there is a relationship between facilities in the hospital and patient satisfaction. The factors that determine patient satisfaction in outpatient services at PKU Muhammadiyah Delanggu General Hospital are services at the registration site, services provided by doctors, services at pharmacies, and facilities provided at the hospital.

Keywords: patient satisfaction, outpatient, health service quality

1. INTRODUCTION

Health services are all efforts that are held individually or jointly in an organization to maintain and improve health, prevent and cure diseases and restore the health of individuals, families, groups or communities [1]. The problem that is commonly faced by hospitals is that hospitals have not been able to provide something that service users really expect. The main factor is because the services provided are of low quality so they have not been able to produce the services expected by patients. A hospital is an organization that sells services, so quality service is a demand that must be met. If the patient does not find satisfaction from the quality of service provided, the patient tends to make a decision not to re-visit the hospital. As a service provider that provides a variety of services for consumers, customer satisfaction is the main goal that must be met by the company. Consumer satisfaction is the level of one's feelings after comparing the performance / results that they feel with their expectations [2]. So, to improve patient satisfaction, the Hospital, the role of doctors and nurses both medical and non-medical greatly determine the patient's perception of the services provided. Community service can be said to be good if the community can easily get services and procedures that are not long, cheap, fast and almost no complaints are given to them. The problem that is commonly faced by hospitals is that hospitals

have not been able to provide something that service users really expect. Based on the preliminary survey, the number of visits in 2016 was 14,558 people, in 2017 there were 16,176 people, and in 2018 17,417.6 people. Increasing the number of patients allows errors in providing services, health workers show less concern because the officers are too busy which causes the attitude of officers who are less friendly.

2. METHODS

The method of this research is descriptive analytic, using a cross sectional approach where the determinants of patient satisfaction are independent variables, while outpatient services are dependent variables. The sample used as many as 100 respondents of outpatients, taking samples using accidental sampling technique. Processing is done by Chi-Square test. Data presentation is done in univariate and bivariate.

3. RESULTS AND DISCUSSION

3.1 Univariate Analysis

The service that is first received by the patient every time he will seek treatment at the hospital is the service at the patient's reception, the medical record or the registration unit, it is no exaggeration that in this procedure the patient receives a good or not impression, when hospital. The procedure for serving patients can be assessed well, carried out by officers with a friendly, polite, orderly and responsible attitude [3]. Based on the results of univariate analysis, it can be seen the percentage of services in the registration place as the Table 1.

Table 1. Frequency Distribution of Services at the Registration Place

No	Registration Service	n	%
1	Good	80	80
2	Not Good	20	20
	Total	100	100

Based on the table above it can be seen that 80% of respondents said that the service at the registration site was good, whereas for doctor services can be seen in the Table 2.

Table 2. Frequency Distribution of Doctor Services

No	Doctor Services	n	%
1	Good	66	66
2	Not Good	34	34
	Total	100	100

Based on the results of the above research it is known that 66% of patients said that the service of doctors at PKU Muhammadiyah Delanggu hospital was good. This is because doctors have provided maximum and comprehensive examination services. Service is carried out with full empathy and ends with counseling or giving information by doctors to the illness so that patients are satisfied and understand about the prevention and independence of patients in treating themselves.

Pharmacies are one of the supporting medical services for patients. The patient will feel satisfied if the service at the pharmacy is done well, such as patients not waiting too long, there are seating facilities, regularity in taking drugs, and also the drugs needed by patients are available. The results of univariate analysis of services at the PKU Muhammadiyah Delanggau hospital pharmacy as the Table 3.

Table 3. Frequency Distribution of Services at Pharmacies

No	Services at Pharmacies	n	%
1	Good	65	65
2	Not Good	35	35
	Total	100	100

Complete hospital facilities such as available seating, the presence of landfills, not dirty, clean, not noisy, etc. can cause a sense of comfort and comfort for patients. A good hospital environment will lead to satisfaction and comfort for patients who come for treatment. The condition of facilities at PKU Muhammadiyah Delanggu hospital can be seen in the Table 4.

Table 4. Frequency Distribution of Hospital Facilities

No	Hospital Facilities	n	%
1	Good	68	68
2	Not Good	32	32
	Total	100	100

Based on the table above, it can be seen that 68% of patients said the facilities provided by the hospital were good. While for patient satisfaction with the overall services provided by PKU Muhammadiyah Delanggu hospitals, 71% of patients felt satisfied. As the Table 5.

Table 5. Distribution of Patient Satisfaction with Outpatient Services at the PKU Muhammadiyah Delanggu Hospital

No	Patient Satisfaction	n	%
1	Satisfaction	71	71
2	Unsatisfaction	29	29
	Total	100	100

3.2 Bivariate Analysis

While the results of bivariate analysis showed that there was a relationship between services in the registration place and patient satisfaction (p value = $0.001 < 0.05$). Patients are satisfied with the registration service because the registration service is opened before the patient comes for treatment, in order to give a sense of satisfaction to the patient, the officer is always ready to serve patients who come to check their health. This research is in line with the research conducted by Libriyanti (2017) that there is a relationship between outpatient registration services and the satisfaction of patients treated at Pelalawan Bandar Petalangan Health Center in 2014 [4].

Patient satisfaction with hospital and puskesmas services is very dependent on the doctor's services concerning the personality traits of the doctor such as responsibility, ease of contact, and providing trust and how to care for the patient as carefully and thoroughly [5]. Based on the results of the bivariate test, there is a relationship between physician services and patient satisfaction (p value = $0.001 < 0.05$). According to Jhon Ross in Aditama (2002), the patient's complaints to doctors are not given enough time by the doctor, the arrogance of the doctor, not given complete information about the disease, the cost is too high, not given complete information about the cost, the waiting time is too long, and the cooperation between personal doctors and consul specialists [6].

Medical support facilities such as pharmacies are one of the main factors determining patient satisfaction. The pharmacy facilities felt by patients can be seen from the availability and completeness such as: seating facilities, friendliness of staff, length of time waiting for medication and the availability and service of medicines needed by patients [7]. At PKU Muhammadiyah

Delanggu hospital There is a relationship between pharmacy service and patient satisfaction (p value = 0.001 < 0.05), this is in accordance with Libriyanti (2017) research that there is a relationship between services in pharmacies and satisfaction of patients who go to Bandar Petalangan Health Center Pelalawan in 2014 [4].

Based on Kepmenpan No.25/2004 states that environmental comfort is assessed from the level of neatness of the arrangement, facilities and infrastructure, the level of cleanliness of the room, and the comfort of the waiting room. If this is realized, the comfort and satisfaction of patients on treatment will manifest itself [8]. Based on the results of the analysis, there is a relationship between hospital facilities and patient satisfaction (p value = 0.001 < 0.05). Suma'mur (2008) says there are many factors that influence a person to be in a place or where they are. A clean environment or a clean workplace will make someone in that location feel happy [9]. In line with the statement submitted by Soediaoetama (2000), that the influence of a clean and healthy environment will provide benefits to humans who are in that place [10].

4. CONCLUSION

The factors that determine patient satisfaction in outpatient services at PKU Muhammadiyah Delanggu General Hospital are services at the registration site, services provided by doctors, services at pharmacies, and facilities provided at the hospital.

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