

Hospital Quality Service and Patient Satisfaction : How The Role of Service Excellent and Service Quality ?

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Abstract

The purpose of this study was to analyze Relationship between Service Excellent and Quality Service , Relationship between Service Excellent and Patient Satisfaction, Relationship between Service Quality and Quality Service , Relationship between Service Quality and Patient Satisfaction. The data is obtained through questionnaires distributed online through social media, the respondents of this study were 400 employees of the hospitals in Banten who were selected through simple random sampling method. Analysis of data processing using Structural Equation Modeling (SEM) with SmartPLS 4.0 software tools. The stages of PLS analysis using smartpls 3 include 3 stages, namely: The outer model testing phase to test the validity & reliability of indicators and constructs, the Goodness of fit model testing phase to test the model's predictive power and model feasibility, The inner model testing phase to test the significance the effect of exogenous variables on endogenous variables. From the research results obtained, it can be concluded Service Excellent have positive and significant effect on Quality Service , Service Excellent have positive and significant effect on Patient Satisfaction, Service Quality have positive and significant effect on Quality Service, Service Quality have positive and significant effect on Patient Satisfaction.

Keywords: Hospital ;Quality Service ; Patient Satisfaction ; Service Excellent ; Service Quality

Introduction

Hospital is a health effort facility that organizes health service activities and can be used for education of health workers and research. The main task of the hospital is to provide health services in the form of healing patients and recovering patients which are carried out in an integrated manner with promotion and prevention efforts. According to Zaid et al. (2020) Hospitals, one of the institutions for nursing services, are currently innovating to increase the degree of patient satisfaction with various efforts made by hospitals, various methods have been applied in hospitals, methods applied by hospitals to increase patient satisfaction include applying several methods, namely service excellent method and service quality. According to Al-Mhasnah et al. (2018) The ten dimensions of service quality that have been put forward by marketing experts are summarized into five main dimensions, including: Reliability, namely the ability to provide the promised service promptly, accurately, and satisfactorily. Direct evidence includes physical facilities, equipment, personnel and means of communication.

According to Al-Mhasnah et al. (2018);Almomani et al. (2020); Zaid et al. (2020) Responsiveness is the will of the staff to help customers and provide responsive service. Assurance includes courtesy, ability

and knowledge of employees as well as their ability to generate trust and confidence, free from danger, risk and doubt. service excellent, namely service. According to Lim et al. (2018); Lestariningsih et al. (2018);Pritama et al. (2020); Setyawan et al. (2019) Quality service is also referred to as consumer or customer expectations, which are defined as efforts made by a company in the eyes of consumers or customers, while consumer or customer perceptions are perceptions of the actual performance received by consumers or customers, so that a consumer or customer is declared satisfied if the perception of the actual performance of consumers is the same as their expectations. The service quality method looks at service quality through five dimensions, namely direct evidence of the reliability of responsiveness According to Al-Mhasnah et al. (2018); Primary et al. (2020); Setyawan et al. (2019); Zaid et al. (2020) Service quality cannot be separated from customer satisfaction, namely the willingness and ability to provide excellent service. When someone is in a hospital, what comes to mind is fear and boredom about the atmosphere in the hospital. Hospitals are often found providing unsatisfactory services to customers, especially medical personnel who provide unsatisfactory services and ultimately have an impact on customers not wanting to seek treatment. again in the hospital Patient needs determine patient satisfaction in the hospital, therefore a hospital must be able to provide excellent quality services to meet the needs needed by patients so that they can improve a high degree of health and understand the wishes and expectations of patients as recipients of services. . Services that are said to be good by patients are determined by the quality of services provided by nurses or medical personnel in hospitals that meet patient needs, using the patient's perception of the service received (satisfactory or disappointing, to the length of service time). The purpose of this study was to analyze Relationship between Service Excellent and Quality Service , Relationship between Service Excellent and Patient Satisfaction, Relationship between Service Quality and Quality Service , Relationship between Service Quality and Patient Satisfaction

Method

This research analysis method uses quantitative methods through online surveys with social media. Data were obtained through questionnaires distributed online through social media, the respondents of this study were 400 hospital employees in Banten who were selected through simple random sampling method. Data analysis used Structural Equation Modeling (SEM) with SmartPLS 4.0 software. The stages of PLS analysis using smartpls include 3 stages, namely: The outer model testing phase to test the validity & reliability of indicators and constructs, the Goodness of fit model testing phase to test the model's predictive power and model feasibility, the inner model testing phase to test the significance of the effect of exogenous variables on endogenous variable

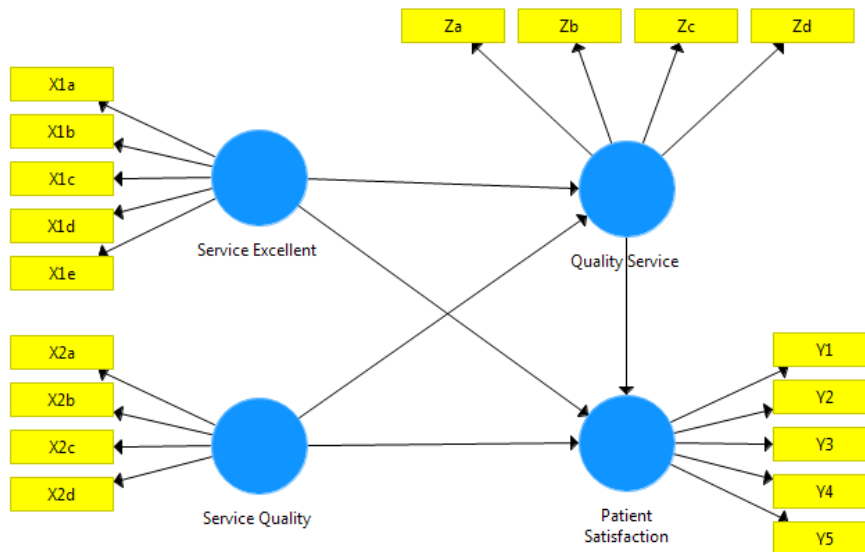


Fig 1. Research Model

The hypothesis of this research is

- H1: Service Excellent have positive and significant effect on Quality Service
- H2: Service Excellent have positive and significant effect on Patient Satisfaction
- H3: Service Quality have positive and significant effect on Quality Service
- H4: Service Quality have positive and significant effect on Patient Satisfaction

Result and Discussion

Convergent Validity

Individual reflective measure is said to be high if it has a correlation of more than 0.70 with the construct to be measured. However, for research in the early stages of developing a measurement scale, a loading value of 0.50 to 0.60 is considered sufficient.

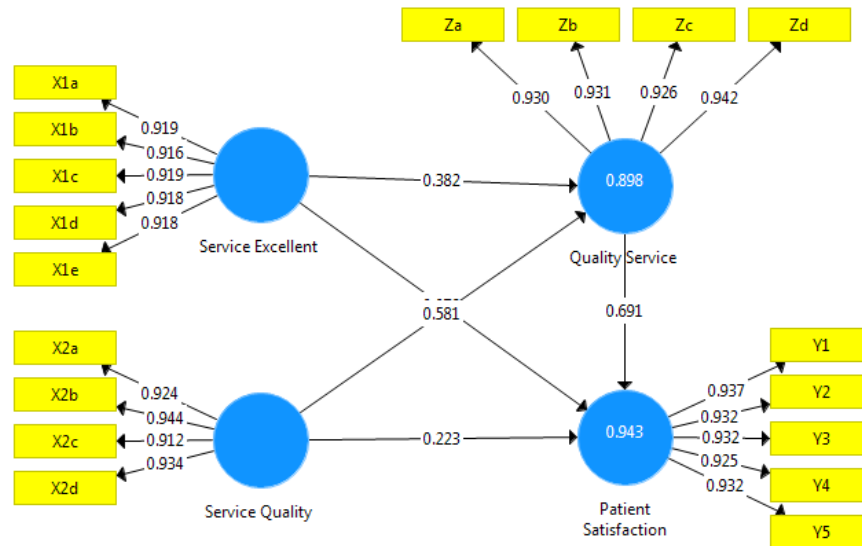


Fig 2. Validity Testing

Based on the measurement model above, all indicators are analysis on research variables with a loading factor greater than 0.50 so that it is declared significant or meets the requirements of convergent validity. Average Variance Extracted (AVE) and Latent Correlation Another method to assess discriminatory validity is to compare the value of the square root of average variance extracted (AVE) of each construct with the correlation between constructs and other constructs in the model. If the value of the square root of the AVE for each construct is greater than the correlation value between constructs and other constructs in the model, then it is said to have a good discriminant validity value (Forwell and Lacker, in Ghazali, 2011). The results of the AVE test can be seen in Table 1 below

Table 1. Reliability Testing Result

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Service Excellent	0.908	0.976	0.917	0.943
Quality Service	0.811	0.812	0.917	0.843
Patient Satisfaction	0.923	0.914	0.956	0.923
Service Quality	0.912	0.817	0.987	0.709

The AVE value in the table above for all variables is > 0.50 so it can be said that each indicator that has been measured has been able to reflect their respective variables validly. The next check of convergent validity is construct reliability with Testing Research Hypotheses

To determine the stability of the proposed model in a population, the value of the relationship between one variable and other variables or the value of the path coefficient (ρ) is determined by looking at the value of O (original sample) and the statistical T value as a statement of the value of the significance level of the relationship. between one variable and another (the significance level is taken at the 5% error level or is at T above 1.96).

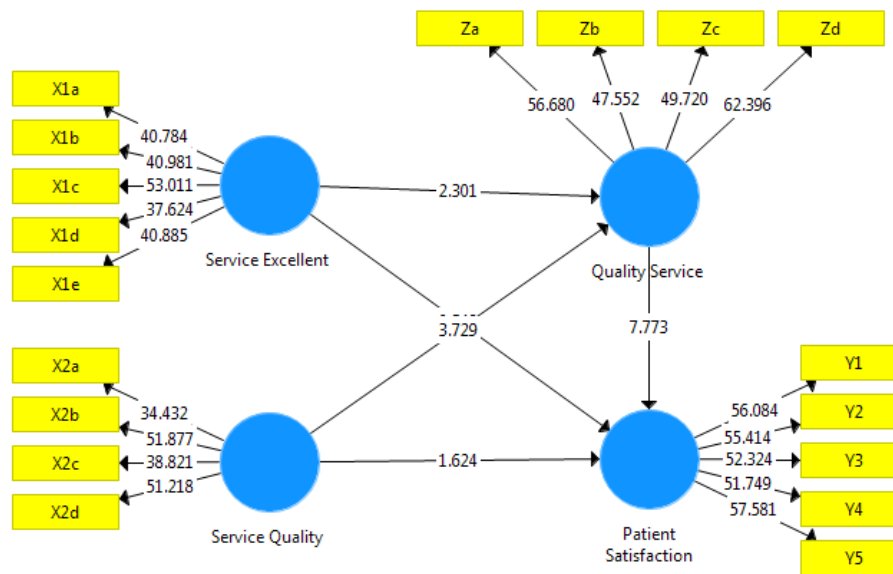


Fig 3. Hypotheses Testing

Table 2. Hypotesis Testing

Correlation	T Statistics	P Values	Note
Service Excellent -> Quality Service	2.301	0.001	Significant
Service Excellent -> Patient Satisfaction	2.711	0.001	Significant
Service Quality -> Quality Service	3.729	0.000	Significant
Service Quality -> Patient Satisfaction	2.624	0.000	Significant
Service service -> Patient Satisfaction	7.773	0.000	Significant

Service Excellent have positive and significant effect on Quality Service

According to the results of data analysis, the p value of $0.001 < 0.050$ was obtained so that it was concluded that Service Excellent had a positive and significant effect on service quality.

Service Excellent have positive and significant effect on Patient Satisfaction

According to the results of data analysis, the p value of $0.001 < 0.050$ is obtained, so it can be concluded that Service Excellent has a positive and significant effect on Patient Satisfaction.

Service Quality has positive and significant effect on Quality Service

According to the results of data analysis, the p value of $0.000 < 0.050$ is obtained, so it can be concluded that Service Excellent has a positive and significant effect on service quality.

Service Quality has positive and significant effect on Patient Satisfaction

According to the results of data analysis, the results of the p value of $0.000 < 0.050$ so that it is concluded Service Quality has positive and significant effect on Patient Satisfaction

Service quality is defined as the customer's perception of how the service meets or exceeds expectations. According to Setyawan et al. (2019); Zaid et al. (2020) The higher the level of competition, will cause customers to face more alternative choices of products, varying prices and quality, so that customers will always look for the value that is considered the highest from several products. Low quality will lead to dissatisfaction with it. According to Al-Mhasnah et al. (2018); Almomani et al. (2020) it is important to make efforts to improve the service quality system for business continuity, where with good service quality the value delivered to customers becomes more positive, and will provide satisfaction to consumers. Service quality has five dimensions that represent service quality consisting of tangible, empathy, reliability, responsiveness and assurance.

Patient satisfaction is the level of one's feelings after cultivating performance or perceived results with expectations. A person's satisfaction is a function of the difference between perceived performance and expectations. Consumer satisfaction is a product or service if the goods or services purchased match what is expected then the consumer will feel satisfied, if the benefits obtained exceed expectations then the consumer will feel satisfied, but if the perceived benefits are lower than expectations it can lead to consumer dissatisfaction. . According to Setyawan et al. (2019); Zaid et al. (2020) the existence of hospitals cannot be separated from the existence of modern society. Hospitals have an important role and are an integral part of health organizations and social organizations. The existence of the hospital serves to provide comprehensive and preventive health services for outpatients and inpatients through medical care and treatment activities. Hospitals must know how the quality of their services can be accepted by their consumers, both inpatients and outpatients. Service quality is closely related to customers. The better the quality of service provided will encourage customers to establish cooperative relationships in the long term and can even attract other consumers to seek treatment at the hospital. At this time a health agency competes very tightly so that the emergence of private hospitals and even government-owned hospitals and health clinics is increasingly tightening competition in providing health services. One of the strategies commonly used by hospitals is to provide quality health services.

According to Al-Mhasnah et al. (2018); Almomani et al. (2020); Asnawi et al. (2019); Javed et al. (2019); Lim et al. (2018); Lestariningsih et al. (2018); Pritama et al. (2020); Setyawan et al. (2019); Zaid et al. (2020) Hospital patient satisfaction is an important indicator in marketing expansion. Consumer satisfaction is correlated or influenced by service quality. There is a relationship between customer satisfaction and service quality. Consumer satisfaction is determined by the quality of service. There are differences between consumer satisfaction for goods and services, and consumer satisfaction itself is

influenced by various factors. The existence of comprehensive customer satisfaction for service products, customer satisfaction is a comprehensive customer attitude, not measurable according to each specific transaction provided by the service provider. Consumer satisfaction will increase in line with the quality of the service quality provided from here it becomes clear, the better the service quality, the impact on increasing customer satisfaction

Conclusion

From the research results obtained, it can be concluded Service Excellent have positive and significant effect on Quality Service , Service Excellent have positive and significant effect on Patient Satisfaction, Service Quality have positive and significant effect on Quality Service, Service Quality have positive and significant effect on Patient Satisfaction. Excellent service and service is is very good and exceeds patient expectations. For hospitals, especially in nursing services, Service Excellence and Service Quality are important to maintain the level of patient satisfaction and can help develop the hospital so that patients will be loyal to the hospital because the services provided are very good. For hospital customers or patients, Service Excellent and Service Quality are important to add alternatives to making decisions in terms of choosing a hospital service to be received. As for hospital staff, especially nurses, Service Excellence and Service Quality can give them a sense of pride if the implementation and implementation of Service Excellent and Service Quality can run according to applicable procedures which can ultimately lead to a sense of satisfaction and patient loyalty to the hospital where they work. Excellent service is caring for customers by providing the best service to facilitate the ease of meeting their needs and realizing their satisfaction so that they are always loyal to the hospital. Excellent service is a concern for customers by providing the best service to facilitate the ease of meeting their needs and realizing their satisfaction so that they are always loyal to the company. Service quality is the fulfillment of consumer needs and desires and the accuracy of their delivery to balance consumer expectations. Service quality is "the totality of the features and characteristics of a product or service that has the ability to satisfy needs". The importance of service quality is due to the quality of service that makes the difference between one company and another. Consumers who buy and consume services, consumers (and not service providers) who judge the level of service quality of a company. For the hospital, the Service Excellent and Service Quality method needs to be applied to increase patient satisfaction in the inpatient room so that the patient will feel satisfied with the nursing services provided. Hospitalization needs to be directed more specifically with a more in-depth study. For further researchers, study studies can be carried out by focusing on areas that are more focused on certain instruments or contexts so that the results obtained can be more focused.

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