

Patient Satisfaction Based on Quality of Service and Location

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Abstract

This paper aims to observe the causes of patient satisfaction based on service quality and location. The population in this study were patients at a health center in West Surabaya with a total sample of 96 respondents. The method of data analysis to determine the effect of service quality and location on patient satisfaction used an analytical tool, namely the multiple linear regression equation. This study found that service quality and location have a role in the formation of patient satisfaction at the puskesmas. This is an important determinant for achieving patient satisfaction. It is the obligation of the puskesmas to provide the best service for the community in the health sector. The results of this study are expected to be material for improving the quality of services in hospitals and become the basis for further research.

Keywords: *Service quality, location, puskesmas, patient satisfaction, health services.*

1. INTRODUCTION

The development and improvement of services engaged in the health sector has become a serious concern for the community. The need for health services is very important to support health and survival in the future. The development of health service providers in Indonesia is very rapid. In the development of each actor in the industry, service quality plays an important role and has an impact on patient satisfaction and the public's intention to visit again. This requires excellent service. Excellent service is a form of concern for patients by providing the best service to facilitate the ease of meeting their needs and realizing their satisfaction so that they are always loyal to service providers.

Service quality is about how far the difference between reality and customer expectations for the services they get (Zeithaml et al., 2005). When the reality is further than expected or the same, it can be said that the service has been provided very well. Service recipients who accept reality not in line with expectations cause disappointment. This means the service is not good. The main goal of quality services from sick health care providers is to understand the needs and desires of patients so that patients are satisfied. Patient satisfaction is a feeling of pleasure or disappointment caused by comparing their perceived performance against their expectations.

According to Kotler (2003), customer satisfaction is a person's feelings of pleasure or disappointment with a product after comparing the performance of the product that is thought to the expected product performance. It's about the customer's response to the need being met. If the performance meets expectations, it means that the customer is satisfied. Satisfied customers will repurchase and they tell others about their good experiences with the product. The concept of customer satisfaction can also be used as a reference material for every public health service provider carried out by the puskesmas to be used as evaluation material. Puskesmas as a health service institution that is capital and human resource intensive, requires a good corporate culture. The main key to the success of the Puskesmas lies in two main things, namely the effective and efficient use of resources, especially human resources, and the satisfaction of the users of the puskesmas services.

Puskesmas as the spearhead of health services need to get major attention related to service quality so that puskesmas are always required to improve the professionalism of their employees and improve health facilities or facilities to provide satisfaction to the community who use health services. The creation of service quality will create satisfaction for service users. The quality of service can provide benefits, namely the establishment of a harmonious relationship between puskesmas officers and patients. Various studies of service quality on patient satisfaction have been carried out (Keeler et al., 1992, Purnamasari et al., 2002; Darmawan, 2004; Padma et al., 2009, and Andaleeb, 1998).

Location is a very important factor in the marketing mix. In the right location, a business is more successful than another business that is less strategically located, even though both sell the same product and both have good management. Thus, the location of the Puskesmas must be strategic which is easy for the community to visit as patients from the Puskesmas. Puskesmas is an organization from the government that provides health services for the community in each sub-district. Each location attribute has a significant relationship with customer satisfaction (Yang et al., 2017; Han et al., 2020).

This study will observe the formation of patient satisfaction based on the quality of service and the location of the puskesmas. The results of this study are expected to be material for improving the quality of services in hospitals and become the basis for further research.

2. LITERATURE REVIEW

Gunawan et al. (2019), services are invisible products that involve human efforts and use of equipment. According to Iskandar (2003), service quality is the level of excellence expected and control over the level of excellence to meet customer desires. If the service received is as expected, then the service quality is perceived as good and satisfactory. If the service received exceeds customer expectations, then the service quality is perceived as ideal.

Dimensions of service quality according to Parasuraman et al. (1985) there are five. Reliability, related to the ability of service providers to deliver the promised services accurately. Responsiveness, regarding the willingness and ability to provide services to help customers and respond to their requests immediately. Assurance, with regard to the knowledge and courtesy of employees and their ability to foster customer trust and confidence. Empathy means that the service provider understands the problems of its customers and acts in the customer's interest, and gives personal attention to customers and has comfortable operating hours. Tangibles relate to the physical appearance of service facilities, equipment/equipment, human resources, and company communication materials.

Location is a very important factor in the marketing mix. In the right location, a business is more successful than other businesses that are less strategically located, even though both offer the same product, and both have good management. According to Kotler (2003), location can be interpreted as anything that shows the various activities carried out by the company to make the product accessible and available to target customers. Gunawan et al. (2019) states that location is the position of the existence of a business activity in a place that is in accordance with the scope of that form of business. Then the location reflects the function of ease of access and proximity to facilities and facilities. Thus, location relates to where the service must be located and carry out its operations or activities.

According to Darmawan (2009), the indicators of location are access, parking, expansion, and the environment. Access is the ease of getting to the location and can be reached by the community by transportation. The parking area is spacious and safe in the form of a vehicle space and guarantees for the safety of the vehicle when parked. Expansion in the form of a wide area of activity and has the potential to develop. The environment is in the form of conditions around activities that support and do not interfere with security.

According to Yanti and Yuliana (2018), customer satisfaction is the customer's response to the discrepancy between the previous level of importance and the actual performance he feels

after use. This is about the state that is felt by a person (client/patient) after he experiences an action or result of an action that fulfills his expectations. Health services are called quality if these services can provide satisfaction for patients and refer to disease healing and the safety of actions received by patients. There are four indicators of satisfaction, namely in accordance with expectations, employees are perceived as performing well, responding to complaints, and having the intention to refer back.

3. RESEARCH METHOD

The population in this study were patients at one of the health centers in West Surabaya whose number was not known with certainty. The sampling technique used non-probability sampling. Sampling considerations in this study were patients who had visited the Puskesmas and were 17 years old or older. Because the size of the population is not known with certainty, the determination of the number of samples uses the unknown population formula. Thus the number of samples to be studied is 96 respondents.

The data collection method relies more on distributing questionnaires submitted to patients at the Puskesmas. The method of data analysis to determine the effect of service quality and location on patient satisfaction used an analytical tool, namely the multiple linear regression equation.

4. RESULTS AND DISCUSSION

The distribution of the questionnaire was addressed to 96 people. The characteristics of the respondents are as in table 1.

Table 1
Respondent Profile by Age

No	Age	Respondents		
		Male	Female	Total
1.	17 - 25 years old	28	12	40
2.	26 - 35 years old	33	11	44
3.	36 - 45 years old	5	3	6
4.	> 45 years old	3	1	4
Total respondents		69	27	96

Based on table one, it can be seen that the respondents were dominated by 69 men and 27 women. The highest visit is twice a year.

Table 2
Respondent Profile by Visit

No	Visits/ year	Frequency
1.	Very	17
2.	Twice	59
3.	More than twice	20
Total respondents		96

Validity test to measure the validity of the questionnaire with the provisions of the validity index value > 0.3 . SPSS output shows that all statement items are greater than 0.3, and are declared valid.

Table 3

Reliability Test

No	Variable	Cronbach's alpha	Status
1.	Service Quality (X.1)	0.869	Reliable
2.	Location (X.2)	0.845	Reliable
3.	Patient Satisfaction (Y)	0.838	Reliable

Reliability test measures the questionnaire focused on the indicators of the independent variable and the dependent variable. The instrument is considered reliable with cronbach's alpha value > 0.6. The results obtained that each variable consisting of: quality of service (X.1), location (X.2) and patient satisfaction (Y) had Cronbach's alpha greater than 0.60. All variables are declared reliable. The normality test is shown in Figure 1 below.

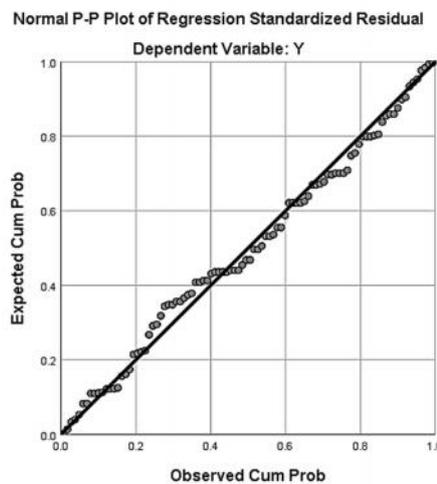


Figure 1. Normal probability plot

Figure 1 is the result of normality with the point distribution distributed around the diagonal. Distribution in the direction of the diagonal of the line. The regression model was declared appropriate based on normality. Heteroscedasticity has been tested as shown in Figure 2 and shows that the distribution of points on the y-axis is above and below zero and randomly distributed. This means that there is no heteroscedasticity.

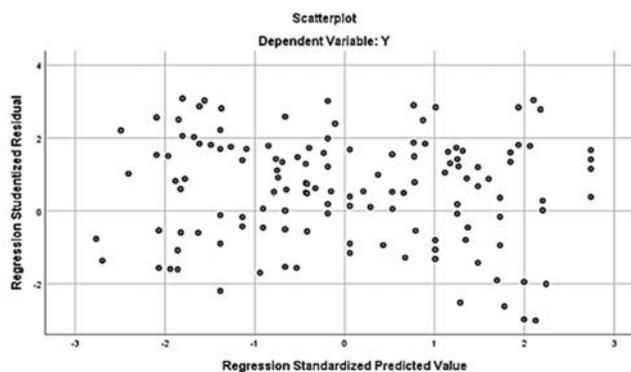


Figure 2. Heteroscedasticity Test

Based on SPSS output, there is no problem regarding autocorrelation because Durbin Watson's value is 1.094. This means that there is no autocorrelation problem.

Table 4
Uji t

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	27.798	3.384		8.215	.000
	X.1	1.951	.429	.339	4.543	.000
	X.2	3.692	.501	.550	7.368	.000

Partial t-test results, service quality and location variables had a significant positive effect on patient satisfaction with a value of $0.000 < 0.05$. Seen from table 4 the resulting regression equation is $Y = 27.798 + 1.951X.1 + 3.692X.2 + e$. This can be interpreted if the quality of service and location is getting better, it is hoped that there will be an increase in patient satisfaction.

Table 5
F test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2014.643	2	1007.322	53.086	.000 ^b
	Residual	1764.690	93	18.975		
	Total	3779.333	95			

The results of the F test obtained that the arithmetic value is 53.086 with a level below 5%, which means that the quality of service and location simultaneously have a significant effect on patient satisfaction. The coefficient of determination obtained 73%. Patient satisfaction is influenced by 73% by service quality and location.

Table 6
Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.730 ^a	.533	.523	4.356	1.094

The results show that service quality plays a role in the formation of patient satisfaction. This is in line with the results of a study from Keeler et al. (1992); Purnamasari et al. (2002); Darmawan (2004); Padma et al. (2009); and Andaleeb (1998). Service quality is one of the important factors that influence the achievement of patient satisfaction. The officer's understanding of the needs and attention given by the officer to the patient strengthens the quality of service to form a harmonious relationship between the puskesmas officers as officers from service providers and patients as service users. According to Lovelock and Lauren (2005), this is a form of service quality results that have shaped the ease of doing relationships, the ease of communication levels, and the value of officers' understanding of customer needs. Another result states that the location of the puskesmas has succeeded in shaping patient satisfaction. The location has been considered strategic and easy to visit by the community as patients from the Puskesmas. These results are in agreement with previous studies (Yang et al., 2017; Han et al., 2020).

5. CONCLUSIONS AND RECOMMENDATIONS

The results of the study indicate that service quality and location have a role in the

formation of patient satisfaction at the puskesmas. This is an important determinant for achieving patient satisfaction. It is the obligation of the puskesmas to provide the best service for the community in the health sector.

Suggestions based on these results are the implementation of excellent service must be in accordance with patient expectations accompanied by the speed of timely health services. The Puskesmas needs to be supported with additional and more modern facilities. This will maximize the potential for achieving satisfaction for the patient. For further researchers, it is recommended to add other relevant variables in an effort to establish patient satisfaction.

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