



Analysis of Factors Affecting Inpatient Satisfaction at RSU Wulan Windy Medan Marelan

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ABSTRAK

Patient satisfaction is a key indicator in assessing the quality of healthcare services provided by hospitals. It reflects the individual experiences of each patient and signifies the effectiveness of the service delivery system. High levels of satisfaction are associated with timely service delivery, environmental comfort, effective communication, and the expertise and friendliness of medical staff. This study analyzes factors influencing inpatient satisfaction at RSU Wulan Windy Medan Marelan. The research employs a quantitative approach through survey methodology with data collected from 355 respondents. Statistical analysis included bivariate chi-square tests and multivariate logistic regression. Results indicate significant impacts of timely service delivery, comfort, and staff competence on patient satisfaction, with p-values of <0.001 for each factor.

INTRODUCTION

The Sustainable Development Goals (SDGs), established by the United Nations, aim for sustainable development by 2030, with SDG 3 focusing on Good Health and Well-Being. Patient satisfaction in hospitals is crucial for achieving this goal, as it reflects the right to quality health services and contributes to targets like reducing child mortality and improving maternal health.

Patient satisfaction encompasses more than medical services, including doctor interactions and supporting facilities. Hospitals must implement optimal quality management to meet public expectations, as patient satisfaction involves comprehensive service aspects beyond disease treatment (Hadijah, 2016). Effective healthcare delivery relies on high-quality services that prioritize patient expectations, which can be evaluated against government-set standards (Safarah et al, 2018).

Hospital services are under increasing scrutiny, as patients expect both recovery and a satisfying care experience (Supartiningsih, 2017). A focus on service quality can enhance patient trust and loyalty while attracting new patients (Gaffar, 2017). Key dimensions of service quality include staff professionalism, efficiency, communication, waiting times, and comfort factors like clean facilities (Suaib, 2018; Tjiptono, 2004).

This study examines Wulan Windy General Hospital in Medan Marelan, which has transformed from near closure to a leading referral hospital. Initial surveys indicated that 70% of respondents were dissatisfied with service timeliness, despite high doctor visit compliance rates. Other areas of dissatisfaction included room comfort and service cleanliness, with 43.3% of respondents expressing overall dissatisfaction.

Future research should explore critical dimensions such as comfort, interpersonal relationships, competence, and cost to gain insights into improving patient satisfaction and healthcare quality.

LITERATURE REVIEW

The Sustainable Development Goals (SDGs), established by the United Nations, aim for sustainable development by 2030, with SDG 3 focusing on Good Health and Well-Being. Hospitals must implement optimal quality management to meet public expectations, as patient satisfaction involves comprehensive service aspects beyond disease treatment (Hadijah, 2016). Hospital services are under increasing scrutiny, as patients expect both recovery and a satisfying care experience (Supartiningsih, 2017). A focus on service quality can enhance patient trust and loyalty while attracting new patients (Gaffar, 2017).

METODOLOGY

This study employs an analytical observational design with a cross-sectional approach, gathering data from respondents at a single point in time who meet the inclusion criteria (Notoatmodjo, 2010). Conducted at Wulan Windy General Hospital in Medan from February to June 2024, the research focuses on inpatient satisfaction among a diverse population of hospitalized patients.

A representative sample was determined using the Lemeshow formula, selecting departments with the highest inpatient numbers: obstetrics and gynecology, pediatrics, surgery, and internal medicine. Inclusion criteria comprised inpatients hospitalized for over three days, from the targeted departments, and willing to participate. Patients from other departments were excluded.

Data collection involved both primary and secondary sources. Primary data was collected through questionnaires and interviews, with informed consent obtained. The questionnaire consisted of three sections: demographics, healthcare service quality, and patient satisfaction. Secondary data was gathered from various literature and patient registration data to enrich the analysis. A validity test of the questionnaire was conducted using SPSS version 23.0 with a significance level of 5%, resulting in an r-table value of 0.361 (Sugiyono, 2017).

For data analysis, multiple logistic regression was used to evaluate the relationship between independent and dependent variables, identifying significant factors ($p < 0.05$) and determining the dominant variable based on the highest beta exponent (Exp (B)).

RESEARCH RESULTS AND DISCUSSION

Respondent Characteristics. The distribution table of outpatient characteristics at Wulan Windy Hospital in Medan Marelan provides a clear overview. Out of 355 respondents, 162 were male (45.6%), and 193 were female (54.4%). In terms of age distribution, 180 patients (50.7%) were under 40 years old, while 175 patients (49.3%) were 41 years and older.

Regarding occupation, 85 patients (24.0%) were civil servants, 94 patients (26.6%) worked in private sectors, 84 patients (23.7%) were entrepreneurs, and 91 patients (25.7%) were unemployed. The majority of patients were female, with a nearly equal age distribution between those under 40 and those 41 years and older. In terms of occupation, the largest group consisted of private-sector employees, followed by the unemployed, civil servants, and entrepreneurs, with fairly balanced proportions.

Overall, the data show that the hospital serves a wide range of patients with diverse demographics, indicating that outpatient services are accessible to various segments of society.

Tabel 1. Respondent Characteristics Based on Gender, Age, Education, Occupation, and History of Hypertension

Characteristics	Number of respondents	Percentage
Gender		
Male	162	45,6
Female	193	54,4
Age		
< 41 years old	180	50,7
≥ 41 years old	175	49,3
Jobs		
Civil Servant	85	24,0

Characteristics	Number of respondents	Percentage
Private employee	94	26,6
Self-employed	84	23,7
Not working	91	25,7

The distribution table of service categories at Wulan Windy Hospital in Medan Marelan reflects respondents' perceptions of various aspects of the services received. Regarding timely service, 58.0% (206 out of 355 respondents) rated it as good, while 42.0% (149 respondents) found it lacking. A majority, 65.4% (232 respondents), felt comfortable with the services, while 34.6% (123 respondents) did not.

The evaluation of politeness was balanced, with 51.5% (183 respondents) rating it as good, and 48.5% (172 respondents) rating it as less satisfactory. A total of 61.4% (218 respondents) felt that staff were friendly, while 38.6% (137 respondents) disagreed. When it came to cleanliness, 45.1% (195 respondents) rated it positively, but 54.9% (160 respondents) felt it was inadequate.

Staff competence received a favorable rating from the majority, with 65.1% (231 respondents) rating it as good, while 34.9% (124 respondents) had a less favorable view. These varied perceptions highlight the need for continuous improvements to enhance the quality of services provided at the hospital.

Tabel 2. The Influence of Obesity Status on Hypertension

Variables	Number of respondents	Percentage
Timely service		
Not good	149	42,0
Good	206	58,0
Comfort		
Not good	123	34,6
Good	232	65,4
Politeness		
Not good	172	48,5
Good	183	51,5
Friendliness		
Not good	137	38,6
Good	218	61,4
Hygiene		
Not good	160	54,9
Good	195	45,1
Officer competency		
Not good	124	34,9
Good	231	65,1

The table illustrates the distribution of patient satisfaction categories regarding timely service at Wulan Windy Hospital, Medan Marelan. Out of 355 respondents, 58.0% (206 respondents) expressed satisfaction with the timely service provided, while 42.0% (149 respondents) reported being less satisfied.

Overall, the majority of respondents tend to be satisfied with the hospital's timely service.

Tabel.3 The Majority of Respondents

Variables	Number of respondents	Percentage
Patient satisfaction		
Less satisfied	149	42,0
Satisfied	206	58,0

Table 4 displays patient satisfaction levels regarding various service aspects at Wulan Windy Hospital, Medan Marelan. In terms of timely service, 52.3% (78 patients) were dissatisfied, while 47.7% (71 patients) were satisfied. For comfort, 53.6% (66 patients) expressed dissatisfaction, and 46.4% (57 patients) were satisfied. Responses regarding politeness were nearly even, with 50.5% dissatisfied and 49.5% satisfied. For staff friendliness, 49.6% were dissatisfied compared to 50.4% who were satisfied. Cleanliness also showed similar results, with 49.3% dissatisfied and 50.7% satisfied. However, staff competence was notably concerning, with 77.4% dissatisfied and only 22.6% satisfied, indicating a critical area for improvement.

Chi-square tests revealed significant correlations between service quality and patient satisfaction. Timely service had a highly significant relationship ($p < 0.001$), with 52.3% dissatisfied. Comfort ($p < 0.001$) and politeness ($p < 0.001$) also showed significant correlations. Friendliness was significant but slightly less so ($p = 0.020$), while cleanliness ($p = 0.010$) also correlated significantly. Staff competence exhibited the most significant relationship with satisfaction ($p < 0.001$), highlighting a critical area needing enhancement.

Table 4. Patient Satisfaction Levels Regarding Various Aspects of Service

Variables	Patient Satisfaction				Total	<i>p</i>
	Less satisfied		satisfied			
	n	%	n	%		
Timely service						
Not good	78	52,3	71	47,7	149	<0,001
Good	71	34,4	135	65,6	206	
Comfort						
Not good	66	53,6	57	46,4	123	<0,001
Good	83	35,7	149	64,3	232	
Politeness						
Not good	87	50,5	87	49,5	174	<0,001
Good	62	33,9	121	66,1	183	
Friendliness						
Not good	68	49,6	69	50,4	137	0,020
Good	81	37,2	137	62,8	218	
Hygiene						
Not good	79	49,3	81	50,7	160	0,010
Good	70	35,8	125	64,2	195	
Officer competency						<0,001

Variables	Patient Satisfaction				Total	<i>p</i>
	Less satisfied		satisfied			
	n	%	n	%		
Not good	96	77,4	28	22,6	124	
Good	53	22,9	178	77,1	231	

The logistic regression analysis results indicate a significant influence of timely service, comfort, and staff competence on patient satisfaction. Timely service has a significant effect with a p-value of <0.001 and an Exp (B) value of 2.942. Comfort also shows a significant influence with a p-value of <0.001 and an Exp (B) value of 2.616. Staff competence has the most significant impact, with a p-value of <0.001 and an Exp (B) value of 15.688.

Table 5. Logistic Regression Analysis Results

Variable,	Coefficient (B)	p - value	Exp (B)	95 persen C.I for exp (B)	
				Lower	Upper
Selection I:					
Timely Service	1,041	<0,001	2,833	1,633	4,913
Comfort	0,954	<0,001	2,597	1,492	4,520
Politeness	0,253	0,349	1,288	0,758	2,187
Friendliness	0,104	0,704	1,110	0,648	1,901
Hygiene	-0,128	0,651	0,880	0,506	1,531
Competence Officer	2,744	<0,001	15,544	8,367	28,875
Constant	-7,197	<0,001	<0,001		
Selection II:					
Timely Service	1,044	<0,001	2,842	1,639	4,927
Comfort	0,964	<0,001	2,622	1,510	4,555
Politeness	0,265	0,322	1,304	0,771	2,205
Hygiene	-0,127	0,653	0,881	0,506	1,532
Competence Officer	2,753	<0,001	15,692	8,462	29,098
Constant	-7,102	<0,001	<0,001		
Selection III:					
Timely Service	1,047	<0,001	2,849	1,644	4,938
Comfort	0,960	<0,001	2,611	1,504	4,533
Politeness	0,272	0,309	1,313	0,777	2,218
Competence Officer	2,712	<0,001	15,063	8,359	27,142
Constant	-7,238	<0,001	<0,001		

Analysis shows a significant relationship between patient satisfaction and timely service, with most patients expressing dissatisfaction with perceived inadequacies. Quick response time is crucial for enhancing satisfaction, as it provides a sense of security (p-value <0.001, Exp(B) value 2.942).

Vatica (2021) found that while actual wait times correlate with satisfaction, estimated service times do not significantly impact overall patient perceptions. Sya'diyah (2023) identified responsiveness, quality assurance, and effective communication as key factors in enhancing patient satisfaction in developing countries. Lopes (2023) highlighted prompt responses and clear communication at Toronto Hospital as vital for service improvement.

Additionally, Ogundeko (2020) emphasized that quality service enhances both satisfaction and treatment adherence. Cheboi (2023) called for better interactions between healthcare providers and patients, while Munawaroh (2021) stressed managing patient expectations to improve experiences.

The analysis also indicated perceived comfort significantly influences satisfaction. Aljarallah (2023) found high satisfaction levels for accessibility and comfort in Riyadh's tertiary care facilities. Ajobgor (2022) noted similar findings among ART patients in Nigeria, while Kamaruddean (2021) highlighted high satisfaction ratings for nursing care factors, indirectly reflecting the importance of accessibility and comfort in patient satisfaction.

Rudramma (2023) found that accessibility and comfort scored the lowest in government hospitals in India, indicating improvements in these areas can enhance patient satisfaction. Similarly, Leow (2022) noted low satisfaction scores for accessibility and comfort at the University of Malaya, emphasizing efficient time management in healthcare. Vatica (2021) highlighted the significance of technical competence and punctuality in outpatient satisfaction.

Gaur (2020) also identified accessibility and comfort as crucial in educational hospitals. Most patients expressed dissatisfaction with the politeness of healthcare staff, which significantly impacts satisfaction levels. Lopes (2023) found that while patients appreciated politeness, privacy and comfort were also important. Korth (2022) showed that physician assistants improved satisfaction related to friendliness, reinforcing the importance of respectful interactions from medical staff (Asres, 2020). Research by Park (2021) and Hamzi (2023) confirmed the positive correlation between respectful behavior and satisfaction.

Pereira (2022) and Ogundeko (2020) highlighted politeness as a key factor in enhancing patient experiences. Chesterto (2021) and Young (2020) explored the integration of hospitality in healthcare, suggesting that good communication and a pleasant environment can boost satisfaction. Nguyen (2023) and Parashar (2022) emphasized the importance of total quality management and communication skills in improving satisfaction and loyalty. Vatica (2021) identified human relations as a significant factor, consistent with Singh (2023) regarding the importance of interpersonal relationships.

Bechir (2021) explored how socio-demographic factors, such as gender and education, affect patient satisfaction. Overall, these studies highlight the need for a holistic approach in healthcare that combines medical quality with friendliness and cleanliness, which is crucial for enhancing patient satisfaction. Research by Fejfar (2021) and Lucadamo (2020) underlined the importance of cleanliness, while Zalukhu (2020) and Sumiati (2023) emphasized the impact of food and room sanitation on patient experiences.

Studies reveal a strong link between cleanliness, sanitation, and patient satisfaction. Adequate infrastructure and good hygiene practices significantly enhance the healthcare experience, emphasizing that improving these factors is vital for physical health and emotional well-being. Patient satisfaction is also influenced by perceptions of healthcare staff competence. Most patients reported dissatisfaction with staff competence, highlighting its importance. Novita (2022) found that nurse competence significantly affects service quality and patient satisfaction, a finding supported by Lucadamo (2020) and Putri (2022).

Vatica (2021) identified technical competence and human relationships as key factors affecting outpatient satisfaction, while Gustafsson (2020) noted that nurse competence and communication contribute to satisfaction in nursing services. Darno (2021) emphasized that nurse competence and motivation are crucial in inpatient settings. Overall, nurse competence – encompassing technical knowledge and communication skills – is essential for enhancing service quality and patient satisfaction. Training and professional development for nurses can lead to improved healthcare services and greater patient satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

Timely service significantly influences patient satisfaction, with more than half of the patients expressing satisfaction due to the perceived efficiency of services. Comfort of hospital facilities also impacts patient satisfaction, as patients who feel comfortable with their environment tend to report higher levels of satisfaction. Additionally, politeness of hospital staff plays a role in patient satisfaction, with those who feel treated respectfully showing greater contentment with their experience. While friendliness of staff has a lower level of significance, enhancing staff friendliness can still positively affect overall patient satisfaction.

Cleanliness of the hospital facilities is another key factor, as patients who perceive the facilities to be clean are generally more satisfied with the services they receive. Competence of the staff also has a major impact, with patients more likely to be satisfied if they believe the staff are highly skilled in providing care. The dominant variable influencing patient satisfaction is staff competence, which has a significant effect with an Exp (B) value of 15.688. Efficient service, comfort, and staff competence in Wulan Windy Hospital provide a high chance – 89.6% – of achieving patient satisfaction among inpatients.

ADVANCED RESEARCH

Still Conducting Further Research To Determine The Limitations Of The Article Analysis Of Factors Affecting Inpatient Satisfaction At Rsu Wulan Windy Medan Marelan

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