



The Impact of Service Quality Factors on Inpatient Satisfaction at Ibnu Sina Hospital in 2023

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ABSTRACT

Hospitals play a strategic role in accelerating the improvement of public health standards. Health services require hospitals to provide high-quality care while adhering to medical and professional codes of ethics. Every individual has the right to receive quality, safe, and affordable healthcare. Based on the above, the research problem statement is: How do service quality factors affect inpatient satisfaction at Ibnu Sina Hospital in 2023? A descriptive analysis using a cross-sectional approach. The research method employed is quantitative, with data collected through questionnaires. Patient services are excellent, and the alignment between inpatient expectations and the quality of healthcare services is very high, resulting in patient satisfaction with the services provided at Ibnu Sina Hospital in 2023.

INTRODUCTION

Healthcare plays a crucial role in improving the quality of life in society. Effective health services, whether provided individually or collectively, help maintain and enhance health while preventing and treating diseases. Consequently, many countries strive to improve their healthcare services to the best possible standards. The World Health Organization (WHO) emphasizes that health is an investment, a right, and a duty for every human being. This principle is echoed in the 1945 Constitution and Law No. 36 of 2009 on Health, which states that everyone has the right to receive healthcare services. Therefore, the state is responsible for ensuring that all citizens, including the poor and underprivileged, have access to healthcare (Fadillah M, 2018).

Hospitals play a pivotal role in public health development within a region, handling the health of the public comprehensively. They must adapt to advancements in medical science, technology, and socio-economic conditions to continually provide high-quality, affordable care. As stipulated in the 1945 Constitution, the state is responsible for providing adequate health and public service facilities. The increasing educational level among the population leads to higher demands for better and faster services, creating intense competition among hospitals and clinics in urban areas (Kosnan W, 2020).

Hospitals, as healthcare service providers, must manage themselves effectively to enhance service quality. This aligns with the 1945 Constitution's Article 28H, which guarantees every person's right to health services. The rapid technological advancements and intense competition demand that hospitals continuously improve their service quality. The main challenge for hospitals is maintaining public trust by improving service quality to meet patient needs and expectations, thereby increasing consumer satisfaction (Sahdam, 2018).

Quality is central to the survival of any institution, including hospitals. High-quality service directly influences patient satisfaction, fostering trust in the healthcare system. According to Pohan (Lubis AS & Andayani NR, 2018), patient satisfaction arises from comparing the health service performance they receive with their expectations. Quality healthcare services help patients achieve the best health outcomes while providing appropriate and compassionate care. It is crucial to assess the quality of inpatient services, as varying service levels can significantly impact patient health.

Every individual has the right to quality, safe, and affordable healthcare. The government has made efforts to enhance public healthcare access through the National Health Insurance program initiated in January 2014. This increased access has led to a rise in patient visits to healthcare facilities, including hospitals, which sometimes results in suboptimal services, indicated by patient dissatisfaction. Despite the increased demand, healthcare services under the National Health Insurance must maintain high standards of quality (Suciati G et al., 2023).

THEORETICAL FRAMEWORK

Hospitals play a pivotal role in public health development within a region, handling the health of the public comprehensively. They must adapt to advancements in medical science, technology, and socio-economic conditions to

continually provide high-quality, affordable care. As stipulated in the 1945 Constitution, the state is responsible for providing adequate health and public service facilities. The increasing educational level among the population leads to higher demands for better and faster services, creating intense competition among hospitals and clinics in urban areas (Kosnan W, 2020).

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METHODOLOGY

This research employs a descriptive analysis with a cross-sectional approach to investigate the "Effect of Service Quality on Inpatient Satisfaction at Ibnu Sina Hospital in 2023." Conducted at Ibnu Sina Hospital Makassar, located on Jalan Urip Sumoharjo Km. 05 No. 264, Makassar, South Sulawesi, the study is scheduled for March to April 2024. The research method is quantitative, utilizing questionnaires to gather data from 97 respondents through 25 validated and reliable questions.

The independent variable in this study is the Service Quality at Ibnu Sina Hospital, while the dependent variable is Inpatient Satisfaction at the same hospital. Data collection involves distributing questionnaires to the respondents, and the collected data will be analyzed using the Statistical Product and Service Solutions (SPSS) software, specifically employing the chi-square test.

RESULTS

The sample was collected using a simple random sampling technique with a total of 97 respondents.

Characteristic of Respondents

Table 1. Characteristics of Respondents

Gender	n	Percentage
Male	35	36,10
Female	62	63,90

Length of Hospital Stay		
< 3 days	20	20,60
3-6 days	42	43,30
7-15 days	25	25,80
>15 days	10	10,30
Job		
Unemployed	4	4,10
Lecturer	3	3,10
Freelance	1	1,00
Housewife	15	15,50
Staff	20	20,60
Student in College	20	20,60
Private Sector	1	1,00
School Student	6	6,20
Retiree	6	6,20
Farmer	1	1,00
Civil Servant	3	3,10
Self-Employed	6	6,20
Entrepreneur	11	11,30
Total	97	100,0

Based on Table 1, the patient characteristics are as follows: the majority are female (63.9%), with a hospitalization duration of 3-6 days (43.3%), and occupations as students and employees (20.6%).

Quality of Service Distribution

Table 2. Frequency Distribution of Quality of Service at Ibnu Sina Hospital in 2023

Tangibles	n	Percentage
Low	0	0,0
Middle	28	28,90
High	69	71,10
Empathy		
Low	0	0,0
Middle	31	32,00
High	66	68,00
Reliability		
Low	0	0,0
Middle	6	6,20
High	91	93,00
Responsive		
Low	0	0,0
Middle	22	22,70

High	75	77,30
Assurance		
Low	0	0,0
Middle	18	18,60
High	79	81,40
Total	97	100,00

Based on Table 2, the quality of service received by patients in terms of tangibles is in the high category (81.1%), empathy is in the high category (68%), reliability is in the high category (93%), responsiveness is in the high category (77.3%), and assurance is in the high category (81.4%).

Patient's Satisfaction Distribution

Table 3. Frequency Distribution of Patient's Satisfaction at Ibnu Sina Hospital in 2023

Patient's Satisfaction	n	Percentage
Not Satisfied	0	0,0
Quite satisfied	9	9,30
Satisfied	88	90,70
Total	97	100,00

Based on Table 3, it was found that in terms of patient satisfaction, the majority of respondents were in the satisfied category, with 88 people (90.7%).

Relationship between Tangibles and Patient Satisfaction

Table 4. Relationship between Tangibles and Inpatient Satisfaction at Ibnu Sina Hospital in 2023

Tangibles	Patient's Satisfaction			p-value
	Not Satisfied	Quite satisfied	Satisfied	
Low	0	0	0	0,000
Middle	0	9	19	
High	0	0	69	
Total	0	9	88	

Relationship between Empathy and Patient Satisfaction

Table 5. Relationship between Empathy and Inpatient Satisfaction at Ibnu Sina Hospital in 2023

Empathy	Patient's Satisfaction			p-value
	Not Satisfied	Quite satisfied	Satisfied	
Low	0	0	0	0,000
Middle	0	9	22	
High	0	0	66	
Total	0	9	88	

Relationship between Realibility and Patient Satisfaction

Table 6. Relationship between Realibly and Inpatient Satisfaction at Ibnu Sina Hospital in 2023

Realibility	Patient's Satisfaction			<i>p-value</i>
	Not Satisfied	Quite satisfied	Satisfied	
Low	0	0	0	0,000
Middle	0	5	1	
High	0	4	87	
Total	0	9	88	

Relationship between Responsive and Patient Satisfaction

Table 7. Relationship between Realibly and Inpatient Satisfaction at Ibnu Sina Hospital in 2023

Responsive	Patient's Satisfaction			<i>p-value</i>
	Not Satisfied	Quite satisfied	Satisfied	
Low	0	0	0	0,000
Middle	0	9	13	
High	0	0	75	
Total	0	9	88	

Relationship between Assurance and Patient Satisfaction

Table 8. Relationship between Realibly and Inpatient Satisfaction at Ibnu Sina Hospital in 2023

Assurance	Patient's Satisfaction			<i>p-value</i>
	Not Satisfied	Quite satisfied	Satisfied	
Low	0	0	0	0,000
Middle	0	7	11	
High	0	2	77	
Total	0	9	88	

Based on tables. 4 through 8, it is evident that there is a significant relationship between each aspect of service quality (tangibles, empathy, reliability, responsiveness, and assurance) and patient satisfaction, as indicated by p-values all being < 0.05. The results show that for tangibles and empathy, respondents with high criteria have 100% satisfaction. For reliability and responsiveness, the majority of respondents with high criteria are also satisfied. For assurance, respondents with high criteria have a satisfaction rate of 97.5%. Thus, it can be concluded that higher service quality correlates with higher patient satisfaction.

DISCUSSION

Tangibles and Patient Satisfaction

Research indicates a significant relationship between tangibles and patient satisfaction. Tangibles refer to the physical aspects of healthcare facilities such as equipment, cleanliness, and comfort of spaces like waiting rooms and wards. (Suciati G et al., 2023) found that tangibles significantly impact patient satisfaction (p-value = 0.000 < 0.05). A study by (Prima, 2020)

also supports this, stating that better physical evidence leads to higher patient satisfaction and an increased Bed Occupancy Rate (BOR).

Empathy and Patient Satisfaction

Empathy, defined as personalized attention and understanding towards patients, significantly influences patient satisfaction. (Yuliana et al., 2024) reported that empathy impacts patient satisfaction (p-value = 0.002 < 0.05). Empathy involves health workers providing non-discriminatory, communicative, and considerate care. (Prima, 2020) also found that higher levels of empathy among hospital staff correspond to higher patient satisfaction and increased BOR.

Reliability and Patient Satisfaction

Reliability, which includes delivering promised services accurately and timely, is crucial for patient satisfaction. (Yuliana et al., 2024) confirmed the significance of reliability on patient satisfaction (p-value = 0.000 < 0.05). Reliable services cover accurate diagnosis, treatment explanations, and prior information about procedures. (Ahmad, 2020) noted that increased reliability leads to higher patient satisfaction and BOR.

Responsiveness and Patient Satisfaction

Responsiveness involves the willingness and ability of healthcare providers to assist patients promptly. (Fernandes NV & Nurvita S, 2022) found that responsiveness significantly affects patient satisfaction (p-value = 0.004 < 0.05). Responsive service includes timely medical interventions and clear information provision. (Ahmad, 2020) highlighted that better responsiveness correlates with higher patient satisfaction and BOR.

Assurance and Patient Satisfaction

Assurance, encompassing the knowledge, courtesy, and trustworthiness of healthcare staff, has a strong impact on patient satisfaction. (Tobing IRB et al., 2023) reported that assurance significantly influences patient satisfaction (p-value = 0.000 < 0.05). Assurance involves staff behavior that fosters patient trust and comfort. (Prima, 2020) also noted that higher assurance leads to increased patient satisfaction and BOR.

CONCLUSION AND SUGGESTION

In 2023, patient care at Ibnu Sina Hospital has been exceptionally good, resulting in high satisfaction among inpatients. The alignment between inpatient expectations and the quality of healthcare services at the hospital is very high, leading to overall patient satisfaction. Additionally, future researchers should aim for a more diverse sample to obtain better comparisons for each variable studied and consider using in-depth interviews to gain deeper insights into patient perceptions, experiences, and expectations regarding service quality.

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