



## International Conference on Economy, Management, and Business (IC-EMBus)

VOL. 1, 2023 p.218–222

<https://journal.trunojoyo.ac.id/icembus>

### The Relationship Of Service Quality With Hospital Patient Satisfaction

Maitri Anindita  
Airlangga University

#### INFO ARTIKEL

#### Abstract

*Keywords:*  
Service Quality, Patient Satisfaction

*Hospitals are health service institutions that provide individual health services. The challenges for hospital managers in the JKN - KIS era are increasingly difficult. Hospitals are currently required to be able to provide maximum health services to patients while still paying attention to the claim rates they will receive. . The results of literature studies and previous research show that service quality has a significant influence on patient satisfaction. Satisfied patients will then become loyal customers and will tend to use the hospital's services again and this will encourage them to share their good experiences with others. This phenomenon should be a driving force for hospital managers to maintain the quality of service in this era of National Health Insurance.*

✉ Corresponden Author  
(\* ) Author

*Email:*  
[maitri.a@fk.unair.ac.id](mailto:maitri.a@fk.unair.ac.id)

E-ISSN: 3026-0965

DOI :

#### INTRODUCTION

Hospitals are health service institutions that provide comprehensive individual health services that provide inpatient, outpatient and emergency services (Minister of Health 69, 2014). Hospitals as a health service facility are part of the health resources that are very necessary to support the implementation of health efforts. Hospitals as health facilities that provide health services to the community have a very strategic role in accelerating the improvement of public health status. Hospitals are required to provide quality services in accordance with established standards and can be reached by all levels of society. Every hospital is obliged to provide safe, high-quality, anti-discriminatory and effective health services by prioritizing the interests of patients in accordance with hospital service standards (Permenkes 69, 2014). The main consumers of hospitals are patients.

Service quality is the expected level of excellence and control over this level of excellence to fulfill customer desires (Tjiptono, 2014). Service quality can be determined by comparing visitors' perceptions of the service they receive with the service they expect. This is in line with (Kotler & Keller, 2016) who defines service as any action or activity that can be offered by one party to another party, which is

basically intangible and does not result in any ownership. Supranto in Alfian (2018) defines service quality as a word which for service providers is something that must be done well. In service, patient satisfaction is a determining factor in quality, so every organization must be able to provide services that are expected to provide satisfaction to its consumers, in this case the patients.

Service quality can be determined by comparing consumers' perceptions of the services they have received with the services they actually expect from the services provided by a company. If the service received or felt is in accordance with what was expected, then the perceived service quality will be good and satisfying. If the service received exceeds consumer expectations, then the perceived service quality will be very good and high quality. Conversely, if the service received is lower than what was expected, then the perceived service quality will be poor. Service quality is realized through fulfilling customer needs and desires in keeping with customer expectations. The concept of service quality is an assessment factor that reflects customer perceptions of five specific dimensions of service performance.

Parasuraman et al. (1985) said that to determine the quality of service perceived by consumers, there are indicators measuring consumer satisfaction which lie in five dimensions of service quality, namely:

1. Tangibles, are physical evidence of a company that shows its existence to external parties. The appearance and capability of the company's physical facilities and infrastructure and the condition of the surrounding environment are concrete evidence of the services provided by the service provider which includes physical facilities, equipment, employees and communication facilities.
2. Reliability, the ability to provide promised services promptly, accurately and satisfactorily. In this element, marketers are required to provide reliable products or services. Products or services should not experience damage/failure. In other words, the product or service is always good.
3. Responsiveness, the staff's desire to help customers and provide responsive service.
4. Assurance, includes the knowledge, ability, politeness and trustworthiness of staff, free from danger, risk or doubt.
5. Empathy, including ease of relationships, good communication, personal attention and understanding customer needs.

In general, service quality can also be said to be a comparison between the expected service and the service received. Because good service is expected to create a positive image so that patients feel happy and satisfied when they visit.

Patient satisfaction is a feeling of pleasure or disappointment when a patient buys a product or service that is or is not in accordance with their desires and needs. Patient satisfaction can be measured by how much the patient hopes for the performance of existing products and services. After consuming a product from a hospital, patients will usually feel happy or disappointed. This patient satisfaction will encourage consumers to repurchase a product. According to (Kotler & Armstrong, 2016), customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance (results) of the product in mind against the expected performance. Meanwhile, according to (Tjiptono, 2014), customer satisfaction or dissatisfaction is the customer's response to the perceived evaluation/disconfirmation between previous expectations (or other performance norms) and the actual performance of the product that is felt after using it. From these several definitions, it can be concluded that patient satisfaction is the patient's feelings after consuming the product as a result of comparing expectations and reality.

Tjiptono (2014) said that customer satisfaction can be identified and monitored using several methods, namely:

1. Complaints and suggestions method, carried out through the suggestions and comments box. Complaints from customers can be used as a source of inspiration for companies to improve services.
2. Conduct customer satisfaction surveys, in this way the company can get direct responses from customers.
3. Lost customer analysis, this method is carried out by the company conducting research on customers who have stopped making purchases to find out the reasons why they stopped and to find out the weaknesses of the product.
4. Ghost shopping, this method is used to compare the weaknesses and strengths of the company's products with those of competitors.

Patients will be satisfied with hospital services if they perceive the services to offer high quality. It therefore becomes necessary that hospitals that wish to satisfy their patients must improve the quality of their service offerings to patients. This is very important because satisfied customers tend to be more interested in a company's offerings than those who are dissatisfied (Izogo & Ogba, 2014). This is proven by research conducted by Insyroh & Setyowati (2018) showing that service quality has a positive and significant effect on Telkomsel Flash customer satisfaction in Bondowoso.

Consumer satisfaction initially depends on the perceptions and expectations of consumers. There are five factors that organizations must pay attention to to determine consumer satisfaction (Tjiptono, 2014), including:

1. Product quality, customers will feel satisfied if the product offered is of good quality
2. Quality of service or services, customers will be satisfied if the company provides services that meet their expectations and expectations.
3. Personal factors, A factor that includes the customer's personal needs.
4. Situational factors, a situation experienced by customers when purchasing a product.
5. Price, price is an important thing which is usually used as the main factor in determining product quality. Cheap prices with good quality will certainly be an important source of satisfaction for customers.

## RESEARCH METHODS

The method used in this research is descriptive, namely a form of research aimed at describing existing phenomena, both natural and man-made phenomena. These phenomena can be forms, activities, characteristics, changes, relationships, similarities and differences between one phenomenon and another (Sukmadinata, 2006:72).

## RESULT

Service quality is an activity of providing services from one party to another. Good service is service that is provided in a friendly, fair, precise and ethical manner so that it can meet the needs and satisfaction of the recipient. This is because there are factors related to service quality which have had a positive impact on hospital patient satisfaction. Research conducted (Atmanegara et al., 2019), with a sample of 100 respondents and data analysis processed using path analysis, showed positive results of service quality on consumer satisfaction. Meanwhile, in other research conducted by Anggraini & Budiarti (2020), service quality has a significant and positive effect on visitor satisfaction. Visitors to a hospital are patients. A patient is anyone who consults about their health problems to obtain the necessary health services, either directly or indirectly at the hospital (Permenkes 69, 2014).

## DISCUSSION

In the context of this research, the research results showing that service quality influences visitor satisfaction can be explained through service quality theory. If a hospital can provide services that meet or even exceed the expectations of visiting patients, patient satisfaction will be formed. Therefore, improving service quality can be a strategy to increase visitor satisfaction and maintain customer loyalty. These results support research conducted by Alfian (2018), whose research showed that service quality had a positive effect on customer satisfaction.

## CONCLUSION

Every hospital patient has desires that always want to be fulfilled and satisfied, patients always expect to get maximum service or they want to be treated humanely and get something that they expect. The results of literature studies and previous research show that service quality has a significant influence on patient satisfaction. Satisfied patients will then become loyal customers and will tend to use the hospital's services again and this will encourage them to share their good experiences with others. This phenomenon should be a driving force for hospital managers to maintain the quality of service in this era of National Health Insurance..

## REFERENCE

- Alfian, Nicko. 2018. Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan Dimediasi oleh Kepuasan Pelanggan (Studi Pada Kedai Kopi Kembang, Malang). *Jimfeb Vol 7 no 1*, 1–15
- Anggraini, F., dan Budiarti, A. 2020. Pengaruh Harga, Promosi, dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Dimediasi Kepuasan Pelanggan Pada Konsumen Gojek. *Jurnal Pendidikan Ekonomi (JUPE)*, 8(3), 86–94.
- Atmanegara, S. Y., Dwi Cahyono, Nurul Qomariah, & Abadi Sanosra. 2019. Pengaruh Kualitas Pelayanan, Citra Perusahaan, Dan Lokasi Terhadap Kepuasan Konsumen Hotel Ijen View Bondowoso. *JSMBI (Journal Sains Manajemen Dan Bisnis Indonesia)*, 9(1), 79–89
- Insyroh, W., & Setyowati, T. 2018. Determinan Kualitas Pelayanan, Harga dan Produk Terhadap Kepuasan Pelanggan Telkomsel Flash Di Bondowoso. *International Journal of Social Science and Business*, 2(3), 132.
- Izogo, E. E., & Ogba, I.-E. 2014. Service quality, customer satisfaction and loyalty in automobile repair services sector. *International Journal of Quality & Reliability Management*, 34(1), 1–5.
- Kementerian Kesehatan. 2014. Peraturan Menteri Kesehatan Republik Indonesia Nomor 69 Tahun 2014 Tentang Kewajiban Rumah Sakit Dan Kewajiban Pasien. *Berita Negara Republik Indonesia Tahun 2014 Nomor 1609*. Jakarta : Sekretariat Negara
- Kotler, Philip & Keller, & Lane, K. 2016. *Marketing Management*. 15th Edition. Pearson Education, Inc
- Kotler, Philip & Gary Armstrong. 2016. *Dasar-Dasar Pemasaran*. Jilid 1. Edisi Ke 9. Jakarta: Erlangga.
- Parasuraman, A., Zeithaml, V.A. and Berry, L.L. 1985. A conceptual model of service quality and its implications for future research. *Journal of Marketing*, Vol. 49, Fall, pp. 41-50

Sukmadinata. 2006. *Metode Penelitian Pendidikan*. Bandung : Rosdakarya

Tjiptono, F. 2014. *Pemasaran Jasa - Prinsip, Penerapan dan Penelitian*. Yogyakarta  
: Andi Offset