

THE RELATIONSHIP BETWEEN SERVICE QUALITY AND PATIENT SATISFACTION IN THE PRIMARY CLINIC OF THE DIRECTORATE GENERAL OF REGIONAL DEVELOPMENT, MINISTRY OF HOME AFFAIRS

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ABSTRACT

Background: Service activities at healthcare facilities are closely linked to service quality, facilities, and patient satisfaction. Consumer satisfaction is the feeling of pleasure or disappointment that arises after comparing their perception or impression of a product's performance or outcome with their expectations. Patient satisfaction is related to the service quality of healthcare facilities. By knowing the level of patient satisfaction, management can improve service quality. Objective: To determine the relationship between healthcare service quality and patient satisfaction at the Primary Clinic of the Directorate General of Regional Development, Ministry of Home Affairs. Methods: This research is a quantitative analytical study with a cross-sectional design. The sample formula used in this study is the Slovin formula, with a total of 94 respondents selected using accidental sampling technique. Bivariate data analysis was performed using the chi-square test. Results: The univariate results showed good service quality at 95.7% and poor quality at 4.3%, while patient satisfaction was 94.7% satisfied, 3.2% fairly satisfied, and 2.1% dissatisfied. Bivariate analysis found a significant influence between service quality and patient satisfaction at the Primary Clinic of the Directorate General of Regional Development, Ministry of Home Affairs, with a P-value of 0.001. Conclusion: Good service quality will increase the level of patient satisfaction as service recipients.

Keywords: Satisfaction, Quality, Service

Introduction

The activity of services in healthcare facilities is closely related to service quality, facilities, and patient satisfaction. Consumer satisfaction is the feeling of contentment or disappointment that arises after comparing their perceptions or impressions of a product's performance or outcome with their expectations. Patient satisfaction is linked to service quality in healthcare facilities. By understanding the level of patient satisfaction, management can enhance service quality (Maulana, 2016). Accurate measurement of patient satisfaction is crucial for improving healthcare service quality. With the healthcare service market becoming increasingly competitive, understanding patient experiences helps practitioners better integrate patient perspectives into service delivery and improve patient satisfaction.

National standards for patient satisfaction in healthcare services are established by the Ministry of Health. According to the 2016 Regulation on Minimal Service Standards by the Ministry of Health of the Republic of Indonesia, patient satisfaction levels should exceed 95%. If a healthcare service

has a patient satisfaction rate below 95%, it is considered below minimal standards or lacking in quality. Research findings from various countries indicate varying levels of patient satisfaction. Ndambuki (2013) reported a patient satisfaction rate of 40.4% in Kenya, while Twayana found a satisfaction rate of 34.4% in Bhaktapur, India. In Indonesia, patient satisfaction rates were recorded at 42.8% in Central Maluku and West Sumatra (Monika et al., 2021). Hafid (2014) noted that 70% of patients were dissatisfied with nursing care in a regional general hospital in Indonesia. Meanwhile, Muslim and Sari (2018) reported a patient satisfaction rate of 83.3% in a district general hospital in Jakarta. Indonesian hospital service standards require inpatient satisfaction rates to be $\geq 90\%$ according to Minister of Health Regulation No. 741 of 2008.

Generally, clinics face challenges in meeting user demand due to insufficient service quality. This is often because the services provided do not meet patient expectations. Clinics, as service-selling organizations, must fulfill the demand for quality service. Patient satisfaction based on the quality of service received tends to influence their decision to revisit the hospital residence. To increase patient satisfaction, service providers must pay more attention to enhancing service quality and building patient trust. Good nursing services can increase patient revisits.

Service quality is deemed good when employees apply quality service assessment indicators appropriately. This includes providing timely service, following nursing care procedures, and using adequate and proper infrastructure. Additionally, employees should communicate politely, smile, and be courteous while serving patients. Research conducted in Medan's public hospitals on the satisfaction rates of BPJS users towards healthcare services demonstrated a relationship between healthcare service quality and patient satisfaction (Sesrianty et al., 2019).

Service quality has a positive and significant relationship with patient satisfaction levels, indicating that patient satisfaction levels are influenced by the quality of service provided. Higher quality service results in higher patient satisfaction levels. Conversely, lower service quality leads to reduced patient satisfaction (Fadhurullah, 2018). Based on these points, the goal of this study is to explore the Relationship between Healthcare Service Quality and Patient Satisfaction in the Primary Clinic of the Directorate General of Regional Development, Ministry of Home Affairs.

Method

This research is a quantitative study employing a cross-sectional approach. The sample size, determined using Slovenia's proposed formula, consisted of 94 respondents from the study population, with a confidence level of 90% and a margin of error (e) of 10%. The questionnaire on service quality comprised 25 items: 5 on reliability (questions 1-5), 5 on responsiveness (questions 6-10), 5 on assurance (questions 11-15), 5 on empathy (questions 16-20), and 5 on tangibles (questions 21-25). The patient satisfaction questionnaire included 15 items, both using a Likert scale.

The Cronbach's Alpha value for the service quality instrument was 0.971, indicating high reliability, and for the satisfaction questionnaire, it was 0.965, also showing strong reliability. Both variables used categorical data that are parametric, hence the chi-square test was employed for analysis. With a significance level of 95% and a significance threshold of 0.05, significance testing was utilized. Based on the significance level of 0.05, which implies no relationship, it suggests that the study did not find statistically significant relationships between service quality and patient satisfaction.

Results

This research was conducted on 94 patients of the Primary Clinic of the Regional Development Directorate General of the Ministry of Home Affairs. The authors described the research findings in terms of demographic characteristics. Furthermore, the researchers also explained the results of

univariate tests related to satisfaction and service quality variables, as well as the bivariate results of these two variables.

Table 1
Frequency Distribution of Respondent Characteristics

Variabel	Frequency (n)	Percentage (%)
Gender		
- Female	42	44,7
- Male	52	55,3
Total	94	100
Level of Education		
- High School (SMA)	25	26,6
- Diploma (D3)	8	8,5
- Bachelor's Degree (S1)	41	43,6
- Master's Degree (S2)	19	20,2
- Doctoral Degree (S3)	1	1,1
Total	94	100
Age		
- Early Adulthood (21-40)	42	44,7
- Middle Adulthood (41-60)	51	54,3
- Late Adulthood (> 60)	1	1,1
Total	94	100
Length of Employment		
- ≤ 5 years	25	26,6
- > 5 years	69	73,4
Total	94	100

Based on Table 1, the results are as follows gender: 52 respondents (55.3%) are male. Age: 51 respondents (54.3%) fall into the middle adulthood category (41-60 years). Education level: 41 respondents (43.6%) have a Bachelor's degree (S1). Length of employment: 69 respondents (73.4%) have been employed for more than 5 years.

Table 2
Frequency Distribution of Service Quality

Service Quality	Frequency (n)	Percentage (%)
Good	90	95,7
Not Good (Less Good)	4	4,3
Total	94	100

Based on Table 2, the frequency distribution of service quality shows that 90 respondents (95.7%) rated the service quality as good, while 4 respondents (4.3%) rated it as not good (less good).

Table 3
Frequency Distribution of Patient Satisfaction

Patient Satisfaction	Frequency (n)	Percentage (%)
Satisfied	89	94,7
Neutral	3	3,2
Dissatisfied	2	2,1
Total	94	100

Based on Table 3, the frequency distribution of patient satisfaction reveals that 89 respondents (94.7%) were categorized as satisfied, 3 respondents (3.2%) as neutral, and 2 respondents (2.1%) as dissatisfied.

Table 4
Relationship Between Service Quality and Patient Satisfaction

Service Quality	Patient Satisfaction							
	Satisfied		Neutral		Dissatisfied		Total	
	n	%	n	%	n	%	N	%
Good	89	94,7	1	1,1	0	0	90	100
Not Good	0	0	2	2,1	2	2,1	4	100
Total	89	94,7	3	3,2	2	2,1	94	100

Based on the above Table 4, it was found that respondents who received good service quality reported satisfaction levels as follows: 89 respondents (98.9%) were satisfied, 1 respondent (1.1%) was somewhat satisfied, and 2 respondents were dissatisfied with the less good service quality. The chi-square test resulted in a p-value of 0.001. Since the p-value is less than the significance level α (0.05), it can be concluded that there is a significant relationship between service quality and satisfaction.

Discussion

Based on the results from Table 4, it was found that respondents rated the service quality as good with a satisfaction level of 89 respondents (98.9%), somewhat satisfied with 1 respondent (1.1%), and dissatisfied with 2 respondents (%). The chi-square test yielded a p-value of 0.001. Since the p-value is less than the α value (0.05), it can be concluded that there is a significant relationship between service quality and satisfaction.

In healthcare service, patient satisfaction is a crucial indicator that must be considered. This study aligns with research by Aryani et al. (2015), which indicates that lack of empathy is a significant contributor to dissatisfaction. Specifically, 49 individuals (87.5%) expressed dissatisfaction due to staff's inability to empathize with customers, hindering effective communication and understanding of customer needs.

Research by Putri et al. (2016) highlighted that inadequate responsiveness from nurses in assisting or handling patients, along with slow and unresponsive service, largely contributes to patient

dissatisfaction. This study found that out of 56 respondents, 50 (89.3%) were dissatisfied with such services.

According to Nursalam (2016), patient satisfaction is measured based on the gap between patient expectations and the actual service performance they receive. Patient satisfaction is their response to how well the received service meets their expectations. The study showed that patients were generally satisfied with the service provided.

This study's findings regarding the relationship between healthcare service quality and patient satisfaction are consistent with Sihalohe's (2022) research at Santa Elizabeth Hospital in Medan, which found a significant relationship between service quality and patient satisfaction with a p-value of 0.004. This correlation is also corroborated by Malahayati (2020), whose research demonstrated a significant relationship between service quality and patient satisfaction with a p-value of 0.001.

Overall, it can be concluded that there is a strong relationship between service quality and patient satisfaction. This suggests that aspects like empathy play a critical role in influencing patient satisfaction. Pramita et al. (2019) also found similar results, where statistical tests showed a p-value of 0.001, indicating the impact of empathy on patient satisfaction with BPJS Healthcare services in the Class III inpatient unit at Prabumulih Regional Hospital. Here, empathy refers to efforts to build relationships and individual attention given by companies to customers, including listening to customer complaints.

Research by Damopoli et al. (2019) also yielded relevant findings, with a chi-square test showing a p-value of $0.002 < 0.05$. This indicates a relationship between responsiveness and inpatient satisfaction. Although responsiveness had a positive effect, it was not statistically significant for patient satisfaction. Overall, it can be concluded that good service quality, including aspects like empathy and responsiveness, positively contributes to patient satisfaction at the Primary Clinic of the Regional Development Directorate General of the Ministry of Home Affairs.

According to Azwar in Latupono et al. (2014), healthcare service quality is significantly influenced by the resources available in hospitals, including healthcare personnel. The skills of healthcare personnel play a crucial role because their expertise directly impacts patient satisfaction, which ultimately enhances hospital quality.

Zeithaml in Latupono et al. (2015) identified characteristics used by customers to evaluate service quality, including assurance. Assurance encompasses the competence, politeness, and trustworthiness of staff, as well as the absence of danger, risk, or uncertainty. Competence is a fundamental determinant of service quality, as it includes the knowledge and skills required to provide reliable services to patients.

Another aspect identified by Lem Berry is security, which includes physical and financial security, and self-confidence. All these aspects play a role in realizing quality healthcare services by ensuring a safe environment and instilling confidence in patients.

Inadequate quality can evoke various emotions among patients, their families, and their companions, ranging from frustration and despair to anxiety about costs and treatment complexity. Tension can arise due to discomfort in accessing necessary care and alienation from a care system that has little time to understand and meet their needs. Service quality can lead to overuse, while inadequate service quality can lead to underuse and sometimes neglect (Upadhyai et al., 2019).

Conclusions

The conclusion of the study is that there is a significant relationship between the service quality provided by the Primary Clinic of the Regional Development Directorate General of the Ministry of Home Affairs in 2024 and the level of user satisfaction. This means that the better the service quality provided by the clinic, the higher the level of satisfaction experienced by the service users.

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