

THE EFFECT OF SERVICE AND FACILITY QUALITY ON PATIENT SATISFACTION AT THE DARMASRAYA REGIONAL GENERAL HOSPITAL (RSUD)

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ABSTRACT

The purpose of this study is to find out and analyze the Quality of Service, Facilities, and Patient Satisfaction of Darmasraya Regency Hospital. The method and type of research used is a type of quantitative research with a survey research method, data was obtained directly through questionnaires to 20 respondents who were family patients of patients at Darmasraya Regency Hospital. Sample extraction uses the overall sampling technique (total sampling). Data analysis was carried out in several stages, namely 1) Validity Test was tested with Pearson correlation (r count $>$ r table). 2) Reliability tested with Cronbach Alpha (> 0.60 is considered reliable). 3) Normality Test to find out whether the data is normally distributed or not 4) T test to find out the influence of each independent variable on the dependent variable. 5) F test to determine the influence of Service Quality and Facilities simultaneously on Patient Satisfaction of Darmasraya Regency Hospital. 6) Coefficient of Determination (R^2) to find out how much contribution independent variables contribute in explaining dependent variables. Based on the results of the research and discussion that has been stated above, the following conclusions can be drawn: 1) The Service Quality Variable affects Patient Satisfaction at Darmasraya Hospital. This means that the better the quality of service, the higher the level of Patient Satisfaction. 2) Facility variables have a positive effect on Patient Satisfaction at Darmasraya Hospital. This means that the better the Facility of an institution, the more Patient Satisfaction will increase. 3) Simultaneously the Quality of Service, and Facilities have a positive effect on Patient Satisfaction at Darmasraya Hospital.

Keywords: Service Quality, Facilities, Patient Satisfaction

INTRODUCTION

Currently, human needs continue to increase, one of which is the need for health services. Public health facilities must receive attention from the government because healthy living is everyone's dream and dream. Not only from underprivileged families, but also from well-to-do families. Health is the most important asset for the Indonesian people to support their daily activities. The service sector whose function is to support public health is hospitals. Hospitals are health facilities that are tasked with providing the community with health services and have the most strategic role in accelerating the increase in public health. Therefore, hospitals are required to provide quality and best services and can reach all walks of life. According to the Law of the Republic of Indonesia Number 44 of 2009 concerning Hospitals in article 1, "it is stated

that a hospital is a health service institution that provides individual health services in a complete manner that provides inpatient, outpatient, and emergency services".

According to Harfika & Abdullah, (2017), "Service quality is a benchmark for the best service provided by service providers, both individuals and agencies according to the expectations of service users." The quality of service provided by a company or organization to clients is one of the indicators that can determine how satisfied a consumer is with something the company offers. If consumers receive good quality of service, then consumers will think that the company has carried out its obligations well and professionally in carrying out its proper duties, namely providing services. One of the efforts to maintain the quality of the company is to create satisfaction in patients because satisfaction is one of the keys to the success of a business(Ronaldi & Hadya, 2022). By providing satisfaction to patients, hospitals can increase profits and gain a wider market share. When patients are satisfied with the service they received during the transaction process and are also satisfied with the goods they got, it is likely that they will come back and use the services of the hospital and will recommend it to their friends and family

Facilities are also indicators that can determine the satisfaction of a consumer. According to Fadhillah & Lestari, (2023), defines facilities as anything that is physical equipment and is provided by the service vendor to support consumer convenience. Because of the availability of complete facilities, it can add a sense of satisfaction for consumers who use these facilities so that consumers feel comfortable because of the facilities provided by the company. The hospital functions to provide health services and is supported by services from various specialist doctors according to their respective pursuits. From the survey that has been conducted, to 20 inpatients of Darmasraya General Hospital, it can be said that almost all patients experience dissatisfaction with the quality of services and facilities provided. The dissatisfaction is caused by various things, such as inadequate bathrooms, or narrow waiting rooms and lack of cleanliness. Darmasraya General Hospital needs to pay attention to patient satisfaction because by meeting the needs of patients, it will have a good impact on the hospital, so that

patients feel satisfied with the quality of services and facilities that have been provided by the Darmasraya Regional General Hospital.

According to Supriyanto & Soesanto, (2012), states that "Patient satisfaction is an evaluation in the form of a response to the feeling of satisfaction and pleasure felt by the patient due to the fulfillment of desires or expectations in using or receiving services from medical personnel". Patients will assess all services and facilities obtained while in the hospital. Therefore, if the patient is satisfied, the patient will recommend the service to others and the patient will continue to use the service. On the other hand, if a patient feels dissatisfied, then the patient will tell others about the experience that does not meet his expectations and will have an impact on the hospital's profits. According to Radito, (2014), the creation of customer satisfaction can provide benefits, including harmonious relationships between the company and customers, providing a good basis for repurchase and customer loyalty and forming word-of-mouth recommendations that are beneficial for the company. The higher the quality of the products and services provided, the higher the satisfaction felt by customers. If customer satisfaction is getting higher, it can cause the company's morning profits. Satisfaction or dissatisfaction is a customer's response as a result of performance evaluation/action that is felt as a result of unfulfilled expectations, so satisfaction is an impression of performance and expectations. If the performance is below expectations then the customer is not satisfied, if the performance exceeds the expectations then the customer will be satisfied. Customer dissatisfaction is part of the customer's experience of the product or service produced so that with that experience the customer tries to find or compare various products or services to increase his satisfaction.

METHODE

This research was carried out at the Darmasraya Regional General Hospital (RSUD). The subject of this study is patients, while the object of this research is the quality of service, facilities and patient satisfaction of the Darmasraya Regional General Hospital (RSUD). The method of data collection in this study comes from primary data, namely by distributing questionnaires to respondents, namely patients who come to the

Darmasraya Regional General Hospital (RSUD), and secondary data from books, journals and electronic media related to the profile of the Darmasraya Regional General Hospital (RSUD), and previous studies. The Population Sampling Method in this study is patients of the Darmasraya Regional General Hospital (RSUD). In addition, it has received approval from the head of the work unit so that the implementation of research will be easier in the data collection process, both primary and secondary data. (Use, 2024). Saturated or census samples, which are the number of samples that reflect all populations, are an option for use in this analysis. In this analysis, the sample was 20 people. Data collection was carried out using a questionnaire to measure patients' perception of the satisfaction of the services and facilities of the Darmasraya Regional General Hospital (RSUD). It is compiled based on the indicators of each variable using a Likert scale of 1–5. Data analysis was carried out in several stages, namely 1) Validity Test was tested with Pearson correlation ($r_{count} > r_{table}$). 2) Reliability tested with Cronbach Alpha (> 0.60 is considered reliable). 3) Normality Test to find out whether the data is normally distributed or not 4) T test to find out the influence of each independent variable on the dependent variable. 5) F test to determine the effect of service quality and facilities simultaneously on patient satisfaction. 6) Coefficient of Determination (R^2) to find out how much contribution independent variables make in explaining dependent variables

RESEARCH RESULTS AND DISCUSSION

In this study, the normality test was carried out to test the residual value in the normal distributed regression mode or not, the test used was a non-parametric statistical test of Kolmogorov Smirnov by looking at if Asymp. Sig. (2-tailed) < 0.05 then the data is distributed abnormally, whereas if Asymp. Sig. (2-tailed) > 0.05 then the data is normally distributed (Mention, 2022). The results of the data normality test can be seen in the table below:

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandar dized Residual
	N	20
Normal	Mean	.0000000
Parameters,a,b	Hours of deviation	6.7651304
		9
Test Statistic		.151
Asymp. Sig. (2-tailed) ^c		.200d

Based on the results of the SPSS output for the normality test in table 1. above, it can be seen that the value of Asymp. The sig. (2-tailed) obtained is 0.200 which means that it is greater than 0.05 so that it can be concluded that the data is distributed normally.

The T test is used to see the degree of significance of independent variables affecting dependent variables partially or individually. The test was carried out using a significance level of 0.05. To test the influence of each variable, a partial independent variable was used. (Cahyani et al., 2024) If t calculates $> t$ table, then there is an influence between the independent variable and the dependent variable. If t calculates $< t$ table, then there is no influence between the independent and dependent variables, or if the sig value < 0.05 then the independent variable has a significant effect on the bound variable. If the sig value > 0.05 , then the free variable has no significant effect on the bound variable.

Table 2. T Test Results (Partial)

Model	Coefficientsa	Standardiz ed		t Itself.
		Unstandardized Coefficients	Coefficien ts	

		B	Std. Error	Beta		
1	(Constant)	60.550	19.867		3.048	.007
	Quality of Service	.124	.239	.123	518	.000
	facilities	.154	.208	.175	.738	.000

a. Dependent Variable: patient satisfaction

Based on the results of the t-test in table 2, above, it can be interpreted that:

1. Hypothesis testing the effect of service quality on patient satisfaction

Based on the results of the t-test above, the result of the tcal value of the Service Quality variable was $5.18 >$ the ttable value was 0.3598 with a significance value of 0.000 which $<$ of the value of α which was 0.05. Therefore, it can be concluded that Service Quality has a significant effect on Patient Satisfaction.

2. Hypothesis testing the effect of Facilities on patient satisfaction

Based on the results of the t-test above, the result of the tcal value of the Facility variable is $7.38 >$ the ttable value is 0.3598 with a significance value of 0.000 which is $<$ of the value of α which is 0.05. Therefore, it can be concluded that Facilities have a significant effect on Patient Satisfaction.

The F test aims to test whether independent variables have a simultaneous or joint influence on dependent variables. The decision-making criterion is that if the sig value is < 0.05 , all independent variables simultaneously affect the dependent variables in the study. However, if the sig value > 0.05 , it means that all independent variables simultaneously have no effect on the variables in the study

Table 3. Test F Results (simultaneous)

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Itself.
1 Regressi on	44.177	2	22.089	53.43	.001b

Residual	869.573	17	51.151		
Total	913.750	19			

a. Dependent Variable: patient satisfaction
 b. Predictors: (Constant), facilities, quality of service

Based on table 3 above, it shows that the significance value of the F test is 0.001, which is smaller than the significance value used which is 0.05. Decision making can also be done by comparing the value of F_{cal} with the value of F_{table} . Where the F_{cal} value is 53,432 while the F_{table} value is 3,098. So that the value of F_{cal} is greater than F_{table} . Therefore, it can be concluded that the Quality of Service and Facilities has a simultaneous effect on Patient Satisfaction.

The determinant coefficient (R^2) is a tool used to measure how far the model is able to explain independent variable variations. The value of the determination coefficient is between 0-1, if the value of r^2 is close to 1 then the independent variable provides almost all the information needed to predict the variation of the dependent variable.

Table 4. Determination Test Results (R^2)

Model Summary				
Mo del	R	R Squar e	Adjusted R Square	Std. Error of the Estimate
1	.220a	.048	.642	7.15202

a. Predictors: (Constant), facilities, quality of service
 b. Dependent Variable: patient satisfaction

Based on the results of the determination coefficient test in table 4, an adjusted r^2 value of 0.642 or 64.2% Therefore, it can be concluded that the ability of independent variables, namely Quality of Service and Facilities in explaining the variation of the variable Satisfaction of the Satisfaction of the Patient is 64.2%.

DISCUSSION

The first hypothesis (H1) that states that it is suspected that the quality of service has a significant effect on patient satisfaction is acceptable. This is evidenced by a significance value smaller than 0.05, which is 0.000. This means that the more the quality of service provided by the Darmasraya Regional General Hospital improves, the more patient satisfaction will also increase. The satisfaction felt by the patients of the Darmasraya Regional General Hospital in terms of service is influenced by the polite and friendly attitude of the officers in serving patients. (Pantilu et al., 2018) revealed that competent employees greatly affect performance. Then the patient also felt satisfaction because the officers at the Darmasraya Regional General Hospital were competent in their fields. The results of this study are in accordance with the definition put forward by (Adawia et al., 2020) which states that service quality is a dynamic condition related to products, services, human resources, processes, and the environment that meet or exceed expectations.

Darmasraya Regional General Hospital provides good service to patients in terms of products, services, and processes as expected, so patients will feel satisfied with the quality of service. Then according to (Wibisono & Achsa, 2020) Service quality starts from customer needs and ends with customer perception. Darmasraya Regional General Hospital can meet all patient needs during treatment at Darmasraya Regional General Hospital by providing good service from patients coming to patients returning home and patients feel that all their needs are met, it will cause a good perception from patients, namely patients will be satisfied with the quality of services provided by Darmasraya Regional General Hospital.

The results of this study are also in accordance with the research that has been carried out by (Pantilu et al., 2018) which states that the quality of service partially affects patient satisfaction. In this study, the hypothesis is proven so that if the quality of service increases, patient satisfaction also increases. This is supported by the quality of human resources owned by the Darmasraya Regional General Hospital which if employees provide excellent and quality service to patients, then patients will feel satisfied. The same is also found in the second hypothesis (H2) which states that it is

suspected that facilities have a significant effect on patient satisfaction at the Tempel I Health Center is acceptable. This is evidenced by a significance value smaller than 0.05, which is 0.000. This means that the more the facilities owned by the Darmasraya Regional General Hospital increase, the more patient satisfaction will also increase. The results of this research are in accordance with those stated by (Dedy & Alfandi, 2022) which states that facilities are where the needs and expectations of customers, both physical and psychological to provide comfort. Darmasraya Regional General Hospital provides good and complete facilities for patients so that patients feel comfortable when receiving treatment, then patients will feel satisfied with the facilities that have been provided. Then according to (Adhitya & Hutagalung, 2023) Facilities are everything that is physical equipment and is provided by the service to support consumer comfort.

Darmasraya Regional General Hospital provides complete equipment to support adequate facilities so that patients can feel comfortable with the facilities provided. The results of this study are also in accordance with the results of the research conducted by (Radito, 2014) that is, facilities partially affect customer satisfaction. In this study, the hypothesis is proven so that if facilities are increasing, patient satisfaction will also increase. In addition, from the observations that the researcher has made on the object, it was obtained that the facilities provided by the Darmasraya Regional General Hospital are in accordance with the standards of good health centers. Based on the F Test, a significance value of 0.001 was obtained, which means it is smaller than 0.05. Thus, the variables of service quality and facilities simultaneously (together) affect patient satisfaction at the Darmasraya Regional General Hospital. This shows that the third hypothesis (H3) is acceptable. The results of this study are in accordance with the research conducted by (Adawia et al., 2020) which states that simultaneously the quality of services and facilities has a significant effect on patient satisfaction. The Determination Coefficient test showed an Adjusted R² value of 0.642. This means that 64.2% of the Y variable (patient satisfaction) is influenced by the X1 variable (service quality) and the X2 variable (facilities). The remaining 35.8% was influenced by other variables that were not explained in this study.

CONCULASION

Based on the research results and discussions presented above, the following conclusions can be drawn:

1. Competency variables influence employee performance at the Darmasraya Regency Culture and Tourism Office. This means that better competency leads to higher performance levels.
2. The Career Development variable has a positive effect on employee performance at the Darmasraya Regency Culture and Tourism Office. This means that the better the work discipline of an agency's employees, the higher their performance will be.
3. Simultaneously, Competence and Career Development have a positive influence on employee performance at the Culture and Tourism Office of Darmasraya Regency.

Based on the results of the research and discussion that has been stated above, several conclusions can be drawn as follows:

1. The Service Quality Variable affects Patient Satisfaction at Darmasraya Hospital. This means that the better the quality of service, the higher the level of Patient Satisfaction.
2. Facility variables have a positive effect on Patient Satisfaction at Darmasraya Hospital. This means that the better the facilities of the agency, the more Patient Satisfaction will increase.
3. Simultaneously, the Quality of Service, and Facilities have a positive effect on Patient Satisfaction at Darmasraya Hospital.

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