

THE ROLE OF SERVICE QUALITY IN INCREASING PATIENT SATISFACTION AT GAJAH MADA TEMBILAHAN ELDERLY POLI

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Abstract

This study aims to explore the role of service quality in increasing patient satisfaction at the Elderly Polyclinic at Gajah Mada Tembilahan Health Center. Service quality is a key factor in providing adequate care and meeting the needs of elderly patients. This study used a survey method with primary data collection through questionnaires given to 96 patient respondents at the Elderly Polyclinic at Gajah Mada Health Center. The questionnaire includes questions related to service quality aspects such as responsiveness, reliability, security, empathy, and accessibility. The collected data were analyzed using descriptive statistical techniques and regression analysis to identify the relationship between service quality and patient satisfaction. The results showed that patient perceptions of service quality at the Elderly Polyclinic at Gajah Mada Health Center were generally quite positive. The responsiveness of medical and non-medical staff, service reliability, safety in providing care, empathy shown by health workers, and service accessibility have a significant influence on the level of patient satisfaction. These findings indicate that efforts to improve service quality at the Elderly Polyclinic at Gajah Mada Health Center can positively influence patient satisfaction. Based on these findings, it is suggested that Gajah Mada Health Center improve aspects of service quality that have a significant impact on patient satisfaction. Increasing the training and development of medical and non-medical personnel in terms of responsiveness, reliability, security, empathy and service accessibility can be an effective strategy in improving the quality of services at the Elderly Poly. In addition, the use of information and communication technology can also help improve the efficiency and accessibility of health services for elderly patients.

1. INTRODUCTION

Background problem

One indicator of successful development is the increasing life expectancy of the population. With the increasing life expectancy of the population, the number of elderly people continues to increase. Elderly interpretation Bag World *Health Organization* (*World Health Organization*, 2018) an elderly person is someone who is more than or equal to 55 years of age and Law Number 13 of 1998 concerning elderly welfare in article 1 paragraph 2 which states that 60 years of age is the beginning of old age. Puskesmas is the spearhead of the health service system in Indonesia. The Community Health Center is the hope of the community as place referrals for health services. Regulation of the Minister of Health No. 75 of 2014 Article 1 No. 10, states that Health Services are efforts provided by Puskesmas to residents, including planning, implementing, evaluating, recording, reporting, and pouring them into a system. Gajah Mada Tembilahan Health Center is one of the Community Health Centers in Indragiri Hilir Regency that was able to achieve main accreditation in 2019 which is valid from 26 July 2019 to 26 July 2022. The accreditation achieved is a form or achievement because Gajah Mada Health Center has met service quality standards in the health sector. The human resources available at the Gajah Mada Health Center are as follows:

Table 1. HR Data at the Gajah Mada Tembilahan Health Center

No	Types of Medical Personnel	Amount
1.	General practitioners	4 People
2.	Dentist	2 persons
3.	Midwife	49 People
4.	Nurse	32 People
5.	Dentist	1 person
6.	Driver	2 persons
7.	Security	3 people
8.	Cleaning Service (CS)	2 persons
9.	Pharmacist	2 persons
10.	Medical records	1 person
11.	nutrition	1 person
12.	Laboratory staff	2 persons
13.	Accountancy	3 people
14.	Bachelor of Public Health (SKM)	8 People
Total		112 People

Source: Gajah Mada Health Center Tembilahan

Gajah Mada Tembilahan Health Center conducts Posyandu activities for the elderly in order to improve routine activities to improve the living standards of the elderly as well as detect early disease and increase the motivation of the elderly. The following is data on the progress of visiting elderly patients in the last 3 years at the Gajah Mada Tembilahan Health Center:

Table 2. Development of the Number of Elderly Patient Visits at Gajah Mada Tembilahan Health Center 2019-2021

No	Year	Number of Patient Visits
1.	2019	3.564
2.	2020	2.306
3.	2021	2.168

Source: Gajah Mada Health Center Tembilahan

Based on the data obtained, there is a phenomenon of decreasing number of elderly patient visits each year. This is in contrast to obtaining the main accreditation by fulfilling service quality standards in the health sector. According to Minta (2018) in Dam and Dam (2021) the company's competitive advantage lies in satisfying clients who must be better from competitor. Customer satisfaction is also influenced by the quality of a company's service (Safitri, 2016). From various reference research shows that there is a significant positive relationship between the effect of service quality on customer satisfaction (Anwaret *al.*, 2019; Dimyatiand Subagyo, 2016; Shpetim, 2012 in Dam and Dam, 2021). Satisfaction can occur when the service exceeds the perception expected by the customer (Muchlis, 2022). Patient satisfaction is an important indicator and is usually used for determine quality in health services (Suleiman and Abdulkadir, 2022).

From the phenomenon of a decrease in the number of visits which is contrary to the status of a health center that has received accreditation which should have increased patient visits, the researcher was interested in examining the effect of service quality on service quality and took the research title "The Role of Service Quality in Improving the Quality of Health Services in the Elderly Polyclinic at the Elephant Health Center Mada Tembilahan".

Problem Formulation

Based on the existing background, the formulation of the problem in this study is whether the quality of service has a positive and significant effect on patient satisfaction in the elderly polyclinic at the Gajah Mada Tembilahan Health Center.

Research purposes

The research objective in this study was to analyze the influence of service quality on patient satisfaction in the elderly polyclinic at the Gajah Mada Tembilahan Health Center.

2. LITERATURE REVIEW

Service quality

Service quality is simply defined as a measure of how well the level of service provided is able to match customer expectations (Lewis and Booms, 2012 in Radiman et al., 2020). According to Indian Zelvia Adhri (2020) service quality is a measure that measures the ability of a service business to meet customer needs. Tjiptono (2014) reveals service quality is the level of excellence expected and control over the level of excellence in order to fulfill customer desires. Service quality is a skill received or experienced that is in line with expectations. Krisnawati (2016) explained that service quality is one statement about behavior, the bond that comes from consideration between a desire (expectations with performance must be appropriate).

According to Kotler (2019) the dimensions and indicators of service quality consist of:

a. *tangible*

Cleanliness, neatness and comfort of the room, good room arrangement and readiness of the tools used.

- b. *Reliability*
Fast and precise procedures and fast and precise service
- c. *Responsiveness*
Respond quickly to resolve complaints, provide clear and easy-to-understand information and act quickly and precisely when needed
- d. *Assurance*
Providing guarantees, no errors occur and service schedules are promised exactly
- e. *Empathy*
Be friendly, pay attention to consumer complaints and service regardless of social status

Satisfaction

Consumer satisfaction is the customer's response to the perception of the difference between initial expectations before purchasing performance and the actual performance of the product as perceived after using the product or service concerned (Tjiptono, 2014). Kotler (2019) states that satisfaction is the level of one's feelings after comparing the perceived performance or results compared to their expectations. The company's foresight to see changes in market patterns that are increasingly mobile and demand speed in accessing product information is a strategic step in marketing planning (dharmasetiawan, Bayu Fajar Susanto, Aprilian & Maulana, 2022).*et al.*, 2022).

According to Tjiptono (2014) the dimensions and indicators of satisfaction consist of:

- a. Conformity of expectations
Products according to expectations, services according to expectations and facilities according to expectations
- b. Interested in visiting again
Interested in returning because of the services provided, interested in visiting again because of the value and benefits obtained and interested in visiting again because of adequate supporting facilities
- c. Willingness to recommend
Suggest friends and relatives because of satisfactory service, suggest friends and relatives because of adequate facilities and suggest friends and relatives the value and benefits obtained.

3. RESEARCH METHODS

The research being tried is a type of quantitative research with a causal research design. The causal design used is considered suitable for this research because this research controls which variables are influencing and which variables are effects, as well as to recognize the relationship between the independent variable and the dependent variable that exists. The population is Elderly Poly Patients at the Gajah Mada Tembilahan Health Center in 2021 with a total of 2,168 patients. Using the slovin formula, the number of samples used in this study were 96 elderly patients at Gajah Mada Tembilahan Health Center with the criteria that patients could still be invited to communicate and have good responsiveness.

The data collection method used in this study is to use a questionnaire or questionnaire. Closed questions can be measured using the Likert scale method (range 1 to 5), where this scale produces answers that strongly disagree, disagree, undecided, agree and strongly agree. Data were obtained from the results of distributing questionnaires in tabular form and then connecting them with theories relevant to this research. Furthermore, the writer draws conclusions. To analyze data quantitatively, the authors will use statistical data analysis techniques using Regression-PLS. In making a decision on the interpretation of the descriptive mean of each variable studied, the authors used guidelines from Ghazali (2014). In this study using the SEM-PLS analysis method with SmartPLS 3.2.9. hypothesis testing using analytical techniques *Partial Least Square (PLS)*

4. RESULTS AND DISCUSSION

In this study, testing the hypothesis using analytical techniques *Partial Least Square* (PLS) with the SmartPLS 32.9 program.

Outer Model Analysis

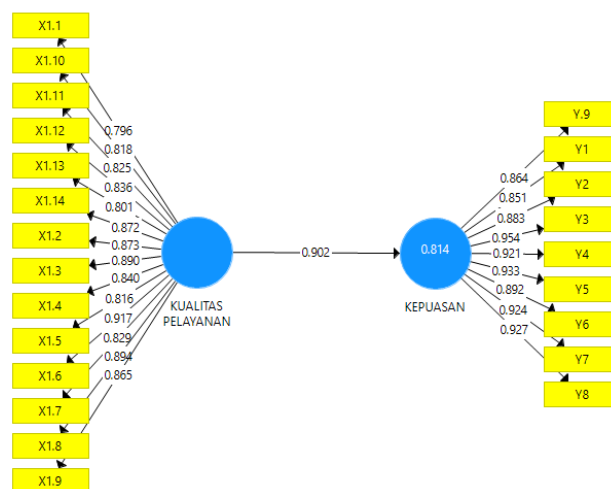


Figure 1. Outer Model

Convergent Validity

The results of data processing show that there are no variable indicators whose outer loading values are below 0.5, so that all indicators are declared feasible or valid for research use and can be used for further analysis.

Discriminant Validity

From the results of processing the data obtained, it can be stated that the indicators used in this study already have good discriminant validity in compiling their respective variables. In addition to observing the cross loading value, discriminant validity can also be obtained

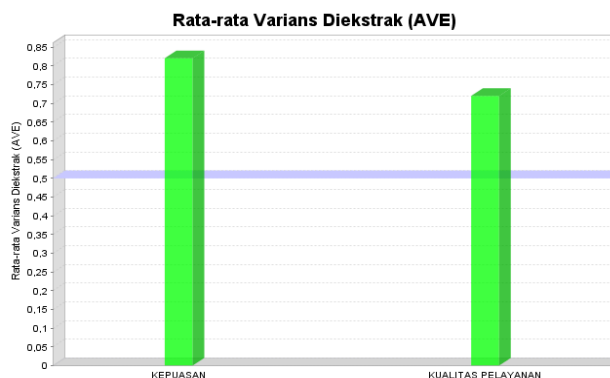


Figure 2. AVE Value chart

Based on the data presented in table 4.1 above, it is known that the AVE value of service quality and service quality variables is > 0.5 . Thus it can be stated that each variable has good discriminant validity.

Composite Reliability

Journal homepage: <http://ingreat.id>

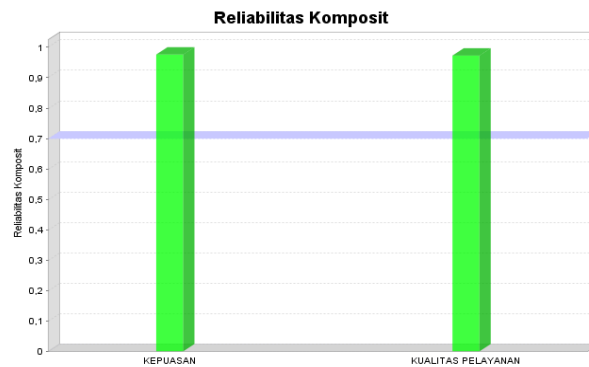


Figure 3. Composite Reliability Diagram

It can be seen that the composite reliability value of all research variables is > 0.7 . These results indicate that each variable has fulfilled the composite reliability so it can be concluded that all variables have levels of reliability the highest.

Inner Model Analysis

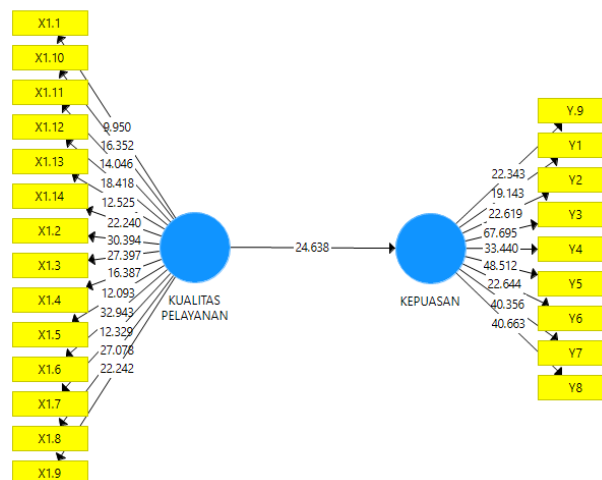


Figure 4. Inner Model

Uji Path Coefficient

Based on the inner model scheme that has been shown in Figure 4.2 above, it can be explained that the value *path coefficient* indicated by the effect of service quality on service quality of 24.638. Based on the description of these results, it shows that all variables in this model have a path coefficient with a positive number.

Model Goodness Test (Goodness of Fit)

Based on the data presentation, it shows that service quality is able to explain variability of contract satisfaction of 90.2% and the remaining 9.8% is explained by other constructs outside those examined in this study. This shows that the diversity of the research data that can be explained by the research model is 90.2%. While the remaining 9.8% is explained by other factors that are outside this research model. Thus, from these results, this research model can be stated to have good fit.

Hypothesis testing

Table 3. Direct Effect Path Coefficients & P Values

hypothesis	T Statistics (O/STDEV)	P Values	Information
X----Y	24.638	0,000	Accepted

Source: 2023 processed data

The value of testing the hypothesis of this study can be shown in Table 4.15

From the results of data processing it can be concluded that service quality has a significant positive effect on service quality.

Research Discussion

Effect of Service Quality on Service Quality

This study found that service quality has a significant positive effect on service quality. This shows that the quality of service perceived by puskesmas patients will affect the quality of services perceived by patients. Research conducted by Krisnawati, (2016) supports the findings in this study with the results that service quality affects customer satisfaction. In the research of Suleiman and Abdulkadir (2022) the dimensions of service quality are tangibility, reliability, responsiveness, assurance and empathy have a positive influence on patient satisfaction in Katsina Metropolis. Other research that supports this is research conducted by Novitasari (2022) and Adhyaka and Aisyiah (2023).

5. CONCLUSION

The conclusion of this study is service quality affects service quality. This shows that the quality of service felt by patients will affect the satisfaction felt by patients. Patients tend to respond well to satisfaction with services if they are satisfied with the quality of services provided. So the higher the quality of service, the better the quality of service perceived by patients. In this study, there are several indicators that if corrected can maximize service quality so that it has an impact on patient satisfaction, namely cleanliness, tidiness and comfort of the room on the service quality variable while on the satisfaction variable, namely service according to expectations.

Limitations and Suggestions

Suggestions in this study to improve the quality of service are routine cleaning and maintenance: Carry out routine cleaning activities such as sweeping, mopping, and dusting regularly. Also make sure to clean frequently touched areas, such as doorknobs, tables and chairs with disinfectant to reduce the risk of spreading disease. Good layout: Organize the room efficiently with appropriate placement of equipment, tables and chairs. Make sure that each item has a designated place and is easily accessible. This will help create a neat and orderly atmosphere.

Suggestions in increasing patient satisfaction improve communication, effective communication between puskesmas staff and patients is very important. Ensure that puskesmas staff have good communication skills, such as listening empathetically, giving clear explanations, and adequately answering patient questions. Also, ensure that information regarding schedules, procedures and services is clearly available and easily accessible to patients. Reduce waiting time One of the common complaints of patients is long waiting times. Strive to optimize the registration process, schedule setting, and patient scheduling so that waiting time can be minimized. Using technology such as queuing systems or online scheduling can also help reduce waiting times and increase efficiency.

This research only takes service quality and service quality variables, it is better for future research to take variables word *of mouth* and loyalty. For a wider population and maximum results, it is better to increase the number of samples and to make it more attractive, add generation z samples.

6. THANK-YOU NOTE

We would like to express our deepest gratitude to all parties who have provided support and contributions in this study entitled "The Role of Service Quality in Improving Patient Satisfaction in the Elderly Poly Clinic at Gajah Mada Tembilahan Health Center". Thank you to the Gajah Mada Health Center management team for giving permission and the opportunity to conduct research at the Elderly Poly. We appreciate the support and assistance provided in collecting the necessary data and information. Thank you also to all respondents who have taken the time and are willing to participate in this study. Without their participation, this research would not have been carried out. We really appreciate their contribution in providing perceptions and responses to the quality of service at the Elderly Polyclinic at the Gajah Mada Health Center. We also want to thank all parties who have provided suggestions, input, and support in data processing and analysis. Their contributions are invaluable and have helped us identify the relationship between service quality and patient satisfaction. Finally, we hope that the results of this study can provide useful benefits and contributions in efforts to improve the quality of service at the Elderly Polyclinic at the Gajah Mada Tembilahan Health Center. Thank you once again to all those who have helped and supported this research.

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