

LINEARITY OF SERVICE QUALITY AND PUBLIC SATISFACTION IN GOVERNMENT HOSPITALS

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ABSTRACT

This study aims to analyze the relationship between service quality and community satisfaction in the outpatient installation of Kuningan Hospital. The research was carried out in May 2024 using a narrative descriptive method. Data collection was conducted using interviews, observations, and documentation. The results of the research show that there is a significant difference in perceptions related to the quality of health services. The quality of administrative services was considered very satisfactory by most of the informants. The tangible dimension of the installation was considered satisfactory. In the responsiveness dimension, it was found that officers showed a high level of professionalism and responsiveness in providing the needed help and information. The assurance dimension showed that informants appreciated accurate information and professionalism of officers. The findings of the study could inform strategies to enhance service delivery and meet the public's expectations more effectively.

INTRODUCTION

Articles 28 H and 34 of the 1945 Constitution guarantee the right of every individual to proper health care and public service facilities, with laws such as Law No. 23 of 1992 reinforcing the goal of achieving optimal public health. However, media reports frequently highlight issues in public services that negatively affect public satisfaction. These issues include expensive, rigid, and complicated services, unprofessional behavior by officials, demands for rewards, unfriendly attitudes, and slow, inadequate service facilities (Allen & Sawhney, 2018; Berman et al., 2021; Bourguignon & Wangwe, 2023; DiIulio, 2011; Huynh & Sheikh, 2024). Given this reality, improving the quality of health services is essential to ensure that individuals, families, and communities receive adequate health protection.

Kuningan Hospital as one of the health service provider institutions is obliged to provide health services that meet the community's right to receive health protection as regulated in the Law. Kuningan Hospital is required to provide quality facilities and services for the community as consumers. In 2024, Kuningan Hospital will become one of the type B hospitals that functions as a referral hospital from hospitals around the city of Kuningan. According to hospital data, general outpatient patients from January to May 2024 were 43,756 people/visit. From the number of patient visits, it shows that the public's interest in getting health services from Kuningan Hospital is very high. This means that the level of public trust in hospitals is relatively good. Realizing this, Kuningan Hospital is expected to have a better quality of service compared to other hospitals. One way to achieve this is by paying attention to the quality or quality of the services provided. Quality here is defined as compliance with standards that have been set or in accordance with requirements (Azwar, 1996).

Hospital service standards define quality as the degree to which services achieve patient satisfaction, aligning with professional standards and ethical codes (AlOmari, 2021; Mosadeghrad & Ghazanfari, 2021; Nasirin & Lionardo, 2020; Shan et al., 2016; Vogus & McClelland, 2016). When service

quality meets these standards, it leads to higher levels of patient or customer satisfaction. Satisfaction is determined by the extent to which the performance of a service or product matches customer expectations. If the performance falls short, customers are dissatisfied, but if it meets or exceeds expectations, they are satisfied (Kotler, 2008). Higher service quality directly correlates with increased patient satisfaction in healthcare settings.

Based on this definition, it can be concluded that good service quality will provide satisfaction to patients. That public services are defined as a series of activities carried out by the public bureaucracy to meet the needs of users (Freddy et al., 2022; Giroth et al., 2022; Hakim, 2021; Lapuente & Van de Walle, 2020; Sønderskov & Rønning, 2021). The users referred to here are citizens who need public services. Hospitals as service providers where the community as service recipients should get fast and efficient services from qualified and qualified health workers.

So, what are the conditions of health services that occur at Kuningan Hospital? Several service problems often arise as issues that occur at Kuningan Hospital. Among them are relatively long service waiting times, the absence of effective communication between service providers and recipients, registration officers who are not fast and efficient, and there are still many registration officers who are old which results in suboptimal use of the application. In addition, some of the facilities provided have not met the standards. For example, the lack of a large registration area, the lack of patient waiting seats, and the lack of cleanliness of toilets provided for patients.

This study analyzes the relationship between service quality and community satisfaction, especially in the Outpatient Installation of Kuningan Hospital. This research aims to assess the community's expectations for Kuningan Hospital's services and compare them to the actual quality of services experienced by the community. The research contributes by providing a focused analysis of the relationship between service quality and community satisfaction in the Outpatient Installation of Kuningan Hospital. By comparing the community's expectations with the actual services received, this study offers valuable insights into areas where the hospital's services may need improvement. The findings could inform strategies to enhance service delivery and meet the public's expectations more effectively.

METHODS

This research uses a qualitative approach. Data collection was carried out using interviews, observations, and documentation. This research was conducted on an outpatient installation at Kuningan Hospital. The research was carried out in May 2024 using a narrative descriptive method. Meanwhile, the qualitative data analysis technique follows Miles and Huberman, namely the presentation of data is carried out using the form of narrative text and drawing conclusions. Then the data obtained were presented and interpreted.

RESULTS

Quality of Registration Service

Based on the results of interviews with informants, the registration service at the hospital is considered to have met the expectations of most respondents in various aspects of service quality. The informant felt ease and comfort in the registration process, and appreciated the availability of adequate and well-functioning facilities. They highlighted that the registration process took place on time and the information provided was accurate as expected, supported by the level of professionalism of officers who were alert and proactive in providing the necessary assistance and information. However, some informants revealed that some of the staff showed a less friendly attitude, which made some patients feel uncomfortable. This attitude is considered to reduce the quality of experience in the field of registration services.

Quality of Health Facilities Services

Based on the results of interviews with informants, health facilities in hospitals are considered to meet the expectations of most informants in various aspects of service quality. The informant appreciated the provision of complete medical equipment and the availability of competent medical personnel as the main factors that supported their confidence in undergoing health checks. The existence of adequate medical equipment is believed to provide safety and certainty in the treatment process. In addition to the medical facility factor, the informant also highlighted comfort in service as important. Easy access to information and diagnostic support services, such as integrated laboratories

and pharmacies, is considered to support the diagnosis and treatment process more effectively. This facility also helps improve time efficiency in health services.

Environmental cleanliness is also an important concern for informants. The existence of a clean hospital environment and the presence of a beautiful garden are considered as additional factors that contribute to an overall better patient experience. Nevertheless, the informant still expressed concerns regarding seating limitations in some areas, which are expected to be improved to improve the comfort of patients and their families while waiting.

Quality of Service for Healthcare Workers

Based on the results of the interviews, most of the informants revealed that the neat appearance of the healthcare workers is an indication of their commitment to high standards of professionalism. They see that a neat appearance reflects the quality of service provided. However, the findings of the study show that there is a significant difference in perceptions related to the quality of health services. Some informants expressed their dissatisfaction with the long wait times for medical examinations. They attribute this problem to late doctor arrivals, which can potentially affect efficiency and patient satisfaction. In addition, the informant also identified the unfriendly attitude of some officers as a major issue affecting the overall patient experience. This unfriendly attitude is believed to reduce patient comfort and trust in the services provided. This perception highlights the importance of interaction between health workers and patients in building positive and supportive relationships in the context of health services.

Quality of Administrative Services

From the results of the interviews, the quality of administrative services was considered very satisfactory by most of the informants. They appreciate the administrative procedures that are not complicated, in accordance with the fees paid, and proportional to the services received. Modern administrative facilities, such as computerized systems for patient data management, also support an efficient administrative experience. In addition, the informant also experienced punctuality in the registration process and other administrative handling. They feel that the information regarding the costs and procedures required before receiving medical services is very accurate and complete.

Meanwhile, the informants felt confident in the ability of administrative officers to manage their duties professionally. They rely on the expertise and knowledge of the officers to be more effective and efficient in meeting the needs of patients. Nevertheless, some informants also noted that there is a need to improve the empathy side of administrative officers. Although administrative procedures run smoothly, the less friendly attitude of some individuals is considered to reduce patient comfort and satisfaction.

Factors Hindering Services

Based on the results of the research, several factors were found that were obstacles to the quality of service in the outpatient installation of Kuningan Hospital. One of them is the accumulation of queues at the registration counter which results in long patient waiting times. Technical glitches in the use of the application due to poor internet network quality also cause the accumulation of patients at the counter.

Discussion

The research we conducted is based on the theory that service quality is a measure of how services are distributed according to customer expectations or expectations. This refers to the concept put forward by Parasuraman et al. (1988), which emphasizes the importance of compatibility between the services provided and the expectations of customers. This theory is the main basis for evaluating and improving the quality of services, especially in the context of health services.

Kuningan Hospital, as one of the health service providers, has the responsibility to meet the expectations of service recipients, namely patients. To achieve this, Kuningan Hospital must refer to the benchmarks that have been set in Law Number 25 of 2009. This law provides clear guidelines regarding the implementation of services that must be provided to the community. This guideline covers various aspects of quality services, such as speed, convenience, affordability, and service measurability. Thus, this law serves as an important instrument in ensuring that the services provided are truly quality and meet the needs and expectations of the community. Furthermore, one of the indicators that can be used

in the process of understanding the quality of a certain service is the dimension of service quality. Some experts say that there are ten dimensions in service quality, but Parasuraman et al. (1988) summarize them into five dimensions that can be used in the process of assessing the quality of services provided by service providers, namely: tangible, reliability, responsiveness, assurance, and empathy.

Based on the results of the study, the tangible dimension of the outpatient installation at Kuningan Hospital was considered satisfactory by most of the informants. They feel ease and comfort in the registration process, and consider that the available facilities are adequate and function properly. The provision of complete medical equipment, a clean hospital environment, and the presence of a beautiful garden are also appreciated because they provide a positive atmosphere. In addition, the neat appearance of the healthcare workers reflects their commitment to high standards of professionalism and is considered an indication of the quality of the services provided. Modern administrative facilities, such as computerized systems for patient data management, support an efficient administrative experience, and uncomplicated administrative procedures are considered very satisfactory by most informants. However, they also revealed that there are limited seating in some areas that are expected to be improved to improve the comfort of patients and families.

In the dimension of reliability, several important points have been identified. The registration process takes place on time, in accordance with the patient's expectations. The information provided to patients is assessed as accurate and meets their expectations. The availability of competent medical personnel gives confidence to patients in undergoing health checkups, while the existence of adequate medical equipment provides a sense of security and certainty in the treatment process. Nonetheless, some informants expressed dissatisfaction with the long wait times in medical examinations, which they attributed to delays in doctors' arrivals.

In the responsiveness dimension, it was found that officers showed a high level of professionalism and responsiveness in providing the needed help and information. Easy access to information and diagnostic support services, such as integrated laboratories and pharmacies, improves the efficiency of diagnosis and treatment. However, dissatisfaction with long wait times, especially due to delays in doctors' arrivals, signals the need for increased accountability to better meet patient expectations.

In the assurance dimension, it was found that informants appreciated accurate information and professionalism of officers. Officers provide a sense of trust and security in the registration service. The existence of complete medical equipment and the availability of competent medical personnel provide certainty to patients. The professionalism of medical personnel increases patient confidence. However, the unfriendly attitude of some officers reduces patient satisfaction. The informant is confident that the ability and professionalism of administrative officers in meeting patient needs effectively and efficiently can improve the quality of service.

Meanwhile, in the dimension of care/empathy, there are several important findings from the interview results. The informant noted concerns related to the limited seating that has an impact on the comfort of patients and their families while waiting. The informant also received unfriendly attitudes from several officers, both in the scope of service and administration. This is considered a major issue that can reduce patient comfort and trust in the services provided.

CONCLUSION

The research on the linearity of service quality and community satisfaction in Kuningan Hospital's outpatient installation found that the quality of service is in line with community satisfaction. The services received by the community or patients meet dimensions of service quality such as Direct Evidence, Reliability, Responsiveness, and Assurance. However, there are still indicators that are considered inappropriate and hinder community satisfaction, such as limitations of waiting rooms and unfriendliness of staff. Future research could explore the impact of these areas on overall community satisfaction, investigate how improvements can enhance patient experiences and satisfaction, and compare service quality across other outpatient departments or healthcare facilities. Additionally, studies could explore the long-term effects of targeted interventions aimed at addressing the identified shortcomings in service quality at Kuningan Hospital.

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