HASIL CEK_Impact Of Service Quality On Patient Satisfaction: A Study At Physiotherapy Unit PKU Muhammadiyah Hospital Of Yogyakarta

by Tri Ani Marwati Fahmi Rizal, Solikhah Solikhah,

Impact Of Service Quality On Patient Satisfaction: A Study At Physiotherapy Unit PKU Muhammadiyah Hospital Of Yogyakarta

Fahmi Rizal, Solikhah Solikhah, Tri Ani Marwati

Abstract: Physiotherapy is one of the service components have a significant role in giving health services to the public. This research aimed to understand how patient satisfaction based on service qualities (tangible, reliability, responsiveness, assurance, empathy) at physiotherapy unit PKU Muhammadiyah Hospital of Yogyakarta. The method used in this research was a quantitative method by using a cross-sectional study approach. The research population was all new patients entering in August-September 2020 at the physiotherapy unit PKU Muhammadiyah Hospital of Yogyakarta. The total sample was 76 determined by the accidental sampling technique. The data were analyzed by chi-square analysis and logistic regression. The result of this research showed that the service qualities consist of tangible (p=0.018), reliability (p=0.010), responsiveness (0.000), assurance (0.000), empathy (0.001) related to patient satisfaction at physiotherapy unit PKU Muhammadiyah Hospital of Yogyakarta. According to result of the logistic regression test, it was obtained that responsiveness (Odds Ratio: 6.039, 95% CI 1.862-19.579, p=0.003), assurance (Odds Ratio: 5.238, 95% CI 1.586 - 17.298), p =0.007) were the variables related to patient satisfaction at physiotherapy unit PKU Muhammadiyah Hospital of Yogyakarta. **Conclusion:** The service qualities (tangible, reliability, responsiveness, assurance, empathy) were related to patient satisfaction at the Physiotherapy unit PKU Muhammadiyah Hospital of Yogyakarta.

Keywords: service quality, patient satisfaction, physiotherapy, hospital

————————————————◆————————————————

1 INTRODUCTION

Beside Center of Public Health (PUSKESMAS), the hospital is obligated to continue giving the best services. [1] In the public health sector, service qualities are essential. [2] Therefore, it is a main obligation for public health institutions to improve the quality in all service units. Nowadays, there is much competition that makes hospital institutions indulging the customers by giving the best services. The Hospitals must have advantages to be a choice prioritized. Eventually, the ability to create advantages can be utilized to strengthen position in the long-term competition. [3] One method to create advantages is to keep and improve patient satisfaction. [4] Patient satisfaction becomes a vital scale to evaluate service qualities used in the medical world. [5] To assess the service qualities is by identifying how the service fulfillment is given can fulfill a patient need. Satisfaction or dissatisfaction can be done by measuring patient perception of the given services. [6] Satisfaction is a feeling that patients get from service accomplishment after comparing what the patients expect. [7] Zahro (2017) adds that satisfaction is evaluating after getting services. At least, the benefit have had can merit what the patients expect. Patient satisfaction is one of many points relates to the evaluation of service qualities. To know patient satisfaction is a crucial aspect for service institutions especially hospitals. Not only will the satisfied customers use the services repeatedly but they will tell or persuade people to use them as well. Satisfaction deals with service qualities.

————————————————

- Fahmi Rizal, Student of Public Health Masters Program, Universitas Ahmad Dahlan, Yogyakarta, Indonesia, PH-0822-3360-5545. E-mail: fahmirizal.publichealth @gmail.com
- Solikhah Solikhah, Lecture of Public Health Masters Program, Universitas Ahmad Dahlan, Yogyakarta, Indonesia, PH-0857-47863450. E-mail: solikhah@ikm.uad.ac.id
- Tri Ani Marwati, Lecture of Public Health Masters Program, Universitas Ahmad Dahlan, Yogyakarta, Indonesia, PH-0812-2942-538. E-mail: triyani.marwati@gmail.com

The service qualities themselves are a total of characteristics good or services showing the ability either tangible or intangible to fulfill customers. [9] According to Fahrozy (2017) that states service qualities are dynamic conditions concerning products, services, humans, process and environment which meet expectations. Service qualities are the best services done by a person, community or institution that give satisfaction to customers. [10] Several techniques and methods have been done to measure service qualities with several degrees of relevance based on the scope of research. One of them is examining by the Servqual technique with five constituents. The constituents of the Servqual method are Tangible, Reliability, Responsiveness, Assurance, and Empathy. [12] Some other studies mention that the level of patient satisfaction is still poor enough of service qualities given by health service providers especially hospitals. This gap must be done simultaneously to answer the problems of service qualities at an institution serving health services particularly at the physiotherapy unit. PKU Muhammadiyah Hospital of Yogyakarta is a private hospital in demand for the services of physiotherapy unit. The services cover physiotherapy service, occupational therapy, and speech therapy with the average of patients coming 20-30 patients per day and the average of taking action is 3.136 per month. Because there is no study about patient satisfaction has been done at this unit, we regard for studying it. Therefore, to keep hospital competitiveness particularly physiotherapy unit services needs a benchmark to essentially evaluate patient satisfaction in order to improve the service qualities given.

2 RESEARCH METHOD

The method used in this research was quantitative method by using a cross-sectional study approach. This research population was all new patients entering in August-September 2020 at Physiotherapy Unit PKU Muhammadiyah Hospital of Yogyakarta. The population of this research was 301 new patients with 76 persons as a sample. The technique used for sampling was accidental sampling by Slovin's formula with a margin error of 10% (0.10). The data

was collected in this research by filling questionnaires to measure the service qualities and the level of patient satisfaction. It was validated by passing the test of code of ethics with number 00021/SRIP/KEP-PKU/ix/2020 on 15 September 2020. Instruments used in this research were questionnaires. The first element contained respondent demography which covered age, gender, marital status, education and occupation. The second element contained a questionnaire on service qualities (tangible, reliability, responsiveness, assurance, empathy) and the last element was a questionnaire on patient satisfaction. The data analysis was done by several steps consisting of editing which was to examine the respondent comprehensiveness as well as ensure all questions were answered correctly. Bivariate analysis using chi-square was utilized to see the relation of service qualities on patient satisfaction and multivariate analysis using logistic regression analysis to see the variables of service qualities that impacted patient satisfaction.

3 RESULT AND DISCUSSION

The total sample was 76 patients consisting of 29 men and 47 women who were dominantly adults (55.3%). **Table 1** showed the lowest levels of respondents' education was elementary school and junior high school. The most level of respondents' education were senior high school (48.7%) and university (56.1%). The status of respondents was married (93.4%) and only 5 person unmarried with the most work distribution as housewife (36.8%) and self-employed 25 persons (32.9%). As to satisfaction distribution, the total respondents satisfied was 67.2 % and dissatisfied was 32.9%. The description can be seen in **Table 2**.

Table.1 Respondent Characteristic

Characteristic	Frequency	Percentage
Age		
Teenagers (12-25)	6	6.6 %
Adults (26-45)	42	55.3 %
Elderly (46-65)	28	36.8 %
Elderly >65	1	1.3 %
Gender		
Men	29	38.2 %
Women	47	61.8 %
Marital Status		
Married	71	93.4 %
Unmarried	5	6.6 %
Education		
Elementary school	1	1.3 %
Junior High School	3	3.9 %
Senior High School	37	48.7 %
University	35	46.1 %
Occupation		
Civil servant	11	14.5 %
Teacher/Lecturer	5	6.6 %
Self-employed	25	32.9 %
Farmer	1	1.3 %
Housewife	28	36.8 %
Unemployment	6	7.9 %

Table.2 Respondent Satisfaction

Variable	Frequency	Percentage
Respondent Satisfaction		
Satisfied	55	67.1 %
Dissatisfied	25	32.9 %

Patient satisfaction showed good point. This was affected most by service quality accepted. If a service accepted by patients goes beyond their expectation, the service quality is considered the ideal quality. Otherwise, if the service given is lower than patient's expectation, the service quality is considered poor. [13]. According to Damen (2017) a person will feel satisfied if they get the same as their expectation. Otherwise, a person will feel dissatisfied if the result gets inappropriately to their expectation [14]. Furthermore, the ability to give service in order to fulfill patient needs and expectation consistently well determines whether the quality of service is good or not. Satisfaction or dissatisfaction a person feels is the effect of comparing between work process and product result where the person put their expectation on [15]. To know the distribution of service quality affected to patient satisfaction can be seen in **Table 3**. Analysis of chi-square showed tangible (p=0.018), reliability (p=0.010), responsiveness (0.000), assurance (0.000), empathy (0.001) or p < 0.05. Moreover, it could be concluded there was a significant relationship among all constitutes of service quality to patient satisfaction.

Table 3 Service Quality to Patient Satisfaction

Variable	Bivariate Analysis		
	Odds Ratio	95 % CI	p-value
Tangible	3.357	1.198 - 9.402	0.018
Reliability	3.600	1.322 - 9.801	0.010
Responsiveness	9.351	3.116 - 28.058	0.000
Assurance	8.368	2.772 - 25.264	0.000
Empathy	5.616	1.982 - 15.910	0.001
Variable	**Multivariate Analysis**		
	Odds Ratio	95 % CI	p-value
Responsiveness	6.039	1.862 - 19.579	0.003
Assurance	5.238	1.586 - 17.298	0.007

The table above showed that the respondents gave good perception 69.7% and poor perception 30.3% on tangible. For reliability the good perception is 60.5% and poor perception is 39.5%. For assurance the good perception is 56.6% and poor perception is 43.4%. For responsiveness, 61.8% of respondents said good and 38.2% respondents said poor. For empathy 59.2% of respondents said good and 40.8% of respondents said poor. The evaluation above showed a positive result which meant the quality was good.

Tangible

Good perception is constructed by clean environment and good facilities. It is crucial that physical appearance having good quality will affect the degree of patient satisfaction [16]. Although there is no direct relationship with the effectiveness of clinical service, this constitute is vital to be a measurement of a service that can affect patient satisfaction and develop a feeling to come again to get further services [17]. The constitute of tangible can be the highest point in attractiveness among other constitutes. This aspect consists

of the appearance of staff and of facilities and convenience. They relate to patient satisfaction significantly when the patients utilize the services. The same result can be found in the research had been done by Asmin & Mellita (2020) entitling "Analysis on Influence of Quality Service to Outpatients' Satisfaction at Mother and Child Hospital". The research showed that tangible relates to patient satisfaction significantly by statistic test T calculate = 2.362 as well as sig. value. = 0.020 < from 0.05.

Reliability

Generally, reliability is aimed at every service provider. Clinical ability has a significant impact on medical services. It is because the medical staffs or the service providers are persons dedicating themselves and being trusted to do procedures in accordance with the competency they have. The theory mentioned by Meesala & Paul (2018) that reliability which consists of on-time service, staff attention, bill accuracy, and good communication becomes the constitute having strongest relation with patient satisfaction [20]. This is in accordance with the research done by Supartiningsih (2017) entitling "Service Quality on Hospital Patient Satisfaction: A Case on Out-Patient". The research states reliability has a positive and significant impact on patient satisfaction with a value of significance = 0.004 or < 0.05. This research also noted that reliability of staff on handling patient complaint would strongly impact patient satisfaction.

Responsiveness

Responsiveness has the highest score focusing on the accuracy of staff communication when handling patient needs and complaints. [22]. Thus, responsiveness has a significant relationship with patient satisfaction. This is in accordance with the research done by Rani, Basalamah & Damis (2020) entitling "Impact of Service Quality to Inpatient Satisfaction at Ward Room of Private Care Center (PCC) RSUP Dr. Wahidin Sudirohusodo Makassar". This research showed responsiveness has significant relation with patient satisfaction with value of significance p-value = 0.003 < 0.05 [23].

Assurance

Assurance is the knowledge of services that is given accurately. It can give information to patients when giving procedures based on competence. Assurance will give high patient satisfaction. [24]. Pekkaya, Imamoglu & Koca (2017) states knowledge based on staff's capability and skills to do features of assurance get the patients developing the confidence to be cured. These constitutes relate to patient satisfaction significantly [25]. The research was done by Kosnan (2020) entitling "The Impact of Service Quality on Inpatient Satisfaction at Regional Public Hospital of Merauke" states likewise that assurance relates to patient satisfaction significantly with a significant value p-value = 0.019 < 0.05 [10].

Empathy

The patients will get themselves noticed by staff if their needs and complaints are responded to well with a sincere attitude individually. This will contribute more to satisfaction value on enhancing patient satisfaction [26]. Jacobis (2013) states the same that empathy in giving attention to the

patients can understand the patient needs by developing good communication influencing patient satisfaction. Attention given by staff psychologically relates significantly to patient satisfaction. It is believed that attention can reduce the stress patients get. [27][28]. Similarly, the research entitling "The Impact of Quality Service on Patient Satisfaction at Islamic Hospital of Magelang" states that empathy relates significantly to patient satisfaction with significant value = 0.000 < 0.05 [25].

Multivariate Analysis

Several independent variables concerning dependent variables: tangible, reliability, responsiveness, assurance and empathy are categorized thoroughly in logistic regression using forward stepwise method (wald) that can be seen in Table 4 as follows.

Table.4 Result of multivariate analysis with logistic regression

Variable	Bivariate Analysis		
	Odds Ratio	95 % CI	p-value
Tangible	3.357	1.198 - 9.402	0.018
Reliability	3.600	1.322 - 9.801	0.010
Responsiveness	9.351	3.116 - 28.058	0.000
Assurance	8.368	2.772 - 25.264	0.000
Empathy	5.616	1.982 - 15.910	0.001
Variable	**Multivariate Analysis**		
	Odds Ratio	95 % CI	p-value
Responsiveness	6.039	1.862 - 19.579	0.003
Assurance	5.238	1.586 - 17.298	0.007

The table above showed the impact of independent variables on dependent variables using binary logistic analysis that indicated the odds ratio of Responsiveness: 6.039, (95% CI 1.862 - 19.579), p: 0.003 and the odds ratio of Assurance: 5.238, (95% CI 1.586 - 17.298), p: 0.0007 had p-value < 0.05 which meant statistically the variable impact on patient satisfaction significantly at Physiotherapy Unit PKU Muhammadiyah Hospital of Yogyakarta. From the result can be concluded that there is a significant impact. The patients with good responsiveness perception have a level of satisfaction of 6.039 which is higher than those with poor perception. The patients with poor responsiveness perception are on the level of satisfaction 6.039 which is lower than the patients having good perception. As for the patients having good assurance perception are on the level of satisfaction 5.238 which is higher than the patients having poor perception. The patients that have poor assurance perception are on the level of satisfaction 5.238 which is lower than the patients having good perception. The service provider must regard the patient needs and always express commitment to get the patients involved in fulfilling their needs. By doing that there will be intertwined the relation that brings up good perception on responsiveness influencing the patient satisfaction. The aspect of responsiveness formulated into a good policy will deliver maximum services. It will give responsive services to patients correctly supported by giving clear information [16]. In accordance with what Ali, Basu & Ware, responsiveness can impact the level of patient satisfaction. Responsiveness has the highest score focusing on accuracy of worker communication when handling patient

needs and complaints. Thus, responsiveness has a significant relation with patient satisfaction [22]. To convince patients to get the service qualities they need at the physiotherapy unit is by implementing assurance. It can be given by skills, professionalism, and commitment and enhance proficiency through certain workshops [31]. Assurance is the knowledge of services that is given accurately. It can give information to patients when giving procedures based on competence. Assurance will give high patient satisfaction. [24]. Pekkaya, Imamoglu & Koca states knowledge based on staff's capability and skills to do features of assurance get the patients developing confidence to be cured. These constitutes relate to patient satisfaction significantly [25].

5 CONCLUSION

This research demonstrated interdependencies of quality service (tangible, reliability, responsiveness, assurance, empathy) that impact patient satisfaction at the Physiotherapy Unit PKU Muhammadiyah Hospital of Yogyakarta. The level of satisfaction was 67.2% of respondents saying satisfied and 32.9% of respondents saying dissatisfied. The result of this research ought to be an evaluation to improve the managerial system of services. The result of this research is that the hospital management needs to regard and maintain the achievements that have been gotten. There should be a consideration of formulating the aspects of responsiveness and assurance to enhance patient satisfaction of the given services.

REFERENCES

[1] Listiyono,Agustian,Rizky. Studi deskriptif tentang kualitas pelayanan rumah sakit umum Dr. Wahidin Sudiro Husodo kota Mojokerto pasca menjadi rumah sakit tipe B. Jurnal kebijakan dan manajemen public. 2015; 1. No 1

[2] Behdioglu, Sema.,Acar,Eylem & Burhan,Arda.H. Evaluating service quality by fuzzy serqual: a case study in a physiotherapy and rehabilitation hospital. Journal Total quality management. 2017. 1,3.

[3] Supartiningsih, Solichah. Kualitas pelayanan kepuasan pasien rumah sakit: kasus pada pasien rawat jalan. Jurnal medicoeticolegal dan manajemen rumah sakit. 2017;6 (1) : 9-15.

[4] Sektiyaningsih,Sukma,I.,Haryana,Arif.., & Rosalina,Sari,S. Pengaruh kualitas pelayanan terhadap kepuasan, citra dan loyalitas pasien. Journal of business studies. 2019;04. No 1.

[5] Odebiyi,Do.,Aiyejusunle,CB.,Ojo,TS., & Tella,BA. (2009). Comparison of patients satisfaction with physiotherapy care in private and public hospitals. Journal of Nigeria society of physiotherapy.2010;2.17.

[6] Alwy,Aliah,Nurul,ST. Analisis kepuasan pasien rawat inap dirumah sakit pemerintah (RSUD Haji Makassar)

Analysis of patients satisfaction of in patients at public hospital. Tesis : Universitas Hasanuddin. Makassar.2018.

[7] Fahrozy, Andry. Hubungan kualitas pelayanan rumah sakit dengan kepuasan pasien pengguna BPJS kesehatan di rumah sakit Abdul Wahab Sjahranie Samarinda. Jurnal Psikoborneo. .2017;5 (1): 118-124.

[8] Zahroh,Tazkiyatun,N. Pengaruh mutu pelayanan kesehatan terhadap tingkat kepuasan pasien rawat inap di ruang dewasa umum rumah sakit X Kabupaten Gresik. Jurnal psikosains. 2017;12. No 2. 99-111.

[9] Mayasari, Fitriyuli. Analisis hubungan waktu pelayanan dan faktor total quality service terhadap kepuasan pasien di poliklinik kebidanan dan kandungan RSIA Anugerah Medical Center Kota Metro tahun 2015. Jurnal ARSI (Administrasi Rumah Sakit). 2016;2. No 3.

[10] Kosnan,Wilhelmina.Pengaruh kualitas pelayanan terhadap kepuasan pasien rawat inap di rumah sakit umum daerah (RSUD) kabupaten Merauke. Jurnal ekonomi, bisnis dan ukuntansi (JEBA). 2020;21. No 04.

[11] Knight,Peter,K., Cheng,Alan,NJ.,& Lee,Gary. Result of a survey of client satisfaction with outpatient physiotherapy care. Journal informa healthcare USA. 2010;26(5): 297-307.

[12] Ghufroni,Afif., Andriani,Benya,R.,& Tamtomo,Didik. Effect of patient and physiotherapist characteristics on perceived quality of physiotherapy care at Dr.Moewardi hospital, Surakarta. Journal of health policy and management. 2017;2 (1): 67-78.

[13] Rovendra, Erit. (2020). Analisis dimensi kualitas pelayanan fisioterapi pasien BPJS rawat jalan di RSSN Bukit Tinggi. Jurnal human care. Volume 5.No 1: 304-311.

[14] Yusra, Y. Hubungan kualitas pelayanan terhadap tingkat kepuasan pasien BPJS. Jurnal SAGO Gizi dan Kesehatan, 2020;1(2), 201-206.

[15] Al-Damen, R. Health care service quality and its impact on patient satisfaction "case of Al-Bashir Hospital".International Journal of Business and Management. 2017;Vol.12,No.9

[16] Aswin, A., & Mellita, D. Analisis Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pasien Rawat Jalan Di Rumah Sakit Ibu Dan Anak Karunia Indah Medika Muara Enim. jurnal of admiration, .2020;(6), 623-637.

[17] Sulaiman.,& Anggriani. Hubungan mutu pelayanan terhadap kepuasan pasien di Poli fisioterapi RSU Siti Hajar. Jurnal endurance: kajian ilmiah problema kesehatan. 2019;4 (2).

[18] Helmawati, T., & Handayani, S. D. Pengaruh kualitas layanan terhadap minat kunjungan ulang yang dimediasi oleh kepuasan pasien di klinik Rumah Zakat Yogyakarta. JMMR (Jurnal Medicoeticolegal dan Manajemen Rumah Sakit), .2014;3(1).

[19] AlBorie, H. M., & Damanhouri, A. M. S. Patients' satisfaction of service quality in Saudi hospitals: a SERVQUAL analysis. International journal of health care quality assurance. 2013;26. no.1.

[20] Zebua, M. Pemasaran Produk Jasa Kesehatan. Deepublish;.2018.

[21] Meesala, A., & Paul, J. Service quality, consumer satisfaction and loyalty in hospitals: Thinking for the future. Journal of Retailing and Consumer Services, .2018;40, 261-269.

[22] Andriani, A. Hubungan Mutu Pelayanan Kesehatan Dengan Kepuasan Pasien Diruangan Poli Umum Puskesmas Bukittinggi. Jurnal Endurance, . 2017;2(1), 45-52.

[23] Ali, S. S., Basu, A., & Ware, N. Quality measurement of Indian commercial hospitals–using a SERVQUAL framework. Benchmarking: an international journal. 2018;2.6

[24] Rani, M., Basalamah, S., & Damis, H. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pasien Rawat Inap di Ruang Perawatan Private Care Center (PCC) RSUP Dr. Wahidin Sudirohusodo Makassar. Tata Kelola, .2020;7(1), 95-114.

[25] Hastuti, S. K. W., Mudayana, A. A., Nurdhila, A. P., & Hadiyatama, D. Hubungan Mutu Pelayanan dengan Kepuasan Pasien Peserta BPJS di Rumah Sakit Umum Daerah Yogyakarta. Kes Mas: Jurnal Fakultas Kesehatan Masyarakat, .2017;(2), 161-168.

[26] Pekkaya, M., Pulat İmamoğlu, Ö.,& Koca, H. Evaluation of healthcare service quality via Servqual scale: An application on a hospital. International Journal of Healthcare Management,.2017;(1)–8.

[27] Atmawati, R dan M, Wahyudin. Analisis Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Matahari Departement Store Di Solo Grand Mall. Surakarta: Jurnal Daya Saing, Program MM-UMS.2017.

[28] Jacobis, R. Faktor-Faktor Kualitas Pelayanan Pengaruhnya Terhadap Kepuasan Pasien Rawat Inap Peserta Jamkesmas Di BLU RSUP Prof. Dr. RD Kandou Manado. Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi, . 2013;1(4).

[29] Nyorong, M., Astuti, S., & Januariana, N. E.Pengaruh Pelayanan Kesehatan Gigi Dan Mulut Terhadap Kepuasan Pasien di Puskesmas Sentosa Baru Kota Medan. Jurnal Kesmas Prima Indonesia, . 2020;2(2), 26-37.

[30] Putri, H. A., Saryadi, S., & Dewi, R. S. Pengaruh Kualitas Pelayanan terhadap Kepuasan Pasien di Rumah Sakit Islam Kota Magelang. Jurnal Ilmu Administrasi Bisnis, .2013;2(3), 110-116.

[31] Mahdzir,Nasaruddin.,Aniza.,Faridah,Nor,AR & Sulha,A. Assesing the service quality of physiotherapy services: a cross sectional study at teaching hospital in Klang Vally, Malaysia. Malaysian Journal of Public health medicine. 2013.Volume 13(2): 27-37.

HASIL CEK_Impact Of Service Quality On Patient Satisfaction: A Study At Physiotherapy Unit PKU Muhammadiyah Hospital Of Yogyakarta