

# THE EFFECT OF SERVICE QUALITY ON PATIENT SATISFACTION AND CONFIDENCE

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## ABSTRACT

*The purpose of hospitals is to improve the health status of the community by providing affordable health services. General Hospital of DR Abdul Radjak Purwakarta is a useful service agency in the health area, with the primary purpose of enhancing public health through outpatient services, emergency treatment, inpatient care, and a variety of other services. Patients frequently frequented outpatient services, with the internal medicine polyclinic receiving the most visitors. This study intended to determine the effect of service quality on patient satisfaction and confidence, and the effect of patient satisfaction on confidence at the General Hospital of DR Abdul Radjak Purwakarta. This study used a sample of 100 outpatients who satisfied inclusion and exclusion criteria. Non-probability sampling was utilised in the sampling technique. The data was collected using questionnaires distribution, observation, interviews, and documentation. The data was analysed using Structural Equation Modeling (SEM). The study's findings demonstrated that service quality, patient happiness, and confidence were in high category. Moreover, service quality affected patient satisfaction. Patient confidence is also affected by service satisfaction. Patient satisfaction affects patient confidence.*

**Keyword:** - Service Quality, Patient Satisfaction, Patient Confidence.

## 1. INTRODUCTION

WHO (World Health Organization) defines a hospital as an integral part of a social and health organisation that provides comprehensive, curative, and preventative services to the community. In addition, hospitals are health worker training centres and medical training centres. Hospitals are healthcare facilities that provide comprehensive individual health services and inpatient, outpatient, and emergency treatment, according to Law 44 of 2009 respecting Hospitals.

Hospitals pay close attention to the quality of services provided to consumers, in this case, patients who will use hospital services; thus, patients are satisfied with the quality. Everyone needs hospital services for their health; hence, it is intended that good service quality will nurture and affect patient decisions and confidence, resulting in patient satisfaction with using health services [1].

Hospitals prioritise service quality since it affects patient satisfaction, which will increase suppose having high service quality. The concept of service quality in relation to satisfaction is defined by five aspects typically referred to as "RATER" service quality, an abbreviation for Responsiveness, Assurance, Tangible, Empathy, and reliability [2]. Companies involved in service businesses, particularly hospitals, must be aware of the service quality that

inpatients and outpatients might obtain. The patient is directly tied to service quality, as the patient is the subject of service quality. Customers, patients, and patient's families may be more inclined to sustain long-term relationships if the quality of service is high.

Confidence in the usage of a product or service, in this case in the form of utilised services, is one of the most crucial things the hospital must consider. Patient confidence is necessary for good healthcare delivery [3], [4]. Customers' expectations and perceptions of the hospital's legitimacy, promise, and goodness constitute a confidence. The relationship commitment between the hospital and the customer can be mutually advantageous if confidence is established [5]–[7].

Concerns exist regarding the quality of service at the General Hospital of DR Abdul Radjak Purwakarta, namely that medical treatment actions are still relatively slow, causing patients to have to wait a long time for supporting examinations to be performed, health workers are less patient and friendly since the number of patient visits per day exceeds hospital capacity and a shortage of hospital beds. In addition, some patients believe that the hospital still makes distinctions between BPJS patients and general patients, such as limited drug services, medical equipment, and consumable medical supplies, particularly for Health Insurance Organizing Agency patients (BPJS). These issues diminish patient satisfaction and confidence in the Abdul Radjak Purwakarta Hospital.

On this basis, the following research questions were formulated: 1) What is the quality of service in the outpatient polyclinic of internal medicine at DR Abdul Radjak Purwakarta Hospital? 2) How is patient satisfaction at DR. Abdul Radjah Purwakarta Hospital's outpatient polyclinic for internal medicine? 3) How is patient confidence in the internal medicine outpatient polyclinic at Dr Abdul Radjah Purwakarta Hospital? 4) How much does service quality affect patient satisfaction at General Hospital of DR Abdul Radjak Purwakarta's internal medicine outpatient polyclinic? 5) How much does service quality affect patient confidence in the outpatient clinic for internal medicine at Dr Abdul Radjah Purwakarta Hospital? 6) To what extent does patient satisfaction affect confidence in the outpatient polyclinic for internal medicine at General Hospital of DR Abdul Radjak Purwakarta?

The hypotheses tested are H1: service quality affects patient satisfaction; H2: service quality affects patient confidence; and H4: patient satisfaction has an effect on patient confidence.

## 2. LITERATURE REVIEW

### 2.1 Service Quality and Its Measurement

Service quality is the highest level of service an individual, group, or organisation provides that satisfies clients or society. Service quality is defined as the expected degree of perfection and the management of that level of excellence to satisfy customer needs [8]. Service quality is not viewed from the perspective of the organiser or service provider but rather from the perspective of the community (consumer) [8].

Regardless of the type of product manufactured, service quality is a crucial concern for all businesses. Five aspects popularly known as "RATER" service quality determine the relationship between service quality and customer satisfaction (responsiveness, assurance, tangible, empathy and reliability [9]). The five factors used to evaluate service quality are:

- Reliability: the ability to provide services in a timely and satisfactory manner.
- Assurance: the employees' ability, courtesy, and trustworthiness, free from danger, risk, and uncertainty.
- Tangibles: physical facilities, equipment, employees and means of communication.
- Empathy: ease of establishing good communication relationships and understanding customer requirements.
- Responsiveness: the ability to provide services responsively.

### 2.2 Patient Satisfaction and Its Measurement

The level of an individual's perceived state, which is the result of comparing the perceived appearance or outcome to one's expectations, is known as satisfaction [10]. Patient satisfaction is a subjective measure of the quality of offered service's quality. Although subjective, there exists an objective basis. This evaluation is based on experience, education, the current psychological state, and environmental effect [11].

Aspects of satisfaction include comfort, patient relations with hospital staff, technical competence of officers and costs.

Patient Satisfaction Indicators can be measured by [12]:

- Congruence between expectations and reality
- Service amid the enjoyment of services

- Personnel behaviour
- The atmosphere and the physical state of the environment
- Cost
- Promotion or advertising that is consistent with reality.

### 2.3 Confidence and Its Measurement

Confidence is the circumstance in which one side of a party has confident in the reliability and integrity of the other party [13]. Other terms. This confidence stems from the belief that the parties participating in the exchange will deliver constant, integrity, and reliability quality. This belief will result in harmonious connections between the parties involved in the transaction. Confidence can be established if one party feels the other party's activities will result in favourable outcomes for the first party [13].

Based on preceding definition, it is possible to explain that confidence is the conviction that one of the parties to an exchange is reliability and integrity and can create favourable outcomes. Confidence is the essential factor in establishing long-term connections between two parties.

Three factors affect a person's confidence in others [14]:

- Ability  
Ability refers to the seller's or organisation's competencies and characteristics in influencing or authorising a particular sector. In this instance, the strategy of the seller in providing, serving, and protecting transactions from third-party interference
- Benevolence  
Benevolence is the seller's capacity to provide consumers mutually beneficial benefits. The seller's profit can be maximised while consumer satisfaction remains high. The vendor is concerned not only with maximising profit but also with satisfying consumer needs.
- Integrity  
Integrity relates to the seller's business-related conduct and practises. According to the facts, whether the information offered to consumers is accurate. The reliability of the product or service being offered for sale.

## 3. RESEARCH METHODS

In order to fulfil the research objectives, interviews and questionnaires were administered to respondents, in this case, outpatients of the internal medicine polyclinic at DR. Abdul Radjak General Hospital. This study was conducted at Dr Abdul Radjak General Hospital at Jalan Raya Bungursari No.36 Sadang-Purwakarta, Bungursari District, Purwakarta Regency, West Java. This study used a non-probability sampling technique to choose 100 patients as a random sample. Structural Equation Modelling (SEM) based on component or variance, sometimes called partial least square, addresses current issues (PLS).

Using a Likert scale, the measured variables will be converted into indicators for questionnaire construction. The indicators for evaluating each variable use an ordinal scale consisting of five sets of sequences: Strongly agree (SS), Agree (S), Undecided (R), Disagree (TS), and Strongly disagree (STS). Strongly agree statements are assigned the most weight; on the other hand, strongly disagree statements are assigned the lowest.

## 4. RESULTS AND DISCUSSION

### 4.1 First Hypothesis Testing

The Original Sample (O) value of 0.931 derived from Table 1 indicates that the direction of the effect of service quality on patient satisfaction is positive or unidirectional, i.e., if service quality is improving, patient satisfaction will also improve. The effect of service quality on patient satisfaction is statistically significant, as indicated by a t-statistic value of 29.016 more than the t table, or  $29.016 > 1.96$ , and a p-value of 0.000 less than alpha 5%. (0.05). Hence, H1.1 is accepted, indicating that Service Quality affects patient satisfaction in the Internal Medicine Outpatient Polyclinic of the General Hospital of DR Abdul Radjak Purwakarta.

**Table -1:** Path coefficient and t-count of the Effect of Service Quality on Patient Satisfaction at the Internal Medicine Outpatient Polyclinic of General Hospital Dr Abdul Radjak Purwakarta

	Original Sample (O)	t-Statistic	p-value	Conclusion
Internal Medicine Outpatient Polyclinic Service Quality and Patient Satisfaction at General Hospital of DR Abdul Radjak Purwakarta	0,931	29,016	0,000	Tolak $H_{0,1}$

Service quality is crucial to the operation of healthcare facilities, such as the outpatient polyclinic of internal medicine at General Hospital of DR Abdul Radjak Purwakarta. This investigation demonstrates that when the internal medicine outpatient polyclinic of Dr Abdul Radjak Purwakarta Hospital can provide service reliability, such as timely and comprehensive service, diagnosis is performed promptly and accurately, and the physician explains the examination results. The activity follows the protocol, accompanied by seasoned and knowledgeable physicians, comprehensive medications and medical gadgets, convincing service, and a comfortable, clean, and organised waiting area. However, several aspects must be rectified, such as the hospital's continued distinction between BPJS (Healthcare and Social Security Agency) patients and general patients, its inability to provide full medicines and medical devices, and its healthcare staff's less patient and affable nature. All of these factors will result in decreased patient satisfaction.

The results of this study are confirmed by earlier research indicating that an increase in service quality significantly impacts patient satisfaction. On the other hand, a decline in service quality will drastically diminish patient satisfaction [15]–[19].

#### 4.2 Second Hypothesis Testing

Table 2 demonstrates that the Original Sample (O) value is 0.592, showing that the direction of the effect of service quality on patient confidence is positive or unidirectional, i.e., if service quality improves, so will patient confidence. The effect of service quality on patient confidence is statistically significant, with a t-statistic value of 5.397 more than the t table or  $5.397 > 1.96$  and a p-value of 0.000 less than alpha 5%. (0.05). Hence,  $H_{1,2}$  is accepted, indicating that Service Quality affects Patient Confidence in the Internal Medicine Outpatient Polyclinic of General Hospital of DR Abdul Radjak Purwakarta.

**Table -2:** Path coefficient and t-count of the Effect of Service Quality on Patient Confidence in the Internal Medicine Outpatient Polyclinic of General Hospital Dr Abdul Radjak Purwakarta

	Original Sample (O)	t-Statistic	p-value	Conclusion
Internal Medicine Outpatient Polyclinic of General Hospital of DR Abdul Radjak Purwakarta Confidence in Service Quality	0,592	5,397	0,000	Tolak $H_{0,2}$

A health service will provide the highest quality of care if it achieves the desired level of patient confidence. The outcomes of this study reflect the quality of service offered by the internal medicine outpatient polyclinic of General Hospital of DR Abdul Radjak Purwakarta, including the reliability of timely and comprehensive services. The diagnosis is made promptly and precisely in response to complaints, and the doctors explain the examination results. The actions are carried out under procedures with the assistance of skilled and qualified physicians. Nonetheless, there is still a need for improvement, such as the hospital's lack of an adequate, comfortable waiting area, clean restrooms, and comprehensive equipment in the room at the General Hospital of DR Abdul Radjak Purwakarta. Providing such quality of service will increase patient confidence in the internal medicine outpatient polyclinic of General Hospital of DR Abdul Radjak Purwakarta. It has been shown that patients who believe the polyclinic can serve them well feel secure during service and do not commit malpractice. The results of this study are also confirmed by earlier research, which indicates that when a health service offers or improves service quality, patient confidence will increase. On the other hand, patient confidence in health care will fall when the quality of service offered is inadequate or when the quality of service declines [20]–[24].

#### 4.3 Third Hypothesis Testing

According to Table 4.33, the Original Sample (O) value is 0.388, showing that the direction of the effect of patient satisfaction on patient confidence is positive and unidirectional, i.e., if patient satisfaction improves, so will patient confidence. The effect of patient satisfaction on patient confidence is statistically significant, with a t-statistic value of 3.564 more than the t table or  $3.564 > 1.96$  and a p-value of 0.000 less than 5% alpha (0.05). Hence, H1.3 is accepted, indicating that patient happiness affects confidence in the Internal Medicine Outpatient Polyclinic of General Hospital of DR Abdul Radjak Purwakarta.

**Table -3:** Path coefficient and t-count of the Effect of Patient Satisfaction on Patient Confidence in the Internal Medicine Outpatient Polyclinic of General Hospital of DR Abdul Radjak Purwakarta

	Original Sample (O)	t-Statistic	p-value	Conclusion
Patient Satisfaction on Patient Confidence in the Internal Medicine Outpatient Polyclinic of General Hospital of DR Abdul Radjak Purwakarta	0,388	3,564	0,000	Tolak $H_{0,3}$

In this study, the amount of patient confidence is also affected by patient satisfaction. This is demonstrated when patients at the Internal Medicine Outpatient Polyclinic of General Hospital of DR Abdul Radjak Purwakarta are pleased with the staff's demeanour, the polyclinic's physical conditions and atmosphere, and the advertising campaigns conducted. This would boost patient confidence in the services General Hospital of DR Abdul Radjak Purwakarta's Internal Medicine Outpatient Polyclinic offers. This study is backed by prior research demonstrating that patient satisfaction also determines or is highly affected by patient satisfaction [25]–[28]. Yet, several things must be changed, such as medical workers and nurses communicating less properly about health service information and hospitals giving less economical medications.

#### 4. CONCLUSION

Service quality had an 86.7% effect on patient satisfaction in the internal medicine outpatient polyclinic at DR Abdul Radjak Purwakarta Hospital; the remaining 13.3% was affected by other variables not addressed in this study. The percentage of effect of service quality on patient confidence in the internal medicine outpatient polyclinic at Dr Abdul Radjah Purwakarta Hospital was 35.0%; the remaining 65.0% was affected by other variables not addressed in this study. In the internal medicine outpatient polyclinic at DR Abdul Radjak Purwakarta Hospital, patient satisfaction had an 84.9% effect on patient confidence. On the other hand, the remaining 15.1% was affected by variables not addressed in this study. Internal medicine outpatient polyclinics at General Hospital of DR Abdul Radjak Purwakarta should enhance service quality, particularly in the assurance dimension (since it has the smallest r square value), by improving service attitudes, not differentiating services and enhancing the completeness of medicines and medical devices. In addition, emphasis must be paid to the optimisation of SIMRS (Hospital Management Information System) due to the optimal operation of SIMRS in General Hospital of DR Abdul Radjak Purwakarta. General Hospital of DR Abdul Radjak Purwakarta should improve the cleanliness of hospital rooms and the availability of medical equipment in order to enhance patient confidence. Suggestions to support patient satisfaction, General Hospital of DR Abdul Radjak Purwakarta should facilitate patients to provide suggestions, either through a suggestion box or an information centre that accepts suggestions and complaints, and conducting periodic surveys related to the level of patient satisfaction (customer satisfaction) following Ministry of Health regulations. In future research, variables that affect patient satisfaction in addition to service quality can be included, as service quality affects 86.7% of patient satisfaction, and other variables affect the remaining 13.3%. The image of General Hospital of DR Abdul Radjak Purwakarta is the variable that may be introduced to describe patient satisfaction better. Patient loyalty, which denotes patient satisfaction and confidences in General Hospital of DR Abdul Radjak Purwakarta, is an additional variable that can be included in future research. The research was conducted to determine the extent to which service quality affect General Hospital of DR Abdul Radjak Purwakarta.

#### 6. REFERENCES

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