

ANALYSIS OF PATIENT SATISFACTION IN THE MEDICAL REHABILITATION POLYCLINIC OF PRIMA RS MEDAN

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ABSTRACT

Patient satisfaction in hospitals plays a crucial role in evaluating healthcare quality. Several factors contribute to patient satisfaction, including waiting times, communication, facilities, therapy effectiveness, emotional support, and information provision. In 2024, the evaluation of patient satisfaction at RS Prima Medan's Medical Rehabilitation Polyclinic adheres to official guidelines to inform future service enhancements. Employing comprehensive measurement methods is fundamental for enhancing service quality. The study conducted in January 2024 at the Medical Rehabilitation Polyclinic of RS Prima Medan employed non-experimental quantitative research, involving 30 patients selected through purposive sampling. Data collection included online surveys and interviews, with analysis utilizing statistical techniques like the Chi-Square test and multiple logistic regression while upholding ethical standards and data validity. Results from the Chi-Square test revealed a significant correlation between Requirements, Procedures, Service Time, Fees/Rates, Facilities/Infrastructure, and patient satisfaction ($p < 0.05$). High service quality and reasonable prices can enhance customer satisfaction, whereas dissatisfaction may prompt patients to seek services from competitors. Multivariate analysis demonstrated that the Cost variable notably influences patient satisfaction at RS Prima Medan's Medical Rehabilitation Polyclinic, potentially impacting satisfaction by 4,178 times. These findings underscore the significance of cost management and specific service aspects in enhancing patient satisfaction. In conclusion, prioritizing price fairness and service quality is essential for retaining customers and achieving long-term healthcare business goals. Hospitals focusing on these aspects can bolster patient satisfaction, fostering a positive reputation within the healthcare sector.

Keyword: - Patient satisfaction, Evaluation of health services, Quantitative research methods, Cost relationship with patient satisfaction, Cost management and quality of service.

1. BACKGROUND

Patient satisfaction is essential in evaluating the quality of health services in hospitals (1). It describes patients' perceptions of the services they receive by comparing their expectations with the reality provided by the hospital (2). This aligns with the view that emphasizes the importance of paying attention to patient satisfaction as a relevant indicator in assessing the quality of health services (3) Patient satisfaction in the hospital depends on the quality of services provided by the hospital, including aspects such as waiting times, communication between patients and medical personnel, availability of facilities, the effectiveness of therapy, emotional support, and information provided to patients (4). Although efforts have been made to improve services, there are still shortcomings and gaps between patient expectations and the reality of the services received, thus causing patient satisfaction not to reach the expected standard. Therefore, hospitals need to continue to evaluate and improve the services provided to ensure patient satisfaction following the established standards (5).

The low number of patient satisfaction has a significant impact on the development of the hospital. Patients who are unsatisfied with the health services they receive tend to consider moving to other hospitals that can provide better services than their expectations (6) Several research results confirm that the quality of hospital services strongly influences patients' decisions to use health services. Therefore, a lack of patient satisfaction can result in a

loss of patient trust in the hospital, which in turn can hurt the hospital's reputation and the number of patients who come for services (7); (8); (9).

The assessment of patient satisfaction at the Medical Rehabilitation Polyclinic of RS Prima Medan in 2024 is carried out by referring to the guidelines stipulated in the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia (Permenpan RB) No 14 of 2018 concerning Guidelines for the Preparation of Community Satisfaction Surveys for Public Service Delivery Units. This guideline guides methods, indicators, and measurement instruments that can be used to evaluate public satisfaction with services provided by public service delivery units, including services in hospitals. By following these guidelines, the Evaluation of patient satisfaction at the Medical Rehabilitation Polyclinic of RS Prima Medan can be carried out systematically and standardized so that the results can provide more accurate and relevant information to improve patient service quality. Patient satisfaction measurement methods following these guidelines will cover various aspects such as facility availability, service affordability, ease of procedures, waiting times, communication with medical personnel, satisfaction with treatment results, and patient feedback on services received. Thus, this patient satisfaction evaluation will provide a comprehensive and in-depth picture of the quality of service at the Medical Rehabilitation Polyclinic of RS Prima Medan, which can be used as a basis for improving and developing better services in the future.

2. RESEARCH METHODS

The study was conducted at the Medical Rehabilitation Polyclinic of RS Prima Medan in January 2024, using quantitative non-experimental research (cross-sectional survey), descriptive approach, and associative analysis. The study population was an average of 43 patients per month; the sample size was obtained using the Slovin formula. As many as 30 people were selected using the purposive sampling method. The data collection method was conducted through surveys using online questionnaires and interviews. Data analysis was performed using univariate, bivariate (Chi-Square test), and multivariate analysis (multiple logistic regression) techniques to test the relationship between the independent and dependent variables. Research also pays attention to ethical aspects by complying with norms such as self-determination, privacy, anonymity, confidentiality, and protection from discomfort. Validity and normality tests are also carried out with results that meet the established standards of validity and reliability.

3. RESEARCH RESULTS

Table 1 Overview of Research Respondents, based on Age, Gender, Education, and Employment Status Analysis of Patient Satisfaction at the Medical Rehabilitation Polyclinic of RS Prima Medan in 2024.

Characteristic	Category	Sum	Percentage
Age	< 60 Years	8	27%
	≥ 60 Years	22	73%
Gender	Man	7	23%
	Woman	23	77%
	≤ SMA	11	37%
	Higher Education	21	70%
Employment Status	PNS	9	30%
	Private	11	37%
	Entrepreneurial	10	33%

Source: Primary data, processed in 2024.

Based on table 1. Display an overview of the characteristics of research respondents based on age, gender, education, and employment status. Based on these data, 30 respondents participated in this study. A total of 8 respondents (27%) are under 60 years old, while 22 respondents (73%) are 60 years old and over. Regarding gender, seven respondents (23%) were men, and 23 (77%) were women. Educationally, 11 respondents (37%) have a high school education, while 21 other respondents (70%) have a higher education. For employment status, as many as nine respondents (30%) work as Civil Servants (PNS), 11 respondents (37%) work in the private sector, and ten respondents (33%) are entrepreneurs. This data is the result of primary data processing in 2024.

Table 2. Chi-Square Test Results Analysis of Patient Satisfaction at the Medical Rehabilitation Polyclinic of RS Prima Medan in 2024.

Variable	Category	Satisfaction		Total	p-value
		Not Satisfied	Satisfied		
Requirement	Easy	2	22	24	0.006
	Not Easy	4	2	6	
Total		6	24	30	
Procedure	Good	2	23	25	0.004
	Not Good	4	1	5	
Total		6	24	30	
Service Time	Fast	4	23	27	0.003
	Not Fast	2	1	3	
Total		6	24	30	
Fees/ Rates	Efficient	1	23	24	0.000
	Inefficient	5	1	6	
Total		6	24	30	
Product Specifications	Easy	5	17	22	0.145
	Not Easy	1	7	8	
Total		6	24	30	
Competence of Implementers	Skilled	5	16	21	0.132
	Unskilled	1	8	9	
Total		6	24	30	
Executor Behavior	Friendly	5	19	24	0.094
	Unfriendly	1	5	6	
Total		6	24	30	
Complaint Handling	Walk	4	17	21	0.054
	Not Running	2	7	9	
Total		6	24	30	
Facilities/Infrastructure	Adequate	4	17	21	0.031
	Inadequate	2	7	9	
Total		6	24	30	

Source: Processed primary data, 2024.

Table 2 shows the Chi-Square test results related to the analysis of patient satisfaction at the Medical Rehabilitation Polyclinic of RS Prima Medan in 2024. The variables tested include Requirements, Procedures, Service Time, Costs/Rates, Product Specifications, Implementing Competencies, Implementing Behavior, Complaint Handling, and Facilities/Infrastructure. The results of the Chi-Square test show a significant p-value in several variables, namely Requirements ($p = 0.006$), Procedures ($p = 0.004$), Service Time ($p = 0.003$), Costs / Rates ($p = 0.000$), and Facilities / Infrastructure ($p = 0.031$). This indicates a significant relationship between these factors and patient satisfaction at the Medical Rehabilitation Polyclinic of RS Prima Medan. However, in the variables Product Specification, Implementing Competence, Implementing Behavior, and Complaint Handling, the p-value is more than 0.05, indicating no significant relationship between these variables and patient satisfaction. This data is the result of primary data processing in 2024. Based on Table 3. So it can be explained as follows: from the independent variables, namely Requirements, Procedures, Time, Costs, Means, which are thought to affect patient satisfaction, the most influential is the cost variable with a p-value of $0.011 < 0.05$. The OR value obtained is 4,178, meaning that the costs incurred by patients to get health services at the Medical Rehabilitation Polyclinic of RS Prima Medan have a 4,178 times chance of affecting patient satisfaction.

Table 3. Multivariate Approach to Patient Satisfaction Analysis at Medical Rehabilitation Polyclinic RS Prima Medan in 2024

Variable	B	P value	OR	95% C.I.for EXP(B)	
				Lower	Upper
Requirement	-0.395	0.837	0.833	0.353	4.473
Procedure	3.003	0.059	3.114	1.963	7.645
Time	3.114	0.012	3.321	3.003	9.225

Variable	B	P value	OR	95% C.I.for EXP(B)	
				Lower	Upper
Cost	3.333	0.004	4.178	3.438	11.393
Means	3.036	0.022	3.121	2.903	8.481

Source: Processed primary data, 2024.

4. DISCUSSION

The Chi-Square test results are related to patient satisfaction at the Medical Rehabilitation Polyclinic of RS Prima Medan in 2024. The variables tested include Requirements, Procedures, Service Time, Costs/Rates, Product Specifications, Implementing Competencies, Implementing Behavior, Complaint Handling, and Facilities/Infrastructure. There is a significant relationship between Requirements ($p = 0.006$), Procedures ($p = 0.004$), Service Time ($p = 0.003$), Fees/Rates ($p = 0.000$), Facilities/Infrastructure ($p = 0.031$), and patient satisfaction. However, there was no significant relationship between the variables Product Specification, Implementing Competence, Implementing Behavior, and Complaint Handling ($p > 0.05$). This data is processed from primary data in 2024.

The results of this study are supported by Pratama Saanin (2020), stating that there is a positive relationship between the fairness of prices and patient satisfaction of inpatients at Azra Hospital Bogor City (10). Consumer satisfaction highly depends on consumer perceptions and expectations of the product or service received. Factors influencing consumer perceptions and expectations include needs and desires related to the experience consumers feel when making transactions with product manufacturers, experience consuming products from companies and competitors, and experiences gained from friends' recommendations. The quality of the product or service received also affects consumer perceptions and expectations of their level of satisfaction. By understanding these factors, companies can identify areas that need improvement to increase consumer satisfaction and maintain customer loyalty (11).

Quality service is the primary key for companies to succeed amid increasingly fierce market competition. A company's success in influencing consumer purchasing decisions can form strong trust among these consumers. Good service quality should be based on meeting customer needs and wants and accurately delivering products or services to meet their expectations. It is important to remember that quality starts from a deep understanding of customer needs and ends with the positive perception formed by customers towards the services provided. Low-quality products, high prices, slow delivery, and unsatisfactory service can generate customer dissatisfaction. This dissatisfaction can discourage customers from using the company's products or services in the future. Therefore, the match between the price set and the value of the product or service provided is essential. This discrepancy can be a significant cause of customer dissatisfaction. As a result, customers may look for other alternatives or switch to competitors, which can ultimately lead to decreased sales and even financial losses for the company (12).

Thus, companies must focus on superior service quality and maintain a match between the price and value of the product or service. It aims to meet customer expectations and maintain customer satisfaction, increase customer loyalty, and support the company's long-term growth and success. Service quality covers various aspects such as ease of access, competence of medical personnel, efficiency of procedures, availability of facilities, and affordability. When hospitals can provide quality services following patient expectations, patient satisfaction can increase significantly (13). Patients feel valued, listened to, and treated well, so they feel safe and comfortable while undergoing medical treatment (13). In addition, good service quality can also reduce patients' anxiety and uncertainty about their treatment process (2). Conversely, suppose the quality of service is inadequate or does not meet patient expectations. In that case, this can result in dissatisfaction, decreased trust, and even migration of patients to other hospitals that offer better services. Therefore, improving the quality of hospital services is the primary key to increasing patient satisfaction and maintaining patient loyalty in the long term (14); (15). Price is one of the four main elements in the marketing mix, known as the 4Ps (Product, Price, Place, Promotion). Price, or price, is the amount of money customers must pay to obtain products or services the company offers. Price has a significant role in determining customer perception of a product or service's value and influences consumer purchasing decisions (16); (13). Therefore, proper pricing is an essential strategy for achieving a company's marketing objectives and maintaining competitiveness in the market (17). The results of the multivariate analysis show that of the independent variables, namely Requirements, Procedures, Time, Cost, and Means, the most influential is the cost variable, with a p-value of $0.011 < 0.05$. The OR value obtained is 4,178, meaning that the

costs incurred by patients to get health services at the Medical Rehabilitation Polyclinic of RS Prima Medan have a 4,178 times chance of affecting patient satisfaction.

5. CONCLUSION

The results of the Chi-Square test related to patient satisfaction at the Medical Rehabilitation Polyclinic of RS Prima Medan in 2024 showed a significant relationship with Requirements ($p = 0.006$), Procedures ($p = 0.004$), Service Time ($p = 0.003$), Fees/Rates ($p = 0.000$), and Facilities/Infrastructure ($p = 0.031$), while Product Specifications, Implementing Competencies, Implementing Behavior, and Complaint Handling did not show a significant relationship ($p > 0.05$). These findings underscore the importance of cost management and specific aspects of service in improving patient satisfaction. In marketing, price fairness and service quality are crucial to retaining customers and achieving long-term business goals.

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