

THE INFLUENCE OF SERVICE QUALITY AND HEALTH FACILITIES ON PATIENT SATISFACTION

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ABSTRACT

Patient satisfaction with oral health services is key to the sustainability of a Dental and Oral Hospital (RSGM). Important factors that can support patient satisfaction include the quality of services and health facilities available. RSGM Universitas Padjajaran is an educational hospital with the goal of providing health services and serving as a training ground for young dental interns. The dual status of the hospital may raise perspectives due to the active involvement of young dental interns in service provision. This study aims to examine and analyze the influence of service quality and health facilities on patient satisfaction of co-assistant young dentists at RSGM UNPAD. The research employed is descriptive verification utilizing a quantitative approach and survey method. The variables under investigation include service quality and health facility as independent variables, while patient satisfaction is considered as the dependent variable. The subjects of this research were patients treated by young co-assistant dentists at RSGM UNPAD, with a sample size of 135 respondents. Data were analyzed using SEM PLS. The results of the study showed that service quality had no effect on patient satisfaction, health facilities had an effect on patient satisfaction, and service quality and health facilities simultaneously had an effect on patient satisfaction of young co-assistant dentists at RSGM UNPAD. The findings of this research have the impact that the management of RSGM UNPAD needs to evaluate and improve the quality of service in the form of financing, facilities in the form of vehicle parking space capacity, and the level of satisfaction in the form of a more up-to-date reservation system.

Keywords: Health Facilities, Service Quality, Patient Satisfaction

INTRODUCTION

Today's hospitals have experienced significant changes compared to the past. Efforts to ensure the safety and comfort of patients treated in hospitals are regulated by laws and regulations. Hospitals that use

advanced technology have spread across various regions in the world, including Indonesia, and have provided services to many patients for many years ¹.

The health sector in Indonesia is developing rapidly, creating intense competition. In order to survive, healthcare

companies need to attract and retain customers. Customers are vital, ensuring the survival and success of an organization.

Patient satisfaction is an expression of a person's feelings of happiness or disappointment that arise after comparing perceptions of the performance or results of a product or service ². If the product or service doesn't meet expectations, the patient is dissatisfied; if it meets expectations, the patient is satisfied ³.

Patient satisfaction is an important factor in health services. Satisfaction is the level of a person's perceived state which is the result of comparing the perceived appearance or outcome in relation to one's expectations ⁴. This patient satisfaction can be viewed as satisfaction with access to health services, expressed by attitudes and knowledge about the quality of health services, service processes and service systems ^{2,5}.

There are several aspects that can determine patient satisfaction, such as hospital infrastructure, availability of resources, patient-provider communication, staff attitudes and responsiveness, patient demographics, perceived health outcomes, and administrative efficiency ⁶⁻⁸.

One of the things that influences patient satisfaction is the quality of health services. Quality of service is important for patients because it improves patient satisfaction, meets their expectations, and positively influences their outcomes by encompassing factors such as reliability, responsiveness, assurance, empathy, and the use of adequate technology, and influences their outcomes and intention to revisit ⁹⁻¹¹.

Service quality is built on a comparison of two main factors, namely customers' perceptions of the actual service

they receive with the service they actually expect. Service quality has an important role for service recipients and service providers, because without good service, service recipients or patients will not want to use the service again, because they feel dissatisfied based on previous experience ^{12,13}. The quality of health services can be observed based on several dimensions such as technical quality, interpersonal aspects, communication, financial, consultation time with doctors, and access/comfort ^{4,14,15}.

Facilities have an important role related to patient perceptions obtained from consumer interactions with the facilities provided. Facilities are something that needs to be considered so that services can be delivered well by the hospital. The presence of complete facilities is expected to be able to support health services. Facilities are anything that facilitates business implementation, whether in the form of goods or money, and need to be physically prepared before services are provided to service users/buyers ¹⁶. Facilities can be measured through facilities outside the treatment room and inside the treatment room ^{17,18}.

One of the health services is the Dental and Oral Hospital (Rumah Sakit Gigi dan Mulut/ RSGM). The world of dentistry is experiencing rapid development with increasingly diverse and integrated treatments. Dental care does not only focus on health, but also aesthetic aspects through dental cosmetic trends. It cannot be denied that RSGM has become a health business due to the high demand, especially in Indonesia. One of the RSGMs that has quite a large number of visits is RSGM Universitas Padjadjaran (UNPAD) with a total of 50,070 patients in 2019 before the pandemic.

RSGM UNPAD is a unique Dental and Oral Hospital because it is a teaching hospital owned by Universitas Padjadjaran, which functions as a center for general public health services and as a means of education for students at the UNPAD Faculty of Dentistry. The dual status of RSGM UNPAD can give rise to many views on the quality of services provided, especially in relation to the education process of new human resources, namely young co-assistant dentist. Furthermore, RSGM Unpad's accreditation achievement provides insight into the management's commitment to improving service quality and patient safety, even though it heavily involves young doctors in its service practices.

Pre-survey data obtained by researchers found that around 47-51% of the total patients who came for treatment at RSGM UNPAD in 2019-2021 were patients treated by young co-assistant dentists. Several respondents stated that the choice of this service was due to the cost and type of service that suited their needs. Almost half of all patients choose to be treated by co-assistant dentist. However, 86.67% of pre-survey respondents still expressed dissatisfaction with the personnel's attitude in providing solutions to the issues they faced during the service. Additionally, the reservation system, considered unsatisfactory, was rated by 83.33% of respondents. Service quality subsequently becomes an intriguing subject for examination in this study. The research aims to determine the influence of the quality of health services and facilities on patient satisfaction with the services of young co-assistant dentists at RSGM UNPAD.

RESEARCH METHOD

This research uses a verification method. The population in this study were all patients of young co-assistant dentists at the Dental and Oral Hospital (Rumah Sakit Gigi dan Mulut/RSGM) UNPAD. The sampling will be carried out by distributing questionnaires to patients of young co-assistant dentists at the RSGM UNPAD. The research sample was 96 patients, collected using purposive sampling method. The research variables used are health services and health facilities as independent variables. The dependent variable of the study is patient satisfaction. In this study, the scope of health services encompasses dental and oral health services provided by RSGM Unpad, including aspects such as dental care, disease prevention, outpatient care, emergency services, and medical procedures. Health facilities involve the infrastructure and resources available in the hospital, including cleanliness, room conditions, as well as the completeness and availability of medical equipment. The statistical test used is using a Structural Equation Model (SEM) based on variants or components, namely PLS (Partial Least Square) to verify the relationship between variables.

RESULTS AND DISCUSSIONS

The results of the outer model research consist of convergent validity, discriminant validity and reliability. In convergent validity, all latent variables have an AVE value of more than 0,5. This indicates that the indicators that form the latent construct have good convergent validity when seen from the average variance extracted value. Next is the discriminant validity test through Fornell-Lacker Criterion analysis, namely a validity

test carried out by comparing the correlation between variables or constructs with the square root of the Average Variance Extracted. The test results show that all indicators have a high correlation with their constructs compared to other constructs. So it can be concluded that the research model has good discriminant validity in cross loading discriminant validity.

The reliability test using Cronbach's Alpha and Composite Reliability shows that latent construct has a Cronbach's alpha value of more than 0,6, this indicates that the latent construct has good reliability. Beside that, the composite reliability value of all latent constructs also has a value greater than 0,60. Based on the Cronbach's

alpha and composite reliability values obtained, it shows that the model has good reliability.

Inner model evaluation is an analysis of the results of the relationship between constructs. Inner model testing consists of R square, f square, Q-square predictive relevance, and hypothesis testing. The results of the analysis show that the R-Square for the Patient Satisfaction (Y) variable is 0,804, which means that the Quality of Health Services (X1) and Health Facilities (X2) simultaneously influence Patient Satisfaction (Y) by 79,7%, while the remaining is 20,3% is influenced by other variables not examined in this study.

Table 1 The Value of Cross-Loading Discriminant Validity Tes

| | Quality of Health Services (X1) | Health Facility (X2) | Patient Satisfaction (Y) |
|-------------|----------------------------------------|-----------------------------|---------------------------------|
| X1.1 | 0,760 | 0,349 | 0,268 |
| X1.2 | 0,779 | 0,265 | 0,241 |
| X1.3 | 0,706 | 0,257 | 0,257 |
| X1.5 | 0,794 | 0,277 | 0,261 |
| X1.6 | 0,792 | 0,317 | 0,292 |
| X2.1 | 0,354 | 0,984 | 0,873 |
| X2.2 | 0,402 | 0,985 | 0,885 |
| Y1 | 0,338 | 0,847 | 0,955 |
| Y2 | 0,342 | 0,834 | 0,968 |
| Y3 | 0,332 | 0,854 | 0,972 |
| Y4 | 0,326 | 0,918 | 0,977 |

Table 2 F Square

| Variable | Effect Size | Rating |
|----------------------------------------|--------------------|---------------|
| Patient Satisfaction (Y) | | |
| Quality of Health Services (X1) | 0,000 | Small |
| Health Facility (X2) | 3,343 | Large |

Based on the calculation results, the Q square value is greater than 0, this means that the observed values have been reconstructed well so that the model has predictive relevance. This means that there

is 0,797 or 79,7% of the relative influence of the structural model on the observation measurements for endogenous latent variables, and as much as 20,3% is model error. The Goodness of Fit (GoF)

calculation results obtained were 0,814, it means that the GoF value is included in the large (high) category.

The results of the analysis show that the direction of influence of dental health services on the level of patient satisfaction is unidirectional. It means that the better the dental health service, the higher the level of patient satisfaction. The influence of dental health services on the level of patient satisfaction is not significant, with a t-statistic value of 0,075 which is smaller than the t-table (0,075 < 1.64) and a p-value of 0,470 which is greater than alpha 5% (p>0,05). Patient satisfaction with dental health services is influenced by factors such as technical quality, patient trust in services, interpersonal aspects such as sincerity and friendliness, quality of communication by medical personnel, financial aspects, doctor consultation times, and access/convenience. However, not all of these factors have a significant impact on satisfaction with

health services, service quality, service processes, interpersonal relationships, and satisfaction with the system. The results of this study indicate that efforts to improve dental health services that have been carried out so far have not had an impact on patient satisfaction. This can happen because perceptions of satisfaction can be influenced by non-service factors such as treatment outcomes or costs¹⁹. Then individual patient preferences may vary, so one patient's perception of quality may not be the same as another patient's²⁰. Poor communication between patients and medical personnel or differences in expectations can also reduce the impact of service quality²¹. Finally, external factors such as the hospital environment or administrative issues can also influence patient satisfaction^{19,22}. Therefore, service quality is only one factor that influences patient satisfaction, but does not determine the whole.

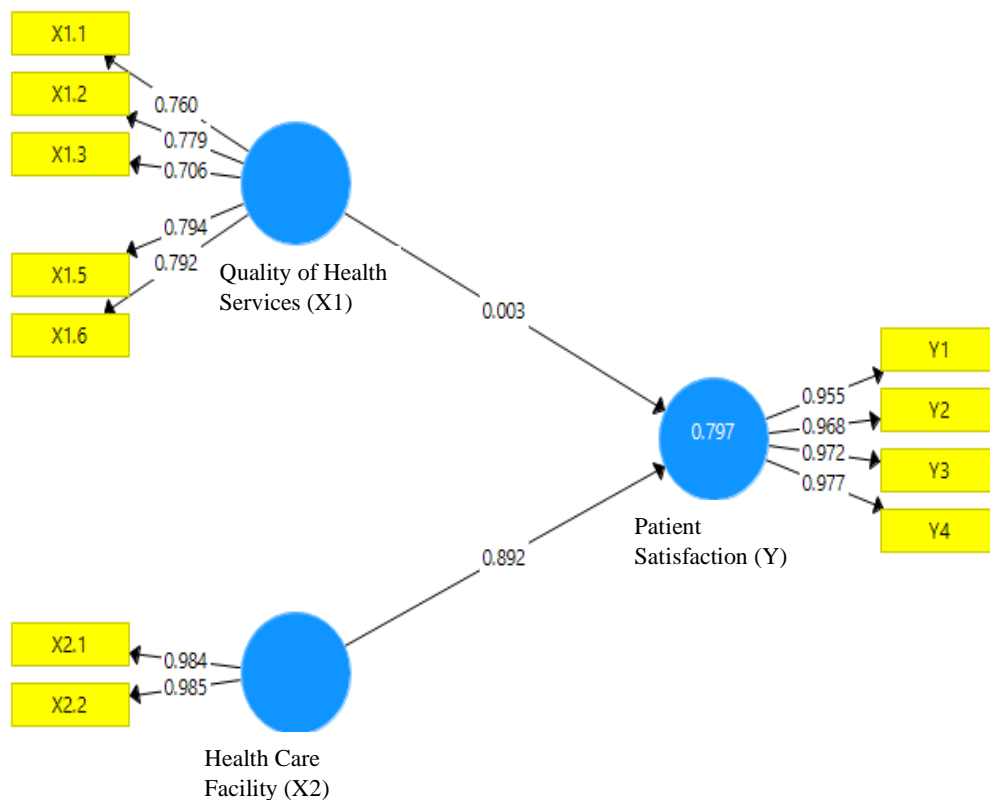


Figure 1. Structural Model (path coefficient, beta)

In other words, patients do pay attention to the quality of service, but this is not a factor that will lead patients to feel satisfied with the service they receive. Thus, it is understandable that there are other things, or other determining factors, that patients consider important in determining their level of satisfaction.

Improvements in facilities such as outdoor facilities, which are shown by the hospital's environmental grounds, buildings, corridors, and wards that are increasingly clean, patients and visitors who feel safe while in the hospital, adequate parking space, clean and tidy treatment rooms, lighting, good quality, complete furnishings, and free from insects have a significant influence on increasing patient satisfaction. Improved patient satisfaction can be demonstrated by increased satisfaction with access to health services, satisfaction with the quality of health services, process satisfaction, including human relations, and satisfaction with the system^{21,23,24}. This shows that the improvement in the quality of hospital facilities that has been carried out has succeeded in increasing patient satisfaction. This is in accordance with previous research, where patient satisfaction can be achieved by improving existing facilities^{6,25,26}.

Several other studies also explain that health facilities influence patient satisfaction because they create a comfortable and adequate environment for medical care^{2,5,9}. Good facilities provide state-of-the-art equipment, maintained cleanliness, and comfort for patients¹⁹. Clean and organized waiting areas, comfortable rooms, and additional facilities such as easy access and adequate parking also play an important role in increasing patient satisfaction. Additionally, friendly

staff and empathetic care also contribute to a positive patient experience^{27,28}. Overall, good healthcare facilities reflect concern for patients and increase their satisfaction with the care provided.

Simultaneously, health services and dental health facilities have a significant effect on the level of patient satisfaction. High patient satisfaction can be achieved by jointly improving the quality of RSGM services and facilities^{9,12,29,30}. Adequate facilities, such as comfortable waiting rooms, modern medical equipment, and a clean environment, create a sense of trust and comfort for patients^{21,23,31}. In addition, high quality of service, including the ability of well-trained medical staff, effective communication, and attention to patient needs, also plays an important role in achieving patient satisfaction^{19,32}. Patients feel valued and prioritized when they receive quality care and adequate attention. In combination, good healthcare facilities and high quality of care create a positive experience for patients, increase their satisfaction, and build long-term relationships between patients and healthcare providers^{16,33,34}.

The analysis results also indicate that patients feel they are paying more for the received treatment. This may occur due to a lack of understanding about the cost components involved in healthcare, ambiguity in billing explanations, a perception that the costs are not proportional to the services received, differences in the perception of healthcare service value, and a lack of transparency in the healthcare system. Patients also express dissatisfaction with the available parking capacity, requiring effort even for parking. Subsequently, patients perceive that the reservation system is unable to schedule

appointments accurately, leading to discomfort due to uncertain wait times.

CONCLUSION

Patient satisfaction is a major issue in health services. Patient satisfaction reflects the quality of health services and the availability of existing health facilities. It can influence trust, patient compliance, and the image of health institutions. This study seeks to investigate and analyze the impact of service quality and health facilities on patient satisfaction among young co-assistant dentists at RSGM UNPAD. The analysis outcomes reveal that service quality does not significantly influence patient satisfaction, while health facilities do have a significant impact. Simultaneously, service quality and health

facilities jointly influence the patient satisfaction of young co-assistant dentists at RSGM UNPAD. These findings align with the research objectives and results. The findings of this research have the impact that the management of RSGM UNPAD needs to evaluate and improve the quality of service in the form of financing, facilities in the form of vehicle parking capacity, and the level of satisfaction, in the form of a more sophisticated reservation system.

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