



The Quality of Health Services and Hospital Facilities to the Satisfaction of the Community in the Hospital

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ABSTRACT

This study aims to measure the influence between the quality of health services and hospital facilities on community satisfaction in hospitals. Dr. H. Soemarno Sosroatmodjo Tanjung Selor, Bulungan Regency. This research is quantitative research with an associative approach that aims to decide the relationship between two or more variables. The number of samples used in this study was 100 respondents, namely the people of Bulungan Regency who had finished treatment at the hospital. Dr. H. Soemarno Sosroatmodjo Tanjung Selor, Bulungan Regency. This study used multiple linear regression analysis techniques processed with IBM SPSS Statistics 26 for the windows program. The results of this study show that based on the results of data processing or the results of partial hypothesis tests (t tests) in this study, it was found that partially the quality of health services had a positive and significant effect on community satisfaction with a significance of $0.000 < 0.05$ and t values calculated $4.095 > 1.985$, and also found that partially hospital facilities had a positive and significant effect on community satisfaction with significance $0.000 < 0.05$ and the calculated t value is $8.458 > 1.985$. Based on the results of data processing or the results of simultaneous hypothesis tests (f tests) in this study, it was found that simultaneously the quality of health services and hospital facilities had a positive and significant effect on community satisfaction with a significance of $0.000 < 0.05$ and a calculated F value of $125.198 > 3.09$. From this explanation, it can be concluded that the quality of health services and hospital facilities has a positive and significant effect on community satisfaction in the hospital. Dr. H. Soemarno Sosroatmodjo Tanjung Selor, Bulungan Regency.

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ABSTRAK

Penelitian ini bertujuan untuk mengukur pengaruh antara kualitas pelayanan kesehatan dan fasilitas rumah sakit terhadap kepuasan masyarakat di RSUD. Dr. H. Soemarno Sosroatmodjo Tanjung Selor Kabupaten Bulungan. Penelitian ini merupakan penelitian kuantitatif dengan pendekatan asosiatif yang bertujuan untuk mengetahui hubungan antara dua variabel atau lebih. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 100 responden yaitu masyarakat kabupaten bulungan yang telah selesai berobat di RSUD. Dr. H. Soemarno Sosroatmodjo Tanjung Selor Kabupaten Bulungan. Penelitian ini menggunakan teknik analisis regresi linier berganda yang diolah dengan program IBM SPSS Statistics 26 for windows. Hasil penelitian ini menunjukkan bahwa berdasarkan hasil pengolahan data atau hasil uji hipotesis parsial (uji t) pada penelitian ini, didapatkan hasil bahwa secara parsial kualitas pelayanan kesehatan berpengaruh positif dan signifikan terhadap kepuasan Masyarakat dengan

signifikansi sebesar $0,000 < 0,05$ dan nilai t hitung $4,095 > 1,985$, dan juga didapatkan hasil bahwa secara parsial fasilitas rumah sakit berpengaruh positif dan signifikan terhadap kepuasan masyarakat dengan signifikansi sebesar $0,000 < 0,05$ dan nilai t hitung $8,458 > 1,985$. Berdasarkan hasil pengolahan data atau hasil uji hipotesis simultan (uji f) pada penelitian ini, didapatkan hasil bahwa secara simultan kualitas pelayanan kesehatan dan fasilitas rumah sakit berpengaruh positif dan signifikan terhadap kepuasan masyarakat dengan signifikansi sebesar $0,000 < 0,05$ dan nilai F hitung sebesar $125,198 > 3,09$. Dari penjelasan tersebut dapat disimpulkan bahwa kualitas pelayanan Kesehatan dan fasilitas rumah sakit berpengaruh positif dan signifikan terhadap kepuasan masyarakat di RSUD. Dr. H. Soemarno Sosroatmodjo Tanjung Selor Kabupaten Bulungan.

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INTRODUCTION

Patients are an important measure to be considered in the field of healthcare. Patient satisfaction is the result of patient evaluation of health services provided in hospitals, based on their expectations of the health services they receive (Ansyori, 2023; Nurhidayat & Arifki Zainaro, 2020; Zainaro & Nurhidayat, 2020). Therefore, the quality of hospital services directly affects patient satisfaction. However, the services supplied have not been by what is expected by patients so that the level of patient satisfaction has not met the expected standards (Nasyrah et al., 2017; Siahaan, 2021).

The quality of service is closely related to one's satisfaction. This is in line with Kotler's view that there is a strong relationship between service and self-satisfaction and the agency's own profits, with higher quality leading to higher satisfaction. By understanding one's wants and needs, providing convenience in service, communicating effectively with consumers, paying attention to consumer complaints, and understanding consumer needs, consumer satisfaction will increase (Kaban et al., 2022; Karokaro et al., 2021). Customer satisfaction will be achieved if the company offers facilities to add value to the service. This facility is designed so that visitors can use and enjoy themselves while using services or services to make visitors feel comfortable (Mongkaren, 2013; Octaviani & Kasidin, 2021; Suyitno, 2018).

Facilities refer to the resources that exist both in the environment and the organization itself, with the aim of ensuring the provision of the best services that guarantee customer satisfaction. The quality-of-service facilities are closely related to the formation of customer feeling (Mulyono, 2019). The impression that arises from the interaction between customers and facilities has a considerable influence on the standard of service felt by consumers (Supriyanto & Soesanto, 2012). Kotler and Keller define facilities as anything that is physical equipment and offered by service providers to increase consumer convenience (Frichi et al., 2020; Thach Phuong et al., 2023).

As an institution involved in the provision of medical services, hospitals must supply high-quality services to the community, especially to its patients (Hartanti & Antonio, 2022; Karokaro et al., 2021; Owusu Kwateng et al., 2019). The system of services provided by medical and non-medical personnel to patients can be used to evaluate the quality of hospital services. Patients consider a few factors, including hospital settings and the quality of medical staff (Barrios-Ipenza et al., 2020; Begum et al., 2022; Eshetie et al., 2020; Mahfudhoh & Muslimin, 2020).

We often hear a lot of criticism and complaints about substandard health services, as well as patients and their families who are unhappy with the performance of medical personnel who act dishonestly in supplying services at the hospital, especially from the lower class (Begum et al., 2022; Chae et al., 2021; Gunawan et al., 2022; Karokaro et al., 2021; Owusu Kwateng et al., 2019). Lack of friendliness of medical personnel in providing services due to the high number of patients, medical personnel who are too much work or overwhelmed so slow to serve patients, lack of inpatient rooms in hospitals, and indiscipline of medical officers who serve patients where medical officers always arrive late so patients must wait a long time (Dansereau et al., 2015; Grace Putri Laia & Lea Sri Ita br P.A, 2022; Hazfiarini & Ernawaty, 2016; Qureshi et al., 2022; Rini Susanti & Victor E. D Palapessy, 2021). This can cause public dissatisfaction in receiving good health services, which can affect the quality of other services (Biresaw et al., 2021; Efendi et al., 2022; Sundoro et al., 2022; Suratri et al., 2018).

Community complaints are especially important as a reference for improving hospital services, and getting good medical services can increase community satisfaction. Considering that Dr. H. Soemarno Sosroatmodjo Tanjung Selor Regional General Hospital (RSUD) is the only public hospital found in Tanjung Selor, Bulungan Regency, so this study aims to measure the influence between the quality of health services and hospital facilities on community satisfaction at the hospital. Dr. H. Soemarno Sosroatmodjo Tanjung Selor, Bulungan Regency.

Based on the background of the problems expressed above, the author is interested in conducting research entitled "The Effect of the Quality of Health Services and Hospital Facilities on Community Satisfaction in Hospitals. DR. H. Soemarno Sosroatmodjo Tanjung Selor, Bulungan Regency". The formulation of the problem in this study based on the background of the above problems are:

1. Does the quality of health services affect community satisfaction in the hospital? DR. H. Soemarno Sosroatmodjo Tanjung Selor Bulungan Regency?
2. Does the hospital facility affect the satisfaction of the community in the hospital? DR. H. Soemarno Sosroatmodjo Tanjung Selor Bulungan Regency?
3. Does the quality of health services and hospital facilities affect community satisfaction in the hospital? DR. H. Soemarno Sosroatmodjo Tanjung Selor Bulungan Regency?

METHODS

This study was conducted on outpatients at the hospital. DR. H. Soemarno Sosroatmodjo Tanjung Selor, Bulungan Regency. This type of research uses quantitative methods with an associative approach that aims to decide the relationship or influence between two or more variables. The data analysis techniques used in this study are multiple linear regression analysis, partial hypothesis test (t test), simultaneous hypothesis test (f test) and determination coefficient test (R^2).

The population in this study is people who have finished treatment at the hospital. Dr. H. Soemarno Sosroatmodjo Tanjung Selor, Bulungan Regency who had been outpatient from 2021 to November 14, 2022, amounted to 72,236 people, from the large population, the author calculated the number of samples to be used using the Slovin formula. After the calculation using the Slovin formula obtained 99.86 results and adjusted by researchers to 100 respondents. In this study, the data collection method used to measure the effect of the quality of health services and hospital facilities on community satisfaction used the survey method, where questionnaires are the main instrument used by researchers to collect data in the field. The measuring scale used in the questionnaire is the

Likert Scale, where the author presents statements and answers to each item of the statement are graded from positive to negative.

RESEARCH RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

Multiple linear regression tests were performed to see the direction and how much influence the independent (free) variable had on the dependent variable (bound) using SPSS program software version 26. The test results can be seen in the following table 1.

Based on table 1. It can be seen the regression results with a value (Constant) of 2.707, β_1 value of 0.248 and β_2 value of 0.808, then the regression equation is obtained as follows:

$$Y = 2.707 + 0.248X_1 + 0.808X_2 + e$$

Table 1. Multiple Linear Regression Analysis Results

Type	Unstandardized Coefficients		Standardized Coefficients	t	Itself.
	B	Std. Error	Beta		
(Constant)	2.707	2.446		1.107	0.271
Quality of Health Services (X1)	0.248	0.060	0.299	4.095	0.000
Hospital Facilities (X2)	0.808	0.096	0.617	8.458	0.000

The regression equation above has shown how strong the relationship between the two independent variables (Quality of Health Services and Hospital Facilities) to the dependent variable (Community Satisfaction), based on the equation it can be concluded that:

1. The constant coefficient shows a result of 2.707 which means that if the variable quality of health services (X1) and hospital facilities (X2) is considered 0, then community satisfaction has a satisfaction level of 2.707.
2. The value of the health service quality coefficient (β_1) is 0.248 with a positive value, meaning that if the health service quality variable increases with every increase of 1 time while hospital facilities (X2) are assumed to be fixed or constant (0) then community satisfaction will increase by 0.248.
3. The value of the hospital facility coefficient (β_2) is 0.808 with a positive value, meaning that if the hospital facility variable increases with every increase of 1 time while the quality of health services (X1) is assumed to be fixed or constant (0) then community satisfaction will increase by 0.808.

Hypothesis Test

Partial Hypothesis Test (T Test)

The t test is used to decide the significance of the influence of the independent variable partially or individually on the dependent variable. The t test is conducted by comparing the calculation results between the calculated t value with the table t value and using a risk level or significant level of 5%. If t counts > t table then the hypothesis that says an independent variable partially affects the dependent variable is acceptable, and vice versa if t counts < t table then the hypothesis is rejected. The test results can be seen in the following table 2.

By looking at t table where the formula is as follows:

$$T \text{ table} = t (\alpha; n-k-1)$$

$$T \text{ table} = t (0.05/2; 100-2-1)$$

$$T \text{ table} = t (0,025; 97) \Leftrightarrow T \text{ table} = 1,985$$

Table 2. Partial Hypothesis Test Results (T Test)

Type	Unstandardized Coefficients		Standardized Coefficients	t	Itself.
	B	Std. Error	Beta		
(Constant)	2.707	2.446		1.107	0.271
Quality of Health Services (X1)	0.248	0.060	0.299	4.095	0.000
Hospital Facilities (X2)	0.808	0.096	0.617	8.458	0.000

After obtaining the results of the formula, then the results are searched for in the table t-value distribution table and obtained a table t value of 1.985. Based on table 2. The results of the partial hypothesis test (t test) show that the quality of

health services has a positive and significant effect on community satisfaction with a significance of $0.000 < 0.05$ and a calculated t value of $4.095 > 1.985$. This is in line with the hypothesis that says that it is suspected that the quality of

health services has a positive and significant effect on community satisfaction in hospitals. Dr. H. Soemarno Sosroatmodjo Tanjung Selor, Bulungan Regency. So, it can be concluded that the Ha1 hypothesis which reads "There is an influence between the quality of health services on community satisfaction in hospitals. Dr. H. Soemarno Sosroatmodjo Tanjung Selor, Bulungan Regency" accepted.

With the acceptance of this hypothesis, it means that the more the hospital improves the quality of its services, it will be able to influence and increase the satisfaction of the people who seek treatment at the hospital. The variables of health service quality in this study were explained by five indicators, namely reliability, responsiveness, assurance, empathy, and physical evidence. When viewed from the five indicators, it is based on the average index of respondents' answers with a perceived index number of 73.20 which means medium or good, meaning that the hospital has supplied services quite well.

Hospital facilities have a positive and significant effect on community satisfaction with a significance of $0.000 < 0.05$ and a calculated t value of $8.458 > 1.985$. This is in line with the hypothesis that says that it is suspected that hospital facilities have a positive and significant effect on community satisfaction in hospitals. Dr. H. Soemarno Sosroatmodjo Tanjung Selor, Bulungan Regency. So, it can be concluded that the Ha2 hypothesis which reads "There is an influence

between hospital facilities on community satisfaction in the hospital. Dr. H. Soemarno Sosroatmodjo Tanjung Selor, Bulungan Regency" accepted.

With the acceptance of this hypothesis, it means that the more the hospital supplies complete facilities and functions properly without any damage, it will be able to affect and increase the satisfaction of the people who seek treatment at the hospital. The variables of hospital facilities in this study were explained by three indicators, namely completeness, cleanliness, and tidiness: conditions and functions and ease of use. When viewed from these three indicators based on the average index of respondents' answers with a perceived index number of 76.44 which means high or particularly good, it means that the hospital has supplied facilities very well.

Simultaneous Hypothesis Test (F Test)

The F test is used to decide the effect of all independent variables together or simultaneously on the dependent variable. The F test is conducted by comparing the calculation results between the calculated F value with the F value of the table and using a significant level of 0.05 (5%). If the significance level F is calculated $> F$ the table, then the independent variable simultaneously affects the dependent variable. The test results can be seen in the following table:

Table 3. Results of Simultaneous Hypothesis Test (Test F)

Model	Sum of Squares	Df	Mean Square	F	Itself.
Regression	3826.068	2	1913.034	125.198	.000b
Residual	1482.163	97	15.280		
Total	5308.231	99			

Based on the SPSS output in table 3. It is known that the calculated F value is 125.198 and the significance value is 0.000. After knowing the size of F calculate, it will be compared with F table. While at the level of significant (0.05) the value of F table = F (k; n-k)

F table = F (2; 100-2)

F table = F (2; 98)

F table = 3.09

After obtaining the results of the formula, then the results are searched for in the table t-value distribution table and obtained a table t value of 3.09. Based on the SPSS output above, it was found that simultaneously the quality of health services and hospital facilities had a positive and significant effect on community satisfaction with a significance of $0.000 < 0.05$ and a calculated F value of $125.198 > 3.09$ so that it can be concluded that there is an influence between the variables of Health Service Quality (X1) and Hospital Facilities (X2) simultaneously on the variable of Community Satisfaction (Y). From the explanation above, it can be concluded that Ha3 which reads "There is an influence between the quality of health services and hospital facilities on community satisfaction in the hospital. Dr. H. Soemarno Sosroatmodjo Tanjung Selor, Bulungan Regency" accepted.

The variables of health service quality in this study were explained by five indicators, namely reliability, responsiveness, assurance, empathy, and physical evidence. When viewed from the five indicators, it is based on the average index of respondents' answers with a perceived index number of 73.20 which means medium or good. The variables of hospital facilities in this study were explained by three

indicators, namely completeness, cleanliness, and tidiness: conditions and functions and ease of use. When viewed from these three indicators based on the average index of respondents' answers with a perceived index number of 76.44 which means high or particularly good. The variables of community satisfaction in this study are explained by four indicators, namely satisfaction with access to health services, satisfaction with the quality of health services, satisfaction with the health service process, including human relations and satisfaction with the health service system. When viewed from the four indicators, it is based on the average index of respondents' answers with a perceived index number of 75.03 which means high or particularly good. This means that the more the hospital improves the quality of its services and supplies complete and well-functioning facilities without any damage, it will be able to affect and increase the satisfaction of the people who seek treatment at the hospital.

Determination Coefficient Test (R²)

This coefficient of determination is used to decide the presentation of the influence that occurs from the independent variable to the dependent variable. The test results can be seen in the following table 4.

Based on table 4. The results of the coefficient of determination test can be seen that the R² value is 0.721 which means the magnitude of the influence of the variable quality of health services and hospital facilities on community satisfaction is 0.721 or 72.1% and the remaining 27.9% is explained by other variables that were not studied in this study.

Table 4. Test Results of Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.849a	0.721	0.715	3.908968

CONCLUSION

The conclusion of this research problem is based on the findings of the problem found and arranged in the formulation of the research problem. This study aims to measure the effect of the quality of hospital services and facilities on community satisfaction in the hospital. Dr. H. Soemarno Sosroatmodjo Tanjung Selor, Bulungan Regency. In analyzing the influence between these variables, this study used IBM SPSS Software version 26. Based on the explanation of the results of research analysis and discussion, the following conclusions can be drawn:

The quality of health services has a positive and significant effect on community satisfaction in hospitals. Dr. H. Soemarno Sosroatmodjo Tanjung Selor, Bulungan Regency. This research shows that if the quality of health services is improved, the satisfaction of the people who seek treatment at the hospital will increase.

Hospital facilities have a positive and significant effect on Community Satisfaction in the Hospital. Dr. H. Soemarno Sosroatmodjo Tanjung Selor, Bulungan Regency. This research shows that if the hospital supplies complete facilities and functions properly without any damage, it will be able to affect and increase the satisfaction of the people who seek treatment at the hospital.

Based on the results of data analysis in this study shows that the quality of health services and hospital facilities simultaneously affects community satisfaction with a considerable influence of 0.721 or 72.1% and the remaining 27.9% is influenced or explained by other variables that are not studied in this study. This research shows that if the quality of health services is improved and the hospital supplies complete facilities and functions properly without any damage, it will be able to affect and increase the satisfaction of the people who seek treatment at the hospital.

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