Customer Satisfactions Based on Service Quality for VVIP Inpatient Patient of PMI Bogor Hospital

Mohammad Rizky Fadly¹*, Dwi Gemina², Rachmat Gunawan³
Juanda University, Bogor
Corresponding Author: Rizky Faldy rizkyfadly371@gmail.com

ARTICLE INFO
Keywords: Costumer Satisfaction, Service Quality, Inpatient Patient

Received : 22, February
Revised : 21, March
Accepted: 30, April

©2024 Fadly: This is an open-access article distributed under the terms of the Creative Commons Atribusi 4.0 Internasional.

ABSTRACT
The success of health development plays an important role in improving the quality of human resources in Indonesia. The goal of health development itself can be achieved through various forms of implementing health efforts in a comprehensive, tiered and integrated manner. This research aims to analyze service quality on customer satisfaction simultaneously and partially for VVIP patients at PMI Bogor Hospital. The sample size was 100 respondents non-probability sampling technique. The questionnaire was tested using validity tests, reliability tests and also classical assumption tests. The test is valid, reliable, has classic assumptions and can be used for multiple linear regression data. The analytical method used in this research is a descriptive and verification method with a quantitative approach. The results of the research show that there is a positive and significant simultaneous and partial influence of service quality on consumer satisfaction.
INTRODUCTION

Health is one of the basic needs of society, so health is a right for every citizen to be protected by the Constitution. Every country recognizes that health is the greatest capital for achieving prosperity. Therefore, improving health services is basically an investment in human resources to achieve a prosperous society. The success of health development plays an important role in improving the quality of human resources in Indonesia. The goal of health development itself can be achieved through various forms of implementing health efforts in a comprehensive, tiered and integrated manner. Bogor is one of the cities in West Java province which has 47 hospitals spread across 29 districts and 18 cities. Various hospitals in Bogor are always committed to improving the quality of their services to residents.consumers so that consumers feel satisfied with the hospital service system.

According to Lupiyoadi (2014: 216), service quality is how far the difference is between reality and customer expectations for the service they receive., while consumer satisfaction according to Tjiptono (2016:74), is a person's feeling of happiness or disappointment that arises after comparing the perception of the performance (results) of a product with his or her expectations. PMI Bogor Hospital is located in the central area of Bogor City, namely on Jalan Pajajaran No. 80, Tegallega, Central Bogor District, Bogor City, West Java. The overall visit data for PMI Bogor Regular and VVIP Hospital patients from 2015 to 2019 is as follows:

Table 1. Data on Overall Visits for Regular and VVIP PMI Bogor Hospital Patients 2015-2019

<table>
<thead>
<tr>
<th>No</th>
<th>Year</th>
<th>Regular Polyclinic</th>
<th>Percentage (%)</th>
<th>Afiat/VVIP Polyclinic</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2015</td>
<td>102,734</td>
<td>0</td>
<td>64,807</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>2016</td>
<td>105,135</td>
<td>2.34</td>
<td>35,346</td>
<td>-45.45</td>
</tr>
<tr>
<td>3</td>
<td>2017</td>
<td>103,693</td>
<td>-1.37</td>
<td>46,152</td>
<td>30.57</td>
</tr>
<tr>
<td>4</td>
<td>2018</td>
<td>105,519</td>
<td>1.76</td>
<td>34,587</td>
<td>-25.05</td>
</tr>
<tr>
<td>5</td>
<td>2019</td>
<td>108,973</td>
<td>3.27</td>
<td>25,238</td>
<td>-27.03</td>
</tr>
<tr>
<td></td>
<td>Amount</td>
<td>526,054</td>
<td>206,130</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Average</td>
<td>105,210</td>
<td>41,226</td>
<td>-13.39</td>
<td></td>
</tr>
</tbody>
</table>

Source: PMI Bogor Hospital, 2022

A drastic decline was experienced in 2019 with patient visits of 25,238 patients with an achievement of -27%. The decline in patient visits to the VVIP Room at PMI Bogor Hospital is a factor in not achieving income at the VVIV Room at PMI Bogor Hospital in 2022, which is only 81% because consumer satisfaction has not been achieved and service quality is not yet good.

The number of VVIP inpatients at PMI Bogor Hospital from January to December 2019. The number of patients visiting each month fluctuates from January to December 2022 with an average of 95 patients per month. Apart from that, satisfaction can be seen from the number of complaints submitted by consumers, most consumers think that satisfaction with providing VVIP inpatient services at PMI Bogor Hospital is still low in terms of service, responsiveness, guarantee which shows that the drive for consumer satisfaction is still low.
LITERATURE REVIEW

According to Suparyanto & Rosad (2015:1), marketing management is the process of analyzing, planning, organizing and managing programs that include conceptualizing, pricing, promoting and distributing products, services and ideas designed to create and maintain profitable exchanges with target markets to achieve corporate goals.

The definition of consumer satisfaction, according to Tjiptono (2016: 74), is a person's feeling of happiness or disappointment that arises after comparing perceptions of the performance (results) of a product with their expectations. There are four factors that can influence consumer satisfaction, namely (1) product quality; (2) price; (3) service quality; (4) emotional factors. As for indicators, consumer satisfaction consists of (1) conformity to expectations; (2) interest in visiting again; (3) willingness to recommend.

According to Lupiyoadi (2014: 216), service quality is how far the difference is between reality and customer expectations for the service they receive. The main factor in service quality according to Lupiyoadi (2014: 216), (1) contractor; (2) modifier; (3) influencer; (4) isolated. The service quality indicators are (1) physical evidence; (2) empathy; (3) reliability; (4) responsiveness; (5) guarantee.

METHODOLOGY

This type of research is descriptive verification. Data collection methods are primary and secondary data using a data analysis process of validity testing, reliability testing and also classical assumption testing. The test is valid, reliable, has classic assumptions and can be used for multiple linear regression data.

RESULTS AND DISCUSSION

Characteristics of PMI Bogor Hospital VIP Inpatient consumers in 100 respondents, shows that the majority of consumers PMI Bogor Hospital is male aged 34-40 years with a length of stay of 1 to 7 days, self-employed with an income of IDR 5,000,000 - up to IDR 10,000,000. The following are the results of data analysis using SPSS as follows:

<table>
<thead>
<tr>
<th>Table 2. Results of Multiple Linear Regression Testing and T Test</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Model</strong></td>
</tr>
<tr>
<td>-----------</td>
</tr>
<tr>
<td><strong>B</strong></td>
</tr>
<tr>
<td>1 (Constant)</td>
</tr>
<tr>
<td>Physical Evidence</td>
</tr>
<tr>
<td>Empathy</td>
</tr>
<tr>
<td>Reliability</td>
</tr>
<tr>
<td>Responsiveness</td>
</tr>
<tr>
<td>Guarantee</td>
</tr>
<tr>
<td>T table</td>
</tr>
</tbody>
</table>

127
Based on this table, a regression equation is obtained with the following estimated model:  
\[ Y = 4.438 + 0.110X_1 + 0.405X_2 + 0.546X_3 + 0.436X_4 + 0.481X_5 + e. \]

The results of calculations using multiple linear regression show that physical evidence, empathy, reliability, responsiveness and guarantee and consumer satisfaction in the VVIV Room at PMI Bogor Hospital have a positive relationship. The R value is 0.918 included in the very strong category. Meanwhile, the results of the calculation of the coefficient of determination show that the R Square result is 0.842 or 84%, that the influence of consumer satisfaction is 84% on the variables in the research. While the remaining 15.8% is influenced by other variables not included in the research such as: product quality, price and emotional factors (Tjiptono, 2016:295).

1. The influence of service quality on consumer satisfaction

   The influence of service quality on consumer satisfaction based on the research results, it shows that simultaneously (together) they have a positive and significant influence. This means that the better the consumer's assessment of service quality, the higher the level of consumer satisfaction. Then, service quality together contributes to a very large influence on consumer satisfaction. The facilities provided to consumers include well-maintained hospital buildings, a sense of empathy between doctors/nurses towards consumers, satisfactory service, responsiveness and guarantees that are well implemented. This is in line with the research conducted by Prihandhan et al, 2018; Setiawan et al, 2019; Sunarti, 2017; that service quality has a positive and significant effect on consumer satisfaction.

2. The influence of physical evidence on consumer satisfaction

   The influence of physical evidence on consumer satisfaction based on research results, it shows that physical evidence has a positive and significant effect. The highest score in the PMI Bogo Hospital indicator is that it has complete facilities and modern medical support equipment. From the results of this research, it is clear that the physical evidence provided by PMI Bogor Hospital is in accordance with consumer desires, thereby providing satisfaction to the like. In line with research conducted by Agustini et al, 2015; Lupiyoadi, 2014; Eswika, 2015; that physical evidence has a positive and significant effect on the level of consumer satisfaction.
3. The influence of empathy on consumer satisfaction

Based on research results, it shows that empathy has a positive and significant effect. The highest score on the Hospital indicator provides services for patients 24 hours a day. From the results of this research, PMI Bogor Hospital is empathetic and always puts consumers' interests first so that consumers feel satisfied. In line with previous research conducted by Zakaria, 2014; Nanicova, 2019; Normasari, 2019; that empathy has a positive and significant effect on consumer satisfaction.

4. The influence of reliability on consumer satisfaction

Based on the research results, it shows that reliability has a positive and significant effect. The highest score on the service indicator provided by doctors and nurses at PMI Bogor Hospital is satisfactory. From the results of this research, the reliability of the PMI Bogor Hospital can be said to be effective, thereby providing consumer satisfaction. This is in line with previous research conducted by Irwana, 2017; Khasanah and Pertiwi, 2010; Utami and Jatra, 2015; that reliability has a positive and significant effect on consumer satisfaction.

5. The effect of responsiveness on consumer satisfaction

Based on research results, it shows that responsiveness has a positive and significant effect. The highest value is the indicator of the doctor's or nurse's explanation regarding the disease suffered by the patient during the examination at PMI Bogor Hospital. From the results of this research, PMI Bogor Hospital always responds well to consumer complaints so that consumers assume that the response is fast and appropriate. In line with research conducted by Ahmad, 2020; Ismail and Yusuf, 2021; Veronica, 2017; that responsiveness has a positive and significant effect on consumer satisfaction.

6. The effect of guarantees on consumer satisfaction

Based on research results, it shows that it has a positive and significant influence. The highest score on the indicator is that Doctors and Nurses have extensive knowledge in serving patients. From the results of this research, the guarantees provided by PMI Bogor Hospital are quite in line with the patient's wishes and needs. In line with previous research conducted by Ahmed, 2017; Prihandono, 2019; Rohaeni and Marwa, 2018; that guarantees have a dominant influence on consumer satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

Based on consumer or patient responses to service quality and consumer satisfaction, suggestions that can be conveyed to PMI Bogor Hospital regarding VVIV Inpatient care are as follows:

In the variable quality of service on the physical evidence indicator, statements from the indicators of cleanliness and neatness of dress for nurses
and doctors at PMI Bogor Hospital received the lowest assessment from consumers. This is because Bogor Hospital nurses wear clothes that are clean, neat and of course in accordance with the proper SOP. Such as wearing a head covering and wearing gloves when examining consumers.

In the service quality variable on the empathy indicator, the statement from the indicator of the nurse's or doctor's seriousness in examining patients at PMI Bogor Hospital received the lowest rating from consumers. This is because patient examinations are carried out carefully, thoroughly and in accordance with applicable SOP, such as nurses or doctors being careful when examining a patient's condition.

In the service quality variable on the reliability indicator, the statement from the service speed indicator for the PMI Bogor Hospital administration staff received the lowest rating from consumers. This is because the speed of administrative services when registration is carried out with applicable SOPs, but the process is sometimes quite long, preventing other registrations from queuing.

In the service quality variable on the responsiveness indicator, the statement of the ability of doctors/nurses in responding to patient complaints at PMI Bogor Hospital received the lowest rating from consumers. This is because the doctor or nurse is quite good at responding to whatever is felt and is not afraid to convey it when the examination is taking place.

In the service quality variable in the guarantee indicator, the PMI Bogor Hospital statement provides a guarantee that if an error occurs in providing services, it gets the lowest rating from consumers. This is because when an error occurs during an inspection; PMI Bogor Hospital provides anticipation and is ready to provide guaranteed hospitalization.

In the consumer satisfaction variable, the willingness to recommend indicator has the lowest rating from consumers. This is because consumers are willing to recommend because PMI Hospital has the best and most complete medical equipment.

FURTHER STUDY

For further research, you can use this research as a benchmark and reference. Researchers should look for other variables that influence consumer satisfaction besides service quality, such as using product quality, price, emotional factors, costs and convenience in order to obtain more perfect results.

ACKNOWLEDGMENT

Thank you to all parties involved in this research, so that this research can be carried out well
REFERENCES


