

Factors Related To Patient Satisfaction With Hospital Health Care

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ABSTRACT. Hospital health services must adapt and develop to achieve higher standards in facing competition in the health industry by improving quality and patient satisfaction. Patient satisfaction will affect the patient's desire to return to using the same hospital health care. Good service quality will also encourage patients to have confidence in using health services. The purpose of this study was to determine the factors associated with patient satisfaction with hospital health services. This research method uses a systematic review method which is sourced from several online sites such as Google Scholar and journal databases, such as PubMed. Patient satisfaction and hospital health services have a relationship because in a hospital health services patient satisfaction is generally used to assess the quality of service delivery. Based on the results of the study it can be concluded that the level of patient satisfaction can be seen from the quality of hospital health services. The quality of health services greatly affects the level of patient satisfaction in making repeat visits. To provide satisfaction and retain customers, the provision of medical services turns out to be more important based on several satisfaction factors with five dimensions such as Reliability, Assurance, Tangible, Empathy, and Responsiveness.

Keywords: Patient Satisfaction, Quality of Healthcare, Hospital

ABSTRAK. Pelayanan kesehatan rumah sakit harus beradaptasi dan berkembang untuk mencapai standar yang lebih tinggi dalam menghadapi persaingan di industri kesehatan dengan melakukan peningkatan kualitas dan kepuasan pasien. Kepuasan pasien akan mempengaruhi keinginan pasien untuk kembali menggunakan perawatan kesehatan rumah sakit yang sama. Kualitas pelayanan yang baik juga akan mendorong pasien untuk memiliki kepercayaan dalam menggunakan pelayanan kesehatan. Tujuan penelitian ini adalah untuk mengetahui faktor-faktor yang berhubungan dengan kepuasan pasien terhadap pelayanan kesehatan rumah sakit. Metode penelitian ini menggunakan metode systematic review yang bersumber dari beberapa situs online seperti Google Scholar serta basis data jurnal, seperti PubMed. Kepuasan pasien dan pelayanan kesehatan rumah sakit memiliki hubungan karena dalam pelayanan kesehatan suatu rumah sakit kepuasan pasien umumnya digunakan untuk menilai kualitas pemberian layanan. Berdasarkan hasil penelitian dapat disimpulkan bahwa tingkat kepuasan pasien dapat dilihat dari kualitas pelayanan kesehatan rumah sakit. Kualitas pelayanan kesehatan sangat mempengaruhi tingkat kepuasan pasien dalam melakukan kunjungan ulang. Untuk memberikan kepuasan dan mempertahankan pelanggan, pemberian layanan medis ternyata menjadi lebih penting berdasarkan beberapa faktor kepuasan dengan lima dimensi seperti Reliability, Assurance, Tangible, Empathy, dan Responsiveness.

Kata Kunci: Kepuasan Pasien, Kualitas Pelayanan Kesehatan, Rumah Sakit

INTRODUCTION

The increasing number of hospitals and the development of the health industry have resulted in competition between healthcare providers. Healthcare providers must adapt and develop to achieve higher standards in facing this competition in the health industry. Things that can be done to face the demands of this market, is improving the quality and patient satisfaction. Patient satisfaction will affect the patient's desire to return to using the same health service. Good service quality will also encourage patients to have trust in using the healthcare service. By growing trust in patients, good and long-term relationships will be formed between patients and healthcare providers.

In the current era of globalization, excellent service is the main element in hospitals and health units. Hospitals are required to provide health services that serve optimal service standards. The hospital was declared successful, not only in the completeness of the superior facilities, but also the attitudes and services of human resources that had a significant influence on patient satisfaction. Patient satisfaction is one of the most important factors to determine the success of a healthcare facility. There are several factors associated with patient satisfaction, such as age, gender, education level, number of visits, waiting time, communication behavior, and interpersonal skills of doctors and patient trust.

In fact, health services are inseparable from patient satisfaction. To maintain and improve the quality of hospital services, measurements are taken to see the level of patient satisfaction. By measuring the level of patient satisfaction, the hospital can see the advantages and disadvantages of the services that have been carried out by the hospital (Malinda & Sari, 2020). Measurement is also a central concept in quality improvement. Measurement will describe what is actually being done by health service facilities and compare it with actual targets or certain expectations with the aim of identifying opportunities for quality improvement (Shaw, 2003).

METHODOLOGY

The research method used in writing this article is systematic review. The articles selected for use in this study were reviewed using PRISMA (Preferred Reporting Items for Systematic Review and Meta-Analyses) including identification, screening, inclusion, and eligibility. The first stage is identification, which means searching for articles related to research titles or keywords in online-based literature sources through Google Scholar and journal databases, such as PubMed with the keywords "patient satisfaction", "quality of healthcare", and "hospital". The second stage is screening, which means screening inclusion

and exclusion criteria. The scientific articles obtained are then selected based on inclusion criteria, including, articles published within the last 5 years (2019 – 2023), articles published in English or Indonesian, open access articles, have complete text, based on relevance, have an International Standard Serial Number (ISSN), and discuss of articles related to factors related to patient satisfaction with hospital health care. The third stages are inclusion and eligibility, which means reading the article aims to determine the eligibility of the article for further review and analysis.

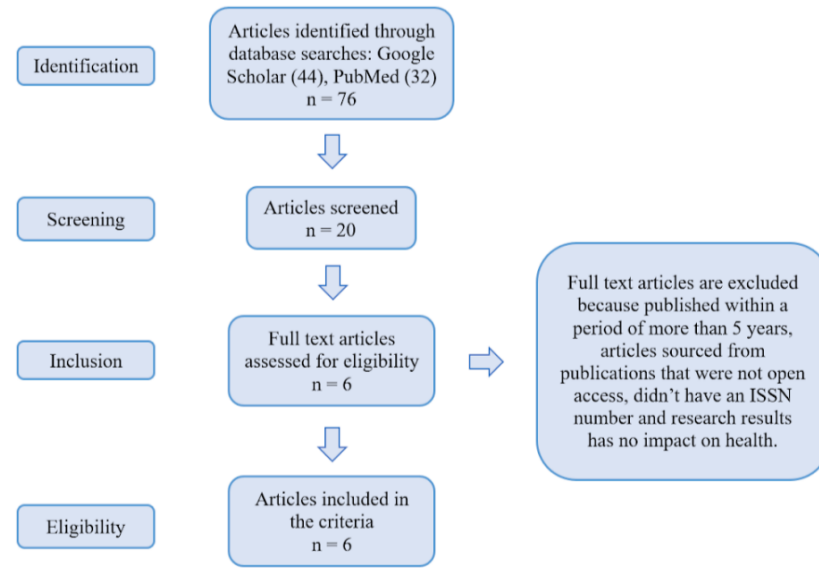


Diagram 1. Flowchart of the Article Selection Process using the PRISMA

RESULT AND DISCUSSION

The results of a literature search obtained 6 research articles about factors related to patient satisfaction with hospital health care which are described in table 1.

Table 1. Results Of A Literature Search Factors Related To Patient Satisfaction With Hospital Health Care

Writers	Place	Title	Method	Result
(Nahlah, A., et. al, 2019)	Indonesia	Factors Related to Satisfaction of Patients Pelamonia Hospital Makassar	Observational research with cross-sectional study design	The results showed that there is a relationship between the variables human relationship, punctuality, comfort, and access to service satisfaction of inpatients at Hospital Pelamonia Makassar. The conclusion of this

				study indicates that there is a relationship between human relationships, timeliness, convenience and access to patient satisfaction.
(Wahyuni, A., 2019)	Indonesia	The Influence Factors On Patient Satisfaction With The Quality Of Health Services At Full Bethesda General Hospital Deli Serdang District	Quantitative research with cross-sectional study	The results of this study concluded that all variables have an influence in Full Bethesda General Hospital Deli Serdang District, (Tangible, Reliability, Responsiveness, Assurance, Empathy) and the most dominant variable was Responsiveness variable.
(Purba & Simanjuntak, A., 2021)	Indonesia	Analysis of Factors Affecting Patient Satisfaction Eye Polyclinic Outpatient Hospital dr. Tengku Mansyur, Tanjungbalai City	Quantitative research	The results of the research on the responsiveness variable showed that the level of responsiveness of Human Resources was 99.6%. For the assurance variable obtained 98.0%. For the reliability variable obtained 98.0%. For the empathy variable, it was obtained 93.7%. For the tangible variable, it was obtained 90.5%. Based on research conducted from all variables, the service results are very good with a satisfaction level of 88.9%.
(Malinda, R., & Sari, M., 2020)	Indonesia	Factors Associated with Outpatient Service Patient Satisfaction at	Analytical research with cross-sectional study	The results of the study concluded that there was a relationship between the attitudes of health workers with

		BLUD (Regional Public Service Agency) Hospital Langsa City		outpatient patient satisfaction. There is a relationship between waiting time and outpatient patient satisfaction. There is a relationship between facilities with outpatient patient satisfaction.
(Mesfin, D., & Gintamo, T., 2019)	Ethiopia	Patient Satisfaction and Associated Factors with Services Provided at Outpatient Department in primary hospitals of Guraghe zone, Southern Ethiopia	Quantitative research with cross-sectional study	The overall patient satisfaction level with the health service provided at the outpatient departments of the primary hospitals was 66.5% waiting time, informing patients about cause of illness and waiting area cleanliness were among the significant predictors of patients satisfaction.
(Al-Ali, B. A., et. al, 2020)	Iraq	Patient's Satisfaction with Primary Health centers in Karbala City/ Iraq	A cross-sectional study	The overall patient satisfaction was high. The majority of sample study was satisfied with health worker services including doctor/health worker understanding and behavior and immunization. There was a significant association between patients' satisfaction and socio-demographic factors such as (gender and age) and satisfaction with health services in PHCs.

Based on the 6 articles that have been analyzed, we state that the users of health services in hospitals demand quality services not only regarding the recovery from physical illness, but also regarding satisfaction with the attitude, knowledge, and skills of officers in providing services as well as the availability of facilities and infrastructure that can provide comfort. With

the increasing quality of service, the function of services in hospitals needs to be improved to be more effective, efficient, and provide satisfaction to patients and the community. The very heavy function of hospitals in providing services to the community is faced with several challenges both in terms of human resources and health equipment that are increasingly sophisticated, but must still provide the best service.

Patient satisfaction is a level of patient's feelings that arise as a result of the health service performance obtained after the patient compares it with what he expected (Pohan, 2012). So starting from the definition of patient satisfaction, there are two components that will affect the level of patient satisfaction namely the expectation component and the health service performance. The quality of health services greatly affects the level of patient satisfaction. The level of patient satisfaction can be seen from quality of health services. Patients who expressed good satisfaction in general get good service too. Satisfaction is a feeling of pleasure or disappointment that arises after comparing between perceptions or his impression of the performance or results of a product and his expectations (Kotler, 2004).

The Relationship Between Patient Satisfaction and Healthcare Services

The quality of healthcare service greatly affects patient satisfaction in conducting repeat visits. In the healthcare setting, the patients are the capital of the hospital. To satisfy and sustain customers, medical service delivery has turned out to be reasonably more imperative (Arasli, 2008). The study of (Shabbir et al, 2016) and (Asif, et al, 2019) indicated that there is an association between patient satisfaction and healthcare service quality. The findings of their studies showed a significant connection between patient satisfaction and healthcare services, because in the settings of health services, a client's satisfaction is generally used to assess the quality of service delivery. If the service is as expected, then the quality of the service is considered good and satisfying, conversely if the service received is not satisfactory, the quality of the service is perceived poorly (Malinda & Sari, 2020).

When the customer's expectations are lower than the perception of the service obtained, it becomes a pleasant surprise for the customer. When the customer's expectations match the perception of the service obtained, the customer will feel satisfied. However, when the customer's expectations are greater than the perception of the service obtained, the customer is not satisfied with the service (Ali et al., 2021b; Ramya et al., 2019).

The Factors Related to Patient Satisfaction with Hospital Healthcare

1. Tangibles

Tangibles are the appearance of physical facilities, equipment, personnel, and communication facilities means of communication. Patients will feel satisfied with the services provided when physical facilities available at health facilities can meet their expectations such as the availability of a comfortable waiting room. Good health facilities are a must-have for all hospitals. The government must take part in this. Because this is very influential for patient satisfaction. The completeness of the facilities provided can not only increase patient satisfaction but will also provide a good assessment from every point of view of the community and will not be afraid to use services at the hospital.

2. Responsiveness

A health worker must be responsive in resolving complaints patients, information that is clear and easy to understand, and actions that are taken quickly and accurately when the patient needs it because then the patient will feel satisfied with the patient action taken quickly and precisely when the patient needs it because then the patient will feel satisfied with the services provided. With a responsive attitude to patient needs, it can improve the image of the hospital in the eyes of the community, which of course will also become a quality health service center..Therefore, it is necessary to train health workers in order to produce qualified health workers. In addition, it is necessary to evaluate health workers. This is necessary so that health workers can improve their performance.

3. Reliability

When a health worker provides service, treatment, and care fast, precise, and reliability, services are carried out according to schedule, and service procedures are not complicated. That way, it is hoped that services can run effectively and efficiently. So that people or patients can be treated immediately. This of course must apply to all hospitals in Indonesia. In its application, the hospital must be in line with the needs of the community so that later it can have a more relevant impact on society and can minimize complaints from patients.

4. Assurance

Assurance will generate patient trust and confidence so that patients will not hesitate to continue to check their condition at the health facility. There are many types of insurance in Indonesia. The government itself provides insurance in the form of National Health Insurance in the form of BPJS. This is very helpful for the community in getting health services. The

convenience and relief provided by the hospital is one of the facilities that can be utilized by patients in financing hospital services.

5. Empathy

Ease of establishing good communication relationships, personal attention, and understanding the needs of customers. the needs of customers. Patients will feel satisfied when health workers can pay special attention to each patient and without distinguishing their status. Health workers must be friendly, kind, and communicative. This should be emphasized so that people or patients feel comfortable. Likewise with patients, they must be friendly, and polite to health workers. Establishing a good relationship between health workers and patients should be a principle built by hospital culture because this will also affect the image of the hospital among the community.

CONCLUSION

The results of this study can be concluded that the quality of health services greatly affects the level of patient satisfaction in conducting repeat visits. The level of patient satisfaction can be seen from quality of health services. Patients who expressed good satisfaction in general get good service too. To satisfy and sustain customers, medical service delivery has turned out to be reasonably more imperative based on several factors' satisfaction with five dimensions such as Reliability, Assurance, Tangible, Empathy, and Responsiveness.

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