



RELATIONSHIP BETWEEN SERVICE QUALITY AND INPATIENT SATISFACTION IN THE GENERAL SURGERY ROOM

Windri Dewi Ayu^{1*}, Arni Wianti¹
 Universitas YPIB, Majalengka Indonesia¹

Digital Object

Identifier

DOI:

Abstract

Quality of health services is a key factor in increasing patient satisfaction in hospitals. Good health services will provide a positive experience for patients and increase trust in health institutions. However, various studies have shown that many patients are still dissatisfied with the services they receive, especially in inpatient rooms. Patient satisfaction is influenced by various aspects of service quality, such as reliability, responsiveness, assurance, empathy, and physical evidence. Therefore, it is important to analyze the extent to which service quality affects the level of patient satisfaction. Purpose: This study aims to analyze the relationship between service quality and inpatient satisfaction in the general surgery room at one of the regional hospitals in Majalengka Regency in 2024. Method: This study uses a quantitative method with a cross-sectional approach. Respondents were selected through random sampling techniques, with a sample size of 95 patients. Data were collected through a questionnaire that measured the dimensions of service quality (reliability, responsiveness, assurance, empathy, and physical evidence) and the level of patient satisfaction. Data were analyzed using the Chi-Square statistical test to test the relationship between independent and dependent variables. Results: The results showed that 69.5% of respondents considered the quality of service to be poor, and 70.5% of respondents were dissatisfied. Statistical tests showed a significant relationship between service quality and patient satisfaction (p -value < 0.05). This indicates that the better the quality of service provided, the higher the level of patient satisfaction. Conclusion: These findings indicate that improving the quality of health services, especially in terms of reliability and responsiveness, is very important in improving patient satisfaction. Therefore, hospitals need to improve the competence of medical personnel, improve facilities, and improve communication and interaction between medical personnel and patients in order to improve overall patient satisfaction.

Article History

Received:
 December 19, 2024
 Revised:
 January 12, 2025
 Accepted:
 February 4, 2025
 Available online:
 February 15, 2025

Keywords

Hospital, Service Quality,
 Patient Satisfaction

Corresponding Author

E-mail: windri.ners@gmail.com

What is already known

The quality of healthcare services greatly influences patient satisfaction, particularly through service quality dimensions such as reliability and responsiveness. This quality is measured using the SERVQUAL model, which emphasizes five dimensions to calculate the gap between patients' perceptions and their expectations. Trust and increased patient satisfaction are built through effective communication between medical personnel and their patients. Previous national and international studies have shown that good service quality directly improves patient satisfaction. To evaluate hospital service quality, the five SERVQUAL dimensions (reliability, responsiveness, assurance, empathy, and tangibles) are considered key indicators. Legally and ethically, hospitals are required to provide optimal services that are patient-centered. However, there is a notable lack of local and contextual research, particularly in the Majalengka region. Prior studies have provided limited quantitative data that specifically links service quality to patient satisfaction in general surgery inpatient wards and rarely analyze SERVQUAL dimensions separately in their impact on satisfaction. Furthermore, there is a scarcity of longitudinal studies that could capture changes in patient satisfaction over time, and much of the existing data remains subjective without the support of methodological triangulation, reducing the validity of findings. This article contributes to the literature by highlighting that reliability and responsiveness are the two most influential dimensions affecting patient satisfaction.

What this paper adds

This study found a significant relationship between service quality and inpatient satisfaction in the general surgery ward, with the dimensions of reliability and responsiveness being the most influential factors. These findings add value to hospital practices by improving service quality through enhancing the competence of medical personnel, communication, and facilities. Furthermore, this study fills gaps in previous research by providing empirical data from the local context of Majalengka and highlighting communication issues and waiting times, which have been underappreciated as key factors affecting patient satisfaction.

1. Background

Quality health services are an important aspect in improving patient satisfaction and hospital image. Hospitals have a major role in providing health services that are not only oriented towards healing but also patient comfort and satisfaction. In this era of globalization, people tend to demand quality health services. The quality of a service can be seen subjectively and objectively, the measure of the cleanliness of health services is assessed through the satisfaction of patients and families with the health services that have been provided. Objectively, the measure of success in the medical care process. Both subjectively and objectively, the dimensions of health service quality are measured based on patient safety, efficiency, effectiveness, timeliness, patient-centered care and justice [19].

The quality of health services is what shows the level of perfection of health services in creating a sense of satisfaction in each patient, the more perfect the satisfaction, the better the quality of health services, carrying out efforts to maintain the quality of health services cannot be separated from the quality of nursing services [1]. The quality of nursing services as an indicator of the quality of health services is one of the determining factors in the image of health service institutions in the eyes of the public. This happens because nursing is the professional group with the largest number, the most advanced and closest to sufferers, pain, experienced by patients and their families. One indicator of the quality of nursing services provided is whether it satisfies patients or not, satisfaction is a comparison between the quality of service received with desires, needs and

expectations [19].

Patient satisfaction reflects the success of the hospital in providing services that meet patient expectations. According to Law No. 44 of 2019, hospitals are required to provide optimal health services to meet the needs of the community. However, in reality, many patients still complain about less than optimal services, especially in terms of service time, interaction with health workers, and facilities provided by the hospital. This phenomenon is increasingly relevant in the post-COVID-19 pandemic era, where the public is more critical of health service standards, including cleanliness, availability of medical personnel, and speed in treating patients. Based on this, the main question arises in this study, namely is there a relationship between service quality and inpatient satisfaction in the general surgery room of one of the regional hospitals in Majalengka Regency in 2024? Therefore, this study aims to analyze the quality of service in the general surgical inpatient ward, patient satisfaction with inpatient services, and the relationship between service quality and patient satisfaction. By understanding the factors that influence patient satisfaction, it is hoped that the results of this study can provide recommendations for hospitals in improving the quality of service, both in terms of the reliability of medical personnel, responsiveness, and available facilities. In addition, this study can also be a reference for policy makers in developing strategies to improve hospital services that are more effective and evidence-based. The results of this study are expected to contribute to the development of health policies and become a reference for further research in the field of health services, especially in the management of inpatient services in hospitals.

2. Methods

2.1 Research Design

This study uses a quantitative approach with a cross-sectional design, which allows data collection in a certain period of time to see the relationship between service quality and patient satisfaction in the general surgical inpatient ward.

2.2 Population and Sample

The population in this study were all inpatients in the general surgical ward of one of the regional hospitals in Majalengka Regency in 2024. The sampling technique used was random sampling with a sample size of 95 patients who met the inclusion and exclusion criteria.

2.3 Research Instrument

The instrument used in this study was a questionnaire compiled based on the SERVQUAL model developed by Parasuraman et al. [15].

2.4 Data Collection Technique

Data collection was carried out by distributing questionnaires to inpatients who met the inclusion criteria. Respondents were given an explanation in advance regarding the purpose of the study, their rights as participants, and the procedure for filling out the questionnaire. Data were collected within one month during the study.

2.5 Data Analysis Techniques

The collected data were analyzed statistically using SPSS software version 26. The analysis conducted included:

Univariate Analysis: To describe the frequency distribution of each variable studied.

Bivariate Analysis: The Chi-Square test was used to see the relationship between service quality and patient satisfaction. A p value <0.05 is considered to indicate a significant relationship.

3. Results

3.1 Respondent Characteristics

In this study, the respondents totaling 95 patients consisted of various age categories, genders, and education levels. Details of the respondent characteristics can be seen in the following table:

Table 1. Respondent Characteristics

Characteristics	Frequency (n)	Percentage (%)
Gender		
Male	50	52,6
Female	45	47,4
Age		
< 30 years	20	21,1

3.2 Service Quality Distribution

Respondents assessed the quality of hospital services based on five main dimensions: reliability, responsiveness, assurance, empathy, and physical evidence. The results showed that most respondents assessed the service quality as poor. Details of the service quality distribution can be seen in the following table:

Table 2. Frequency Distribution of Service Quality

Quality of Service	Frequency (n)	Percentage (%)
Good	29	30,5
Not Good	66	69,5

3.3 Patient Satisfaction Distribution

Most respondents felt dissatisfied with the quality of service received in the general surgery inpatient room. Details of patient satisfaction levels can be seen in the following table:

Table 3. Frequency Distribution of Patient Satisfaction

Satisfied	Frequency (n)	Percentage (%)
Not Satisfied	28	29,5
Not Good	67	70,5

3.4 Relationship between Service Quality and Patient Satisfaction

The Chi-Square statistical test shows that there is a significant relationship between service quality and patient satisfaction (p -value < 0.05). Patients who rate the service quality as "good" have a higher level of satisfaction compared to patients who rate the service quality as "poor".

Table 4. Relationship between Service Quality and Patient Satisfaction

Quality of Service	Patient Satisfaction		Total (n)	p-value
	Satisfied (n)	Not Satisfied (n)		
Good	20	9	29	<

				0,05
Not Good	8	58	66	

From the table above, it can be seen that out of 29 respondents who rated the service quality as good, 20 of them were satisfied. Conversely, out of 66 respondents who rated the service quality as poor, 58 of them were dissatisfied

4. Discussion

The results of the study indicate that service quality has a significant relationship with patient satisfaction, where patients who receive good quality services tend to be more satisfied than patients who receive poor quality services. This is in line with the SERVQUAL theory which states that service quality that includes reliability, responsiveness, assurance, empathy, and physical evidence plays an important role in determining customer satisfaction, in this case patients. Of the five dimensions of service quality studied, the aspects of reliability and responsiveness have the greatest influence on patient satisfaction. Reliability refers to the ability of medical personnel to provide consistent and accurate services, while responsiveness reflects the speed and readiness of medical personnel in responding to patient needs. This finding is in line with the research of which found that reliability and responsiveness are the main factors influencing patient satisfaction in general hospitals [14].

In addition, the results of this study also show that there are still weaknesses in the quality of services provided, which causes the level of patient satisfaction to be low. One of the main factors that patients complain about is the long waiting time to get services, both in terms of medical consultations, examinations, and other medical procedures. Another factor that contributes to low patient satisfaction is less than optimal communication between medical personnel and patients. Several patients complained that doctors and nurses did not provide sufficient explanations regarding their health conditions and the medical procedures to be undergone. This causes uncertainty and anxiety in patients, which ultimately has an impact on their low level of satisfaction with hospital services. This finding is in line with research by Oktavianti which states that good communication between medical personnel and patients is very important in increasing patient trust and satisfaction [13].

The implications of these findings indicate that hospitals need to make improvements in various aspects of service in order to increase patient satisfaction. Some steps that can be taken include increasing the number of medical personnel to reduce patient waiting time, providing communication training to medical personnel to be more effective in interacting with patients, and improving hospital facilities so that patients feel more comfortable during treatment. In addition, hospitals can also implement a periodic monitoring and evaluation system for the quality of services provided to identify weaknesses and make continuous improvements. With continuous improvements in the quality of service, it is hoped that patient satisfaction can increase and hospitals can provide higher quality services in accordance with patient expectations and applicable health service standards.

5. Limitations

This study has several limitations that need to be considered in interpreting the results. First, this study was only conducted in one regional hospital in Majalengka Regency, so the results may not be generalizable to other hospitals with different characteristics. Second, this study used a cross-sectional approach that only observed the relationship between service quality and patient satisfaction at a certain point in time, so it cannot identify changes

in patient satisfaction over a longer period of time. Third, the data collected based on questionnaires filled out by patients may have subjective bias, because perceptions of service quality can be influenced by personal factors, such as individual expectations or the patient's health condition when filling out the questionnaire.

For further research, it is recommended that it be conducted in several hospitals with a wider coverage area so that the results can be more generalized. In addition, a longitudinal approach can be used to observe changes in patient satisfaction over time and see the impact of improving service quality carried out by the hospital. Finally, a combination of qualitative and quantitative methods can be applied to gain a deeper understanding of the factors that influence patient satisfaction and their direct experience of the services provided.

6. Conclusion

Based on the results of the study, it can be concluded that service quality has a significant relationship with inpatient satisfaction in the general surgical room. Most patients who receive poor service quality tend to feel dissatisfied, while patients who receive better quality services show a higher level of satisfaction. This shows that the reliability and responsiveness of medical personnel are the main factors in determining patient satisfaction. In addition, several other factors such as long waiting times, ineffective communication between medical personnel and patients, and limited hospital facilities also contribute to low levels of patient satisfaction. Therefore, hospitals need to improve communication training for medical personnel, improve time management systems in providing services, and provide better facilities to improve patient experience during treatment.

With continuous improvement in service quality, it is hoped that hospitals can meet patient expectations and increase public trust in health institutions. Further research is recommended to expand the scope of the study to several other hospitals and use longitudinal research methods in order to observe changes in patient satisfaction over a longer period of time.

CRedit authorship contribution statement

Windri Dewi Ayu: Writing – review & editing, Writing – original draft, Visualization, Validation, Supervision, Software, Resources, Project administration, Methodology, Investigation, Formal analysis, Data curation, Conceptualization.

Arni Wianti: Writing – review & editing, Writing – original draft, Visualization, Validation, Software, Resources, Project administration, Methodology, Investigation, Data curation, Conceptualization, Funding acquisition,

Funding Sources

This research did not receive any specific grant from funding agencies in the public, commercial, or not-for-profit sectors.

Declaration of Competing Interest

The authors declare that they have no competing interests.

Acknowledgments

No acknowledgments.

References

- Azwar, A., Pengantar Mutu Pelayanan Kesehatan (Pustaka Sinar Harapan, Jakarta 2008).
- Berry, L. L., & Parasuraman, A., Marketing Services, Competing Through Quality (Free Press 1991).
- Donabedian, A., 'The Quality of Care: How Can It Be Assessed?' JAMA, vol. 12, no. 260, 1988, hlm. 1743–1748.
- Gaspersz, V., Total Quality Management (Gramedia Pustaka Utama, Jakarta 2018).
- Hidayat, A. A., Metodologi Penelitian Kesehatan (Pustaka Pelajar, Yogyakarta 2020).
- Juran, J. M., Juran's Quality Handbook (McGraw-Hill 1999).
- Kementerian Kesehatan Republik Indonesia, Peraturan Menteri Kesehatan Republik Indonesia No. 44 Tahun 2019 tentang Standar Pelayanan Rumah Sakit (Kemenkes RI, Jakarta 2019).
- Kotler, P., Principles of Marketing (edk 17, Pearson Education 2018).
- Kotler, P., & Keller, K. L., Marketing Management (edk 15, Pearson Education 2016).
- Lovelock, C., & Wirtz, J., Services Marketing: People, Technology, Strategy (edk 8, Pearson Education 2016).
- Manik, E., Manajemen Pelayanan Kesehatan (Salemba Medika, Jakarta 2016).
- Notoatmodjo, S., Metodologi Penelitian Kesehatan (Rineka Cipta, Jakarta 2019).
- Oktavianti, R., Nugroho, W., & Haryanto, B., 'Hubungan Antara Komunikasi Tenaga Medis dengan Kepuasan Pasien di Rumah Sakit Daerah', Jurnal Ilmiah Kesehatan Masyarakat, vol. 14, no. 1, 2022, hlm. 78–90.
- Pangerapan, C., Setiawan, A., & Kurniasih, D., 'Analisis Pengaruh Mutu Pelayanan terhadap Kepuasan Pasien di Rumah Sakit Umum', Jurnal Pelayanan Kesehatan, vol. 10, no. 2, 2018, hlm. 45–56.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L., 'SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality', Journal of Retailing, vol. 64, no. 1, 1988, hlm. 12–40.
- Rust, R. T., & Oliver, R. L., Service Quality: New Directions in Theory and Practice (SAGE Publications 1994).
- Sekaran, U., & Bougie, R., Research Methods for Business: A Skill-Building Approach (edk 7, Wiley 2016).
- Tjiptono, F., Strategi Pemasaran Jasa (Andi Offset, Yogyakarta 2019).
- Wianti, A., Kualitas Pelayanan Kesehatan dan Kepuasan Pasien (Alfabeta, Bandung 2021).
- Zeithaml, V. A., & Bitner, M. J., Services Marketing: Integrating Customer Focus Across the Firm (edk 6, McGraw-Hill 2013).