



## Relationship Of Insurance And Hospital Empathy With Satisfaction Of Return Interest In Outcoming Patients At Sundari Hospital

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### ABSTRACT

*A level of patient feeling that arises as a result of the performance of health services obtained after the patient compares it with what he expects is patient satisfaction. To measure the quality of health services, the Serqual model or service quality is used as the basis for the research concept known as the Rater dimension. Where two of these dimensions are insurance and empathy in hospital health services. The purpose of this study was to be able to see the relationship between insurance and hospital empathy with satisfaction & interest in returning inpatients at Sundari Hospital. This study used a cross sectional approach with data collection using validated questionnaire data. The research sample was 68 people. The results showed that there was a significant relationship between the insurance variable and satisfaction & interest in revisiting with the results of p-value  $0.007 < 0.05$ , this value indicates that there is a relationship between the assurance variable on satisfaction and interest in revisiting general outpatients in Sundari Hospital. Meanwhile, for empathy, there is a significant relationship between the empathy variable with satisfaction and interest in revisiting with a p-value of  $0.000 < 0.05$ , this value indicates that there is a relationship between the empathy variable on satisfaction and interest in revisiting general outpatients at Sundari General Hospital. . Suggestions for hospitals to be able to conduct regular training related to communication management and education for all services.*

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### 1. INTRODUCTION

Hospitals are individual health service institutions that provide comprehensive health services that provide inpatient, outpatient, and emergency services (1). The deep understanding of health services is every effort that is carried out individually or jointly in an organization to

maintain and improve health, prevent and cure disease and restore the health of individuals, families, groups and communities (2). One indicator of the success of health services is patient satisfaction. The concept of service quality related to patient satisfaction is determined by five elements commonly known as service quality "SERVQUAL" where five of the two dimensions are insurance and empathy (3). The level of perfection in the quality of health services can lead to a sense of satisfaction in each patient. The better the satisfaction, the better the quality of health services (4). Quality health services are also a description of the overall nature of a health service related to the ability to provide patient satisfaction needs, so that service quality can be measured by several dimensions, therefore these dimensions can analyze whether a service is quality or not (5).

Satisfaction can be interpreted in the level of satisfaction of a person who has been. Therefore, satisfaction or dissatisfaction is the conclusion of the interaction between expectations and services provided. Efforts to achieve overall customer satisfaction are not easy things, Mudie and Cottom explain that total customer satisfaction is impossible to achieve, even if only temporarily (6). The first indicator of a hospital and a measure of service quality is patient satisfaction. The attitude of low patient satisfaction has an impact on the number of visits to the hospital, while the attitude of nurses with patients will also have an effect on patient satisfaction, where patient needs from time to time will increase, as well as demands for the quality of services provided (7). By increasing the quality of good service, it will have an impact on customer satisfaction, which in the end customers will reuse and recommend these health services to those around them. The increasing number of visits which will ultimately increase the hospital's income is the effect of good and quality services (8).

According to Nurfadiansyah's 2016 research, which states that there is a relationship between insurance and empathy with patient satisfaction and patient satisfaction, the results show that there is a relationship between insurance and value ( $p = 0.000$ ) and empathy value ( $p = 0.000$ ) with BPJS patient satisfaction at the Syekh Yusuf Gowa Regional General Hospital (9). In addition, it was also stated that in a study conducted by Siti J. F. D Jalias, et al, it was known that each dimension of service quality had a positive and significant effect on patient return through the level of patient satisfaction. Where two of these variables, namely Assurance (Assurance) and Empathy (Empathy) have a significant effect on patient satisfaction and return visits. The direct effect of patient satisfaction on the patient's interest in returning can be seen in this study with a coefficient of 3.532 with a significance of 0.000. This means that the coefficient value is positive and has a significant value of  $0.000 < 0.05$ . These coefficients indicate that the patient has a positive and significant effect on the patient's interest in returning. This means that if the patient is satisfied with the quality of service, the patient will return for treatment to the health service if they have complaints (10).

## 2. RESEARCH METHODE

The type of research used is quantitative in the form of a descriptive analytical survey using a Cross Sectional approach. Cross sectional design is a research design by measuring and observing at the same time to determine the relationship between insurance and hospital empathy with satisfaction & interest in returning to hospitalized patients at Sundari Hospital.

The number of samples as many as 68 people with sampling done by accidental sampling (sampling), namely taking cases or respondents who happened to be in the outpatient section of RSU Sundari Medan. Data collection consists of primary data obtained from observations, interviews with patients and questionnaires. Where the inclusion criteria are willing to be

respondents, patients are able to read and write, patients aged 15-50 years and new patients are general outpatients.

Secondary data collection was obtained from Medical Records (Medical Records) and patient visit data at the research hospital. Tertiary data were obtained from journals and websites from RSU Sundari Medan. The data collected were analyzed descriptively using the SPSS program. Data analysis consisted of univariate and bivariate analysis with chi-square test.

### 3. RESULT AND ANALYSIS

Based on the descriptive analysis test using the SPPSS program processing, the results of the frequency distribution regarding the characteristics of research respondents are as follows:

**Table 1.1. Distribution of Respondents by Gender in the Outpatient Unit of RSU Sundari Medan**

No.	Characteristics	Total	
		F	%
<b>Gender :</b>			
1.	Man	20	29,4
2.	Woman	48	70,6
<b>Total</b>		<b>68</b>	<b>100</b>

Based on table 1.1 shows the gender characteristics of the respondents, it can be seen from the number of 68 respondents who were male there were as many as 20 respondents (29.4%) and women as many as 48 respondents (70.6%).

**Table 1.2. Distribution of Respondents by Age Group in the Outpatient Unit of RSU Sundari Medan**

No.	Characteristics	Total	
		F	%
<b>Age :</b>			
1.	<21	1	1,5
2.	21-30	37	54,4
3.	31-40	15	22,1
4.	41-50	15	22,1
<b>Total</b>		<b>68</b>	<b>100</b>

Based on table 1.2 shows the age characteristics of the respondents, it can be seen from the number of 68 respondents, 1 respondent (1.5%) aged 15-20 years, 37 respondents (54.4%) aged 21-30 years, 15 respondents (22, 1%) aged 31-40 years, and 15 respondents (22.1%) aged 41-50 years.

**Table 1.3. Distribution of Respondents by Last Education in the Outpatient Unit of RSU Sundari Medan**

No.	Characteristics	Total	
		F	%
<b>Last education :</b>			
1.	SLTA/ Sederajat	35	51,5
2.	DIII	7	10,3
3.	S1	25	36,8
4.	S2	1	1,5

<b>Total</b>	<b>68</b>	<b>100</b>
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Based on table 1.3 shows the characteristics of the last education of the respondents, it can be seen from the number of 68 respondents who have a high school education/equivalent as many as 35 respondents (51.5%), DIII as many as 7 respondents (10.3%), S1 as many as 25 respondents (36.8 %), and S2 as many as 1 respondent (1.5%).

**Table 1.4. Distribution of Respondents by Occupation in the Outpatient Unit of RSU Sundari Medan**

No.	Characteristics	Total	
		F	%
<b>Occupation:</b>			
1.	Housewife	21	30,9
2.	College student	5	7,4
3.	civil servant	2	2,9
4.	BUMN/Private	11	16,2
5.	entrepreneur	12	17,6
6.	Other	17	25,0
<b>Total</b>		<b>68</b>	<b>100</b>

Based on table 1.4 shows the job characteristics of the respondents, it can be seen from the number of 68 respondents as many as 21 respondents (30.9%) not working / housewives, students / students as many as 5 respondents (7.4%), civil servants as many as 2 respondents (2, 9%), BUMN/private as many as 11 respondents (16.2%), entrepreneurs as many as 12 respondents (17.6%), and others as many as 17 respondents (25.0%).

**Table 1.5. Distribution of respondents' opinions on insurance variables in the outpatient unit of RSU Sundari Medan**

<i>Assurance</i>	Frequency (n)	Percentage (%)
Yes	54	79,4
No	14	20,6
<b>Total</b>	<b>68</b>	<b>100</b>

Based on Table 1.5 shows that the opinion of respondents on the assurance variable (guarantee) of 68 respondents opinion Yes as many as 54 people (79.4%), and No as many as 14 people (20.6%).

**Table 1.6 Distribution of Respondents according to Empathy in the outpatient unit of RSU Sundari Medan**

<i>Emphaty</i>	Frequency (n)	Percentage (%)
Yes	53	77,9
No	15	22,1
<b>Total</b>	<b>68</b>	<b>100</b>

Based on table 1.6 shows that the opinion of respondents on the empathy variable (empathy) of 68 respondents opinion Yes as many as 53 people (77.9%), and No as many as 15 people (22.1%).

**Table 1.7. The Relationship of Assurance Variables with Satisfaction and Interest in Revisiting General Outpatients**

No	Insurance Variable	Interested Visit				Total		Asymp.Sig Sided
		Interested		Not interested		F	%	
		F	%	F	%			
1	Yes	44	64,7	10	14,7	54	79,4	0,007 < $\alpha$ 0,05
2	No	6	8,8	8	11,8	14	20,6	
<b>Total</b>		<b>50</b>	<b>73,5</b>	<b>18</b>	<b>26,5</b>	<b>68</b>	<b>100</b>	

Based on the table of the relationship between insurance variables on satisfaction and interest in revisiting general outpatients at RSU Sundari Medan, it is known that of the 68 respondents in the insurance variable variable with the Yes category, as many as 54 (79.4%) respondents with interest in visiting 44 (64.7%) ) respondents, not interested 10 (14.7%) respondents. While the assurance variable (guarantee) in the No category is as many as 14 (20.6%) respondents, with interest in visiting 6 (8.8%) respondents and 8 (11.8%) respondents not interested. From the results of the chi-square test, there is a significant relationship between the insurance variable and satisfaction and interest in revisiting with a p-value of 0.007 < 0.05. This shows that there is a relationship between the assurance variable (guarantee) on satisfaction and interest in revisiting general outpatients at Sundari General Hospital Medan.

**Table 1.8. The Relationship of Empathy Variables to Satisfaction and Interest in Revisiting General Outpatients at RSU Sundari Medan**

No	Empathy Variable	Interested Visit				Total		Asymp. Sig Sided
		Interested		Not interested		F	%	
		F	%	F	%			
1	Yes	45	66,2	8	11,8	53	77,9	0,000 < $\alpha$ 0,05
2	No	5	7,4	10	14,7	15	22,1	
<b>Total</b>		<b>50</b>	<b>73,5</b>	<b>18</b>	<b>26,5</b>	<b>68</b>	<b>100</b>	

Based on the relationship table for the variable empathy (empathy) to satisfaction and interest in revisiting general outpatients at RSU Sundari Medan, it is known that of the 68 respondents on the variable empathy (empathy) with the Yes category, as many as 53 (77.9%) respondents with interest in visiting interested 45 (66.2%) respondents, not interested 8 (11.8%) respondents. While the variable empathy (empathy) with the category No as many as 15 (22.1%) respondents, with interest in visiting 5 (7.4%) respondents and not interested 10 (14.7%) respondents.

From the results of the chi-square test, there is a significant relationship between the variable empathy (empathy) with satisfaction and interest in revisiting with a p-value of 0.000 < 0.05. This shows that there is a relationship between the variable empathy (empathy) on satisfaction and interest in revisiting general outpatients at Sundari General Hospital Medan.

## Discussion

Insurance is a dimension that includes the knowledge, ability, courtesy and trustworthiness of the staff, free from danger, risk or doubt. This dimension includes the factors of friendliness, competence, credibility and security. Fulfillment of these service criteria will result in service

users feeling free from risk (11). Based on the researcher's assumptions, patient satisfaction in insurance variables includes knowledge of health workers, skills and abilities of health workers in providing services to consumers, maintaining patient confidentiality, so as to foster a sense of security in customers so that they can instill customer trust in the company.

Based on the results of research on the insurance variable has a relationship with satisfaction and interest in revisiting general outpatients at RSU Sundari Medan with a value of sig  $p < 0.007 < \alpha < 0.05$ . In this variable, how do officers provide safe and reliable services, this is This research is in line with the research conducted by Yulin Mustika Sari, et al where the title of the study is "Determining Factors of Interest in Revisiting Tuberculosis Patients at the Pulmonary Polyclinic at the Hospital. Pringadi Medan in 2020". The results of the study showed a sig  $p < 0.000 < 0.05$ , this proves that insurance has a relationship with the interest in revisiting tuberculosis patients at the Outpatient Pulmonary Polyclinic at Pringadi Hospital Medan in 2020 (12).

Empathy or human relations is the interaction between health care providers (providers) and patients. Good human relations will lead to trust or credibility with mutual respect, mutual respect, responsiveness, attention, and so on. Quality health services must be able to provide clear information about what, who, when, where, and how health services will be and/or have been implemented. This dimension is very important at the Puskesmas and Hospital levels (10).

Based on the results of research on the empathy variable has a relationship with satisfaction and interest in revisiting general outpatients at Sundari General Hospital Medan with a value of sig  $p < 0.000 < \alpha < 0.05$ . In this variable, the attitude of care and special attention of staff to each service user, understand their needs and make it easy to be contacted at any time if service users want to get help, this certainly increases satisfaction and interest in revisiting general outpatients at Sundari General Hospital Medan. This study is in line with that conducted by Yulin Mustika Sari, et al., based on this study, it proved that empathy had a relationship with the interest in revisiting tuberculosis patients at the Outpatient Pulmonary Polyclinic of Pringadi Hospital Medan with a sig  $p < 0.000 < 0.05$  (12).

#### 4. CONCLUSION

It is hoped that the hospital can give more full attention to patients, improve communication so that the relationship between health workers and patients can be well established so as to increase patient satisfaction. It is hoped that the hospital will be able to provide services more responsively and be more concerned with the expectations or wishes of the patient. It is hoped that health workers will improve their competencies by participating in education and training in accordance with established standards.

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