



Analysis Quality of Specialist Doctor Services and Patient Satisfaction at H.Abdul Manan Simatupang Hospital in Kisaran Regency

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ABSTRACT

Introduction: Patient dissatisfaction with hospital services is inextricably linked to the low quality of services provided by specialist doctors in hospitals that fall short of patient expectations. The quality of specialist services can be determined by the information and education provided by the specialist doctor, the emotional support provided by the specialist doctor, the accessibility to the specialist doctor's services, and the physical comfort provided by the specialist doctor. **Method:** This research is an explanatory survey research with a quantitative approach that uses a cross sectional design. This study was conducted at Sultan Abdul Manan Simatupang Hospital in Asahan Regency in January 2018-December 2018. The population in this study were all patients who received inpatient services both class I, class II, class III and VIP at Sultan Abdul Manan Simatupang Hospital and samples in this study as many as 30 patients. Data analysis used chi-square test and cross tabulation. **Result :** The results of this study indicate that the majority of patients are dissatisfied with the services provided by specialist doctors. The quality of services that make patients dissatisfied is information and edukasi, emotional support while access to services and physical comfort is quite satisfying. There is a relationship between information and education, emotional support provided by specialist doctors with patient satisfaction. **Conclusion :** Specialists doctor in Sultan Abdul Manan Simatupang Hospital in Asahan Regency must provide optimal services, especially services in providing information and education to patients.

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1. INTRODUCTION

Currently, the development of hospitals has brought health care facilities to a competitive situation that requires excellent service quality. Health services transcend national borders and health technology is advancing (Gata, 2017). The higher level of education and the economy of the community has made the market's desire highly dependent on the wishes of the patient (customer oriented). Competition both domestically and abroad has offered many conveniences and positive values such as easy access, hospitality, information disclosure, competitive prices and good service packaging (Nurul, 2015).

Every hospital needs to make an effort to survive and develop considering the very high operating costs of the hospital accompanied by increasing competition in the quality of hospital services. Quality anticipation that must be done by hospitals to survive and develop is to increase the income of patients, because patients are a source of income from hospitals either directly (out of pocket) or indirectly through health insurance (Maghfiroh, 2017). Without the patient, the hospital cannot survive and develop considering the high cost of operating the hospital. Therefore, in order to increase patient visits to the hospital, the hospital must be able to display and provide satisfaction to patients (Shobirin, 2016) .

The quality of services provided by the hospital will be related to the human resources (HR) who provide health services to patients and the facilities (facilities and infrastructure) in the hospital in supporting the provision of services at the hospital. Specialists as medical personnel are one of the components that play an important role in providing quality services in a hospital. The quality of health services provided by specialist doctors will greatly determine hospital performance and patient satisfaction with the health services provided. Optimal quality of health services in hospitals is largely determined by the optimal performance of the specialist doctors who serve in the hospital. Specialist doctors have an important position in producing quality health services in hospitals, because they are responsible.

According to Fatmawati (2016) that the fulfillment of the dimensions of service quality provided by a doctor includes technical skills, interpersonal relationships, availability of information and patient involvement will make patients satisfied and subsequently become loyal to take advantage of health services in hospitals. According to

Adhani (2014) that the doctor-patient relationship is recognized as an important part in the quality of health services with the increasing importance of the patient's voice as a customer of health services. Doctor and patient communication has been shown to have an effect on medication adherence, increase patient satisfaction and ultimately bring benefits to treatment outcomes.

According to Umam (2019), patients are unique individuals where each patient has different experiences, values, expectations, wants and needs. Providing personal services means that service providers pay attention to aspects of patient privacy, serve with empathy, listen to patient complaints, accommodate patient advocacy ensure that patient values are used as a guide in making clinical decisions (Sumarni, 2017).

According to Andriani (2017) that high or low patient satisfaction will be related to the quality of services provided by the hospital. Quality service is important because the perception of the service quality of a hospital is formed during patient visits. Perceptions of poor quality will greatly affect the satisfaction felt by a patient in getting health services (Mulyana, 2019). Dimensions of service quality can be seen from technical competence, access to health services, effectiveness, personal relationships, efficiency, continuity, security and friendliness. According to Gunawan (2015) that the lack of understanding and knowledge of officers regarding the procedures and benefits of the tasks performed will reduce the performance of officers in carrying out the tasks assigned to them.

The existence of patient dissatisfaction can be caused by several things, namely failure to communicate, time crisis, product or service quality, service quality or quality, price, and cost. Many factors cause patient dissatisfaction in health services, one of which is the quality of health services.

Whether or not a person is satisfied with the experience of getting treatment in a hospital will determine whether someone will use the hospital again or not. So that if there are dissatisfied customers, it is necessary to find out what factors cause the dissatisfaction and what exactly they expect to make them feel satisfied. Meanwhile, patient satisfaction is strongly influenced by the human resources who work in the hospital.

RSUD H.Abdul Manan Simatupang has tried optimally in providing quality services to patients but patients are still reluctant to take advantage of the services provided by RSUD H.Abdul Manan Simatupang, this can be seen from RSUD Sultan Abdul Manan Simatupang only has BOR in 2017 of 60% where the BOR in 2017 has actually increased

from the BOR in 2016 of 55% and in 2015 had a BOR of 50%. The increase in BOR at H.Abdul Manan Simatupang Hospital is still far from the target given by the Indonesian Ministry of Health for government hospitals, which is 70-85%. The BOR achievement of the Sultan Abdul Manan Simatupang Hospital is one indicator of the quality of services provided by the Sultan Abdul Manan Simatupang Hospital.

2. METHODE

This research is an explanatory survey research with a quantitative approach using a cross sectional design. This research was conducted at Sultan Abdul Manan Hospital Simatupang, Asahan Regency. The time of the research was carried out from January 2018.

The population in this study were all patients who received inpatient services both class I, class II, class III and VIP at Sultan Abdul Manan Hospital Simatupang during the research process. The sample in this study were some patients who received inpatient services both class I, class II, class III and VIP at Sultan Abdul Manan Hospital Simatupang during the research process.

The data collection method in this study used a structured interview method with answers guided by the research instrument (questionnaire) that had been prepared in advance to complete the results of the interview. Test the validity and reliability of this research questionnaire will be conducted on 30 samples of patients in the inpatient Regional General Hospital (RSUD) Dr Tengku Mansyur Tanjung Balai City. Univariate analysis was carried out to analyze research data by collecting, classifying, analyzing and interpreting data so that it can provide a clear picture of the problems faced. Data analysis used chi-square test and cross tabulation.

3. RESULT

This study was conducted on patients at the Sultan Abdul Manan Hospital Simatupang, Asahan Regency. This research was conducted on 30 patients at Sultan Abdul Manan Hospital Simatupang, Asahan Regency. This study uses data analysis.

Table 1 Frequency Distribution of Specialist Doctor Service Quality and Patient Satisfaction at Sultan Abdul Manan Hospital Simatupang, Asahan Regency

Variable Service Quality	f	%
Therapeutic communication in good category	16	53.3
Therapeutic communication in bad category	14	46,7
Emotional support in good category	16	53.3
Emotional support in good category	14	46,7
Service access in good category	21	70
Service Access in poor category	9	30
Physical comfort in good category	21	70
Physical comfort in the bad category	9	30

The results of this study indicate that the majority of patients feel the quality of service in terms of therapeutic communication in the good category as many as 16 people (53.3%), emotional support mostly in the good category as many as 16 people (53.3%). The majority of patients feel the quality of service in service access is in the good category, namely as many as 21 people (70%) and the majority of patients feel the quality of service in terms of physical comfort in the Good category, namely as many as 21 people (70%).

Table 2 Frequency Distribution of Patient Satisfaction at Sultan Abdul Manan Hospital Simatupang, Asahan Regency

Variable Service Quality	f	%
High Satisfaction	20	66,6
Low Satisfaction	10	33,4

The results of this study indicate that the majority of patients have high satisfaction with the services provided by specialist doctors as many as 20 people (66.6%) and low satisfaction with services provided by specialist doctors as many as 10 people (33.4%).

4. DISCUSS

Analysis of the Service Quality of Specialist Doctors at Sultan Abdul Manan Hospital Simatupang

The quality of health services is the degree to which the needs of the community or individuals are met for health care in accordance with good professional standards with the use of resources fairly, efficiently, effectively within the limited capacity of the government and the community, and is carried out safely and satisfies customers in accordance with norms and good ethics. This limitation can be concluded that the quality of health services is a conformity of health services with professional standards by utilizing resources properly so that all patient needs and goals to achieve optimal health status can be achieved.

The results of this study indicate that the majority of patients feel the quality of service in terms of therapeutic communication in the good category as many as 16 people (53.3%), emotional support mostly in the good category as many as 16 people (53.3%). The majority of patients feel the quality of service in service access is in the good category, namely as many as 21 people (70%) and the majority of patients feel the quality of service in terms of physical comfort in the Good category, namely as many as 21 people (70%).

Research result Mulyani (2018) shows that the quality of hospital services provided by doctors will be related to the schedule of hours of arrival or doctor visits, the responsiveness of doctors in providing services at Annisa Banjarmasin Mother and Child Hospital. Research results that are not much different are disclosed Veramitha (2016) which shows that the quality of doctor's services will be judged by patients from the friendliness in providing health services, the clarity of information provided by doctors is good but still needs to be improved in terms of giving explanations that are easily understood by patients, doctors are responsive in providing services that make patients feel at home The hospital has provided satisfactory service to patients. It is necessary to improve the quality of health services so that patient satisfaction with national health insurance increases (Eka, 2017).

Research result Ainurrahmah (2017), the responsiveness dimension turns out to be quite responsive in serving patients. However, this activity has not become the main indicator of employee work were; in the implementation dimension in management, there

has not been solid teamwork between employees, so it is not oriented towards the quality of health services. Research result Etlidawati (2017), it is necessary to improve the quality of health services so that patient satisfaction with national health insurance increases.

The dimension of service quality (Service Quality) can be expressed as the difference between reality and consumer expectations between the services they receive or obtain. The patient-focused service components include personalized care, information and education, emotional and spiritual support, service access (speed in registering, examination, waiting for examination results, and getting medication), physical comfort (minimal patient mobility, pain clinics), involvement family/patient relationships, continuity of care and the transition process of safe medical care and coordinated services.

A doctor is expected to have effective communication competence, doctors are expected to be able to explore and exchange information verbally and nonverbally with patients of all ages, family members, society, colleagues, and other professions. A doctor must be able to communicate with patients and their families by building relationships through verbal and nonverbal communication. Build relationships through verbal and nonverbal communication, empathize verbally and nonverbally, listen actively to explore health problems holistically and comprehensively, convey health-related information (including bad news, informed consent) and conduct counseling in a polite, good and correct manner, showing sensitivity to the biopsychosociocultural and spiritual aspects of patients and families.

Attention, including ease of doing relationships, good communication, personal attention, and understanding the needs of customers. The attention and support of health professionals is very important for patients, because if there is no good communication, patients will feel cared for so that it will affect their adherence to carry out therapy/treatment and increase loyalty to the health care provider.

Patient Satisfaction Analysis at Sultan Abdul Manan Hospital Simatupang

The patient is a Biopsyo socioeconomic cultural being, this means that the patient requires the fulfillment of needs, desires and expectations from the biological aspect (health), psychological aspect (satisfaction), socio-economic aspect (board, clothing, food and affiliation social, and cultural aspects). Anyone who knows specifically the needs, desires or expectations of customers or patients, then he is the one who has the advantage of dealing with customers. Providing top service by providing responsive

services will increase patient satisfaction with health services (Tambunan, 2020). Officers are always strived to provide care services by improving service performance optimally so that it will increase patient satisfaction (Saputra, 2020). The patient's desire to re-examine is influenced by many factors, where the satisfaction factor will ultimately affect the patient's assessment of wanting to return to using a health service (Akbar, 2020;Citra, 2016).

The results of this study indicate that the majority of patients have high satisfaction with the services provided by specialist doctors as many as 20 people (66.6%) and low satisfaction with services provided by specialist doctors as many as 10 people (33.4%). Research results that are not much different are expressed by Adelia (2016) and Tulumang (2015) that there is a better quality of service provided by practicing doctors, it will have an impact on the higher consumer satisfaction of outpatients using health insurance. Research results Samra (2016), patient safety has a major influence on the image, social responsibility, morals and performance of health workers, so that patient safety is related to quality issues and the image of a health service.

To create patient satisfaction, hospitals must create and manage a system to acquire more patients and the ability to retain patients. Patients are sick people who are treated by doctors and other health workers in practice (Nugraheni, 2017). While satisfaction is a person's feeling of pleasure that comes from a comparison between the pleasure of an activity and a product with his expectations(Ulumiyah, 2018; Dewi, 2018).

The success of an organization is highly dependent on the ability of management to harmonize the elements of employees with the system, organizational structure, technology, tasks, organizational culture and environment. If the patient feels comfortable with the services at a health care provider in a hospital, then comfort will affect patient satisfaction, thus encouraging patients to come back for treatment. Comfort and enjoyment can lead to satisfaction and someone is loyal to come back for treatment to get the same health services(Fannya, 2017). According to Toliaso (2017), the health office must increase the number of health workers such as doctors so that treatment services can run quickly and smoothly.

Between health workers and patients there must be a "mutualistic symbiosis" so that cooperation can be established in the struggle to overcome the disease suffered by the patient. Patients must also be convinced that the work of health workers cannot be as fast

as patient expectations because nursing actions for patients are carried out in a team, so nurses cannot work alone because in this aspect they must be able to work together with patients, patients' families and health workers who care for them.

5. CONCLUSIOON

Specialists doctor in Sultan Abdul Manan Simatupang Hospital in Asahan Regency must provide optimal services, especially services in providing information and education to patients. Specialist doctors at Sultan Abdul Manan Simatupang Hospital in Asahan Regency must provide emotional support to patients so that patients are satisfied with the service given by a specialist doctor.

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