

THE EFFECT OF SERVICE EXCELLENCE ON PATIENT SATISFACTION IN THE OUTPATIENT ROOM OF GAMBIRAN HOSPITAL, KEDIRI CITY

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ABSTRACT

The increasing need for quality health services and the increasingly fierce competition between hospitals in the era of globalization are critical factors for patient satisfaction and trust, so there is a need to improve the quality of services. The purpose of this study is to identify the influence of service excellence on patient satisfaction in road drainage installations.

This type of research is a quantitative research of a cross sectional approach. The sample used was 54 new outpatients who were calculated using Gpower software with purposive sampling technique. The dependent variable in this study is patient satisfaction, while the independent variable is service excellence. Data was collected through the distribution of questionnaires and then analyzed using the Simple Linear Regression Test.

The results of the study show that there is a significant influence between service excellence and patient satisfaction. It is important that employees have the knowledge and awareness to always provide excellent service and increase the speed of response and accuracy in providing medical information and services.

Keywords : service excellence, patient satisfaction, outpatient care.

I. INTRODUCTION

The best quality of health services for the community is by carrying out excellent service (*service excellence*). The definition of excellent service contains 3 main things, namely the existence of an attitude approach related to concern for customers, efforts to serve the best action and there is a goal to satisfy customers by being oriented to certain service standards (Majid, 2011). The public's need for quality health services is increasing, along with the competition between hospitals that is also getting tighter. Patient satisfaction is an important indicator in assessing the quality of hospital services, so efforts are needed to improve service quality, one of which is through the implementation of *service excellence*. The components of *service excellence* analyzed in this study include the attitudes, appearances, attention, actions, and responsibilities of hospital staff. This study aims to determine the effect of *service excellence* on patient satisfaction in the outpatient room of Gambiran Hospital, Kediri City.



Service Excellence is in the sense of "Service", which means "effort to serve the needs of others" or from the meaning of "serving" which means "helping to prepare (take care of) what someone needs". With Prima or Excellence service which means high quality is satisfactory. Excellent service in a hospital is the best service provided by hospital employees/officers to meet or even exceed the expectations of hospital service users. Where this expectation is determined by past experience of services or products that have been used, service information received from various sources or promises and internal factors from the hospital service users themselves (Purwoastuti and Walyani, 2015). Services are basically activities offered to consumers or customers served, which are intangible and cannot be owned.

A broader understanding was conveyed by Daviddow and Uttal (Sutopo and Suryanto, 2003:9) quoted by Daryanto and Setyabudi (2014), that service is any business that increases customer satisfaction. Public services referred to in Metpan Decree Number 63 of 2003 (Metpan, 2003:2) are "all service activities carried out by public service providers as an effort to meet the needs of service receipt and implementation Conditions the laws."

In line with the Draft Law on Public Services (Republic of Indonesia, 2007:2) defines that "public service is an activity or series of activities in order to meet basic needs in accordance with the civil rights of every citizen and resident for a goods, services and/or administrative services provided by public service providers." Health workers must pay attention to a good attitude, have a polite appearance, be able to communicate well, and take actions and be responsible in providing health services (Lestari, 2019). (Lisa Ford in Purwoastuti and Walyani, 2015) there are 5 conditions for the continuation of excellent service, namely :

- a. Reliability
- b. Responsive
- c. Make customers feel valued
- d. Empathy
- e. Competency

II. METHODS

This study uses a quantitative design with a *cross-sectional* approach. The research sample amounted to 54 new outpatients who were selected using *purposive sampling techniques* and the number of samples was calculated using Gpower software. The independent variable is *service excellence*, while the dependent variable is patient satisfaction. Data was collected through questionnaires and analyzed using a simple linear regression test to find out the influence between the two variables.

Inclusion criteria are a common characteristic of a research subject with an affordable target population to be studied (Argaheni, 2020). The inclusion criteria in this study are:

- a. Patients who have only visited the Gambiran Hospital once in Kediri City.
- b. Patients who have received poly treatment at Gambiran Hospital, Kediri City.

The exclusion criterion is to eliminate or exclude the inclusion criteria from the case study for various reasons (Argaheni, 2020). The exclusion criteria in this study were patients who were not willing to fill out questionnaires.

III. RESULT

The results of the analysis showed that there was a significant influence between *service excellence* and patient satisfaction (p value = 0.001 and regression coefficient $b = 0.516$). This means that the better the implementation of *service excellence* by hospital employees, the higher the level of patient satisfaction. The most influential components of *service excellence* are friendly attitude, neat appearance, attention to patients, quick action, and staff responsibility in providing service.

IV. DISCUSSION

These findings are in line with previous theories and research that state that service quality, especially *service excellence*, greatly determines patient satisfaction. Service *excellence training* for all employees is important so that they have the knowledge and awareness to always provide excellent service. In addition, the speed of response, the accuracy of information, as well as the neat appearance of staff and a clear identity are also the main supporting factors in achieving patient satisfaction. Consistent implementation of *service excellence* can increase patient trust and loyalty to the hospital.

From the tabulation results, it is known that most of the respondents 81.5% agreed with 44 people, the results of this study are also in accordance with the theory put forward by Barata (2014), which states that excellent service is the optimal service for Efforts to provide service excellence can be realized if they can show good ability, attitude, appearance, attention, action, and responsibility and according to procedures Although there are a small number of respondents who say disagreed by 18.5% as many as 10 people, but the service excellence of Gambiran Hospital was already in the excellent category.

According to Valentino (2012), the components of ability, attitude, appearance, attention, action, and responsibility simultaneously affect customer satisfaction. The component in excellent service proves that customer satisfaction is related to the service provided by employees to their customers. Although patient satisfaction tends to be not fixed, because the measure of patient satisfaction with service is basically a factual and dynamic outcome. However, the best way for hospitals to improve satisfaction services is by digging deeper into the phenomenon and uniting differences of opinion for input as the best solution.

The analysis of patient dissatisfaction is on communication problems, limited consultation time, officer behavior that does not meet the patient's expectations and very diverse attributes/uniforms. Although Gambiran Hospital in Kediri City shows a commendable level of satisfaction, continuous efforts are needed to focus on overcoming dissatisfaction. resulting in customer satisfaction. The implementation of excellent service is a form of concern for customers or patients by providing the best service to facilitate the ease of meeting patients' needs and realizing their satisfaction. In providing excellent service for patients, the most important thing is that the service must be oriented to the interests of the patient so that it allows the officer to be able to provide optimal satisfaction.

V. CONCLUSION

There is a significant influence between *service excellence* on patient satisfaction in the outpatient room of Gambiran Hospital, Kediri City. Hospitals need to continue to improve the quality of service through training and supervision of the implementation of *service excellence* to maintain and improve patient satisfaction.

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