

## **Analysis Of Service Quality On Internal Disease Poly Patients' Interest In Returning Patients At Gambiran Hospital, Kediri City**

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### **ABSTRACT**

Background. Quality service provides satisfaction to customers, which ultimately results in customers making repeat use/interest in repeat visits and recommending the health service to others. Quality health services include five dimensions of quality, namely tangible (physical evidence), reliability (reliability), responsiveness (responsiveness), assurance (guarantee) and empathy (empathy). The aim of the research is to analyze the quality of service on the interest in repeat visits of internal medicine polyclinic patients at Gambiran Regional Hospital, Kediri City. Research methods. Quantitative research uses a cross-sectional approach (cross sectional study). The population in the study were all new internal medicine patients who visited the Gambiran Regional Hospital, Kediri City with a sample of 105 respondents. The sampling technique uses purposive sampling technique. The independent variable is service quality (tangible (physical evidence), reliability, responsiveness, assurance and empathy) and the dependent variable is interest in repeat visits. Data collection techniques used questionnaires and were analyzed using chi-square. Research result. The chi square test results for the dimension of physical evidence (tangible) are PR=2.221, 95%CI =1.078-4.533, p-value = 0.037 and the dimension of reliability (reliability) is PR=5.903, 95%CI =2.207-15.785, p-value = 0.037, which means that there is a relationship between physical evidence (tangible) and reliability (reliability) with the interest in revisiting internal medicine polyclinic patients at Gambiran Regional Hospital, Kediri City. The dimensions of responsiveness (responsiveness), assurance (assurance) and empathy (empathy) have no relationship with interest in revisiting internal medicine polyclinic patients at Gambiran Regional Hospital, Kediri City (p-value  $\geq$  0.05). Conclusion. There is a relationship between the quality of service in the tangible dimension (physical evidence) and reliability (reliability) on the interest in repeat visits of internal medicine polyclinic patients at Gambiran Regional Hospital, Kediri City. Therefore, there is a need for synergy among one work unit to increase interest in repeat visits.

**Keywords :** Quality Of Service, Interest In Repeat Visits, Internal Medicine Clinic

### **INTRODUCTION**

Health development is an effort carried out by the government with the aim of increasing the level of public health as high as possible by increasing the ability, awareness and desire of the community to live healthily. One of the things that is considered important in improving health status is the provision of health services. Quality health services means providing services in accordance with established service standards and professional codes of ethics so that health service users will feel satisfied with the services they receive. Quality health services include five dimensions of quality, namely tangible (physical evidence), reliability (reliability), responsiveness (responsiveness), assurance (guarantee) and empathy (empathy). Quality service provides satisfaction to customers, which ultimately means customers will reuse and



recommend these health services to others. Good and quality service will increase the number of visits which will ultimately increase the hospital's income (Permana, 2018).

Patient satisfaction is an important thing to pay attention to in building patient trust. Satisfaction is the level of state a person feels which is the result of comparing the perceived appearance or outcome of a product in relation to a person's expectations (Philip Kotler, 1997) in (Utama et al., 2013). This means that the higher the level of patient satisfaction, the greater the patient's trust in the quality of hospital services. This is in accordance with Fadhila & Diansyah, (2018), that the level of patient satisfaction is determined by the quality of service desired by the patient.

Customer satisfaction can provide several benefits, including the relationship between the service provider institution and its customers being harmonious, providing a good basis for reuse and creating interest in repeat visits, and forming a profitable word of mouth recommendation for the hospital (Tjiptono, Fandy; Chandra, 2016). The patient's interest in returning to the hospital is influenced by the patient's experience based on satisfaction with the quality of service they have received. Therefore, hospitals must provide quality health services so that they become the first choice for health service users, especially patients. In accordance with research (Shahijan, et al, 2018), service comfort and satisfaction influence intention to revisit. In line with Lestari et al (2017) also stated that there is an influence of service quality on patient interest in repeat visits.

Based on data on patient visits from internal medicine clinics from 2021 to 2022, there was an increase in new patients from 9160 to 12440, whereas there was a decrease in visits from old patients from 484 to 440 in 2021. Results of interviews with 20 patients on 25-26 September 2023 at internal medicine clinics Gambiran Hospital, Kediri City, it was found that 4 people (20%) stated that the doctors were less responsive to patient complaints, and the doctor lacked clear information about the disease they were suffering from, 5 people (25%) stated that the internal medicine clinic room was less comfortable, the facilities were not suitable standards, registration administration takes a long time and short visiting times tend to be limited, 5 people (25%) stated that nurses were not punctual when needed by patients, did not care about patients' complaints of pain, seemed unwilling to help patients and nurses' therapeutic communication was not as effective as desired. Of the patients, 3 people (15%) stated that they were not satisfied with the service and refused to return, and 3 people (15%) did not want to recommend the hospital to their family or friends.

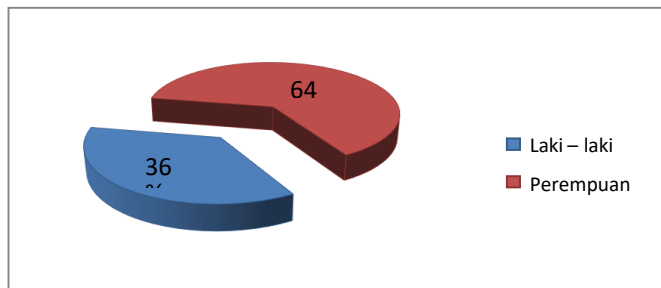
Based on the description above, researchers are interested in analyzing the quality of service regarding the interest in revisiting internal medicine polyclinic patients at Gambiran Regional Hospital, Kediri City.

## **METHODS**

Quantitative research uses a cross-sectional approach (cross sectional study) because observations of respondents are carried out once, where the dependent variable and independent variables are observed together. The population in the study was all new internal medicine patients who visited the Gambiran Regional Hospital, Kediri City with a sample of 105 respondents (using the Lemeshow formula). The sampling technique used purposive sampling technique with the criteria of being willing to be a respondent, age over 18 years, cooperative, internal medicine patient. The independent variable is service quality (tangible (physical evidence), reliability, responsiveness, assurance and empathy) and the dependent variable is interest in repeat visits. The data collection technique used a questionnaire adapted from previous research and analyzed using chi-square.

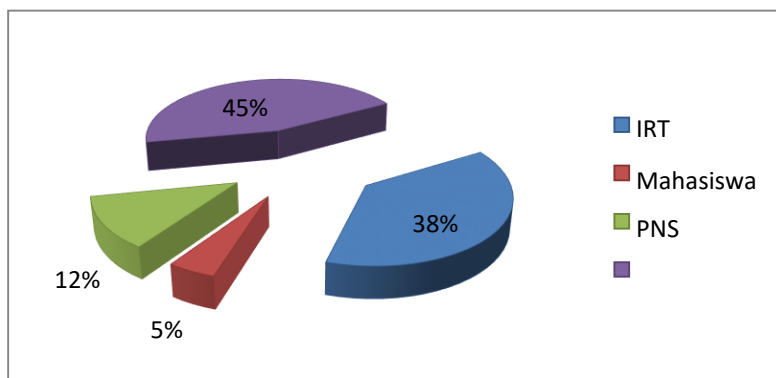
## RESULT

### 1. Respondent Characteristics



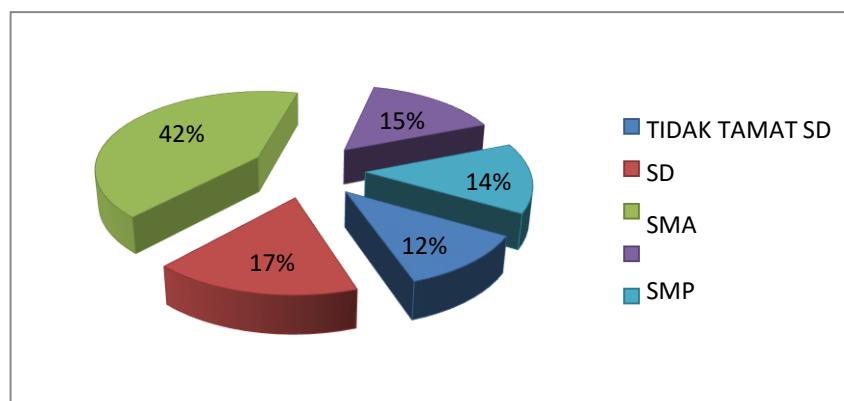
**Picture 1** : Characteristics of respondents based on respondent gender at Gambiran Regional Hospital, Kediri City which was held on 11-15 September 2023

Based on Figure 1 above, it is known that the majority of respondents are female, 67 respondents (64%).



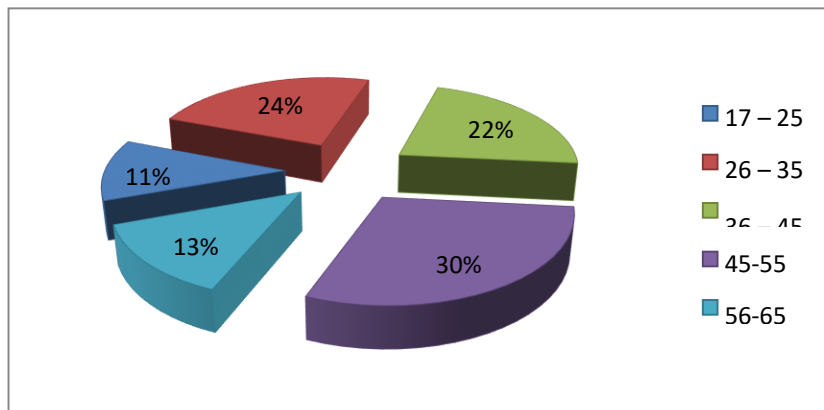
**Picture 2** : Characteristics of respondents based on respondents' work at Gambiran Regional Hospital, Kediri City which was held on 11-15 September 2023

Based on Figure 2 above, it is known that the majority of respondents work as entrepreneurs, 47 respondents (45%).



**Picture 3** : Characteristics of respondents based on the respondent's last education at Gambiran Hospital, Kediri City, which was held on 11-15 September 2023

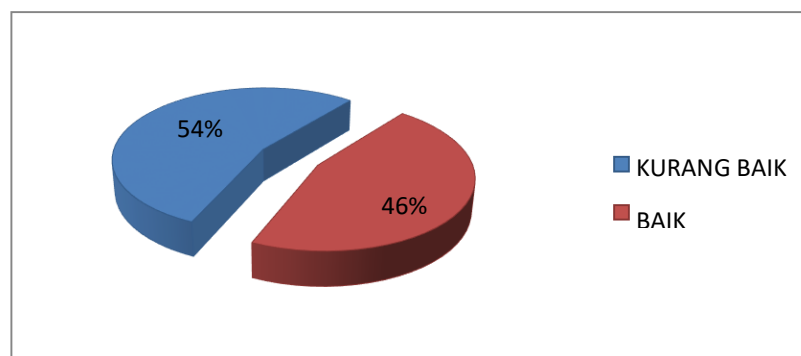
Based on Figure 3 above, it is known that the majority of respondents had a high school education, 44 respondents (42%).



**Picture 4** : Characteristics of respondents based on respondent age at Gambiran Regional Hospital, Kediri City which was held on 11-15 September 2023

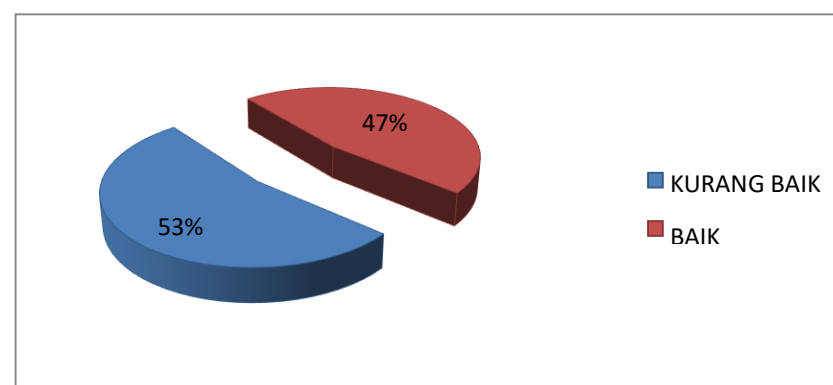
Based on Figure 4 above, it is known that the majority of respondents were aged 45 - 55, with 31 respondents (30%).

## 2. Analisis Univariat



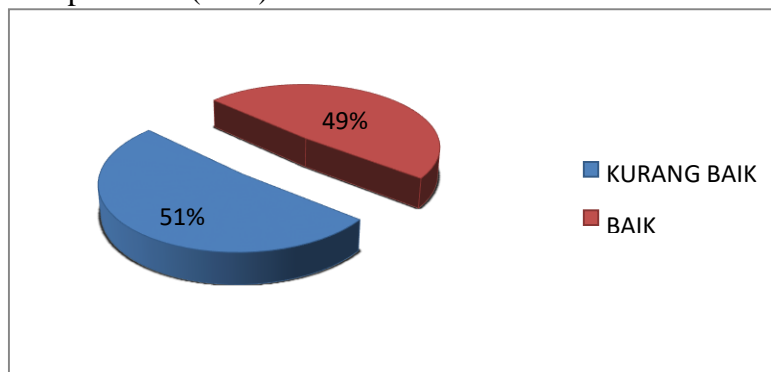
**Picture 5** : Characteristics of respondents selected based on Tangible (Physical Evidence) at Gambiran Regional Hospital, Kediri City which was held on 11-15 September 2023 with a total of 105 respondents.

Based on Figure 5 above, it is known that the majority of respondents chose Tangible (Physical Evidence) as not good, 57 respondents (54%).



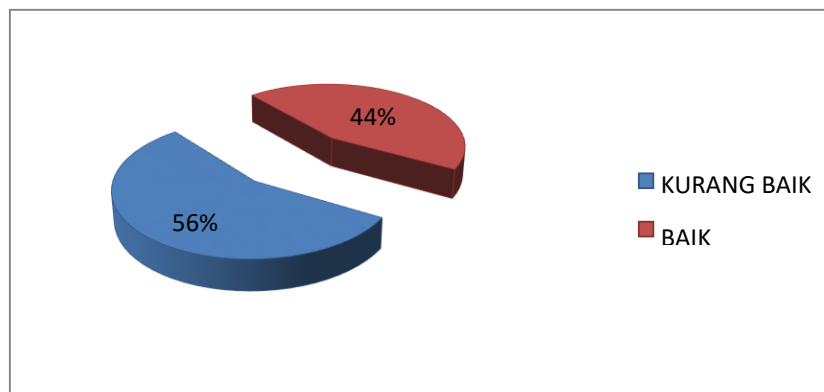
**Picture 6** : Characteristics of respondents choosing based on Reability at Gambiran Regional Hospital, Kediri City which will be held on 11-15 September 2023

Based on Figure 6 above, it is known that the majority of respondents chose Reability as poor, 54 respondents (51%).



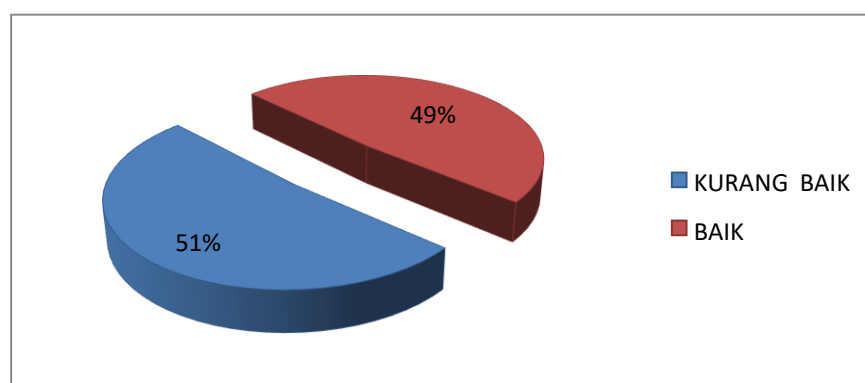
**Picture 7** : Characteristics of respondents selected based on Responsiveness at Gambiran Regional Hospital, Kediri City which was held on 11-15 September 2023

Based on Figure 7 above, it is known that the majority of respondents chose poor responsiveness, 56 respondents (53%).



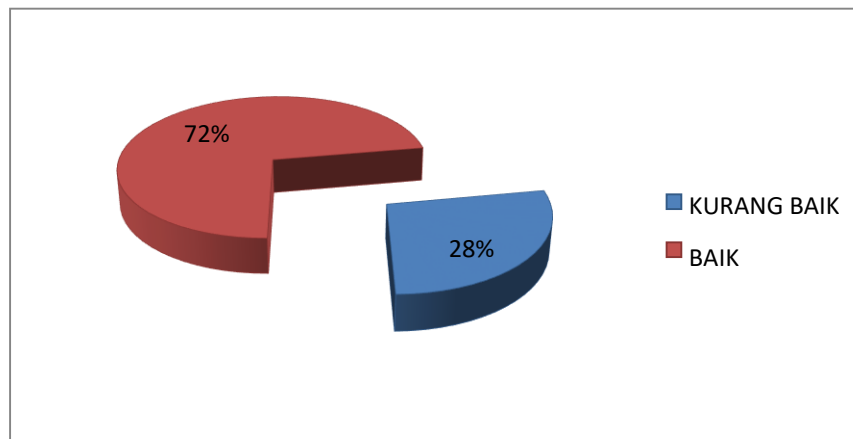
**Picture 8** : Characteristics of respondents selected based on Responsiveness at Gambiran Regional Hospital, Kediri City which was held on 11-15 September 2023

Based on Figure 8 above, it is known that the majority of respondents chose Assurance which was not good, 53 respondents (56%).



**Picture 9** : Characteristics of respondents choosing based on Empathy (Empathy) at Gambiran Regional Hospital, Kediri City which was held on 11-15 September 2023

Based on Figure 9 above, it is known that the majority of respondents chose Empaty as not good, 54 respondents (51%).



**Picture 10** : Characteristics of respondents selected based on interest in repeat visits at Gambiran Hospital, Kediri City, which will be held on 11-15 September 2023.

Based on Figure 10 above, it is known that the majority of respondents chose Good Interest in Re-Visiting, 76 respondents (72%).

### 3. Bivariate Analyze

**Table 1. Tabulation of Tangibles (Physical Evidence) with Interest in Repeat Visits for Internal Medicine Polyclinic Patients at Gambiran Regional Hospital, Kediri City.**

Tangible	Minat kunjungan ulang						PR	CI (95%)	p- value
	No	%	Yes	%	Total	%			
Not Good	21	36,8	36	62,2	57	100	2,221	1,078 - 4,533	0,037
Good	8	16,7	40	83,3	48	100			

Based on table 1, it was found that the physical (tangible) evidence was good and there was interest in a return visit by 40 respondents (83.3%). The results of the chi square test obtained a PR value = 2.221 and 95% CI = 1.078-4.533, which means that good physical evidence has a 2.221 times greater risk for interest in repeat visits with p-value = 0.037. This means that Ho is rejected and H1 is accepted, which means there is The relationship between physical (tangible) evidence and interest in revisiting internal medicine polyclinic patients at Gambiran Regional Hospital, Kediri City.

**Table 2 Tabulation of Reliability with Interest in Revisiting Internal Medicine Polyclinic Patients at Gambiran Regional Hospital, Kediri City.**

Reliability	Interested in visiting again						PR	CI (95%)	p-value
	No	%	Yes	%	total	%			
Not Good	25	46,3	9	53,7	54	100	5,903	2,207-15,785	0,001
Good	4	7,8	47	92,2	51	100			

Based on table 2, it was found that reliability was good and there was an interest in repeat visits of 47 (92.2%). The chi square test results obtained PR = 5.903 and 95% CI = 2.207-15.785, which means that good reliability has a risk of 5.903 times greater interest in revisiting. The result of p-value = 0.037, this means that Ho is rejected and H1 is accepted, which means there is a relationship between reliability and interest in revisiting internal medicine patients at Gambiran Hospital, Kediri City.

**Table 3 Tabulation of Responsiveness with Interest in Revisiting Internal Medicine Polyclinic Patients at Gambiran Regional Hospital, Kediri City.**

Responsiveness	Interested in visiting again						PR	CI(95%)	p-value
	No	%	Yes	%	Total	%			
Not Good	15	26,8	41	73,2	56	100	0.938	0.505-1.741	1.000
Good	14	28,6	35	71,4	49	100			

Based on table 3, it was found that responsiveness was not good and there was interest in visiting again as many as 41 respondents (16.7%). Chi square test results with p-value = 1.000 and PR value = 0.938 (95% CI = 0.505-1.741), this shows that Ho is accepted and H1 is rejected, which means there is no relationship between responsiveness and interest in repeat visits. internal medicine clinic patients at Gambiran Regional Hospital, Kediri City.

**Table 4 Tabulation of Assurance (Guarantee) with Interest in Revisiting Internal Medicine Polyclinic Patients at Gambiran Regional Hospital, Kediri City.**

Assurance	Interested in visiting again						PR	CI(95%)	p-value
	No	%	Yes	%	Total	%			
Not Good	13	24,5	40	75,5	53	100	0,797	0.427-1.488	0,619
Good	16	30,8	36	69,2	52	100			

Based on table 4, it was found that the assurance was not good and there was interest in visiting again by 40 respondents (75.5%). The results of the chi square test with p-value = 0.619 and PR value = 0.797 (95% CI = 0.427-1.488), this shows that Ho is accepted and H1 is rejected, which means there is no assurance relationship with the patient's intention to revisit internal medicine clinic at Gambiran Regional Hospital, Kediri City.

**Table 5 Tabulation of Empathy (Empathy) with Interest in Repeat Visits for Internal Medicine Polyclinic Patients at Gambiran Regional Hospital, Kediri City.**

Empaty	Instead in visiting again						PR	CI (95%)	p- value
	No	%	Yes	%	Total	%			
Not Good	18	33,3	36	66,7	54	100	1,545	0,811-2,946	0,259
Good	11	21,6	40	78,4	51	100			

Based on table 5, it was found that 40 respondents (78.4%) had good empathy and interest in visiting again. Chi square test results with p-value = 0.259 and PR value = 1.545 (95%CI = 0.811-2.946), this shows that Ho is accepted and H1 is rejected, thus meaning there is no assurance relationship with interest in repeat visits internal medicine clinic patients at Gambiran Regional Hospital, Kediri City.

## DISCUSSION

Service quality is evaluated from the perspective of assessing service users, so that it can be oriented towards customer interests. Service quality that meets or exceeds expectations can increase customer interest in repeat purchases, and vice versa (Dharmawan, 2013). The quality of services in clinics provided to patients must be based on quality standards that have been set without ignoring aspects of fulfilling the community's needs and desires for health. Quality and affordable health services need to be achieved and provided according to professional standards including tangible (physical evidence), reliability (reliability), responsiveness (responsiveness), assurance (guarantee) and empathy (empathy) (Utami & Lubis, 2021).

Service quality is measured by customers using their sense of sight. Hospitals that have luxurious, neat and orderly buildings can create good perceptions in the minds of patients, thereby influencing customer expectations in obtaining health services (Rombon et al., 2021). This study obtained a PR value = 2.221 and 95% CI = 1.078-4.533, which means that good physical evidence has a 2.221 times greater risk of interest in revisiting with p-value = 0.037, which means there is a relationship between physical evidence (tangible) and the patient's interest in revisiting. internal medicine clinic at Gambiran Regional Hospital, Kediri City. The results of this research are in line with research by Irwan, (2016) which states that a product in the form of a service cannot be felt directly using the five senses. However, the tangible aspect remains an aspect that must be considered in measuring service quality.

Reliability is the company's ability to provide services in accordance with what is promised accurately and reliably (Salfia et al., 2021). This research obtained a PR value = 5.903 and 95% CI = 2.207-15.785, which means that good reliability has a 5.903 times greater risk of interest in revisiting. The result of p-value = 0.037, this means that Ho is rejected and H1 is accepted, which means that the higher the level of reliability, the higher the interest in revisiting internal medicine patients at Gambiran Hospital, Kediri City. These results are in line with research (Andriani et al., 2022) which argues that reliability has a significant effect on interest in repeat visits.

Guarantee is that employees/staff have competence, politeness and can be trusted, and are free from danger, risk and doubt (Nursalam, 2014). The results of the chi square test with p-value = 0.619 and PR value = 0.797 (95%CI = 0.427-1.488), this shows that Ho is accepted and H1 is rejected, which means there is no assurance relationship with the patient's intention



to revisit internal medicine clinic at Gambiran Regional Hospital, Kediri City. This research is in line with (Masdan et al., 2022) which found that the results of the chi-square statistical test showed no relationship between collateral and interest in repeat visits.

This research obtained results for responsiveness, namely  $p\text{-value} = 1.000$ ,  $PR = 0.938$  ( $95\%CI = 0.505\text{--}1.741$ ), this shows that there is no relationship between responsiveness and interest in revisiting internal medicine patients. at Gambiran Regional Hospital, Kediri City. This research is in line with research conducted (Reyza, 2017) which states that there is no relationship between perceptions of the service quality dimensions of responsiveness and interest in revisiting services at the Madani Regional Hospital with a  $p\text{-value}$  of 0.220.

Empathy in a service is the presence of attention, seriousness, sympathy, understanding and involvement of parties interested in the service in accordance with the level of understanding and understanding of each party. Empathy is the individual attention that a company gives to customers which is related to customer value (Habibi et al., 2019). This research resulted in a  $p\text{-value} = 0.259$  and a  $PR$  value = 1.545 ( $95\%CI = 0.811\text{--}2.946$ ), which means there is no relationship between assurance and interest in revisiting internal medicine patients at Gambiran Regional Hospital, Kediri City. This research is in line with research (Harun & Listyowati, 2022) which found that there was no relationship between patient perceptions of empathy and interest in repeat visits.

## CONCLUSION

This research shows that there is a relationship between tangible (physical evidence) and reliability dimensions of service quality on the interest in revisiting internal medicine patients at Gambiran Hospital, Kediri City.

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