

## Effect of Service Quality, Facilities and Location on Patient Satisfaction in RSU Sari Mutiara Lubuk Pakam

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### ABSTRACT

This study aims to determine: (1) Does the quality of service affect patient satisfaction at Sari Mutiara Lubuk Pakam General Hospital? (2) Does the facility affect patient satisfaction at Sari Mutiara Lubuk Pakam General Hospital? (3) Does location affect patient satisfaction at Sari Mutiara Lubuk Pakam General Hospital? (4) Does the quality of service, facilities and location simultaneously affect patient satisfaction at Sari Mutiara Lubuk Pakam General Hospital?. The method used in this research is quantitative descriptive method. Meanwhile, data collection using questionnaires and documentation. The sampling technique used was accidental sampling technique. This study used a sample of 100 respondents. The instrument testing technique in this study is validity and reliability testing and hypothesis testing using multiple linear regression and classical assumption testing with SPSS version 20 software. The results of this study indicate that: (1) Service quality affects patient satisfaction at Sari Mutiara Lubuk Pakam Hospital, (2) facilities affect patient satisfaction at Sari Mutiara Lubuk Pakam Hospital, (3) location affects patient satisfaction at Sari Mutiara Lubuk Hospital Pakam, (4) service quality, facilities and location simultaneously influence patient satisfaction at Sari Mutiara Lubuk Pakam Hospital. And the results of this study also indicate that the variable that most influences patient satisfaction is the variable of service quality (X1).

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## 1. INTRODUCTION

The importance of service quality for companies engaged in services, then the quality of service is formed from consumer perceptions of the services provided because the success of a company is greatly influenced by how the company satisfies its customers. Services provided to consumers should be directed at continuous service, where individual customer satisfaction is very difficult to achieve because the desires of each consumer are different and also the increasing consumer education. The higher the level of community education causes the community to become more aware of the importance of quality, so people demand better and faster services.

Good service quality will create a sense of comfort for consumers, on the other hand, poor service will make it difficult for consumers to repurchase a product. For this reason, entrepreneurs are required to be able to provide satisfying services if they want to get regular customers or loyal customers. According to Tjiptono (2016: 59) service quality is the level of excellence expected and control over this level of excellence to meet customer desires. Improving service quality is one of

the marketing strategies that are prioritized in fulfilling customer desires. To create high quality service, a company must offer services that customers can accept and feel according to or even exceed customer expectations. The satisfaction felt by customers will have a positive impact on the company, for that every company must understand customer expectations for the products produced or services provided.

One of the service companies found was a hospital, because the hospital as a health service facility has an important role in the effort to accelerate the degree of public health. The increasing public awareness of the importance of health is one reason that the need for health infrastructure is also increasing. In addition, people are also getting smarter in choosing the best health services according to what they need.

The level of utilization of health services at Sari Mutiara Lubuk Pakam General Hospital by patients shows how good the quality of service provided by health care workers as well as shows the level of patient confidence in the services provided. In general, the measurement of the level of utilization of health services is indicated by the number of visits by a person to these health services. The more often people or patients use these services, the more quality the services provided. This is an opportunity for a company to be able to face competitors and develop forward.

Based on the data above, it can be seen that the number of patient visits at Sari Mutiara Hospital tends to increase and decrease every month. This needs to be reviewed by the company because the number of patients who have decreased will have a less than optimal effect on the company. To overcome this, the hospital needs to re-evaluate the quality of services provided and provide comfort for patients, so that patients enjoy services and will come back to use the services that have been provided.

Several things that need to be considered by health companies, namely the facilities and locations available. Facilities provided to consumers at health companies such as complete medical equipment and services provided to consumers or patients, provision of medicines, comfortable and clean waiting rooms to equipment in patient rooms such as bathrooms, fans or air conditioners, patient beds which is clean and comfortable and considers adequate air ventilation and the provision of BPJS, KIS and other types of health services. The scarcity of a company's facilities is one of the attractions a company has to attract consumers to use the company's products and services. Therefore, before marketing a product or service, a business must provide all facilities that can provide convenience and satisfaction to consumers. And during the covid-19 period, Sari Mutiara General Hospital also implemented health protocols such as providing body temperature measuring devices, hand sanitizers or soap and water to wash consumers' hands, not allowing consumers to enter the hospital if they did not use masks and urging patients or their families to keep a distance from other people, apply the ethics of coughing and sneezing, and hospital employees are also required to wear a face shield. This is done to prevent the transmission of the corona virus so that consumers feel more concerned about their safety and health because this is also a form of concern for the company for its consumers. Facilities are the provision of physical equipment to make it easier for guests or customers to carry out their activities or activities (Kusuma, 2015: 3).

Location is an important factor in the establishment of a company. Where a company must be smart and able to choose a location to be used as a place of business activities. A strategic and convenient location will increase profits for the company where consumers will easily reach these locations to make purchases of a product. According to Heizer and Render (2015: 384) location is a driver of costs and revenues, so location often has the power to make a company's business strategy. Strategic location aims to maximize the advantages of location for the company.

Sari Mutiara Lubuk Pakam General Hospital chose a location that is located in a crowded area with easy transportation access and easy access to the community and a large parking area. Because the farther the business location will reduce consumer interest, where the cost of transportation to get to the location will be more expensive and people tend to prefer locations that are easily accessible to make purchases. Selection of a good location will ensure easy access so that it can attract many consumers and is also strong enough to change consumer buying patterns. Mood and customer responses are significantly influenced by service quality, location, design and layout

of facilities. This will lead to customer satisfaction or dissatisfaction. Customer dissatisfaction is a customer response to a perceived discrepancy with what was previously expected.

## 2. RESEARCH METHOD

### 2.1. Data collection technique

Collecting data is an important job in research. Given the importance of the meaning of data in research, the data collection methods used are:

#### 1. Questionnaire

According to Sugiarto (2016: 39) a questionnaire is a data collection technique that is done by giving a set of written questions to respondents to be answered. In this study, researchers used a questionnaire technique that was distributed directly to patients at Sari Mutiara Lubuk Pakam General Hospital.

#### 2. Documentation

The documentation technique is a way that the author can do to obtain data directly from the research site, so that the author obtains relevant data. Data obtained from the research site can be in the form of regulations, activity reports, photos, documentary films and other data (Sudaryono, 2017: 219). In this study using documentation, namely to determine the number of patients at Sari Mutiara Lubuk Pakam General Hospital.

### 2.2. Instrument Testing Techniques

In a research study, instrument testing is needed to determine whether the measuring instrument used in the research is feasible or not. In this research, the instrument used is in the form of a questionnaire, so it is necessary to test the validity and reliability.

#### a. Validity Test

Validity testing is used to measure the measuring instrument used to obtain data. According to Duli (2019: 103) validity is the degree of accuracy between the data that actually occurs on the object of research and the data reported by the researcher. Testing the validity of the list of questions asked is by using the product moment method with the following formula:

$$r_{xy} = \frac{n\Sigma xy - (\Sigma x)(\Sigma y)}{\sqrt{\{n\Sigma x^2 - (\Sigma x)^2\} \{n\Sigma y^2 - (\Sigma y)^2\}}}$$

Where:

$r_{xy}$  : Correlation coefficient

x : The independent variable

y : The dependent variable

n : Number of samples or respondents

The criteria for the decision making are valid or not a questionnaire, namely:

1. If  $r_{count} > r_{table}$  then the questionnaire is valid
2. If  $r_{count} < r_{table}$  then the questionnaire is invalid

The  $r_{table}$  value is obtained from  $(df) = n - k$  with a significance level of  $\alpha = 5\%$ , in this case  $n$  is the number of samples and  $k$  is the number of constructs.

#### b. Reliability Test

According to Ghozali (2016: 47) states that the reliability test is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answer to the statement is consistent or stable over time. A data is said to be reliable is that the variable has a Cronbach alpha value greater than 0.6 or is not reliable if it has a Cronbach alpha value less than 0.6.

### 2.3. Hypothesis test

Hypothesis testing is intended to determine whether there is a significant influence between the independent variables and the dependent variable. In testing this hypothesis, the researcher uses a significant test, by determining the null hypothesis ( $H_0$ ) and the alternative hypothesis ( $H_a$ ).

The null hypothesis ( $H_0$ ) is a hypothesis which states that there is no significant influence between the independent variable and the dependent variable while the alternative hypothesis ( $H_a$ ) is a hypothesis which states that there is a significant influence between the independent variable and the dependent variable (Sugiyono, 2017: 63). This test is carried out partially (t test) or simultaneously (F test).

#### a. Simultaneous Test (F test)

According to Rahayu and Susanto (2018: 226), the F test basically shows whether all the independent variables have a joint influence on the dependent variable. The statistical test used in simultaneous testing is the F test or what is commonly known as the Analysis of Variance (ANOVA). The F test according to Miftahul (2018) can use the double significant correlation formula as follows:

$$F_h = \frac{R^2/k}{(1 - R^2)/(n - k - 1)}$$

Information:

R: multiple correlation coefficient

k: number of independent variables

n: number of sample members

This test is carried out at a 95% confidence level with the following conditions:

1. If the significance level is greater than 0.05, it can be concluded that H<sub>0</sub> is accepted, on the other hand H<sub>a</sub> is rejected.
2. If the significance level is smaller than 0.05, it can be concluded that H<sub>0</sub> is rejected, otherwise H<sub>a</sub> is accepted.

#### b. Partial Test (T test)

This test shows how far the influence of the independent variable partially on the dependent variable (Septian and Saputra, 2020: 50). In the end, a conclusion will be drawn that H<sub>0</sub> is rejected or H<sub>a</sub> is accepted from the hypothesis that has been forwarded. According to Sugiyono (2017: 184) the formula for testing the t test is as follows:

$$t = \frac{r \sqrt{n-2}}{\sqrt{1 - R^2}}$$

Information:

T : t test value

R : correlation coefficient

r<sup>2</sup> : coefficient of determination

N : number of samples

This test is carried out with the t test at the 95% confidence level with the following conditions:

1. If the significance level is greater than 0.05, it can be concluded that H<sub>0</sub> is accepted, on the other hand H<sub>a</sub> is rejected.
2. If the significance level is smaller than 0.05, it can be concluded that H<sub>0</sub> is rejected, on the contrary H<sub>a</sub> is accepted.

#### c. Coefficient of Determination ( )

The coefficient of determination is used to explain the proportion of the dependent variable (free), namely the quality of service, facilities and location that can be explained by variations in the independent variable (dependent), namely patient satisfaction (Dewi, 2016: 541). The coefficient of determination is zero and one. A small value means that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value close to one dependent variable provides almost all the information needed to predict the variation in the dependent variable.

A fundamental weakness of using the coefficient of determination is the usual number of independent variables included in the model. For each additional one independent variable, R<sup>2</sup> must increase regardless of whether the variable has a significant effect on the dependent variable. Therefore, many researchers recommend using the adjusted R<sup>2</sup> (adjusted R square) value when evaluating which regression model is the best. Unlike R<sup>2</sup>, the adjusted R<sup>2</sup> value can increase or decrease if one independent variable is added to the model.

### 3. RESULTS AND DISCUSSION

The characteristics of the respondents are useful for describing the identity of the respondents according to the predetermined research samples. Based on the results of research that has been conducted on 100 respondents of Sari Mutiara Lubuk Pakam Hospital, it can be obtained an overview of the characteristics of respondents based on age, gender, occupation, education, number of visits

and income. The following tables are prepared to provide an overview of the characteristics of respondents.

**Table 1.** Characteristics of Respondents by Age

No.	Umur ( Tahun )	Jumlah Responden	Persentase (%)
1.	17 – 21 Tahun	5	5%
2.	22 – 26 Tahun	7	7%
3.	27 – 35 Tahun	11	11%
4.	36 – 40 Tahun	15	15%
5.	41 – 50 Tahun	22	22%
6.	> 50 Tahun	40	35%
<b>Total</b>		<b>100</b>	<b>100%</b>

Based on table 1 above, it can be seen from 100 respondents consisting of 40 people (40%) over 50 years old, 22 people (22%) aged between 41 - 50 years, 15 people (15%) aged between 36 - 40 years , 11 people (11%) were between 27-26 years old, 7 people (7%) were between 22-26 years old and 5 people (5%) were between 17-21 years old. Based on the data above, it can be concluded that the majority of patients who are respondents in this study are > 50 years old because at the age of more than 50 years the people's immune system has started to decline and they are less active so they are easily attacked by various diseases and it is hoped that they will better maintain their health and diet. . Meanwhile, those aged 17-21 years still have strong immune systems and are still active, which makes their bodies healthier and rarely gets serious diseases.

**Table 2.** Characteristics of Respondents by Gender

No.	Jenis Kelamin	Jumlah Responden	Persentase (%)
1.	Pria	51	51%
2.	Wanita	49	49%
<b>Total</b>		<b>100</b>	<b>100 %</b>

Based on table 2 above, it is known that there were more male respondents than female respondents, namely men as many as 51 people (51%) while women were 49 people (49%). Based on the data above, it can be concluded that the majority of patients who became respondents in this study were male. This could be because men often smoke and drink alcoholic beverages so that lung, heart and other diseases are more prone to occur in men. And in general, women have a strong immune reaction than men and women get their health checked more often, thus lowering the likelihood of falling into chronic or serious illness.

**Table 3.** Characteristics of Respondents by Occupation

No.	Pekerjaan	Jumlah Responden	Persentase (%)
1.	Pelajar	5	5%
2.	Mahasiswa	8	8%
3.	PNS	21	21%
4.	Pegawai Swasta	30	30%
5.	Wiraswasta	16	16%
6.	Dan lain-lain	20	20%
<b>Total</b>		<b>100</b>	<b>100%</b>

Based on table 3 above, it can be seen that the categories of respondents based on work are as many as 30 people (30%) are private employees, 21 people (21%) are civil servants, as many as 20 people (20%) are others, as many as 16 people (16%) are self-employed, as many as 8 people (8%) are students and as many as 5 people (5%) are students. Based on the data above, it can be concluded that the majority of patients who are respondents in this study have jobs as private employees. Because private employees have a higher level of work than students, so the rate of work accidents, especially company employees, is more prone to occur and students' immunity is stronger than private employees. This is due to the fact that private employees often work overtime and demand jobs.

**Table 4.** Characteristics of Respondents Based on Number of Visits

No.	Kunjungan	Jumlah Responden	Persentase (%)
1.	1 kali kunjungan	30	30%
2.	2 – 3 kali kunjungan	40	40%
3.	4 – 5 kali kunjungan	14	14%
4.	6 – 7 kali kunjungan	9	9%

5.	> 7 kali kunjungan	7	7%
<b>Total</b>		<b>100</b>	<b>100%</b>

Based on table 4 above, it can be seen that the category of respondents based on the number of visits, namely 40 people (40%) visited 2-3 times, 30 people (30%) visited 1 time, 14 people (14%) visited 4-5 times, 9 people (9%) visited 6-7 times and 7 people (7%) visited more than 7 times. Based on the data above, it can be concluded that the majority of patients who were respondents in this study made 2-3 visits, namely 40 people (40%) because patients had to do check-ups for their illness so they visited more than once to find out the clarity. illness and recovery while the number of patients who visited was more than 7 times less because at the fourth visit the patient may have recovered or switched to another hospital when they did not experience recovery on the fourth visit to Sari Mutiara Lubuk Pakam Hospital.

**Table 5.** Characteristics of Respondents by Education

No.	Pendidikan	Jumlah Responden	Persentase (%)
1.	SMA	40	40%
2.	Diploma	21	21%
3.	S1	30	30%
4.	S2	7	7%
5.	S3	2	2%
<b>Total</b>		<b>100</b>	<b>100%</b>

Based on table 5 above, it is known that the characteristics of respondents based on education are as many as 40 people (40%) are SMA, 30 people (30%) are S1, 21 people (21%) are Diploma, as many as 7 people (7%) are S2 and as many as 2 people (2%) are S3. Based on the data above, it can be concluded that the majority of patients who were respondents in this study had the latest high school level education. It can be seen that patients who seek treatment are a fairly well educated group and are BPJS referral patients, while patients with doctoral education will know more about early symptoms and early treatment, so that the family is more efficient in finding and utilizing better treatment or hospitals. best when they have a very serious illness.

**Table 6.** Characteristics of Respondents by Income

No.	Pendidikan	Jumlah Responden	Persentase (%)
1.	Rp 1.500.000	25	25%
2.	Rp 1.600.000 – Rp 2.000.000	30	30%
3.	≥ Rp 2.500.000 – Rp 5.000.000	35	35%
4.	≥ Rp 5.000.000	10	10%
<b>Total</b>		<b>100</b>	<b>100%</b>

Based on table 6 above, it can be seen that the categories of respondents based on income, namely as many as 35 people (35%) have an income between more than IDR 2,500,000 - IDR 5,000,000, as many as 30 people (30%) are income between IDR 1,600,000 - IDR 2,000,000, of which 25 people (25%) earn IDR 1,500,000 and as many as 10 people (10%) are income more than IDR 5,000,000. Based on the data above, it can be concluded that the majority of patients who became respondents in this study had an income of ≥ IDR 2,500,000 - IDR 5,000,000 because patients who went to Sari Mutiara Lubuk Pakam Hospital were mostly private employees where the salaries of private employees are currently more than IDR 2,500,000 - IDR 5,000,000, while those who have an income of more than IDR 5,000,000 will prefer to choose the best and quality treatment places for better healing.

Hypothesis testing carried out in this study aims to see how the influence of the independent variable on the dependent variable. This hypothesis testing consists of simultaneous hypothesis testing and partial hypothesis testing. The results of the test will be explained.

#### **Simultaneous Test (Test F)**

The F test is used to determine whether the quality of service, facilities and location jointly influence patient satisfaction. The results of the F test calculation can be seen in the following table:

**Table 7.** F Test Calculation Results (Simultaneously)

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	410,399	3	136,800	6,567	,000 <sup>b</sup>

Residual	1999,711	96	20,830
Total	2410,110	99	

a. Dependent Variable: Kepuasan Pasien

b. Predictors: (Constant), Lokasi, Fasilitas, Kualitas Pelayanan

From the results of the regression analysis, it can be seen that together (simultaneously) the independent variables have a significant effect on the dependent variable. This can be proven from the Fcount value of 6,567 with a significance value (sig) of 0,000. Because the significance value (sig) is lower than 0.05, it can be concluded that the quality of service, facilities and location together have a significant effect on patient satisfaction so that the hypothesis in this study is accepted. This is in accordance with research conducted by Dwi Rakhmawati which states that service quality, facilities and location have a significant effect on patient satisfaction at Melinda Hospital Kediri.

### Partial Test (T Test)

The t test was conducted to determine the effect of each or partially the independent variable, namely service quality, facilities and location on patient satisfaction. The t test results can be seen in the following table:

**Table 8.** Result of t test calculation

Model	Coefficients <sup>a</sup>			T	Sig.	
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
1	(Constant)	8,126	7,841		1,036	,303
	Kualitas Pelayanan	,172	,075	,225	2,295	,024
	Fasilitas	,349	,155	,219	2,250	,027
	Lokasi	,322	,148	,208	2,175	,032

a. Dependent Variable: Kepuasan Pasien

The t test is done by comparing the t-count value obtained in the table above with a significance level of 0.05 with degrees of freedom (df) = n-k-1 = 100-3-1 = 96. With these provisions, the t table of 1.984 is obtained. The conclusion in tcount testing is as follows:

a. The Influence of Service Quality Variables on Patient Satisfaction Variables

Based on the table above, it can be seen that the t-count value of service quality (X1) is 2.295 which is greater than 1.984 (tcount > ttable), the regression coefficient is 0.225 and the probability value is 0.024 which is smaller than 0.05. So that Ha which says there is a significant influence between the quality of service on patient satisfaction received. Meanwhile, H0 which says there is no significant effect between service quality and patient satisfaction is rejected. This means that service quality affects patient satisfaction. The better the quality of service provided, the higher the patient's satisfaction.

b. The Influence of Facility Variables on Patient Satisfaction Variables

Based on the table above, it can be seen that the facility t value (X2) of 2,250 is greater than 1.984 (tcount > ttable), the regression coefficient is 0.219 and the probability value is 0.027 which is smaller than 0.05. So that Ha, which says there is a significant effect between facilities on patient satisfaction, is accepted. Meanwhile, H0 which reads that there is no significant effect between facilities on patient satisfaction is rejected. This means that facilities have an effect on patient satisfaction. The better and the more sophisticated the facilities provided, the higher the patient's satisfaction.

c. The Effect of Location Variables on Patient Satisfaction

Based on the table above, it can be seen that the value of tcount for location (X3) is 2.175 which is greater than 1.984 (tcount > ttable), the regression coefficient is 0.208 and the probability value is 0.032 which is smaller than 0.05. So that Ha says there is a significant influence between the quality of the location on patient satisfaction is accepted. Meanwhile, H0 which reads that there is no significant effect between locations on patient satisfaction is rejected. This means that partially there is a significant effect between locations on patient satisfaction.

#### 4. CONCLUSION

Based on the results of the F test, it shows that together the independent variables, namely service quality, facilities and location on the dependent variable, namely patient satisfaction, have a significant effect, namely the Fcount of 6.567 and a significance value of  $0.000 < 0.05$ . Quality services with adequate and comfortable facilities and strategic locations are important factors in influencing patient satisfaction. Based on the results of partial testing, service quality has a significant effect on patient satisfaction at Sari Mutiara Lubuk Pakam General Hospital. This can be seen based on the results of the t test calculation, where the significant value of the service quality variable is  $0.024 < 0.05$ . This value is less than  $\alpha = 0.05$ , so that the hypothesis  $H_a$  is accepted. Based on the results of partial testing, the facility has a significant effect on patient satisfaction at Sari Mutiara Lubuk Pakam Hospital. This can be seen based on the results of the t test calculation, where the significant value of the facility variable is  $0.027 < 0.05$ . This value is less than  $\alpha = 0.05$ , so that the hypothesis  $H_a$  is accepted. Based on the results of partial testing, the location has a significant effect on patient satisfaction at Sari Mutiara Lubuk Pakam General Hospital. This can be seen based on the results of the t test calculation, where the significant value of the location variable is  $0.032 < 0.05$ . This value is smaller than  $\alpha = 0.05$ , so that the hypothesis  $H_a$  is accepted. Based on the effective contribution (SE), it is known that service quality has SE of 7%, facilities of 5.4% and location of 4.6%. And based on the relative contribution (SR), it can be seen that the service quality has a SR of 41.2%, 31.8% facilities and 27% location. From this description, it can be concluded that the variable quality of service has a bigger role in influencing patient satisfaction at Sari Mutiara Lubuk Pakam Hospital.

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