

# *Patient's Satisfaction On Service Quality In Mental Hospital Of Riau Province*

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**Abstract – Background :** The ability of the hospital in fulfilling the needs of patients can be measured by level of patients satisfaction. The satisfaction of starting with an acceptance of the patient from first came, until that patient left the hospital. There are still some indicators services must be increased in order to give maximum satisfaction to customers a mental hospital.

**Purpose :** to known the customer satisfaction and dimension services had to be defended and corrected in a mental hospital.

**Method :** This study using a quantitative approach with cross-sectional design and various variables such as tangibles, reliability, responsiveness, assurance, and empathy. Analysis of the value of satisfaction using servqual methods (service quality) and mapping diagram cartesius to determine the quadrant of health services. The population is all the customers who did health services in a mental hospital with 100 customers of mental hospital. **Results :** The results showed that average conformity level between services provided by Tampan Mental Hospital of Riau Province and patient's expectations was 92,08% with average service of 4,3 and average expectation of 4,4. There are 10 variables that must be maintained, they are room's cleanliness and tidiness, complete equipment set, registration officer and cashier's accuracy, pharmacy officer's skills, nurse's alertness, doctor's responsiveness in dealing with patient complaints, nurse's attention and politeness and equal treatment for patients regardless of social status. While there are 3 variables that must be improved, they are doctor's late attendance and parking attendant's responsiveness and other general stuffs.

**Conclusions :** The patients feel very satisfied with services provided by Mental Hospital of Riau Province, although there are several service dimension variables that need to be improved

**Keywords –** Patient satisfaction, Service quality, ServQual, Cartesian diagram.

## I. INTRODUCTION

According to Azwar in (Aprilia, 2008), quality health services are health services that can satisfy every user according to customer satisfaction level and its implementation is in accordance with the established code of ethics and service standards. Two important elements of efforts to improve health services are patient satisfaction level as service users and fulfillment of established service standards. The hospital ability as a health service is measured by patient satisfaction level. Satisfaction starts from patient's admission until the patient leaves the hospital. The hospital's ability to produce good quality health services is the community expectation when they visit to consult on health problems they have (Laila, 2007).

The Household Mental Health Survey (SKMRT) in 2001, it was estimated that 264 per 1000 household members experienced mental disorders. Riau Province has high rate of mental disorders. Tampan Mental Hospital of Riau Province develops comprehensive health services that support mental health services. A hospital is declared qualified if it prioritizes patients (client oriented), and always tries to give its best to patients without exception because quality is a description of professional ethics

implementation in interacting with patients to avoid complaints or criticism and prevent patient pretense and create patient satisfaction.

This study aims to determine customer satisfaction value and service dimensions that must be maintained or improved in a mental hospital. One approach to measure service quality that is widely used as reference in marketing research is *ServQual* (Service Quality) method. Direct evidence/palpable/physical facilities (tangible), service reliability, service responsiveness, assurance, empathy (Parasuraman, Zeithmal and Berry, 1998) in Hafizurarahcman (2009).

**II. METHODS**

This research is a survey research using quantitative approach. The design uses cross-sectional study. Analysis of satisfaction value uses "ServQual" (Service Quality) method, which is a measurement approach to determine whether a patient is satisfied or dissatisfied with the service by comparing the expected to the perceived values on tangibles, reliability, responsiveness, assurance, and empathy variables as well as Important Performance Analysis (Cartesian analysis) to determine the priority of improvement and present what attributes need to be maintained and need to be improved by the mental hospital management.

The population is all patients and the families of inpatients and outpatients in Tampan Mental Hospital of Riau Province. The samples in this evaluation and analysis are 3 service units in the Mental Hospital including: Mental Outpatient Clinic, Inpatient Unit, and Non-Psychiatric Specialist Outpatient Clinic. Sample selection uses purposive sampling. The calculation of sample size in this survey uses the formula of sample quantity for proportion estimation (Notoadtmojo, 2010) with total of 97 people. The sample selection was taken based on inclusion criteria, including: willingness to be respondent, the patient/family is in a conscious condition, able to communicate well, and have made 2 or more visits. Exclusion criteria, including: patient who are not accompanied by their family, suffer from serious illness.

The instrument used is questionnaire with closed questions distributed to patients in inpatient rooms in VIP, I, II, and III classes. The questionnaire model used is closed questionnaire model with likert scale. The questionnaire consists of several questions adopted from survey by Rahayu (2008). The measurement of questionnaire on dependent variable uses likert scale format with five criteria, scale of 1-5 values (Ramadhani, 2008). Data analysis and data processing uses univariate analysis to see the description of patient characteristic frequency distribution including age, gender, occupation, income and education; and also *ServQual* analysis to analyze patient satisfaction level by comparing satisfaction of perceived service to expected service on each dimension of Service Quality. If perceived service is not in accordance with expected service, it will cause disappointment. The difference between perceptions and expectations is called "gap" or "service gap", with the formula:

$$\text{Perception} - \text{Expectation} = \text{Gap}$$

If the gap is positive (P>E) then the service is of great quality and satisfying. If the gap is zero (K=H) then the service is of good quality and satisfying. If the gap is negative (K<H) then the service is of poor quality and unsatisfying. The range of categories for assessing patient's expectation level and perception level

Table 4.1 Assessment Categories of Expectation and Perception Level

Scale	Average Weight Value	Rating Category
1	1.00 - 1.80	Very not important
2	1.81 - 2.60	Not important
3	2.61 - 3.40	Quite important

4	3.41 - 4.20	Important
5	4.21- 5.00	Very important

### III. RESULTS AND DISCUSSION

#### 1. Description of respondent characteristics

Out of 97 respondents, the average age was 39,45 years old with the youngest of 18 years old and the oldest of 69 years old with standard deviation of 11,63. Male respondents are the majority of 58,8%. These results are in accordance with outpatient visit survey at Prof. H.B. Saanin Mental Hospital of Padang totaling 24.551 visits. Most of them were male at 14.849 (65,1%) and female at 9.662 (34,9%). And in contrast to the statements of Anderson (1963) and Lumenta (1989) in Ramdhani (2008) that women are more likely to prevent disease from recognizing the early onset of the disease and treating it immediately also having high attention to their health. Women will go to the hospital more often so they feel and assess the quality of health services more often.

Most respondents were high school graduates of 43,3% and the least was not finishing elementary school of 2,1% and the occupation of most respondents was housewives and the least was civil servants. This can be accepted because housewives are not tied to work so they are able to accompany family members for treatment at Mental Hospital of Riau Province.

#### 2. Patient satisfaction

Patient satisfaction in this survey is indicated by the value of Conformity Level (TKi), which is the gap or difference between expectations and services.

##### a. Description of Respondent Satisfaction on Physical Evidence of Service Dimension

Physical evidence of service is shown by the cleanliness, tidiness, comfort and serenity of treatment room, the tidiness and cleanliness of pharmacy room, the complete equipment set and cleanliness of tools used and neatness of officer's appearance, as well as the width of hospital building, strategic location and adequate parking. The patient's expectation is greater with average of 4,6 than the service with average value of 4,44, resulting in conformity level of 96,31%. Based on these values, it can be concluded that cleanliness, tidiness, comfort and serenity of Mental Hospital of Riau Province is not in accordance with patient expectations, so the hospital must improve cleanliness, tidiness, comfort and serenity of treatment room to make patients feel satisfied.

Hermanto (2010) states that facility support is very important in indirectly determining patient's health condition, because unclean environment will trigger new diseases (nosocomial infections) for patients. Petersdorf (1991) in Hermanto (2010) states that out of all patients treated at the hospital, 5% of them have nosocomial infections and have mortality rate between 40-90%.

On cleanliness, tidiness, comfort and serenity in treatment room, it is clear that average expectation (4,61) is greater than average service (4,44) with conformity level of 96,31%, it can be concluded that the services provided are not satisfying enough for the patients.

##### b. Description of Respondent Satisfaction on Service Reliability Dimension

Service reliability is shown by registration officer and cashier's accuracy, regular doctor attendance and punctuality of patient examinations, doctor's accuracy in examining patients, and nurse's skills and service accuracy, as well as pharmacy officer's skill.

The analysis results of the description of respondent satisfaction regarding inpatient service reliability showed that patient satisfaction to service reliability of Tampan Mental Hospital of Riau Province was 92,90% with average service value of 4,32 and average expectation value of 4,65. The satisfaction of reliability variables in hospital services can be seen from registration

officer and cashier's accuracy, regular doctor attendance and punctuality of patient examinations, doctor's skill and accuracy in examining patients, and nurse's skill and service accuracy, as well as pharmacy officer's skill.

Based on the comparison results between patient's expectation and perception (implementation) level by Tampan Mental Hospital of Riau Province on reliability dimension, there is one thing that still does not match patient's expectations, which is regular patient examinations by doctors, attendance and arrival punctuality (doctor visit).

According to Yohana (2009), doctor's service has the greatest influence in determining service quality to patients because essentially patients need doctor's consultation, who will be sufficiently informed about their illness. The patient's expectations in this case are influenced by personal needs which depend on patient's characteristics and personal circumstances. The need of the patients themselves is the need to recover from the illness they're suffering from by going through the stages of doctor's examination, diagnosis and continuous treatment. So patients have high expectation for punctuality and regular examinations or treatment according to service standard continuously carried out by doctors every day for their illness, which is an effort for the patient to recover soon and go home to do activities as usual.

### **c. Description of Respondent Satisfaction on Service Responsiveness Dimension**

Service responsiveness is shown by responsiveness of parking attendants, security guards and other officers, providing clear information by registration officers and cashiers as well as agile and fast patient service, alertness and responsiveness of nurses in assisting patient needs, and the responsiveness of doctors in resolving any complaints from patients, as well as nutrition officer services in providing and assisting patient's food needs.

Based on the results, it is known that respondent satisfaction regarding service responsiveness at Tampan Mental Hospital of Riau Province is 90,21% with average service value of 4,24 and average expectation value of 4,70. The comparison results between patient's expectation and perception (implementation) level by this hospital in responsiveness dimension, there is still one thing that does not match patient's expectations, that is the speed of doctor's response in resolving each patient's complaint.

Hermanto (2010) suggests that the willingness to help customers (patients) and provide services quickly and accurately is associated with customer satisfaction, in this case the patient. Because patient satisfaction and dissatisfaction with a service will affect subsequent behavior. Hermanto (2010) explains that the function of a hospital which requires immediate assistance and treatment without asking for assurance first, the obligation of doctors to provide immediate assistance as humanitarian task, there is a problem solving priority in medical care or nursing care without differentiating the care by class.

### **d. Description of Patient Satisfaction on Service Assurance Dimension**

Service assurance at Tampan Mental Hospital of Riau Province in this survey are shown by patient's trust (security assurance) towards inpatient services, the nurse's attitude in meeting patient needs and politeness, and doctor's politeness in examining and diagnosing diseases. Based on the results, it is known that patient satisfaction regarding service assurance at the Mental Hospital is 92,82% with average service value of 4,27 and average expectation value of 4,6.

Satisfaction to service assurance dimension at Tampan Mental Hospital of Riau Province can be seen from the hospital which gave security assurance (trust) to their patients in provided services, the nurse's ability to understand patients and be friendly, polite and speak softly to them and doctor's ability to diagnose diseases with correct and polite examination. Out of the three things, respondent service value regarding service assurance is 92,82% with average service value of 4,27 and average expectation value of 4,6, meaning that respondents are not satisfied with health service assurance.

### **e. Description of Respondent Satisfaction on Service Empathy Dimension**

Service empathy at Tampan Mental Hospital of Riau Province in this survey is shown by equal service to all patients regardless of social status, friendliness of registration officers in service, nurse's attention to patient needs, doctor's presentation or explanation of patient's illness, nutrition officer's attention to differentiate food taste, and the friendliness of pharmacy staff and cashier.

Based on the results, it is known that patient satisfaction about service assurance at Tampan Mental Hospital of Riau Province is 93,3% with average service value of 4,32 and average expectation value of 4,63. The service quality dimension which include

friendliness of service providers (officers) and their ability to generate trust and confidence, politeness and trustworthiness are closely related to customer satisfaction (Yohana, 2009).

Muninjaya (2011) states that empathy is an individual effort of attention that is given by service providers to customers sincerely, such as the ease of contacting service providers, officer's ability to communicate with customers and service provider's efforts to understand what their customers want and need. Pohan (2007) explains that the aspects that might affect inpatients satisfaction include the officers serving politely, friendly, responsive, room cleanliness and the complete equipment set used.

Based on comparison results between patient's expectation and perception (implementation) level on empathy dimension, there is still one thing that does not match patient's expectations, it is the friendliness of registration officer in service. It means that T Mental Hospital patients are not satisfied with the friendliness of registration officers.

**3. Results of Conformity Level Analysis (Importance Performance Analysis)**

Based on the results of conformity level analysis, it can be seen the description of suitability between expectations and services. If the conformity level value is high, it can be assumed that the service has met expectations and vice versa if the conformity level value is low, it can be assumed that there is a difference between expectations and service.

Judging from the five dimensions of quality from the entire table above which is stated on patient's expectation (importance) and perception (performance) level by the hospital, also the conformity level achieved, the average value is obtained:

Table 2. Results of Conformity Level Analysis (Importance Performance Analysis)

<b>Determinants of Service Quality</b>	<b>Reality / Service (x)</b>	<b>Expectation (y)</b>	<b>Conformity Level (%)</b>
Physical Evidence	4,44	4,61	96,31
Reliability	4,32	4,65	92,90
Responsiveness	4,24	4,70	90,21
Assurance	4,27	4,60	92,82
Empathy	4,32	4,63	93,30
<b>Average</b>	<b>X= 4,31</b>	<b>Y= 4,63</b>	<b>92,08 %</b>

Based on the table above, from the five quality dimensions (*ServQual*) it is known that the satisfaction score at Tampan Mental Hospital of Riau Province is 92,08% with average service value (x) of 4,31 and average expectation value (y) of 4,63.

**4. Factors that need to be improved and need to be maintained (Results of Cartesian Analysis)**

Cartesian diagram illustration of variables distribution in the four quadrant diagrams is interpreted as follows:

- (1) Quadrant A is a quadrant which shows that the service (performance) in this quadrant is far below from average patient's expectation or unsatisfactory whereas patient's expectation level is very high while the perceived service is still considered very low by the patients so they feel unsatisfied or disappointed. This quadrant is a quadrant that must become the main priority for improvements in order to increase patient satisfaction, because these variables are considered very important

by patients. The picture in the Cartesian diagram is described by numbers in picture showing the number of the questions on questionnaire sheet.

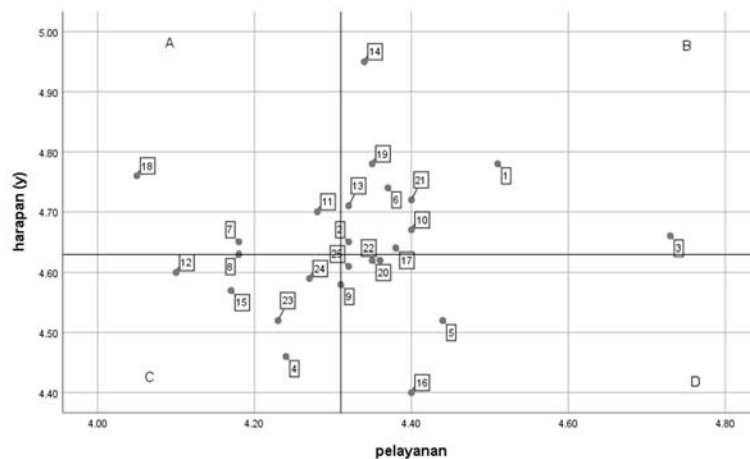


Figure 3 Cartesian diagram

The variables included in this quadrant are:

- a) At point 7 (regular doctor attendance and punctuality in patient examination) reliability indicators: average service value of 4,18 and average expectation value of 4,65.
- b) At point 11 (responsiveness of parking attendants, security guards and other public officers) responsiveness indicators: average service value of 4,28 and average expectation value of 4,70.
- c) At point 18 (doctor's politeness in examining and diagnosing the disease correctly) assurance indicator: average service value of 4,05 and average expectation value of 4,76.

(2). Quadrant B is a quadrant which shows that the service (performance) in this quadrant and patient high expectation level (importance) are felt to satisfy the patient so the variables in this quadrant must be managed and maintained because they become a strength for the hospital. The variables included in this quadrant are:

- a. At point 1 (cleanliness, tidiness, comfort and serenity of treatment room) physical evidence indicators: average service value of 4,51 and average expectation value of 4,78
- b. At point 2 (tidiness and cleanliness of pharmacy room) physical evidence indicators: average service value of 4,32 and average expectation value of 4,65.
- c. At point 3 (complete equipment set and cleanliness of the tools used) physical evidence indicator: average service value of 4,73 and average expectation value of 4,66.
- d. At point 6 (registration officer and cashier's accuracy) reliability indicators: average service value of 4,37 and average expectation value of 4,74.
- e. At point 10 (pharmacy staff's skill) reliability indicator: average service value of 4,40 and average expectation value of 4,67.
- f. At point 13 (nurse's alertness and responsiveness in assisting patient needs) responsiveness indicators: average service value of 4,32 and average expectation value of 4,95.
- g. At point 14 (doctor's responsiveness in resolving any complaints from patients) responsiveness indicators: average service value of 4,34 and average expectation value of 4,95.
- h. At point 17 (nurse's attitude in meeting patient's needs and politeness) assurance indicator: average service value of 4,38 and average expectation value of 4,64.

- i. At point 19 (equal service to all patients regardless of social status) empathy indicator: average service value of 4,35 and average expectation value of 4,78.
- j. At point 21 (nurse's attention to patient needs) empathy indicator: average service value of 4,40 and average expectation value of 4,72.

(3) Quadrant C is a quadrant which shows that the variables included in this quadrant are considered less important to patients and in fact the services provided are not satisfactory by the hospital so this factor is not a priority for improvement in order to increase patient satisfaction. The understanding above needs to be altered into increasing management's attention to the outlined variables in this quadrant and then managed it very seriously.

(4) Quadrant D shows that the variables included in this quadrant when viewed from patient's expectations, these attributes are not considered important but when viewed from satisfaction level, the patient is satisfied so for service provider (hospital) this factor is considered to have excessive service. The variables included in this quadrant are:

- a. At point 5 (the width of hospital building, strategic location and adequate parking space) physical evidence indicator: average service value of 4,44 and average expectation value of 4,52.
- b. At point 9 (nurse's ability in service accuracy) reliability indicator: average service value of 4,31 and average expectation value of 4,58.
- c. At point 16 (patient trust or safety assurance for inpatient services) assurance indicator: average service value of 4,40 and average expectation value of 4,40.
- d. At point 20 (friendliness of registration officers in service) empathy indicator: average service value of 4,35 and average expectation value of 4,62.
- e. At point 22 (doctor's presentation or explanation of patient's illness) empathy indicator: average service value of 4,36 and average expectation value of 4,62.
- f. At point 25 (friendliness of cashier in service) empathy indicator: average service value of 4,32 and average expectation value of 4,61.

#### **IV. CONCLUSION**

Based on the results of the conducted survey and data processing, the following conclusions can be drawn:

##### **Description of Respondent Characteristics in Mental Hospital of Riau Province**

1. The average age of respondents was 39,45 years old with the youngest being 18 years old and the oldest being 69 years old.
2. Most respondents are male of 58,8%.
3. Most respondents' education is high school graduate of 43,3% and the least is not finishing elementary school of 2,1%.
4. Most respondents' occupation is housewives of 28,9% and the least is civil servants of 7.2%.

##### **A. Description of Respondents Satisfaction on Service Quality of Tampan Mental Hospital of Riau Province**

1. In physical evidence dimension (physical facilities appearance and equipment completeness), the average service value is 4,44 and the average expectation value is 4,61.
2. In reliability dimension (officer's ability and skills to provide accurate services): the average service value is 4,32 and the average expectation value is 4,65.
3. In responsiveness dimension (willingness to help patients and provide appropriate services), the average service value is 4,24 and the average expectation value is 4,70.
4. In assurance dimension (knowledge and skills of service providers as well as the ability to inspire patients to feel assured in the services provided), the average service value is 4,25 and the average expectation value is 4,23.

5. In empathy dimension (special attention to patients), the average service value is 4,32 and the average expectation value is 4,63.

**B. Conformity Level Analysis (Importance Performance Analysis)**

The average conformity level between the services provided by Tampan Mental Hospital of Riau Province and patient's expectations is 92,08% (Excellent), meaning that patients are very satisfied with the services provided by Tampan Mental Hospital of Riau Province in 2019.

**C. Health Service Dimensions that Need to be Improved and Maintained by Tampan Mental Hospital of Riau Province**

1. Dimension variables that need to be improved in order to increase patient satisfaction, because these variables are considered very important by patients. The variables included in this quadrant are:
  - a. Regular doctor attendance and punctuality of patient examinations.
  - b. The responsiveness of parking attendants, security guards and other public officers
  - c. The doctor's politeness in examining and diagnosing diseases correctly
2. Service dimension variables that must be managed and maintained because they are a strength for the hospital include:
  - a. Cleanliness, tidiness, comfort and serenity of treatment room.
  - b. Tidiness and cleanliness of pharmacy room
  - c. Complete equipment set and cleanliness of the tools used.
  - d. Accuracy of registration officers and cashiers
  - e. Pharmacy officer's skill
  - f. Nurse's alertness and responsiveness in helping patient's needs
  - g. Doctor's responsiveness in resolving any complaints from patients.
  - h. Nurse's attitude in meeting patient's needs and politeness
  - i. Equal service to all patients regardless of social status.
  - j. Nurse's attention to the patient's needs

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