Patient Perception to the Service Quality in Clinical Pathology Installation of Jayapura Regional Hospital

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Abstract

Indonesian society today requires a quality health services that can be seen based on the five dimensions of quality that is responsiveness, reliability, assurance, empathy, and evidence of direct / tangible. The aim of this research is to analyze the Patient Perspective on the Health Care Quality Installation Jayapura Hospital Clinical Pathology. The design of this research is descriptive analytic applied a cross sectional approach. The number of samples in this study were 100 people with a sampling technique is random sampling where samples were randomly selected. Results were analyzed with statistical software and analyzed by univariate analysis. The results were obtained percentage of dimensional direct evidence (tangibles) was 63.8%, which means that service quality is good enough. Dimensions reliability obtained was 68.7%, which means that service quality is good enough. Dimensions of responsiveness was 64.0%, which means that service quality is good enough. Dimensions assurance (assurance) obtained yield was 67.0%, which means that service quality is good enough. The study concluded that the score - the final average obtained to determine the quality of health care in the installation of Clinical Pathology, Hospital Jayapura of patient's perspective is 64.74%. The percentages are in the range of 46.7% - 72.13%, so the quality of health care in the installation of Clinical Pathology, Hospital Jayapura from the perspective of the patients included in the category of service quality is quite good based on the range of health care quality categories.

Keywords: Quality of Care; Patient; Installation of Clinical Pathology; Hospital Jayapura.

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1. Introduction

Entering the 21st century that is more advanced, it is supposed that the plenary oriented approach to customer satisfaction or the patient becomes the main strategy for the organization of health services in Indonesia, so that still exist in the midst of increasing competition. Southeast Asia will be a free trade area and the following years the developed countries in the Asia Pacific region will open the door wide for commodities and services produced. Instead we should throw open our markets to receive commodities and services from other countries. This means that at this point, we should be able to compete, especially in the fields of health care, not just with fellow colleagues in the country but actually being able to compete with colleagues from other countries [1].

Customer satisfaction lately becomes an important issue in all business sectors, both goods and services. All things to do in providing excellent service to customers is absolutely meaningless if it does not seek to satisfy customers [2]. Customer satisfaction is the level of one's feelings after comparing the performance or results she received compared to expectations. New patients will be satisfied if the performance of the health services they get equal or exceed what they expect and feeling disappointed would arise if performance is in not obtain it in accordance with what he hopes [3]. Service is any activity on the performance offered by one party to another in principle intangileble and does not cause any transfer of ownership, production could also not tied to a physical product. According to Stanton is a service that is identified separately, the intangible and offered to meet the needs, in order to take the understanding that service is a benefit given by one party to another and generally intangible.

Patient satisfaction is a fundamental requirement for health care providers. Satisfaction is important, when the patient's own search for health services, the satisfaction will be the benchmark for purchasing decisions in the future [4]. Customer satisfaction is also defined as a response to the service recipients discrepancy with the performance level of customer interest, which obviously can be felt after the service users receive the service [5]. The hospital is also a place for health service delivery ie any activities to maintain and improve health and aims to achieve an optimal level of health for the community. Efforts made to approach the health service maintenance, health promotion (promotion), disease prevention (preventive), the healing of disease (curative) and recovery (rehabilitative) implemented harmoniously integrated and sustainable [6].

Satisfaction is not only influenced by factors of the services, but also influenced from outside or from within the patient. Factor of the covering resources, education, knowledge and attitudes. External factors include the cultural, social, economic, family and the situation at hand [2]. Assessment of quality of service associated with patient satisfaction by focusing on the function of the service process [7], i.e. Tangibles (real manifestation) reliability, responsiveness, assurance and Empathy. Hospitals are required to provide good service to give satisfaction to the patients who come to the hospital. Regional General Hospital of Jayapura which is owned by the government of Papua province, as a national referral hospital in Papua, Jayapura District Hospital is fully responsible for basic services involves three things outpatient, inpatient and referral. Every day the number of outpatients who come in Jayapura hospitals around 700-800 people, while for hospitalization in emergency approximately 300 people, so the average regional hospital, Jayapura serving approximately 1,000 patients.

Of the number of visits that are so large in hospitals. Jayapura, installation unit laboratory clinical pathology in hospitals Jayapura should also serve patients who come to check the blood with parts consisting of the examination of hematology, urinalysis, clinical chemistry, serology and microbiology, it is necessary fast and accurate service that should be provided by a clinical pathology laboratory installation units in hospitals, Jayapura. Based on observations made by researchers at the clinical pathology laboratory installation Hospital, seven out of ten patients complain with the services provided by the officer, the picture given patient is less friendly officers in terms of communicating, lacking officer relationships and individual attention. Besides the physical facilities such as buildings are still very narrow, especially the parking area that cannot accommodate vehicles of patients who come to the lab, which is why patients feel less comfortable during a visit to Jayapura Hospital clinical pathology laboratory.

Quality of service to the community is dependent on the individual and the system used. Medical personnel and supporting staff as well as non-medical in charge must understand how to serve their patients well in order to provide an optimal satisfaction. Based on the above figures, the researchers want to do research on patients' perception of the quality of services provided by installation personnel clinical pathology laboratory to patient satisfaction.

2. Materials and Methods

This study was conducted at Hospital Laboratory Installation in Jayapura. When the study began in June through August 2015. The population in this study were all patients first quarter 2015 Installation visiting the Jayapura District Hospital Clinical Pathology Laboratory. Sampling in this study using the technique of random sampling (simple random sample), the sampling technique is done randomly.

The number of samples in this study are 100 samples. This research is a descriptive study using a quantitative approach to customer perception. The design of this study was a cross sectional study. The collection of data obtained in two ways, namely primary data (direct interview to the respondents as the samples) and secondary data Profile Jayapura Hospital. Univariate analysis with quantitative approach was conducted to describe the data collected from the five dimensions of service quality from the perspective of external customers and the data are presented in tables of frequency distribution and percentage.

Classification of the calculation results of questionnaires carried out in three categories, namely good service quality, service quality is quite good, and the quality of service is not good. Categories of health care quality from the perspective of external customers acquired each - each component of the study variables was determined by the following criteria [8]:

a. By determining the highest percentage calculation:

$$\frac{\text{The maximum score}}{\text{The maximum score}} \times 100\% \qquad\qquad (1)$$

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  5
---- x 100% = 100%
  5
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b. By determining the highest percentage calculation:

$$\frac{\text{Minimal scores}}{\text{Maximum score}} \times 100\% \qquad\qquad (2)$$

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 1
----- x    100% = 20%
 5
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c. Range of percentage = 100% - 20% = 80%   (3)

d. Interval class percentage = 80% : 3 = 26.7%   (4)

The highest percentage is 100%, the lowest percentage is 20%, the percentage is 80% range, and the interval between classes percentage is 26.7%. Criteria category score of quality of health care in the external customer perspective contained in the following table:

Table 1: Category Criteria Quality of Patient Care

No	Percentage Score	Criteria
1	20% - 46,6%	Quality of Service Not Good
2	46,7% - 72,13%	Quality of Service of good enough
3	72,14 – 100%	Quality of Service of Good

Determination of criteria for the category of health care quality from the perspective of external customers is done with the following steps:

a. Determine the percentage of each - each dimension of quality by using the formula:

$$\frac{\text{Total Score Survey} \times 100\%}{\text{Total Score Maximum} (5 \times 10 \times 100 = 5,300)} \qquad\qquad (5)$$

b. Make the average - average percentage of the five dimensions of health care quality.

c. Determine the categories of quality of health care than - average percentage of health care quality.

Results of the classification categories of the quality of health services obtained study involved a theory - the theory of the quality of existing health services and research - previous research.

3. Results and Discussion

Dimensions direct evidence (tangibles) focuses on the physical appearance of the facility, equipment, and

facilities, as shown in the following table

Table 2: The score of dimensions direct evidence.

No	Health Care Quality Dimensions	Total score	Percentage
1	Evidence of Direct Dimensions /*Tangibles*	3381	63.8(%)
2	Dimensions reliability	3641	68.7(%)
3	Dimensions Responsiveness	3394	64.0(%)
4	Dimensions of *Assurance*	3550	67.0(%)
5	Dimensions *of Empathy*	3191	60.2(%)
	Average	3431	64.74 (%)

The lowest percentage to quality health services is of a dimension of direct evidence (tangibles) amounted to 63.8%, but still within the range of percentages in the category of service quality is quite good. This relates to the patient's perspective to infrastructure (facilities and infrastructure) in the installation of Clinical Pathology, Hospital Jayapura. Physical evidence in the installation of Clinical Pathology, Hospital Jayapura categorized quite well expressed by the patient that includes every room is quite neat and clean, has a medical devices are complete, but the absence of complaint box where people can provide feedback or complaint that occurs when the inspection took place. Perception of physical evidence are all things that can be felt and enjoyed by clients through the sight senses when a consumer of nursing services [9], results are consistent with research conducted by [10] on "The Relationship Between Perception of Service Quality Care Nursing Inpatient Satisfaction With Class III di Wangaya Denpasar City Hospital "which concluded that physical evidence of nursing care services at the General Hospital of Wangaya is a clean, neat, comfortable, and the bed that had been prepared by the state neat and clean.

Cleanliness and comfort of the rooms of hospitalization can be directly felt by the patient from initial patient is treated until it comes out of the hospital because the patient also requires hospital facilities and infrastructure were clean and comfortable. Physical evidence on nursing care in inpatient room is very important to support the recovery of the patient because the physical evidence provide clues about the quality of services, the better the facilities provided by the hospital will be able to generate patient satisfaction [11].

Dimensions reliability (reliability) more focused on the ability to display the service promised to promptly and accurately. The percentage obtained in the dimensions of reliability (reliability) of 68.7% included in the category of service quality is quite good. Assessment conducted at research includes patients receive procedure are served quickly and accurately, readiness officer serving patients at any time, the nurse reported in detail changes in the patient to the doctor during a visit, Officer acted quickly in dealing with patients, reliability dimension above most respondents or patients still feel getting enough good services. [12] argues there should be compatibility between services given with what is wanted or needed from time-to time period. The results are

consistent with research conducted by [10] on "The Relationship Between Perception of Service Quality Nursing Care With Patient Satisfaction Inpatient Class III Wangaya Denpasar Hospital " which concluded that the patients still feel that service is not good in the procedure of admission yet served quickly and accurately, unpreparedness of nurses serving patients all the time and the nurse did not immediately contact a physician regarding the patient's medicine and food. [14, 15] argued that convoluted service and the length of the waiting period the patient can determine the quality of health care because it makes the patient feel not serviced properly so that it will be able to give rise to dissatisfaction. Dimensional reliability is the ability to provide precise and reliable. A trusted service is consistent and competent services [9].

Dimensions of responsiveness (responsiveness) focuses on the ability to help consumers and improve the speed of service. The percentage obtained in the dimensions of responsiveness (responsiveness) of 64.0% included in the category of good service quality. Enough availability to help customers, respond and provide fast service covering employees in caring speed of customer complaints and the alertness of employees in serving customers. Assessment of responsiveness on the study include being friendly and courteous officers and nurses pay attention to the needs and complaints of patients. Based on this assessment the majority of respondents feel that the service is quite good. Based on theory of responsiveness is the ability to help and respond to customer requests quickly and complete hospitality and politeness [11]. These results are supported by the opinion [16] which states responsiveness and sensitivity to the needs of patients will improve the quality of care. [17] also argues from a perspective of service users, quality of health care is a service that can meet all patient needs or polite, appreciative, responsive, and friendly. These results are similar to the opinion [9] that the relationship perception of responsiveness to patient satisfaction is the result of stimulus and senses the patient of service received will be perceived so that will be able to assess the quality of service, if what they expect in accordance with the fact that they got, it will be able to give satisfaction to the responsiveness of patients to nurses, and vice versa if what they expect not correspond to reality, the patient is not satisfied. Herman (2010) also found patient satisfaction assessed by the respondent's interpretation of compatibility between expectations with reality covers the speed in delivering aid workers, availability of facilities and infrastructure required patient and hospitality workers in providing services.

The results are consistent with research conducted by authors in reference [18] on "Quality of Health Care in Hospital Sanglah From the Customer Perspective Internal And External" which concluded that the dimensions of responsiveness (responsiveness) focuses on the ability to help consumers and improve the speed of service. The percentage obtained in the dimensions of responsiveness (responsiveness) of 84.9% included in the category of good service quality. Based on these results we can conclude that, the satisfaction or dissatisfaction of patients is related to the perception of the responsiveness of the patient because the patient can feel the direct services that nurses provide responsiveness of services received initial patient until the end of service. Dimensions assurance (assurance) to focus on their competence so as to provide a sense of security, freedom from danger, risk or doubt and certainty which includes knowledge, the ability to serve, behavior, and properties that can be trusted and hospitality. The percentage obtained in the dimensions of guarantee (assurance) amounted to 67.0% which is included in the category of service quality is quite good. Activities to ensure the certainty of the services to be provided to customers, this includes the ability to service personnel on proper knowledge, skills in providing services so as to foster a sense of security to customers so as to instill confidence

in customers with the services Installation Laboratory of Jayapura District Hospital.

Assessment dimensions of this guarantee include nurses educated and able to serve patients, maintain patient confidentiality while in hospitalization room and improve the patients' trust and to assist in the healing process of patients. The indicator is based on the patient feel quite good. According to authors in reference [19] assurance on the quality of services related to the knowledge of employees and their ability to foster trust and confidence of customers to the health service. These results are consistent with the theory of quality assurance that has meaning to convince people, to secure or maintain fairness and provide nursing care to patients by using techniques in accordance with procedures to increase nursing care to patients. Authors in reference [20] argues assurance dimension in nursing care is an POINTS very important because the healing of a patient in the hands of the nurses who handle during a patient is treated, so that the knowledge of a nurse should be in accordance with the knowledge they learn and follow the procedures that exist in providing nursing care for patients in need of healing with accurate and secure.Dimensions concern (empathy) focuses on the nature and the ability to give full attention to the patient, then make contact and good communication. The percentage obtained in the dimensions of concern (empathy) of 60.2% included in the category of service quality is quite good.

Empathy dimension (empathy) means, give sincere attention to patients who are personal effort in understanding the patient's wishes [9]. Assessment dimensions of empathy on the study include nurses spend a special time to communicate with patients, nurses are always reminded of security will keep valuables patients and their families, patient's family to have time consultation is fulfilled, and entertain and give a boost to the patient so that a speedy recovery and pray for them. The results are consistent with research conducted by authors in reference [18] on "Quality of Health Care in Hospital Sanglah From Internal And External Customer Perspective" which concluded that the ability to give full attention to the patient, then make contact and good communication. The percentage obtained in the dimensions of concern (empathy) of 84.7% included in the category of good service quality. This result is supported by the opinion (Kotler, which states that the most important aspect of providing satisfaction is the affective aspect is the feeling of patients that nurses as staff listen and understand patient's health complaints, if it is not be granted will give rise to dissatisfaction.

Empathy is expected patient care that includes nurses and patient relations are well preserved it is very important because it can help in the success of healing and improved patient's health. The concept underlying the nurse and patient relationship is a relationship of mutual trust, empathy, and caring. According to [9] dissatisfaction patients are often raised against the attitudes and behavior of hospital personnel and officers are less communicative and informative with patient. dimensions of empathy is highly correlated with patient satisfaction for nursing care empathy can help in healing the patient, it which is very important in empathy dimension is time nurses to communicate with patients and families of patients so that patients will feel satisfied with the services provided. [21] To achieve good quality health care of the patient, then the things that must be considered are: Accuracy of services related to waiting and process time, the completed facilities and infrastructure. Convenience in obtaining services, related to the ease of reaching the location, the room where the service is clean, the availability of parking spaces, parking availability, availability of information reception area and room services are convenient and timely service installed Clinical Pathology, Jayapura Hospital require attention from management as The next planning materials.

Statement Patients through five dimensions of service quality in this study concluded that the quality of health care in the installation of Clinical Pathology, Jayapura Hospital included in the category of Clinical Pathology better. The enough Jayapura District Hospital has been running services with good enough category, with emphasis on the vision and mission of the Jayapura District Hospital, which gives excellence services for patients. Health development goals was the creation of the ability to live a healthy life for every resident in order to realize the optimal degree of public health as one element of the general welfare of the national goal. For that need to be improved to expand and bring service to the community with good quality service and affordable cost for the creation of patient satisfaction with the care recipient.

4. Conclusion

4.1. The quality of health care in the installation of Clinical Pathology, Hospital from patient statement in five dimensions of service quality, namely:

a.   Direct evidence Dimensions / tangibles was 63.8%, means that service quality is good enough.

b.   Reliability Dimensions was 68.7%, which means that service quality is good enough.

c.   Responsiveness dimensions was 64.0%, which means that service quality is good enough.

d.   Assurance dimensions was 67.0%, which means that service quality is good enough.

e.   Empathy dimensions was 60.2%, which means that service quality is good enough.

The results indicate that the quality of health services in installation of Clinical Pathology, Jayapura Hospital grouped in the category of quite good in service quality, with the average percentage of 64.74%. The lowest percentage is in the Empathy dimension with 60.2%.

4.2 Suggestions

A. For Hospital

Clinical Pathology installation, Jayapura Hospital should improve physical evidence in health care because of physical evidence still has a negative meaning that the absence of a complaint box of the respondents and improve the comfort of the room, the cleanliness and tidiness of the room that will be able to improve the quality of service better.

B. For Health Department

Papua provincial government authorities should carry out supervision on a regular basis to improve the quality of service of the Regional General Hospital Jayapura particularly Installation Unit of Clinical Pathology Laboratory.

C. For researchers

To the educational institutions, especially public health sciences, that the results of this study should be

enhanced by research more extensive as examining patient satisfaction can be seen by a factor such as the characteristics of the patient's internal and external factors.

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