



Determinants of Inpatient Satisfaction Level in Wamena Delima Clinical, Papua

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Abstract

Customer satisfaction has become a central concept in the discourse of business and management. Customers generally expect the product in the form of goods or services consumed which can be received and enjoyed by a good service or satisfactory. To support this research has been conducted under the title "Determinants Inpatient Satisfaction in Wamena Delima Clinic" in order to determine the effect of reliability, responsibility, assurance, tangibility and empathy toward patient satisfaction in the clinic Delima Wamena. This research is identifying the effect of the relationship between the independent variables and the dependent variable with quantitative approach. The location study performed in inpatient clinic Pomegranate Wamena. The research was conducted in August - October 2015. The conclusion of this study is obtained as follows: Variable reliability have a significant impact on patient satisfaction in the clinic Delima Wamena with $p = 0.001$. Variable responsibility has no effect on patient satisfaction in the clinic Delima Wamena with $p = 0.154$. Assurance variables have a significant impact on patient satisfaction in the clinic Delima Wamena with $p = 0.002$. Tangibility variables have a significant impact on patient satisfaction in the clinic Delima Wamena with $p = 0.001$. Empathy variables have a significant impact on patient satisfaction in Wamena Delima clinic with a value of $p = 0.000$.

Keywords: patient satisfaction; reliability; responsibility; assurance; tangibility; empathy.

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1. Introduction

Customer satisfaction has become a central concept in the discourse of business and management. Customers generally expect the product in the form of goods or services consumed which can be received and enjoyed by a good service or satisfactory. Customer satisfaction can shape perceptions and can further position the company's products in the eyes of its customers. Quality is central to the survival of an institution. The revolutionary movement quality through integrated quality management approach to the demands that should not be ignored if an institution wants to live and develop, increasing competition lately demanded an institution service providers / services to always pamper consumers / customers by providing the best services. According to Oliver, the satisfaction is the top customer response fulfillment, whereas [1] satisfaction as feeling happy or upset someone experienced after comparing the perception of performance or the result of a product with expectations. Some of the most successful companies are currently raising expectations and providing appropriate performance. These companies are heading to TCS (Total Customer Satisfaction). TCS concept emphasizes the importance of the target and the satisfaction of high or very satisfied so that consumers are not easily tempted by another offer. According [2], for companies whose vision of customer satisfaction is at the same target marketing tips. There are a variety of tools to track and measure customer satisfaction, the system of complaints and suggestions, customer satisfaction surveys, shopping stealth, and lost customer analysis.

According to [3] service is something that can be exchanged, but it is often difficult physically experienced or perceived. Correspondingly, [4] declare any act or services are the benefits that can be offered by one party to another that is essentially intangible and does not result in the ownership of anything. Production may or may not be associated with a physical product. There are five determinants of quality of services. According to its importance, the services can be distinguished: (1) the reliability, the ability to provide the promised service reliably and accurately; (2) perception, namely the willingness (responsiveness) to help customers and provide rapid services; (3) the certainty, that the knowledge and courtesy of employees and their ability to induce protection and trust; (4) empathy, the willingness to care and give individual attention to customers; and (5) the physical evidence, namely the appearance of physical facilities, equipment, employees, and communication materials. Pomegranate clinic Wamena is a business organization that is engaged in the health service. Pomegranate Wamena clinic as a health services organization that is heading as TCS institution is required to always maintain the trust of patients as consumers by improving the quality of service that customers satisfaction increase. one way is to carefully determine the needs of consumers, establish relationships and conduct research on them needs to be done for services provided as expected. This is called orientation on consumers.

The issue is how the influence of the quality of medical services, the quality of paramedical and medical support service quality to customer satisfaction / customer in Wamena Delima clinic. Settlement to this issue can be used as a reference for practitioners and for the leadership of the clinic Pomegranate Wamena for service quality improvement. Since Delima clinic providing health care to the community, especially hospitalization, there have been 10 letters included in the suggestion box that is provided by the clinic that contains a declaration of dissatisfaction patient / customer inpatient clinic for health services provided by the clinic Pomegranate. And there are some patients / customers Pomegranate clinic that directly deliver services. Even, dissatisfaction in a

statement issued by the patient / customer asks legally in the government. Fluctuations in the average general inpatients 35 people, the average inpatient Obgyn 21 people, and the overall average was 56 people less. The number include visits per day is only about 2 people. From financial terms, the amount of this is not advantages. While in Wamena, sick people go for treatment to a large number of these other patients. Possibly influenced the level of satisfaction with clinic services Pomegranate.

The facts and the above description further motivate research on the influence of reliability / reliability, responsibility / responsiveness, assurance / guarantee, tangibility / physical evidence, and empathy / attention to patient satisfaction in the clinic Delima Wamena. It is important to estimate the wishes and expectations of consumers for services provided to provide optimum satisfaction and ultimately consumers become loyal. Satisfaction can be interpreted as an effort to fulfill something or make something adequate.

2. Research Methods

This research is analyzing the effect of the relationship between the independent variables and the dependent variable with quantitative approach. The location of the research conducted in inpatient clinic Delima Wamena year of the study in August - October 2015. The population in this study were all patients at the clinic Delima Wamena in August-September 2015. The sample in this study is total sampling technique that analyzed the overall population to be sampled. Several data collection techniques used in this study are:

2.1 The field data collection techniques

Questionnaire or questionnaire form questionnaire distributed to all respondents. This questionnaire is intended to obtain data in writing. While the item scale research compiled base on the Likert scale, with the following categories: very good (SB) worth 5, both (B) value of 4, less good (KB) worth 3, not both (TB) is worth 2, and is not very good (STB) is 1.

2.2 The data collection technique literature

The data collected with the technique library documentation, namely the collection of data from the information obtained at the organization where research was conducted, the organizational structure, grouping employees as job description, and others.

2.3 The observation data collection techniques

Observations need to be carried out by means of direct observation of the object under study, as well as perform a systematic recording of certain things observed. This observation was conducted to obtain data to support the results of the questionnaire. Data were analyzed using SPSS 16 using linear regression.

3. Research Result

Results of testing the validity of the correlation coefficient can be seen that the results of the calculation with the

help of SPSS software, the validity coefficient obtained throughout the study questionnaire items were delivered to the parties to meet the criteria for a valid sample, the results of measurement validity coefficient greater than the number of examiners at r table.

This means that the indicators of research can be used as an effective data collection to explore issues that made the object of research, and can be further processed to measure the dimensions of the study and research indicators for each dimension of the study. Reliability testing of measuring instruments intended to determine the value of the instruments used to collect the primary data of the study sample are reliable or unreliable. Reliable understanding is that the measuring instruments used are reliable, because in situations that used unreliable, because in different circumstances do not give rise to the perception questionnaire study that much different.

Testing with the criteria if the count $r < r_{table}$ means unreliable and if $r \geq r_{table}$ means reliable. Based on the confidence level (degree of freedom / df) selected alpha 95 percent and 5 percent of the number of samples are 69 respondents for inpatients obtained r table at 0.444. The correlation coefficient of reliability obtained from statistical calculation results compared to the price table criticisms r product moment. Reliability testing using analysis alpha reliability technique assisted with the calculation results of SPSS software. The test results are good reliability with SPSS, a whole means that the indicators are used as a study and research questionnaires used as a means of collecting primary data turned out to be unreliable for measuring each dimension are operationalized in order to uncover the problems that made the object of research. Criteria reliability (reliable) instrument of primary data collection is important because the parties to the research samples have characteristics and different perceptions [5].

Based on the results of testing the validity and reliability of instruments measuring instrument known that the data obtained from the respondents that the research samples can be declared valid and reliable, then the data is processed to measure customer satisfaction.

Test Multiple Linear Regression

a. Test Autocorrelation

Autocorrelation test is to see whether there is a correlation between a period t with the previous period (t-1). In simple terms is that the regression analysis is to look at the influence of independent variables on the dependent variable, so there should be no correlation between the observations with previous observational data. If there is no problem of correlation then called autocorrelation. In this case to detect the symptoms of autocorrelation is done through test Durbin Watson (DW test). Terms no symptoms of autocorrelation is the DW value greater than or equal to the value of du and smaller than the value of 4-du. Or in other words the condition does not occur autocorrelation is located between the value $DW \leq 4 - d_u$.

Model R R Square Adjusted R Square Std. Error of the Estimate Durbin Watson 1 .641a .411 .380 .28801 1,794
From the data processing, the value of Durbin-Watson (DW) through SPSS v 16 at 1.794. The amount of sample is 69 respondents to the number of independent variables as much as 5. If seeing the value of DW on the table

for $n = 69$ with $k = 5$, the value $d_l = 1.5683$ and the value $d_u = 1.7799$. DW count is equal to the value of 1.794 means that DW is greater than the value of d_u , and smaller than $4 - d_u$ is 2.2201. DW value is located between d_u and $(4 - d_u)$ so that it can be concluded that in this case did not happen autocorrelation.

Table 1: Model Summary

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	.641 ^a	.411	.380	.28801	1.794

b. Test Multicollinearity

Multicollinearity test is to see whether or not a high correlation between independent variables in a multiple linear regression model. If there is a high correlation between the independent variables, the relationship between the independent variable on the dependent variable to be disturbed. In addition multicollinearity test also aims to test whether the regression model found a correlation between the independent variable (independent variable). A good regression model should not occur in the correlation between the independent variables, because if that happens then the variables are not orthogonal or occur resemblance. Orthogonal variable is the independent variable correlation value between the members of the independent variable is zero. The test is to avoid habits in the decision making process regarding the partial effect of each independent variable on the dependent variable. To detect whether there is a problem multikol can see the value of tolerance and the opponent variant inflation factor (VIF). Multicollinearity test done by looking at the value of tolerance and variance inflation factor (VIF) of the results of the analysis using SPSS. If the value is higher than the tolerance value of 0.10 or VIF smaller than 10, it can be concluded there is no multicollinearity [6,7]. Based coefficients a, table shows that variable reliability, responsibility, assurance, tangibility and empathy give all VIF values below 10 or above the tolerance value of 0.1 means there is no multicollinearity symptoms in this study.

c. Test Heteroskidastity

Heteroscedasticity test aims to test whether the regression model occurred inequality variance of residuals of the observations to other observations. If the variance remains then called homoskedastisitas and if different then there is a problem heteroscedasticity. A good regression model that homoskedastisitas or not happen heteroskedastisitas. There are several ways to detect the presence or absence of heteroscedasticity is seen scatter plot (the predicted value of the dependent ZPRED with residual SRESID).

d. Normality Test

From the results of normality using SPSS get the following results:

Normality test on the linear regression is to determine whether the residuals in the model are normally distributed. Normality test results showed that p values obtained for Kolmogorof-Smirnov test = 0.332 > 0.05, it can be concluded residues normally distributed. The coefficient of determination (R²) Model Summary Model R R Square Adjusted R Square Std. Error of the Estimate 1 .663a .440 .396 .24241.

- a. Predictors: (Constant), Empathy, Responsibility, Assurance, tangibility, Reliability.
- b. Dependent Variable: Satisfaction.

The coefficient of determination used to determine what percentage of independent perubahanvariabel can explain changes in the dependent variable. From the tests performed, a value of 0.396 so that it can be said that 39.6% variation of the dependent variable (in this case the patient satisfaction) can be explained by the independent variable reliability, responsibility, assurance, tangibility and empathy. While the remaining 63.4% is influenced by other factors.

ANOVA test is used to determine whether the independent variables variable reliability (X1), responsibility (X2), assurance (X3), tangibility (X4), and empathy (X5) effect on patient satisfaction variable (Y). At this table was obtained calculated F value of 9.909 with p = 0.000. Because the value of p < 0.05, it can be concluded H₀ is rejected, there is the influence of reliability (X1), responsibility (X2), assurance (X3), tangibility (X4), and empathy (X5) to variable patient satisfaction (Y).

Results obtained from the table coeffisien unstandardized coeffisien value (B₀) = 2.481 value (B₁) = -0.10, the value B₂ = -0.162, B₃ value = 0.73, the value B₄ = 0.004, the value B₅ = 0.480. However, of the five independent variables empathy only variable that has a value of 0.000 < 0.05. It can be concluded that empathy variables have an influence on patient satisfaction.

4. Conclusions and Suggestions

Based on the research that has been done, it can be concluded as follows:

1. Variable reliability does not have an influence on patient satisfaction in Wamena Delima clinic with a value of p = 0.945.
2. Variable responsibility has no effect on patient satisfaction in Wamena Delima clinic with a value of p = 0.089.
3. Variable assurance has no effect on patient satisfaction in Wamena Delima clinic with a value of p = 0.309.
4. Variable tangibility has no effect on patient satisfaction in Wamena Delima clinic with a value of p = 0.971.
5. Variable empathy have a significant impact on patient satisfaction in Wamena Delima clinic with a value of p = 0.000.

Based on the research results and conclusions and findings that have been described, it can put forward various

suggestions as follows:

- a. Pomegranate clinics need to improve and enhance the Reliability, ie the ability to provide services meet with the promise offered, such as information that is accurate, patient care, the provision of services according to the agreement, the service right the first time, the handling of the patient's problems, and the provision of services on time.
- b. Pomegranate clinics need to improve and increase the responsiveness that is a policy to assist and convey information clearly.
- c. Pomegranate clinics need to improve and enhance the ability of employees Assurance on knowledge of the exact product, service fair to patients, the quality of hospitality, attention and courtesy in delivering services, skills in providing information, and the ability to provide services.
- d. Pomegranate clinics and increase tangibles need to improve the ability of the clinic to clinic facilities and physical infrastructure is reliable. This includes physical facilities, supplies and equipment used, as well as the appearance of employees.
- e. Pomegranate clinics need to maintain and improve Empathy; that individual attention is given to the patient clinics, such as the ease of contacting the clinic, the employee's ability to communicate with patients and clinical efforts to understand the wants and needs of patients.

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