THE PROCEEDING OF INTERNATIONAL JOINT CONFERENCE

"CHALLENGES IMPLEMENTATION OF THE ASEAN ECONOMIC COMMUNITY (AEC) IN THE HEALTH SECTOR IN INDONESIA"

15 - 16 November 2015
Grand Surya Hotel - Kediri

Supported by :

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CHALLENGES IMPLEMENTATION OF THE ASEAN ECONOMIC COMMUNITY (AEC) IN THE HEALTH SECTOR IN INDONESIA

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THE ANALYSIS OF THE HEALTH SERVICE STAFF FOR PATIENT SATISFACTION IN GAMBIRAN PUBLIC HOSPITAL KEDIRI

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ABSTRACT

The purpose of the research is as follows: 1) Analyze the factors that affect the service of health workers and the most dominant factor in the Gambiran Public Hospital Kediri, 2) analyze the factors that affect patient satisfaction and factors which is the most dominant in the Gambiran Public Hospital Kediri,3) to analyze the influence of the quality of health care personnel to patient satisfaction and the size of the effect on the Gambiran Public Hospital Kediri. The research location was in the Gambiran Public Hospital Kediri. Allocation of the study period of 10 months was conducted from June 30 2013 to March 23, 2014. This study uses research approaches explanation (explanatory research) with the survey method. The study populations were inpatients the Gambiran Public Hospital Kediri who are treated in class 3, class 2, class 1 and class VIP. While the sample is part of a smaller population with the following criteria: 1) patients were hospitalized at least 3 days and hospitalized at least twice in Gambiran Hospital, 2) the Age of patients between 19 years to 65 years, 3) Minimum patients educated graduate Primary School, 4) Patients with residence in the former residency Kediri. The number of samples used was 284 respondents consisting of grade 3 as many as 93 respondents, 80 respondents in grade 2, grade 1 were 59 respondents and VIP class of 52 respondents. The analytical method used in this study is multiple regressions. Based on the research results, it can be concluded as follows: 1) the factors of quality health services consisting of variable waiting room that is representative (X3), ease of service medical support (X6), ministry of information (X8) and accuracy and standard medical measures (X9) showed a significance level $\alpha = 5\%$, while the variable X1, X2, X4, X5, X7 and X8 showed non significant. While the most dominant variable is a variable ease of medical services (X6) that is equal to 32.30%, 2) patient satisfaction indicates that the variable Satisfaction with medical services (Y2), Satisfaction with public services (Y3) , Satisfaction with employee attitudes (Y5) and Satisfaction with hospital costs (Y7) shows the level of real significance that the value of $\alpha = 5\%$, while the variable satisfaction with the services administration (Y4) and Satisfaction with the attitude of a paramedic (Y6) showed non significant , while variable Y2 indicate the most dominant variable that is equal to 39.50%. 3) The effect of service to health professionals individually has a significant effect, whereas the effect of service for patient satisfaction is 51.50%.

Key-words: Service, health service staff, patient satisfaction

I.INTRODUCTION

1.1.Background

The hospital is an integral part of the overall health care system that was developed through health development plan. In the hospital consists of several supporting elements, such as medical doctors, paramedics, medicines and employees as the manager of the hospital. The hospital is an integral part of the whole system of health care services. The hospital has the task of carrying out the effective and efficient health with emphasis on healing and recovery efforts are carried out in harmony and integrated with efforts to improve and implement referral and prevention of health-related agencies. It must be realized that the main purpose of the activities in the hospital is to serve patients and their families in various forms of service. People assume that getting quality health care is a right for everyone (Marpaung, 2010). This spurred the hospital for a serious attempt to improve the quality

of health services provided. Service of health workers is a form of service to be professional and is an integral part of the health care system that is based on science and nursing shaped tips service. Health care is organized every effort individually or jointly within an organization to maintain and promote health, prevent and cure disease and restore the health of individuals, families, groups and or society (Anwar, 1995). Quality health care is referring to the level of excellence in health care creates a feeling complacent each patient according to the average level of satisfaction of the population, as well as the needs and demands, the more perfect the satisfaction, the better the quality of health services. As well as in the other party in accordance with the procedure of implementation of standards and codes of professional conduct that has been established (Anwar, 1995). Simply, there are three basic requirements that must be held for the so-called good health services, namely: 1. In accordance with the needs of users of the services. A good health service is in accordance with the needs of users of the services. 2. Can be reached by those in need.

Affordable here means not only in terms of distance or location but also in terms of financing. 3. In accordance with the principles of science and medical technology. In other words, a good health care is the health services of assured quality (Sari, 2004). Health care workers in hospitals to provide good service facilities mean patients and their families are satisfied with the services provided by the hospital. Satisfaction is a function of the difference between the perceived and expected performance. Patient satisfaction is the perceived level of satisfaction of patients and families to health services and is one of the indicators of hospital performance. If the patient shows good things about health care, especially nursing and patient indicated by the positive behavior, then we can draw the conclusion that the patient was satisfied with the service (Purnomo, 2012). Long and Green (1994) found that nurses have a unique contribution to the satisfaction of patients

and their families. Valentine (1997) stated that the nursing service and nurse behavior is a factor that affects the patient's satisfaction.

Soejadi (2006) says, the patient is the most important individual in the hospital and consumer products target in the hospital. Within a decision process, consumers are patients; it will not stop just up the process of receiving the service. Patients will evaluate the service received. The results of the evaluation process will produce a feeling of satisfaction or dissatisfaction (Sumarwan, 2003).

Gambiran Public Hospital Kediri which is located in Kediri is one of the government-owned hospitals in Kediri. It is one of the hospitals that are improving the quality of patient care in order to improve the performance of hospitals to teaching hospitals awarded.

1.2. Formulation of the problem: Based on the above background, the problem of the formulation is as follows:
1. Factors that influence health care workers and which is the most dominant factor in the Gambiran Public Hospital Kediri.
2. Factors that influence patient satisfaction and which is the most dominant factor in the Gambiran Public Hospital Kediri.
3. Is there any influence of the quality of health care personnel to patient satisfaction and how big is the influence of these in the Gambiran Public Hospital Kediri?
1.3. Research purposes.
Based on the formulation of the problem mentioned above, the purpose of the research is as follows:
1. Analyzing the factors that affect health care personnel and the most dominant factor in the Gambiran Public Hospital Kediri.
2. Analyzing the factors influencing patient satisfaction and which factor is the most dominant in the Gambiran Public Hospital Kediri.
3. Analyze the impact of the quality of the health service professionals on patient's satisfaction and the influence of these in the Gambiran Public Hospital Kediri.

II. RESEARCH METHODOLOGY
2.1. Location and Time Research

The research location was in Gambiran Public Hospital Kediri. Allocation of the study period of 10 months was conducted from June 30 2013 to March 23, 2014. The reason for the focus of the research is as follows: (1) Gambiran Public Hospital Kediri is one hospital that was heading excellent service quality improvement that leads to hospital type B (2) patient in Gambiran Public Hospital Kediri showing an upward trend the number of patients seeking treatment, (3). Gambiran Public Hospital Kediri has become the target of an education hospital

2.2. Types of research.

This study uses research approaches explanation (explanatory research) with the survey method, the research seeks to explain the effect of compensation system to increase employee productivity. The survey was conducted to capture the required information that is data related to the study variables.

This study was designed to address problems that have been formulated and to achieve generalization in getting a picture of the population. Viewed from the side of the problem, the research study is to determine the effect of causality as independent variable (predictors) which consists of variable of the health service workers on the dependent variable (dependent) i.e. patient satisfaction. In terms of this research is the analysis of parametric and non-parametric.

2.3. Data collection technique.
Several studies use a variety of ways in data collection. Specifically, in the research data collection techniques used are: a. interviews; namely data collection techniques by doing interviews with respondents or employees where their activities. This technique is used for obtain information and technical data that is personal while supporting data that has not covered through questionnaires. b. questionnaire; namely data collection techniques using a list of questions, which is made in such a way in accordance with goals to be achieved. The questionnaire further list submitted to each respondent. The questions are arranged in such a

manner in accordance with variables core in this study, so that the filling of questionnaire respondents are easy to understand.

2.4. Types and Sources of Data
Judging from the data type, in this study there are two types of data to be collected that is primary data and secondary data. Primary data was collected through direct interviews with respondents through a list of questions (questionnaire). While secondary data according to Emory and Cooper (1995), there are two sources, namely internal and external data sources. Internal data source is the data obtained from respective companies as research objects, while the external data source is data obtained from outside Gambiran hospital Kediri, for example: the Central Bureau of Statistics Indonesia (BPS), the Ministry of Health and related agencies.

2.4.2. Sampling method
In this research, there are 21 parameters were estimated respectively: 10 in service, patient satisfaction there is 7, and the loyalty of existing patient 4. Accordingly, the amount of data cross-sectional sample size based on the formula Slovain (Umar, 2011) with the following formula:

$$n = \frac{N}{1 + N e^2}$$

Where:
n = sample size (the respondent)
N = Size of Population
e 2 = the percentage of errors that can be tolerated in which use 10%
Further sampling is determined by proportional with the following table:

Table. 1. Population and sample Research

No.	Class Inpatient	Total / year	Amount / month	Samples
01	Class 3	4.445	370	93
02	Class 2	3.815	318	80
03	Class 1	2.117	176	59
04	Class VIP	1.873	156	52
	Total	11.250	1.020	284

Based on the above Slovin formula, then the sample size used was 284 respondents consisting of grade 3 as many as 93 respondents, grade 2 was 80 respondents;

grade 1 was 59 respondents and VIP class of 52 respondents.

2.5. Data analysis technique

The analytical method used in this study is multiple regression with the general formula:

$$Y = b_o + b_1X_1 + b_2X_2 + b3X3 \ldots\ldots bnXn + e$$

Where:

Y = Independent Variable

X1 ….. Xn = Dependent Variable

b0 = Constant

b1, b2 = intercept / regression coefficient

1) Test F (Over all tests)

To determine the influence of independent variables together / simultaneously on the dependent variable, used test Sudjana F. (1992) formulated as follows:

$$F = \frac{JK_{reg} / k}{JK_{res} / (n - k - 1)}$$

Where:

JKreg = sum of squares regression

JKres = number of quadratic residues

k = number of independent variables

n = many subjects

If a significant F value is less than 5% or F count> F table, then declared significant meaning jointly independent variables affect the dependent variable. And conversely when the significance of F greater than 5% or F arithmetic <F table, means jointly independent variable does not affect the dependent variable.

2) The t test (t-test)

To determine the effect of partially independent variables on the dependent variable, the t test was used. Sudjana (1992) can formulate as follows:

$$t = \frac{b_i}{Sb_i}$$

Where

bi = regression coefficient

Sbi = standard error of the regression coefficient

If the significance value of t is less than 5% or t count> t table then declared significant meaning partially independent variables affect the dependent variable. And vice versa when the significance of t greater than 5% or t count <t table, then partially independent variable has no effect on the dependent variable.

3) The most dominant variable.

To find out where the independent variable most dominant note of the value of beta. The variables that have the highest beta value is the most dominant variable influence on the dependent variable.

III. RESULTS AND DISCUSSION

3.1. Factors Affecting Health Care Workers

Variables that affect the service of health personnel consists of 10 variables, namely: 1) Ease of access to outpatient services (X1), 2) Procedure service that is not convoluted (X2), 3) Lounges representative (X3), 4) the accuracy hours of service (X4), 5) The speed of medical action (X5), 6) Ease of service as medical support (X6), 7) Leisure facilities in hospitals (X7), service informative (X8), accuracy and standard medical procedures (X9), facilities and infrastructure support (X10). The results based on the analysis of variance as in Table. 1. and the coefficient of determination in Table. 2.

Tabel.1. Analysis Of Variance Factors Affecting Medicals Service Workers in Gambiran hospital Kediri

Model	Sum of Squares	Df	Mean Square	F	sig
Regression	45.972	10	4.593	29.577	000
Residual	42.433	273	.155		
Total	88.405	283			

The results of the table. 1. Show that the factors that influence the health service that consists of variable 1) Ease of access to outpatient services (X1), 2) Procedure service that is not convoluted (X2), 3) Lounges representative (X3), 4) the accuracy of the hours of service (X4), 5) The speed of medical action (X5), 6) Ease of service as medical support (X6), 7) Leisure facilities in hospitals (X7), 8) services are informative (X8), Accuracy and standards medical procedures (X9), facilities and infrastructure support (X10) showed a significant influence amounted to 29 577 with a significance level α = 5% and 1%. This indicates that the level of service

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based on ten criteria to these variables showed good results. This is consistent with the results of research Puspa Yudha Utama et al (2013) in the Sultan Agung Islamic Hospital Semarang that the service performance of the hospital staff in the VIP class showed very satisfied.

Table. 2. Model Summary

Mode 1	R	R. Square	Adjusted R Square	Std Error of the Estimate
1	.721	.520	.502	.39425

Based on the results of a study of the coefficient of determination in the table.2 demonstrate 0.52 or by 52%, which means that the variable-variable; 1) Ease of access to outpatient services (X1), 2) Procedure service that is not convoluted (X2), 3) Lounges representative (X3), 4) Appropriateness of hours of service (X4), 5) The speed of medical action (X5), 6) Ease of service as medical support (X6), 7) Leisure facilities in hospitals (X7), service informative (X8), Accuracy and standard medical procedures (X9), facilities and infrastructure support (X10) has the effect of 52% , while the remaining 48% are influenced by factors outside to ten variables for example in the provision of budgetary constraints to the provision of more adequate facilities.

Table. 3. The results of variable Coefficient Analysis of Factors Affecting Quality of Health Services Gambiran in Kediri

Model	B	Std. Error	Beta	t	sig
(Constant)	1.683	.227		7.41	.000
X1	-.039	.084	-.026	-.466	.641
X2	-.111	.108	-.074	-1.027	.305
X3	.140	.076	.122	1.831	.008
X4	-.045	.067	-.048	-.670	.064
X5	-.018	.089	-.019	-.205	.838
X6	.323	.098	.355	3.308	.001
X7	.093	.085	.117	1.096	.274
X8	.012	.064	.015	.196	.045
X9	.320	.072	.337	4.440	.000
X10	-.011	.010	-.049	-1.147	.252

The results showed that the variables Lounges representative (X3), Facility services medical support (X6), service informative (X8) and Accuracy and standard medical procedures (X9) showed a significance level α = 5%, while the variable X1, X2, X4, X5, X7 and X8 showed non significant. While the most dominant variable is a variable ease of medical services (X6) that is equal to 32.30%.

3.2. Factors Affecting Patient Satisfaction
The variables that affect patient satisfaction (Y) of seven variables, namely: 1) satisfaction of the medical services (Y1), 2) Satisfaction with medical support (Y2), 3) Satisfaction with public services (Y3), 4) Satisfaction with services administration (Y4), 5) Satisfaction with employee attitudes (X5), 6) Satisfaction with the attitude of a paramedic (Y6), 7) Satisfaction with hospital costs (Y7). The results based on the analysis of variance as in Table. 3. and the coefficient of determination in Table. 4.

Tabel.1. Analysis Of Variance Factors Affecting Patient satisfaction in Gambiran hospital Kediri

Model	Sum of Squares	Df	Mean Square	F	sig
Regrsion	58.871	7	8.410	74.072	.000
Residual	31.337	276	.114		
Total	90.208	283			

The results based on the analysis of variance of the factors that affect patient satisfaction in Gambiran hospital Kediri consisting of variable 1) Satisfaction with medical services (Y1), 2) Satisfaction with medical support (Y2), 3) Satisfaction with public services (Y3), 4) Satisfaction with services administration (Y4), 5) Satisfaction with employee attitudes (Y5), 6) Satisfaction with the attitude of a paramedic (Y6), 7) Satisfaction with hospital costs (Y7) showed a significant influence amounted to 74 072 against α = 5% and α = 1%. Results showed that patient satisfaction with Gambiran hospital shows that they feel satisfied with the services of the employees of the hospital.

Table. 4. Model Summary

Mode 1	R	R. Square	Adjusted R Square	Std Error of the Estimate
1	.808	.653	.644	.33696

The results based on the value of the coefficient of determination (R2) of 0.653 or by 65.30%, which means that the influence of variables 1) Satisfaction with medical services (Y1), 2) Satisfaction with medical support (Y2), 3) Satisfaction with public services (Y3), 4) Satisfaction with administrative services (Y4), 5) Satisfaction with employee attitudes (Y5), 6) Satisfaction with the attitude of a paramedic (Y6), 7) Satisfaction with hospital costs (Y7) has the effect of 65.30% while the remaining 34.70% influenced by other factors beyond the seven variables e.g. organizational culture can be less socialized to employees.

Table. 5. Variable Coefficient Analysis of Factors Affecting Patient Satisfaction in Gambiran hospital Kediri

Model	B	Std. Error	Beta	t	Sig
(Constant)	1.588	.188		8.453	.000
Y_1	-.281	.050	-.294	-5.655	.000
Y_2	.395	.051	.503	7.753	.000
Y_3	.181	.049	.198	3.673	.000
Y_4	.018	.053	.021	.330	.742
Y_5	.140	.054	.137	2.591	.010
Y_6	.000	.064	.000	-.010	.992
Y_7	.324	.058	.312	5.553	.000

Results of the study the factors that affect patient satisfaction indicates that the variable Satisfaction with medical services (Y1), Satisfaction with medical support (Y2), Satisfaction with public services (Y3), Satisfaction with employee attitudes (Y5) and Satisfaction with hospital costs (Y7) shows the level of real significance that the value of α = 5%, while variable Satisfaction of administrative services (Y4) and Satisfaction with the attitude of a paramedic (Y6) showed non significant, while the variable Y2 indicate the most dominant variable that is equal to 39.50%,

3.3. Influence of Service Quality Patient Satisfaction

Results of analysis of variance influence the quality of health care personnel (X) on patient satisfaction (Y) can be seen in the table. 6.

Tabel.6. Effect of Variance Analysis Services Patient Satisfaction in Gambiran hospital Kediri

Model	Sum of Squares	Df	Mean Square	F	sig
Regression	29.089	1	29.089	206.072	.000
Residual	39.710	282	.141		
Total	68.799	283			

The results showed that in partial satisfaction of service of health workers towards patients in Gambiran hospital Kediri showed significant influence amounted to 206 072 to the value of α = 5% and 1%. This shows that there is a real effect with good service quality, the patient will feel satisfied.

Table. 7. Model Summary

Mode 1	R	R. Square	Adjusted R Square	Std Error of the Estimate
1	.650	.423	.421	.37526

Based on the analysis of the coefficient value of the determination, it shows that the effect of the influence of health care personnel to patient satisfaction by 42.30% while the remaining 57.30% influenced by other factors.

Table. 8. Effect of Variable Coefficient Analysis of Health Service Workers on Patient Satisfaction in the Gambiran Hospital Kediri

Model	B	Std. Error	Beta	t	Sig
(Constant)	2.701	.133		20.283	.000
Y	.515	.036	.650	14.373	.000

Table. 8. Indicates that the influence service to health service workers individually has a significant influence on the α = 5% and α =

1%, while the great influence service to the patient satisfaction is 51.50%.

IV. CONCLUSIONS AND SUGGESTIONS

Based on the results and the discussion above, it can be concluded as follows:

1) The results showed that the factors of quality health services consisting of variable waiting room that is representative (X3), ease of service medical support (X6), ministry of information (X8) and accuracy and standard medical procedures (X9) indicates the level of significance $\alpha = 5\%$, while the variable X1, X2, X4, X5, X7 and X8 showed non significant. While the most dominant variable is a variable ease of medical services (X6) that is equal to 32.30%.

2) The results of the study the factors that affect patient satisfaction indicates that the variable Satisfaction with medical services (Y1), Satisfaction with medical support (Y2), Satisfaction with public services (Y3), Satisfaction with employee attitudes (Y5) and satisfaction towards the cost of home pain (Y7) shows the level of real significance that the value of $\alpha = 5\%$, while the variable satisfaction with the services administration (Y4) and Satisfaction with the attitude of a paramedic (Y6) showed non significant, while the variable Y2 indicate the most dominant variable that is equal to 39, 50%.

3) The effect of service to health professionals individually has a significant influence, while major influence on patient satisfaction services is 51.50%.

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