

Patient Satisfaction in Obstetric and Gynecology Clinic, Soemitro Hospital, Surabaya

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Abstract

The rapid growth of industry in the health sector has led to competition among health care providers, so it is Necessary to improve the quality of service. RSAU Soemitro Surabaya is a hospital that one of its services is poly-content serving general obstetrics Patients and Patients BPJS. The purpose of this study was to determine the level of patient satisfaction in Midwifery poly-content RSAU Soemitro Surabaya. The type of this research was a descriptive study. Data were collected by using questionnaire. The study was conducted in May 2016, at Poli Obgyn RSAU Soemitro Surabaya. The population in this study were patients who visited the Poly Obgyn RSAU Soemitro Surabaya. Samples were taken by purposive sampling. Sample size was 50 people. Based on the results could be concluded that the patients were satisfied with the service Obgyn by the hospital in terms of the dimensions of responsiveness and assurance and for the dimensions of tangibility, reliability and empathy the patient is not satisfied with the services granted.

Keywords: *Patient Satisfaction, Hope and Reality, PHC*

I. INTRODUCTION

Hospital as one of the health care facilities that people need, especially the local community. Many health services that can be found in hospitals, so that the health care needs of the community can also be satisfied. Every hospital has a major advantage to be able to capture the market services of health services in the community, in this case RSAU Soemitro Surabaya as one of the health services which have the advantage of obstetrics and gynecology services.

The rapid growth of industry in the health sector has lead to competition among health care providers, so the need to improve the quality of service. RSAU Soemitro Surabaya is a hospital that one of its services is a poly obstetrics-gynecologist who serve patients and the patient's general BPJS. The research objective was to determine the level of patient satisfaction in obstetrics-gynecologist poly RSAU Soemitro Surabaya.

II. LITERATURE REVIEW

A. Satisfaction Health Care

Satisfaction perceived by the patient is a very important aspect for the continued operation of a hospital. Patient satisfaction is a subjective value to the quality of services provided. Subjective ratings are based on past experience, education, psychological situation at the time, and the influence of the environment at that time. According Lupiyoadi quoted Hendroyono suggests that patients in the evaluation of satisfaction with the services received by reference to several aspects: the quality of products or services, emotional factors, prices and costs.

The level of satisfaction of the user community health services can be measured using the service element 14 Kepmenpan No.25 / 2004 about SMEs which are translated into the sub-sub-indicators, namely, service procedures, conditions of service, Clarity service officer, officer discipline, responsibilities of officers , the ability of service personnel, speed of service, Justice get the service, Courtesy and friendliness of the clerk, Fairness cost of service, certainty of cost of service, certainty schedule of service, comfort environment and security of service. Priority indicators of the quality of health services by patients, is a major aspect that be a clue or size guidelines are important, weighty, or other proper health services related to the implementation of a hospital that is part of or perceived experience of hospital patients. Indicators of health care can be very much relative priorities, such as, Performance doctors, nurses performance, physical condition, food and menu, System services administration, finance, and medical records.

B. Health Care Quality

According to the Parasuraman (2003), quality is a measure of a through assessment of the level of service was good. Besides Joseph M. Juran (in Tjiptono, 2008) defines quality as a match to the taste (fitness for use). Quality orientation emphasizes on meeting customer service expectations. In his research Parasuraman et.al identified five main components of quality of service (Tjiptono, 2009), the next one into dimensions of quality of services according to Zeitham et al (1998), namely:

1. **Tangible:** Tangible evidence or direct evidence of physical facilities, equipment and means of communication employees.
2. **Reliability:** Reliability is an organization in this regard such as the hospital to carry out the service in accordance with the promise of a promotion, accurately and reliably. Right on time as promised and provide help without being asked by the officer skill or ability.
3. **Responsiveness:** Responsiveness of officers in providing innovative health services. Response assist customers in providing services, addressing complaints and service time.
4. **Assurance:** Knowledge and hospitality personnel and their ability to meet the trust and confidence will guarantee a cure. The hospitality in providing service with a smile always, sopasn courtesy, respect, and attention.
5. **Empathy:** Empathy is the ease in the relationship, good communication, personal attention, and understand the needs of customers and deliver services in a caring and personal attention. Based on the proposition of the 8th and the research they do, Parasuraman, Zeithaml, and Berry compose formulas Customer Satisfaction follows:

$$Q = P - E$$

Note:

Q = Quality Customer Service

E = Customer Expectations on Service Quality

P = Services actually received

1. If $Q > 0$ then $ES > PS$; customers are not satisfied with the services received;
2. If $Q = 0$ then $ES = PS$; customers satisfied with the service received;
3. If $Q < 0$ then $ES < PS$; customers are more than satisfied with the service received or experienced ideal conditions

C. Measurement Method

Monitoring and measurement of customer satisfaction is important because it can provide feedback and input for the future development and implementation of strategies for improving customer satisfaction. There are several techniques / methods to measure customer satisfaction levels directly, among others:

1. **Mechanical Rating:** Engineering rating includes directly reported satisfaction and a simplerating. Directly reported satisfaction is direct measurement technique by asking patients / clients about satisfaction with these attributes while Simple Rating the method ranking simplethe client makes a ranking of the object (variable) in question in the order of selection.
2. **Method Pairs:** Pairing method provides several of objects to be assessed, then the individuals are given the choice of partner. Pairwise method is often used because it is easier determine the choice between the two objects at the same time. For example: the level of responsiveness (response) nurses to the patient's complaints.

Indifferent	1 2 3 4 5	Caution
Strong	1 2 3 4 5	Weak
Friendly Services	1 2 3 4 5	Service unfriendly

At the time of analysis to a negative question, the scale must be reversed first.

III. METHODS

This study was a descriptive study, aimed to describe patient satisfaction in Poli Obgyn RSAU Soemitro Surabaya. This study was conducted in May 2016, at the Poli Obgyn RSAU Soemitro Surabaya. The population in this study were patients who visit the Poli Obgyn RSAU Soemitro Surabaya. The sample was taken by purposive sampling. The sample size was 50 people. Data were collected by using questionnaire.

IV. RESULTS

A. Patient Characteristics

Patient characteristics necessary to determine the average visits conducted mainly in terms of age will relate to the tendency of health care utilization. Patient characteristics by age can be seen in Table 1.

Table 1. Distribution of Patients by Age Patients who visited the Poli Obgyn in RSAU Soemitro Surabaya Year 2016

No	Age Respondents	Frequency	Percentage
1	25-30 years	38	76
2	31-35 years	12	24
	Total	50	100

Table 1 shows that the range patients aged between 25-35 years, with the largest percentage in the age group 25-30 years by 76% and the lowest in the age group 31-35 years by 24%. The table above also provide information that patients most visited Poli Obgyn are the age group 25-30 years because of the age of marriage and productive.

B. Patient Satisfaction Based on Dimensions Tangibility (Physical Evidence)

Table 2. Patients Frequency Distribution Based on Reality and Expectations in Poli Obgyn RSAU Soemitro Surabaya Year 2016

No.	The fact	Frequency	C	Score
1	Strongly Good	0	0:00	0
2	No Good	44	12.57	88
3	Good	284	81.14	852
4	Very Good	22	6.29	88
	Total Reality	350	100.00	1028
No.	Hope	Frequency	Percentage (%)	Score
1	Very Dissatisfied	0	0.00	0
2	Not Satisfied	0	0.00	0
3	Satisfied	350	100.00	1050
4	Very Satisfied	0	0.00	0
	Total expectations	350	100.00	1050
	Q =			-22

From the table 2 it can be seen that most patients Obgyn in RSAU Soemitro see physical evidence that there are states of physical infrastructure facilities provided either by 81.14%, and only 12.57% said no good, This indicates that the patient is comfortable with poly Obgyn room neat and clean and supported by the performance of doctors and midwives were also clean and tidy.

However, patients also see no good side of medical devices that are less complete, less comfortable lounge area, less clean and less fun because it was mixed with the patient waiting room children's health, as well as the availability of wheelchair inadequate. While the expectation of patients with the presence of poly Obgyn hundred percent expecting the fulfillment of the completeness of personnel and equipment so that there is the satisfaction derived when a treatment later.

C. Patient Satisfaction Based on Reliability

From the table 3 it can be seen that the fact that the patient received in the poly Obgyn almost entirely in the amount of 96.67% stated that both the reliability of service and only 3.33% said the opposite. It is influenced by some opinion stating doctor's patients sometimes arrive late so long patient wait. As for the given patient's expectations related reliability, fully expecting to be created as the satisfaction of continuous improvement made RSAU.

Table 3. Patients Frequency Distribution Based on Reality and Expectations in Poli Obgyn RSAU Soemitro Surabaya Year 2016

No.	The fact	Frequency	Percentage (%)	Score
1	Strongly Good	0	0.00	0
2	No Good	10	3.33	20
3	Good	290	96.67	870
4	Very Good	0	0.00	0
	Number of reality	300	100.00	890
No.	Hope	Frequency	Percentage (%)	Score

1	Very Dissatisfied	0	0.00	0
2	Not Satisfied	0	0.00	0
3	Satisfied	300	100.00	900
4	Very Satisfied	0	0.00	0
Total Hope		300	100.00	900
Q =				-10

D. Patient Satisfaction Based on Responsiveness

Table 4. Patients Frequency Distribution Based on Reality and Expectations in Poli Obgyn RSAU Soemitro Surabaya Year 2016

No.	The fact	Frequency	Percentage (%)	Score
1	Strongly Good	0	0.00	0
2	No Good	0	0.00	0
3	Good	300	100.00	900
4	Very Good	0	0.00	0
Number of reality		300	100.00	900
No.	Hope	Frequency	Percentage (%)	Score
1	Very Dissatisfied	0	0.00	0
2	Not Satisfied	0	0.00	0
3	Satisfied	300	100.00	900
4	Very Satisfied	0	0.00	0
Total Hope		300	100.00	900
Q =				0

Table 4 shows that the response of health workers in poly Obgyn consisting of doctors and midwives are very positive so that patients fully express both against such a response. Patients tend to maintain these conditions by fully stating that satisfaction is the greatest hope in the patient who wants to obtain the poly Obgyn RSAU.

E. Patient Satisfaction Based on Assurance

Table 5. Patients Frequency Distribution Based on Reality and Expectations in Poli Obgyn RSAU Soemitro Surabaya Year 2016

No.	The fact	Frequency	Percentage (%)	Score
1	Strongly Good	0	0.00	0
2	No Good	0	0.00	0
3	Good	300	100.00	900
4	Very Good	0	0.00	0
Number of reality		300	100.00	900
No.	Hope	Frequency	Percentage (%)	Score
1	Very Dissatisfied	0	0.00	0
2	Not Satisfied	0	0.00	0
3	Satisfied	300	100.00	900
4	Very Satisfied	0	0.00	0
Total Hope		300	100.00	900
Q =				0

Based on table 5 above, it appears that all of the patients stated that poly Obgyn provide reassurance to patients in the form of schedule accuracy specialists, the behavior of doctors and midwives cause a sense of trust, security and comfort, affordability and secrecy which is maintained during the patient's treatment. With this condition pasienpun dare hope that one hundred percent satisfaction remains the hallmark of which will be built by RSAU particularly in poly Obgyn. While the level of patient satisfaction based on dimensions Assurance shows that patients are satisfied with the service received by the difference between reality and expectations proved worth 0.

F. Patient Satisfaction Based on Empaty

Table 6. Patients Frequency Distribution Based on Reality and Expectations in Poli Obgyn RSAU Soemitro Surabaya Year 2016

No	The fact	Frequency	Percentage (%)	Score
1	Strongly Good	0	0.00	0
2	No Good	42	28.00	84
3	Good	108	72.00	324
4	Very Good	0	0.00	0
Number of reality		150	100.00	408
No	Hope	Frequency	Percentage (%)	Score
1	Very Dissatisfied	0	0.00	0
2	Not Satisfied	0	0.00	0
3	Satisfied	150	100.00	450
4	Very Satisfied	0	0.00	0
Total Hope		150	100.00	450
Q =				-42

Based on table 6 it can be seen that the attention given doctors and midwives pose good for the majority of patients (72%) and a small percentage (28%) stated that the attention given is not good in terms of supply and fulfillment time of midwives to motivate patients to be cured. This is because the number of patients is not balanced with the allocation of time to serve them so sometimes it is time for the midwife was almost non-existent. However, the patient's expectations entirely stated that complacency is the price that must be paid the poly Obgyn RSAU in achieving maximum patient satisfaction.

G. Patient Satisfaction Level

Table 7. Score distribution Serv-Qual Rating Based on average in Poli Obgyn RSAU Soemitro Surabaya Year 2016

No.	Dimensions	Average		Score Servqual
		Fact	Hope	
1	Tangibility	2.94	3.00	-0.06
2	Reliability	2.96	3.00	-0.04
3	Responsiveness	3.00	3.00	0.00
4	Assurance	3.00	3.00	0.00
5	Empaty	2.72	3.00	-0.28

From the table 7 it can be seen that the value of serve-qual each dimension varied from zero and negative. This means that the services provided in Poli Obgyn RSAU Soemitro Surabaya satisfy patients when seen from the dimensions of responsiveness and assurance, however, patients are less satisfied when seen from the dimensions of tangibility, reliability and empathy. This certainly could be a consideration for the RSAU Soemitro Surabaya for a solution to the expectations given these patients.

V. DISCUSSION

The level of patient satisfaction based on tangibility can be determined by finding the difference between reality and expectations. Based on table 2 above, it can be seen score for Reality is for Hope 1028 and 1050 points. So that the difference between reality and expectation of -22. This suggests that patients are less satisfied with the service received visits from dimension tangibility because expectations are higher score than the score of reality taken so expect the RSAU upgrading of infrastructure services in terms of a good, complete, clean and comfortable.

Patient satisfaction level based on reliability can be determined by finding the difference between reality and expectations. Based on table 3 above, we can see the score for The fact is 890 and for expectation of 900 points. So that the difference between reality and expectation of -10. This suggests that patients are less satisfied with the service received visits from the dimensions of Reliability, especially in terms of timeliness doctors come and serve patients.

The level of patient satisfaction based on responsiveness can be determined by finding the difference between reality and expectations. Based on table 4 above, we can see the difference between reality and expectation of 0. This indicates that patients are satisfied with the service received during this when viewed from the dimension

Responsiveness. The level of patient satisfaction based on dimensions Assurance shows that patients are satisfied with the service received by the difference between reality and expectations proved worth 0.

Based on the difference between reality and expectations of the patient receiving it is known that the level of patient satisfaction is based on the dimensions of empathy suggests that patients are less satisfied with the services received by the difference between reality and expectations proved worth -42.

VI. CONCLUSION

Based on the results of a survey on health services provided in Poli Obgyn RSAU Soemitro Surabaya can be concluded that the patients were satisfied with the service Obgyn by the hospital in terms of the dimensions of responsiveness and assurance and for the dimensions of tangibility, reliability and empathy the patient is not satisfied with the services granted.

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