

## PATIENT SATISFACTION IN HOSPITALS

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### **Abstract**

*Patient satisfaction in hospitals is crucial because it reflects the quality of healthcare services provided and the patient's level of trust in the medical staff and facilities. When patients are satisfied, they tend to have more confidence in the treatment process, comply with doctor's recommendations, and have a more positive experience with care. Furthermore, patient satisfaction plays a role in enhancing the hospital's image, fostering patient loyalty, and serving as a basis for evaluation by management to continuously improve service quality, including the professionalism of healthcare staff, the speed of service, and the comfort of the facilities provided.*

**Keywords:** Hospital, Patient Satisfaction

### **Abstrak**

*Kepuasan pasien di rumah sakit sangat penting karena mencerminkan kualitas layanan kesehatan yang diberikan dan tingkat kepercayaan pasien terhadap staf medis dan fasilitas. Ketika pasien puas, mereka cenderung lebih percaya diri dalam proses pengobatan, mematuhi rekomendasi dokter, dan memiliki pengalaman yang lebih positif dengan perawatan. Lebih jauh lagi, kepuasan pasien berperan dalam meningkatkan citra rumah sakit, menumbuhkan loyalitas pasien, dan menjadi dasar evaluasi oleh manajemen untuk terus meningkatkan kualitas layanan, termasuk profesionalisme staf kesehatan, kecepatan pelayanan, dan kenyamanan fasilitas yang disediakan.*

**Kata Kunci:** Kepuasan Pasien, Rumah Sakit

## **INTRODUCTION**

According to the Minister of Health Regulation No. 340 concerning Hospital Classification, it states that a hospital is a health service institution that provides comprehensive individual health services that provide inpatient, outpatient, and emergency services. Complete services are health services that include promotive, preventive, curative, and rehabilitative. Hospitals must have the service capabilities of at least general medical, emergency, nursing, outpatient, inpatient, surgery, specialist village medical services, medical support, pharmacy, nutrition, sterilization, medical records, administrative and management services, public health education, corpse handling, laundry, and ambulance, hospital facility maintenance, and waste management.

According to the Indonesian Ministry of Health, health services are all efforts carried out by individuals or collectively in organizations to prevent and improve health, maintain and cure diseases and also restore the health of individuals, groups, families and/or the public. Quality health services are health services that can satisfy everyone who uses the service according to the average level of satisfaction of the population and its implementation is in accordance with the established professional code of ethics standards.

Patient satisfaction is the level of feeling a person feels after receiving a service compared to their expectations (Yulia & Adriani, 2017). If performance does not meet expectations, the patient will be dissatisfied. Patient satisfaction is highly dependent on service quality (Supranto, 2011).

## **PATIENT SATISFACTION IN HOSPITALS**

According to the Big Indonesian Dictionary (KBBI), the meaning of the word satisfaction is (something) that is satisfied. Another meaning of satisfaction is pleasure. The word satisfaction comes from the word "Statis" which means good enough or adequate, while "Facio" means to do or make. Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing their perception or impression of a product's performance or results with their expectations. If performance is below expectations, the customer is dissatisfied. If performance meets expectations, the customer will be satisfied. If performance exceeds expectations, the customer will be very satisfied or happy. The key to generating customer loyalty is providing high customer value (Priyoto, 2017) in Manalu (2020).

Patient satisfaction is a level of patient feelings that arise as a result of the performance of the health services they receive after the patient compares it with what they expected. New patients will feel satisfied if the performance of the health services they receive is the same as or exceeds what they expected and vice versa, dissatisfaction will arise or feelings of disappointment will occur if the performance of the health services they receive does not match their expectations (Hafizurrachman, 2015) in Lailatul Adita (2022). According to Torlak et al. (2020), patient satisfaction is the result of patient perceptions of the quality of service received, which is influenced by various factors such as waiting time, medical personnel skills, hospital facilities, and overall service quality. The dimensions of service quality that influence customer satisfaction are (responsiveness, reliability, assurance, empathy, and tangible). The Servquel model according to (Parasuraman 2013).

Responsiveness encompasses the ability of healthcare workers to assist users and their readiness to serve patients according to standard procedures and to meet user expectations. This dimension is the most dynamic assessment of service quality. Healthcare users' expectations regarding service speed tend to increase over time in line with advances in technology used by service providers and the health information held by users. The value of time for users is becoming increasingly valuable as society begins to experience increased economic activity. Time is money applies to assessing the quality of healthcare services from the economic perspective of its users. Healthcare responsiveness to its users' needs is largely determined by the attitude of front-line staff.

Reliability is the ability to provide healthcare services on time and accurately, as stated in the service promotion (brochure). Of the four dimensions of service quality, reliability is most highly perceived by healthcare service users. Due to the non-standardized nature of service products, and their high reliance on human activity during interactions, it is difficult for users to demand consistent output. Furthermore, services are produced and consumed simultaneously, increasing the reliability of healthcare services.

Assurance relates to the knowledge, politeness and nature of officers who can be trusted by service users to feel free from risk based on research, this dimension includes factors of friendliness, competence, credibility and security.

Empathy refers to the caring and dedicated attention staff provide to each service user, understanding their needs, and making it easy to contact them at any time for assistance. The role of healthcare staff significantly determines the quality of healthcare services because they directly understand the satisfaction of their users.

The quality of healthcare services can also be directly perceived by users by providing adequate physical facilities and equipment. Healthcare providers are able to work optimally according to their respective skills. For this criterion, it is necessary to include improvements in communication facilities and service equipment that do not directly provide comfort in the waiting room. Because the nature of service products that cannot be seen, touched, or felt, there needs to be other measures that can be more tangible to users.

Patient satisfaction is influenced by various factors including aspects of medical services, hospital facilities, interactions with medical personnel, and psychological and social factors of the patient. The quality of medical services provided by medical personnel, including the professional skills of doctors and nurses, as well as the accuracy of diagnosis and treatment, greatly influences patient satisfaction. Good interactions and clear communication between patients and medical staff can improve patient satisfaction. This includes the ability of doctors and nurses to listen to patients' concerns and provide easy-to-understand information. Comfortable, clean, and safe hospital facilities also play a vital role in patient satisfaction. A supportive

environment for the patient's healing process will provide a better experience. Waiting times for medical services can also impact satisfaction. Patients tend to feel less satisfied if they have to wait too long for care. Reasonable medical service prices and a clear and easy payment process also influence patient satisfaction levels. Hospital policies regarding insurance or additional fees can be important factors in patient evaluations. Patients' confidence in medical personnel and hospitals, as well as their sense of calm and comfort during treatment, greatly influence their perception of the quality of service provided. The presence of family or other social support during treatment can increase patient comfort and satisfaction.

## CONCLUSION

Patient satisfaction in hospitals is crucial because it reflects the quality of healthcare services provided and the patient's level of trust in the medical staff and facilities. When patients are satisfied, they tend to have more confidence in the treatment process, comply with doctor's recommendations, and have a more positive experience with care. Furthermore, patient satisfaction plays a role in enhancing the hospital's image, fostering patient loyalty, and serving as a basis for evaluation by management to continuously improve service quality, including the professionalism of healthcare staff, the speed of service, and the comfort of the facilities provided.

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