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THE EFFECT OF SERVICE QUALITY ON DENTAL AND ORAL PATIENT SATISFACTION AT RSGMP NALA HUSADA SURABAYA

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26

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14

Abstract

This study aims to examine the effect of service quality, which includes tangible, reliability, responsiveness, assurance, and empathy dimensions, on dental and oral patient satisfaction at RSGMP Nala Husada Surabaya, both partially and simultaneously. This study uses a quantitative approach with an ex post facto design, utilising primary data collected through questionnaires to 93 patients. Data analysis was performed using multiple linear regression with the help of SPSS software. The results show that service quality simultaneously had a significant effect on patient satisfaction. Partially, the reliability, responsiveness, and empathy dimensions show a significant effect, while the tangibles and assurance dimensions do not show a significant effect on patient satisfaction. The findings suggest that aspects of reliability, responsiveness, and empathy in service have an important role in shaping patient satisfaction. Based on these results, it is recommended to the management of RSGMP Nala Husada Surabaya to prioritise improvements in the dimensions of reliability, responsiveness, and empathy to increase patient satisfaction. Although the tangibles and assurance dimensions did not show a significant effect, improvements in these aspects are still important, especially in terms of the completeness of the medical equipment checking schedule and the availability of competent technicians. In addition, optimising the supervision system of senior doctors to coas students can increase patients' trust in the medical personnel who treat them.

Keywords: service quality; patient satisfaction; RSGMP; Nala Husada Surabaya.

PENDAHULUAN

The health sector is one of the main service sectors and is needed by people throughout the world because it plays an important role in improving and maintaining the health of its people (Angraini et al., 2022). One of the service sectors in the health sector for the community is the hospital. The hospital is a comprehensive part of a medical

organization that has the function of providing services, providing complete health services to the community both for healing diseases, rehabilitation, and prevention of diseases. (Surasdiman et al., 2019).

Hospitals have various areas of medical services, one of which is dental and oral services. The field of dental and oral health is one of the health fields that is currently increasing in demand by the community (Akbar et al., 2023). The high demand for dental and oral health services has led to an increase in the availability of dental and oral health services, including the existence of Dental and Oral Hospitals. The existence of Dental and Oral Hospitals as health service providers must provide maximum service because service is the main factor determining the quality of a hospital (Trisnawati et al., 2022). Quality health services that are customer or patient oriented are the main strategy for health service organizations in Indonesia, so that they can continue to exist amidst increasingly strong global competition (Amary & Suprayitno, 2021)

Dental and Oral Teaching Hospital (RSGMP) Nala Husada Surabaya is one of the Dental and Oral Teaching Hospitals operating under the auspices of the Nala Foundation. It is a hospital that has the function of implementing dental and oral health services that prioritize patient treatment and recovery activities that are carried out in an integrated manner with efforts to improve and prevent and carry out referral efforts. This hospital has a vision as a dental and oral health service center that focuses on patient safety and becomes a leading educational hospital in the field of developing dental science and technology and excels in the field of marine and/or maritime health science and technology. With complete facilities and supported by obtaining Full Accreditation status, RSGMP Nala Husada is one of the leading Dental and Oral Teaching Hospitals in the city of Surabaya. That there is a significant increase in the number of patients in Dental & Oral services at RSGMP Nala Husada, from 8,304 patients in 2023 to 9,309 patients in 2024.

Details of patients in Dental & Oral services at RSGM Nala Husada in 2024 per month are depicted in the following graph:

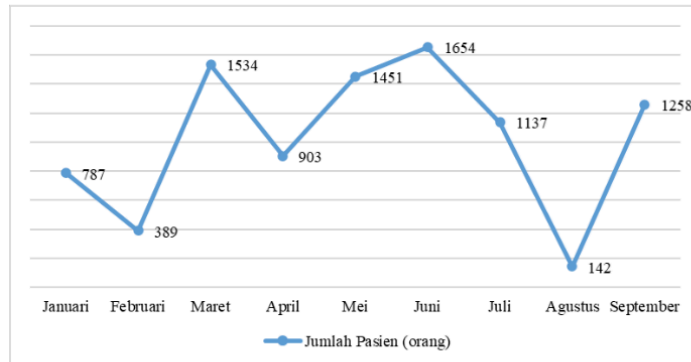


Figure 1. Number of Patients at RSGMP Nala Husada in 2024 per Month

Based on the graph in Figure 1, it shows that there was a fluctuation in the number of patients visiting RSGMP Nala Husada from January to September, with an overall increasing trend although there were some sharp declines. After reaching its lowest point in February, which was 389 people, the number of patients increased rapidly until March, decreased again in April, then increased again and reached its peak in June. The decrease in the number of patients coming for dental and oral health care in February and August 2024 was due to dental professional students (Co-Ass) who were on semester break, where these students play a role in clinical services as part of their professional education and practice. Despite experiencing a sharp decline to its lowest point in August to reach 142 people, the number of patients increased significantly again in September, reaching 1258 patients (Allende-Richter et al., 2023)

Based on several previous studies, patient satisfaction can be influenced by several factors including quality of service, facilities, knowledge, trust, medical and non-medical support, SIMRS (Surasdiman et al., 2019)(Anggraini et al., 2022). The main factor that influences patient satisfaction is the quality of service. The quality of service is the patient's expectation that can be influenced by the information obtained and the customer's

own needs (Muzakki & Hakim, 2020). Research conducted (Prihandoyo et al., 2021) explains that the quality of service has an influence on patient satisfaction. Good quality of health services shows the level of perfection of health services to provide a sense of satisfaction to each patient. (Maramis et al., 2023).

Research conducted by (Surasdiman et al., 2019) explains that service quality has an influence on patient satisfaction. This indicates that the better the quality of service received by patients, the higher the patient satisfaction. Likewise, if the quality of service is getting worse, patient satisfaction will also decrease. Another study conducted by (Anggraini et al., 2022) at RSGMP UNSOED explained that service quality has a positive and significant influence on patient satisfaction. This indicates that the better the quality of service received by patients, the higher the patient satisfaction. Research conducted by (Surasdiman et al., 2019) conducted at Batu-Batu Health Center, Soppeng Regency, explained that there is an influence of service quality on patient satisfaction. This indicates that the more complete the quality of service obtained by patients, the more it will increase patient satisfaction.

As a Dental and Oral Teaching Hospital that has been fully accredited, RSGMP Nala Husada has a better level of service quality. Therefore, with the data above, this study is more feasible and appropriate to be conducted at RSGMP Nala Husada located at Jalan Arif Rahman Hakim No. 150, Sukolilo District, Surabaya City. This study is entitled "THE EFFECT OF SERVICE QUALITY ON DENTAL AND ORAL PATIENT SATISFACTION AT RSGMP NALA HUSADA SURABAYA".

RESEARCH METHOD

This research is an ex post facto research using a quantitative approach. Ex post facto research aims to examine events that have occurred through data without manipulating it in finding factors that influence or cause phenomena that occur in the field. This research is an ex post facto research because it is conducted to examine the relationship between variables without any manipulation or intervention from the researcher. In this study, the independent variables, namely the quality of service consisting of the dimensions of Tangibles, Reliability, Responsiveness, Assurance, and

Empathy, have occurred naturally without intervention from the researcher. Meanwhile, the dependent variable, namely the satisfaction of dental and oral patients at RSGMP Nala Husada Surabaya, is measured based on the patient's experience of the services that have been provided.

The data analysis technique in this study used multiple linear regression analysis techniques with the help of the SPSS (Statistical Program for Social Science) version 25.0 program. Multiple regression analysis is used to predict how the dependent variable will rise and fall. If two or more independent variables as predictor factors are manipulated (increasing and decreasing their values) then in this study the regression will be as follows (Creswell, 2018). So in this research the regression is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

1. Descriptive Analysis

Descriptive statistical analysis is used to present and analyze data in the form of characteristics of respondents who are samples in the study. Descriptive statistical analysis is used in this study to present and analyze data related to the characteristics of respondents who are samples of the study. In addition, descriptive analysis is also carried out to understand the distribution of research data, such as average, median, mode, standard deviation, and frequency distribution. This process ensures that the data description is based on measurable statistical processing, so that the results are more accurate and can be interpreted well.

2. Classical Assumption Test

The classical assumption test is a model test before the model is tested with multiple linear regression analysis. The regression model must meet the BLUES (Best Linear Unbiased Estimator) regression estimation properties. Regression models that meet the BLUES properties can be used as reliable estimators because they are unbiased, normally distributed, and consistent. The Classical Assumption Test consists of the Normality Test, Linearity Test, Heteroscedasticity Test, and Multicollinearity Test (Ghozali, 2018).

RESULTS AND DISCUSSION

The following are the results of the statements used to measure the variables in this study. The questionnaire consists of 30 statement items measured using a five-point Likert scale. The scale is given a numerical weight, namely "1" for strongly disagree, "2" for disagree, "3" for disagree, "4" for agree, and "5" for strongly agree. The following presents the results of descriptive statistics from respondents in this study.

Tabel 1. Statistik Deskriptif Variabel Tangibles

No	Item	Rata-Rata	Deviasi Standar
TG1	Kebersihan dan kenyamanan di seluruh area RSGMP Nala Husada terjaga dengan baik.	4.247	0.525
TG2	Tersedianya papan petunjuk informasi tentang arah dan lokasi ruangan di RSGMP Nala Husada.	4.215	0.486
TG3	Tersedianya area parkir, toilet, dan mushola yang memadai dan bersih.	4.301	0.461
TG4	Penampilan petugas medis/non medis RSGMP Nala Husada terlihat rapi dan sopan.	4.247	0.458
TG5	Tersedianya peralatan lengkap yang digunakan untuk melakukan pengecekan medis di RSGMP Nala Husada.	4.161	0.449
		4.234	0.476

Source: Processed data (2024)

Based on the descriptive statistics table for the Tangibles variable, the overall average value is 4.234 with a standard deviation of 0.476. The highest average value is found in the item "Availability of adequate and clean parking areas, toilets, and prayer rooms" with an average of 4.301 and a standard deviation of 0.461, while the lowest average value is found in the item "Availability of complete equipment used to conduct medical check-ups at RSGMP Nala Husada" with an average of 4.161 and a standard deviation of 0.449. This shows that the cleanliness and comfort of public facilities at RSGMP Nala Husada are the main concerns of respondents.

Table 2. Descriptive Statistics of Reliability Variables

No	Item	Rata-Rata	Deviasi Standar
RL1	Jadwal pelayanan di RSGMP Nala Husada dilaksanakan secara tepat waktu.	4,097	0,419
RL2	Pemeriksaan, pengobatan, dan perawatan gigi dan mulut di RSGMP Nala Husada dilakukan secara akurat.	4,183	0,441
RL3	Penjelasan dan keterangan Dokter di RSGMP Nala Husada tentang kondisi pasien mudah dipahami.	4,269	0,469
RL4	Pasien merasa kondisi kesehatannya lebih baik setelah menjalani pengobatan di RSGMP Nala Husada.	4,366	0,484
		4,228	0,453

Source: Processed data (2024)

In the Reliability variable, the overall average value is 4.228 with a standard deviation of 0.453. The highest average value is in the item "Patients feel their health condition is better after undergoing treatment at RSGMP Nala Husada" with an average of 4.366 and a standard deviation of 0.484, while the lowest average value is in the item "Service schedules at RSGMP Nala Husada are carried out on time" with an average of 4.097 and a standard deviation of 0.419.

Table 3. Descriptive Statistics of Responsiveness Variables

No	Item	Rata-Rata	Deviasi Standar
RV1	Petugas di RSGMP Nala Husada siap membantu pasien dan memberikan layanan secara cepat dan efektif.	4,161	0,473
RV2	Petugas di RSGMP Nala Husada selalu bersedia mendengarkan keluhan dan komplain dari pasien.	4,183	0,510
RV3	Petugas di RSGMP Nala Husada memberikan informasi yang jelas tentang jadwal pelayanan.	4,269	0,492
RV4	Petugas apotik RSGMP Nala Husada memberikan penjelasan tentang dosis dan aturan minum obat dengan jelas.	4,140	0,379
		4,188	0,463

Source: Processed data (2024)

In the Responsiveness variable, the overall average value is 4.188 with a standard deviation of 0.463. The highest average value is in the item "Officers at RSGMP Nala

Husada provide clear information about the service schedule" ¹ with an average of 4.269 and a standard deviation of 0.492, while the lowest average value is in the item "Pharmacy officers at RSGMP Nala Husada provide clear explanations about the dosage and rules for taking medication" ²⁹ with an average of 4.140 and a standard deviation of 0.379.

Tabel 4. Statistik Deskriptif Variabel Assurance

No	Item	Rata-Rata	Deviasi Standar
AS1	Penanganan medis yang diberikan oleh Dokter di RSGMP Nala Husada sesuai keluhan pasien secara akurat.	4.204	0.431
AS2	Kerahasiaan informasi pasien di RSGMP Nala Husada dapat terjaga dengan baik.	4.269	0.514
AS3	Tenaga Medis di RSGMP Nala Husada melakukan pengecekan medis secara berhati-hati.	4.301	0.484
AS4	Petugas medis/non medis RSGMP Nala Husada memberikan pelayanan tanpa melakukan diskriminasi terhadap pasien.	4.204	0.523
		4.245	0.488

Source: Processed data (2024)

In the Assurance variable, the overall average value is 4.245 with a standard deviation of 0.488. The highest average value is in the item "Medical personnel at RSGMP Nala Husada conduct medical checks carefully" ¹ with an average of 4.301 and a standard deviation of 0.484, while the lowest average value is in the item "Medical treatment provided by doctors at RSGMP Nala Husada according to patient complaints accurately" and "Medical/non-medical personnel at RSGMP Nala Husada provide services without discriminating against patients" with an average of 4.204 and standard deviations of 0.431 and 0.523, respectively.

Tabel 5. Statistik Deskriptif Variabel Empathy

No	Item	Rata-Rata	Deviasi Standar
EM1	Dokter RSGMP Nala Husada selalu memberikan saran-saran kesehatan kepada pasien	4.247	0.434
EM2	Tersedianya kelengkapan informasi dalam media (brosur/ website).	4.290	0.600
EM3	Dokter RSGMP memberikan pelayanan tanpa memandang status sosial pasien, baik pasien kaya maupun yang kurang mampu.	4.194	0.557
EM4	Dokter RSGMP memberikan perhatian kepada pasien dengan cara mendengarkan keluhan dan ungkapan pasien.	4.204	0.479
		4.234	0.518

Source: Processed data (2024)

In the Empathy variable, the overall average value is 4.234 with a standard deviation of 0.518. The highest average value is in the item "Availability of complete information in the media (brochures/websites)" with an average of 4.290 and a standard deviation of 0.600, while the lowest average value is in the item "RSGMP doctors provide services regardless of the patient's social status, both rich and poor patients" with an average of 4.194 and a standard deviation of 0.557. This shows that complete information through the media is considered very helpful by respondents.

Table 6. Descriptive Statistics of Patient Satisfaction Variables

No	Item	Rata-Rata	Deviasi Standar
PS1	Pelayanan yang diberikan staff medis RSGMP Nala Husada cepat dan tepat.	4.215	0.439
PS2	Diagnosis yang diberikan di RSGMP Nala Husada dilakukan secara hati-hati dan akurat.	4.301	0.461
PS3	Saya puas terhadap kebersihan lingkungan dan ruangan RSGMP Nala Husada	4.398	0.514
PS4	Tenaga Medis RSGMP Nala Husada siap melayani pasien kapanpun pasien membutuhkan bantuan	4.215	0.463
PS5	Tenaga medis di RSGMP Nala Husada menunjukkan keterampilan komunikasi yang baik dengan pasien.	4.387	0.511
PS6	Pelayanan yang diberikan di RSGMP Nala Husada tepat waktu.	4.290	0.480
PS7	Saya akan menginformasikan kepada orang lain tentang kenyamanan berobat di RSGMP Nala Husada	4.538	0.501
PS8	Saya akan menginformasikan kepada orang lain tentang kondisi RSGMP Nala Husada yang bersih	4.516	0.502
PS9	Saya akan menginformasikan kepada orang lain tentang keramahan staf medis/nonmedis di RSGMP Nala Husada	4.495	0.503
		4.373	0.486

Source: Processed data (2024)

In the Patient Satisfaction variable, the overall average value is 4.373 with a standard deviation of 0.486. The highest average value is in the item "I will inform others about the comfort of receiving treatment at RSGMP Nala Husada" with an average of 4.538 and a standard deviation of 0.501, while the lowest average value is in the items "RSGMP Nala Husada is ready to serve patients whenever patients need help" and "The services provided by the medical staff of RSGMP Nala Husada are fast and precise" with an average of 4.215 and standard deviations of 0.463 and 0.439, respectively. This shows that respondents are very satisfied with the services they receive and tend to recommend RSGMP Nala Husada to others.

20 CONCLUSION

Based on the results of the analysis and discussion that have been carried out, this study produces several main conclusions:

1. The dimensions of service quality consisting of the dimensions of Tangibles, Reliability, Responsiveness, Assurance, and Empathy simultaneously have a significant effect on the satisfaction of dental and oral patients at RSGMP Nala Husada Surabaya.
2. Partially, the dimensions of Reliability, Responsiveness, and Empathy have a significant effect on patient satisfaction, while Tangibles and Assurance do not have a significant effect on the satisfaction of dental and oral patients at RSGMP Nala Husada Surabaya.

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