Excellent Service and Patient Satisfaction in Health Clinic Services

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Original Research

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ABSTRACT

Introduction: The application of excellent service has been widely implemented in the clinical setting. Excellent service consists of attitude, appearance, attention, action and accountability that should behave by health professionals including nurse. This study aims to analyze the relationship between excellence service and patient satisfaction at the health clinics in Indonesia.

Method: This research is a correlational study with a cross sectional approach. The population of this study was 500 respondents at the Health Clinic. The sampling technique used simple random sampling and obtained a sample of 372 respondents. The independent variable in this study is service excellent and the dependent variable is patient satisfaction. Data analysis used in this study used Spearman's rho with a significant value <0.05.

Results: A total of 209 respondents stated excellent with 25 stating very satisfied, 179 satisfied and 5 less satisfied. A total of 64 patients stated that they were not excellent with 5 satisfied respondents and 59 unsatisfied respondents. Based on the Spearman rho test (p = 0.000) it shows that there is a relationship.

Conclusion: This study revealed a significant relationship between service excellence and patient satisfaction. Implementing excellent service at the Health Clinic by numbering form, implementing online queues and increasing quality human resources is promising. This practice not only benefited patients as the customer but also health clinics as health provider.

1. INTRODUCTION

Patient satisfaction is something that must be maintained by a hospital or health clinic so that the image of the service can remain of high quality and its existence can continue to survive in society (Lee & Lee, 2022; Li et al., 2022). Patient satisfaction is a global indicator of a health service accreditation standard (Organization, 2022), without patient satisfaction, it cannot be ascertained whether a health service is of good standing (Matovu et al., 2022). The increasing number of patients who are satisfied with a health service means that the service provided by a hospital or health clinic is good or very good (Mohan, 2023). Excellent service is shown to make the rating better in the global arena as a society (Novitasari, 2022)

Satisfaction is the customer's response to the discrepancy between the previous level of importance and the actual performance he feels after use. Patient satisfaction is an important indicator that must be considered in health services (Lotfi et al., 2019). One of the factors that determine satisfaction is the patient's perception of service quality which focuses on seven dimensions, namely tangible, reliability, responsiveness, empathy, responsibility

and cost (Kapikiran et al., 2022). Patient satisfaction, apart from being influenced by perceived service quality, is also determined by product quality, price, and the services provided must create excellent service. When patients have received excellent service from health care facilities, patients become satisfied with the health services that have been provided (Kibret et al., 2022). The application of service excellence has been widely implemented. But in reality it is still not in accordance with patient satisfaction standards. Lack of skills from health workers, unattractive appearance factors, lack of advice and empathy (Kim-Soon et al., 2022). Creating an excellent service that is implemented makes patients less satisfied. Finally, it does not meet the patient satisfaction standards set by the health department (Al-shlool et al., 2022).

Patient satisfaction standards are set nationally by the Ministry of Health (Hartanti & Antonio, 2022). According to the 2016 regulation of the Ministry of Health of the Republic of Indonesia regarding minimum service standards for patient satisfaction, which is above 95% (Aminingsih et al., 2023; Prakoeswa et al., 2022). If health services are found with different levels of patient satisfaction below 95%, it is considered that the health services provided do not meet the minimum standards or are not of good quality. Data from the Surabaya government's community satisfaction survey report in 2021 has decreased from year to year. In 2020, the number of patients who are satisfied with the service is 84.65% far from the standards set by the Ministry of Health due to excellent service. Whereas in 2021 in period 1 it was 78.42%. The results of the research in 2018 survey showed that 80% of patients were satisfied with the services provided by the clinic (Novitasari, 2022). From the Health Clinic quality data for December 2021 from January to December, at least there were complaints from patients regarding services at the Health Clinic about the services provided.

Patient satisfaction standards are influenced by the services provided by each health facility. Factors that exist in satisfaction include excellent service in its application. Excellent service is one of the important factors in patient satisfaction standards. With excellent service it is hoped that it will increase the standard of satisfaction that exists in a health service (Mrabet et al., 2022).

If the excellent service is bad, it will result in a decrease in patient satisfaction, causing patients to distrust it and eventually make the health service facility quiet and eventually close. This is proven by previous research which explains that the implementation of excellent service can increase patient satisfaction and trust by 82.3%, from 78.9% satisfaction initially (Selvarajah et al., 2022). Implementing excellent service in general has been widely applied to improve quality standards and patient satisfaction. This can be demonstrated by the patient's confidence in the credibility of the clinic,

service guarantees and goodwill from the clinic (Ridings et al., 2022). Understanding patient needs and wants is important to influence patient satisfaction. Attitude, skill and knowledge possessed by each officer also affect patient satisfaction. It is hoped that the implementation of excellent service at the Health Clinic will increase the standard of patient satisfaction and patient trust (Kasa & Gedamu, 2019; Novitasari, 2022). The fact that there are still many people who are not familiar with the services available at Health Clinic and there are many complaints. From the description above, the writer is interested in conducting research on the relationship between service excellence and patient satisfaction at the Health Clinic. 9) the research aimed was analyze the correlation between service excellence and patient satisfaction at the Health Clinic.

2. METHODS

2.1 Design

This study used a quantitative research design on patients who were seeking treatment or carrying out laboratory tests at the Health Clinic, Surabaya. The research was carried out using a cross-sectional approach, namely research that was carried out only once, collecting data for excellent service and patient satisfaction. This study was conducted between April – May 2023.

2.2 Population, Sample and Sampling

The population in this study were all patients who visited the Health Clinic in August with a total of 500 patients. The sample size in this study used a formula and found a sample of 372 respondents. The criteria for selecting the sample for this study include: 1) Patients who come for treatment at the clinic; 2) Can read and write; 3) Can communicate well; 4) Patients aged 25 to 65 years; 5) Patients with long visits at least 2x visits; 6) The patient is not in a critical illness condition. The technique of recruiting respondents using simple random sampling.

2.3 Variable

The independent variable in this study is service excellent with indicators of ability, attitude, appearance, attention, action, responsibility (Novitasari, 2022) and the dependent variable in this study is patient satisfaction who seek treatment at health clinics with indicators of tangibles, reliability, responsiveness, assurance, empathy (Susanto, 2023).

2.4 Instruments

This study uses a questionnaire instrument to measure each independent and dependent variable. The instrument for service excellent uses a questionnaire for service excellent measurements (Novitasari, 2022) with a 4-point Likert scale measurement, namely 1 = not excellent, 2 = less excellent, 3 = excellent and 4 = very excellent. The final interpretation of the service excellent score is very excellent = 76-100%, excellent = 51-75%, less

Table 1. Characteristics of Research Variable (n = 372)

Respondent Characteristics	n	%
Gender		
Female	201	54.0
Male	171	46.0
Age		
25-35 years	244	66.0
36-45 years	71	19.0
46-55 years	34	9.0
56-65 years	19	5.0
66-75 years	4	1.0
Marital Status		
Single	66	18.0
Married	272	73.0
Widow/ Widower	34	9.0
Educational Level		
Elementary school	6	2.0
Junior High School	20	5.0
Senior High School	22	6.0
Diploma	49	13.0
Bachelor	249	67.0
Magister	23	6.0
Doctor	3	1.0

Table 2. Description of Research Variable Service Excellent and Patient Satisfaction (n = 372)

Research Variable	n	%
Service excellent		
Very excellent	99	27.0
Excellent	209	56.0
Less excellent	64	17.0
Not excellent	0	0.0
Patient Satisfaction		
Very satisfaction	121	33.0
Satisfaction	187	50.0
Less Satisfaction	64	17.0
Not Satisfaction	0	0.0

Table 3. Cross tabulation dan Analysis of Correlation Between Service Excellent and Patient Satisfaction (n = 372)

Service Excellent	Patient Satisfaction			
	Very satisfaction	Satisfaction	Less Satisfaction	Not Satisfaction
Very excellent	96 (25.8)	3 (0.8)	0 (0.0)	0 (0.0)
Excellent	25 (6.7)	179 (48.1)	5 (1.3)	0 (0.0)
Less Excellent	0 (0.0)	5 (1.3)	59 (15.8)	0 (0.0)
Not Excellent	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)
P Value	0.000			
Correlation Coefficient	0.734			

excellent = 26-50% and not excellent = 0-25%. Patient satisfaction variable was measured using a patient satisfaction questionnaire (Susanto, 2023) using a 4-point Likert scale, namely 1 = dissatisfied, 2 = less satisfied, 3 = satisfied and 4 = very satisfied. Interpretation of scores for patient satisfaction is very satisfied = 76-100%, satisfied = 51-75%, less satisfied = 26-50% and dissatisfied = 0-25%.

2.5 Procedure

The research process begins with carrying out licensing and managing research ethics at the Muhammadiyah University of Surabaya. After the researcher obtained permission and ethical eligibility, the researcher first collected research samples according to the needs of the researcher and worked closely with 2 nurses and 2 front offices who were selected to assist in the process of distributing the questionnaires and were given directions to be able to explain to patients about the questionnaires.

Researchers or nurses or front office meet prospective respondents and explain the purpose, benefits of research, then provide informed consent. Researchers provide barcodes or sheets containing questionnaires to respondents to fill in according to the statements provided. The research instrument that has been filled in is then collected and checked for completeness of the filling accompanied by the researcher. Once complete, the researcher conducts an analysis and discussion of the results of the research conducted.

2.6 Data Analysis

Descriptive data analysis in this study used a frequency distribution and cross tabulation for each research variable. Inferential analysis used the Spearman rho statistical test to analyze the relationship between service excellence and patient satisfaction using health clinic services. The significant level of the analysis used $p < 0.05$.

2.7 Ethical Clearance

The research has obtained the ethical feasibility of health research from the Health Research Ethics Commission of the University of Muhammadiyah Surabaya with the ethical certificate number 005/KET/II.3/AU/F/2023. Researchers pay attention to ethical principles in every implementation of health research on patients.

3. RESULTS

The characteristics of the research respondents showed that the majority of respondents were women with a total of 201 respondents (54.0%). The age of most of the respondents was between 25-35 years (66.0%), the patient's marital status was 73.0% married and the majority's last education was bachelor with a total of 67.0% (Table 1). The description of service excellent research variables shows that the most shows that patient service is excellent as many as 209 respondents (56.0%) and patient satisfaction shows 187 respondents (50.0%) are satisfied (Table 2). The results of the cross-tabulation analysis on the two variables show that the most common are patients who experience excellent service and satisfaction with the services at the clinic. The results of the correlation test showed that the value of p = 0.000 which indicated that there was a correlation between service excellent and patient satisfaction with a correlation coefficient of 0.734 (strong correlation) (Table 3).

4. DISCUSSION

Clinic excellent service is the best service provided by the clinic to meet the expectations of using clinical services. The service excellent function serves customers in a friendly, precise and fast manner in accordance with their needs in order to empower the community as customers of public services and build and regenerate public trust in a service (Radu et al., 2022). The characteristics of good service must be followed by management in serving customers or patients, including the availability of good employees, good infrastructure, and being able to give trust to patients. On the other hand, the service which was less than excellent at a hospital in Sumatra stated that as much as 54.9% of drug registration service procedures were complicated, 43.5% of patients stated that the cleanliness of health workers who provided services was not always kept clean, 79.48% stated the number There are insufficient seats in the waiting room and the services provided by health workers are not clean and responsible in carrying out their duties. The importance of paying attention to the appearance of health workers and being able to take responsibility for every action taken (Syahril et al., 2022).

The results of research at the Health Clinic based on each of the indicators in the questionnaire, the indicators of ability of Health Clinic staff were able to communicate well in explaining the rights and obligations of patients as well as information related to services, most of which stated excellent. The attitude indicator for the officers showed that they were polite, patient and in accordance with operational service standards at the clinic, most of them stated excellent (Karaca & Durna, 2019; Ng & Luk, 2019). Appearance indicators for officers who look neat and smell good mostly state that they are very excellent. The action indicators for clinical officers taking action according to the queue and urgency stated that most of them were excellent. The accountability indicator for the officer kept everything secret in the patient that no one else knew, most of them stated excellent. The officer's attention indicator was in the same position as the patient, some stated excellent and some stated less excellent. This is due to the lack of attention given by the officers at the Health Clinic. Lack of support provided and officers who are difficult to contact (Aiken et al., 2021; Rajabpour & Rayyani, 2019).

According to the research opinion, judging from the indicators of attention where the staff is on the same side as the patient, service excellence at the Health Clinic must be improved. Although the service at the Health Clinic is already excellent. This is supported by each indicator which is quite good related to the ability indicator where officers are able to communicate and explain information related to the services available at the Health Clinic. The attitude indicator is where the officer smiles and greets (Abidova et al., 2020). Appearance indicators where the officers look in accordance with the standards of the Health Clinic. Action indicators where officers immediately handle and take appropriate and appropriate action. An indicator of responsibility in which the officer provides the results of the examination in a timely manner and keeps everything in the patient a secret that no one else has. In addition, patients also stated that they were excellent for the services provided by the Health Clinic (Ding et al., 2019).

Even so, the management of the Health Clinic must continue to improve services, this is because service excellence is the main goal of patient satisfaction. Excellent service is usually closely related in an effort to provide a sense of satisfaction and foster trust in patients (Gishu et al., 2019). The importance of excellent service to patients is also a strategy. However, it is not enough just to provide satisfaction and attention to patients. More than that is how to respond to the patient's wishes, so that the patient's commitment to the Health Clinic can be fostered (Mulugeta et al., 2019). Things that can be done to improve the quality of service, for example by increasing the sense of attention to patients. Easy to contact and provide support and listen to all patient complaints. Giving more attention to patients so that patients feel more important (Ridings et al., 2022; Selvarajah et al., 2022).

The high patient satisfaction on the quality of service that is considered good and satisfactory if the service received matches or exceeds what is expected. Conversely, service quality is assumed to be unsatisfactory if what is received is lower than expected. Quality of health services and patient satisfaction are important elements in providing health services. Assessing and evaluating a sustainable health service (Kasa & Gedamu, 2019; Syahril et al., 2022). Patient satisfaction is believed to be correlated with service quality and is the key to treatment outcomes. Efforts to improve the service quality system for business continuity, where with good service quality the value delivered to customers becomes more positive and will provide satisfaction to consumers. Service Quality has five dimensions representing service quality consisting of tangible, empathy, reliability, responsiveness and assurance (Aiken et al., 2021).

Satisfaction can be interpreted as an effort to fulfill something or make something adequate, satisfaction will be achieved if in carrying out a service at a certain place, service excellence is applied. So that satisfaction is created for patients because what they get is in accordance with what they expect (Abidova et al., 2020; Rajabpour & Rayyani, 2019). Satisfaction is a person's feeling of pleasure that comes from a comparison between the pleasure of an activity and a product with his expectations. A person's feelings of pleasure or disappointment arise after comparing his perceptions or impressions of the performance or service of a service with his expectations (Ding et al., 2019; Selvarajah et al., 2022).

Excellent service or excellent service is an attitude or way of providing services that play a major role in creating patient satisfaction. Creating excellent service doesn't have to be expensive by looking neat, always being polite, smiling and friendly to patients, which is a free thing that can be done for all service providers (Mrabet et al., 2022; Novitasari, 2022). Excellent service itself makes a service of higher quality and will have an impact on patient

satisfaction. Patient satisfaction is a level of patient feelings that arise as a result of the performance of health services obtained after the patient compares with what is felt. Patients will feel satisfied if the performance of the health services obtained equals or exceeds expectations (Selvarajah et al., 2022).

In the opinion of the researchers, the excellent service owned by the Health Clinic has a positive influence on patient satisfaction, so that outpatients will make repeat visits. The better the excellent service given to the patient, the patient will feel satisfied with the service that has been given (Novitasari, 2022). This strengthens the excellent service provided by the patient so that the patient will not hesitate to make a repeat visit to the Health Clinic. Therefore, the Health Clinic must continue to strengthen the provision of even better service excellence. Both in terms of existing infrastructure regarding online queues and an adequate number of seats as well as officers who are able to provide better information to patients and are able to feel what patients feel. This is used to improve service quality and improve patient satisfaction standards.

This research is inseparable from the limitations of the research that the authors found during the implementation of the research. The limitation of this study is that researchers collect data in a very fast time, because there are so many patients in health clinics. The researcher should have been able to get more respondents than the number of respondents the researcher got during the research.

5. CONCLUSION

The excellent service at the Health Clinic is in the excellent category, and patient satisfaction showed satisfaction category. There is a significant relationship between service excellence and patient satisfaction with a strong correlation and a direct relationship. Always implementing excellent service as a Health Clinic strategy to improve patient satisfaction standards. Efforts made to improve infrastructure, online queues and improve the quality of human resources for officers at the Health Clinic are very influential. So that it is hoped that excellent service can meet the needs of patients, provide more attention and empathy for patients so that patients feel more cared for so that it will increase patient satisfaction.

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