

QUALITY OF NURSING SERVICES ON PATIENTS' INTEREST IN RE-UTILIZING OUTSTANDING SERVICES IN HOSPITAL

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Keywords

Service Quality, Interest in Reusing

ABSTRACT

Introduction

As one of the facilities in the hospital, outpatient services are expected to provide effective and efficient services, able to provide quality services in accordance with the standards set, can reach all levels of society and be able to meet consumer expectations for the services provided. The purpose of this study was to determine the effect of the quality of health services on patients' interest in reusing outpatient services at RSUD Dr. H. Bob Bazar Kalianda.

Method(s)

This type of research is quantitative using a descriptive correlation design through a cross sectional approach. The population in this study were all patients who were treated in an outpatient hospital at Dr. H. Bob Bazar Kalianda South Lampung a total of 2573 people, a sample of 100 respondents. Univariate data analysis and bivariate analysis.

Result(s)

The results of the hypothesis test that have been carried out show that there is an influence of service quality on patient interest in reusing outpatient services at RSUD Dr. H. Bob's Bazar Kalianda in 2022 with p value = 0.020 $< \alpha = 0.05$, then H_0 is rejected and H_a is accepted.

Conclusion(s)

Suggestions are expected to be more friendly in providing health services to patients because the attitude of health workers affects the level of patient satisfaction, by being more friendly to patients can have a positive influence on patients.

INTRODUCTION

Currently, the paradigm in health services has changed from the old paradigm which tends to be autocratic to become a customer take charge. In the past, patients did not have many rights, and tended to just obey whatever was decided by the health service provider. In the development of the new paradigm, of course, has changed. This is supported by Law no. 29 of 2004 which explicitly states "patient rights" which include the right to information. The right to a second opinion, the right to receive services according to medical needs, the right to refuse medical treatment and the right to obtain the contents of the medical record. So at

this time the role and involvement of patients in choosing health services is very high. Especially when viewed from the classification of services, health services are included in the classification of high contact services.

A person's interest in services is related to the ability of the service provider to provide satisfaction. Consumer satisfaction can be defined as big quality or broad quality (wide satisfaction). This broad satisfaction is related to the overall quality concerning service quality, financing, distribution channels, guarantee of safe use and aspects of employee morality/performance of a health service organization (Hasbi, 2012)

The factors that influence the patient's

interest to reuse health services are health care policies, doctor services, timeliness of services (Priyoto, 2014). According to Halimatusa's research (2015) the reasons why patients do not return to take advantage of services found the results include: 3% because they moved residence, 5% because they found another place, 9% because of persuasion from competitors, 14% because they were not satisfied with the services provided and 68% due to unfavorable attitude of health services.

Efforts to maintain and improve health are realized in a service container or what is often referred to as health facilities or services. Health Service is an effort held to maintain and improve the health status of the community. The organizers of health efforts are oriented to the social aspect of humanity as a means of serving the interests of the community which aims to obtain quality and affordable health services (Iskandar, 2016). Health services are a measure of the success of development (Rumengan et al, 2015).

Quality health services can be reviewed based on five dimensions of quality, namely 1) Tangible, namely the appearance of physical facilities, equipment, personnel, and communication media. 2) Reliability, namely the ability to carry out the promised services accurately and reliably. 3) Responsiveness, namely the willingness to help customers and provide services quickly or responsively. 4) Assurance, which includes the knowledge and courtesy of employees and their ability to generate trust and assurance, and 5) Empathy, which is a condition for caring, giving personal attention to customers (Kosnan, 2019).

Ambulatory service is one form of existing medical services. In simple terms, outpatient services are medical services provided to patients not in the form of inpatient care. In the sense of outpatient this includes not only those organized by service facilities that are commonly known such as hospitals, health centers or clinics, but also those held at the patient's home (Hasbi, 2012).

As one of the facilities in the hospital, outpatient services are expected to provide effective and efficient services, able to provide quality services in accordance with the standards set, can reach all levels of society and be able to meet consumer expectations for the services provided. The quality of the hospital as an institution that produces health service technology products, depends on the quality of medical services and quality services provided to patients, so that it can lead to patient

satisfaction and can increase patient interest in using health service facilities again (Nursalam, 2014).

As many as 65.01% of the population who have health complaints choose to self-medicate, while 44.14% choose outpatient treatment (Indonesian Health Profile 2007). From the medical record data in outpatient RSUD dr.H. Bob Bazar Kalianda in 2021 there were 43,191 patient visits in all outpatient polyclinics, consisting of 6488 patients who were new patients. In 2022, the number of visits by all outpatients from January to May was 18,926 patients who visited, and the number of new patients was 2573 patients.

Research conducted by Aep and Marlina (2013), Siew-Phaik et al (2011), Rahim Musahab et al (2010), Dwi Kartika and Aryo Dewanto (2014) shows that service quality affects customer satisfaction. The same results were also obtained from the research of Evi Sa'adah and Tatong Haryanto. (2015) which shows a strong relationship between service quality and customer satisfaction. This is inversely proportional to the results of research by Ifan et al. (2012), the results of the study show that service quality has no effect on satisfaction.

Some of the results of these studies indicate that there are dissimilarities from the results of the research. There are dissimilarities from the results of these studies and also a decrease in the number of new outpatients in 2022 at RSUD dr. H. Bob Bazar Kalianda, the researchers are interested in conducting research on the effect of service quality on patient interest in reusing outpatient services at RSUD dr. H. Bob Bazar Kalianda.

METHODS

The type of research conducted is quantitative using a descriptive correlation design through a cross sectional approach, which examines whether there is a relationship between service quality (independent), and patient interest in reusing health services (dependent) (Nursalam, 2017). This research was conducted at the Outpatient Hospital Dr. H. Bob Bazar Kalianda. The population in this study were all new outpatients at RSUD Dr. H. Bob Bazar Kalianda from January to May 2022, with a total of 2537 patients. The sampling technique was using the Slovin formula and the results were obtained with a total of 96 respondents rounded up to 100 respondents.

The data collection instrument in this study

used a questionnaire sheet. Data analysis used in this research is univariate analysis and bivariate analysis. Univariate analysis is used to describe the characteristics of respondents which include age, gender, education, occupation, independent variables and dependent variables. Bivariate analysis was used to determine the effect of service quality on patient interest in reusing services. Bivariate analysis in this study used the Chi Square Test.

RESULTS

Table 1. Frequency Distribution of Respondents Characteristics in Outpatient RSUD Dr. H. Bob's Bazar Kalianda 2022

Variable	Frequency	%
Age > 55 years	41	41%
Female	58	58%
Higher Education Level	69	69%
Housewife	26	26%

The frequency distribution of the age of the respondents in the Outpatient Hospital of Dr. H. Bob Bazar Kalianda in 2022 it can be seen that the highest percentage of respondents aged > 55 years is 41% with a total of 41 respondents, the gender frequency distribution of respondents who are female is 58% with a total of 58 respondents, the frequency distribution of respondents' education level is known that The highest percentage of respondents with secondary education is 69% with a total of 69 respondents, while the distribution of the frequency of work of respondents is known to be the highest percentage, namely housewives at 26% with a total of 26 people.

Table 2. Frequency distribution of service quality based on 5 dimensions of service quality (RATER)

RATER Dimension	Good	Not good	Higher Percentage
Reliability	50	50	50%
Assurance	43	57	57%
Tangibles	43	57	57%
Empathy	51	49	51%
Responsiveness	42	58	58%

The frequency distribution of service quality. The reliability dimension is known to be the highest number, namely 50%, the Assurance dimension is known to be the highest number, namely not good with a total of 57%, the Tangibles dimension is known to be the highest number which is not good with a total of 57%, the Empathy dimension is known to be the

highest number which is good with a total of 57%. 51%, and the dimension of Responsiveness is known to have the highest number, which is not good with a total of 58%.

Table 3. Frequency Distribution of Service Quality on Patient Interest in Reusing Outpatient Services at RSUD Dr. H. Bob's Bazar Kalianda 2022

Variable	Frequency	Percentage
Service quality		
Good	38	38%
Not Good	62	62%
Patient interest		
Interested	77	77%
Not Interested	23	23%

Frequency distribution of service quality in outpatient RSUD Dr. H. Bob Bazar Kalianda In 2022 patients said the service was good by 38%, while the frequency distribution of patient interest in using services again was known to have the highest number of interested patients at 77%.

Table 4. Pengaruh Kualitas Pelayanan Terhadap Minat Pasien Dalam Memanfaatkan Kembali Jasa Pelayanan Rawat Jalan RSUD Dr. H. Bob Bazar Kalianda Tahun 2022

Variable Service Quality	Patient Interest in Reusing Services		Total	P-value
	Not Interested	Interested		
	F	%	F	%
Not	T 19	43	62	100
Good	% 30.6	69.4		
Good	F 4	34	38	100
	% 10,5	89,5		
Total	F 23	77	100	100
	% 23	77		

Above by using Chi Square analysis shows statistical tests can be seen that patients who stated that the service was not good were not interested as many as 19 respondents (30.6%), patients who stated that the service was not good but interested there were 43 respondents (69.4%), while patients There were 4 respondents (10.5%) who stated good service but not interested, 34 respondents (89.5%).

Thus, the value of $p = 0.02 < \alpha = 0.05$ (H_0 is rejected and H_a is accepted) which means that there is an influence of service quality on patient interest in using outpatient services at Dr. RSUD. H. Bob's Bazar Kalianda 2022.

DISCUSSIONS

The Quality of Outpatient Services based on the RATER dimension in RSUD Dr. H. Bob's Bazar Kalianda 2022

It can be seen that the quality of service based on the dimensions of service reliability quality which said the service was not good there were 50 respondents (50%) and 50 respondents said good (50%). From these results it can be concluded that the level of service quality based on the dimension of reliability is not optimal due to the timeliness of health workers who are not on time in serving and do not provide complete information on the tools available at RSUD Dr. H. Bob Bazar Kalianda.

Reliability is the company's ability to provide the promised service immediately, accurately and satisfactorily. This means that the company provides its services right from the first time. In addition, it also means that the company concerned fulfills its promises, for example delivering its services according to the agreed schedule (Parasuratman, 1998 in Hasnih et al, 2016).

Based on the dimensions of service quality assurance, which said the service was not good, there were 57 respondents (57%). From the results of the study, it was concluded that the quality of service based on the assurance dimension was lacking because respondents stated that the service was not good, there were still many health workers who had not fully paid attention to the complaints of patients seeking treatment at RSUD Dr. H. Bob Bazar Kalianda.

Assurance (guarantee and certainty) is the knowledge, courtesy, and ability of company employees to foster customer trust in the company. Consists of several components including communication, credibility, security, competence, and courtesy and trustworthy nature to eliminate consumer doubts and feel free from danger and risk (Parasuratman, 1998 in Hasnih et al, 2016).

The quality of service based on the Tangibels dimension, which said the service was not good there were 57 respondents (57%). From the results of the study, it was concluded that the quality of service based on the Tangibels dimensions was not good because the officers did not always provide clear information about the administration that applies at the Kalianda Hospital Outpatient and the completeness of the bathroom facilities was not complete, such as the unavailability of hand soap and tissue in

the bathroom. .

Physical evidence (Tangibels) is the ability of a company to show its existence to external parties. The appearance and capabilities of the company's physical facilities and infrastructure and the state of the surrounding environment are tangible evidence of the services provided by the service provider. Which includes physical facilities (buildings, warehouses, etc.), equipment and equipment used (technology), and the appearance of employees (Parasuratman, 1998 in Hasnih et al, 2016)

Service quality based on the Empathy dimension, 51 respondents (51%) said it was good and 49 respondents (49%) said it was not good. From the results of the study, there were respondents who stated that they were not good because health workers were not always easy to find when patients needed immediate help, they were not on time in service.

Empathy is the ease of making relationships, good communication, personal attention, and understanding the needs of consumers. Each member of the company should be able to manage time to be easily contacted, either by telephone or in person. Try to ring the phone a maximum of three times, then answer immediately. Remember, the customer's time is very limited so it is impossible to wait too long (Parasuratman, 1998 in Hasnih et al, 2016).

Company members must also understand the customer, meaning that the customer is sometimes like a fussy parent or like a child when he wants something. By understanding the customer, it does not mean that company members feel "lost" and have to "accept" the customer's opinion, but at least try to make compromises, not fight.

It is known that the quality of service based on the dimension of responsiveness which states that it is not good is 58 respondents (58%). From the results of the study, it can be seen that the results are not good because health workers do not offer assistance to patients when experiencing difficulties even without being asked and the patient must first ask for follow-up information on services provided to patients to find out the information the patient wants, sharing information is also rarely given to patients. patients so that more patients stated that the service was not good.

Responsiveness is the desire of the staff to help consumers and provide responsive service. Responsiveness can mean the response or alertness of employees in helping customers and providing fast service and which includes the alertness of employees in serving customers,

the speed of employees in handling transactions (Parasuratman, 1998 in Hasnih et al, 2016)

According to the researcher's opinion, outpatient services at RSUD Dr. H. Bob Bazar is quite good, but in the opinion of more respondents who stated that the service was not good because the timeliness of health workers when patients needed was still lacking, there was still a lack of attention to complaints that patients felt, lack of complete toilet facilities, health workers were not easy to find if patients need, and there is still a lack of health workers who offer assistance to patients when experiencing difficulties even without being asked.

The Effect of Service Quality on Patient Interest in Reusing Outpatient Services at RSUD Dr. H. Bob's Bazar Kalianda 2022

Based on the results of the research above using Chi Square analysis, it can be seen that the results of statistical tests can be seen that those who state the service quality is not good and not (30.6%), those who state that they are not good and are interested (69%), while those who state that the service is good and not interested (10.5%) who stated good service and interested (89.5%). Thus, we get $p = 0.020 < = 0.05$ which means that there is an influence of service quality on patient interest in reusing outpatient services at RSUD Dr. H. Bob's Bazar Kalianda 2022.

The results of the study above prove that there is an effect of service quality on patient interest in reusing services. This is in line with Dianitra's research (2014) which shows that the P Value = 0.000 < 0.05, which means that there is a significant (significant) effect between the quality of health services. on patients' interest in reusing outpatient services at dr. M. Suherma.

Service quality is an effort to fulfill the needs and desires of consumers and the accuracy of delivery in balancing consumers. Service quality can be known by comparing consumer perceptions of the real service they receive with the service they expect. If the service received is as expected, the quality of service is perceived as good and satisfactory. If the service received exceeds consumer expectations, then the quality of service is perceived as very good and of good quality (Tjiptono 2010 in Dahlia, 2020).

From the results of the research and theory above, it can be said that the dimensions of service quality that support service quality in the outpatient unit of RSUD Dr. H. Bob Bazar Kalianda which includes reliability, and

empathy has created a good assessment of the service users.

The quality of service should be addressed immediately because according to Armen (1996) in Kunik (2017) it is stated that 70% of dissatisfied customers will reuse the service if they can solve the problem of dissatisfaction in accordance with the wishes of the customer and 95% of satisfied customers will return again to take advantage of the service. On the other hand, the basis of true loyalty lies in customer satisfaction, where service quality is the main input. Customers who are very satisfied with the quality of service will be interested in reusing services (Kunik, 2017).

This is also in accordance with what was stated by (Pasuraman, 1986) in Tjiptono (2014), if the service in terms of perceived service is as expected, then the service quality is perceived to be good and satisfactory. Where according to Suryani (2008), in the process of perception consciously or unconsciously, consumers will associate with all the information they have in order to be able to give the right meaning. The information is in the form of experiences and psychological conditions of consumers such as needs, expectations and interests.

This is in accordance with Dianita (2014), who said that people who already have a positive assessment of a service will tend to have loyalty, this assessment is used as a consideration for returning to the health service to obtain the next service.

In the opinion of the researcher that respondents who perceive the accuracy of health workers as not being good have the potential for a response that is not interested in respondents and health workers do not always provide information without being asked by the patient, it shows that respondents who perceive the availability of consultation time is not good have the potential for a response that is not interested in repeating services. services, but there are still many respondents who are interested in re-utilizing services even though they state that the services provided by the hospital are still lacking, this is because RSUD Dr. H. Bob Bazar Kalianda is the only hospital in South Lampung, so patients need their services more even though the services provided are still not good.

In the opinion of researchers based on the field, the quality of service provided by Bob Bazar Hospital is quite good, Health workers pay close attention to patient complaints, but indeed the consultation and examination time is still lacking due to time constraints and quite a

lot of patients visiting the poly, so the quality of services provided is still low. not enough.

CONCLUSIONS

Based on the results of research on the effect of service quality on patient interest in reusing outpatient services at RSUD Dr. H. Bob Bazar Kalianda in 2022, researchers can draw the following conclusions. The results of hypothesis testing that have been carried out indicate that there is an influence of service quality on patient interest in reusing outpatient services at RSUD Dr. H. Bob's Bazar Kalianda in 2022 with $p \text{ value} = 0.020 < \alpha = 0.05$, then H_0 is rejected and H_a is accepted. Most of the respondents are interested in using the outpatient services of RSUD Dr. H. Bob Bazar Kalianda (77%). The quality of service in the outpatient hospital Dr. H. Bob Bazar Kalianda In 2022 most of the respondents said it was not good (62%).

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