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ANALYSIS OF PATIENT SATISFACTION LEVELS WITH INPATIENT INSTALLATION SERVICES AT SOEDARSONO DARMOSEWITO HOSPITAL, BATAM CITY (PERIOD JULY – OCTOBER 2024)

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Abstract

This study aims to analyze patient satisfaction levels with inpatient services at Soedarsono Darmosoewito Hospital in Batam City from July to October 2024. The method used is a survey with a descriptive approach to describe the phenomenon of patient satisfaction. The sample of this study consists of 50 patients who were hospitalized, with the sampling technique of accidental sampling. Data collection was conducted through observation and interviews, as well as questionnaires measuring five service dimensions: tangible, reliability, responsiveness, assurance, and empathy. The results show that overall, patient satisfaction with inpatient services at Soedarsono Darmosoewito Hospital is positive. The dimensions of physical evidence, reliability, and empathy received good scores, with particular attention to cleanliness, comfort, and staff attitudes. However, several aspects need improvement, especially in communication and waiting times. This study provides recommendations for service improvements to enhance patient satisfaction.

Keywords: Patient Satisfaction, Hospital Services, Inpatient Services, Soedarsono Darmosoewito Hospital

Abstrak

Penelitian ini bertujuan untuk menganalisis tingkat kepuasan pasien terhadap pelayanan Instalasi Rawat Inap di Rumah Sakit Soedarsono Darmosoewito Kota Batam pada periode Juli - Oktober 2024. Metode yang digunakan adalah survei dengan pendekatan deskriptif untuk menggambarkan fenomena kepuasan pasien. Sampel penelitian ini terdiri dari 50 pasien yang menjalani rawat inap, dengan teknik pengambilan sampel menggunakan accidental sampling. Pengumpulan data dilakukan melalui observasi dan wawancara, serta kuisisioner yang mengukur lima dimensi pelayanan: tangible, reliability, responsiveness, assurance, dan empathy. Hasil penelitian menunjukkan bahwa secara keseluruhan, tingkat kepuasan pasien terhadap pelayanan Instalasi Rawat Inap di Rumah Sakit Soedarsono Darmosoewito adalah positif. Dimensi bukti fisik, kehandalan, dan empati mendapatkan skor yang baik, dengan perhatian khusus pada kebersihan, kenyamanan, dan sikap petugas. Namun, terdapat beberapa aspek yang perlu ditingkatkan, terutama pada komunikasi dan waktu tunggu. Penelitian ini memberikan rekomendasi untuk perbaikan pelayanan guna meningkatkan kepuasan pasien.

Kata Kunci: *Kepuasan Pasien, Pelayanan Rumah Sakit, Instalasi Rawat Inap, Rumah Sakit Soedarsono Darmosoewito*

INTRODUCTION

In an effort to improve the quality of healthcare services, hospitals play a vital role in society. However, despite the hospitals operating with various available facilities and resources, there is often patient dissatisfaction that reflects problems in the quality of services provided. Soedarsono Darmosoewito Hospital in Batam City, as one of the private type C hospitals, faces similar challenges. Although committed to providing the best healthcare services, complaints and dissatisfaction from patients remain an issue that needs to be addressed promptly. The growing demand and expectations from the community for healthcare services are rising, along with their awareness of the importance of health. In this regard, the quality of hospital services becomes one of the key factors determining patient satisfaction levels. As Verma dkk., (2020) stated, customer satisfaction is a feeling that arises after comparing the performance received with the expectations they have. Therefore, the quality of services, especially in the Inpatient Unit, must always be evaluated to meet or even exceed patient expectations.

However, even though adequate medical facilities have been provided, such as inpatient rooms with varying classes, patients often still feel dissatisfied with the services provided. This is caused by various factors, including the quality of communication between medical staff and patients, cleanliness, comfort of facilities, as well as the attitude and attention given to patients' needs. Dissatisfied patients tend to shift their choices to other hospitals that are perceived to better meet their expectations, which in turn could harm the hospital's reputation and finances. Therefore, it is important to assess patient satisfaction levels to identify areas for improvement.

A solution to this issue can be achieved by analyzing patient satisfaction with the services provided by the Inpatient Unit of Soedarsono Darmosoewito Hospital. As an initial step, this study will assess various dimensions of service such as tangible, reliability, responsiveness, assurance, and empathy, all of which are key factors affecting patient satisfaction (Akthar dkk., 2023). By understanding patients' perceptions of the quality of service provided, hospital management can take concrete steps to improve existing services. This aligns with Ferreira dkk., (2021) view that customer satisfaction results from a comparison between the performance received and the expectations, so improvement efforts can be made to meet or even exceed those expectations.

Additionally, this analysis can reveal deficiencies in both physical and non-physical aspects of the facilities that may affect the patient experience, including waiting times, communication quality, as well as the condition of treatment rooms and other facilities. Input from patients can serve as a strong foundation for developing more effective and sustainable improvement strategies. This study aims to provide a clear picture of patient satisfaction with the services provided by the Inpatient Unit of Soedarsono Darmosoewito Hospital during the period from July to October 2024. By using a survey approach and qualitative analysis, this study will identify various factors influencing patient satisfaction and provide recommendations for service improvements. The results of this study are

expected to be used as a consideration in decision-making by hospital management to improve service quality, both in terms of facilities and the attitude of medical and non-medical staff.

High patient satisfaction not only affects patient loyalty but also enhances the hospital's reputation in the eyes of the community. In line with this, the results of this study are expected to contribute to Soedarsono Darmosoewito Hospital in improving their healthcare services and meeting the needs and expectations of patients. As Zeithaml et al. (1996) stated, good service quality is a determining factor in maintaining patient satisfaction and loyalty, which will ultimately affect the hospital's long-term success. Thus, this article offers a real solution to improve the quality of service in hospitals, focusing on analyzing patient satisfaction levels across various important service dimensions. This study will provide valuable insights into creating a hospital that is more responsive to patient needs and enhancing the overall quality of service.

METHOD

This study uses a descriptive method, aimed at describing patient satisfaction with the services at the Inpatient Installation of Soedarsono Darmosoewito Hospital in Batam City during the period from July to October 2024. Descriptive research aims to provide a systematic and accurate description of the phenomenon being investigated (Hernawati, 2017). This method was chosen because the main focus of the research is to describe the current state or phenomenon without analyzing more complex relationships between variables. The location of this study is Soedarsono Darmosoewito Hospital, located in Batam City. This hospital was chosen as the research object based on the high number of inpatients and the opportunity to access data related to patient satisfaction to be used in the study. The period from July to October 2024 was selected for data collection because it allows for the gathering of representative data on the quality of the services provided.

In this study, the data collection method used is the survey sample method, which involves taking a sample from the population to obtain information on patient satisfaction. The research sample consists of patients who were hospitalized at the Inpatient Installation of Soedarsono Darmosoewito Hospital. According to Hermawan, (2019), a larger sample size will provide more accurate results, so 50 patients were chosen as the sample size for this study. The sampling technique used is accidental sampling, which involves selecting respondents who are coincidentally hospitalized at the hospital during the study period. Data collection is done through two main techniques: observation and interviews. Observation is carried out to directly observe the quality of the services provided, while interviews are conducted with patients and hospital staff using a pre-prepared questionnaire. The data collected through the questionnaire will be analyzed to determine the level of patient satisfaction with the hospital services.

The types of data collected are qualitative data in the form of descriptions of service procedures, patient expectations, and evaluations of the service performance, as well as quantitative data in the form of figures that include the number of patients, length of stay, and the number of employees involved in the services. The data sources are primary data obtained directly from interviews and questionnaires completed by respondents (patients)

regarding their satisfaction level, and secondary data obtained from hospital records related to the number of patients and information related to the services provided during the research period.

RESULTS AND DISCUSSION

Based on the analysis of the respondent characteristics conducted at Soedarsono Darmosoewito Hospital in Batam City, it can be seen that the majority of patients using the services at this hospital are aged between 21 and 50 years, which accounts for 60% (30 people).

Table 1. Respondent's Age of Service Users

NO.	AGE (YEARS)	AGE (YEARS)	PERCENTAGE (%)
1	< 21	7	14
2	21 – 50	30	60
3	> 50	13	26
TOTAL		50	100

This is in line with the research by Kotler and Keller (2016), which states that this age group tends to be more vulnerable to illness due to high physical activity levels and work-related stress. This group also shows high mobility, requiring easy access to healthcare services. In terms of gender, the respondents are almost equally balanced between males and females, with a slight difference where females make up 52% (26 people).

Table 2. Gender of Service Users Respondents

NO.	GENDER	NUMBER (PERSON)	PERCENTAGE (%)
1	Male	24	48
2	Female	26	52
TOTAL		50	100

This may be due to the dual role that women play as housewives and workers, often facing greater physical and psychological pressure. According to a study by McDonald et al. (2019), women tend to be more responsive in seeking healthcare compared to men, which may explain this tendency. Based on research conducted at Soedarsono Darmosoewito Hospital in Batam City from July to October 2024, it can be concluded that patient satisfaction with inpatient services showed positive results. The service performance, which was rated highly by patients, is reflected in several dimensions that were measured, such as physical evidence, reliability, responsiveness, assurance, and empathy.

Table 3. Performance on Service Elements

NO.	SERVICE ATTRIBUTE	SERVICE CRITERIA					TOTAL SCORE	SCALE RANGE
		(IN NUMBER OF PEOPLE)						
		TB	KB	CB	B	SB		
A	Physical Evidence Dimension							
1	Design of exterior and interior rooms	0	3	4	34	9	199	B

2	Cleanliness and neatness of staff appearance	0	1	4	35	10	204	B
3	Cleanliness of the rooms and toilets	1	2	3	35	9	199	B
B	Reliability Dimension							
4	Fast and responsive patient service	0	0	5	29	16	211	SB
5	Administrative procedures and payment are not difficult	0	0	3	41	6	203	B
6	Quick actions in examination and treatment	0	0	1	30	19	218	SB
C	Responsiveness Dimension							
7	Staff's readiness to assist patients	0	0	1	27	22	221	SB
8	Provision of clear and understandable information	0	0	2	32	16	214	SB
9	Quick and responsive reactions to patient complaints	0	0	1	34	15	214	SB
D	Assurance Dimension							
10	Doctor's expertise in diagnosing	0	0	0	21	29	229	SB
11	Skills and knowledge of medical personnel	0	0	0	33	17	217	SB
12	Assurance of safety and trust in the service	1	0	2	29	18	213	SB
E	Empathy Dimension							
13	Care for patients' needs and desires	0	0	4	30	16	212	SB
14	Service to all patients	0	0	1	31	18	217	SB
15	Care for patient complaints	0	0	1	29	20	219	SB

In the physical evidence dimension, the cleanliness of the rooms and hospital facilities, including the design of the exterior and interior, received high scores, reflecting the hospital's attention to aesthetics and patient comfort. The appearance of staff being clean and tidy also plays a determining role in patient satisfaction, with 35 individuals stating that this service was good (Score 204). This aligns with Gavurova dkk., (2021) findings, which state that physical evidence plays a crucial role in creating a positive first impression for patients.

In the reliability dimension, the provision of prompt and responsive service, as well as easily understandable administrative procedures, received good scores, with a total score of 211 and 203. This reflects the efficiency and reliability of the hospital's service system,

supporting patient comfort. According to Aiken dkk., (2021), reliability is a key factor in improving patient satisfaction with healthcare services.

The positive results in the empathy dimension highlight the hospital's commitment to addressing the emotional and psychological needs of its patients. By focusing on patients' needs and complaints, the hospital demonstrates a patient-centered approach that aligns with modern healthcare standards. This emphasis on empathy is crucial, as it not only enhances patient satisfaction but also fosters trust and loyalty between patients and healthcare providers. The total scores of 212 and 219 for this dimension reflect a consistent effort to prioritize empathy, which is a cornerstone of quality healthcare delivery. This finding is particularly significant because it underscores the hospital's recognition of the importance of emotional support in the healing process, beyond just physical treatment.

The alignment of these results with Aiken dkk., (2021) further validates the hospital's approach. Zeithaml and colleagues emphasized that empathy is a critical component of service quality, particularly in healthcare, where patients often feel vulnerable and anxious. By addressing these emotional needs, the hospital not only meets but exceeds patient expectations, creating a more positive and supportive environment for recovery. This is especially important in inpatient settings, where patients spend extended periods under medical care and are more likely to experience stress or discomfort. The hospital's focus on empathy ensures that patients feel heard, valued, and cared for, which can significantly impact their overall experience and satisfaction.

In addition to empathy, other dimensions of service quality at Soedarsono Darmosoewito Hospital also contribute to meeting patient expectations. For instance, the reliability dimension, which measures the hospital's ability to deliver promised services consistently and accurately, is another critical factor. High scores in this area would indicate that patients trust the hospital to provide effective and timely care. Similarly, the responsiveness dimension, which assesses the hospital's willingness to help patients and provide prompt service, plays a vital role in patient satisfaction. A responsive healthcare provider can alleviate patient concerns quickly, reducing anxiety and improving the overall experience.

The tangibles dimension, which includes the physical appearance of the hospital, the cleanliness of facilities, and the availability of modern equipment, also contributes to patient perceptions of service quality. A well-maintained and aesthetically pleasing environment can enhance patient comfort and confidence in the care they receive. Furthermore, the assurance dimension, which reflects the knowledge and courtesy of healthcare providers and their ability to inspire trust and confidence, is essential for building strong patient-provider relationships. High performance in this area ensures that patients feel secure and well-informed about their treatment plans. While the results indicate that the Inpatient Installation service at Soedarsono Darmosoewito Hospital has met patient expectations, there is always room for improvement. Continuous evaluation and enhancement of service quality are necessary to maintain high levels of patient satisfaction. For example, the hospital could consider implementing regular training

programs for staff to further develop their empathy and communication skills. Such programs could include workshops on active listening, emotional intelligence, and patient-centered care, ensuring that healthcare providers are equipped to address the diverse needs of patients effectively.

Additionally, the hospital could explore the use of patient feedback systems to gather real-time insights into patient experiences. By collecting and analyzing feedback regularly, the hospital can identify areas for improvement and implement targeted interventions (Mutiarasari dkk., 2021). For instance, if patients frequently mention long wait times or difficulties in accessing certain services, the hospital can take steps to streamline processes and improve efficiency. Similarly, if patients express concerns about the cleanliness of facilities or the availability of amenities, the hospital can address these issues promptly to enhance the overall patient experience.

Another area for improvement could be the integration of technology to support patient care. For example, the hospital could invest in electronic health records (EHR) systems to improve the accuracy and accessibility of patient information. This would not only enhance the efficiency of healthcare delivery but also reduce the risk of errors and improve patient safety (Simorangkir dkk., 2021). Additionally, the hospital could explore the use of telemedicine services to provide remote consultations and follow-up care, particularly for patients who may have difficulty visiting the hospital in person. This would expand access to care and further demonstrate the hospital's commitment to meeting patient needs (Essardi dkk., 2022).

The hospital could also consider implementing patient education programs to empower patients and their families with knowledge about their health conditions and treatment options. By providing clear and accessible information, the hospital can help patients make informed decisions about their care and actively participate in the healing process. This approach aligns with the principles of patient-centered care and can significantly enhance patient satisfaction and outcomes. Moreover, the hospital could focus on fostering a culture of continuous improvement among its staff. Encouraging healthcare providers to take ownership of service quality and actively seek ways to enhance patient experiences can create a more positive and proactive work environment. Recognizing and rewarding staff who demonstrate exceptional empathy and dedication to patient care can also motivate others to follow suit, further strengthening the hospital's commitment to service excellence.

CONCLUSION

Based on the research conducted at Soedarsono Darmosoewito Hospital in Batam City during the period of July to October 2024, it can be concluded that the patient satisfaction level regarding the services at the Inpatient Installation showed positive results. The analysis covered five service dimensions: physical evidence, reliability, responsiveness, assurance, and empathy, all of which made significant contributions to patient satisfaction. The physical evidence dimension, such as the cleanliness of the rooms and hospital facilities, received high scores, indicating attention to comfort and aesthetics. Reliability also yielded good results, with fast service and procedures that were easy for

patients to understand. In addition, the empathy demonstrated by medical staff in responding to patients' needs and complaints strengthened the positive relationship between patients and the hospital. However, despite the satisfactory results, some areas still need improvement, such as the quality of communication between medical staff and patients, as well as the comfort of other facilities. Therefore, the findings of this study provide recommendations for hospital management to continue improving the existing service dimensions to meet or even exceed patient expectations, thus enhancing patient satisfaction and loyalty in the future.

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