THE INFLUENCE OF SERVICE QUALITY ON INPATIENT SATISFACTION AT BHAYANGKARA HOSPITAL BANDAR LAMPUNG

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ABSTRACT

This study aims to analyze the influence of service quality on inpatient satisfaction at Bhayangkara Hospital Bandar Lampung. Utilizing a quantitative research design, data were collected from 99 inpatients through a structured questionnaire and analyzed using SPSS version 25. The results indicate a significant relationship between service quality and patient satisfaction, with a t-value of 3.093 and a p-value of 0.003. The regression analysis revealed an R² value of 0.90, suggesting that 90% of the variance in patient satisfaction can be explained by service quality. Key issues identified include unfriendly nurses, inadequate medical equipment, and long waiting times. The findings underscore the importance of improving service quality to enhance patient satisfaction and provide a competitive advantage for the hospital.

Keywords: *Service Quality, Patient Satisfaction, Bhayangkara Hospital, Quantitative Research*

Introduction

In today's rapidly evolving healthcare industry, the importance of service quality has become a focal point for hospitals seeking to enhance patient satisfaction and maintain a competitive advantage (Ayuningsih, 2019; Barusman & Rulian, 2019; Fatimah et al., 2021). High-quality service is not only essential for fostering patient loyalty but also for ensuring positive health outcomes and building the overall reputation of healthcare institutions (Asnawi et al., 2019; Merawati et al., 2021; Sukartini & Indrawati, 2018). The relationship between service quality and patient satisfaction has been extensively studied across various healthcare settings (Agustini et al., 2020; Raras et al., 2024; Wilona & Defrizal, 2024). However, despite the wealth of research, there remains a significant gap in understanding the specific factors that influence patient satisfaction within different types of hospitals and healthcare environments (Habiburrahman et al., 2022; Swain & Kar, 2018; Vinodkumar et al., 2018).

This study focuses on Bhayangkara Hospital Bandar Lampung, a prominent healthcare provider known for serving a diverse patient population. The hospital's commitment to delivering exceptional care underscores the need for a deeper understanding of how service quality impacts inpatient satisfaction (Alam et al., 2019; Siregar et al., 2021; Sukardi & Katmini, 2021). In particular, this research aims to explore the nuances of service quality dimensions such as responsiveness, empathy, assurance, and reliability and their direct effects on the overall satisfaction of inpatients (Fattah & Al-Azzam, 2020; Ibrahim, 2020; Ryan Pratama & Defrizal, 2024).

By analyzing these factors within the context of Bhayangkara Hospital Bandar Lampung, this study seeks to provide actionable insights that can guide hospital management in refining their service delivery processes. The ultimate objective is to offer practical recommendations that will not only enhance the patient experience but also contribute to the hospital's long-term success by fostering patient loyalty and improving care outcomes. Through this research, the study aims to bridge the existing knowledge gap and provide a robust framework for understanding and enhancing patient satisfaction in similar hospital settings.

Methodology

This study adopts a rigorous quantitative research design to empirically examine the relationship between service quality and patient satisfaction within Bhayangkara Hospital Bandar Lampung. A cross-sectional survey was conducted, targeting a representative sample of 99 inpatients selected through purposive sampling. The choice of a quantitative approach was driven by the need to quantify the impact of various dimensions of service quality

on patient satisfaction, enabling the identification of statistically significant patterns and relationships within the data (Giovanis et al., 2018).

Data collection involved the use of a structured, self-administered questionnaire that had been validated for both reliability and content accuracy. The questionnaire was meticulously crafted to capture comprehensive data across multiple dimensions of service quality, such as the behavior and professionalism of healthcare providers, the adequacy and availability of medical equipment, the cleanliness and comfort of the hospital environment, waiting times, and the effectiveness of communication between patients and medical staff. Patient satisfaction was assessed using a Likert scale, where respondents rated their overall satisfaction with different aspects of their hospital experience (Verma et al., 2020). To ensure the accuracy and relevance of the data, the questionnaire was pre-tested with a small group of patients, and adjustments were made based on their feedback to minimize bias (Farghaly et al., 2021).

The collected data were systematically analyzed using SPSS version 25, beginning with preliminary data screening to check for completeness and accuracy. Any missing or outlier data points were addressed using appropriate statistical methods to maintain the dataset's integrity. Descriptive statistics, including mean scores, standard deviations, and frequency distributions, were calculated to provide a general overview of the responses, offering insights into the trends and central tendencies related to both service quality and patient satisfaction (Santuzzi et al., 2023).

To further explore the relationship between service quality and patient satisfaction, inferential statistics were employed. T-tests were conducted to compare mean scores across different patient demographics, such as age and gender, to determine if significant differences existed. Additionally, regression analysis was used to assess the strength and significance of the association between service quality (independent variable) and patient satisfaction (dependent variable). This analysis helped identify the most significant predictors of patient satisfaction among the various dimensions of service quality. The validity and reliability of the measurement instruments were reaffirmed through Cronbach's alpha and other relevant statistical tests, ensuring that the findings are robust and generalizable (Schall et al., 1998).

Overall, this methodological approach provides a comprehensive framework for understanding the critical factors influencing patient satisfaction in a hospital setting. By combining descriptive and inferential statistics, the study not only identifies key areas for improvement in service delivery but also offers actionable insights that can guide hospital management in enhancing the overall patient experience (Barusman et al., 2019; Ibrahim, 2020).

Result and Discussion

Descriptive Statistics

The analysis commenced with an exploration of the descriptive statistics, providing a foundational understanding of how inpatients at Bhayangkara Hospital Bandar Lampung perceive service quality and their overall satisfaction. The mean score for service quality was determined to be 45.46, while the mean score for patient satisfaction was 38.56. These results suggest that the patients generally view the service quality positively, which aligns with the hospital's commitment to delivering exceptional care. However, the lower mean score for patient satisfaction, compared to service quality, indicates potential areas where the patient experience might not fully meet expectations, highlighting opportunities for enhancement.

Inferential Statistics

To further investigate the relationship between service quality and patient satisfaction, inferential statistical techniques were applied. A t-test was performed to compare the mean scores of service quality and patient satisfaction. The analysis yielded a t-value of 3.093, surpassing the critical t-value of 1.660, which confirms a statistically significant relationship between the two variables. The corresponding p-value was 0.003, well below the significance threshold of 0.05. This finding underscores the importance of service quality dimensions, such as responsiveness, empathy, assurance, and reliability, in shaping patient satisfaction. The significant relationship suggests that improvements in these areas of service quality are likely to result in a meaningful increase in patient satisfaction.

Regression Analysis

To quantify the influence of service quality on patient satisfaction, a regression analysis was conducted. The analysis produced an R^2 value of 0.90, indicating that 90% of the variance in patient satisfaction can be

explained by variations in service quality. This exceptionally high R^2 value emphasizes the critical role that service quality plays in determining patient satisfaction levels at Bhayangkara Hospital Bandar Lampung. It implies that dimensions such as responsiveness, empathy, assurance, and reliability are integral to how patients evaluate their overall hospital experience. The remaining 10% of the variance suggests that while service quality is the dominant factor, other elements, such as personal expectations or external circumstances, may also influence satisfaction.

Discussion

The results of this study align with existing literature that has long established a positive and significant relationship between service quality and patient satisfaction in healthcare settings (Ayuningsih, 2019; Barusman & Rulian, 2019; Fatimah et al., 2021). This research provides unique insights into the specific factors affecting patient satisfaction at Bhayangkara Hospital Bandar Lampung, highlighting areas for targeted improvement. While the overall perception of service quality at the hospital is positive, several key areas were identified where enhancements could significantly boost patient satisfaction.

Notably, respondents pointed out concerns related to the perceived unfriendliness of some nursing staff, inadequacies in medical equipment, and extended waiting times. These issues correspond to the service quality dimensions of empathy, assurance, and responsiveness, respectively (Agustini et al., 2020; Fattah & Al-Azzam, 2020; Ibrahim, 2020). Addressing these aspects is crucial for Bhayangkara Hospital Bandar Lampung to enhance patient satisfaction and sustain its competitive edge in the healthcare sector. For instance, targeted training programs aimed at improving nurse-patient interactions could address the empathy dimension, fostering a more supportive and compassionate environment (Sukartini & Indrawati, 2018). Upgrading medical equipment to enhance reliability and optimizing hospital processes to reduce waiting times could improve the assurance and responsiveness dimensions, respectively, thereby positively impacting patient satisfaction (Merawati et al., 2021; Ryan Pratama & Defrizal, 2024).

In conclusion, this study reaffirms the critical role of service quality in influencing patient satisfaction, particularly within the context of Bhayangkara Hospital Bandar Lampung. By focusing on the identified areas for improvement, the hospital can strategically enhance its service delivery processes. This approach will not only elevate patient satisfaction but also contribute to the hospital's long-term success by fostering patient loyalty, improving care outcomes, and maintaining a strong competitive position in the healthcare market (Habiburrahman et al., 2022; Swain & Kar, 2018; Vinodkumar et al., 2018). Through these targeted improvements, Bhayangkara Hospital Bandar Lampung can bridge existing knowledge gaps and set a robust framework for enhancing patient satisfaction in similar healthcare settings.

Conclusion

This study has thoroughly examined the impact of service quality on inpatient satisfaction at Bhayangkara Hospital Bandar Lampung. The results demonstrate a substantial relationship between these two variables, with an R^2 value of 0.90 indicating that a significant portion of the variance in patient satisfaction can be explained by service quality. This finding emphasizes the critical role that various dimensions of service quality, including responsiveness, empathy, assurance, and reliability, play in shaping patient experiences. The analysis has identified several key areas for improvement that are crucial for enhancing patient satisfaction. Specifically, the study highlights the need for improvements in the friendliness and professionalism of nursing staff, ensuring the adequacy and availability of medical equipment, and reducing waiting times. Addressing these issues is essential for Bhayangkara Hospital Bandar Lampung to elevate patient satisfaction and strengthen its competitive position in the healthcare sector.

In conclusion, Bhayangkara Hospital Bandar Lampung has a valuable opportunity to leverage these insights to enhance its service quality and patient satisfaction. By implementing the recommendations based on this study, the hospital can achieve significant improvements in patient care, maintain a competitive edge, and ensure long-term success in an increasingly demanding healthcare environment.

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