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The Effect of Service Quality on Duafa Patient Satisfaction at Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta

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ABSTRACT

Service quality assessment can be measured using five dimensions, namely *assurance*, *reliability*, *responsiveness*, *empathy*, and *tangible*.Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta in 17 duafa patients with the interview method there were 9 duafa patients who were dissatisfied with the service, namely in terms of physical appearance of Grha Sehat, equipment and safety guarantees for duafa patients. To determine the effect of service quality (*Assurance, Reliability, Responsiveness, Empathy, Tangible*) with patient satisfaction at Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta. This type of research uses quantitative research with sampling techniques, namely axial sampling. With a population of 103 patients, sample calculations using the slovin formula obtained 51 patients. The analysis used are: univariate analysis, bivariate analysis using t test and multivariate analysis using F test. Based on the results of the research conducted, there is an influence between *assurance* and patient satisfaction characterized by T test results of 0.001 < 0.05. There is no influence between *reliability* and patient satisfaction marked by T test results of 0.0687 > 0.05. There is an influence between *Responsiveness* characterized by T test results of 0.026 < 0.05. There is an influence between *Empathy* characterized by T test results of 0.025 < 0.05. There is no effect between *Tangible* marked with test results T 0.055 > 0.05. There is an influence on service quality (*reliability, responsiveness, assurance, empathy and tangible)* marked by a significant value of F test results, namely 0.000 < 0.05. Simultaneous testing with F test can be concluded that there is an influence of Service Quality on Patient Satisfaction duafa at Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta.

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INTRODUCTION

Efforts to accelerate the improvement of public health are one of the strategic roles of hospitals. Hospitals can provide quality services according to the needs and desires of patients while still referring to the code of professional and medical ethics is a requirement for the new paradigm of health services. Along with the increase in people's living standards, so do the increasing demands of the community on health values. (Setianingsih and Susanti, 2021).

The existence of health services is very important in realizing a healthy society, various government and private health services are established in each region to make it easier for people to access health services (Anggraini et al., 2021). Health services as an effort organized individually or together in an organization to maintain and improve health, prevent and cure diseases, and restore the health of individuals, families, groups and communities. Nurses are health workers with continuous service time for 24 hours when caring for patients.so that it can be said that nurse services are the spearhead of health services in hospitals and play a very important role in providing patient satisfaction (Silalahi et al., 2019).

Patient satisfaction is related to the quality of health services. If a health institution, one of which is a puskesmas, will make efforts to improve the quality of health services, measuring the level of patient satisfaction must be done. Through these measurements, it can be known to what extent the dimensions of health service quality that have been held can meet patient expectations (Gesti Weningtyas, 2019).

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Quality health services are one of the important aspects in achieving patient satisfaction. Patient satisfaction is the level of patient feelings that arise as a result of health service performance obtained after the patient compares with what is felt. Patients will feel satisfied if the performance of health services obtained equals or exceeds expectations, satisfaction starts from acceptance of patients from the first time they arrive, until leaving the place of treatment (Sihite, 2020).

The impact of all this will be healthy competition in every health service facility, so that it will be seen which health services are the most professional and of high quality will attract patients to come. Health service efforts must be carried out optimally so that the community can feel the satisfaction received from health workers. Optimal service is a comprehensive and continuous service, moreover health services are services provided to the community for 24 hours, or often called plenary service. Puskesmas must strive to provide excellent health services with the aim of each customer, namely the community to feel satisfaction in accessing health services provided by Puskesmas. Good Puskesmas services depend on the competence and ability of the managers (Misbahuddin, 2020).

To determine the quality of service that is felt in real terms by consumers, there are indicators of consumer satisfaction measures located on five dimensions of service quality. The five dimensions are, Reliability, Tangibles, Responsiveness, Assurance, Emphaty (Anggraini N, 2022). Customer satisfaction is a level where the needs, wants, and expectations of customers can be met. The most important factor to create customer satisfaction is the performance and quality of the services provided by the organization or company. There are five main indicators of service quality, namely: reliability, responsiveness, assurance, empathy and physical evidence (tangible) (Misngadi, Sugiarto and Dewi 2020).

Some factors related to service quality are, punctuality in providing service, officer competence, and room cleanliness (Manoppo &; Gurning, 2017). Aliman's research (2020) in Malaysia shows that of the five dimensions of Servqual, the most influential are tangible, reliability and assurance, so that it can have a positive impact on patient satisfaction.

Grha Sehat Baitul Maal Muamalat (BMM) Rufaida is a health service-based social institution established in December 2021. This institution focuses on services for duafa, widowed mothers, underprivileged communities, as well as general patients. Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta opens general practitioner services, physiotherapy, cupping, back acupressure, and health checks. The purpose of the establishment of Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta is to provide health services and improve the degree of public health. (www.bmm.or.id).

The agency, which was established in December 2021, still needs improvement and contribution of ideas and ideas for improvement at Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta. Starting from the registration administration system, clinical services, programs, as well as health promotion. Based on the results of interviews with duafa patients conducted on October 24-27, 2023 on 17 patients at Grha Sehat Baitul Maal Muamalat Rufaida using interview techniques, it was found that 9 people were dissatisfied with the service, namely in terms of physical appearance of Grha Sehat and equipment and in terms of safety guarantees for duafa patients. Based on this background, the researcher took the title of the effect of service quality with patient satisfaction at Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta.

METHOD

The type of research used is quantitative, namely research conducted to answer research questions by following scientific rules, namely concrete / empirical, objectively measurable, rational and systematic, with research data obtained in the form of numbers and analysis using statistical methods (Masturoh and Anggita, 2018). The research design used in this study is *cross sectional*, which is a study to study the dynamics of correlation between risk factors and effects, by approaching, observing or collecting data at once at a time (*point time approach*) (Notoatmodjo, 2017).

The population of this study is Duafa patients at Grha Sehat Baitul Maal Muamalat Rufaida in 2023, amounting to 103 people. The sample of this study was Duafa patients who registered for treatment at

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Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta using the slovin formula obtained by 51 people. Data obtained from observations at Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta with interviews and questionnaires. Data analysis techniques in this study used Univariate, Bivariate and Multivariate analysis techniques.

RESULTS AND DISCUSSION

Result

This study used 51 respondents who were used to determine the relationship between service quality and patient satisfaction at Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta. The characteristics of respondents are to describe the description of respondents' identities according to a predetermined research sample. One of the objectives with a description of the characteristics of respondents is to provide an overview of the sample in this study. In this study, respondents' characteristics were grouped according to gender, age, and recent education.

Characteristics Responden

Table 1. Gender Frequency Distribution of Healthy Grha Patients Baitul Maal Muamalat Rufaida Yogyakarta

Gender	Frequency	Percentage (%)
Man	11	21,6
Woman	40	78,4
Total	**51**	**100**

Based on table 1. Regarding the characteristics of respondents based on gender, it can be concluded that the largest number of respondents is the female gender, with a frequency of 78.4 (%), while the respondents with the smallest number are respondents with the male sex with a frequency of 21.6 (%). It can be concluded that the respondents of Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta patients are the majority of female gender as many as 40 respondents (78.4%)

Table 2. Age Frequency Distribution of Healthy Grha Patients Baitul Maal Muamalat Rufaida Yogyakarta

Age	Frequency	Percentage (%)
20-40 years	16	31,4
41-60 years	30	58,8
61-80 years	5	9,8
Total	**51**	**100**

Based on table 2. Regarding the characteristics of respondents based on age, namely the age of 20-40 years as many as 16 respondents with a percentage of 31.4 (%), ages 41-60 as many as 30 respondents with a percentage of 58.8 (%), and ages 61-80 as many as 5 respondents with a percentage of 9.8 (%). It can be concluded that the largest number of respondents are respondents aged 41-60 years as many as 30 respondents with a frequency of 58.8 (%), while respondents with the number of the smallest were respondents aged 61-80, namely 5 respondents with a frequency of 9.8 (%).

Table 3. Frequency Distribution of Recent Education of Grha Sehat Baitul Maal Rufaida Patients Yogyakarta

Education	Frequency	Percentage (%)
Graduated from elementary school	5	9,8
Graduated from junior high school	8	15,7
Graduated High School Graduation	34	66,7

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S11	4	7,8
Total	**51**	**100**

Based on table 3. regarding the characteristics of respondents based on the last education graduated from elementary school, as many as 5 respondents with a percentage of 9.8 (%) graduated from junior high school, 8 respondents with a percentage of 15.79 (%) graduated from high school, 34 respondents with a percentage of 66.7 (%) graduated from S1 as many as 4 respondents witha percentage of 7.8 (%). It can be concluded that the largest number of respondents is with education last graduated from high school with a frequency of 66.7 (%), while respondents with the smallest number were respondents with the last S1 education with a frequency of 7.8 (%).

Bivariate Analysis

Table 4. *Crosstabulation Results* of the Effect of Service Quality (*Assurance, Reliabilithy, Responsiveness, Empathy, Tangible*) on Patient Satisfaction at Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta

Quality Of Service * Patient Satisfaction Crosstabulation

			Patient Satisfaction			Total
			Less	Enough	Good	
Service Quality	Less	Count	1	0	0	1
		% Within Service Quality	100.0%	0.0%	0.0%	100.0%
	Enough	Count	0	22	0	22
		% Within Service Quality	0.0%	100.0%	0.0%	100.0%
	Good	Count	0	0	28	28
		% Within Service Quality	0.0%	0.0%	100.0%	100.0%
		Count	1	22	28	51
Total		**% Within Service Quality**	**2.0%**	**43.1%**	**54.9%**	**100.0%**

From the results of table 4. It is known that the majority of Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta patients received quality service in the sufficient category as many as 22 respondents (43.1%) and the level of patient satisfaction in the good category as many as 28 respondents (54.9%).

Table 5. T Test Results the Effect of Service Quality (*Assurance, Reliabilithy, Responsiveness, Empathy, Tangible*) on Patient Satisfaction at Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.285	4.937		.260	.796
	assurance	.601	.173	.418	3.476	.001
	Reliability	-.186	.460	-.054	-.405	.687
	Responsiveness	.277	.119	.284	2.326	.025
	Empathy	.195	.085	.267	2.300	.026
	Tangible	.245	.124	.238	1.973	.055

a. Dependent Variable: Patient Satisfaction

From table 5. The (coefficients) in the t-test column show the magnitude of the significant value of each independent variable. Test requirements if the probability (significant) > 0.05 (a) means that the hypothesis is not proven then Ho is accepted, if the test is carried out partially. If the probability (significant) < 0.05(a) is proven then Ho is rejected and Ha is accepted meaning significant.

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1. From the test results as listed in table 5 it is known that the significant value of the assurance tableis less than 0.05 (0.001 < 0.05), so the decision to reject Ho and Ha is accepted. This means that there is an influence of assurance variableson patient satisfaction variables.
2. From the test results as listed in table 5 it is known that the significant value of the Reliability table is more than 0.05 (0.687 > 0.05), so the decision to accept Ho and Ha is rejected. This means that there is no effect of the Reliability variable on the patient satisfaction variable.
3. From the test results as listed in table 5 it is known that the significant value of the Responsiveness table is less than 0.05 (0.025 < 0.05), so the decision to reject Ho and Ha is accepted. This means that there is an influence of the Responsiveness variable on the patient satisfaction variable.
4. From the test results as listed in table 5 it is known that the significant value of Empathy is less than 0.05 (0.026 < 0.05), so the decision to reject Ho and Ha is accepted. This means that there is an influence of the Empathy variable on the patient satisfaction variable.
5. From the test results as listed in table 5 it is known that the significant value of the Tangible table is more than 0.05 (0.055 > 0.05), so the decision to accept Ho and Ha is rejected. This means that there is no effect of the Empathy variable on the patient satisfaction variable.
6. From the test results as listed in table 5 it is known to determine the value of t table (t count> t table = Ho rejected and Ha accepted. If (t count < t table) then Ho is accepted. From the assurance variable, the largest calculated T value is 3,476 and the smallest significant value is 0.001 so that it can be concluded that the assurance variablehas the most dominant influence on Grha Sehat Baitul Maal Muamalat Rufaida patients.

Multivariate Analysis

Table 6. Test Results F The Effect of Service Quality (Tangible, Reliability, Responsiveness, Assurance, Empathy) on Satisfaction

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	150.060	5	30.012	6.663	.000[b]
	Residual	202.686	45	4.504		
	Total	352.745	50			

a. *Dependent Variable*: Patient Satisfaction

b. *Predictors*: *(Constant), Tangible, Reliability, Responsiveness, Assurance, Empathy*

Test results table 6. The F count value is obtained 6,663 with a probability value of 0.000 < 0.05 thus it can be interpreted that the quality of service has a significant effect on patient satisfaction at Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta.

Based on the results of these calculations, it can be seen that F counts > F table (6,663 > 2,311) so that it can be seen that Ho is rejected and Ha is accepted which means that there is an influence between Tangible (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), Empathy (X5) on patient satisfaction (Y) Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta together.

Discussion

The Effect of Service Quality Assurance Dimension on Patient Satisfaction at Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta

Based on the results of the T test analysis, the sig *assurance* valueof 0.001 < 0.05 means that *assurance* has a significanteffect on patient satisfaction at Grha Sehat Baitul Maal Muamalat RufaidaYogyakarta. The results of this study are in line with previous research conducted by Novagita Tangdilambi et al (2019) concerning the Improvement of Health Service Quality on Outpatient Satisfaction at Makassar Hospital. It was obtained that there was an effect*of assurance* with patient satisfaction with a p-value = 0.000. The results of this study are also in line with research conducted by Andi Rizki Amaliah (2021) concerning the Relationship between Service Quality and BPJS Patient

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Satisfaction in Labuan Baji Makassar, it was found that there is a relationship *between Assurance* and patient satisfaction with p-value = 0.00.

The Effect of Service Quality Reliability Dimension on Patient Satisfaction Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta

Based on the results of the T test analysis, the sig *Reliability* value of 0.687 > 0.05 means that it is not significant, it means *that* Reliability has no influence on patient satisfaction at Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta. The results of this study are in line with previous research conducted by Lisna Maulina et al (2019) concerning the Relationship between Health Service Quality and Patient Satisfaction of BPJS Participants in the Inpatient Unit of the Cibungbulang Health Center, Bogor Regency In 2018, it was found that there was no relationship *between Reliability* and patient satisfaction with a p-value = 0.285.

The Effect of Service Quality Responsiveness Dimension on Patient Satisfaction Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta

Based on the results of the T test analysis, *the sig value of Responsiveness* 0.025 < 0.05 means significant, it means that *Responsiveness* has a significant influence on patient satisfaction at Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta. The results of this study are in line with previous research, namely research conducted by Novagita Tangdilambi et al (2019) on the Relationship between Health Service Quality and Outpatient Satisfaction at Makassar Hospital. It was found that there was a relationship between *responsiveness* and patient satisfaction with p-value = 0.001. The results of this study are also in line with research conducted by Andi Rizky Amaliah (2021) concerning the Relationship between Service Quality and BPJS Patient Satisfaction in Labuhan Baji Makassar, the results were obtained that there is a relationship *between Responsiveness and patient satisfaction obtained p-value = 0.03.*

The Effect of Service Quality on Empathy Dimension on Patient Satisfaction Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta

Based on the results of the T test analysis, *the sig value of* Empathy 0.026 < 0.05 means significant, it means Empathy has a significant influence on patient satisfaction at Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta. The results of this study are in line with previous research conducted by Rita Juniarni Gultom et al (2021) concerning the Relationship between Outpatient Service Quality and BPJS Patient Satisfaction at Bhayangkara TK III Bukit Tinggi Hospital. It was found that there was a relationship *between Empathy* to patient satisfaction with a p-value = 0.036.

The Effect of Service Quality Tangible Dimension (Direct evidence) on Patient Satisfaction Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta

Based on the results of the T test analysis, *the Tangible sig value* (direct evidence) 0.055> 0.05 means that it is not significant, then it means *that Tangible* (direct evidence) has no effect on patient satisfaction at Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta. The results of this study are also in line with Andi Rizky Amaliah's (2021) research on the Relationship between Service Quality and BPJS Patient Satisfaction at the Outpatient Installation of Labuan Baji Hospital Makassar. The result was P-value = 0.076 which indicates no relationship between tangible and patient satisfaction.

CONCLUSION

Based on the results of research and discussion as described above, it can be concluded that: there is an influence between *assurance* and patient satisfaction at Grha Sehat Baitul Maal Muamalat Rufaida Yogyakarta marked by T test results of 0.001 < 0.05. There is no influence between reliability and patient satisfaction marked by T test results of 0.0687 > 0.05. There is an influence between Responsiveness characterized by T test results of 0.026 < 0.05. There is an influence between Empathy characterized by

T test results of 0.025 < 0.05. There is no effect between *Tangible* (Direct Evidence) marked with T test results of 0.055 > 0.05. There is an influence on service quality (*reliability, responsiveness, assurance, empathy and tangible)* marked by a significant value of F test results, namely 0.000 < 0.05.

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