


Analysis Of The Influence Of The Quality Of Ponek Emergency Room Service Quality On Patient Satisfaction At Pulang Pisau Hospital

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Article Info	ABSTRACT
Keywords: Quality of Service, IGD PONEK, Patient satisfaction, Pulang Pisau Hospital.	This study aims to analyze the influence of service quality IGD PONEK (Comprehensive Emergency Neonatal Obstetrics Services) on patient satisfaction at Pulang Pisau Hospital. The quality of service in emergency services, especially in the PONEK unit, is very important because it is directly related to the safety of mothers and babies. A survey was conducted on patients and their families who received PONEK emergency room services at Pulang Pisau Hospital. The dimensions of service quality analyzed include service speed, competence of medical personnel, facilities, and responsiveness to emergency conditions. The results showed that the quality of service quality had a significant influence on the level of patient satisfaction. Aspects of officer competence and responsiveness are the main factors that affect satisfaction, while facilities still need to be improved. This study provides recommendations for hospitals to improve aspects of facilities to increase overall patient satisfaction.
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INTRODUCTION

Quality health services are one of the key factors in increasing patient satisfaction, especially in the emergency department (ER). In hospitals, the ER functions as the front line in handling emergency and critical cases. Therefore, the quality of service quality in the ER greatly affects the patient experience and their satisfaction. Pulang Pisau Hospital as one of the regional hospitals that serves the needs of public health, has an important role in providing fast, precise, and quality medical services (Febres-Ramos et al., 2020). In the context of health services, patient satisfaction can be interpreted as the patient's perception of how well the service they receive compared to their expectations. Factors such as the speed of service, the skills of medical personnel, and the facilities available in the ER are important indicators that can affect the level of patient satisfaction (Rizkha et al., 2020). This study aims to analyze the effect of the quality of service quality at PONEK Emergency Room (Comprehensive Emergency Neonatal Obstetrics Education and Training) on patient satisfaction at Pulang Pisau Hospital. With the increasing number of patients coming to the ER, it is important to ensure that every patient receives standard and adequate services. This study is expected to

provide a clear picture of how the quality of services in the ER can have an impact on patient satisfaction, as well as provide recommendations for future improvements. Through this research, it is hoped that the hospital can better understand the needs and expectations of patients, so that it can improve the quality of service and ultimately increase patient satisfaction at Pulang Pisau Hospital.

The quality of services in the health sector, especially in the emergency department (ER), is one of the main concerns for hospitals. The ER is an integral part of the health care system, where patients who experience emergency conditions need quick and appropriate treatment (Yusuf, 2020). With the increasing volume of patients coming to the ER, the challenge of maintaining the quality of service is increasingly complex. Pulang Pisau Hospital as a public health institution in this region has the responsibility to provide adequate, efficient, and quality health services to the community. Assessment of the quality of care in the ER lies not only in the technical aspects, but also includes the psychological and social dimensions of the patient experience. Various studies show that patient satisfaction is greatly influenced by several factors, including the speed of service, the competence of medical personnel, and the facilities provided. If patients are satisfied with the services they receive, they are more likely to return and recommend the hospital to others (Truong et al., 2020). Conversely, dissatisfaction can lead patients to switch to other healthcare facilities, ultimately negatively impacting the hospital's reputation and performance. Referring to this, it is important to conduct an in-depth analysis of the influence of service quality quality at PONEK Emergency Room on patient satisfaction at Pulang Pisau Hospital (Mulugeta et al., 2019). By understanding the factors that contribute to patient satisfaction, hospitals can identify areas that need improvement and develop appropriate strategies to improve the quality of service. Therefore, this study not only aims to evaluate the quality of services, but also provides relevant recommendations for hospital managers to improve patient satisfaction and ultimately, the effectiveness of health services in the area..

METHODS

Service Quality Concept

In today's competitive environment, businesses must provide exceptional quality of service to maintain their presence and gain customer trust. Achieving customer satisfaction offers several benefits, including strengthening the relationship between the company and its clients, encouraging repeat purchases that ultimately lead to customer loyalty, and generating positive word-of-mouth recommendations that can greatly benefit the business. (Dewi Ratnasari, 2020).

Services in the Emergency Department (ER)

An emergency is a clinical condition that requires prompt medical treatment to save lives and avoid disability. (Abekah-Nkrumah et al., 2020). Emergency services are medical measures that emergency patients need immediately to avoid injury and save lives (Okafor et al., 2019). A health care facility is a means and/or place where the central government, local governments, and/or communities coordinate their efforts to provide promotive, preventive, curative, and rehabilitative health services (Kuwaiti, 2022).

Patient Satisfaction

Increasing patient satisfaction is the main goal in improving medical care standards (Yulfiswandi et al., 2022). According to Wahida et al., (2019) patient satisfaction refers to the level of satisfaction experienced by patients with health services in relation to their expectations. Healthcare professionals' attitudes significantly affect patient satisfaction, as patients' needs and expectations for quality care tend to evolve over time. affirming that patient satisfaction serves as an important indicator of healthcare facility standards and is an important measure of the quality of services provided. This, in turn, affects the number of visits, which ultimately affects the overall quality of healthcare facilities. (Tanaem et al., 2019).

RESULTS AND DISCUSSION

According to Eka Mei Ratnasari et al., (2019) Meeting customer needs and expectations, as well as adhering to deadlines, is an important element of service quality. The term "quality of service" includes all the services that a business provides when customers interact with it. According to Ririn Tri Ratnasari et al., (2020) "Quality is the completeness of the features of a product or service that has the capacity to meet a need". According to Fang et al., (2019) define service quality as the result of actions or efforts by individuals or organizations that aim to satisfy customers or employees. Meanwhile, according to Mahsyar et al., (2020) Mahsyar et al. (2020) emphasized that service quality is a crucial factor that must always be considered in the service delivery process. This is because service quality not only reflects how well an organization meets customer needs and expectations, but also has a direct effect on their level of satisfaction and loyalty (Hussain et al., 2019).

Based on the previously mentioned definition, it can be concluded that service quality refers to the company's efforts that are manifested in the form of intangible elements that can be felt by customers. Service quality becomes measurable when customers receive services that match their expectations and needs and desires. service quality involves actions taken by businesses that are intangible but can be felt by customers (Asif et al., 2019). The effectiveness of service quality is determined by how well this service is aligned with the needs and desires of customers (Setyawan et al., 2019). Organizations must follow certain principles to ensure high-quality services (Manzoor et al., 2019):

1. Leadership: Senior management must lead and demonstrate a commitment to the company's quality initiatives. While the impact of leadership in improving quality may seem limited, it is essential to guide the organization towards continuous quality improvement.
2. Education: Training on quality should be provided to all employees, from executives to frontline workers. This training should cover topics such as understanding quality as a core business strategy, tools and techniques for implementing quality initiatives, and the critical role of leadership in executing these strategies.
3. Organizing: Quality standards and objectives should be integrated into the organization's strategic planning process to ensure that quality is a key focus in decision-making and long-term planning.

4. Audit: The review process serves as one of the most effective tools for management to influence organizational behavior. This process acts as a safeguard, ensuring that quality objectives are met and maintained consistently over time.
5. Interaction: Effective communication in an organization is essential for implementing a quality strategy. It is critical for all stakeholders, including customers, employees, vendors, investors, government agencies, and the general public, to engage in open communication to support the success of this initiative.
6. Awards and Honors: Recognition and appreciation play a crucial role in strengthening quality strategies. Employees who perform well must be recognized and rewarded for their achievements, as this fosters a culture of excellence and encourages a sustainable commitment to quality (Kristina et al., 2021). Therefore, when achievements are recognized and awards are given, it can significantly increase employee motivation, pride, sense of belonging, and work morale. This, in turn, positively affects the business and its clients

According to Aljumah et al., (2020) identified several dimensions that are important to evaluate service quality in the service industry, including:

1. Waiting Time and Processing: This is an important factor in assessing the timeliness of service delivery and should be carefully considered when evaluating service quality.
2. Service Accuracy: This dimension is concerned with reliability and error-free service execution, ensuring customers receive reliable service
3. Courtesy and Friendliness: High-quality service should be provided with hospitality and respect, especially when interacting with customers.
4. Responsibility: Handling customer complaints and responding to inquiries effectively are key aspects of demonstrating responsibility in service quality.
5. Completeness: It refers to the scope of service quality, including the availability of additional resources and additional complementary services.
6. Accessibility: The ease of obtaining services is influenced by the number of service points, such as cashiers or administrative personnel, as well as additional resources such as computers used for data processing.
7. Innovation: Introducing new features and variations in service quality related to the company's ability to innovate and diversify its service offerings.
8. Personalized Service: This includes the ability to adapt to specific customer needs, offering flexibility and customized services to meet individual preferences.
9. Convenience: Factors such as location, availability of parking spaces, and clear directions to the service area all contribute to the ease of access to the service for customers.
10. Supporting Attributes: Environmental factors such as cleanliness, waiting room conditions, availability of background music, air conditioning, and other amenities contribute to the overall service experience.

Emergency departments, an essential part of hospitals, are responsible for treating patients with life-threatening illnesses or injuries (Górska-Warsewicz, 2022). The emergency department also provides follow-up care for patients referred from other healthcare facilities

after they have received initial treatment. The main objective of the emergency department is to receive, stabilize and treat patients who require immediate medical attention, both in routine cases and critical emergencies (Valls Martínez et al, 2019). The goal is to offer immediate and stabilized care for patients in standard and extreme medical situations (Barrios-Ipenza et al., 2020) Laboratories must be able to perform triage, primary, secondary, definitive, and referral examinations. In accordance with its role as part of the SPGDT (Integrated Emergency Management System), hospitals can also carry out necessary evacuations if necessary. Each hospital must have triage standards set by the leadership or director of facilities (Suarayasa, 2022).

1. Triage is a process used to determine the type of treatment or intervention needed based on the patient's condition or medical history.
2. No Medical Intervention: During the triage process, no medical measures or interventions are performed.
3. Priority System: The triage process runs with a priority system, namely identifying individuals who need consultation related to actions that can affect the level of life-threatening risk based on their condition (Permenkes RI No. 47 of 2018)

Emergency Departments (ERs) play a crucial role in the hospital healthcare system, as this is where patients with emergency conditions first seek medical care. In a critical situation, time is a key factor that can determine life or death. According to Siripipatthanakul et al., (2021), services in the ER must be carried out quickly, precisely, and efficiently. This is important not only to reduce the risks faced by patients, but also to increase their chances of recovery. When patients arrive at the ER, they are often in an anxious state and need immediate treatment (Radu et al., 2022). Therefore, the ability of the ER to respond quickly can provide a sense of security for patients and their families.

The quality of services in the ER is influenced by various interrelated factors. One of the main factors is the waiting time (Elbaz et al., 2023). Research shows that long waiting times can lead to increased anxiety and dissatisfaction in patients (Dubey et al., 2019). In many cases, prolonged waiting times can negatively impact a patient's medical condition, especially in emergency cases that require quick treatment. Therefore, waiting time management is an important aspect that needs to be considered by hospitals to increase patient satisfaction. In addition to waiting time, the availability of medical personnel is also a crucial factor in determining the quality of service in the ER. The ER needs trained and experienced medical personnel to handle a wide variety of emergency cases. The availability of doctors, nurses, and other medical personnel can affect the ability of the ER to provide fast and effective services (Ramayah et al., 2022). With an adequate number of medical personnel, each patient can receive the necessary attention, thereby increasing the likelihood of a positive treatment outcome.

The facilities available in the ER are also no less important in determining the quality of service. Complete and modern facilities, such as advanced medical equipment and comfortable treatment rooms, can speed up the diagnosis and treatment process (Ivanova et al., 2020). In addition, the cleanliness and comfort of the ER environment also contribute to the patient experience. When patients feel comfortable and confident in the quality of the

facilities provided, they tend to have a higher level of satisfaction with the services received (Arief et al., 2022). Taking all these factors into account, it is important for hospital management to continuously evaluate and improve the quality of services in the ER. This not only has an impact on patient satisfaction, but can also improve the reputation of the hospital in the eyes of the public. A high-quality ER will be an attraction for patients, ultimately having a positive impact on the sustainability and success of the healthcare institution. In addition to waiting times, availability of medical personnel, and facilities, effective communication between medical personnel and patients also plays an important role in the quality of service in the ER (Wijaya, 2023). Good communication involves not only delivering clear information about the patient's medical condition, but also listening carefully to the patient's complaints and needs. When patients feel listened to and adequately informed, they tend to feel calmer and satisfied with the services provided. Research shows that poor communication can lead to misunderstandings, which has the potential to worsen patients' conditions and reduce their satisfaction with services (Akunne et al., 2019).

In addition, the importance of stress management and emotional support for patients and their families cannot be ignored. Emergency situations often cause anxiety and uncertainty, both for patients and their closest people (Harmawati et al., 2020). Therefore, the existence of medical personnel who are not only trained in technical aspects but also have good interpersonal skills is very necessary. Medical personnel who can provide emotional support and explain the treatment process with empathy can help relieve the tension felt by patients and their families. By creating a supportive and caring environment, the ER focuses not only on saving lives, but also on the overall patient experience, which in turn can increase patient satisfaction and loyalty levels towards the healthcare provided. Furthermore, the assessment of service quality in the ER is also influenced by the management system implemented by the hospital. Good management will ensure that all processes run smoothly, from patient admission, medical treatment, to patient discharge. The implementation of clear and measurable standard operating procedures (SOPs) can help reduce errors in services and speed up response times to patients who need immediate treatment. In addition, periodic evaluations of the performance of medical teams and existing facilities are essential to identify areas that need improvement and ensure that the services provided always meet the expected standards (Siti Nur Aini et al., 2021). In today's digital era, information technology also plays an important role in improving the quality of services in the ERA (Amahoru et al., 2021). The use of an integrated health information system can facilitate access to patient data, allowing medical personnel to carry out faster and more accurate diagnosis and treatment. In addition, telemedicine technology can be used to provide initial consultation to patients, thereby reducing the burden on the ER and speeding up the handling of cases that require immediate attention. By utilizing technology optimally, the ER can improve service efficiency and maximize patient experience, which ultimately contributes to improving overall patient satisfaction (Karwiti et al., 2021).

In addition, the aspect of communication between medical personnel and patients is also a crucial factor in determining the quality of service in the Emergency Department. Effective communication can build trust between patients and medical personnel, as well as

help patients feel more comfortable receiving treatment. When medical personnel are able to explain medical procedures and conditions clearly and empathetically, patients will feel more involved in their treatment process. Not only does this increase patient satisfaction, but it can also contribute to better health outcomes. Therefore, communication training for medical personnel should be an integral part of the professional development program in hospitals (Rum et al., 2019). Lastly, the physical environment in the ER cannot be ignored. The design of a comfortable, clean, and safe space can reduce patient anxiety and create an atmosphere that supports the healing process (Annisa et al., 2024). The availability of adequate facilities, such as comfortable waiting rooms and modern medical equipment, will make a positive impression on patients and their families. In addition, hygiene and sanitation maintained in the ER are very important to prevent nosocomial infections that can endanger patient health (Sari et al., 2021). By integrating these elements, the ER can create an environment conducive to high-quality health care, improve patient satisfaction, and ultimately support the success of patient health recovery.

According to Sari et al., (2021) The measure of patient satisfaction with services is the difference between what they think they will get and what they think they will not get. If the service is in line with their expectations, then it shows that the service has provided excellent quality and will also result in a high level of satisfaction. On the other hand, if their expectations are not met, it shows that the quality of the service is not in accordance with their expectations (Lestari, 2021). Patient satisfaction with the quality of dental and oral health services is categorized as very satisfied, satisfied, moderately satisfied, dissatisfied, and very dissatisfied based on the Likert scale which is a measuring tool made by the company (Christiani et al., 2019). To find out the level of satisfaction, a questionnaire can be created that contains important aspects of the patient. The level of satisfaction is measured using the satisfaction assessment likert scale by being weighted as follows (Usman, 2020):

1. Very satisfied given a weight of 5
2. Satisfied with a weight of 4
3. Simply satisfied 3
4. Dissatisfied is given a weight of 2
5. Very dissatisfied with being given a weight of 1

Patient satisfaction is the result of the evaluation that patients make of their experience after receiving health services. According to Permana, (2020) patient satisfaction can be defined as a comparison between the expectations that patients have before receiving services and the reality they receive during the process. In the context of health services, patients' expectations are usually shaped by the information they have received before, either from personal experience or recommendations from others. When these expectations are met or even exceeded, patients tend to feel a high level of satisfaction (Sholeh et al., 2021).

Previous research has shown that patient satisfaction is greatly influenced by various aspects of the quality of services received, including in the Emergency Department (ER) (Yuniko et al., 2019). Factors such as reasonable wait times, responsiveness of medical personnel, and quality of communication can play an important role in shaping the patient experience. For example, if a patient experiences a long wait time without adequate

explanation, this can lead to significant dissatisfaction. On the contrary, fast and informative service can drastically increase patient satisfaction. Patients who are satisfied with the services they receive are more likely to return and recommend the hospital to others, which in turn can improve the hospital's reputation and performance. Word-of-mouth recommendations are one of the most effective forms of promotion, because people tend to trust the experiences of others when seeking health services (Kanda et al., 2022). As such, maintaining patient satisfaction levels is crucial for hospitals, not only to ensure patients return, but also to attract new patients. Improving patient satisfaction should be a priority for hospital management, especially in the ER, where decisions must be made quickly and often under stressful conditions. The implementation of strategies that focus on improving service quality, good communication, and attention to patient needs can help create a positive experience (Ikhwan et al., 2022). This will not only affect patient satisfaction directly, but will also have an impact on their loyalty to the health institution. Thus, attention to patient satisfaction must be an integral part of efforts to improve services in hospitals (Nazir et al., 2022).

Patient satisfaction in the Emergency Department (ER) can also be affected by the emotional aspect. When patients come to the ER, they are often in a state of anxiety, fear, or even panic. This emotional response can affect the way they rate the quality of the services they receive. Therefore, it is important for medical personnel and staff in the ER to not only focus on the technical aspects of the service, but also to provide the necessary emotional support. Providing a welcoming environment and providing genuine attention to patients can make them feel more valued and cared for, thereby increasing their satisfaction (Sulana et al., 2020). In addition, patient involvement in the decision-making process regarding their treatment also contributes to satisfaction levels. When patients feel that they are being engaged and listened to, they will be more likely to feel satisfied with the outcome of the service. Therefore, training for medical personnel on effective communication and listening skills can be a useful step in improving interaction with patients. By providing a clear explanation of the procedure to be performed and involving the patient in the process, the hospital can create a more positive experience for the patient. Furthermore, regular evaluation and measurement of patient satisfaction is essential to identify areas that need improvement. Hospitals can use a variety of methods to collect feedback from patients, such as satisfaction surveys, interviews, or suggestion boxes. The data obtained from this feedback can be the basis for continuous improvement in the ministry. By understanding the patient's expectations and experiences, hospitals can better meet their needs and adapt to the changes needed to improve the quality of service.

Finally, high patient satisfaction not only provides benefits to individual patients, but also contributes to the reputation and sustainability of the hospital itself. In an era where information spreads quickly, a hospital's reputation is often affected by patient reviews and experiences. Therefore, hospitals that are committed to improving patient satisfaction in the ER and overall will be able to retain and attract more patients, while building a positive image in the community.

The Relationship between Service Quality and Patient Satisfaction

Several studies have shown a significant relationship between service quality and patient satisfaction. Research conducted by Sulana et al., (2020) revealed that the high quality of service in the Emergency Department (ER) has a positive impact on patient satisfaction. The results of the study indicate that when patients feel that they are getting good and professional service, their satisfaction level will increase. On the other hand, if the quality of the service provided decreases, then the patient's satisfaction level will be negatively affected, which can result in dissatisfaction and even the decision not to return to the hospital. Factors that affect the quality of service in the ER include response speed, medical personnel skills, and available facilities. For example, long wait times can be frustrating for patients, and this can reduce their satisfaction. Another study conducted by Surtinah, (2019) also shows that the existence of adequate facilities, such as medical equipment and comfortable waiting rooms, plays an important role in creating a positive experience for patients. Thus, improving the quality of services in the ER will not only have an impact on patient satisfaction but can also increase patient loyalty to the hospital.

Good service quality not only has an impact on individual patient satisfaction, but also has long-term implications for the hospital's reputation. Hospitals that are able to provide satisfactory services will more easily attract new patients through recommendations from satisfied patients. Therefore, it is important for hospital management to regularly evaluate and improve the quality of services provided, as well as prioritize patient satisfaction as one of the indicators of hospital operational success. Additionally, it is important to consider that patient satisfaction is not only affected by the technical aspects of the service, but also by the emotional interaction between the patient and the medical staff. Research conducted by Aryani (2021) shows that medical staff's attitudes and behaviors, such as empathy, patience, and effective communication, play an important role in improving the patient experience. When patients feel heard and understood by medical personnel, this can reduce anxiety and increase their satisfaction. Therefore, soft skills training for medical personnel in the ER is crucial to improve the quality of service and, in turn, patient satisfaction. On the other hand, the challenges in improving the quality of services in the ER also need to be acknowledged. One of the main challenges is the limited resources, both in terms of medical personnel and facilities. Often, the ER experiences unexpected patient surges, which can cause stress on the service system. Therefore, hospital management needs to have an effective strategy in place to manage this surge, including flexible scheduling of medical personnel and adequate facility procurement. By overcoming these challenges, hospitals can ensure that the quality of service is maintained even in stressful situations. Awareness of the importance of quality of service in the ER must be a priority for all relevant parties, including hospital management, medical personnel, and the government. With good collaboration between all stakeholders, it is hoped that the quality of service can be improved in a sustainable manner. Improving the quality of services in the ER will not only have a positive impact on patients, but also on the sustainability and reputation of hospitals in the community. Thus, efforts to improve the quality of services in the ER must be the main agenda in the development of a better health system.

CONCLUSION

In conclusion, the quality of service in the Emergency Department (ER) has a significant impact on patient satisfaction, where fast, precise, and empathetic service can improve the patient experience and encourage them to return and recommend the hospital to others. Research shows that good interaction between medical personnel and patients, as well as effective resource management, are key factors in creating satisfaction. Therefore, efforts to improve the quality of services in the ER must continue to be carried out through training, adequate facility procurement, and management that is responsive to patient needs, in order to achieve optimal and sustainable health services.

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