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The Effect of Facilities and Service Quality on Inpatient Satisfaction at Ngimbang Hospital, Lamongan Regency

Siska Maulana Dewi[1], Imam Syairozi[2], Nurul Badriyah[3]
Postgraduate Study Program in Management, Lamongan Islamic University, Lamongan, Indonesia
Email: siskamaulana@unisla.ac.id imamsyairozi@unisla.ac.id nurulbadriyah@unisla.ac.id

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ABSTRACT
This study aims to analyze the influence of facilities and service quality on inpatient satisfaction at the Ngimbang Regional General Hospital (RSUD), Lamongan Regency. The study used a quantitative approach with the population of all inpatients at Ngimbang Hospital during the study period of 804 patients. The sample was determined using the Slovin formula with an error rate of 10%, so that 89 respondents were obtained. Data was collected through observations, interviews, and Likert scale questionnaires. The independent variable of the study was facility and quality of service, while the bound variable was patient satisfaction. Data analysis was carried out through validity tests, reliability tests, classical assumption tests, multiple linear regression, multiple correlation, determination coefficients, partial tests, and simultaneous tests. The results showed the regression equation Y = 1.049 + 0.315X1 + 0.386X2. Facilities had a significant effect on patient satisfaction with a t-value of 6.746 and a significance of 0.000. The quality of service also had a significant effect with a t-value of 7.377 and a significance of 0.000. Simultaneously, facilities and service quality had a significant effect on patient satisfaction with an F value of 135.852 and a significance of 0.000. An R Square value of 0.760 indicates that 76% of the variation in patient satisfaction is explained by facilities and quality of service. The service quality variable is the dominant factor because it has the highest regression coefficient and standardized beta.

Corresponding Author:
Siska Maulana Dewi
Postgraduate Study Program in Management, Lamongan Islamic University, Lamongan, Indonesia
siskamaulana@unisla.ac.id

INTRODUCTION

Health is the main need of the community, so health service institutions are required to be able to provide excellent, safe, and reliable services. Hospitals as health service providers have a strategic function because they provide inpatient, outpatient, and emergency services in a complete manner. In the context of competition between health institutions, hospitals are not enough to provide medical services, but also must be able to provide supporting facilities and service quality that meet patient expectations.

Facilities are an important part of the patient experience because they are directly related to comfort, ease of access, and patient perception of the quality of service. Clean,

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organized, safe facilities, and supported by supporting facilities such as treatment rooms, waiting rooms, toilets, parking lots, and directions will help patients and their families feel more comfortable while receiving services. Tjiptono (2006) emphasized that the perception formed from customer interaction with facilities can affect the assessment of service quality.

Facilities and quality of service are two important factors that can affect inpatient satisfaction. The availability of adequate facilities will support the patient's comfort during treatment, while good service quality will provide a service experience that meets the patient's expectations. Therefore, hospitals need to improve the quality of facilities and services on an ongoing basis to create optimal patient satisfaction.

On the other hand, the quality of service is a factor that greatly determines patient satisfaction. Patients not only assess the results of the service, but also the way the service is delivered, such as the responsiveness of the officers, reliability, certainty, empathy, and physical evidence of the service. If the quality of service is perceived to meet or exceed expectations, patients will feel satisfied, tend to use the service again, and give positive recommendations to others. Conversely, service that is slow, less informative, or less friendly can lower patient satisfaction.

Ngimbang Hospital, Lamongan Regency as a regional health service facility has an important role for the people of Lamongan, especially the South Lamongan area. However, hospitals still face challenges in maintaining patient trust through improving facilities and service quality. Therefore, this study is focused on determining the influence of facilities and service quality on inpatient satisfaction, both partially and simultaneously, and determining the most dominant variables affecting patient satisfaction.

Literature Review

Service Marketing and Patient Satisfaction

Services are actions or performances offered by one party to another, are intangible, and do not result in physical ownership. Kotler (2002) explained that services have intangible characteristics, are inseparable from service providers, are varied, and are not durable. In hospital services, patients not only assess the medical product, but also the benefits and value obtained from the entire service process.

Patient satisfaction can be understood as an evaluative response after the patient compares expectations with the actual performance of the services received. Kotler (2000) states that satisfaction is the level of feeling a person after comparing the perceived results with expectations. If the service meets or exceeds expectations, the patient will be satisfied; On the other hand, if the service is below expectations, the patient will be disappointed. Thus, patient satisfaction is an important indicator for the success of hospital management.

Facilities

Facilities are physical assets provided by service providers to make it easier for consumers or patients to use services. In the context of hospitals, facilities include treatment rooms, waiting rooms, toilets, parking lots, lighting, furniture, information boards, and other facilities that support patient comfort. Tjiptono and Chandra (2012) place facilities as actual resources that need to be available before services are offered to customers.

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Facility indicators in this study refer to considerations or partial planning, spatial designers, equipment or furniture, lighting, color, and messages conveyed graphically. The better the quality of the facilities a patient receives, the more likely it is that the patient will form a positive perception of the hospital.

Quality of Service

The quality of service describes the extent to which the service received by the patient is in accordance with the expected service. Parasuraman, Berry, and Zeithaml in Lupiyoadi (2006) explained that service quality can be understood through five main dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy. These five dimensions are very relevant in hospital services because patients interact directly with officers, physical facilities, and administrative and treatment processes.

Tangibles are related to physical evidence of service, reliability is related to the reliability of the officer in providing the promised service, responsiveness indicates the willingness to help patients quickly, assurance shows the ability of the officer to foster a sense of security and trust, while empathy is related to personal attention to the patient's needs. High quality of service will encourage patient satisfaction because patients feel cared for and served properly.

Conceptual Framework and Hypothesis

This study placed facilities (X1) and service quality (X2) as independent variables, while patient satisfaction (Y) as dependent variables. Conceptually, adequate facilities and good service quality are assumed to be able to increase patient satisfaction. The research hypothesis includes: (H1) facilities have a significant effect on patient satisfaction; (H2) service quality has a significant effect on patient satisfaction; and (H3) facilities and service quality have a simultaneous effect on patient satisfaction.

METHOD

This study uses a quantitative approach because it aims to test the influence between variables through numerical data and statistical analysis. The location of the research is the Ngimbang Regional General Hospital, Lamongan Regency which is located at Jl. Babat-Jombang No. 227, Tapas, Sendangrejo, Ngimbang District, Lamongan Regency. The research was carried out in the period from November 2023 to April 2024.

The study population was all patients who received treatment at the Inpatient Installation of Ngimbang Hospital, Lamongan Regency during the study period, which was 804 patients. The number of samples was calculated using the Slovin formula with a margin of error of 10%, so that 88.93 was obtained and rounded to 89 respondents. The sampling technique used non-probability sampling with respondents who met and met the criteria as inpatients who had utilized hospital services.

Primary data was obtained through a questionnaire containing statements regarding facilities, service quality, and patient satisfaction. The questionnaire used a Likert scale of 1 to 5, ranging from strongly disagree to strongly agree. Secondary data is obtained from hospital profiles, history, vision, mission, organizational structure, and other supporting

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documents. Data collection techniques were carried out through observation, interviews, and questionnaire distribution.

The facility variable (X1) was measured by six indicators, namely consideration or partial planning, space designer, equipment or furniture, lighting, color, and graphic message. The service quality variable (X2) is measured by five indicators, namely tangibles, reliability, responsiveness, assurance, and empathy. The patient satisfaction variable (Y) is measured through the process of improving the quality of service, the inventory or facility management process, the administrative process from ordering to payment, and the process of service to consumers.

Data analysis was carried out with the help of SPSS through validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, multiple correlation, determination coefficient, t-test, and F test.

RESULTS AND DISCUSSION

Respondent Description

The number of respondents in this study was 89 inpatients. Based on gender, male respondents amounted to 47 people or 53%, while female respondents amounted to 42 people or 47%. Based on age, the largest group was in the range of 46-60 years as many as 30 people or 34%, followed by 31-45 years old as many as 27 people or 30%. Based on occupation, the most respondents were self-employed as many as 44 people or 49%.

Table 1. Respondent Characteristics

Characteristics	Categories	Quantity	Percentage
Gender	Male	47	53%
Gender	Women	42	47%
Age	15-30 years	19	21%
Age	31-45 years old	27	30%
Age	46-60 years old	30	34%
Age	> 60 years old	13	15%
Jobs	Students	7	8%
Jobs	Civilian servants	17	19%
Jobs	Private employees	21	24%
Jobs	Self-employed	44	49%

Classical Instrument and Assumption Tests

The results of the validity test showed that all items in the variables of facilities, service quality, and patient satisfaction had a calculated r value greater than the r of the table 0.2084, so that all items were declared valid. The reliability test also showed that all variables were reliable because Cronbach's Alpha value was above 0.60, namely facilities of 0.847, quality of service 0.907, and patient satisfaction of 0.802.

The Kolmogorov-Smirnov normality test yields an Asymp value. Sig. 0.076 which is above 0.05, so that the residual is declared to be normally distributed. The multicollinearity test showed a tolerance value of facilities and service quality of 0.600 and a VIF value of 1.668. Because the tolerance value is greater than 0.10 and the VIF is less than 10, the

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regression model does not experience symptoms of multicollinearity. The results of the heteroscedasticity test through scatterplots showed a random scattering of points above and below zero, so that heteroscedasticity did not occur.

Table 2. Reliability Test Summary

Variable	Cronbach's Alpha	Remarks
Facilities (X1)	0,847	Reliable
Quality of Service (X2)	0,907	Reliable
Patient Satisfaction (Y)	0,802	Reliable

Multiple Linear Regression Analysis

The results of multiple linear regression analysis yielded the equation Y = 1.049 + 0.315X1 + 0.386X2. The constant value of 1.049 indicates that if the facilities and quality of service are considered constant, then patient satisfaction is at 1.049. A facility coefficient of 0.315 means that every increase of one unit of facility will increase patient satisfaction by 0.315 assuming other variables are constant. A service quality coefficient of 0.386 means that every one unit increase in service quality will increase patient satisfaction by 0.386 assuming other variables are constant.

Table 3. Multiple Linear Regression Results

Variable	B	Std. Error	Beta	T Count	Sig.
Constant	1,049	0,968	-	1,083	0,282
Facilities (X1)	0,315	0,047	0,461	6,746	0,000
Quality of Service (X2)	0,386	0,052	0,504	7,377	0,000

A multiple correlation value (R) of 0.872 indicates a very strong relationship between facilities and quality of service on patient satisfaction. An R-Square value of 0.760 indicates that 76% of the variation in patient satisfaction can be explained by facilities and quality of service, while the remaining 24% is explained by other factors not included in this study model.

Table 4. Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,872	0,760	0,754	1,015

Hypothesis Test

Partial tests showed that the facility had a significant effect on patient satisfaction because the calculated t value of 6.746 was greater than the table t of 1.66256 and the significance value of 0.000 was less than 0.10. The quality of service also had a significant effect on patient satisfaction because the calculated t value of 7.377 was greater than the t of the table of 1.66256 and the significance value of 0.000 was smaller than 0.10. The simultaneous test showed that the F value of 135.852 was greater than the F of table 2.37 with a significance of 0.000, so that facilities and service quality together had a significant effect on patient satisfaction.

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Table 5. Hypothesis Test Summary

Testing	Statistical Value	Sig.	Verdict
Patient Satisfaction > Facility	t = 6.746	0,000	Significant
Quality of Service - > Patient Satisfaction	t = 7.377	0,000	Significant
Facilities and Quality of Service - > Patient Satisfaction	F = 135,852	0,000	Significant

Discussion

The results of the study show that facilities have a significant effect on inpatient satisfaction. This finding means that the better the facilities provided by Ngimbang Hospital, the higher the patient satisfaction. Adequate facilities such as cleanliness of the treatment room, waiting room, toilet, lighting, signage, and safe and spacious parking lot provide comfort during the patient's service. This finding is in line with the research of Ivon Santa Yesinda and Retno Murnisari (2018) who stated that facilities affect patient satisfaction.

The quality of service has also been proven to have a significant effect on inpatient satisfaction. This shows that patients assess the quality of service through physical evidence, reliability, responsiveness, assurance, and concern of the officers. Fast, informative, friendly, and able to provide solutions to patient complaints will strengthen patient satisfaction with the hospital. This finding is in line with the research of Tri Irfa Indrayani (2018) who concluded that the quality of service affects patient satisfaction.

Simultaneously, facilities and service quality have a significant effect on patient satisfaction. This means that patient satisfaction is not only formed from physical facilities, but also from the service interactions received by patients during hospitalization. Good facilities without responsive service do not necessarily result in maximum satisfaction. On the contrary, good service will have a stronger impact if it is supported by adequate physical facilities. Therefore, hospital management needs to pay attention to these two aspects in an integrated manner.

The service quality variable is the most dominant variable because it has a higher regression coefficient (0.386) than facilities (0.315) and a higher standardized beta value (0.504) than facilities (0.461). This shows that improving the quality of service has the greatest contribution to increasing inpatient satisfaction at Ngimbang Hospital, Lamongan Regency.

CONCLUSION

Based on the results of the study, it can be concluded that facilities have a significant effect on the satisfaction of inpatients at Ngimbang Hospital, Lamongan Regency. This shows that the provision of facilities that are comfortable, clean, complete, and easy to use can increase patient satisfaction. The quality of service also has a significant effect on patient satisfaction, which means that service that is reliable, fast, friendly, reassuring, and empathetic can improve the positive experience of patients.

Simultaneously, facilities and service quality had a significant effect on patient satisfaction with an F value of 135.852 and a significance of 0.000. A determination

coefficient value of 0.760 indicates that 76% of patient satisfaction can be explained by facilities and quality of service. The service quality variable is the most dominant variable influencing patient satisfaction because it has the highest regression coefficient and standardized beta values.

The practical implication of this study is that Ngimbang Hospital needs to maintain and improve inpatient facilities, including room comfort, cleanliness, lighting, directions, and other supporting facilities. In addition, hospitals need to continue to improve the quality of services through officer training, improved response to complaints, good communication, and personal attention to patients. Further research is suggested using a larger number of respondents and adding other variables such as cost, hospital image, trust, or patient loyalty.

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