

The Quality of Unit Services Outpatient towards Satisfaction: A Literature Review

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Abstract. *This article discusses about quality of outcoming unit services on patient satisfaction. The quality of care offered to patients is likely to suffer as a result of bad human relationships, poor technological competence, and poor efficiency in health services. Patients' satisfaction is a key indicator of good hospital procedures and a barometer for the quality of care received. If a hospital's patients are dissatisfied, it will have a negative impact on its bottom line. Many factors influence patient satisfaction in hospitals or other health care organizations. There are several techniques to gauge customer satisfaction.*

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INTRODUCTION

Hospitals are being built in every neighborhood in an effort to improve public health. The health care system cannot function without hospitals. It has been outlined by the Indonesian Ministry of Health that public hospitals are responsible for ensuring that healing and recovery efforts are prioritized in order to improve and prevent quality health and are affordable to the community in the context of carrying out referral efforts in a harmonious and integrated manner. In order to better the health of the community, services must be provided. In order to meet the community's requirements for cheap, high-quality healthcare, the hospital must respond and be proactive (Kahana et al., 2003; Prilleltensky, 2005).

As a health care facility, a hospital has the obligation of ensuring the health and well-being of its patients, as well as educating the community about good living practices. According to the Minister of Health of the Republic of Indonesia Number 340/Menkes/Per/III/2010, a hospital is a health care facility that provides inpatient, outpatient, and emergency services. Generally speaking, general hospitals are health care facilities that offer treatment for any and all types of illness (Lönnroth et al., 2001).

After obtaining services, patient satisfaction is a significant factor in determining the quality of hospital care. It is the comparison of expected product performance (results) to actual product performance that generates a sense of pleasure or disappointment (Kotler & Keller, 2016).

patient satisfaction is the first sign of good hospital practices and a gauge of the caliber of care provided (Council, 2015). A hospital's profitability will suffer if its patients

are dissatisfied, which in turn will reduce the number of visits. It's important to remember that good hospital services are focused on the requirements of the patients, since the patient is the ultimate arbiter of the quality of the care received (Tjiptono, 2019).

Patients who are dissatisfied with their care are more likely to register a formal complaint with the medical center. Patient satisfaction with the hospital's ability to provide healthcare will suffer if complaints are not addressed promptly. Business and management discourse is increasingly focused on customer happiness. Good or satisfactory service is often expected by customers when purchasing items or services

It is envisaged that the quality of hospital services would grow and influence patient decisions and beliefs in order to create patient satisfaction in the use of health care. As a result of activities such as accreditation and other examinations, the quality of a hospital can be evaluated.

An additional component that impacts patient satisfaction is the service provider's attitude as well as room and facility conditions. This includes the patient's right to his or her own body/privacy rights, which are derived from TROS (The Right Of Self-determination). Patient satisfaction is influenced by factors such as patient requirements and desires, prior experiences and the feedback of friends and family members. Marketing advertisements also play a role. Patients' perceptions and expectations are also influenced by a variety of other characteristics, including their age, education, gender, personality type, ethnicity, and cultural background

LITERATURE REVIEW

Hospital Duties, Functions and Responsibilities

Providing high-quality and reasonably priced health care is central to General Hospital's objective of improving community health. As part of its mission, public hospitals are tasked with providing high-quality health care in a timely and cost-effective manner by focusing on patient healing and recovery while also implementing programs for disease prevention and early detection.

Health care facilities are mandated by Law No. 44 of 2009 to perform a variety of tasks, among which are the following: (1) providing medical treatment and health recovery services in accordance with hospital service standards; (2) preserving and improving individual health by providing comprehensive secondary and tertiary care, as determined by medical necessity; and (3) coordinating human resource development to boost.

As a result, the hospital's responsibilities include providing accurate information about its services to the public; (2) providing safe, high-quality, non-discriminatory, and effective health care; and (3) prioritizing the interests of patients according to service standards. (3) Hospitals provide emergency services to patients, in accordance with their service capabilities, in disasters; (4) provide facilities and services for the underprivileged or poor; (5) carry out social functions, among other things, by providing service facilities for underprivileged/poor patients, emergency services without a down payment, free ambulances, and services for victims; and (6) For example, (7) keep medical records; (8) provide suitable facilities for public use; (9) supply parking; (10) implement a referral system; (11), reject the patient's wishes that are opposed to professional and ethical norms as well as legislative regulations; (12), implement a referral system

Service Quality Concept

The definition or meaning of the concept of quality has been given by many experts with different perspectives, resulting in different definitions. Goesth and Davis quoted by Tjiptono, argued that quality is defined "as a dynamic condition which relates to products, services, people, processes and the environment that meet or exceed expectations. Then Triguno also expressed the same thing about quality.

Dimensions of Service Quality

This article in Wijono states that the quality of health care may be categorized into three primary areas according to Lori Di Prete Brown, et al: Technical Competence, Communication, and Organizational Structure are the three pillars of an effective team. It's not just about how effectively someone can do their job; it's also about how appealing they are on the outside. Technical competence relates to how well officers conform to stated service standards in terms of dependability, accuracy, reliability, and consistency, as described by the standards. It's possible to go to the services. Health treatment should not be restricted due of a patient's geographic location, socioeconomic status, cultural background, or language. This is what we mean by "access." By "effectiveness," we mean the ability of people to receive the healthcare they require regardless of where they live, how they were raised, their ethnicity or language they speak. The quality of care offered to patients is likely to suffer as a result of bad human relationships, poor technological competence, and poor efficiency in health services. Ineffective standards or malfunctioning services must be reduced or eliminated to ensure good service. It is possible to attain higher quality at a lesser cost, and customers can rely on us to provide them with ongoing access to all diagnostic and therapeutic services they require (including referrals). It is essential that health workers who are aware with the disease's history provide routine and preventive care. Customers can also get help finding specialized treatment options and thorough follow-up care. characteristics such as safety and convenience that are not directly related to therapeutic effectiveness can have a major impact on patient satisfaction and the chance that they would return for future services (Nugroho & Aryati, 2009).

Factors Affecting Service Quality

(1) Men: advancements in technology, computing, and other fields necessitate an increasing number of specialized workers; Increasing competition in all disciplines, including quality, necessitates a significant increase in financing. (3) Materials: materials are becoming increasingly scarce, and a wide range of materials are required; In order to meet client expectations, machines and mechanisms must continuously be tweaked. It's imperative to keep up with the rapid advancements in computer technology; Increased and expanded market requirements; Management: the company's quality management duties; Workers must become more conscious of the importance of quality in order to increase the complexity of their work. The ever-increasing demands of clients necessitate a constant quality adjustment in order to meet them

Patient Satisfaction Concept

The roots of the English word "satisfaction" can be found in the Latin words "satis" (meaning "very good") and "factio" (meaning "to accomplish or make"). Patients' satisfaction, according to Tjiptono, is a key indicator of good hospital procedures and a barometer for the quality of care received. If a hospital's patients are dissatisfied, it will have a negative impact on its bottom line.

Factors Affecting Patient Satisfaction

Many factors influence patient satisfaction in hospitals or other health care organizations, including: (1) the staff's approach and behavior, the patient's feelings, especially when they first arrive; (2) the quality of the information received, such as what is done, what can be expected; and (3) the quality of the care provided. Hospitality amenities, such as food quality, privacy, and arrangements for patients to visit, are important considerations when it comes to a patient's stay. (seven) The results of the therapy and treatment.

Patients are the hospital's internal clients. Among the many slogans we employ to better understand and motivate our consumers are: (a) Customers are the most important individual in all of our actions; (b) Customers do not depend on us. C) don't disturb us; (d) we rely on them. What we're getting at is this: (d) a part of us, not a separate entity from us. Euros are a lot more than a piece of data. like us; (f) persons who come to us with their desires and needs. It is our responsibility to do so; (g) Without them, the organization would cease to exist

How to Measure Patient Satisfaction

Customers are those who purchase or utilize health care products or services (Callaway & Dobrzykowski, 2009). Customer or patient satisfaction can also be measured through other channels, such as: (1) Complaints and recommendations system, such as suggestion boxes in strategic locations; (2) toll-free telephone lines; (3) websites; (4) emails; and (5) other methods. Customers can be asked for their feedback in a variety of ways, including via mail, phone, email, or face-to-face. (4) Analysis of lost consumers, i.e. contacting or interviewing former customers to determine the reasons for their departure in order to make service improvements (Kotler & Keller, 2016).

Customer Satisfaction Measurement Technique

There are several techniques to gauge customer satisfaction according to Martilla and James in Tjiptono; (1) Directly reposted satisfaction may be measured; How much (importance/performance ratings) do they expect an attribute to be and how much do they feel (derived pleasure) about the company's offer? (problem analysis). In order to gauge how important each component of the offer is, we polled our audience to see how well the company is doing on each one (Tjiptono, 2014)

Hospital service quality

According to Parasuraman et al., (1998), quality of service (Service Quality) is how far the distance between reality and consumer expectations is between the services they receive or acquire. Pohan, on the other hand, says that patient satisfaction is a measure of how happy a patient is with the quality of health care he receives after comparing it to what the patient expected. Hospital standards and service quality can be gauged by patient happiness (Sharples & Russell, 2010).

Aspects of health care quality that will be assessed in this study include, but are not limited to, technical competence, accessibility to services, efficacy, human relations, efficiency, continuity of service, security, and comfort according to Lori Di Prete Brown et al. in Wijono. Waiting times, patient waiting rooms, service procedures, and consultation time with expert doctors (opportunity to ask, friendliness of the officers, and privacy throughout the service) are some of the variables used to gauge patient satisfaction (Kotler, 2016).

CONCLUSION

Health treatment should not be restricted due of a patient's geographic location, socioeconomic status, cultural background, or language. The quality of care offered to patients is likely to suffer as a result of bad human relationships, poor technological competence, and poor efficiency in health services. Patients' satisfaction is a key indicator of good hospital procedures and a barometer for the quality of care received. If a hospital's patients are dissatisfied, it will have a negative impact on its bottom line. Many factors influence patient satisfaction in hospitals or other health care organizations. There are several techniques to gauge customer satisfaction. Patient satisfaction is a measure of how happy a patient is with the quality of health care he receives. Hospital standards and service quality can be gauged by patient happiness.

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