



Correlation between the Implementation of Excellent Service of Nursing with the Level of Patient Satisfaction in Medika Mulia Hospital of Tuban

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ABSTRACT

The purpose of this study was to determine the significance of the correlation between the implementation of excellent services with the level of patient satisfaction. The design of this study used correlational analytics with the Cross-Sectional time approach. The sample in this study was inpatients in the VIP room of Medika Mulia Hospital of Tuban with an accidental sampling technique. The sample size was 56 people. The data collection used a questionnaire instrument. Then analyzed used Spearman Rank statistical test with significance level $\alpha = 0.05$. The results of study 52 (96.3%) respondents stated excellent service of nursing with a very satisfying level of satisfaction, 2 (3.7%) respondents stated excellent service of nursing with a satisfying level of satisfaction, 1 (50%) stated that nursing service was quite excellent with a level of satisfaction is very satisfied, 1 (50%) of respondents said that the nursing service was excellent with a satisfied level of satisfaction and none of the respondents stated that nursing service was not prime and was not satisfied with the services of nursing. The results of data analysis obtained the value of $p = 0.004$, meaning $p < 0.05$, which means there was a correlation between the implementation of excellent service of nursing with the level of patient satisfaction in the VIP Room of Medika Mulia Hospital of Tuban.

INTRODUCTION

Hospital is a service provider that is a health service. Health services to create health degrees that satisfy the expectations of the degree of community needs by providing effective services (Saleha & Satrianegara, 2009). The higher the comfort of the community of the quality of health services, the service function must be improved to provide satisfaction for clients. The public is now increasingly understanding of rights and obligations. Hospitals using advanced technology, the client's experience with illness, and the medical services they receive are the most important quality measures of hospital services. The experience they gain from service will certainly influence them to choose the health care system or hospital they will use (Potter & Perry, 2005).

One of the health service providers is a nurse. Nurses must have good knowledge, attitude, and appearance in providing services to patients. During the educational process, nurses not only get lessons about health knowledge but also help to look and have a good attitude. Having a neat appearance, neat hair, not using jeans and tight pants, behaving well, communicating therapeutically are things that are applied during the learning process. What is meant to be developed by nurses who not only support extraordinary knowledge but also about nurses are required to provide knowledge obtained by facilitating and looking good for patients so that they get satisfied with the services obtained. Communities who are satisfied with the services taken will agree to the agreed treatment plan, but instead, those who are dissatisfied disagree and will switch to other health service facilities or other hospitals (Pohan, 2006). To maintain the loyalty of hospital service users continuously developing quality health care programs for customers in meeting satisfaction with health services obtained by providing excellent service. Excellent or superior service represents the attitude or way of providing great service offered in creating satisfaction for clients.

According to Lassere (2010), creating excellent service does not have to be expensive. For example, being polite, smiling, and friendly to clients is free for all service providers. Excellent service itself makes a thing services become more quality and will have an impact on client satisfaction. This is evidenced by research conducted by Putri, Saryadi, and Dewi (2013) found the results of research on the influence of service quality on patient satisfaction by a 99% positive effect. Amin and Nasharuddin (2013) in their research also found that a hospital by implementing good quality of service would cause high satisfaction with the service users.

To find out whether the excellent service is related to the level of patient satisfaction, we need a study in this case excellent service and patient satisfaction is a measurement tool. Based on the description above can be done a study entitled "Correlation between the Implementation of Excellent Service of Nursing with the Level of Patient Satisfaction in Medika Mulia Hospital of Tuban.

METHOD

This research method used a correlation analysis design that is a statistical technique of nursing research that determines the relationship between two variables in the study (Sugiyono, 2009), where the independent variable is the excellent service of nursing and the dependent variable is level of patient satisfaction. The data collection approach in this study was the Cross-Sectional approach which is a type of research that emphasizes the measurement or observation of independent and dependent variable data only once at a time by using a questionnaire instrument (Nursalam, 2013). In this study, the population was the total number of patients in the VIP room in Medika Mulia Hospital of Tuban. The sample size was 56 patients in the VIP room in Medika Mulia Hospital of Tuban. Data analysis used the Spearman rank test as for the provisions of decision making whether the hypothesis is accepted or rejected by looking significant. If the significance of p -value < 0.05 then H_1 is accepted which means there is a correlation between the excellent service with the level of patient satisfaction in the VIP room of Medika Mulia Hospital of Tuban. If the significance of p -value > 0.05 then H_0 is rejected, which means there is no correlation between the excellent service with the level of patient satisfaction in the VIP room of Medika Mulia Hospital of Tuban.

RESULTS AND DISCUSSION

Excellent Service of Nursing

The description of the implementation of the excellent service of nursing in the VIP room of Medika Mulia Hospital in Tuban can be seen in Table 1.

Based on Table 1, it can be seen that of the 56 respondents who were used as research samples, almost all of them considered that the excellent service of nursing in the VIP room of Medika Mulia Hospital of Tuban was in the prime category of 54 respondents or (96.4%) and not there is a single respondent

who rates in the category of not prime or (0%), but there are still a small number of respondents who rate in the category quite prime that is as much as 2 respondents or (3.6%).

Table 1
Frequency Distribution of Excellent Service of Nursing

No.	Excellent Service	Frequency	Percentage (%)
1	Prime	54	96.4
2	Quite prime	2	3.6
3	Not prime	0	0
Amount		56	100

Excellent service is the best service for customers to cause satisfaction to customers. Excellent service is a service-oriented to the fulfillment of customer demands regarding the best quality of products (goods or services). Through excellent service, companies can attract new customers and the company can retain old customers. To support the implementation of excellent service, the concept of total quality management (TQM) has been developed, which is a management system that involves all management and employees to improve the quality and quantity of organizational processes so that the needs, desires, and expectations of customers are met.

According to Nursalam (2002), the quality of nurse services is influenced by various factors namely: knowledge factors, workload factors, and communication factors. According to Barata (2004), excellent service consists of 6 main elements, including Ability, Attitude, Appearance, Attention, Attention, Action, Accountability. In the opinion of researchers excellent service in the VIP room Medika Mulia Hospital of Tuban is good (primed) as evidenced from the answers of respondents' statements on indicators of communication ability 56 respondents answered all had been done well to patients, this was supported by theory according to Nursalam (2002), service quality is influenced by several factors, one of which is communication. In addition to communication indicators and responsiveness indicators that have been well done in excellent service at the VIP Medika Mulia Hospital run, some indicators are not all carried out in the VIP Medika Mulia Hospital, while the indicators are helpfulness indicators which include statements about nurse services in meeting patient needs such as bathing, helping brush teeth and changing clothes and an indicator of the nurse's ability to explain treatment and rates in which there is a statement about the explanation of rates that have not been delivered to patients. Based on the description above, even though the service in the VIP Room of Medika Mulia Hospital of Tuban is already excellent, there are still some indicators that need to be improved even better to meet the needs of patients so that patients are satisfied with the excellent service at Medika Mulia Hospital of Tuban.

Level of Patient Satisfaction

The description of the level of patient satisfaction in the VIP room of Medika Mulia Hospital in Tuban can be seen in Table 2.

Table 2
Frequency Distribution of the level of patient satisfaction

No.	Level of Satisfaction	Frequency	Percentage (%)
1	Very Satisfied	53	94.7
2	Satisfied	3	5.3
3	Not Satisfied	0	0
Amount		56	100

Based on Table 2, it can be seen that of the 56 respondents who were used as research samples, almost all of them considered that they were very satisfied with the service of nurses in the VIP room of Medika Mulia Hospital of Tuban as many as 53 respondents or (94.6%) and none of the respondents

rated not satisfied with the services of nurses or (0%), but there are still a small number of respondents who rate with only as much satisfaction as 3 respondents or (5.3%).

Based on the results of the study, of 53 respondents or (94.6%) who stated very satisfied with the service of nurses in the VIP room of Medika Mulia Hospital of Tuban, 25 respondents or (47.2%) with a high school education background, 21 respondents or (39.6%), and 7 respondents or (13.2%) graduates. Whereas 3 respondents or (5.4%) with satisfaction level were only satisfied, 1 respondent or (33.3%) had a high school education background, and 2 respondents or (66.6%) had a degree.

Based on the indicators in the attachment to the questionnaire used to conduct the study, out of all or 56 respondents examined 32 respondents or (57.1%) were not satisfied with the empathy dimension indicators in which there was a statement of nurses helping patients when defecating or small, 15 respondents or (26.7%) were not satisfied with tangibles dimension indicators which included statements about providing information about tariffs.

According to Budiastuti (Nooria, 2008), factors that influence patient satisfaction are; Product or service quality, service quality, emotional factors, price, the more expensive the price of care, the patient has greater expectations, costs, patients who do not need to incur additional costs or do not need to waste time to get services, so patients tend to be satisfied with services the service.

As we know that women in assessing are more conservative so that they need better and excellent services, apart from gender, patient satisfaction can be assessed in terms of patient education, the higher the patient's education, the better service, and broader knowledge, so that as service providers nurses must learn more and provide better services to all patients in terms of providing nursing care.

Correlation between the Implementation of Excellent Service of Nursing with the Level of Patient Satisfaction

The description of the correlation between the implementation of excellent service of nursing with patient satisfaction can be seen in Table 3.

Table 3
 Correlation between the Implementation of Excellent Service of Nursing
 with the Level of Patient Satisfaction

Implementation of Nursing Service	Patient Satisfaction			Amount
	Very Satisfied	Satisfied	Not Satisfied	
Prime	52 (96.3%)	2 (3.7%)	0 (0%)	54 (100%)
Quite prime	1 (50%)	1 (50%)	0 (0%)	2 (100%)
Not prime	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Amount	53 (94.5%)	3 (5.5%)	0 (0%)	56 (100%)

Based on Table 3, it is known that almost all respondents who rate excellent service of nursing feel very satisfied with nurses services, as many as 52 respondents or (96.3%) and there is a small percentage who declare excellent nurse services but their satisfaction level is satisfactory 2 respondents or (3.7%). There is still a small number who assess the service of nurses to be excellent but very satisfied with the service of nurses, namely 1 respondent or (50%) and a small portion rate that nursing services are excellent but the level of satisfaction is only the satisfied category of 1 respondent or (50%). None of the respondents stated that the nurses' service was not prime and were not satisfied with the services of nurses in the VIP room of Medika Mulia Hospital in Tuban.

Based on Table 3, after analysis using the Spearman rank test with significance level $\alpha = 0.05$, the sig value is obtained. (2-tailed) $p = 0.004$. Where $0.004 < 0.05$, it is concluded that H1 is accepted, so that

there is a relationship between the excellent service of nursing and the level of satisfaction of VIP patients at Medika Mulia Hospital in Tuban

From the results of the study, it was found that the patient's lack of satisfaction with the nurses' excellent service did not match expectations and reality. This patient's lack of satisfaction was seen from answering the questionnaire on the dimensions of reality (tangibles) and responsibilities such as providing information about rates and procedures for action.

Satisfaction influences patients to repeat using hospital services again. So, the role of health workers is one of the providers of health services, especially in the field of nursing, which is required to be able to provide quality health services and can provide satisfaction for patients and their families within the limits of professional service standards. From the results of the study, it was found that the performance of nurses in conducting services can affect the level of patient satisfaction. Staff hospitality services hospital, speed in service. The hospital is considered good if the service gives more attention to the needs of patients and other people visiting the hospital. satisfaction arises from the patient's first impression of nursing services. For example fast service, responsiveness, and hospitality in providing nursing services Moison, Walter, and White (Dwilaksono, 2006).

The patient satisfaction component of nurses' performance in conducting health services is one of the main or important components. Patient satisfaction is the output of health services. Thus patient satisfaction is one of the goals of improving the quality of health services. It can be proven that patients in the VIP Room of Rumika Mulia Hospital in Tuban in September 2019 who experienced satisfaction with the health services provided tended to obey the advice, be loyal, or obey the agreed treatment plan. On the other hand, patients and/or communities who do not feel satisfaction or disappointment when using health services tend to not comply with treatment plans, do not obey advice, do not comply with treatment plans, change doctors or move to other health service facilities.

CONCLUSION AND SUGGESTION

Conclusion

From the results of the study can be concluded that the excellent service of nursing in the VIP room of Medika Mulia Hospital in Tuban was the excellent category of 54 people or equal to (96.4%) and those claiming to be quite excellent 2 people or equal to (3.6%) and not there is one that states not prime. Satisfaction in the VIP room of Medika Mulia Hospital in Tuban was the category of very satisfied as many as 53 people or equal to (92.8%) and those who stated that they were prime 3 people or equal to (7.2%) and none of them declared dissatisfied. There was a significant correlation between the implementation of excellent service of nursing with the level of patient satisfaction in the VIP Room of Medika Mulia Hospital in Tuban with p -value = 0.004.

Suggestion

1. For the Medika Mulia Hospital

Hospitals should further enhance the application of excellent service as a strategy to meet patient satisfaction by creating a nurse training program to improve the quality of human resources, especially nurses, and more actively find out the reasons for dissatisfaction of patients treated by routinely conducting patient satisfaction surveys.

2. For Health Officers

Health workers should pay attention to more excellent services so that they can meet the needs of patients on a basic and overall basis.

3. Next researchers

The next researcher is expected to be able to develop this research with other factors that affect excellent service with patient satisfaction. The next researcher is expected if researching excellent

service with the level of patient satisfaction using a sample inclusion criteria of patients who are still in care, not patients who are designed to go home.

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