Inpatient Patient Satisfaction Influenced By Core Service Quality And Peripheral Service Quality (Study At Dr. SOEGIRI Hospital In Lamongan Regency)

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Received: June, 2021; Accepted: August, 2021; Published: September, 2021

ABSTRACT

This study aims to examine and analyze the effect of core service quality and peripheral service quality on Patient Satisfaction at RSUD Dr. Soegiri Lamongan. The number of samples in this study were 36 patients RSUD Dr. Soegiri Lamongan. Data collection techniques using questionnaires, interviews, and literature review. Analysis of the data in this study is multiple linear regression analysis using SPSS 26 software. The results of this study indicate that core service quality and peripheral service quality have a significant effect on Patient Satisfaction inpatient Dr. Soegiri Lamongan in parallel or simultaneously.

Keywords: Core Service Quality, Peripheral Service Quality, Patient Satisfaction

INTRODUCTION

The hospital is one form of service to the community that must be provided by the government. Hospital is a service business that is very complex when compared to other services because it has a high risk related to patient health (Rashid, 2009). Service quality is one of the factors that have an impact on satisfaction (Keiningham, 2006). Service companies are customer-oriented and put customers in an important position, then they will be satisfied (Bailey and Dandrade (1995), Johnson (1966)).

Lovelock (1992) divides service quality into core and support that allows a more thorough assessment of the elements - elements that are critical to satisfaction. The separation of service aspects is supported by Ferguson et al. (1999) who found that the technical and functional aspects of service quality and their relationship to service management effectiveness, differ between core service quality and support service quality. Good service quality will have an impact on satisfaction. This can be seen from the research conducted by T. Vanniarajan, P. Gurunathan (2006) which results that core service quality and peripheral service quality have a significant effect on customer satisfaction.

According to Lovelock (1992) there are two types of service quality,

namely core service quality and peripheral service quality. Core service quality is the company's main service to be in the market and represents the company's basic ability to increase value. Peripheral service quality is a service that supports and facilitates core service quality. The separation of service aspects is supported by Ferguson et al. (1999) who found that the technical and functional aspects of service quality and their relationship to service management effectiveness, differ between core service quality and support service quality. Based on knowledge that core services and support services are services that are needed for patients in hospitals (Ferguson et al. 1999). Hospital care is a complex service (Lovelock, 1991, 1992; Hume and McColl-Kennedy, 1999); Essentially, core services and supporting services are services that must be implemented (Addis and Holbrook, 2001). Indicators that explain core service quality are doctors, nurses and medical devices, while indicators that explain peripheral service quality are inpatient rooms, dining menus and e-services.

Satisfaction is a person's feelings of pleasure or disappointment arising from comparing the perceived performance of the product (or outcome) to their expectations. If performance fails to meet expectations, customers will be dissatisfied. If performance matches expectations, customers will be satisfied (Kotler, 2009). Patient satisfaction is determined by the services provided, both tangible and intangible, in this case the assessment is made by the patient regarding the category of services provided. Measurement of customer satisfaction indicators uses several indicators, namely experience, expectations, and overall satisfaction (Selnes (1993), Aydin and Ozer (2005), Ranaweera (2003).

Hypothesis

H1: Core service quality has a significant effect on Patient Satisfaction inpatients at RSUD Dr. Soegiri in Lamongan Regency.

H2: Peripheral service quality has a significant effect on Patient Satisfaction inpatients at RSUD Dr. Soegiri in Lamongan Regency.

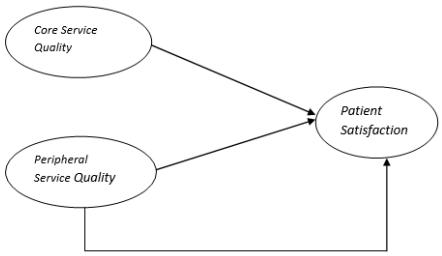

Figure 1. Research Conceptual Model

METHOD

The approach in this study

uses a quantitative approach with a survey method. The purpose of this study is to determine and analyze the relationship between variables through hypothesis testing, so it is also known as explanatory research. The population of this study were inpatients at RSUD Dr. Soegiri Lamongan. The sampling technique in this study uses non-probability sampling with purposive sampling type. Sampling by purposive sampling requires that respondents have various criteria, namely hospitalized patients for at least three days, patients who can communicate and do not include mental illness patients, pediatric patients and patients treated in intensive care (ICU). The number of samples in this study were 36 inpatients.

The data obtained in this study were then analyzed statistically using multiple linear regression with the help of SPSS 26 software. The research concept model will be analyzed partially (t-test) or simultaneously (F-test).

RESULTS AND DISCUSSION

Multiple linear regression analysis was conducted to determine how much influence between two or more independent variables on the dependent variable. In this study, multiple linear regression analysis was used to show the relationship between core service quality and peripheral service quality on patient satisfaction at the inpatient Dr. RSUD. Soegiri in Lamongan Regency. The results of the multiple-linear analysis are shown in Table 1.

Table 1 Results of Multiple Linear Regression Analysis

Coefficients[a]						
		Unstandardized Coefficients		Unstandardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,520	3,132		5,275	,000
	Core service quality (X1)	,394	,125	,390	3,155	,003
2	*Peripheral service quality* (X2)	,543	,136	,494	3,996	,000
a. Dependent Variabel *Patient satisfaction* (Y)						

Source: Processed data, 2021

Table 1 shows the results that the constant value is 16,520. If the value of core service quality and peripheral service quality is fixed, then Patient satisfaction is 16.520.

The coefficient of determination aims to see how much influence the independent variable contributes simultaneously or

together to the dependent variable. The magnitude of the influence of core service quality and peripheral service quality on patient satisfaction is shown in Table 2.

Tabel 2 Hasil Koefisien Determinasi

Model Summery[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,547[a]	,299	,270	1,67710
a. Predictors : (Constant), *core service quality (X1), peripheral service quality (X2)*				
b. Dependent : *Patient satisfaction (Y)*				

Source: Processed data, 2021

It can be seen that the magnitude of the coefficient of determination indicated by the R Square number of 0.299 can explain the effect of the independent variable on the dependent variable by 29.9% while the remaining 70.1% is explained by other variables that have not been revealed.

Hypothesis test

The t-test was used to test the significance of the relationship between the variables X and Y. In this study, the t-test was conducted to determine the effect between core service quality (X_1) and peripheral service quality (X_2) on patient satisfaction (Y) partially having a significant effect or not. . The results of the t test can be seen in Table 3.

Tabel 3 Hasil Uji Signifikan t

Variabel		t hitung	t tabel	Nilai Signifikan	Keterangan
1.	*core service quality* (X1)	3,155	2,009	0,003	Signifikan
2.	*peripheral service quality* (X2)	3,996	2,009	0,000	Signifikan

Source: Processed data, 2021

Table 3 shows that X1 and X2 have t count > t table and significant value < 0.05. With these results, it can be concluded that core service quality (X1) and peripheral service quality (X2) have a partially significant effect on patient satisfaction (Y).

The F test is used to test the significance level of the influence of the independent variables simultaneously (simultaneously) on the dependent variable. F test results are shown in Table 4.

Tabel 4 Hasil Uji Signifikansi F

ANOVA[a]						
MODEL		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	58,698	2	29,349	10,435	,000[b]
	Residual	137,821	49	2,813		
	Total	196,519	51			
a. Dependent Variabel *Patient satisfaction* (Y)						
b. Predictors : (constant), *core service quality* (X1) dan *peripheral service quality* (X2)						

Source: Processed data, 2021

From Table 4, it is obtained that the calculated F value is 10.435 while the F table value is 3.18. Because the calculated F value is greater than the table F value at the

level of = 5% (10.345 > 3.18), Ho is rejected and H1 is accepted. This shows that the core service quality (X1) and peripheral service quality (X2) variables simultaneously have a significant effect on patient satisfaction (Y).

The results of the analysis in this study prove that Core Service Quality has a significant influence on patient satisfaction or inpatient satisfaction. The results of this study support the results of research conducted by Mu‟ah (2012), Terrence Levesque (1996), Abdul Rokhim (2016), Jun-Gi Park (2013), Gordon H.G. McDougall and Terrence Levesque (2000), Johra Kayeser Fatima and Mohammed Abdur Razzaque (2014), namely that core service quality has a significant effect on castomer satisfaction. Peripheral Service Quality also has a significant influence on patient satisfaction, in this case the inpatients of RSUD Dr. Soegiri Lamongan. The results of this study indicate that most of the patients who became respondents gave a satisfied response to the overall support services they received from the hospital. The results of this study are supported by Abdul Rokhim (2016), Jun-Gi Park (2013), Hilman Faza, Ibnu Widiyanto (2016), and T. Vanniarajan (2009) who provide the results of a peripheral service quality study that has a significant effect on customer satisfaction.

The results of simultaneous analysis or the F test also show that the core service quality and peripheral service quality variables have a positive and significant effect on patient satisfaction prone to hospitalization at Dr. Hospital. Soegiri Lamongan. So it can be seen that during this hospitalization Dr. Soegiri Lamongan has provided good service quality, this can be seen from the results of core service quality and peripheral service quality that have a positive and significant effect simultaneously and are interrelated with each other and cannot be separated.

CONCLUSION

Based on the results of the study, it can be concluded that there is a significant and positive influence partially or simultaneously on the core service quality and peripheral service quality variables on patient satisfaction prone to hospitalization at Dr. Hospital. Soegiri Lamongan.

The results showed that the

medical equipment used was a concern for inpatients regarding the renewal of medical devices in the inpatient room, so it was necessary to monitor the condition of the medical devices in the room whether they were still good or needed to be replaced.

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