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THE INFLUENCE OF PEOPLE, PROCESS, PHYSICAL EVIDENCE ON PATIENT SATISFACTION IN A HOSPITAL CUT MEUTIA NORTH ACEH

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Abstract

Patient satisfaction is a common phenomenon that poses challenges in marketing. In 2022, every year there will be ups and downs in the number of inpatients at Cut Meutia Hospital. Where in 2022 alone, the number of inpatients will only be 11,876 patients. This number decreased slightly from the previous year's number, namely 14,827 patients for 2021 at the Cut Meutia Hospital, North Aceh. The decrease in the number of patient visits is a problem that must be considered by hospital management. The decreasing number of patient visits will affect hospital income/income. Another impact is that operational activities are disrupted. A decrease in patient visits indicates that patients are disloyal which can be caused by patient dissatisfaction with the services provided by the hospital. The aim of this research is to determine the influence of people, process, physical evidence on patient satisfaction in receiving treatment at Cut Meutia Hospital, North Aceh. The population in this study were patients at Cut Meutia Hospital, North Aceh and the sample in this study was 96 respondents selected using the accidental sampling method. The data analysis method used is multiple linear regression analysis. The results of this research show that people, process, physical evidence have a significant effect on patient satisfaction in receiving treatment at Cut Meutia Hospital, North Aceh.

Keywords: ***People, Process, Physical Evidence, Patient Satisfaction***

1. INTRODUCTION

A hospital is a health service facility organized by either the government or the private sector which has the task of providing complete individual health services by providing inpatient, outpatient and emergency services. In accepting and serving inpatients as consumers with various characteristics, hospital employees must equip themselves to always listen to consumers' voices, and have the ability and respond to every desire, consumer expectation and demands of health service users. One of the factors that influences patient satisfaction is service quality. Satisfaction with high quality health services is an important factor in achieving patient satisfaction. One of the areas where there is a hospital is North Aceh Regency. North Aceh only has one health service or hospital, namely Cut Meutia Hospital which is a class B type located in Lhokseumawe and has inpatient, outpatient and medical support or emergency units. Cut Meutia General Hospital, North Aceh is a hospital in Aceh province that is still experiencing problems with service quality. The quality of hospital services with all elements in the internal and external environment will interact with each other to influence the success of the hospital in achieving patient satisfaction. The following is data on inpatients at Cut Meutia General Hospital, North Aceh for 2020-2022:

Table 1.Number of Inpatients

Year	Inpatient
2020	10,472 people/year
2021	14,827 people/year
2022	11,876 people/year

Source: Cut Meutia General Hospital, North Aceh

The data on inpatient visits above shows that every year there are ups and downs in the number of inpatients at Cut Meutia Hospital. Where in 2022 alone, the number of inpatients will only be 11,876 patients. This number decreased slightly from the previous year's number, namely 14,827 patients for 2021 at the Cut Meutia Hospital, North Aceh. The decrease in the number of patient visits is a problem that must be considered by hospital management. The following are the results of the initial survey by researchers at the Cut Meutia General Hospital, North Aceh:

Table 2.Initial Research Survey Results

NO	Variabel	S	TS
1	*People*	33,3%	66,7%
2	*Process*	30,0%	70,0%
3	*Physical Evidence*	46,7%	53,3%
4	Kepuasan pasien	40,0%	60,0%

Source: Processed Data (2023)

The results of the initial research survey above show that from a total of 30 patients that the author used as the initial sample, it can be seen that the implementation of the Cut Meutia Hospital in North Aceh shows different assessments, using four different variables, perhaps in the context of satisfaction evaluation. patient or assessment of people, process, physical evidence, this table provides an overview of how strong the respondent's perception or view of each aspect is. *People*is an effort to improve the effective behavior of hospital employees and departments that can attract customers. In health services or hospitals. People are very important for consumers because the attitudes and behavior of nurses in service will greatly influence the perception of patient satisfaction. Furthermore *Process*/ Service procedures are all activities generally consisting of procedures, work schedules, mechanisms, activities and routine matters where services are produced and delivered to consumers. So that the hospital's goal of meeting consumer needs and desires can be achieved, cooperation between marketing and operations is needed in this process dimension, especially in terms of serving the needs and desires that consumers expect.

*Physical Evidence*is a condition or condition which also includes the atmosphere of the hospital where the service operates. The characteristics of the physical environment are the most visible aspects related to the situation. What is meant by this situation is the situation and geographical conditions and environment of the institution, decoration, room, sound, aroma, light, weather, placement, and visible layout or environment that is important as an object. Patient satisfaction refers to the difference between expectations and perceptions of quality attributes and outcomes, dissatisfaction results from this difference. Patients are satisfied when the services provided by the hospital meet their expectations (D'Cunha Suresh, 2015). Therefore, the patient's feelings of satisfaction will be related to expectations and lead to individual success or results (Nurittamont, 2020).

Based on the explanation above, the problem formulation in this research is:

1. How do people influence patient satisfaction at Cut Meutia Hospital, North Aceh?
2. How does the process influence patient satisfaction at Cut Meutia Hospital, North Aceh?
3. What is the influence of physical evidence on patient satisfaction at Cut Meutia Hospital, North Aceh?
4. What is the influence of people, process, physical evidence on patient satisfaction at Cut Meutia Hospital, North Aceh?

2. LITERATURE STUDY

2.1 Patient Satisfaction

Patient satisfaction is defined as the main goal for hospitals, as competition in the health service industry is currently increasingly tight, requiring hospital management to pay more attention to marketing aspects or hospital issues (Mappedeceng, 2022). Patient satisfaction is a

person's feeling of happiness or disappointment that arises after comparing the performance (results) of a product or what they think about it against the expected performance (Anshory, 2023). According to Yulina Eliza (2022), factors that influence patient satisfaction are competence, interpersonal communication and service quality. Meanwhile, indicators of patient satisfaction according to Alda Yuna Rahmawati (2022) are service satisfaction and equipment satisfaction.

2.2 Browse

According to Wiratman (2023), people is an effort to increase the effective behavior of hospital department employees which can attract customers. In relation to service marketing, the person who functions as a service provider greatly influences the quality of the services provided, decisions regarding this person are related to selection, training, motivation and human resource management (Winarso & Mulyadi, 2022). *People*is the main asset in the service industry, especially people who are employees with high performance. Consumers' need for high-performing employees will cause consumers to be satisfied and loyal.People indicators are good service, fast and thorough, and friendly (Hurriyati, 2015).

2.3 Process

Suri Amilia (2016) states that process is the quality of services which is very dependent on the process of delivering services to consumers. A process means activities that demonstrate the services provided to customers while offering goods or services (Alda Yunia Rahmawati 2022). *Process* It can be concluded that a series of stages or activities aim or aim at a certain result. The stages applied in a job so that the results achieved from the job are able to illustrate the goodness of the procedures used. That the process is a series of actions that will produce the desired product. Processes can be in the form of ways, paths, methods, procedures, reactions, and mechanisms. Process indicators are the ease of service and ease of interaction (Hurriyati, 2015)

2.4 Physical Evidence

Alda Yunia Rahmawati (2022) said that physical evidence is something that is clearly visible which also influences the decisions made by consumers in using goods or services or purchasing goods offered by producers. Then Suri Amilia (2016) stated that physical evidence or the physical environment is a characteristic that is a value-added requirement for consumers in service companies that have character. Physical evidence indicators are the design, layout and atmosphere of the room (Lupiyoadi, 2016)

3. RESEARCH METHODS

The type of research is quantitative, this research was conducted at the Cut Meutia General Hospital, North Aceh. The population of this study were patients who selected health workers from the Cut Meutia General Hospital, North Aceh, the number of whom is not known with certainty. The samples used the Slovin formula so that there were 96 samples. The data analysis used was to carry out instrument tests, namely validity and reliability, then carry out classical assumption tests consisting of normality tests, multicollinearity tests, and heteroscedasticity. Next, carry out a multiple linear regression test and carry out hypothesis testing using the t test and f test.

4. RESEARCH RESULTS AND DISCUSSION

4.1 Research Results

4.1.1 Research Instrument Test

Validity test is a measure that shows the levels of validity or authenticity of an instrument. The validity test is carried out using the Pearson moment of correlation test, the following are the results of the validity test:

Table 3.Validity test

No	Indicator Variables	RResults	Table	Information
1	Patient Satisfaction (Y)			
	Statement 1	0.901	0.3610	Valid
	Statement 2	0.857	0.3610	Valid
2	*People* (X1)			
	Statement 1	0.642	0.3610	Valid
	Statement 2	0.786	0.3610	Valid
	Statement 3	0.889	0.3610	Valid
3	*Process*(X2)			
	Statement 1	0.875	0.3610	Valid
	Statement 2	0.882	0.3610	Valid
4	*Physical Evidence*(X3)			
	Statement 1	0.795	0.3610	Valid
	Statement 2	0.859	0.3610	Valid
	Statement 3	0.836	0.3610	Valid

Source: Data processed by researchers (2023)

Based on the table above, it can be seen that the rcount is greater than 0.3610, so it can be concluded that every question on each variable is declared valid. Reliability testing is a test to determine whether the research questionnaire used to collect research variable data is reliable or not. A variable is declared reliable if it provides an Alpha value > 0.60. The following is a reliability test which can be seen below:

Table 4.Reliability Test

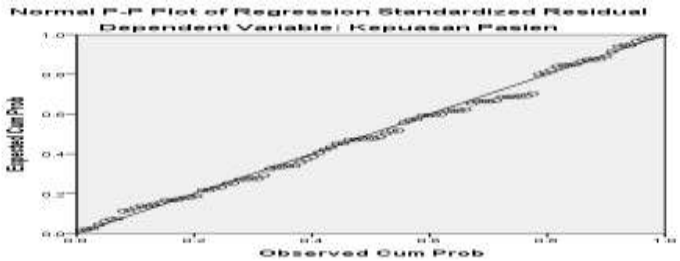
Variable	*Cronbach Alpha*	*Alpha Standard*	Information
Patient Satisfaction	0.702	0.60	Reliable
People	0.670	0.60	Reliable
Process	0.705	0.60	Reliable
Physical Evidence	0.773	0.60	Reliable

Source: Data processed by researchers (2023)

Based on the table above, it can be explained that the Cronbach's Alpha value for each variable consisting of patient satisfaction, people, process, physical evidence is > 0.60, which means that the data obtained from the questionnaire answers in the research are reliable and reliable. .

4.1.2 Classic Assumption Test

The classical assumption test uses the normality test, multicollinearity test, and heteroscedasticity test. The following are the results of the normality test:



Source: Data processed by researchers (2023)

Figure 1.Normality test

Based on the image above, it shows that the points are spread out and approaching the diagonal line, which means that the regression model is normally distributed. The next classical assumption test used is the multicollinearity test. To detect whether there is multicollinearity in the regression model, it can be seen from the Tolerance and Variance Inflation Factor (VIF) values. The results of the multicollinearity test are as follows:

Table 5.Multicollinearity Test

Model		*Collinearity Statistics*	
		Tolerance	*VIF*
1	*(Constant)*		
	People	0.621	1,612
	Process	0.428	2,336
	Physical Evidence	0.370	2,701

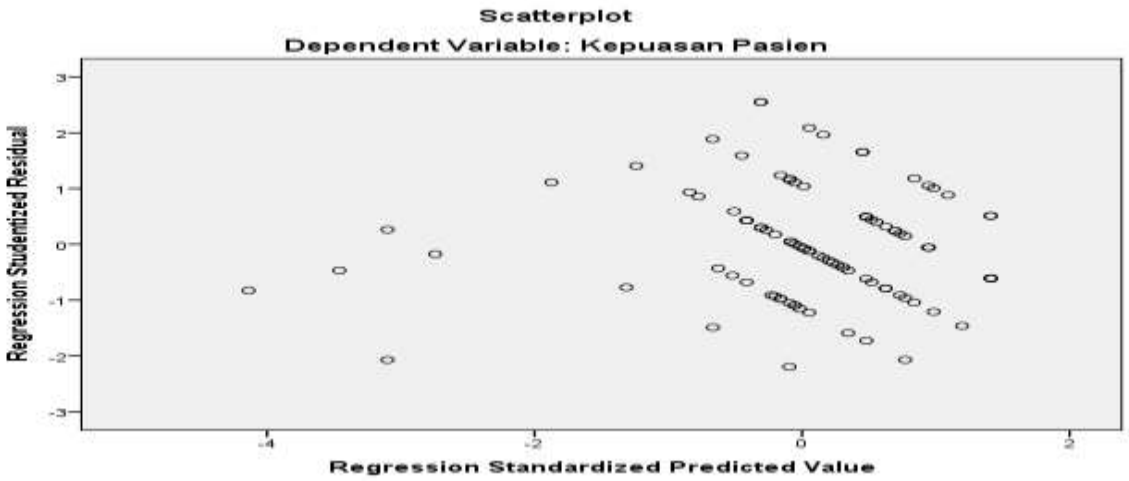
a. Dependent Variable: Patient Satisfaction

Source: Data processed by researchers (2023)

Based on table 5, the VIF value for each research variable can be seen as follows:

1. The VIF value for the variable people is 1.612 < 10 and the tolerance value is 0.621 > 0.10 so that people are declared to have no symptoms of multicollinearity.
2. The VIF value for the process variable is 2.336 < 10 and the tolerance value is 0.428 > 0.10 so that the process is declared to have no symptoms of multicollinearity.
3. The VIF value for the physical evidence variable is 2.701 < 10 and the tolerance value is 0.370 > 0.10 so that the physical evidence states that there are no symptoms of multicollinearity.

The next classical assumption test is the heteroscedasticity test, the following are the results of the heteroscedasticity test:



Source: Data processed by researchers (2023)

Figure 2.Heteroscedasticity Test

Based on the image above, it can be seen that the pattern is above the zero point and some of it spreads below the zero point. So it can be concluded that there are no symptoms of heteroscedasticity in the regression model.

4.1.3 Multiple Lenar Regression Analysis

Multiple linear regression analysis was carried out to determine the direction and how much influence the independent variable has on the dependent variable. The results of the multiple linear regression are as follows:

Table 6.Multiple linear regression

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,596	,594		2,688	,009
	People	,225	,055	,353	4,116	,000
	Process	.114	,084	,140	1,354	,179
	Physical Evidence	,380	.071	,598	5,391	,000

a. Dependent Variable: Patient Satisfaction

Source: Data processed by researchers (2023)

Based on the table above, it can be seen that the constant value (a) is 1.596 and the regression coefficient value for the people variable (X1) is 0.353, the regression coefficient value for the process variable (X2) is 0.140 and the regression coefficient value for the physical evidence variable (X3) is 0.071. The constant values and regression coefficients (a and b) are entered into the equation:

Y= 1.016 + 0.730X1 + 0.686X 2+ 0.861X3

The description of the multiple linear regression equation above is as follows:

1. The People coefficient value (X1) is (0.353), so it can be interpreted that if people is increased by 1 value unit, it is predicted that Patient Satisfaction (Y) at Cut Meutia Hospital, North Aceh will increase.
2. The Process coefficient (X2) value is (0.140), so it can be interpreted that if Process is increased by 1 value unit, it is predicted that Patient Satisfaction (Y) at Cut Meutia Hospital, North Aceh will increase.
3. The coefficient value of Physical Evidence (X3) is (0.071), so it can be interpreted that if Physical Evidence is increased by 1 unit value, it is predicted that Patient Satisfaction (Y) at Cut Meutia Hospital, North Aceh will increase.

4.1.4 Hypothesis Testing

Hypothesis testing uses the t test and f test, the t test basically shows how far the influence of an independent variable individually is in explaining variations in the dependent variable. Testing for significant t can be done through significant observations at the levelαused (this study uses levelsα of 5%).The t results in this research are:

Table 7.Partial Test Results (t test)

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,596	,594		2,688	,009
	People	,225	,055	,353	4,116	,000
	Process	.114	,084	,140	1,354	,179
	Physical Evidence	,380	.071	,598	5,391	,000

a. Dependent Variable: Patient Satisfaction

Source: Data processed by researchers (2023)

From table 7 above, the calculated value of each independent variable is obtained, by looking at the criteria that have been determined, then,α = 0.05 ttable (96-3-1= 92) obtained ttable of1.98552. From this description the following conclusions can be drawn:

1. The significant value of People (X1) on Patient Satisfaction (Y) is 0.00 < 0.05 and the t value is 4.116 > t table1.98552 so it can be concluded that H1 is accepted which means it has a positive effect among People(X1) on Patient Satisfaction (Y).
2. The significant value of Process (X2) on Patient Satisfaction (Y) is 0.00 < 0.05 and the t value is 1.354 > t table1.98552 so it can be concluded that H2 has no positive effect between*Process*(X2) on Patient Satisfaction (Y).
3. The significant value of Physical Evidence (X3) on Patient Satisfaction (Y) is 0.00 > 0.05 and the t value is 5.391 < ttable1.98552 so it can be concluded that H3 is accepted, which means it has a positive and significant effect between*Physical Evidence*(X3) on Patient Satisfaction (Y).

Next, carry out an f test. The F statistical test basically shows whether all the independent variables included in the model have a joint influence on the dependent variable. The following are the results of the f test:

Table 8.Simultaneous Test Results (f test)

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	106.166	3	35,389	42,518	,000b
	Residual	76,574	92	,832		
	Total	182,740	95			

a. Dependent Variable: Patient Satisfaction

Source: Data processed by researchers (2023)

Based on table 8 above, it can be explained that the Fcount value is 42.518 > 2.47. Then, with a significance level of 0.000 < 0.05, it can be concluded that together the variables People, Process, Physical Evidence have an effect on Patient Satisfaction (H4 is accepted).

4.2 Discussion

The results of testing the variable people (X1) on patient satisfaction (Y) obtained a significant value of 0.00 < 0.05 and a tcount value of 4.116 > ttable 1.98552, so it can be concluded that people have a significant positive influence on patient satisfaction at Cut Meutia Hospital, North Aceh . Thus H1 is accepted. The results of this research are in line with previous research, such as that conducted by Supriyati et al (2019). Where the results of research conducted state that People have a positive and significant influence on patient satisfaction carried out by an employee in the company. The results of testing the process variable (X2) on patient satisfaction (Y) obtained a significant value of 0.00 < 0.05 and a tcount value of 1.354 > ttable 1.98552, so it can be concluded that the process does not have a significant positive influence on patient satisfaction at Cut Meutia Hospital, Aceh North. Thus H2 is not accepted.

The results of this research are in line with previous research, such as that conducted by Farida Ida (2016). Where the results of the research conducted state that the Process does not have a positive and significant influence on patient satisfaction carried out by an employee in the company. The results of testing the physical evidence variable (X3) on patient satisfaction (Y) obtained a significant value of 0.00 < 0.05 and a t value of 5.391 > t table 1.98552, so it can be concluded that physical evidence has a significant positive influence on patient satisfaction at Cut Meutia Hospital North Aceh. Thus H3 is accepted. The results of this research are in line with previous research, such as that conducted by Fanni (2020). Where the results of the research conducted state that Physical Evidence has a positive and significant influence on patient satisfaction carried out by an employee in the company.

5. CONCLUSION

Based on the results of research regarding people, process, and physical evidence on patient satisfaction which have been discussed as well as statistical calculations to test hypotheses which have been carried out using multiple linear regression analysis and discussion of the data analysis carried out, the author draws the following conclusions:

1. *People*partially influences patient satisfaction in receiving treatment at Cut Meutia Hospital, North Aceh, such as doctors welcoming patients and serving patients well, the attitude of hospital employees towards patients is friendly and welcoming, hospital employees are thorough and accurate in the services provided to patients. The People coefficient value can be interpreted as increasing
2. *Process*does not have a partial effect on patient satisfaction in receiving treatment at Cut Meutia Hospital, North Aceh, such as the patient's desire to interact with the doctor but in reality there is a lack of interaction, the patient needs to queue to have an examination. The Process coefficient value can be interpreted as not increasing.
3. *Physical Evidence*partially influences patient satisfaction in receiving treatment at Cut Meutia Hospital, North Aceh, such as the hospital having clean bathrooms, the hospital having a comfortable waiting room, and spacious inpatient rooms. The value of the Physical Evidence coefficient can be interpreted as increasing.

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