



EFFECT OF PRODUCT, QUALITY OF SERVICE, AND FACILITIES ON PATIENT SATISFACTION IN PUSKESMAS RANAI–NATUNA

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Abstract

The purpose of this research was to analyze the Patient satisfaction at the Health Center Ranai – Natuna. This research uses the variables of products, service quality, and facilities to analyze the influence of patient satisfaction. The population of this research are patient at the Health Center Ranai – Natuna. While the sample taken in this research were as many as 100 people drawn from the population. The collected data used questionnaire method is to provide a list of questions or questionnaires directly to respondents. The results showed that the R Squere value was 0.818 or 81.8% of this value. It can be seen that the product, service quality and facilities have an effect on patient satisfaction by 81.8% while the remaining 18.2% is influenced by other factors that are not examined. The results of the research based on the T test for the product had a significant value of 0.161, service quality was 0.308 and facilities were 0.489 and seen from the analysis of the coefficient of determination it was stated that the product, service quality, and facilities had an effect of 81.8% on patient satisfaction at the Health Center Ranai - Natuna.

Keywords: *products, service quality, facilities, patient satisfaction*

1. INTRODUCTION

Ranai Health Center is a company engaged in health services / services. The health service industry is not only about the problem of healing from a disease but also focuses on preventing disease and improving the quality of public health in a better direction. The Ranai Health Center also has a number of visits for treatment at the Ranai Health Center, which is the most important part in improving the quality of health services at the Ranai Natuna Health Center. The decline in visitation data in 2020 is shown in the following table:

Tabel 1:

The number of patients seeking treatment at the Ranai Health Center, Natuna Regency in 2020

No	Month	Man	Woman	Amount
1	March	1867	1531	3398
2	April	1534	1025	2559
3	May	458	1025	1325
Total				7282

Source: Ranai Health Center Data 2020

Seen from the table above, the number of visits seeking treatment at the Ranai Public Health Center in 2020 decreased in May by 1325 visits, where previously in March it increased by 3398, but in April there was a change, there was a decrease of 2559 from 3398 visits in March. This shows that the health services provided to patients are reduced

or not good and can affect patient satisfaction as customers or recipients of health services. In order for patients to get satisfaction according to the needs and expectations of patients and improve their quality, the puskesmas needs to pay attention to several important factors such as work productivity, service quality, facilities and pay attention to good communication to patients.

According to Kotler and Keller (2009:4) a product is anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, people, places, properties, organizations, information, and ideas.

According to Tjiptono (2015: 231) a product is anything that a producer can offer to be noticed, requested, sought, purchased, used or consumed by the market as a fulfillment of the needs or desires of the relevant market. Product indicators have five main characteristics in service products, namely: (Abdullah and Tantri, 2014: 28-34)

1. Intagibility (intangible),
2. Inseparability (cannot be separated)
3. Variability (change- change/variety),
4. Parishability (not durable)
5. Lack of Ownership

According to Hardiansyah (2018: 49) service quality is a dynamic condition related to products, services, people, processes and the environment that meet or exceed expectations. There are five dimensions of service quality indicators, namely: (Hardiansyah,2018:73)

1. Reliability (reliability)
2. Responsiveness
3. Guarantee (assurance)
4. Empathy
5. Tangible

According to Tjiptono (2014: 353) facilities are the provision of physical equipment to provide convenience to guests in carrying out their activities or activities. According to Kertajaya, 2003 (Suyitno 2018:136) states that providing adequate facilities will help increase consumer empathy for any conditions that are created when consumers make purchases. There are things that need to be conveyed in service facilities, including:

1. Completeness, Cleanliness, and Tidiness of the facilities offered.
2. The conditions and functions of the facilities offered
3. Ease of use of the facilities offered
4. Equipment used.

According to Tjiptono (2015:45-76) Customer satisfaction is a key element in modern marketing thinking and practice. Basically, the purpose of a business is to create satisfied customers.

According to Melinda and Ratnasari (2017: 92) Customer satisfaction is the result achieved when product features respond to customer needs. Product shortages can cause dissatisfied customers, causing reactions, such as complaints, product returns and others.



According to Kotler and Keller (2009:14) satisfaction reflects a person's assessment of the perceived product performance (or results) in relation to expectations. If the product's performance does not meet expectations, the customer is dissatisfied and disappointed. If product performance matches expectations, the customer is satisfied, and if product performance exceeds expectations, the customer is happy

The factors that influence customer satisfaction according to Lupiyoadi, 2001 (Suyitno, 2018: 137), are:

- a. Product quality
- b. Service quality
- c. Emotional Factor
- d. Price Factor
- e. Cost Factor

2. IMPLEMENTATION METHOD

According to Sugiyono (2016: 2), the research method is basically a scientific way to obtain data with certain goals and uses. This research method used quantitative methods, This method is because the research data is in the form of numbers and the analysis uses statistics (Sugiyono, 2018: 8). In this study, the population of 7282 and the sample technique is used using the slovin and formula 10% precision, then the sample in this study were 100 respondents.

The type of data used is primary data. Primary data is the main type of data that supports research, the source of this primary data is obtained directly from the respondents (Rumengan et al, 2020: 150-151). Research through respondents' answers in the research questionnaire given.

To collect data, the authors took data directly with the field method (field research), namely in the form of distributing questionnaires to employees. In this study, the measurement of data is a questionnaire list of questions arranged based on a grid in the form of a Likert scale (five-level scale) (Ghozali, 2016: 47).

As well as testing the hypothesis using software SPSS 24 and performing multiple linear regression analysis, individual parameter significant test (t statistical test), simultaneous significant test (F statistical test), and coefficient of determination test (R²).

3. RESULTS AND DISCUSSION

Structural Model Design

This research was conducted at the Ranai Public Health Center, Bunguran Timur District, Natuna Regency, which is located at Jalan Jenderal Soedirman No. 105 Kelurahan Ranai Kota, East Bunguran District, Riau-Natuna Islands Province.

This study uses two variables, namely the independent variable and the dependent variable. Independent variables, namely variables that affect or cause changes or the emergence of the dependent variable (bound). This research is an explanatory research that will prove the relationship between the independent variables, namely Product (X₁),

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Service Quality (X2), and Facilities (X3). The dependent variable in this study is Patient Satisfaction (Y).

In this study the following hypotheses can be built:

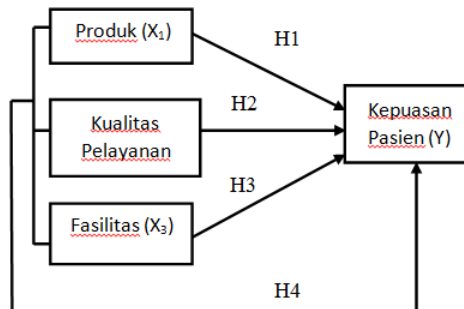
H1: The product has an effect on patient satisfaction

H2: Service quality affects patient satisfaction

H3: Facilities affect patient satisfaction

H4 : Product, Quality of service, and facilities simultaneously affect patient satisfaction

From the hypothesis above, the following framework can be formed.



Research construct measurement model

Multiple Linear Regression Analysis

Multiple regression analysis was used to measure the effect of Product (X1), Service Quality (X2), and Facilities (X3) on Patient Satisfaction (Y). By using the SPSS 24 program, the values for multiple regression were obtained as follows (Sugiyono ,2016:192):

$$Y = a + b1 X1 + b2 X2 + b3 X3 + e$$

The results of this study from the multiple linear regression analysis test obtained the following equation:

$$Y = 1.535 + 0.161X1 + 0.308X2 + 0.489X3 + e$$

Table 2:
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.535	1.625		.945	.347
	Product	.161	.074	.170	2.171	.032
	Service quality	.308	.079	.324	3.915	.000
	Facility	.489	.073	.482	6,716	.000
a. Dependent Variable: Patient Satisfaction						



From the results of table 2 it can be seen where the constant value (a) for the regression equation is 1,535 with positive parameters. This means that if the product (X1), service quality (X2) and facilities (X3) are equal to zero, then patient satisfaction (Y) at the Ranai-Natuna Public Health Center is 1,535. Productivity variable (X1) has a coefficient value of $b_1 = 0.161$ with a significant $0.032 < 0.05$ which means productivity has a positive influence on patient satisfaction. The service quality variable (X2) has a coefficient value of $b_2 = 0.308$ with a significant $0.000 < 0.05$, which means that service quality has a positive influence on patient satisfaction. Facility variable (X3) has a coefficient value of $b_3 = 0.489$ with a significant $0.000 < 0.05$, which means that the facility has a positive influence on patient satisfaction.

Partial Significance Test (t Test)

T test is used to test the significance of the relationship between variables X and Y, whether the variables X1, X2, X3 (product, service quality, and facilities) really affect the Y variable (patient satisfaction) separately or partially. (Ghozali,2018:179). The following will explain the partial test of each variable.

Table 3:
Hypothesis Test Results t Coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.535	1.625		.945	.347
	Product	.161	.074	.170	2.171	.032
	Service quality	.308	.079	.324	3.915	.000
	Facility	.489	.073	.482	6,716	.000
a. Dependent Variable: Patient Satisfaction						

From the results of table 3 testing the hypothesis for the partial test (t test) it was found that H1 was accepted, with a significant value $0,032 > 0.05$, meaning that Ha is accepted and H0 is rejected, H2 is accepted, so that a significant value is obtained $0,000 < 0.05$, meaning Ha is accepted and H0 is rejected, H3 is accepted, so that a significant value is obtained $0,000 < 0.05$, meaning Ha is accepted and H0 is rejected.

Simultaneous Significance Test (F Test)

This test was conducted to determine whether all independent variables (productivity, quality of service and facilities) simultaneously have a very significant influence on the Dependent Variable (patient satisfaction). (Ghozali,2018:179). The data are as follows:

Table 4:

F . Test Results ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2680,898	3	893,633	143.675	.000b
	Residual	597,102	96	6,220		
	Total	3278.000	99			
a. Dependent Variable: Patient Satisfaction						
b. Predictors: (Constant), Facilities, Productivity, Service Quality						

In Table 4, it can be seen that the F test value = 143.675 with a significance level (Sig.) = 0.000. Because the value of Sig = 0.000 < = 0.05, the regression model obtained is significant or it can be said that productivity, service quality, and facilities simultaneously or simultaneously have a significant effect on patient satisfaction at the Natuna Health Center.

Coefficient of Determination Analysis of R-Square (R²)

To determine the magnitude of the effect of productivity, service quality, and facilities on patient satisfaction in the form of a percentage, the Determination coefficient test (R²) is also used.

Table 5:

R-Square Analisis Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.904a	.818	.812	2,494
a. Predictors: (Constant), Productivity, Service Quality and Facilities				

From the results of this study, productivity, service quality, and facilities affect patient satisfaction at the Ranai-Natuna Health Center where the R value is 0.904 (90.4%). While the R-square coefficient = 0.818 so it can be calculated the coefficient of determination (R²) = 81.8%. This means that 81.8% of patient satisfaction can be explained by the variables of product, service quality, and facilities. While the remaining 0.182. Or e = 18.2% explained by variables not examined in this study.

Discussion

Basically the goal of a business is to create satisfied customers. The creation of customer satisfaction which can provide several benefits, including harmonious relations



between the company and its customers, providing a good basis for repeat purchases and creating customer loyalty, as well as forming positive word-of-mouth recommendations that are profitable for the company.

There are many ways that can be done to satisfy the needs of target buyers. A product may have many different features but the level of customer satisfaction before or after the sale can be adjusted

4. CONCLUSION

From the research it can be concluded that there is an effect of product, service quality and facilities on patient satisfaction at Ranai-Natuna Health Center either partially or simultaneously.

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