



Factors Affecting Inpatient Satisfaction At General Hospital Of Hasanuddin Damrah Manna In South Bengkulu Regency

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Abstract. Quality of service is the degree of providing efficient and effective services in accordance with professional standards, service standards that are implemented comprehensively according to patient needs, utilizing appropriate technology and research results in developing health services so that optimal health levels are achieved. This study aims to have a very strategic role in accelerating the improvement of public health in providing health services. This research method uses a quantitative research method with a cross-sectional approach. The population in this study were all patients who came for inpatient care at the General Hospital of Hasanuddin Damrah Manna in South Bengkulu Regency, totaling 3,169 patients. The sample to be studied was 97 respondents. The sampling technique in this study used the Purposive Sampling technique. Data were analyzed by conducting a chi-square analysis test. The conclusion of this study is that all independent variables have an influence on the quality of health services at the General Hospital of Hasanuddin Damrah Manna in South Bengkulu Regency, (Tangible $p=0.013$, Reliability $p=0.012$, Responsiveness $p=0.006$, Assurance $p=0.016$ and Empathy $p=0.012$) and the most dominant variable is the Responsiveness variable $p=0.006$.

Keywords: *Tangible, Reliability, Responsiveness.*

INTRODUCTION

Healthcare is a series of activities carried out in an integrated, integrated, and sustainable manner to maintain and improve public health through disease prevention, health promotion, treatment, and health restoration by the community or government. One such healthcare service provided by both the government and the private sector is hospital healthcare (Achmad, 2023). The success of a hospital in carrying out its functions is characterized by the delivery of quality services. One factor influencing patient satisfaction is good service quality (Rahmiati & Femesvari, 2020). Service is a means of assessing patients and facilitating desired outcomes without incurring costs or impacts (Mustofa, Roekminiati, and Lestari, 2020).

Inpatient care is a group of healthcare services provided in hospitals that combines several service functions. Patients admitted to inpatient care are those requiring intensive care or close observation due to their illness. Inpatient care is an individual health service that includes observation, treatment, nursing, and medical rehabilitation, requiring an overnight stay in an inpatient ward at public and private hospitals, as well as community health centers and maternity hospitals. Due to their illness, patients must stay overnight and undergo a transformational transition. This includes the patient's journey from admission to discharge (Rochfika, 2019).

Based on the researchers' observations, as evidenced by an initial survey of several patients at Hasanuddin Damrah Public Hospital, patients perceived a lack of friendly service from staff and uncomfortable facilities, leading them to opt for inpatient care at private hospitals

in South Bengkulu. This issue needs to be reviewed by healthcare providers, as a decline in patient numbers will have a less than optimal impact on the service provider. Therefore, to address this phenomenon, healthcare providers must prioritize optimal service performance so that patients will enjoy the service and return to it. In addition to improving the quality of patient care, hospitals need to consider the ease of access to treatment. Access to healthcare must be appropriate and meet the needs of patients. Access refers to the ease with which patients can access treatment, such as prompt treatment by specialists, medication, and accommodation. Inadequate facilities can lead to patients switching to other healthcare providers.

Hasanuddin Damrah Manna General Hospital is a Class B Regional General Hospital located on Jalan Padang Panjang, Pagar Dewa, South Bengkulu Regency. The inpatient unit at the hospital features facilities or rooms consisting of VIP rooms, Class I, Class II, Class III rooms, delivery rooms, obstetrics and gynecology rooms, and an intensive care unit (ICU). Nurses in this inpatient unit are also divided into three shifts by the head of the ward.

LITERATURE REVIEW

Patient satisfaction is the perception that their expectations have been met, optimal outcomes achieved, and healthcare services that take into account the patient's and their family's abilities, care for their family, the physical environment, responsiveness to patient needs, and attention to patient needs (Supranto, 2019). Patient satisfaction fosters a harmonious relationship between the service provider and its customers, generating word-of-mouth recommendations that foster repeat visits. This is certainly beneficial for the hospital (Rahmiati, Femesvari, 2020). Satisfying service is achieved when it meets the needs and expectations of the community. Therefore, service quality must be considered.

Hospitals, as healthcare service providers, should organize themselves by orienting their services toward patients through healthcare services. This will help develop the organization and enable it to face the challenges of competition stemming from the proliferation of hospitals. Increasing competition in the hospital industry is driven by open market policies in the medical services industry (Kim et al., 2021). Increasing public awareness of the importance of optimal health to carry out various activities has fueled an increased demand for hospitals. This increase in the number of hospitals provides benefits and convenience for the Indonesian people, enabling them to access healthcare quickly, affordably, and affordably. On the other hand, it also presents challenges for hospitals due to the increased competition (Triana Sari, 2024).

METHODS

Univariate Analysis

The purpose of this analysis was to explain the frequency distribution of each variable: Tangible, Reliability, Responsiveness, Assurance, and Empathy, and patient satisfaction.

Bivariate Analysis

The purpose of this analysis was to explain the relationship between independent variables strongly suspected of having a significant relationship with the dependent variable. The bivariate analysis in this study used the chi-square test at a 95% confidence level to analyze the relationship between the dependent variables (Tangible, Reliability, Responsiveness, Assurance, and Empathy) and 49 dependent variables, namely patient satisfaction. If the analysis results show a significant relationship with an α value of <0.05 , the relationship is considered significant.

Multivariate Analysis

Multivariate analysis is a further analysis that allows us to identify the independent variables that most dominantly influence the dependent variable. The data analysis for this study used a logistic regression test at a 95% significance level ($\alpha = 0.05$).

Data Analysis Method

According to Sugiyono (2019), data analysis is the process of grouping data based on variables and respondents, tabulating data based on variables and all respondents, presenting data for each variable studied, and performing calculations to test the proposed hypotheses.

Validity Test

A validity test is an index that indicates whether a tool actually measures what it is intended to measure. To determine whether a questionnaire is capable of measuring what it is intended to measure, it needs to be tested using a correlation test between the scores (values) of each item (question) and the total score of the questionnaire. This test is carried out if all questions have a meaningful correlation (construct validity). Validity testing is valid if there is a similarity between the collected data and the actual data on the object being studied (Sugiyono, 2019).

Reliability Test

Reliability testing is necessary to ensure that the data obtained is relatively free from bias or inaccuracy due to unclear questionnaire questions. It also determines whether there is consistency in answers when the questionnaire is reused in the same study. Reliability is an index that indicates the extent to which a measuring instrument is trustworthy or reliable. This means the extent to which the results of two or more measurements of the same phenomenon, using the same measuring instrument, are consistent. The reliability test used is the Reliability Analysis Statistic with a Cronbach Alpha (α) > 0.6, which means a construct or variable is considered reliable (Nunnally, 1994) in Ghozali (2019).

RESULTS

This study was conducted to determine the factors influencing inpatient satisfaction at Hasanuddin Damrah Manna General Hospital, South Bengkulu Regency. The pilot study involved distributing questionnaires to 97 respondents via Google Form. Each respondent completed six questionnaires, including one to determine the number of responses they provided regarding Tangible, Reliability, Responsiveness, Assurance, Empathy, and Satisfaction.

The Influence of Tangibles on Inpatient Satisfaction at Hasanuddin Damrah Manna General Hospital

The results of the study statistically showed a p-value of 0.013, or <0.05. This indicates a significant influence between tangibles and inpatient satisfaction at Hasanuddin Damrah Manna General Hospital. The results of this study are in line with research conducted by Hamidiah, A with the title of the relationship between perceptions of service quality and patient satisfaction at the General Clinic of Bhineka Bakti Husada Hospital, South Tangerang City in 2013 with ($p = 0.000$) which means physical evidence has an influence on patient satisfaction. Physical evidence of service that can be seen and felt by customers, such as: Physical facilities (buildings, rooms, equipment), Staff appearance (uniforms, cleanliness), Communication facilities (telephone, email). The physical manifestation of reality includes the appearance and completeness of physical facilities, such as treatment rooms, comfortable buildings and rooms, the availability of parking, cleanliness, tidiness, comfort of waiting rooms and examination rooms, communication equipment and appearance. According to the researcher's assumption,

the results of this study, that inadequate facilities such as waiting chairs that are minimally used by patients so that patients feel uncomfortable and dissatisfied with the services provided by the hospital, the treatment rooms are quite good but only the cleanliness is still very far from expectations. The Influence of Reliability on Inpatient Satisfaction at Hasanuddin Damrah Manna General Hospital The statistical results showed a p-value of 0.012 or <0.05 . This means there is a significant influence between reliability and inpatient satisfaction at Hasanuddin Damrah Manna General Hospital. These results align with research conducted by Atika Rifa Rosyida, entitled "The Influence of Service Quality on Patient Satisfaction at Sultan Agung Isla Dental and Oral Teaching Hospital, Semarang, in 2024." The p-value was 0.766 and a significance value of ($p=0.000<0.05$), indicating that physical evidence influences patient satisfaction. Reliability is the ability of staff to provide accurate and reliable services, such as: completing tasks on time, providing accurate information, and following established procedures.

The Influence of Responsiveness on Inpatient Satisfaction at Hasanuddin Damrah Manna General Hospital

The statistical results showed a $p=0.006$ or <0.05 . This means there is a significant influence between responsiveness and inpatient satisfaction at Hasanuddin Damrah Manna General Hospital. These results align with research conducted by Mohammad Ansyori, entitled "The Influence of Service Quality and Facilities on Inpatient Satisfaction at Hasanuddin Damrah Manna General Hospital in 2023" ($p=0.000$), indicating that physical evidence has an influence on patient satisfaction. Responsiveness is the ability of staff to provide fast and responsive service to customer needs, such as: Responding to customer questions quickly, Resolving customer problems effectively, Providing assistance needed by customers. This is the most dynamic assessment of service quality, customer expectations for service speed tend to increase over time in line with advances in technology and health information owned by customers. According to the assumptions of the researchers of this study, the lack of responsiveness of services provided by hospital staff such as the length of time for patients to register for treatment when in the registration area and too long for patients to wait for medication given by pharmacists.

The Influence of Empathy on Inpatient Satisfaction at Hasanudin Damrah Manna General Hospital

The results of this study statistically showed a p-value of 0.012, or <0.05 . This means there is a significant influence between empathy and inpatient satisfaction at Hasanudin Damrah Manna General Hospital. Empathy refers to the individual attention provided by the hospital to patients and their families, such as ease of contact, communication skills, high levels of attention from staff, ease of access to locations, ease of payment, and administrative processing. Empathy involves providing individualized care tailored to the patient's needs and expectations. For example, staff are willing to listen to patient complaints and assist with resolution, are not indifferent, always provide information and do their best, and are responsive to client requests, are easily contacted, and always provide attention to the patient's condition and complaints, as communication with patients plays a crucial role in patients with chronic and degenerative diseases. According to the assumptions of the researchers of this study, the lack of communication between health workers and patients means that health workers in hospitals pay less attention and understanding to patients, such as frail (elderly) patients who wait too long both at registration and in line to collect medication. The Influence of Tangible, Reliability, Responsiveness, Assurance, and Empathy on Inpatient Satisfaction at Hasanudin Damrah Manna General Hospital

Overall, the results show that the Tangible variable ($p = 0.008$) has an influence on inpatient satisfaction at Hasanudin Damrah Manna General Hospital. Reliability ($p = 0.434$) has

no influence on inpatient satisfaction at Hasanudin Damrah Manna General Hospital. Responsiveness ($p = 0.006$) has an influence on inpatient satisfaction at Hasanudin Damrah Manna General Hospital. Assurance ($p = 0.101$) This means that Assurance (certainty) does not have an influence on the satisfaction of inpatients at Hasanuddin Damrah Manna General Hospital and Empathy (empathy) $p = 0.026$ means that Empathy (empathy) has an influence on the satisfaction of inpatients at Hasanuddin Damrah Manna General Hospital.

DISCUSSION

Based on the research that has been conducted, it can be concluded as follows: The most dominant factor influencing the quality of inpatient health services at Hasanuddin Damrah Manna General Hospital in 2025 is the responsive variable with a p value of 0.006.

CONCLUSION

Based on the conclusions explained above, the following suggestions can be made based on the results of this study:

1. For hospitals: Hospitals can improve service quality by considering the SERVQUAL dimensions (Tangible, Reliability, Responsiveness, Assurance, and Empathy). Hospitals can improve communication, facilities, and equipment to enhance service quality and patient satisfaction. Hospitals can provide training to staff to improve their skills and competencies in providing quality services.
2. For further researchers: Future research can use a larger sample size to increase the validity and reliability of the research results. Future research can use different research methods, such as qualitative or mixed methods, to obtain more comprehensive results. Future research can add other variables that can influence service quality, such as leadership, organizational culture, or technology. Future research can use more accurate and reliable research instruments to measure service quality. Future research can develop more complex research models to understand the relationship between variables related to service quality.
3. For the community: The community can provide feedback to hospitals about the quality of service they receive. The public can exercise their patient rights to obtain information about their health condition and receive quality care. They can choose a hospital with a high quality and good reputation for providing healthcare. They can follow established hospital procedures to receive effective and efficient care.

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