Analysis Of Nursing Service Quality Strategy Indicators On The Perception Of Satisfaction Of Inpatients At Royal Prima Medan Hospital

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Abstract.

In conditions of tight competition, the main thing that hospitals need to prioritize is a strategy to improve the quality of service to their patients. The quality of nursing services indicates the quality of health services. Nurses determine the image of health service institutions in society. This research aims to analyze indicators of nursing service quality strategies on the perception of satisfaction of inpatients at RSU Royal Prima Medan. This type of research is quantitative descriptive. The population in this study was inpatients at RSU Royal Prima from January 2024 to February 2024, totaling 300 patients. The sampling technique in this research used an accidental sampling technique with a sample size of 300 patients. Data analysis used SEM and SPSS, including univariate, bivariate, and multivariate analysis. The research results showed that the majority of respondents in this study were 31-40 years old, 137 (45.7%); the majority were female, 215 (71.7%); and had a PT (higher education) education, 157 (52.3%). There is an influence of the reliability service quality strategy indicator on the perception of satisfaction of inpatients at RSU Royal Prima Medan, there is an influence of the responsiveness service quality strategy indicator on the perception of satisfaction of inpatients at RSU Royal Prima Medan, there is an influence of the assurance service quality strategy indicator on the perception of satisfaction of inpatients inpatients at RSU Royal Prima Medan, there is an influence of the empathy service quality strategy indicator on the perception of satisfaction of inpatients at RSU Royal Prima Medan, there is an influence of the tangible service quality strategy indicator on the perception of satisfaction of inpatients at RSU Royal Prima Medan, Service quality strategy indicator variable The most influential influence on the perception of satisfaction of inpatients at RSU Royal Prima Medan is the reliability service quality strategy indicator variable.

Keywords: Quality of service; Nursing; Satisfaction and Patients.

I. INTRODUCTION

One of the most important aspects of communal welfare is health. Achieving a fundamental need requires it. People require access to healthcare facilities, such as a hospital, to enhance their health [1]. The urge for people to lead healthy lives is on the rise, and with it comes a more progressive community mentality regarding responding to and expecting excellent health services [2]. The National Patient Safety Agency registered 1,879,822 patient safety incidents. The Ministry of Health Malaysia, a neighboring country, documented 2,769 patient safety issues in just seven months. From 2006 to 2011, KPRS registered 877 occurrences in Indonesia [3].The World Health Organization states that hospitals must meet the requirements and demands of their patients by offering high-quality services that adhere to established criteria [4]. According to Law Number 44 of 2009, Article 32 (d) concerning hospitals, patients can obtain quality health services according to professional and operational standards. In this case, hospitals provide health services to the community, and as service users, they must prioritize the quality of their services in their competition. By the Hospital Service Standards and the Minister of Health's Regulation No. 4 of 2018, all hospitals in the Republic of Indonesia must prioritize patient interests and deliver high-quality healthcare (Ministry of Health of the Republic of Indonesia, 2018). The standard of nursing services indicates the quality of health services. Nurses shape the community's perception of health service institutions.

The nursing care consumers receive reflects the quality of service that nurses offer. Documenting the nursing process relies heavily on the knowledge of nurses. Decree 436 / MENKES / SK / VI / 1993 of the Minister of Health established hospital service standards, while Decree YM.00.03.2.6.7637 of the Director General of Yanmed established nursing care standards, both to enhance the quality of nursing services

provided by hospitals. The Ministry of Health of the Republic of Indonesia (2020) states that the nursing services and care delivered in hospitals are evaluated using the service standards and Nursing Care Standards. These standards help to establish whether the services and care adhere to the requirements of the standards [5].In a highly competitive environment, the hospital must prioritize enhancing service quality for its clients. To enhance the services offered, it is essential to implement effective strategic planning to improve the quality of continuous and comprehensive services [6]. Quality assurance in healthcare represents a crucial strategy for delivering health services to patients. Customer expectations evolve and are influenced by the increasing volume of information available to patients and the ongoing advancements in patient experience, which will impact levels of patient satisfaction. Various factors, including the conduct of health workers, significantly impact the quality of health services. The quality of health services delivered by personnel can inadvertently decline due to the emotional influences affecting the officers. At present, the health requirements of society extend beyond merely the necessity for a healthy lifestyle. Societal expectations regarding health have evolved to emphasize the quality of health services. The quality of health services ensures the community's optimal health [2].

Human resources are hospitals' significant assets and influence the health treatment process [7], [8]. Hospital staff who are knowledgeable and trained in their profession can improve the quality of the service process [9]. Nurses, who make up the majority of hospital staff, have a great potential for medical errors [10]. Raising the bar for nursing practice, including expanding nurses' expertise and knowledge base, is one way to boost health care quality. One who has completed nursing school and is qualified to use that knowledge in delivering patient care is called a nurse [8]. One subset of health care is nursing, a vocation in and of itself. To assist their patients in reaching their healthiest potential, nurses use their interpersonal skills and the nursing process, an applied science.The hospital's quality of service is crucial to building trust and loyalty among patients as health care consumers [10]. The demand for excellence rises every passing day. An industry's or business's output, from goods to services, possesses this trait. When discussing medical care, "quality of service" refers to how well each patient's unique requirements are met. Therefore, the degree to which health services can satisfy each patient reflects their quality [11], [12]. A high-quality health service not only satisfies but also surpasses the expectations of the patients who get it. Achieving high levels of patient satisfaction is possible through meeting patient expectations [13], [14]. A health service system relies heavily on the quality of its services; a decline in the number of patients will occur if the quality of those services is not maintained and improved. One of the most critical aspects of service quality is patient satisfaction. If patients are unsatisfied with the health services they receive, they will not seek or accept those services, regardless of how easily accessible they are.By "service quality," we mean the degree to which hospital-provided health services appear flawless, with processes for their implementation in line with the profession's code of ethics and standards established to ensure that patients are satisfied with the results.

When the difference between the actual and expected levels of care is minimal or stays within the acceptable range, we can say that the patient is satisfied with the treatment they received. Customers are more likely to buy from a company again if they are pleased with the service or product they have previously used. So, the higher the quality of care, the more likely patients are to work together in the long run. The unique Dental and Oral Hospital has improved the quality of service in delivering exceptional dental and oral health treatments [15].This declaration proves patients are more likely to be satisfied with a health service if it offers high-quality care. An approach to sustaining health service performance is also necessary for raising service quality. A type of care where patients are treated and remain in the hospital for a certain period is known as the Inpatient Unit (URI), according to the Ministry of Health. The hospital must offer first-rate care to the patient throughout their treatment. Developing and implementing a well-thought-out plan is crucial for every business, including healthcare facilities, to realize its mission and fulfill its objectives [16]. Once a strategy is in place, every part of the organization must do its job well enough that the level of service provided is in line with the desired outcome. Based on the background description above and previous research results, researchers are interested in conducting research entitled "Analysis of Nursing Service Quality Strategy Indicators on the Perception of Inpatient Satisfaction at Royal Prima Medan Hospital."

II. METHODS

Research of this kind is known as quantitative descriptive analysis. Research known as quantitative research makes use of numerical responses to data to provide organized knowledge. An analytical survey method utilizing a cross-sectional approach was employed as the research strategy. One other way to look at variables is as characteristics, traits, or qualities of a person. Another way is using objects or activities with variations from which researchers can study and draw conclusions [17]. Many experts have offered their definitions of variables, and while there are many different kinds of variables, the two most important ones to understand are independent and dependent variables [18]. This study's independent variable is service quality, and the dependent variable is patient satisfaction. Studying the dynamics of the relationship between risk factors and consequences is done using the cross-sectional technique, which involves accessing and collecting data at one moment. Included in this analysis were 300 inpatients from January to February 2024 at RSU Royal Prima. This study employed the incidental sampling technique for its sampling technique. This study used an accidental sampling strategy, in which researchers randomly selected participants based on their chance encounters with the researcher.

III. RESULT AND DISCUSSION

Result

Overview of frequency distribution of research respondent characteristics in this study. The frequency distribution of respondent characteristics studied includes respondent age, respondent gender, and respondent education, which can be seen in Table 1 below.

Table 1. Respondent Characteristics

Age	n	%
20-30 Years	136	45,3
31-40 Years	137	45,7
>40 Years	27	9
Total	**300**	**100**
Gender	**n**	**%**
Man	85	28,3
Woman	215	71,7
Total	**300**	**100**
Education	**n**	**%**
Elementary school	1	0,3
Junior high school	2	0,7
Senior High School	140	46,7
limited liability company	157	52,3
Total	**300**	**100**

Source: Primary Data Processed 2024

Table 1 explains the study's results on the frequency distribution of respondent characteristics, including age, gender, and education. The results show that respondents in this study aged 20-30 were 136, with a percentage of 45.3%; respondents aged 31-40 were 137, with a percentage of 45.7%; and respondents aged >40 years were 27, with a percentage of 9%. The male respondents in this study were 85, with a percentage of 28.3%, and the female respondents were 215, with a percentage of 71.7%. Respondents in this study with an elementary school education were 1, with a percentage of 0.3%; respondents with a junior high school education were 2, with a percentage of 0.7%; and respondents with a high school education were 140, with 46.7%. Respondents with a tertiary education were 157, with a percentage of 52.3%.

Validity and Reliability Test Results

Table 2. Validity Test Results

X1	r count	r table	Information
P1	0,440	0,361	Valid
P2	0,706	0,361	Valid
P3	0,768	0,361	Valid

P4	0,705	0,361	Valid
P5	0,655	0,361	Valid
X2	**r count**	**r table**	**Information**
P1	0,612	0,361	Valid
P2	0,712	0,361	Valid
P3	0,599	0,361	Valid
P4	0,701	0,361	Valid
P5	0,686	0,361	Valid
X3	**r count**	**r table**	**Information**
P1	0,468	0,361	Valid
P2	0,755	0,361	Valid
P3	0,735	0,361	Valid
P4	0,525	0,361	Valid
P5	0,607	0,361	Valid
X4	**r count**	**r table**	**Information**
P1	0,493	0,361	Valid
P2	0,914	0,361	Valid
P3	0,533	0,361	Valid
P4	0,736	0,361	Valid
P5	0,914	0,361	Valid
X5	**r count**	**r table**	**Information**
P1	0,635	0,361	Valid
P2	0,880	0,361	Valid
P3	0,880	0,361	Valid
P4	0,730	0,361	Valid
P5	0,880	0,361	Valid
Y	**r count**	**r table**	**Information**
P1	0,976	0,361	Valid
P2	0,977	0,361	Valid
P3	0,954	0,361	Valid
P4	0,977	0,361	Valid
P5	0,908	0,361	Valid
P6	0,929	0,361	Valid
P7	0,902	0,361	Valid
P8	0,839	0,361	Valid
P9	0,802	0,361	Valid
P10	0,834	0,361	Valid
P11	0,929	0,361	Valid
P12	0,961	0,361	Valid
P13	0,802	0,361	Valid
P14	0,929	0,361	Valid
P15	0,929	0,361	Valid

Source: Primary data processed 2024

Table 3. Reliability Test Results

Variables	*Cronbach Alpha*	Information
X1	0,676	Reliability
X2	0,664	Relibility
X3	0,790	Relibility
X4	0,763	Relibility
X5	0,831	Relibility
Y	0,985	Relibility

Source: Primary data processed 2024

Table 3 explains the reliability test results. The research results show that all variable questions in this study have a Cronbach's Alpha value > 0.60, which means all questions are reliable. Sugiyono states that a questionnaire or instrument is considered credible if its Cronbach Alpha (α) score exceeds or equals 0.60. The test or questionnaire is deemed unreliable if, on the other hand, the Cronbach Alpha value is less than or equal to 0.60 [19].

Univariate Test Results

The results of the univariate test are in the form of a description of the data characteristics based on the variables studied as follows:

Table 4. Univariate Test Results

Variable	Statue	n	%
Reliability	Good	256	85,3
	Less Good	44	14,7
	Total	**300**	**100**
Responsiveness	Good	257	85,7
	Less Good	43	14,3
	Total	**300**	**100**
Assurance	Good	254	84,7
	Less Good	46	15,3
	Total	**300**	**100**
Emphaty	Good	249	83
	Less Good	51	17
	Total	**300**	**100**
Tangibel	Good	264	88
	Less Good	36	12
	Total	**300**	**100**
Patient Satisfaction	Satisfied	250	83,3
	Less satisfied	50	16,7
	Total	**300**	**100**

Source: Primary Data Processed 2024

In Table 4, 256 respondents (85.3%) stated the reliability service quality plan indication was good, while 44 respondents (14.7%) thought it was not good. In Table 4, 257 respondents (85.7%) stated the responsiveness service quality approach metric was good, while 43 respondents (14.3%) thought it was not. In Table 4, 254 respondents (84.7%) stated the service quality assurance approach indication was good, while 46 respondents (15.3%) thought it was not good. In Table 3, 249 respondents thought the empathy service quality approach was good, 83%, 51% said it was not good, and 17%. In Table 4, 264 respondents (88%) thought the tangible service quality strategy indication was good, while 36 (12%) indicated it was not good. Table 4 shows that 250 respondents (83.3%) were satisfied with Royal Prima Medan Hospital's nursing service quality strategy, while 50 (16.7%) were not.

Bivariate Test Results

In this study, data analysis used the PLS SEM-AMOS model analysis. The initial model in structural equation modeling is as follows. The results of the structural equation model are obtained from the initial structural equation model image, which will be used to answer the partial influence hypothesis in this study.
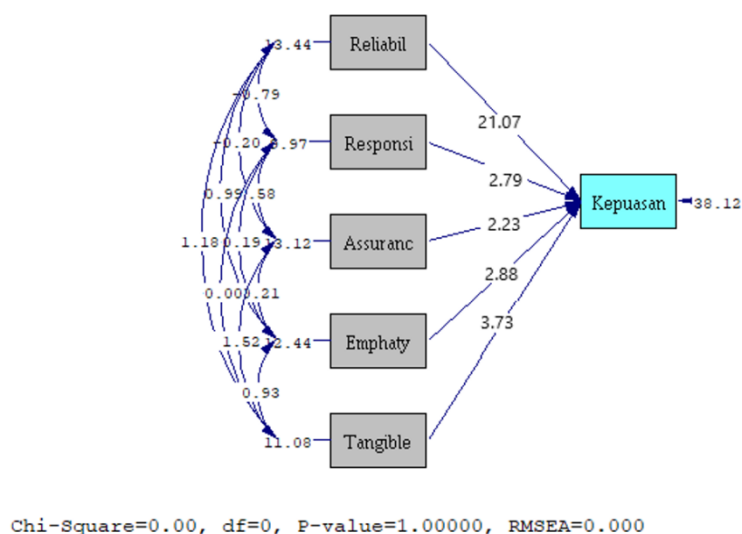

Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

Fig 1. Structural Model (Structural Equation Model)

Table 5. The Influence of the Service Quality Strategy Indicator on the Perception of Inpatient Satisfaction at Royal Prima Medan Hospital

Relationship	T-Statistic	t-table
Reliability → Patient Satisfaction	21,07	1,96
Responsiveness → Patient Satisfaction	2,79	1,96
Assurance → Patient Satisfaction	2,23	1,96
Emphaty → Patient Satisfaction	2,88	1,96
Tangibel → Patient Satisfaction	3,73	1,96

Source: Primary Data Processed 2024

Partial Regression Coefficient Test (t-test) The t-test tests the effect of independent variables on the dependent variable. The study's results in Table 5 show that all variables in the t-statistic test results are more significant than the t-table, so the null hypothesis is rejected. This means there is evidence that the differences between the groups being compared are more critical than expected by chance.

Multivariate Test Results

Multivariate or simultaneous testing tests hypotheses simultaneously on independent variables against dependent variables. The test is carried out by comparing the calculated chi-square value with the chi-square table value. It shows that the calculated chi-square value is 0.00, smaller than the chi-square table value. These results mean that reliability, responsiveness, assurance, empathy, and tangible service quality strategy indicators influence the perception of inpatient satisfaction at Royal Prima Medan Hospital.

Table 6. Independent Variables That Have the Most Influence on Dependent Variables

Variables	*Odds ratio*
Reliability (X1)	21,073
Responsiveness (X2)	0,698
Assurance (X3)	0,226
Empathy (X4)	2,876
Tangible (X5)	0,733

Source: Primary Data Processed 2024

Table 6 explains the results regarding the independent variables most related to the dependent variable. The research results show that the reliability variable (X1) has the highest odds ratio value, 21.073. Thus, the reliability variable (X1) is the independent variable most related to this study's dependent variable.

Discussion

A. **The Influence of the Reliability Service Quality Strategy Indicator on the Perception of Satisfaction of Inpatients at Royal Prima Medan Hospital**

According to the study's findings, 256 out of 256 respondents (or 85.3%) thought the reliability service quality strategy indicator was good. In comparison, 44 out of 256 respondents (or 14.7%) thought it was not good. This study examined how the reliability service quality strategy indicator affected the perception of satisfaction among inpatients at Royal Prima Medan Hospital. Here are the findings from a study that used PLS SEM (structural equation modeling) to examine how inpatients' perceptions of satisfaction were affected by the reliability service quality strategy indicator at Royal Prima Medan Hospital. The investigation found that the T-statistic was 21.07, greater than 1.96. The results demonstrate that the reliability service quality strategy indicator influences the sense of satisfaction of inpatients at Royal Prima Medan Hospital, as indicated by the t-table value. Consistent with previous research, this study found outpatients with internal disorders at Dr. Soetomo Hospital were more satisfied when service quality was high [20]. The research conducted by Joelham Binjai reveals a strong correlation between patient satisfaction and various service quality indicators. These indicators include health insurance (0.031), the availability of facilities (0.007), the reliability of health workers (0.018), the responsiveness of service (0.039), and attention (0.022). When the services offered are suitable for the needs that arise occasionally, we say they are reliable. One definition of reliability is the capacity to consistently and accurately deliver on promises made for a service. Accurate diagnoses, quick and precise service, straightforward service, expert treatment and care, and prompt service are all reliable [21]. According to these findings, inpatient satisfaction at RSU Royal Prima Medan increases when patient reliability improves.

B.   The Influence of Responsiveness Service Quality Strategy Indicators on Inpatient Satisfaction Perceptions at Royal Prima Medan Hospital

The study found that 257 participants (or 85.7% of the total) thought the indicator for responsiveness service quality strategy was good, while 43 participants (or 14.3%) thought it was not. The researchers were interested in how these indicators affected inpatient satisfaction perceptions at Royal Prima Medan Hospital. This study used PLS SEM (structural equation modeling) to examine the relationship between inpatient satisfaction perceptions and indicators of the responsiveness service quality approach at Royal Prima Medan Hospital. The study's findings indicate that indicators of the service quality plan affect inpatient satisfaction perceptions at Royal Prima Medan Hospital, as the T-statistic value was 2.79 > 1.96 t-table value. In a study titled "The Effect of Service Quality on Satisfaction and Repeat Visit Interest of Outpatients at Sundari General Hospital, Medan in 2021," Zebura (2021) found that service quality, specifically responsiveness, reliability, assurance, and empathy, had a positive effect on outpatients' satisfaction and interest in returning to the hospital for future visits (as confirmed by the logistic regression test) [21]. Optimal and responsible service delivery is associated with responsiveness, which means being transparent with patients about when they can expect to receive their services, offering those services promptly, being willing to lend a hand, and being prepared to respond to their requests. Inpatients at Royal Prima Hospital, Medan, report higher levels of satisfaction with the quality of the services offered by the hospital.

C.   The Influence of Assurance Service Quality Strategy Indicators on Inpatient Satisfaction Perceptions at Royal Prima Medan Hospital

A study that examined the impact of these indicators on inpatient satisfaction perceptions at Royal Prima Medan Hospital found that 254 respondents (84.7% of the total) rated the assurance service quality strategy indicators as good, while 46 respondents (15.3% of the total) rated them as poor. The findings from the research that used PLS SEM (structural equation modeling) to examine the relationship between the assurance service quality strategy indicators and the perceptions of inpatient satisfaction at Royal Prima Medan Hospital. According to the study's findings, which demonstrated that the T-statistic value was 2.23 > 1.96 T-table value, inpatient satisfaction perceptions at Royal Prima Medan Hospital are impacted by the Assurance service quality strategy indicators.Findings from this study corroborate those from Birwin's (2020) survey on service quality and the factors influencing outpatients' satisfaction at the B Hospital. In Indonesia, a cross-sectional study indicated that four factors—hospital payments through insurance, responsiveness of health workers, tangible hospitals and health workers, and empathy from good hospital staff and workers—determined outpatient satisfaction [22]. Ensuring patients' trust and confidence requires medical and non-medical staff at RSU Royal Prima Medan to possess comprehensive knowledge, ability, friendliness and politeness, trustworthiness, and a lack of danger or doubt. These findings demonstrate that inpatient satisfaction at RSU Royal Prima Medan positively correlates with the quality of the hospital's assurance service approach indicators.

D.   The Influence of Empathy Service Quality Strategy Indicators on the Perception of Satisfaction of Inpatients at Royal Prima Medan Hospital

Within the scope of this study, 249 participants (or 83% of the total) rated the empathy service quality strategy indicator as good, while 51 participants (or 17% of the total) rated it as poor. This research aimed to determine the impact of these indicators on the perception of satisfaction among inpatients at Royal Prima Medan Hospital. A study was conducted at Royal Prima Medan Hospital to assess the effects of empathy service quality strategy indicators on inpatients' perceptions of satisfaction. The data were analyzed using PLS SEM (structural equation modeling). The study's findings indicate that the empathy service quality strategy indicator influences the perception of satisfaction of inpatients at Royal Prima Medan Hospital. This is supported by the T-statistic value being 2.88, greater than the 1.96 T-table value. Consistent with previous research, this study found that outpatients with internal disorders at Dr. Soetomo Hospital were more satisfied when service quality was high [20]. Joelham Binjai's analysis reveals a statistically significant relationship between two measures of service quality—attention and empathy—and patient satisfaction (0.022). Hospitals that genuinely care about their patients and their families go out of their way to ensure they have everything they need, including clear lines of communication, quick responses from staff, a

straightforward payment process, and efficient administration . These findings demonstrate that inpatient satisfaction at RSU Royal Prima Medan is positively correlated with the hospital's empathy service quality approach metric.

E.   The Influence of Tangible Service Quality Strategy Indicators on Inpatient Satisfaction Perceptions at Royal Prima Medan Hospital

The results of the study on the influence of tangible service quality strategy indicators on inpatient satisfaction perceptions at Royal Prima Medan Hospital showed that 264 respondents said that the tangible service quality strategy indicators were good, with a percentage of 88%, and respondents who said that the tangible service quality strategy indicators were not good were 36, with a percentage of 12%. The study results on the influence of tangible service quality strategy indicators on inpatient satisfaction perceptions at Royal Prima Medan Hospital using the PLS SEM (structural equation modeling) model analysis. The results of the study showed that the T-Statistic value was 3.73 > 1.96 T-table value, which shows that tangible service quality strategy indicators influence inpatient satisfaction perceptions at Royal Prima Medan Hospital.

The results of this study are in line with the research conducted by Nia (2022) with the research title the effect of service quality perception on patient satisfaction Levels at Sungai Tutung Health Center in 2022 Based on the data from the Spearman correlation test in this study, it is known that there is a significant influence between the perception of service quality of physical evidence (tangible) on patient satisfaction at the Sungai Tutung Health Center in 2022 (p value 0.003 < 0.005, then Ho is rejected) [23]. Tangible (appearance/physical evidence) is a manifestation of physical comfort which includes the appearance and completeness of physical facilities such as treatment rooms, comfortable buildings and front office rooms, the availability of parking spaces, cleanliness, tidiness, and comfort of waiting rooms and examination rooms, completeness of communication equipment, and appearance. These results indicate that the better the tangible service quality strategy indicators provided by the hospital to patients, the higher the level of satisfaction of inpatients at RSU Royal Prima Medan.

V.   CONCLUSION

A study found that a reliability service quality strategy indicator significantly affects inpatient satisfaction at Royal Prima Medan Hospital. A PLS SEM study showed that a high reliability indicator increases inpatients' satisfaction. The study also found that responsiveness, reliability, assurance, and empathy positively affect outpatients' satisfaction and interest in returning for future visits. The study also found that assurance service quality strategy indicators significantly impact perceptions of inpatient satisfaction at Royal Prima Medan Hospital. Overall, these findings highlight the importance of service quality in enhancing patient satisfaction.This study found that outpatient satisfaction at RSU Royal Prima Medan Hospital positively correlates with the quality of the assurance service approach indicators. The empathy service quality strategy indicator was rated as good by 83% of participants, while 17% rated it as poor. The tangible service quality strategy indicator was rated as good by 88% of respondents. The study also found a significant influence of the perception of service quality of physical evidence on patient satisfaction at Royal Prima Medan Hospital. Overall, the higher the tangible service quality strategy indicators, the higher the level of satisfaction for inpatients at RSU Royal Prima Medan.

V.   ACKNOWLEDGMENTS

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