

# Identification of Parental Satisfaction Parameters to Re-utilize Outpatient Services

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**Keywords:** Parental Satisfaction, Desire to Return, Outpatient.

**Abstract:** Based on a survey results on satisfaction in Indonesian private hospitals, it was found that outpatient dissatisfaction was 60.7%, while in government hospitals it was higher at 74.96%. Hospital minimum service standards state patient satisfaction must reach 90%. One of the dissatisfaction effects is a decrease in loyalty or a desire to use the service again. The purpose of this study is to identify the relationship between parental satisfaction and the desire to re-use outpatient services. A cross sectional study using a population of 5,879 respondents with a sample of 100 respondents were used. Data were analyzed by univariate, bivariate through chi-square test, and multivariate through multiple logistic regression at a 95% confidence level ( $\alpha = 0.05$ ). The results of the study showed that the variables that led to the desire to re-use outpatient services were S ( $p = 0.016$ ), service procedures ( $p = 0.003$ ), and environment ( $p = 0.0026$ ) while the unrelated variable was comfort ( $p = 0.468$ ), and service results ( $p = 0.411$ ). The variable with the biggest effect was the service procedure variable with the value Exp (B) / OR = 7.959. This value shows the opportunity to re-use outpatient services by 7.9 times higher.

## 1 INTRODUCTION

The more established hospitals, the tighter the competition in serving and attracting the interests of customers (Susilowati, 2017). Service quality, patient satisfaction and loyalty data can be used in quality management, thereby enabling service managers to monitor and maintain service quality. Service providers can better understand how various dimensions and item affects overall service quality and to desing service delivery progress efficiently. By identifying servive quality strengths and weakness, providers can allocate resources to service and ultimately enhance their service quality. Hospitals are required to provide quality services in accordance with established standards and can reach all levels of society (Kartajaya, 2016). Satisfied or not of the provided services directly by the hospital can be seen and felt by the community as users of health services (Sari, 2015). Satisfaction felt by patients and families is a measure of the level of quality of health services. Based on the results of a satisfaction survey in Indonesia, in private hospitals, outpatient dissatisfaction was 60.7%, while in government hospitals 74.96% was higher. Hospital Minimum Service Standards state patient satisfaction must

reach 90% (Wijono, 2015). If a company or health service organization such as a hospital is able to create customer satisfaction, customer loyalty will be created (Tjiptono and Chandra, 2015). Loyalty will provide great benefits for the company, being the key to success in the short and long term (Hasan, 2016). The quality of health services felt by patients is predicted to increase patient satisfaction. Good Service quality will affect patients satisfaction as a hospital costumer. The more quality the service provided by the hospital, the more patients will feel satisfaction with the services provided to patients will be more loyal patients to the hospital (Priyono et al., 2020) . Costumer satisfaction and significant positive effect on costumer loyalty Balikpapan Pertamina Hospital. These results suggest that perceived costumer satisfaction by Pertamina Hospital Balikpapan able to increase costumer loyalty (Wulur, Lenny Meltha, et al., 2020). Service quality and perceived value become measurement methods to predict customer satisfaction. (Rusmana, Research on the relationship of satisfaction with patient loyalty has been conducted by several researchers (Fitri, Adelina, et al., 2016, Fatima, Taqdess, Et.all, (2017). Loyal patients will re-use the same health services when needed again. In addition, loyal patients will invite

others to use the same health services (Sari, 2015). Having loyal patients increases the selling power of health care institutions (Supriyanto and Ernawaty, 2014). There is a relationship between service quality and loyalty (Jayadipraja, Erika SekarNingrum, 2016, Kim et al., 2017). Other studies have found results that satisfaction with six dimensions of service quality: service costs, hospital environment, services provided, access to doctors and health care institutions, provision of information, and hospital environment have been identified as the factors that most influence loyalty (Rostami et al. ., 2019). Hasan's research, 2018 was conducted to analyze patient loyalty from the perspective of service quality, hospital image, patient value and satisfaction, analyze patient loyalty and develop a model of increasing patient loyalty based on hospital service quality. Bahari, Chabib, et all. found that the marketing mix strategy consist of product, price, distribution, promotion, human resources, physical evidence, and processes simultaneously had a positive and simultaneous influence in determining patient loyalty. Suasna, I Gede, et al., 2017 examined that excellent service and customer relationship management can lead to satisfaction and trust of patients to come back. Service quality is positively and directly linked to costumer satisfaction and costume loyalty. The outcome suggest that maintaining high quality of services in the hospitals can significantly increase the perception of values among the costumers, it can also be helpful in raising the goodwill of the costumers in the form of loyalty and can provide high level of satisfaction. (Dubey, Pushkar, 2019; Turnip et al, 2020; Wijaya et al, 2019).

From the results of previous studies no one has examined the satisfaction of parents using parameter identification. For this reason, this paper will discuss in more depth aboutthe influence and the most dominant factors towards parental satisfaction with the desire to re-use outpatient services.

## 2 METHOD

A cross sectional study was conducted at Stella Maris Hospital, Medan in November 2019. The selected population was all parents who brought their children to visit with an average monthly visit of 5,879 people, and the sample was obtained by 100 respondents with accidental sampling. Sampling was done by taking 3-4 samples per day for 1 month. Data recording was carried out with a questionnaire instrument that had been tested for validity and reliability (sample of 20

respondents at Sarah Hospital). The results of all instrument granules were declared valid and reable. The used test was to determine the correlation between the question grain and the total score of the variable.

The used questionnaire consisted of 5 variables (i.e., comfort, service officers, service procedures, service results and the environment), which each consist of 10 questions with 4 choices of answer categories (1 = very dissatisfied, 2 = dissatisfied, 3 = satisfied and 4 = very satisfied) for each question. Data was collected by distributing questionnaires to parents who took their children to the hospital during an outpatient visit.

Tabel 1: Validity and reliability test results

No	Variables	r- count	r-table	Cronbach's Alpha
1	comfort 1-10	0,437	0,361	0,732
2	Officer services 1-10	0,501	0,361	0,790
3	Services procedure 1- 10	0,438	0,361	0,770
4	ResultsServic es 1-10	0,506	0,361	0,803
5	Environment 1-10	0.605	0,361	0,877

The validity test was carried out at Sarah Hospital with 20 samples. After the validity test valid, the research begins. This study is an analytic study with a cross-sectional design by accidental sampling. Population is 5879 and 100 samples were taken. The research was carried out in the Outpatient Department of Stella Maris Woman and Children Hospital (Figure.1)

Univariate and bivariate data analysis using chi-square test, and multivariate using multiple logistic regression tests with a confidence level of 95% ( $\alpha = 0.05$ ) were chosen. Multiple logistic regression was a multiple regression model in case the dependent variable is dichotomous data (categorical form with a total of 3 categories). The chosen variables as independent variables were comfort, service officers, service procedures, service results, and the environment, and as the dependent variable was the desire to re-use outpatient services.

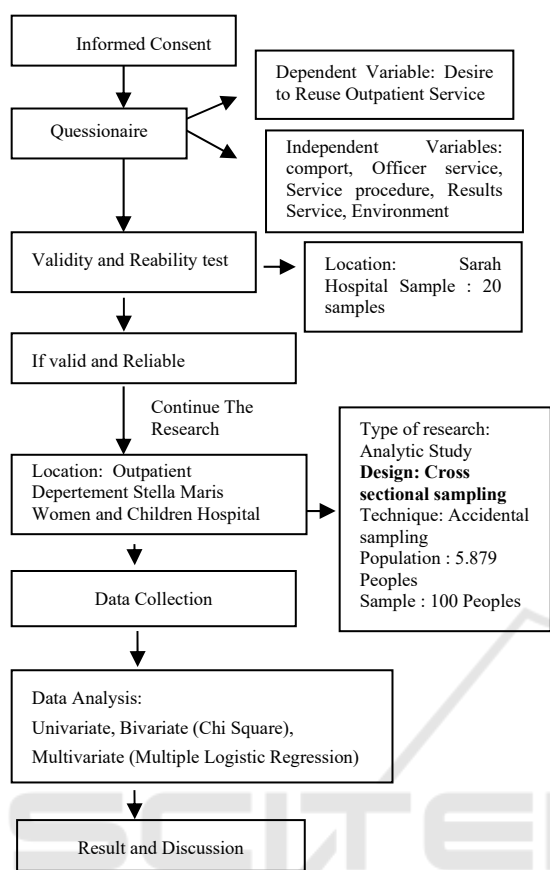


Figure1. The Scheme of the research process

### 3 RESULT AND DISCUSSIONS

From the questionnaire completed by the respondent, the characteristics of the respondent were obtained as follows: the majority were aged > 27 years (53.0%), aged <37 years (47.0%). Productive age has greater demands and expectations. For gender, Female 75, male 25, Male has greater expectations and demands and tends to be dissatisfied. Education : Undergraduate 52 , Diploma 25, high school, Patients with low education more satisfied than patients with higher education . Occupation: Private employee 35, government officials 8, others 35, Someone who works more demanding and criticizing service . House wife 27. Respondents who have 3 children as many as 49 have 2 children as many as 34, have 1 child as many as 17 people. Patients who have more children have more experience that can make them calmer. Based on immunization visits obtained as many as 40, consultation and 60. The results showed that the majority of respondents said they were satisfied with the indicators of comfort, service

officers, service procedures, environmental service results ranged from 73% -80%, while those who were dissatisfied between 20% -27% . The variable of desire to re-use outpatient services was about 75% loyal and 25% non-loyal. The desire to re-use outpatient services has a value of  $Exp(B) / OR = 5,080$  meaning that parents are satisfied with hospital services, the opportunity to re-use outpatient services was 5 times higher than that of unsatisfied parents. The service procedure has an  $Exp(B) / OR = 7.959$  meaning that parents were satisfied with Hospital service procedures, the chance to re-use outpatient services is 7.9 times higher than that of dissatisfied parents. The environment has a value of  $Exp(B) / OR = 4.459$  meaning parents are satisfied with the hospital environment, the opportunity to re-use outpatient services was 4.4 times higher than parents who were less satisfied with the hospital environment.

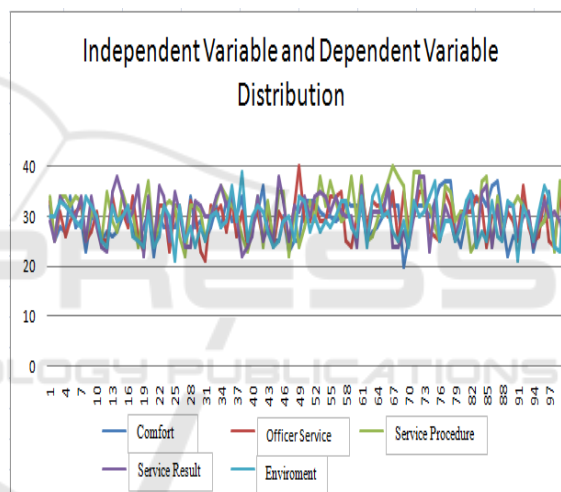


Figure 2: Measured data of each variable from the questionnaire

In Figure 2, we can see the total score obtained for each variable in the questionnaire with 100 samples. The dark blue is the total score for patient comfort. The purple is the total score for service results. The red is the total score for officer services, the light blue is the total score for the environment and the green is for service procedures.

Based on univariate analysis, it was found that the majority of respondents said they were satisfied with the indicators of comfort, who were satisfied about 79.0%, a small portion felt less satisfied about 21.0%. Hospital staff services were 76.0% satisfied and 24.0% less satisfied, 80.0% satisfied service procedures and the rest less satisfied, 73.0% satisfied service results, 75.0% satisfied environment. Overall,

the uivariate value for each variable is given in Table 2.

Table 2: Variable Frequency Distribution (n = 100)

Variables	Quantity	
	n	%
<b>Comfort:</b>		
Less satisfied	21	21,0
satisfied	79	79,0
<b>Officer services</b>		
Less satisfied	24	24,0
satisfied	76	76,0
<b>Services procedure:</b>		
Less satisfied	20	20,0
satisfied	80	80,0
<b>Services Result:</b>		
Less satisfied	27	27,0
satisfied	73	73,0
<b>Environment:</b>		
Less satisfied	25	25,0
Satisfied	75	75,0
<b>Desire to Reuse Outpatient Services:</b>		
No Loyalty	75	75,0
Loyal		

The results of bivariate analysis obtained all independent variables significantly related to the desire of patients to re-use outpatient services namely comfort (p = 0.038), S (p = 0.014), service procedures (p = 0,000), service results (p = 0.032), and environment (p = 0.024). The complete Chi-Square statistical test results can be seen in Table 3.

The results of multivariate analysis with multiple logistic regression tests showed that of the 5 variables as model candidates, 3 variables were found that relate to the desire to re-use outpatient services, namely service personnel, service procedures, and the environment as shown in Table 4 (B is beta value, sig. (significant), Exp (B) is exponential beta read as an OR (Odds ratio) value, and 95% CI for exp (B) is a 95% confidence level for beta exponential values for upper and lower limits).

Table 3: Relationship of Each Independent and Dependent Variable

Variables	Desire to Reuse Outpatient Services				N	p-value
	No Loyalty		Loyal			
	n	%	n	%	N	%
<b>Comforts:</b>						
Less Satisfied	14	66,7	7	33,3	21	100,0
Satisfied	11	13,9	68	86,1	79	100,0
<b>Officer services</b>						
Less Satisfied	16	66,7	8	33,3	24	100,0
Satisfied	9	11,8	67	88,2	76	100,0
<b>Services procedure:</b>						
Less Satisfied	15	75,0	5	25,0	20	100,0
Satisfied	10	12,5	70	87,5	80	100,0
<b>Services results:</b>						
Less Satisfied	16	59,3	11	40,7	27	100,0
Satisfied	9	12,3	64	87,7	73	100,0
<b>Environment:</b>						
Less Satisfied	16	64,0	9	36,0	25	100,0
Satisfied	9	12,0	66	88,0	75	100,0

The most influential variable in this study was the service procedure variable which has a value of Exp (B) / OR = 7.959 meaning that parents who are satisfied with hospital service procedures have the opportunity to re-use outpatient services by 7.9 times higher than parents who less satisfied with hospital service procedures.

Table 4: Results multiple logistic regression test

Variables	B	Sig.	Exp(B) / OR	95%CI for Exp(B)
Officer services	1,625	0,016	5,080	1,355-19,049
Services procedure	2,074	0,003	7,959	2,005-31,595
Environment	1,495	0,026	4,459	1,201-16,559
Constant	-2,460	0,014		

### 3.1 Officer Services

Based on the results of the study showed that there was a relationship between service officers and the desire to re-use outpatient services. Parents who were satisfied with S hospitals, have the opportunity to re-use outpatient services by 5 times higher than parents who are less satisfied with hospital staff services, with an OR value = 5,080.

The relationship between service officers was related to the ease and speed of service with the reuse of services by outpatients. Re-use of outpatient services was basically caused by the patient getting ease of service, the speed of service starting from the

procedure for receiving patients, the speed of examination, treatment until the time of discharge from health workers. Satisfied patients will make a repeat visit. The results in this study also showed that the higher satisfaction felt by patients was related to the reliability of health workers, the higher the level of patient loyalty.

It is assumed that the child's parent's satisfaction with the services of the officers was related to the desire to re-use outpatient services. This was supported by the studies mentioned above that satisfaction with the service of the staff impacts on the reuse of the services provided or the patient shows loyalty to the health facility where he has been treated.

The relationship between health services and patient loyalty can be seen from health workers who are skilled and agile in examining patients. Health workers are also timely and patient in serving patients, so that these patients are satisfied with the service they receive and want to go back again for treatment. Service officers, especially doctors who show friendliness, always ask complaints felt by children, doctors provide opportunities for parents to ask about illnesses, doctors understand how to treat children during the examination, health workers (doctors and nurses) provide services quickly or not wordy and conscientious. This satisfies the parents of the child and if the child is sick the mother does not hesitate to bring her child back for treatment to get maximum service by the health workers.

Parents who feel unsatisfied with regard to their comfort say that the location of poly children was difficult to find. It was usually happened to a first time patient arrives so that it still has not adapted to the location of an existing of child poly. In addition, some parents feel uncomfortable in the administration of child care administration. It was because parents usually have to queue or wait for payments that make parents and children feel uncomfortable.

### 3.2 Service Procedure

From the results of testing the variable service procedure, it was found that there was a relationship between the service procedure and the desire to re-use outpatient services. Parents who were satisfied with hospital service procedures have the opportunity to re-use outpatient services at 7.9 times higher than those who were less satisfied. Service procedure was the biggest variable related to the desire of patients to re-use outpatient services.

The relationship of patient satisfaction about service procedures with service reuse can be seen

from the answers of the respondents who mostly started from the officers providing fast services, the outpatient service process from the administrative counter to the polyclinic was easy to follow, registration was open on time, patient calls were based on the order number and polyclinic service schedule was in accordance with the schedule posted. From some respondents who were dissatisfied, it was found that they tended to be satisfied with the service procedures. From these results it can be concluded that overall service procedures were sufficient to satisfy the patient. It was because the service procedures were not complicated when the registration was not too long and easy. Service procedures related to the service system and also service standards. In this service procedure includes patient registration at the counter and registration of patients as well as information and service instructions at the health center. Based on the used assumptions, the results of this study prove that parental satisfaction with service procedures influences the desire to re-use outpatient services while 20% of respondents feel less satisfied. The things that make the child's parents feel satisfied because the service procedures at the Children's Poly are done quickly and are not complicated, timely, there was a readiness of health workers both doctors and nurses in providing services to children.

The role of doctors and nurses must be able to calm children who are usually afraid of doctors when they will be examined or injected. The thing that was felt unsatisfactory was that doctors and nurses lacked explanations about things that had to be done when the child was treated at home. Doctors and nurses sometimes give advice on care at home but are less detailed so parents feel less satisfied. Some parents feel that the examinations carried out by doctors and nurses are less thorough. It was because some parents expect more examinations, especially if their children were eager to quickly recover, but they assume that the inspection services performed were not in line with expectations.

### 3.3 Environment

The results showed that environmental variables have a relationship with the desire to re-use outpatient services. Parents who are satisfied with the hospital environment, have the opportunity to re-use outpatient services by 4.4 times higher than those who are less satisfied.

Direct evidence / appearance of the physical environment has a relationship to patient loyalty. Some things that support direct evidence of good

service are the comfort of the overall care building which is supported by adequate infrastructure and in accordance with patient needs. Respondents' dissatisfaction with the direct evidence / physical appearance of the service felt by patients usually occurs because of discomfort from the hospital environment. It has been proven that the availability of facilities and a comfortable physical environment is one of the factors that can encourage and motivate the community to utilize health services or treatment efforts. However, if a health service is not complete with facilities, the environment is not comfortable then the community will choose another more complete hospital, ( $p = 0.001$ ). Respondents who are interested in reusing outpatient services are very closely related to the comfort of the environment, the completeness of the facilities provided, and are supported by equipment that is functioning well and officers maintain the cleanliness / sterilization of the equipment used.

Users of health services through health facilities and quality services, not only concerning the recovery from physical illness but also concerning satisfaction with the attitudes, knowledge and skills of the officers in providing services and the availability of adequate facilities and infrastructure. Hospital environment also means the comfort of the environment associated with the completeness of equipment that can increase the desire of patients to return for treatment. In terms of comfort is very influential on direct evidence because when a patient feel comfortable with the facility then they will return and will convey to family or relatives.

Based on the results of this study indicate that the majority of parents of children (75%) studied expressed satisfaction with the environment and there were still 25% of parents of children who feel less satisfied with the environment. For respondents who said they were satisfied because of the cool and comfortable environment, a children's playground was provided, the room was neat and clean, the examination room was comfortable and facilitated with wall decoration that made the child feel comfortable and not afraid.

Parents who feel unsatisfied were caused by the condition of their children who cannot take advantage of existing facilities at the hospital, due to the condition of the sick child despite being provided with a playground. There were also those who were caused by the fact that their children were still afraid of the doctors or nurses who were considered as other people that will hurt them. The role of the doctor in making a child comfortable is very important during

the examination process. The doctor must make the child feel at home in his own home and not be afraid of the actions the doctor will take. In general, parents who were satisfied with the environment tend to reuse if their children got sick.

## 4 CONCLUSIONS

The findings in this study were parents feel less satisfied with the comfort of the hospital by 21%, service officers by 24%, service procedures by 20%, service results by 27%, environment by 25%. About 25% of parents were not loyal or will not return to use hospital services. The results of multivariate analysis showed that the desire of parents to re-use outpatient services when their children got sick was related to Service Officers, service procedures, and the environment. While the variable comfort and service results were not related. The most dominant variable related in this study was the service procedure which has a value of Exp (B) / OR = 7.959 by mean that parents who were satisfied with hospital service procedures, have the opportunity to re-use outpatient services by 7.9 times higher than parents who lack satisfied with hospital service procedures. So it can be concluded in this discussion the indication of parental satisfaction parameters towards the desire to re-use outpatient services is the highest is the service procedure where parents will return to take advantage of outpatient care when the procedures performed at the hospital meet or even more than the expectations of patients and family. Although feeling dissatisfied with other services, but feeling satisfied with the service procedures, overall it is sufficient to satisfy the patient and make the patient reuse outpatient services.

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