Services and Participation in Public Hospital: Creating a Trusted Environment for Outpatient

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Abstract: Public hospitals have become a spotlight for many layers of the society since the government has committed to provide them with good quality of health services. However, some emerging problems indicating the society’s dissatisfaction towards the government-owned hospitals has led to their low trust and confidence in using the health services. Some studies on the market distribution and the quality of hospital services have been conducted. However, this study focused more on the variables of services and patient participation in regards to building patient satisfaction and their impact towards patient trust. This study was conducted in the Regional Public Hospital of Arifin Ahmad in Pekanbaru by employing survey method involving 100 samples of the outpatients using the hospital health services. The data were accidentally collected through questionnaires and analyzed using SEM analytical instrument and WarpPLS software. The results of the study indicated that the hospital service and patient participation during the service have given a significant influence towards patient satisfaction. It was proven that patient satisfaction has significantly influenced patient trust towards public hospitals.

Keywords: Patient Trust, Patient Satisfaction, Services, and Participation

1. Introduction

Public Hospitals are classified as non-business ones. However, not all private hospitals are classified as non-business. The health service quality for some hospitals remains alarming due to limited resources both financial and non-financial ones. The demand for service quality development requires enormous investment fund. The increase in the service quality demand should be fulfilled with professionalism in its management. The development of hospital management in terms of management and operation is highly influenced by various demands from the external and internal environment.

Hospitals in Riau Province have undergone a rapid development and until 2015 there have been 64 units of hospitals with 5,008 nursing beds. The external demand comes from the stakeholders requiring the hospitals to give high-quality health services and the controllable health service cost so that it can lead to patient satisfaction. The internal demand is the expense control. The expense control is a highly complex problem since it is influenced by several aspects namely market mechanism, market behavior, professional human resources, and at last but not least is the technology advancement.
The regional and central public hospitals highly depend on the development of those demands. Observing the segmentation of society groups, government-owned public hospitals generally provide health services for the lower-middle class society, while private hospitals provide services for the upper-middle class society. The health expense tends to keep increasing and the hospitals are demanded to overcome the problem autonomously. However, both private and public hospitals compete to attract the society attention with its Social Insurance Organizing Institution (BPJS) program. Both government-owned and private hospitals as organizations work in providing health services to all layers of the society without discriminating their social classes. Based on the legislation Number 44 of 2009, it is stated that hospitals are health service institutions organizing complete health services for the individuals and providing inpatient services, outpatient services, and emergency services. Hospitals are also training centers for the medical officers and medical research center. Trust is a foundation for a business (Yousafzai, et al., 2003, on Ignatius Heruwasto dan Ratna Nur Fatimah, 2011: 31). Trust plays an important role in the industrial market. The rapid business environment dynamics requires the companies to find more creative and flexible solution to adapt to the business situation. Both service and manufacturing industries build the long-term relationship with their consumers based on consumers’ trust towards the company concerned (Bitner, 2010: 28).

Trust management is determined by some procedures in which the resources of the service provider, personnel, technology, and system used can motivate customers’ trust and maintain and strengthen the company. Gurviesz & Korchia (2011: 3) states that the indicators of trust are Ability; Integrity; and Benefaction. Public hospitals have skillful medical officers and paramedics capable of giving a solution towards the diseases that the patients are suffered from. There should be a synergic collaboration between the field workers and the leader in maintaining promises and giving evidence to the patients. Hospitals have always implemented the policies identified with the patients.

Based on the result of the study conducted by Sutoto, B. (2018), the society trust towards the inpatient services in the Regional Public Hospital of Riau Province indicated that the hospital condition is not optimal. It was explained that 17% of the society gave the feedback of less confident and not confident to the Regional Public Hospital in providing the services. Also 23% of the society disagreed that the hospital policies have not really stood for the patients. It was also found out that the synergic collaboration between the medical officers and the leader in actualizing the promises and showing the evidence to the patients remains low. However, the medical officers and the skillful paramedics of the hospital were considered satisfactory in giving a solution to the diseases suffered by the patients.

There are a lot of factors influencing patient trust such as patient satisfaction. Jennifer F. Waljee et al. (2008: 1679) states that there is a significant correlation between patient trust and their medication experience and their distrust towards the surgeons. According to Richard Baker, Arch G. Mainous III, Denis Pereira Gray & Margaret M. Love (2009: 27), the patients having great trust to the doctors commonly perceive the doctors as the ones capable of giving satisfying services. Merry Tiyas Anggraini and Afiana Rohman (2012: 54) state that there is a meaningful relationship between the visitors’ satisfaction and the supporting facilities and infrastructure and the patients’ interest to revisit the Family Doctor’s Clinic.

Meanwhile, there is a relation between services and patient participation in building patient satisfaction itself. Alrubaiiee, L. and Alka’aida, F., (2011) explain that there are various interests on the socio-demographic variables of patient perception towards health service quality, patient satisfaction, and patient trust. According to Perwira, M. (2006), the users’ participation towards their satisfaction is essential in the information system development. All these considerations have made the researcher interested in developing and relating whether the service and participation factors influence outpatient satisfaction and whether they have impacts towards outpatient trust in the Regional Public Hospital of Arifin Ahmad in Pekanbaru City.
2. Research Method

In accordance with the research objectives intended to achieve, this study was classified as descriptive and verifying. In this study, in line with the central issue, involves the following variables (i.e. independent variables namely the service to the patients as the kind of service that should be given to the patients; and patient participation as the effort of involving the patients and their families in supporting the patients’ recovery). The dependent variables cover patient satisfaction, that is, the service duration before being sent to the nursing room and patient trust having something to do with the medical officers’ competency and characteristics in giving the services to the consumers. In other words, the consumers need to obtain satisfaction and security guarantee from the service providers in conducting the transaction. Ability covers competency, experience, and skills in performing the knowledge.

There were two primary data used in the study. In collecting the primary data, this study used a questionnaire, that is, data collection technique employed by giving a list of written questions to be answered by the respondents. The questionnaire was designed in the form of structured questions in which they were composed in such a way that the respondents were given a limited number of alternative options or requested to select only one option. The population of the study was 100 samples consisting of the patients or the inpatients’ families in the Regional Public Hospital of Arifin Ahmad in Pekanbaru City. The samples were selected using solving formula among the existing 1,530 patients. The data analysis technique used quantitative technique employing SEM analysis instrument assisted by WarpPLS program.

3. Results and Discussion

The result of the study elaborated has something to do with the general description of the research area and the verifying analysis. It can be illustrated in the chart below:

![Diagram](image)

Based on the above data, it was found out that there is a significant influence between service and patient participation towards patient satisfaction. It was also found out that the services have greater influence compared to the service participation. Satisfaction itself has a significant influence towards outpatient trust in the Regional Public Hospital of Arifin Ahmad in Pekanbaru City.
Besides, the hospital has always been demanded to give excellent services and have constantly attempted to pay attention to the level of knowledge owned by the patient, so that they can determine the best service given to the patient. The lowest score in this dimension is in the question “There is an effort to involve the patients’ families during their recovery process.” It showed that the Regional Public Hospital in Riau Province has not been adequate and dependable in providing services to the patients’ families.

In the item of involving the patients during the recovery process, the score is quite good, since the medical officers have been seen as capable of involving the patients in the recovery process. Patients have constantly been encouraged to stay motivated and to pray to God so that the diseases they are suffered from can be cures. This has been a part of the medical officers’ efforts in involving the patients and their families during the recovery and in reminding the families to give regular medication to the patients. The item of the effort in involving the patients’ families during the patients’ recovery process was in the satisfactory category; meaning that the hospital has made some efforts in involving the patients’ families during their recovery process. In other words, the patients’ families had a great role and contribution to the patients’ recovery. The outpatients’ families became the nurses at home for the patients. With the support and encouragement from their families, the patients will have a more significant opportunity for recovery.

From the service point of view, it indicated that the hospital has constantly been demanded to give excellent service and tried to give a guarantee regarding the patients' rights towards the services given. The lowest score in this dimension was on the question "All patients are given the equal treatment in obtaining services". It indicated that the Regional Public Hospital in Riau Province has not been adequate and dependable in providing equal service to the patients. The item of the statement saying that the hospital is able to give the patients accurate information was considered quite well; meaning that the accuracy of information given to the patients is quite good. The patients received information regarding the diseases suffered by the patients. However, they occasionally obtained less accurate information since the hospital was hesitant about the patients' diseases.

The item stating that the patients are given equal treatment in obtaining the service is categorized as quite good; meaning that the patients were given equal treatment in obtaining the services. However, the treatment given to the lower-middle class was distinguished from the one given to the upper-middle class. The lower-middle class patients occasionally got harsh treatment and rant from the medical officers, while the upper-middle class patients got gentler and more polite attitude. This occurred mostly to the Social Security Organizing Body (BPJS) patients who were commonly not allowed to register the medical examination via phone call. They were required to come directly and wait for their turn in a very long queue. On the other hand, the independent patients (non-BPJS) received priority and were allowed to register via phone call without having to wait in a long queue.

4. Conclusion

Based on the result of the study, it was proven that the services are given to the patients and patient participation in the services significantly influenced patient satisfaction. In addition, it was also proven that patient satisfaction significantly influenced the trust of the public hospital patients.

5. References

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