Exploring Service and Environment: In-patient trust and satisfaction in public hospital

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Abstract: This study focused on in-patient trust in the Regional Public Hospital of M. Sani in Tanjung Balai Karimun Regency in regards to the services given and its position as a comparative and exemplary hospital representing the international-level ones. This hospital is called so because it is located in the entrance area to the neighboring countries. The problem regarding the services in this government-owned Regional Public Hospital has become a part of discussion requiring a solution. The medical officers in the government-owned hospitals have recently been distinguished from the medical officers in the overseas hospitals. The responsiveness and motivation giving in the foreign hospitals have been found better than the government-owned ones. This study aimed at establishing the influence of responsiveness and motivation giving towards patient satisfaction and its impact towards in-patient trust in Tanjung Balai Karimun Regency. This study used the survey method with 100 patients and their families as the samples by employing an accidental sampling technique. The data collection technique used questionnaires and the data analysis technique used SEM analysis instrument via WarpPLS software. The results of the study indicated that the medical officers responsive towards the patients and motivating them will make them satisfied towards the services given. Patient satisfaction significantly influences their trust towards in-patient services in the Regional Public Hospital of M. Sani of Tanjung Balai Karimun Regency.

Keywords: Responsiveness, Motivation Giving, Satisfaction, and Trust

1. Introduction

Hospitals as one of health service institutions play an important role in health development. Hospitals have a mission of giving quality and affordable health services for the society for the sake of improving the public health status and a specific mission of determining and achieving the hospital owner’s aspiration. A hospital is defined as a place providing health services for all types of diseases ranging from basic to specific.

The importance of hospitals as health service institutions implementing complete private health services provides inpatient care, outpatient care, and emergency service. Hospitals established and run by the government are the technical implementation units from government agencies whose major responsibilities and functions are in the field of health services or in the other government agencies. Hospitals established and managed by Regional Government must be the regional technical implementation units or the regional technical institutions managed based on the financial management of the regional public service agency in accordance with the provisions of the legislation.
Regional Public Hospital of M. Sani in Tanjung Balai Regency is one of the state hospitals carrying out the mandate and realizing the mission of Healthy Riau Islands 2020 which has been in accordance with the assigned mission. The hospital employed the strategy of increasing the society’s access towards the high-quality health services. The strategy of improving the society’s access towards the health services was implemented through increasing the equalization and quality of the health services, increasing the types of quality, and the assignment of health personnel. In addition, the availability, equalization, quality, medicine affordability, health supplies, policy development, and the strengthening of health development management should be guaranteed.

Patient trust towards hospitals is essential because it is the main capital in realizing the vision, mission, and the hospital goals. The patient having trust and confidence in a hospital will entrust all the medical treatment or prevention of the disease that he suffered. Such an occurrence will be a great benefit for a hospital either long-term or short-term. A patient having the confidence in a particular hospital in some occasion will recommend the hospital to other people regarding the premium service that he received from it. Thus, he has taken part in promoting the hospital to the other future patients which can be referred to as patient loyalty. On the other hand, a hospital receiving less trust and confidence from the society will be abandoned in the future. The hospital will eventually lose the patient and end in bankruptcy for there are no patients using its services.

Today’s biggest challenge for the hospital managers, as informed in Kompas, is that the number of Indonesian citizens seeking the medical treatment abroad keeps increasing. The technology sophistication, medical skills, and service hospitality have become its driving reason. Billion rupiahs of Indonesian's foreign exchange have flown to the neighboring countries every year. Trust issues have driven the brokers' intention to count on the partner companies. Morgan and Hunt (2014) state that trust without any intention to count on the reliable parties shows that the trust remains restricted.

The data showed that the number of the patients doing repeat order be revisiting the hospital and reusing the hospital services covering inpatients and outpatients has increased and decreased at times. This problem is possibly caused by the users’ trust level towards the hospitals which keep changing. The rapid advancement of science and technology has currently made the society more selective in choosing a hospital. Considering that a hospital is a place to get medical treatment and services needed by the society, it is necessary for the hospital to understand the health service quality expected by them, for they are nowadays more selective in choosing a hospital.

Society satisfaction towards a good quality of health services will certainly evolve the social trust. Trust is a business relation dimension determining the situation in which someone is assured that an agreement integrity offered by a service is dependable. This is basically an assurance that the hospital will give what it has promised and guaranteed.

Based on the result of the previous study conducted by Jennifer F. Waljee et al (2008), there is a significant correlation between patient trust towards their medication experience and patient distrust towards the surgeons. In addition, Richard Baker, Arch G. Mainous IIi, Denis Pereira Gray & Margaret M. Love, (2009) explain that continuity did not evolve patient satisfaction unless they trust the physicians. Merry Tiyas Angraini and Afiana Rohmani (2012) state that there is a meaningful relationship between patient satisfaction towards the hospital service and supporting facilities and infrastructures and the patient interest to revisit and reuse the health services offered by Family Doctors’ Clinic. The connection is also built from the responsiveness and the motivation given by the medical officers to the patients in the form of service performance. Yuliarmi, N. N., & Riyasa, P. (2007) state that the responsiveness of the services given to the users has impacts towards patient satisfaction to the services. According to Tho’in, M. (2011), the responsiveness factor influenced the satisfaction of financial services customers. Hadiyati, N. P. M. (2018) states that the motivation given to the patients during health services by the medical officers will give satisfaction to the patients regarding the assessment result and feedbacks.
Regarding to the services provided and the status of the hospital as a reference, model and comparative hospital towards the overseas hospitals, this hospital lies in the entry area to the neighboring countries. The problems related to the services in this government-owned regional public hospital have become an intriguing discussion requiring solutions. The medical officers of the state hospitals have recently been distinguished from the medical officers in the overseas hospitals. The responsiveness and motivation giving in the overseas hospitals are considered better than the state ones. The study aimed at verifying the influence of responsiveness and motivation giving towards patient satisfaction and its impacts towards the inpatients in Tanjung Balai Karimun Regency.

2. Research Method

According to the objectives intended to achieve, the study has descriptive and verifying characteristics. In accordance with its central issues, this study involved some variables namely responsiveness, motivation given to the patients, patient satisfaction, and their implication towards patient trust and confidence. The limitation towards the definition of responsiveness comprised greeting the patients and introducing the medical officers to the patients. Motivation giving comprised explaining the disease to the patient, giving truthful information about the disease risks, explaining the prognosis or the healing expectation, motivating the patients to get healed and recovered, and assuring them that their disease can be cured.

The dependent variables covered patient satisfaction and patient trust. Patient satisfaction is the service duration before sending the patients to the nursing rooms, the medical officers’ service processing the registration and preparation before using the nursing rooms, the waiting room condition before sending the patients to the nursing rooms, the service duration in the Emergency Installation room, and the medical equipment completeness in the Emergency Installation room. Patient trust comprised the commitment of the service providers to be able to provide satisfying services to the consumers. Hospitals should not only strive for maximum profit but also give attention towards consumers' satisfaction. Apart from the patient trust, hospitals should take account of benevolence aspects covering attention, empathy, reassurance, and acceptance.

There are two primary data used in this study. The primary data collection used a questionnaire, that is, a data collection technique implemented by giving the respondents a list of written questions to answer. This questionnaire is designed in the form of structured questions in which the questions are designed in such a way that the respondents are given limitation in giving the answer selected among some alternatives or a single option. The research population in the study was 100 patients and inpatients’ families in the Regional Public Hospital M. Sani selected using Slovin formula among the 1,194 existing patients. The data analysis technique used quantitative technique employing SEM analysis instrument assisted by WarpPLS program.

3. Results and Discussion

In line with the mission of Karimun Regency in 2025, that is, actualizing the developed, autonomous, equitable, and civilized hospital based on faith and piety, the Regional Public Hospital of Muhammad Sani as one of the Regional Work Units in Karimun Regency played an important role in actualizing the vision. As one of the spearheads of health services in the regency, the Regional Public Hospital constantly developed itself in accordance with the development of science and technology, particularly in the field of medication, which is in line with its motto namely Fast, Precise, Friendly, and Smile. The advancement of science and technology has constantly undergone a change motivating the actors in the health sector both the management and the other professional functional personnel must continuously improve their service. This is done in order to illustrate an overview regarding the current facilities and health services available in the Regional Public Hospital of Muhammad Sani.
The results of the study indicated that there was a significant influence either directly and indirectly between the variables of responsiveness and motivation giving to the patients towards the satisfaction of the patients using the services in the Regional Public Hospital of M. Sani in Tanjung Balai Karimun Regency. The patient satisfaction was proven to give a significant influence towards the inpatient trust in this government-owned hospital. It can be illustrated more clearly as follows.

**Gambar 1: Full Research Model**

Based on the data, it was found out and proven that the motivation given to the patients had a greater influence towards patient satisfaction compared to the medical officers’ responsiveness in giving services to the patients. This result indicated that it is necessary to motivate the patients in order that they have the expectation for recovery during their medication in the hospital. In addition, this condition will give the patients optimism and cultivate the spirit to get healed.

The fact that the patients were less prepared in facing the reality about their disease and the risks they would be facing has become a reason for the medical officers to be reluctant in telling the patients vividly about the diseases they were suffered from. In addition, the medical officers’ effort in assisting the patients' recovery from their diseases by giving motivation and giving the medicines in accordance with instruction was still implemented. The patients found the medical officers' explanation regarding the treatment and actions for the sake of healing their diseases clear.

The medical officers’ attempts at motivating the patients to get healed from their diseases and encouraging them to pray to God as a psychological effort has led to the patients' improvement in their recovery. The efforts in encouraging the patients to stay motivated and to have an expectation to get healed have always been done by the medical officers. However, they occasionally had some limitation in giving an explanation that should be received by the patients. Thus, their services cannot be said as perfect.

The incompatibility between the number of the medical officers and the number of the patients being treated has urged them to manage their time really well and to increase their speed in giving the services. The incompatibility between the number of patients and the number of medical officers in the hospital services has made the services less perfect. In addition, the medical officers have constantly tried to convince the patients and their families in regards to the recovery expectation of the diseases they are suffered from.
The effort for the patient recovery becomes a real hope and the medical officers’ responsibility in the health services. The medical officers have constantly done various efforts to console the patients and to tell them about the other patients’ success in fighting against their diseases. This was an expression of empathy from the medical officers in giving their patients good services.

Based on the description on the medical performance in this study, it can be concluded that the medical performance in the Regional Public Hospital particularly in terms of inpatient service in Riau Islands Province is generally categorized as good enough towards good. It was found out that the highest dimension lied on the physical examination and the prognosis explanation (i.e. expectation or counseling) on the patient recovery. Therefore, in giving the inpatients the health services, the medical officers put their major responsibilities in examining patients' physical condition and informing to them the recovery expected in the first place instead of the other services.

The medical officers’ dedication can also be observed in their efforts in responding to the patients’ lamentation. When greeting and introducing themselves to the patients, the doctors constantly tried improving their performance and emphasizing their friendliness to them. The lowest score in this dimension was on the question “Introducing themselves to the patients.” It indicated that the doctors in the Regional Public Hospital of Riau Islands Province have not been capable of demonstrating their friendliness to the patients. In other words, the doctors have not given their best performance in greeting the inpatients. According to the information obtained from the patients, the doctors mostly came to examine their physical condition and went out of the nursing rooms. The patients basically expected to be communicating with the doctors and consulting with them about the problems they were facing and the diseases they were suffered from. In addition, the patients expected to be assuring themselves that they have hopes for recovery. The patients’ hopes for recovery and the doctor's elaborate explanation would encourage them to get healed and recovered. The patients oftentimes found that the doctors merely came to the nursing room for a short visit and uttered some retorting words. This has demotivated and discouraged the patients from having recovery hopes.

The medical officers rarely introduced themselves and merely visited the nursing room to examine the patients without building friendly attachment with them. On the other hand, the hospital has applied its slogan namely smiling, greeting, being polite, and being well-mannered. This concept was implemented for the sake of the inpatients’ comfort and convenience towards the services given by the friendly and attentive medical officers. These were the simple patients' expectation that should be fulfilled by the medical officers. Observing the fact, the number of the medical officers providing the services was limited while the society's demand for more medical officers was really high. Not only did the medical officers give health services in the hospital but also opened a health clinic and worked overtime at night to do some operation. However, providing good health services in a hospital regardless of their condition is compulsory for every medical officer.

4. Conclusion

Based on the result of the study, it was proven that the responsive and motivating medical officers will make the patients satisfied towards the services given. Patient satisfaction significantly influenced patient trust and confidence towards the inpatient services in the Regional Public Hospital of M. Sani in Tanjung Balai Karimun Regency.

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