Analysis of The Quality of Inpatient Services at Hospital X Binjai Using The Customer Satisfaction Index (CSI) Method

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Abstract

The quality of health services is the effectiveness of high health services with service standards and professionals, using resources owned by hospitals or health centres safely, and following the rules, laws, norms, and ethics with government and consumer restrictions. This study aims to measure patient satisfaction with the quality of inpatient services at X hospital in Binjai. This study uses a type of quantitative survey research using a cross sectional approach, where researchers will collect primary data by asking questions to respondents to obtain the necessary data. The population in this study were inpatients who visited Hospital X Binjai, namely 409 inpatients in December 2023. The number of samples in this study were 33 people. This research was conducted from January to February 2024. Primary data comes from questionnaires based on interviews conducted directly. This study uses a sampling technique, namely purpsive sampling, with criteria with age> 19 years. The variables analysed include Tanglible (physical evidence), Reability (reliability), Assurance (guarantee), Responsiveness (responsiveness), Empathy (empathy). This study uses the T test using the SPSS version 20 application. This study shows that there is a difference between patient expectations and the reality obtained by patients (Sig < 0.05). The results showed that customers who had received inpatient services at hospital X in Binjai were satisfied with the services that had been provided, in the calculation of the customer satisfaction index, a customer satisfaction index value of 78% was obtained, with the interpretation that the patient was satisfied with the services provided, with this the quality of inpatient services at hospital X in Binjai was declared good.

Keywords: Customer Satisfaction Index, Satisfaction, Service Quality

INTRODUCTION

Every resident has the right to obtain health services, making hospitals a place where people get this right, and is one of the needs that must be met. hospitals have a role as providers of curative, rehabilitative, promotive and preventive services. As a provider of health services, various ways are taken to strive to improve the quality of hospital services which are a priority in development in the health sector. And this is certainly very important to note, in order to equitable distribution of affordable and quality health services for the community (Ramadhani, 2020)

According to Permenkes Number 3 of 2020 concerning hospitals, hospitals are health service institutions that provide health services individually with comprehensive services and provide outpatient, inpatient, and emergency care services In the 2020-2024 period (Kartika Yudityawati et al., 2022). Health development is directed to continue to improve health

services towards universal health coverage, and the main thing is to carry out primary health care or strengthen essential health services by increasing preventive and promotive efforts supported by the utilization and development of current health technology(Mohammad et al., 2023).

In general, the quality of health services is the high level of effectiveness of health services that are in accordance with service and professional standards, and use resources that hospitals or health centres have safely, and follow the rules, laws, norms and ethics, with limitations and capabilities of the government and consumers (Alfina Tahta Alfiana, 2019). Meanwhile, the quality of health service guarantee is the degree of perfection of health services based on policies and procedures and makes wise use of the potential resources available in hospitals or health centres, and provides services that are safe and meet normal standards, taking into account limitations

In the realm of healthcare, patient satisfaction stands as a pivotal measure of the quality of service delivery (Kartika Yudityawati et al., 2022)It encompasses not only the efficacy of medical treatments but also the overall experience a patient undergoes during their interaction with healthcare professionals and facilities (Karima et al., 2022). Understanding and addressing the factors that contribute to patient satisfaction are paramount for healthcare providers striving to deliver comprehensive and patient-centered care (Putri et al., 2023). This introduction sets the stage for exploring the multifaceted dimensions of patient satisfaction and its intrinsic connection to the quality of healthcare services (Ratna Purwaningrum, 2020.). (Suciati et al., 2023) in his research suggests that patient satisfaction is the main indicator and the most important thing from the standard of a health facility and is a measure of service quality. Low customer satisfaction will have an impact on the number of visits which will affect the provitability of the health facility, while the attitude of employees towards customers will also have an impact on customer satisfaction where customer needs from time to time will increase, as well as their demands for the quality of service provided.

Service user (consumer) assessment plays a vital role as one of the benchmarks for service improvement, where satisfaction and assessment will create consumer loyalty and loyalty to return to entrust complete health services to the hospital. (Asriwati Asriwati, 2023).Assessing the quality of service from a hospital can be seen from the agency's achievement of established health service standards (Wahyudin et al., 2022). So that service stakeholders can get an increase in service quality, several things must be considered, including being carried out on an ongoing basis, easy to achieve, affordable, easy to accept, and quality.(Teguh Santoso et al., 2021)

The high level of customer satisfaction depends on the quality of service provided by the hospital, and patient satisfaction is an important aspect that can determine the degree of service quality of a hospital (Alkhair et al., 2023). If the level of customer satisfaction is high, then the quality of service of the hospital can be said to be high, and vice versa, if the customer satisfaction of a hospital is still low (Purbobinuko & Wurianning Riska, 2020) then the quality of service of the hospital is also low and requires the relevant hospital to evaluate the quality of its services (Mongondow Timur Alkhair et al., 2023).

Data on inpatient visits at Hospital X Binjai shows that from September to December 2023, there was a continuous decline in inpatient visits. The number continues to decline from month to month; displayed from September, there were 538 inpatients, then decreased by 6.14% to 505 patients in October, then reduced again by 9.13% to 458 patients in November, and decreased again by 12.23% to 402 patients in December.

This shows that patient interest in visiting Hospital X Binjai continues to decline. The decline in inpatient visits can be caused by many factors, such as increasingly fierce competition between hospitals, changes in health policies (Sumiati., et al, 2023) and changing patterns of community diseases that prefer to seek and receive treatment outside the hospital. Of course, with the decline in inpatient visits, the hospital needs to evaluate the provision of quality health services (Anastasya & Gurning, 2023. And this is reinforced by research that has been conducted by (Arif I, 2023) that the factor of the existence of competing hospitals is the cause of a decrease in the number of patients, namely the existence of private hospitals, new hospitals and similar hospitals with superior service quality, of course there will be patients who will choose to switch health services. This argument is strengthened by (Putri, 2019) research that in 2019 Malaysia experienced problems in the quality of health services, due to several issues related to efficiency and others, it caused the public to have higher expectations of service quality, and since then the Malaysian government changed the health service system which was previously dominated by the government, changing to the private sector dominating. So the researchers analyzed the quality of inpatient services at Hospital X in Binjai with the aim of measuring and seeing how satisfied patients were with the quality of inpatient services at Hospital X Binjai.

METHODS

This research uses quantitative methods with a cross sectional research design. This research was conducted at Hospital X Binjai and was conducted in January-February 2024. The sampling technique in this study used purposive sampling technique to determine the

sample, namely patients whose age was> 19 years. The population in this study were inpatients visiting Hospital X Binjai, namely 409 inpatients in December 2023. The number of samples in this study was 33 people. Primary data comes from interview-based questionnaires conducted directly to respondents.

The variables analysed include Tanglible (physical evidence), Reability (reliability), Assurance (guarantee), Responsiveness (responsiveness), Empathy (empathy). Respondents who answered very satisfied received a score (5), satisfied with a score (4), moderately satisfied with a score (3), less satisfied with a score (2), and dissatisfied with a score (1). The instruments in this study have been tested using validity and reliability. The validity test is declared valid, because the sig value (2 tailed) on each question item is less than 0.05. The valid validity items were then tested for reliability with Cronchbach alpha, each item of questioning was declared realibel more than 0.07. Based on these results, it is concluded that the questionnaire is very reliable. After conducting data reliability and validity tests, the data were processed and analysed using 2 types of statistics, namely univariate by explaining the frequency distribution of respondents' characteristics, and bivariate analysis using the T test to see the difference between expectations and reality of the respondents. The SPSS version 20 application supports all data from the analysis and research process.

The Customer Satisfaction Index is used to determine the level of importance of service or product attributes in the form of a percentage of happy customers in a customer satisfaction survey. The Customer Satisfaction Index is a quantitative analysis that aims to determine the level of patient satisfaction by considering how important the attributes or services provided to patients are, following the interpretation of the Customer Satisfaction Index value. In the provisions of the customer satisfaction index, that the value of 81%-100% is very satisfied, 66%-80% is satisfied, 51%-65% is moderately satisfied, 35%-50% is less satisfied, 05-34% is not satisfied.

RESULTS

Univariate analysis was used to determine the characteristics of respondents and variables in the study and presented in frequency distribution.

A. Respondent characteristics

The frequency distribution of respondent data, which includes age, gender, education, and occupation data can be seen in the following table:

Figure 1. bar chart of respondent characteristics based on age
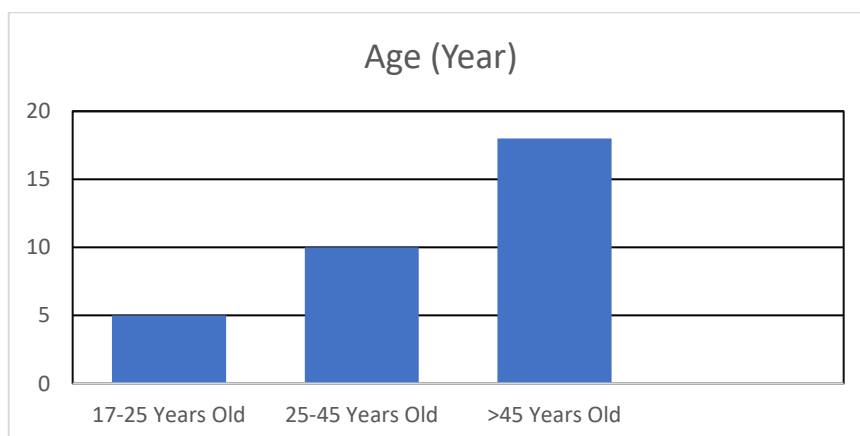
Based on the bar chart above, it is known that the number of respondents in the 17-25 year age group is 5 respondents, the number of respondents in the 24-45 year age group is 10 respondents, and the number of respondents in the >45 year age group is 18 respondents.

Figure 2. bar chart of respondent characteristics based on gender
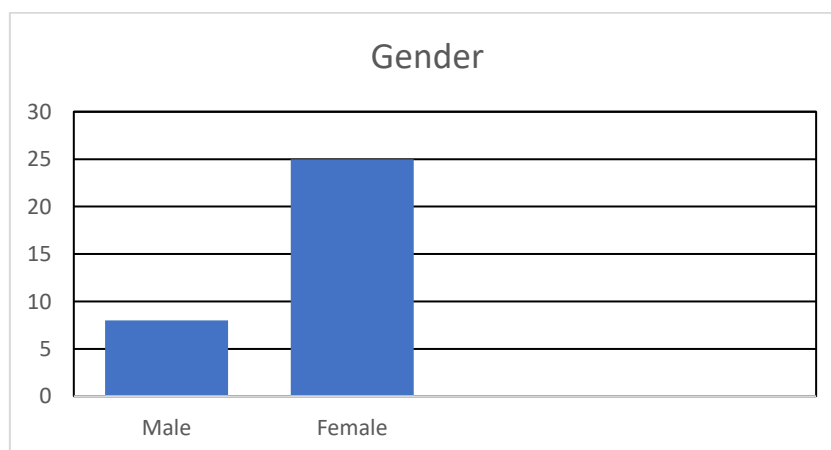
Based on the bar chart above, it is known that the number of respondents who are male is 8 respondents, and the number of respondents who are female is 25 respondents.

Figure 3. bar chart of respondent characteristics based on education
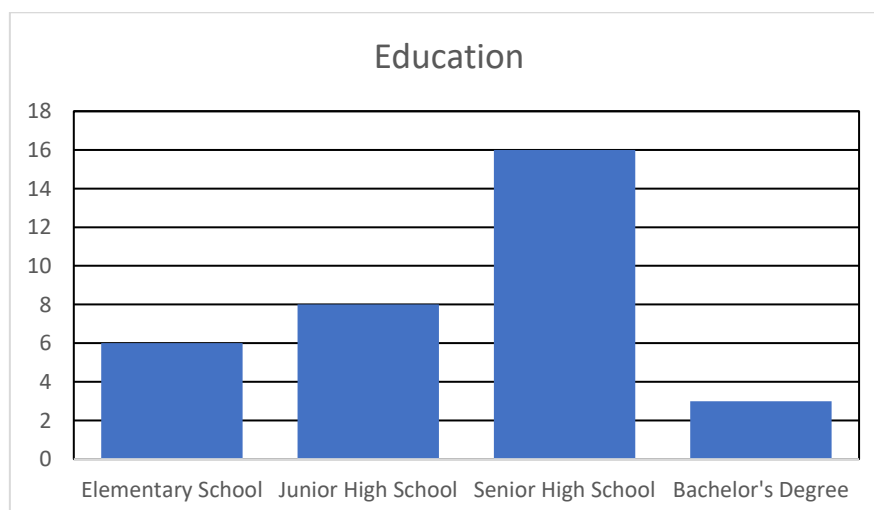
Based on the bar chart above, it is known that the number of respondents with elementary school education is 6 respondents, the number of respondents with junior high school education is 8 respondents, the number of respondents with high school education is 16 respondents, and the number of respondents with S1 education is 3 respondents.

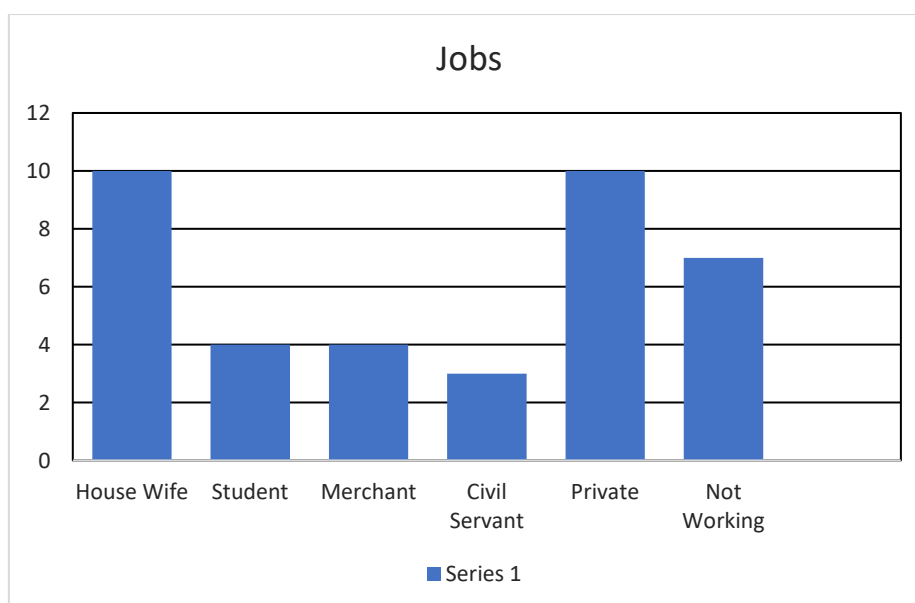**Figure 4. bar chart of respondent characteristics based on jobs**

Based on the bar chart above, it is known that the number of respondents with housewife jobs is 10 respondents, the number of respondents with student jobs is 4 respondents, the number of respondents with trader jobs is 4 respondents, the number of respondents with civil servant jobs is 3 respondents, the number of respondents with private jobs is 10 respondents and the number of respondents who do not work is 2 respondents.

B. Normality Test

Table 1. Test of Normality

Test of Normality			
Kolmogorov Smirnov			
	Statistic	**df**	**Sig.**
Hope	.168	33	.019
Reality	.136	33	.127

The normality test is used to determine whether the data we have follows a normal distribution or not, and one of the statistical tests that can be used is Kolmogorov Smirnov. In this study, to test normality, the Kolmogorov Smirnov test will be used. Researchers used the SPSS version 20 application, and the significance value between expectations and reality was >0.05, which means the data is normally distributed.

C. Bivariate Analysis

Bivariate analysis using the Pared T-Test was used to determine whether there was a significant difference between expected and actual values. This test is used to see whether there is a difference between the patient's expectations of health services and the reality the patient receives

Table 2. T-test results using Paired T- Test

	Mean	**T**	**df**	**Sig (2-tailed)**
Tanglible	2. 36364	3. 331	32	.002
Reability	1.84848	3.346	32	.002
Assurance	2.51515	4.882	32	.000
Responsiveness	2.30303	4.882	32	.000
Emphaty	1.87879	3.775	32	.001

Based on Table 4, it is known that Tangible (physical evidence) on the satisfaction that the sig value (2-tailed) is 0. 002 <0.05, which means that there is a significant difference with an average value of 2.36. It was then based on *Reability* (reliability) on the satisfaction that the sig value (2-tailed) is 0. 002 <0.05, which means that there is a significant difference with an average value of 1.84. *Assurance* (guarantee) on the satisfaction that the sig value (2-tailed) is 0. 000 <0.05, meaning there is a significant difference with an average value of 2.51. *Responsiveness* (responsiveness) to the satisfaction that the sig value (2-tailed) is 0. 000 <0.05, meaning there is a significant difference with an average value of 2.30. Empathy (empathy) on satisfaction that the sig value (2-tailed) is 0. 001 <0.05, which means that there is a significant difference with an average value of 1.87.

D. Analysis of the calculation of the quality of health services using the Customer Satisfaction Index (CSI) method

The calculation of service quality is obtained from the attributes in the table, including Tangible (physical evidence), *Reability* (reliability), *Assurance* (guarantee), *Responsiveness* (responsiveness), and *Emphaty* (empathy). The reality number is obtained from the questionnaire results given to patients, and the expectation number is obtained from the indicators set by X Binjai Hospital.

Table 3. Customer Satisfaction Index

Atributes	Reality	Hope	Scor	Suitability Levels
Responsiveness dimension				
The arrival of doctors and nurses always come on schedule (on time)	4	4,42	17,68	90%
Doctors always ask about complaints, provide opportunities to ask questions, and give explanations about the disease	3,66	4,51	15,50	81%
Nurses pay attention to the needs and complaints of patients sincerely and sincerely	3,13	4,54	14,21	68%%
Medical personnel and employees provide satisfactory services according to patient needs	3,12	4,48	13,97	69%
Has an emergency department with skilled personnel.	3,25	4,54	14,75	71%
Dimension Reability				
Health workers who are ready to help whenever needed	3,18	4,42	14,05	71%
Doctors and nurses respond well, appropriately, and quickly to patients.	3,09	4,48	13,84	68%
Patient admission procedures are served quickly and straightforwardly	3,12	4,48	13,97	69%
Queues do not make patients wait long in the waiting room	3,27	4,72	15,43	69%
The doctor can listen to your complaints during the treatment period	3,24	4,63	15,00	69%
Assurance dimension				
The doctor can answer questions asked by the patient	3,09	4,63	14,30	66%
Medical personnel and staff are friendly and polite	3,21	4,57	14,66	70%
Binjai X Hospital is supported by reliable medical personnel to create a sense of security and patient confidence to heal.	3,12	4,66	14,53	66%
Binjai X Hospital provides guarantees in the event of doubts and errors in the results of the doctor's performance	3,12	4,51	14,07	69%
Charging fees according to the quality received (affordable)	3,24	4,81	15,58	67%
Empathy dimension				
Ease of service in service access	3,12	4,75	14,82	65%

Provide clear and understandable explanations about the medicine and the patient's condition.	3,12	4,66	14,53	66%
Please provide the specific needs and facilities required of its patients.	3,33	4,54	15,11	73%
Comforting and encouraging patients to recover quickly	3,12	4,63	14,44	67%
Doctors and nurses can make you feel comfortable during treatment	3,27	4,75	15,53	68%
Tangible dimension				
The appearance of the Binjai X Hospital building from the outside is quite attractive	3,21	4,69	15,05	68%
The rooms in the hospital are clean and comfortable	3,27	4,6	15,04	71%
It has a spacious waiting room and adequate facilities	4,18	4,66	19,47	89%
Doctors/nurses/non-medical employees in neat and clean uniforms	3,21	4,69	15,05	68%
The health equipment used is clean and hygieni	3,48	4,69	16,32	74%
			390,97	

After obtaining the results of the multiplication score of expectations and reality, namely 390,97 the next step is to calculate the service quality index with the CSI formula as follows:

$$\text{CSI} = \frac{390,97}{5} \; X \; 100 \; \%$$

$$= 78,19 \; \%$$

Based on Customer Satisfaction Index, the patient satisfaction index above 66% states that the patient is satisfied with the services provided. The analysis of the quality of service at Hospital X Binjai has been carried out with 5 dimensions, namely Tangible (physical evidence), *Reability* (reliability), *Assurance* (guarantee), *Responsiveness* (responsiveness), and *Emphaty* (empathy), using the Customer Satisfaction Index method, the calculation result is 78%, indicating that the patient satisfaction index at the Binjai X Hospital is interpreted as satisfied. This means that class 1, 2, and 3 inpatients at X Binjai Hospital are happy with the services that have been provided to them.

DISCUSSION

Analysis of the calculation of the quality of health services using the Customer Satisfaction Index (CSI) method

The results of research that has been conducted at Hospital X Binjai were calculated by each dimension, namely Tangible (physical evidence), *Reability* (reliability), *Assurance* (guarantee), *Responsiveness* (responsiveness), and *Emphaty* (empathy). Each attribute will be

assessed from the level of importance and satisfaction of inpatients at the hospital where patients are satisfied with the services they receive. They are happy with the services that have been provided. The overall Customer Satisfaction Index score is 78%% with a satisfied interpretation. This research is in line with research conducted by (Maqhfirah et al., 2023) in every Customer Satisfaction Index number above 66% has declared that the patient is satisfied with the service provided. This is reinforced by research conducted by (Layli Rayhan, 2022) the more the better the quality of service, the patient's decision through satisfaction to utilise the hospital again will increase. the hospital will increase, the results of processed data are known that the quality of service quality (tangible, reliability, responsiveness, assurance and empathy) has a positive and significant positive and significant influence on the return interest of inpatients. The decrease in the number of patient visits at Hospital X Binjai, when viewed from the calculation of the patient satisfaction index, is not the main problem. Still, other factors have caused the decline in this number, as previously explained, namely the factor of increasingly fierce competition between hospitals this is also research conducted by (Retno et al., 2023) that hospital competition is one of the things that has caused a decrease in the number of patients in the hospital. And (Wo'i Megah Mayang Sari Paraisu, 2023) in his research said there are changes in health policies and the disease patterns of people who prefer to seek treatment and receive treatment outside the hospital

The dimension that has the highest value is the Tangible dimension (reliability) with the attribute of the arrival of doctors and nurses always coming on schedule (on time) with a 90% conformity rate, where patients feel very satisfied with the performance of doctors and nurses who always come to patients on time. Although service quality is not the main problem in reducing the number of patient visits, the quality of service at Hospital X Binjai still has to continue to improve service quality, because there is still a dimension with the lowest value, namely the dimension of *responsiveness* (responsiveness) with the attribute of ease of service in accessing services which has a level of conformity of only 65%, which means that patients are pretty satisfied with the ease of access to services at Hospital X Binjai, this is also in line with research conducted by (Tarigan et al., 2020) and (Syahsudarmi, 2022)that any patient satisfaction index figure of 65% will get a reasonably satisfied interpretation. Seeing that this attribute has the lowest value among other attributes, this should be a concern and evaluation material for the Binjai X Hospital in improving easier access to services to patients, especially inpatients.

This study shows that the quality of inpatient services at X hospital in Binjai is good. This means that patients feel well served by the hospital staff. This is significant with the results

of the calculation of the Customer Satisfaction Index, with a value of 78% which according to the index gets a satisfied interpretation. From (Ayu Shilvira, 2023) research, she suggests that patient satisfaction also depends on the service received to the patient. Whether or not a hospital service quality is good, one of them also depends on the satisfaction of patients who have received services. This is in line with (Angelita et al., 2021) research, which says that there is an influence between service quality and patient satisfaction.

In her research, Salsa said that although the hospital achieved high scores, it still have problems with quality and safety and patients are not satisfied with them. This shows that some organizations failing to improve patient satisfaction despite satisfaction despite having made several changes to their service systems, then results of this study are in line with research conducted by (Gunawan Yusuf & Subhan, 2019), if the hospital wants to increase the customer satisfaction index number, the hospital must improve performance on variables that have the greatest weight factor of other variables. In this study, the variable that has the greatest weight factor is the responsiveness variable, which means that hospital x in Binjai must improve the performance of officer responsiveness to patients, as (Afriani Cici, 2023)said in her research, that responsiveness is a form of service that must be considered in serving patients, so that patients feel comfortable.

This research is reinforced by (Anggraini Ai, 2023) research, which suggests that hospital success is often characterized by the level of patient satisfaction, which is generally most often influenced by service quality. So it is necessary to improve the performance of the hospital, which can be calculated with the Customer Satisfaction Index in order to continue to improve the performance of hospital services. This is also in line with (Siregar M, 2023) research, that the variables of responsiveness, reliability, assurance, empathy and tanglible refer to the hospital health system in providing consistent, accurate and quality services.

CONCLUSIONS

Based on the analysis of service quality and management with the Customer Satisfaction Index (CSI) method in the service quality survey at Hospital X Binjai, it can be concluded that the total overall patient satisfaction index score at Hospital X Binjai is 78%. that customers who had received inpatient services at hospital X in Binjai were satisfied with the services that had been provided, the quality of inpatient services at hospital X in Binjai is good. Based on the customer satisfaction index, the result of the Customer Satisfaction Index score of 78% shows a satisfied interpretation. With the highest value, namely the Tangible dimension (reliability) with the attribute that the arrival of doctors and nurses always comes on

schedule (on time) with a 90% conformity level, and the dimension with the lowest value is the responsiveness dimension with the attribute of ease of service in accessing services which has a conformity level of only 65%.

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