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The Effect of Inpatient Service Image on Community Needs at Abdoel Wahab Sjahranie Hospital

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ABSTRACT / ABSTRAK

The hospital is an organization that strives to build its image through quality and safe health services, paying attention to the needs of patients and families, and increasing customer satisfaction. This study aims to see the Effect of Inpatient Service Image on Community Needs at Abdoel Wahab Sjahranie Hospital. This research uses a quantitative type of research with a cross sectional study approach. The population of this study was all pasesin who were in the Tulip inpatient room at Abdoel Wahab Sjahranie Hospital with 38 patients so that the study sample used a sampling technique, namely total sampling. There is a relationship between the image of the hospital through service facilities, health workers, and environmental conditions with the needs of the community at Abdoel Wahab Sjahrani Hospital. Recommendations for hospitals to continue tren positive organizational culture that prioritizes service quality, and suggest identifying patient satisfaction with each service in order to evaluate services in the hospital.

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1. INTRODUCTION

Health development is an effort made by everyone that aims to increase the awareness, willingness and ability to live a healthy life of everyone to achieve the highest degree of public health. To achieve this goal, health development is carried out in a tiered manner in a directed, sustainable and realistic manner.

One of the efforts that can be made to achieve the highest degree of public health is to provide health services. According to Levey and Loomba, health services mean any effort organized alone or jointly in an organization to maintain and improve health, prevent, and cure diseases, and restore the health of individuals, families, groups and or communities.

The hospital is an organization that strives to build its image through quality and safe health services, paying attention to the needs of patients and families, and increasing customer satisfaction. In addition, hospitals must also pay attention to good governance, including risk management, quality management, and compliance with applicable standards and regulations. Efforts to improve the image of the hospital can also be done through effective communication with stakeholders, such as patients, families, health workers, and the wider community.

A quality and safe hospital is a hospital that provides health services with high standards and ensures the safety of patients, families, and health workers. To achieve this, hospitals must have a good quality management system, such as the use of standard operating procedure (SOP) protocols, performance monitoring and evaluation, and reporting of unwanted events. Hospitals must also ensure the availability of adequate resources, including qualified health workers, sophisticated and well-maintained medical equipment, and safe and high-quality medicines.

In addition, quality and safe hospitals must also pay attention to patient safety aspects, including hospital infection prevention, fall risk management, proper and safe use of drugs, and the implementation of strict patient safety procedures. Efforts to create quality and safe hospitals also involve the active participation of patients, families, and health workers in maintaining patient safety and improving the quality of service.

The image of a hospital refers to the perception and reputation built by a hospital in the eyes of the public, patients, and other stakeholders. The image of the hospital can be influenced by various factors, such as the quality of health services, patient safety, the willingness of patients and families, and the performance of health workers. Hospitals that have a good image tend to be trusted by the public and become the main choice for patients who need health services. A good image can strengthen patient loyalty and increase customer satisfaction. In addition, a good image can also strengthen the hospital's branding and expand the range of services.

Meanwhile, hospitals that have a bad image tend to lose public trust and experience a decline in the number of patients. A bad image can be caused by poor performance in terms of quality of health services, patient safety, incompatibility with patient needs, or non-compliance with applicable regulations and standards. Therefore, hospitals must strive to build a good image by focusing on quality and safe health services, paying attention to the needs of patients and families, and increasing customer satisfaction. This effort can be done through risk management, quality management, and effective communication with stakeholders.

Rsud Abdoel Wahab Sjahranie Samarinda is a government hospital located in Samarinda, East Kalimantan. The image of this hospital is fairly good, because this hospital has a long history of providing health services to the people of Samarinda and its surroundings. Rsud Abdoel Wahab Sjahranie Samarinda is equipped with advanced medical facilities and technology, as well as qualified and experienced medical personnel. This hospital also continues to strive to improve the quality of services, one of which is through the medical service certification program.

In addition, Abdoel Wahab Sjahranie Samarinda Hospital also has a good quality management system and carries out various initiatives to improve performance and improve patient satisfaction. This hospital is also active in conducting social programs and social services for the community. With these efforts, Abdoel Wahab Sjahranie Samarinda Hospital has succeeded in building an image as a quality and safe hospital in the eyes of the people of Samarinda and its surroundings. This study aims to see *the Effect of Inpatient Service Image on Community Needs at Abdoel Wahab Sjahranie Hospital*.

2. MATERIALS AND METHOD

This research uses a quantitative type of research with a *cross sectional study* approach. Research analysis that explains the causal relationship between research variables through hypothesis testing. The population of this study was all pasesin who were in the Tulip inpatient room at Abdoel Wahab Sjahranie Hospital with 38 patients so that the study sample used a sampling technique, namely total sampling. Primary data collection through questionnaires distributed to respondents. Meanwhile, secondary data was obtained from monthly reports from Abdoel Wahab Sjahranie Hospital. Data analysis through bivariate data analysis to see the influence.

3. RESULTS AND DISCUSSION

The results of the study conducted at Abdoel Wahab Sjahranie Hospital resulted in the characteristics of respondents who were respondents to this study which can be seen from Table 1.

Table 1. Characteristics of research Respondents in Inpatient classes Abdoel Wahab Sjahranie Hospital

Characteristics of Respondents	Sum	
	n	%
Gender		
Male	16	42,1
Female	22	57,9
Total	38	100
Umur		
<20 Year	3	8
20-35 Year	23	61
35> Year	12	32
Total	38	100
Pendidikan		
High School	12	32
Akademi	9	24

Characteristics of Respondents	Sum	
	n	%
Bachelor	17	45
Total	38	100
Pekerjaan		
Student	3	7,9
Self employed	15	39,5
Civil servants	9	23,7
House Wife	11	28,9
Total	38	100

Based on the collection of research data through questionnaires conducted by respondents, it was found that the characteristics of respondents consisting of men (42%) and women (57.9%), with the dominant age group being the age group (61%).

Table 2. Distribution of Respondents to the Image of Community Services and Needs at Abdoel Wahab Sjahranie Hospital

Service Image	Jumlah	
	n	%
Service Facilities		
Good	13	34,2
Keep	19	50,0
Bad	6	15,8
Total	38	100,0
Health Workers		
Good	23	60,5
Keep	12	31,6
Bad	3	7,9
Total	38	100,0
Environmental Conditions		
Good	13	34,2
Keep	16	42,1
Bad	9	23,7
Total	38	100,0
Need Society		
Good	18	47,4
Keep	11	28,9
Bad	9	23,7
Total	38	100,0

The results of the study came from a research questionnaire to see the community's experience of the hospital's image through several assessment indicators resulting that the community's experience of the hospital's image through the service facility at Abdoel Wahab Sjahranie Hospital stated that it was (50%) with the service facility while the one that stated the service facility was poor (15.8%).

In addition, based on people's experience of the hospital's image through health workers who feel good (60.5%) in the role of health workers in hospitals, while those who

feel bad (7.9%). Furthermore, inpatients experienced the image of the hospital through the hospital environmental conditions that stated moderate (42.1%), while those who stated adverse environmental conditions (23.7%). As for community needs, some respondents stated that community needs are good (47.4%), those who expressed moderate community needs (28.9%) and those who stated community needs badly (23.7%).

Table 3. Results of Analysis Through Pearson Correlation

Research Variables	Correlation Coefficient (r)	Significant (p)
Service Facilities	0,467	0,016
Health Workers	0,535	0,001
Environmental Conditions	0,456	0,08

The results of pearson correlation analysis in Table 3 show that the three research variables have a relationship to community needs. There is a relationship between the hospital's image through service facilities (0.016) and the needs of the community at Abdoel Wahab Sjahranie Hospital. There is a relationship between the hospital's image through health workers and the needs of the community at Abdoel Wahab Sjahranie Hospital. There is a relationship between the image of the hospital through environmental conditions and the needs of the community.

Based on the results of the field review of the community, medical and non-medical health care facilities are quite forgiving, even Abdoel Wahab Sjahranie Hospital excels in the application of the latest technology in the health sector, which is what is felt by patients who feel the service at Abdoel Wahab Sjahranie hospital so that the satisfaction forms a positive image that has a relationship with the needs of the community.

Research conducted by Julaika, S., & Rachman, M. M. (2021) states that health care facilities have a partial simultaneous influence on patient satisfaction. So with this review, it can be interpreted that the improvement in an effort to improve service facilities will have a positional impact on satisfaction or what is the desire of the community..

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Results of research by Sugondo, F. R. (2022). Stated that hasil research shows that waiting time, hygiene, comfort, and price positively affect patient satisfaction. With patient satisfaction, it means creating new experiences for patients / visitors so that the value of need in the community will increase, which is certainly the focus of the Hospital. So that the development plan promoted will continue to be consistent for the sake of a good hospital image.

4. CONCLUSION

There is a relationship between the image of the hospital through service facilities, health workers, and environmental conditions with the needs of the community at Abdoel Wahab Sjahrani Hospital. Recommendations for hospitals to continue with a positive organizational culture that prioritizes service quality, and suggest identifying patient satisfaction with each service in order to evaluate services in the hospital.

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