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## **Measurement of Patient Experience towards Service Image at Abdoel Wahab Sjahranie Hospital**

Suwanto\*<sup>1a</sup>, Dwi Ida Puspita Sari<sup>1b</sup>, Nur Asiza<sup>1c</sup>

<sup>1</sup> Department of Health Administration ITKes Wiyata Husada Samarinda, Indonesia

<sup>a</sup> wantograhaindah@gmail.com

<sup>d</sup> dwiida@itkeswhs.ac.id

<sup>c</sup> nurasizah@itkeswhs.ac.id

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### ABSTRACT / ABSTRAK

*Health is an important basic need for a decent and productive life in everyday life, which should belong to everyone. This type of research is an analytical survey with a cross-sectional research design, that is, research where data is collected only once to answer research problems. The population of this study was visitors who used health services at Abdoel Wahab Sjahranie Hospital during the study period. The study population through the average number of visits per month was 550 people, so the study sample was 227 people. The patient experience for the hospital's image has a good impact through nurse communication, physician communication, physical comfort and responsiveness. It is hoped that Abdoel Wahab Sjahranie Hospital will consistently maintain a work culture through good communication and governance in terms of hospital facilities and infrastructure*

#### **\*Corresponding Author:**

Suwanto,  
Department of Health Administration ITKes Wiyata Husada Samarinda  
Jln. Kadrie Oening 77, Samarinda, Indonesia  
Email: wantograhaindah@gmail.com

## 1. INTRODUCTION

Health is an important basic need for a decent and productive life in everyday life, which should belong to everyone. It is the obligation of the state to provide health services to the community, therefore it is necessary to provide health services that with cost control, provide quality and maximum services to the community.

Hospitals are capital-intensive, technology-intensive, and labor-intensive healthcare providers and play a strategic role in improving the health of the Indonesian people. The era of globalization has created challenges to compete in all types of industries, including the hospital industry. The development of the hospital industry in Indonesia has been very rapid in the last ten years. Moreover, since 2015, the implementation of the AEC (Asean Economic Community) has made competition more open and challenging for hospital managers.

In the 2016 performance report of government agencies by the Directorate General of Health Services of the Ministry of Health of the Republic of Indonesia, one of the strategic problems faced by the government is the increase in the number of hospitals. The increase in Indonesian hospitals in 1 year (2015-2016) was 133 RS or 5.3%. (Ministry of Health RI, 2016)

The increasing number of hospitals in Indonesia means that the number of competitors is increasing and the competition is getting stronger. Hospitals must be able to formulate accurate strategies to attract their increasingly critical patients in choosing providers, in order to continue to grow and survive in the market.

The current growth of hospitals in East Kalimantan seems to be positive with the large number of new hospital constructions and the expansion of existing facilities. There are also government efforts to improve patient access to quality health services through improved infrastructure and human resources in the health sector. However, there are still challenges in terms of the availability and equitable distribution of health workers throughout the East Kalimantan region.

The competition resulting from the spread of new private hospitals and the proliferation of public hospitals is actually having a positive impact on hospital users, giving them many options. But on the other hand, this condition causes fierce competition between hospitals, forcing them to compete with each other for the best. This is done to achieve customer loyalty that every company, including hospitals, always wants to achieve.

The image of the hospital in today's competition is very important and plays a huge role in influencing the choice of patients. Hospitals that have a good image are usually known as high-quality hospitals with good facilities and services, as well as competent and professional medical staff. In today's digital age, the image of a hospital can also be influenced by patient reviews and testimonials available online. Therefore, hospitals must continuously strive to improve the quality of service and maintain a positive image through various means, such as improving facilities and services, maintaining the quality of medical staff, and ensuring quality and timely service for patients.

The patient's experience when using hospital services is very important and has a great impact on the image and reputation of the hospital. Patients who have had a positive experience will tend to recommend the hospital to others and have a positive view of the hospital. Conversely, patients who have had bad experiences will have a negative view of the hospital and may pass on the experience to others. Therefore, hospitals should pay

attention to the patient experience and continuously strive to improve the quality of service and ensure that every patient has a positive experience.

## 2. MATERIALS AND METHOD

This type of research is an analytical survey with a cross-sectional research design, that is, research where data is collected only once to answer research problems. The population of this study was visitors who used health services at Abdoel Wahab Sjahranie Hospital during the study period. The study population through the average number of visits per month was 550 people, so the study sample was 227 people. Data collection uses a research questionnaire, then analyzes the collected data using bivariate analysis to check the effect.

## 3. RESULTS AND DISCUSSION

Table 1. Patient Experience of Hospital Image

Patient Experience	Hospital Image				Total	P Value
	Enough		Less			
	n	%	n	%		
<b>Nurse Communication</b>						
Enough	185	88,9	15	78,9	200	
Less	23	11,1	4	21,1	27	
Total	208	100,0	19	100	227	<b>0,034</b>
<b>Doctor Communication</b>						
Enough	190	95,0	15	55,6	205	
Less	10	5,0	12	44,4	22	
Total	200	100	27	100	227	<b>0,043</b>
<b>Doctor Communication</b>						
Enough	188	98,4	27	75	215	
Less	3	1,6	9	25	12	
Total	191	100	36	100	227	<b>0,038</b>
<b>Responsif</b>						
Enough	200	99,5	20	76,9	220	
Less	1	0,5	6	23,1	7	
Total	201	100,0	26	100,0	227	<b>0,01</b>

Based on the table above, the patient experience is measured through four variables, namely nurse communication, doctor communication, physical comfort, responsiveness which is then associated with the image of Abdoel Wahab Sjahranie Hospital. The measurement results stated that there was an influence of nurse communication on the image of Abdoel Wahab Sjahranie Hospital by (0.034), Doctor's communication on the image of Abdoel Wahab Sjahranie Hospital (0.043), Physical Comfort on the image of Abdoel Wahab Sjahranie Hospital (0.038), Responsive to the image of Abdoel Wahab Sjahranie Hospital (0.01).

The communication of health workers in this case nurses and doctors as service representatives in hospitals has been considered good in this case providing health services. Communication is considered the initial bridge between the patient as the recipient of the service and the health worker as the service provider who determines the medical action according to the symptoms in the patient. Tenga health doctors and nurses have carried out good communication between health workers and patients such as listening and explaining information clearly, making empathetic relationships and ensuring that the patient understands the information he receives. Good communication also requires cooperation and working closely with patients and other health teams to achieve common goals. This is in line with research by Tarigan, H., & Ginting, M. (2019) that the communication of health workers to patients in hospitals affects patient satisfaction and loyalty.

Physical comfort within the hospital is important to help patients feel safe and comfortable during treatment. These include factors such as comfortable room temperature, natural light access, good ventilation, and privacy protection. Treatment facilities such as comfortable mattresses and clean and maintained medical equipment are also an important part of the patient's physical comfort. Help and support services, such as eating and drinking, can also affect a patient's physical comfort. In this regard, hospitals must ensure that the facilities and services available meet quality standards and help patients feel comfortable and get the care they need. In line with the research of Rakhman, F., Fitriani, A. D., & Jamaluddin, J. (2022) at Tgk Chik Hospital in Tiro Sigli that the quality, temperature, humidity, layout of the room, noise and floor conditions affect the image of the hospital with patient satisfaction with the hospital.

The responsiveness of services at Abdoel Wahab Sjahranie Hospital is an important factor in shaping the image of the hospital. Patients, family members, and health care professionals expect the hospital to provide prompt and effective care, and if not, it could negatively impact the hospital's reputation and image. On the other hand, when hospital staff are responsive and pay attention to the needs of patients and their families, it can improve the image and reputation of the hospital, leading to increased patient satisfaction and loyalty. In short, the responsiveness of hospital services plays an important role in shaping people's perception of hospitals and is very important to maintain a positive image. Research conducted by Imran, B., & Ramli, A. H. (2019) responsiveness will build patient trust so that good trust will make the hospital image good.

#### **4. CONCLUSION**

The patient experience for the hospital's image has a good impact through nurse communication, physician communication, physical comfort and responsiveness. It is hoped that Abdoel Wahab Sjahranie Hospital will consistently maintain a work culture through good communication and governance in terms of hospital facilities and infrastructure.

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