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The Relationship Between Service Quality, Access to Information, Cost Savings to The Satisfaction of Outpatient Poly Patients at Abdoel Wahab Sjahranie Hospital

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ABSTRACT / ABSTRAK

The quality of service is very important, because if the service is good, patient satisfaction will have a positive effect on the hospital as well. 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 outpatients at Abdoel Wahab Sjahranie Hospital during the study period. The study population through the average number of visits per month was 470 people, so the study sample was 212 people. The quality of service is related to the satisfaction of outpatients at Abdoel Wahab Sjahranie Hospital by prioritizing the ability of health personnel, courtesy, comfort, convenience, speed, and suitability of services. As a recommendation, Abdoel Wahab Sjahranie Hospital maintains a good Quality of Service and then improves access to information and actualizes cost savings through an organized work plan.

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1. INTRODUCTION

In the era of globalization, where competition conditions are complex and quite difficult, public officials must be able to provide the best service to the community and be guided by the needs of the community and the needs of the community. The quality of public services is one of the indicators of the success of civil servants. Satisfaction can be interpreted as an effort to do something or do something well. According to Fandy Tjiptono from Lovelock de Wyckof, the quality of service is expected to be superior and the management of these benefits for customer / community satisfaction.

Based on the above understanding, it can be understood that the role of good service quality is very important and closely related to it. Without good service, customers/consumers/the public will not be satisfied. The quality of Indonesia's public services is a concern for various parties, especially the public, researchers, professionals, and the media.

Hospitals have a very strategic role in accelerating the improvement of public health degrees. The new paradigm of health services requires hospitals to provide high-quality services according to the needs and desires of patients, but still in accordance with professional guidelines and medical ethics. In the rapid development of technology and increasingly fierce competition, hospitals must improve the quality of their services.

The quality of patient care is also regulated in Law No. 36 of the Health Regulation of 2009, where Chapter I, General Provisions, Article 1, Article 6, which reads: Everyone who is engaged in the health sector who has the knowledge and / or skills gained through education in the health sector is able to work. which requires a certain type of authorization. sound undertaking Under the aforementioned legislation, It can be said that the quality of patient care is very important.

The quality of service is very important, because if the service is good, patient satisfaction will have a positive effect on the hospital as well. Providing the highest quality service is not an easy thing for hospital managers, because the services provided by the hospital affect the quality of life of patients, so mistakes can occur during medical actions that can have a bad impact on patients. These consequences can manifest in the form of worsening of the patient's pain, disability, and even death (Jacobalis, 1995).

The increasingly fierce competition recently requires service providers to pamper customers / consumers by always providing the best service. Consumers are looking for products in the form of goods or services from companies that can provide the best service to them. As a healthcare institution, the biggest problem is the growth of competitors. Therefore, hospitals must always maintain consumer trust by improving the quality of service to increase customer satisfaction.

Hospitals must carefully identify consumer needs in order to meet desires and increase satisfaction with the services provided. Research Results "Analysis of the Effect of Service Quality on Consumer Satisfaction" Conducted by Students of the Faculty of Economics, Diponegoro University Valentina Anissa Febriani (Outpatient Study of Cipto Mangunkusumo Hospital) Study Analysis of factors that can affect RSCM patient satisfaction using quantitative research methods, sampling techniques using random sampling and analysis using multiple linear regression. h Acyl research shows that five hypotheses can be these results show that there is a positive and significant relationship between physical fitness, reliability in dealing with consumers, responsiveness, guarantees provided and empathy customer satisfaction.

Abdoel Wahab Sjahranie Hospital located in East Kalimantan is also a referral center prioritizing service quality in hospital service operations. So that in achieving excellence in terms of service quality, information system development is also being developed in order to accelerate the flow of hospital services so that they remain in the efficiency corridor. Therefore, this study wants to see the relationship between service quality, access to information and cost savings with outpatient satisfaction at Abdoel Wahab Sjahranie Hospital.

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 outpatients at Abdoel Wahab Sjahranie Hospital during the study period. The study population through the average number of visits per month was 470 people, so the study sample was 212 people. Data collection uses a research questionnaire, then analyzes the collected data using bivariate analysis to validate the relationship.

3. RESULTS AND DISCUSSION

Table 1. The Relationship Between Service Quality, Access to Information, Cost Savings to The Satisfaction of Outpatient Poly Patients at Abdoel Wahab Sjahranie Hospital

Variabel	Patient Satisfaction				Total	P Value
	Enough		Less			
	n	%	n	%		
Quality of Service						
Enough	150	96,8	23	40,4	173	
Less	5	3,2	34	59,6	39	
Total	155	100,0	57	100,0	212	0,041
Access Information						
Enough	90	63,4	15	21,4	105	
Less	52	36,6	55	78,6	107	
Total	142	100	70	100	212	0,132
Cost Savings (Efficiency)						
Enough	81	58,7	20	27,0	101	
Less	57	41,3	54	73,0	111	
Total	138	100	74	100,0	212	0,275

Based on the table above, there is a significant relationship between service quality and patient satisfaction (0.041) in the road swamp poly of Abdoel Wahab Sjahranie Hospital, but in other variables there is no relationship between access to information (0.132) and cost savings (0.275) with patient satisfaction at the Outpatient Poly of Abdol Wahab Sjahranie Hospital.

It is known that efforts to improve the quality of service at Abdoel Wahab Sjahranie Hospital through the ability / competence of health workers, politeness and friendliness,

ease of service, speed of waiting time and suitability of services are consistently carried out to form trust for patients seeking treatment at Abdoel Wahab Sjahranie Hospital. Line dengan studi Aqil, A. D. C. (2020) that the higher the quality of hospital services offered to patients, it can significantly increase outpatient satisfaction with the hospital.

However, on the other hand, efforts to increase access to information and cost saving efforts have not significantly related to satisfaction for outpatients at Abdoel Wahab Sjahranie Hospital. Access to information related to how prospective patients get proper information and are able to complain about complaints. Although today the Hospital has accommodated this, it has not significantly had an impact on satisfaction itself, even in this case a technological approach has also been carried out, but from the data above from several answers patients are satisfied with the existence of a forum for access to information for services at Abdoel Wahab Sjahranie Hospital. In line with Hariyogik's research, Y. (2021) that access to information that has not been optimally obtained by the community due to the limitations of access to information itself so that the community has not massively obtained information which then has not significantly related to patient satisfaction.

Access to information at Abdoel Wahab Sjahranie Hospital itself is to develop website services, as well as an emergency hotline for the public to be able or able to access it at any time. Information on the time of service is also available on the Abdoel Wahab Sjahranie Hospital website service that the public can access. So in the future, it is still necessary to socialize about access to information that has been used by hospitals so that it is easier for the public to get service information.

4. CONCLUSION

The quality of service is related to the satisfaction of outpatients at Abdoel Wahab Sjahranie Hospital by prioritizing the ability of health personnel, courtesy, comfort, convenience, speed, and suitability of services. As a recommendation, Abdoel Wahab Sjahranie Hospital maintains a good Quality of Service and then improves access to information and actualizes cost savings through an organized work plan.

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