

THE ANALYSIS OF FACTORS AFFECTING PATIENT SATISFACTION ON ORAL AND DENTAL HEALTH SERVICE IN GUSTI HASAN AMAN ORAL AND DENTAL HOSPITAL OF KALIMANTAN SELATAN, INDONESIA

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Abstract— The result of patient satisfaction index in Gusti Hasan Aman Oral and Dental Hospital in 2015 with the value of 75.06 including the less category, the lowest satisfaction index on the polyclinic triage of 69.55. This value when compared based on target indicators used Gusti Hasan Aman Oral and Dental Health with the category: $\leq 80\%$ less, $>80-90\%$ quite successful, $>90 - 100\%$ successful. This study to analyze the influence of of reliability, responsiveness, assurance, empathy, tangibles, age and sex of the patient satisfaction in the service of oral health at the Gusti Hasan Aman Oral and Dental Hospital. This study used the primary data of patient satisfaction questionnaire at Gusti Hasan Aman Oral and Dental Hospital in February 2018 based on cross sectional design. Population is new patient in June 2017. Determination of sample by purposive sampling with number 75 respondent. The results were analyzed by SPSS using chi-square test and multiple logistic regression test. Factor of reliability, responsiveness, assurance, tangible and gender factor showed variable that influence to patient satisfaction. Double logistic regression test showed that the most dominant reliability factor had an effect on patient satisfaction. The results showed that the independent variables that affect the satisfaction of patients on dental and oral health services at Gusti Hasan Aman Oral and Dental Hospital is the reliability factor with p value = $0.000 < 0.05$, the responsiveness factor with p value = $0.000 < 0.05$, assurance factor with p value = $0.001 < 0.05$, tangible factor with p value = $0.000 < 0,05$ and gender factor with p value = $0.000 < 0.05$. The most dominant reliability factor affects p value = 0.023 and EXP (B) = 6.566.

Keywords—patient satisfaction, dental and oral health services

I. INTRODUCTION

Patient satisfaction is very important in the service because it can provide information about patient expectations and how they assess the quality of service that may be different from other doctors service [1]. In the provision of services to patients there are still complaining about inaccurate information, health workers are not responsive, rough or not well trained, and long waiting time. Many complaints submitted by patients and never been followed seriously will have an impact on patient satisfaction [2]. Management complaints of patients is necessary. Many complaints from patients received by hospital management either directly or through the suggestion box provided by the hospital as a conduit for measuring patient satisfaction [3].

Based on the data of community satisfaction index conducted by Gusti Hasan Aman Oral and Dental Hospital in 2015, including the category of less with the value of 75.06 with the lowest satisfaction index on the polyclinic triage of 69.55. This value when compared based on target indicators used Gusti Hasan Aman Oral and Dental Hospital with the category: $\leq 80\%$ of less, $> 80-90\%$ quite successful, $> 90 - 100\%$ successful. This means that the services performed still get less value in terms of patient satisfaction. Based on this, further research is needed to find out the factors

that affect patient satisfaction on dental and oral health services at Gusti Hasan Aman Oral and Dental Hospital, Kalimantan Selatan Province of Indonesia.

II. METHOD

The design of this research is quantitative with cross sectional approach. Sampling by purposive sampling counted 75 respondents. The independent variables are reliability, responsiveness, assurance, empathy, tangible, age, and gender. The dependent variable is patient satisfaction. Data collection using questionnaires. Data analysis using SPSS program.

III. RESULT AND DISCUSSION

Bivariate Analysis

Table 1. The Effect of Reliability Factor with Patient Satisfaction

Reliability	Patient Satisfaction				Total		P-value	OR	OR 95%
	Not satisfied		Satisfied		n	%			
	n	%	n	%					
Bad	7	87.5	1	12.5	8	100	0.000*	227.	18.233-
Good	2	3.0	65	97.0	67	100			

Based on the result of the research, it can be concluded that there is influence of reliability factor to patient satisfaction on dental and oral health service at Gusti Hasan Aman Oral and Dental Hospital. Based on the table it is known that with poor reliability the tendency of patients is not satisfied, whereas with good reliability patients tendency satisfied means good reliability will affect patient satisfaction to meet expectations. This is also in line with Wahyudi's research (2015) which states that there is influence of service variable that is reliability from hospital in DIY province to patient satisfaction [4]. The reliability factor also proved to have an effect on the satisfaction of inpatient patient of Jamkesmas [5]. The variable reliability have an influence on patient satisfaction Sarila Husada Hospital of Sragen in outpatient [6].

Table 2. The Effect of Responsiveness Factor with Patient Satisfaction

Responsiveness	Patient Satisfaction				Total		P-value	OR	OR 95%
	Not satisfied		Satisfied		n	%			
	n	%	n	%					
Bad	8	100.0	0	0	8	100	0.000*	67.	9.577-
Good	1	1.5	66	98.5	67	100			

Based on the result of the study, it can be concluded that there is influence of responsiveness factor to patient satisfaction on dental and oral health service at Gusti Hasan Aman Oral and Dental Hospital. Based on the table it is known that with poor responsiveness the tendency of patients not satisfied, while with good responsiveness tendency satisfied patients means good responsiveness will affect patient satisfaction to meet expectations so that patients feel a serious attention from the Gusti Hasan Aman Oral and Dental Hospital will hope that they need, the meaning of Oral and Dental Hospital must quickly take the initiative of the problems faced by the patient, if the employees are responsive in responding to requests and complaints of patients, they will feel that what they want responded well by Oral and Dental Hospital. After what is desired is fulfilled well, then patient will feel satisfied with employee performance from Gusti Hasan Aman Oral and Dental Hospital. This is in accordance with research Wahyudi (2016) which states that there is influence of responsiveness service variable from hospitals in the Province of Yogyakarta to patient satisfaction. Patient expectations vary from patient to patient even though the service is consistent [2].

Table 3. The Effect of Assurance Factor with Patient Satisfaction

Assurance	Patient Satisfaction				Total		P-value	OR	OR 95%
	Not satisfied		Satisfied		n	%			
	n	%	n	%					
Bad	4	57.1	3	42.9	7	100	0.001*	16.	2.913-
Good	5	7.4	63	92.6	68	100		800	96.888

Based on the results of the study, it can be concluded that there is influence of the assurance factor to the satisfaction of the patient on dental and oral health service at Gusti Hasan Aman Oral and Dental Hospital. Based on the table it is known that with poor assurances the tendency of patients are not satisfied, whereas with a good assurance to the tendency of patients satisfied means good assurance will affect patient satisfaction to meet expectations. Patient beliefs and beliefs are demonstrated by the level of service usage of Gusti Hasan Aman Oral and Dental Hospital as a service provider. Assurance can also be said how much Gusti Hasan Aman Oral and Dental Hospital creates a sense of security to patients so they give trust to Oral and Dental Hospital. With good assurances to patients it will increase patient satisfaction in using services. This is in accordance with research Jusriani (2016) which states that there is a close relationship between hospitality officers, the ease of patients get services and information can be met with the re-use of services. As in service, officers are skilled in providing information, officers are able to provide security in utilizing the services offered, and officers are able to instill customer trust [7].

Table 4. The Effect of Emphaty Factor with Patient Satisfaction

Emphaty	Patient Satisfaction				Total		P-value	OR	OR 95%
	Not satisfied		Satisfied		n	%			
	n	%	n	%					
Bad	0	0	1	100.0	1	100	1.000*	1.13	1.046-
Good	9	12.2	65	87.8	74	100		8	1.239

Based on the result of the research, it can be concluded that there is no influence of empathy factor on patient satisfaction on dental and oral health services at Gusti Hasan Aman Oral and Dental Hospital. Based on the table it is known that with poor empathy the tendency of satisfied patients, while with good empathy patients satisfaction means good empathy does not affect patient satisfaction to meet expectations. Empathy from Gusti Hasan Aman Oral and Dental Hospital can be a good communication with patients, understand what patients need, giving personal attention, and ease for customers in giving advice to Gusti Hasan Aman Oral and Dental Hospital. This is in line with the research of Solichah (2017) which shows that variables empathy has no effect on hospital patient satisfaction Sarila Husada Sragen in Outpatient. This matter can be interpreted if the ease to provide description and attention to the patient well not necessarily increased then the satisfaction of home patients sick at Sarila Husada of Sragen in outpatient [6].

Table 5. The Effect of Tangible Factor with Patient Satisfaction

Tangible	Patient Satisfaction				Total		P-value	OR	OR 95%
	Not satisfied		Satisfied		n	%			
	N	%	n	%					
Bad	7	87.5	1	12.5	8	100	0.000*	227.	18.233-
Good	2	3.0	65	97.0	67	100		500	2838.552

Based on the result of the study, it can be concluded that there is influence of tangible factor to patient satisfaction on dental and oral health service at Gusti Hasan Aman Oral and Dental Hospital. Based on the table it is known that with poor physical evidence the tendency of patients is not satisfied, whereas with good physical evidence the tendency of patients satisfied means good

physical evidence will affect patient satisfaction to meet the expectations that include service room , service equipment neatly, complete equipment, operator look neat and clean. This is in line with research Jusriani et al (2016) which states that there is a meaningful influence between physical evidence and patient satisfaction [7]. There is a significant influence between the evidence physical with patient satisfaction [8].

Table 6. The Effect of Age Factor with Patient Satisfaction

Age	Patient Satisfaction				Total		P-value	OR	OR 95%
	Not satisfied		Satisfied		n	%			
	n	%	n	%					
Bad	5	11.9	37	88.1	42	100	1.000*	0.	0.241-
Good	4	12.1	29	87.9	33	100		980	3.980

Based on the results of the study, it can be concluded that there is no influence of age factor on patient satisfaction on dental and oral health services at Gusti Hasan Aman Oral and Dental Hospital. Based on the table it is known that the age of young people tendency of satisfied patients, whereas with age old age kecende rungan patients satisfied means age of young or old group does not affect the patient satisfaction to meet expectations . This is in line with research by Merryani et al (2014) which shows that there is no significant effect between age and patient satisfaction level [9].

Table 7. The Effect of Gender Factor with Patient Satisfaction

Gender	Patient Satisfaction				Total		P-value	OR	OR 95%
	Not satisfied		Satisfied		n	%			
	n	%	n	%					
Bad	0	0	50	100.0	50	100	0.000*	1.56	1.165-
Good	9	36.0	16	64.0	25	100		3	2.097

Based on the result of the research, it can be concluded that there is influence of gender factor to patient satisfaction on dental and oral health service at Gusti Hasan Aman Oral and Dental Hospital. Based on the table it is known that with male gender, the tendency of the patient is satisfied, whereas with female gender tendency of satisfied patient it means that in terms of female gender is more influential than the male gender to patient satisfaction on dental and oral health services at Gusti Hasan Aman Oral and Dental Hospital. This is consistent with Triwardani's (2017) study which states that there is an influence between gender and patient satisfaction [10].

Multivariate Analysis

Table 8. The Results of Multiple Logistic Regression Analysis

No	Variable	B	S.E	Wald	df	Sig	Exp (B)	95% C.I for EXP (B)	
								Lower	Upper
1	Reliability	1.882	0.829	5.157	1	0.023	6.566	1.294	33.318
2	Responsiveness	1.669	0.839	3.957	1	0.047	5.305	1.025	27.459
3	Assurance	-0.093	0.555	0.028	1	0.867	0.911	0.307	2.704
4	Tangible	-1.133	0.776	2.132	1	0.144	0.322	0.070	1.474
5	Gender	-1.919	0.624	9.446	1	0.002	0.147	0.043	0.499

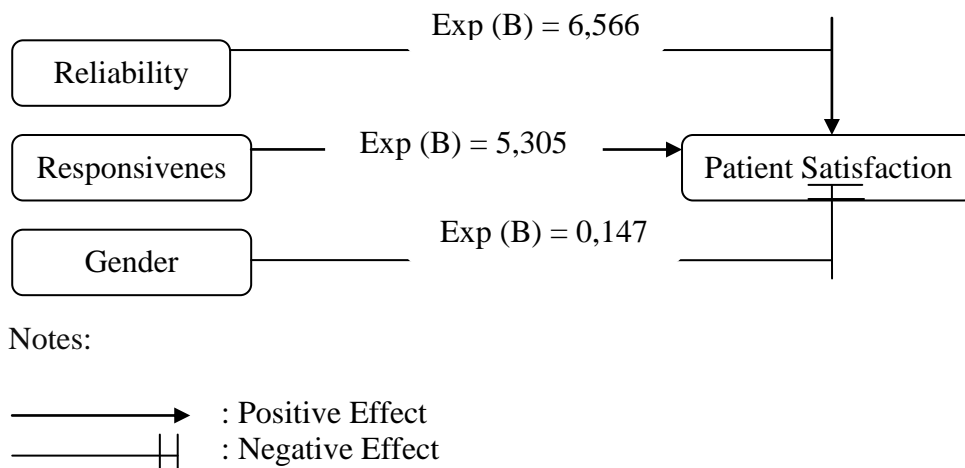


Figure 1. The Effect of Reliability Responsiveness and Gender Factor with Patient Satisfaction

Based on the result of the research, the reliability factor is the factor that influence the patient satisfaction with the significant result p-value = 0.023, the influence influence (B) = 1.882 means that reliability factor has the direction of the positive effect on the patient satisfaction equal to 1.882 and $Exp(B) = 6.566$ meaning factor reliability is a factor that significantly influence the satisfaction of patients with the number Odd Ratio of 6.566. If the reliability factor is continuously improved by the Gusti Hasan Aman Oral and Dental Hospital will increase patient satisfaction of 6.566 times. In the table it is known that $Exp(B) = 6.566$ greater than the value of this other variable indicates that reliability factor is the most dominant factor affecting patient satisfaction on dental and oral health services at Gusti Hasan Aman Oral and Dental Hospital.

The results of this study are also in line with Jeiska et al (2015) study that reliability has the greatest OR value (22.957). This means that the dominant variable affect the satisfaction of patients at Inpatient Installation of Prof. Dr. RD Kandou Hospital of Manado is a reliability variable [11]. This is in accordance with research Herawati (2015) which states that the increase in patient satisfaction is done with increased reliability through speed, nursing service, speed of service administration officer, speed of service of doctor [12].

Based on the results of the research responsiveness factor is a factor that affects patient satisfaction with significant results p-value = 0.047, negative effect (B) = 1.669 means that the power factor responsiveness have a direction influence to client satisfaction by 1.669 and $Exp(B) = 5.305$ means that the power factor of response are factors that significantly influence patient satisfaction with Odd Ratio number is 5.305. Although the influence of the responsiveness factor is lower than the reliability factor, but if the response factor is continuously improved by Gusti Hasan Aman Oral and Dental Hospital, it will increase patient's satisfaction 5.305 times.

This is in accordance with research Herawati (2015) which states that the factor of responsiveness influence the patient's satisfaction, through the improvement of responsiveness done through the improvement of physician ability in explaining the patient's illness, the ability of doctors and nurses in handling patient complaints [12]. Akmaliah research results (2014) states that other factors that affect satisfaction is the responsiveness. A health worker should be responsive in resolving patient complaints, clear and understandable information, and quick and appropriate action when the patient needs it because the patient will be satisfied with the services provided [13].

Based on the results of this study gender factors are factors that influence patient satisfaction with significant results p-value = 0.002 , direction of influence (B) = -1.919 mean sex factor have negative influence toward patient satisfaction equal to -1.919 and $Exp(B) = 0.147$ meaning female gender is more influential than male gender. Although the direction of gender influence and patient

satisfaction is negative, where as large as male respondents are more satisfied, this is because female respondents pay more attention to detail, thus causing the negative effect of the influence.

This is in line with research by Merryani et al (2014) which states that sex has an influence on the views of the services provided. Women see more detail in appearance, while men do not pay attention to it [9]. This is in line with Handayani's (2017) research which states that women can act as influencers and decision makers in purchasing a health care product, women are more dominant in using health services than men and women are more often decision makers to use health services in family [14].

IV. CONCLUSION

Factor of reliability, responsiveness, assurance, tangible and gender factor showed variable that influence to patient satisfaction. Double logistic regression test showed that the most dominant reliability factor had an effect on patient satisfaction.

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