

TRAINING AND SERVICE QUALITY AS WELL AS ITS EFFECTS ON SATISFACTION OF INPATIENTS IN BAHTERAMAS PUBLIC HOSPITAL SOUTHEAST SULAWESI PROVINCE

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Abstract—This research aims to describe empirically effects of service quality on satisfaction that is mediated by training variable emphasizing on morale and ethics underlying nurse attitudes in servicing patients. This research design is an explanatory research with survey approach. This research uses descriptive analysis to determine characteristics of respondents and description of respondents on each research variable. Sample collection technique uses proportional stratified sampling technique, number of determined respondents is 180 respondents. Data analysis method used to test pattern of research inter-variable relation is inferential analysis namely Structural Equation Modelling (SEM).

Results of the research show that training has positive and significant effects on service quality. Training has positive and significant effects on patients' satisfaction, coefficient of effects with positive sign implies that good training tends to improve patients' satisfaction. Service quality has positive and significant effects on patients' satisfaction. Besides, service quality serves a role to strengthen relation between training and patients' satisfaction that high tendency of training changes has positive and significant effects on patients' satisfaction since it is supported by role of high service quality. This study originality results in relation model of service quality and more integrated satisfaction by inputting training variable as an intervening variable emphasizing on morale and ethics underlying nurse attitude in servicing patients.

Keywords: Training, Service Quality and Satisfaction

1 INTRODUCTION

Health service is each person right guaranteed by 1945 Constitution of Republic of Indonesia so that it must be realized in the efforts to improve high level of public health. In the Law number 44 of 2009 concerning Hospital, it is mentioned that Hospital is a health service institution applying plenary individual health service which provides inpatient, outpatient and emergency services. Human resources are the most determinant factor in achieving organizational goals. Since human resources include elements of nation competitive strength, thus human resources are required to be excellence and professional to produce work for the sake of progress and achievement of organizational goals in Indonesia, particularly in order to be able to compete in this globalization era. One of the efforts of quality and professionalism improvement of health personnel working in hospital is a necessity of an education and training, in order to improve performance and excellent service of hospital.

Bahteramas Public Hospital is a hospital as a center of referral in Southeast Sulawesi areas. Status of Bahteramas Public Hospital is Class-B Education Hospital and functions as an Education Hospital for doctors and other health personnel. Currently, there are some phenomena about conditions of Bahteramas Public Hospital, Southeast Sulawesi Province which require attention and improvement.

There are some phenomena as the basic for conducting this research on Bahteramas Public Hospital Southeast Sulawesi Province, namely: (1) there are still many complaints from patients and patients' families on less satisfied service quality, since there is still greatly less satisfied given by doctors and nurses in providing information so that this less information leads to patients' dissatisfaction to the service given by doctors and nurse. (2) there are still many complaints from inpatient and patients' families concerning service of drugs, if patients obtain prescription from doctors, their families should take the drugs from the drugstore by themselves; this is troublesome for patients' families particularly for unconscious patients or patients in emergency conditions so that such less service leads to dissatisfaction to the service given by nurses. (3) processing Health BPJS administration of inpatients is conducted by the patients' family themselves, not by health personnel in the service section so that it leads to less service quality. (4) ethic and courtesy values showing by the nurses when they give service to patients and their families are assessed to be still low (employees' impatience). (5) some of hospital employees are new recruited employees with still less or low level of experiences so that they give less appropriate service level. Thus, it is still necessary for education, training and development activities by these new employees so that they can

provide more maximum service level for the patients. (6) the following phenomena is lack capacity of hospital (bed) in accommodating number of patients so that inpatients must wait for longer time in Emergency Unit in which number of patients staying in line to obtain room can reach 6-10 queue numbers. (7) the most crucial phenomenon is LOS (Length of Stay) / average duration for inpatients, which is ideal number is 6-9 days and it must be shortened to be 4-5 days to anticipate patients' accumulation; this leads to yet recovery patients must be taken to go home and obtain outpatient treatment. Thus, patients and their families are very dissatisfied to such service. (8) BahteramasPublic Hospital in providing service depends on the latest generation of medical facility and devices so that doctors and nurses are required to have the ability to operate these latest medical facility and devices, thus it is necessary for a training to improve their skill in operating such devices.

There are many factors giving effects on service activity in the field of health so that all patients and people visiting the hospital can obtain service as expected by them as patients/consumers; and for health service provider can apply their obligations and responsibilities in giving service that is measured based on Hospital standard operational procedure. Thus, it is necessary for training and development of human resources for health service provider apparatus both medical personnel and paramedic personnel, or non medical personnel so that in implementing and operating knowledge and education, they can provide attitude and skills based on what is expected and they can still compete with other hospital in Indonesian currently. Training for employees is a process of educating specific knowledge and skills as well as attitude so that employees are more skilled and able to apply their responsibility with better standard.

Referring to the phenomena and theoretical studies as described above, there are some results of empirical studies supporting relationship between training and patients' satisfaction; Rahayu Iskandar (2008) found that there was a significant increase in patient satisfaction with reality of gained services with fulfillment of patient expectations on the services given by trained nurses in therapeutic communication. This study also concluded that patient satisfaction will increase after nurses are trained in therapeutic communication. Aswar, Tawany Rahamma, Tuti Bahfiarti (2015), results of the study showed that material and forms of training have relationship with communication skills in term of forming attitudes and behavior and increasing knowledge in serving customers. Shari et al (2015), Stephen C. Trumble et al (2006), Adrienne et al (2016), Suriani Ginting (2016), Eny Kusmiran (2017) found that training gave significant effects on patient satisfaction. It was concluded that training giving emphasize on training forms and contents is very meaningful to communication skills since it has relationship with customer satisfaction. Special training is expected to improve communication skills, so that employees can provide the best possibly service in increasing customer satisfaction. Then, there are differences in results of the research conducted by Samreana Kanwal (2015) finding that training had no effect on customer satisfaction and Kevin et al (2013) finding that training has no significantly effect on patient satisfaction.

The relationship of training and service quality by Ping He, Hank Findley & Robert Wheatley (2015) shows that training is positively associated to affective commitment and service quality. In addition, job satisfaction is positively associated with affective commitment. Results of the study highlight that employers must implement training and avail it as a strategic practice to improve service outcomes for apprentice and organizational employees.

Furthermore, relationship of service quality and customer satisfaction by Shyh-Jane, et al (2011) found that high service quality can significantly improve customer satisfaction. This statement is supported by the research results by Gloria K.Q Agyapong (2011); Saif Ullah Malik (2012); Swati Bhargava & Dr. Ashish Pareek (2016); Rahim, A. Ganiyu (2016); K. Ravichandran, B. Tamil Mani, S. Arun Kumar, S. Prabhakaran (2010); Rahim Mosahab, PhD, Osman Mahamad & T. Ramayah (2010); Nesrin Ozataca, Tulen Saner & Zeynep Suzmen Senc (2016); Rashed Al Karim & Tabassum Chowdhury (2014) adapted SERVQUAL model as the main framework for analyzing service quality, the results showed that service quality indicated a strong effect on customer satisfaction and all service quality items are predictors of good customer satisfaction.

Then, there are different research findings showed by Nguyen Hue Minh, Guyen Thu Ha, Phan Chi Anh & Yoshiki Matsui (2015) showing that Reliability, Responsiveness, Assurance, and Empathy have significant effects on customer satisfaction but has four quality dimension; Tangible represents insignificant effects on customer satisfaction. Jamaluddin & Endang Ruswanti (2017) have research results showing no direct effects of each service quality dimension on patient satisfaction, except for insurance. There is a gap of results of the research by Padma et al. (2010) stating that service quality dimensions (infrastructure, administration procedure, safety and social responsibility) have no significant effects on patient satisfaction. Then, service quality dimensions (infrastructure, personnel quality, clinical treatment, administration procedure, safety, social responsibility, image and trust) have no significant effects on patient satisfaction in government hospital in India. Also, there are 5 indicators (clinical treatment, personnel quality, administration procedure, safety, and social responsibility) out of 8 indicators of service quality have negative and insignificant effects on patient satisfaction in private hospital in India.

Based on implications of previous research results, training application to service quality and satisfaction still has different findings, so it is necessary for further research to be refined and conducted by integrating three main elements, namely implementation of training to obtain more comprehensive research results on service quality and patient satisfaction. Referring to the phenomena and results of previous studies as mentioned above, the issue of training applied to paramedics at Bahteramas Public Hospital, Southeast Sulawesi Province in improving service quality and patient satisfaction is used as this research focus by the researchers; by proposing title of Dissertation, namely Training and Service Quality as well as Its Effects on Satisfaction of Inpatients at Bahteramas Public Hospital, Southeast Sulawesi Province.

The objectives to be achieved in this study are: (1) Analyzing the effect of training on service quality. (2) Analyzing the

effect of training on patient satisfaction. (3) Analyzing the effect of service quality on patient satisfaction. (4) Analyzing the effect of training on patient satisfaction through service quality.

2 METHODOLOGY

The research location is BahteramasPublic Hospital (RSU) in Southeast Sulawesi Province. The study populations are nurses and patients who visit the hospital using services and inpatient facilities at the BahteramasPublic Hospital (RSU), Southeast Sulawesi Province. The populations in this study are nurses who provide services, totally there are 201 people and patients using inpatient services and facilities at BahteramasPublic Hospital in Southeast Sulawesi Province in 2018, totally there are 1090 people. Based on the strata of the inpatient class consists of: VIP, Class I, Class II, and Class III classes.

In this study, the sample size used is well-adjusted to the analysis model used namely Structural Equation Modeling (SEM), the sample size for SEM using Maximum Likelihood Estimation (MLE) method is 100-200 samples (Hair et al, 2010) or 5 - 10 times the number of estimated parameters. Because the number of indicators in this study is 15 indicators, the number of samples is 6 times of the number of indicators so that there are 90 study samples as theinpatientrespondents and 90 nurse respondents, so the total study samples are 180 respondents.

The variables used in this study are Training (X1); Service Quality (Y1); and patient satisfaction (Y2). The inferential statistical method used in the data analysis of this research is Structural Equation Modeling (SEM) using the AMOS program (Analysis of MomentStructural).

The structural equation is formulated to state causality relations of inter-variables (Ferdinand, 2005), as follow :

$$Y1 = \beta1X1 + Z1 \dots\dots\dots (1)$$

$$Y2 = \beta1X1 + \beta1Y1 + Z1 \dots\dots\dots (2)$$

Notes:

- Y1 = patient satisfaction
- Y2 = service quality
- X = HR training
- Z1 = 1st model measurement error
- Z2 = 2nd model measurement error
- $\beta1, \beta2$ = standardized path coefficient

3 RESULT AND DISCUSSION

The built and estimated structural model in this study consists of direct relations and indirect relations by referring to the problem formulation and research objectives. The structural model is said to be in accordance with observation data if the Chi-square is small and insignificant at $\alpha = 0.05$; probability value $\geq 0,05$; CMI/DF $\leq 2,00$; GFI, AGFI, TLI, NFI and CFI $\geq 0,90$; and RMSEA $\leq 0,80$.

Model feasibility testing is started by evaluating whether parameter deviations are estimated based on the maximum likelihood method by looking at: (a) the negative error variance value or the variant error significance in the construct-edconstruct; (2) The standardized exceeding or very close to 1

and 3 coefficients, very large standard errors associated with any estimated coefficient (Hair et al., 2006). Results of computing using AMOS software in appendix 5 show that the model conformity test criteria is done by comparing the cut-off value of the goodness of fit index obtained from the results of the existing pre-existing model estimation that meets the expected criteria.Results of testing structural modelfeasibility through the path diagram can be presented in Figure 5.5.

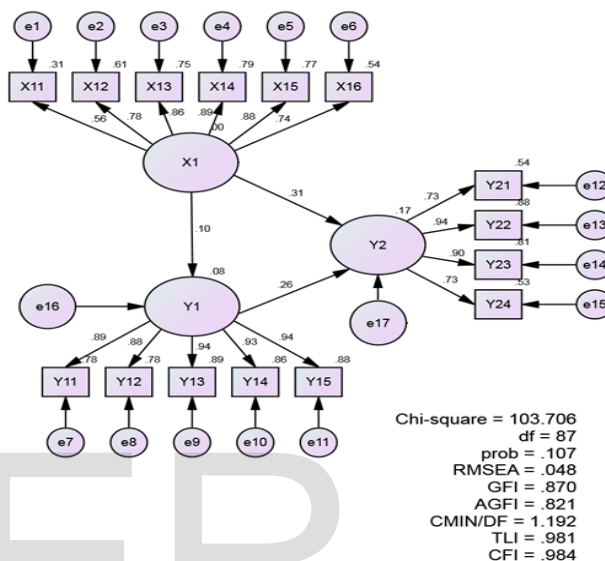


Table 5.9. Comparison of Structural Model Conformity Index

Model Conformity Criteria	Final Structural Model Conformity Index	Cut-off Value	Notes
Chi-square	103,706	Expected to be small	Good
Probability	0,107	$\geq 0,05$	Good
RMSEA	0,048	$\leq 0,08$	Good
GFI	0,870	$\geq 0,90$	Margin
AGFI	0,821	$\geq 0,90$	Margin
CFI	0,984	$\geq 0,90$	Good
CMI/DF	1,192	$\leq 2,00$	Good
TLI	0,981	$\geq 0,90$	Good

Source: Computing results with AMOS softwareVersion 20.0

that there are eight criteria of the goodness of fitof structural model index that is built to estimate the parameters according to the observational data, there are six criteria models that have met the cut-off point so that the built structural model in this study can be accepted even with various limitations according to the observational data indicated by the Chi-square value (X2) of 103.706 with probability of 0.107. Then RMSEA = 0.048 and CFI, CMI / DF and TLI values are all above the required cut-off value as a fit structural model. While GFI value = 0.870 and AGFI value = 0.821 are still below the required boundary number in the structural model, which is ≥ 0.90 .

Testing both structural relations models designed in this study, first it is described the structural equation model of the three latent variables being examined to be presented in table 5.10.

Table 5.10. Inter-Latent Variable Structural Model

Endogenous Constructs	Exogenous Constructs		Error
	X ₁	Y ₁	
Y ₁ =	β ₁ X ₁ +		Z ₁
Y ₂ =	β ₁ X ₁ +	β ₂ Y ₁ +	Z ₂

Notes:
 Y₁ = patient satisfaction
 Y₂ = service quality
 X = HR Training
 Z₁ = 1st model measurement error
 Z₂ = 2nd model measurement error
 β₁, β₂ = standardized path coefficient

Data processing results using AMOS software are obtained this research structural equation that is presented in table 5.11.

Table 5.11. Computing Results of Inter-Latent Variable Final Structural Model Equation

Endogenous Constructs	Exogenous Constructs		Error
	X ₁ (ρ)	Y ₁ (ρ)	
Y ₁ =	0,103+ (0,016)		0,079
Y ₂ =	0,314+ (0,000)	0,262 + (0,000)	0,167

Notes:
(ρ) : probability value

Source: computing results with AMOS software Version 20

Based on inter-latent variable relations in Figure 5.5, it can be seen magnitude of each exogenous variable effect on endogenous variables. Results of processed research data show that all three direct relationships built in this research have a positive relationship. Results of structural model conformity analysis are built as a basis for analyzing the inter-latent variable relations and hypothesis testing through standardized regression weight value with the aim of knowing the hypothesized inter-latent variable relations and the significance level of relationships presented in Table 5.12.

Table 5.12. Standardized Regression Weights of Inter-latent Variable Effects

Latent Variables			Effect coefficient	Prob.	Notes
Y1	←	X1	0,103	0,016	Significant
Y2	←	X1	0,314	0,000	Significant
Y2	←	Y1	0,262	0,000	Significant

Source: processing results with AMOS software Version 20

Based on the results of estimated regression standard weights, it can be seen the effect coefficient value and the probability level of each direct latent variables. Table 5.12 and Figure 5.6 show that there are three direct relationships, namely: (1) HR training has positive and significant effects on service quality; (2) HR training has positive and significant effects on patient satisfaction; (3) Service quality has positive and significant effects on patient satisfaction.

Table 5.13. Standardized Indirect Effects of Inter-Latent Variables

Latent variables			Direct effect coefficient	Indirect effect coefficient	Total Effect
X1	→	Y2	0,262	0,382	0,644

Source: processing results with AMOS software Version 20

The test results of standardized direct effects, indirect effects and total effects of inter-latent variables in this research are presented in Table 5.13 confirming that service quality plays a role in strengthening the relationship between HR training and patient satisfaction which can be seen from the standardized total effect estimate of 0.644 (0.258 + 0.382 = 0.644). This implies that trend of changes in HR training has

positive effects on patient satisfaction because of the role of good service quality.

Based on the testing results of the hypotheses stated above, briefly it can be seen in Table 5.14.

Table 5.14. Summary of Testing Results of Direct Inter-Latent Variable Testing

Research Hypothesis	Standardized Coefficient	T _{calc} /C.R	Prob.	Conclusion	Test level
H ₁	0,103	2,243	0,016	Has positive and significant effects	95% or α = 0,05 T _{calc} or c.r ≥ 2,00
H ₂	0,314	2,369	0,000	Has positive and significant effects	
H ₃	0,262	2,302	0,000	Has positive and significant effects	
H ₄	0,644	-	-	Has positive and significant effects	

Source: processing results with AMOS software Version 20

Based on table 5.14, it shows that out of the four hypotheses presented in this study, all have significant inter-variable effects.

4 CONCLUSION

Based on research analysis results and discussion on training effects on service quality and patient satisfaction on Bahteramas Public Hospital, Southeast Sulawesi Province, it is obtained the following conclusion:

1. Training has positive and significant effects on the quality of services at Bahteramas Public Hospital in Southeast Sulawesi Province. This fact shows that training consisting of training materials, training methods, trainers (instructors), training participants, supporting facilities for training evaluation so that it can improve the quality of services at Bahteramas Public Hospital in Southeast Sulawesi Province.
2. Training has positive and significant effects on patient satisfaction at Bahteramas Public Hospital in Southeast Sulawesi Province. This fact shows that the training consisting of training materials, training methods, trainers (instructors), training participants, means of supporting training evaluations is able to increase the satisfaction of Bahteramas Public Hospital in Southeast Sulawesi Province.
3. Service quality has positive and significant effects on patient satisfaction at Bahteramas Public Hospital in Southeast Sulawesi Province. This fact shows that service quality consisting of tangibles, reliability, responsiveness, assurance, and empathy can improve satisfaction at Bahteramas Public Hospital in Southeast Sulawesi Province.
4. Service quality is the intervening variable of training effects on patient satisfaction at Bahteramas General Hospital in Southeast Sulawesi Province. This fact shows that the training consisting of training materials, training methods, trainers (instructors), training participants, means of supporting training evaluation is able to increase the satisfaction of Bahteramas Public Hospital in Southeast Sulawesi Province due to the support of nurse service quality.

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