

The Effect Between ServQual, Trust, and Leadership toward Inpatient's Satisfaction at Lawang Municipal's CMC

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Abstract: The purpose of this study is to analysis how trust, leadership, and service quality affect inpatient satisfaction at Community Medical Center, Lawang Municipal, South Sumatra. Inpatient satisfaction is one of the dependent variables, while service quality, trust, and leadership are the independent variables. There were 40 patients who responded to the survey. This research is the quantitative method using multiple regression analysis. Trust, leadership, and service quality had found to have a positive impact toward inpatient's satisfaction at the Pendopo Inpatient Community Medical Center, while service quality had a negative impact. The trust variable makes the most contribution to inpatient satisfaction, followed by the leadership variable and the service quality variable (negative contribution).

Keywords: Inpatient's satisfaction, Leadership, Service quality, Trust

1. Introduction

World Health Organization (WHO) defined health is a condition of complete physical, mental and social prosperity and not simply the shortfall of illness or ailment. If someone becomes sick, the patient will try to look for the health facility near their place. Indonesia had two health facilities, there are private and state health facilities. Two state facilities are hospital (Class A, B, and C) and Community Medical Center (CMC/"Puskesmas").

Research Background

CMC is a health care facility or health administration office that provides individual and local medical services at the highest level while also providing health promotion and preventive services in their operating area. The social class clinical consideration runs a piece of specific useful of the prosperity impact in the common or city, to additionally foster

prosperity and getting, status and to deal with the expense of strong life for every individual so every one can have an optimal sound life. In all civil and urban areas throughout Indonesia, the CMC is the primary stage and exact office. Since each CMC receives a functional endowment from the public authority to provide the best health care to the general public, it is essential for a large number of Indonesians because it is small and affordable. The primary level and precise office, which can be observed in all civil and urban areas of Indonesia. Because each CMC receives a functional endowment from the public authority to provide the best health care to the general public—the highest level and exact office that can be seen in all civil and urban areas throughout Indonesia—the local wellness center is essential for a large number of Indonesians. Since each CMC receives a functional endowment from the public authority to provide the best health care to the general public, it is essential for a large number of Indonesians because it is small and affordable.

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Despite the fact that the health service CMC actually needs to provide the best quality, prompt, and expert assistance.

CMC must provide medical and health services, but they must constantly strive to improve service quality, patient trust, and patient and community satisfaction. In order for a patient to truly be satisfied with the service, a CMC must be accurate in knowing the patient's need and hopes.

When people need CMC services, there are issues with the system, regulations, and complicated bureaucracy. For instance: Because of their unsatisfactory service, the medical director and the paramedics are not pleasant to the patient. Additionally, the paramedics are not punctual due to their lack of discipline.

One of the CMCs in Indonesia is the CMC in Pendopo, Lawang Municipal, South Sumatra. It is also one of the CMCs that can provide the best service to the surrounding community with high perfectionism and high responsibility in order to achieve a high patient satisfaction score that can be recorded as data for the CMC's inpatients (Table 2.1).

In 2017, there were 215 inpatients at the CMC Pendopo. Of those, 40 were dissatisfied, while 175 were satisfied. In

2019, there were 301 inpatients, 290 of whom were satisfied and eleven who were not.

Table 2.1 Data Inpatient's satisfaction in Lawang Puskesmas year 2017 till 2019

Inpatient	2017	2018	2019
Satisfied	175	215	290
Dissatisfied	40	5	11
Total	215	220	301

Source: Anwar (2020).

Table 2.2 shows the functioning ethic that can be utilized by supervisor as a method for speaking with the sub-ordinates, so they will actually want to change their lead. It can also be used to increase employees' awareness of the need to adhere to all workplace social and systemic norms.

Competence defines as the willingness to perform a job or task based on one's knowledge, skills, and attitude.

Other issues include factors like service quality, trust, and leadership that can make patients happy.

Table 2.2 Previous research

Researcher	Year	Description
Rivai, V and Ella Sagala	2015	Discipline. There are, for instance, holes: Workers frequently arrive late to care for patients. Senior laborers were occasionally unreliable. Authorization for infractions is not granted consistently and reasonably.
Wibowo	2016	Competence. It's about the expert's ability to complete the task given their knowledge, experience, and perspectives supported by work.
Rusmiati, Abdullah, and Tamsah	2018	Quality of service. There are gaps between what people think is real and what they expect to be real, for instance: Poor bureaucracy delays attending to the impatient desire for the initial medical action; and they lack sufficient tangibles or specific facilities.
Dian Fitri Anwar	2020	Patient's satisfactory. In 2017, 215 inpatients were discharged, of which 175 were satisfied and 40 were dissatisfied. There were 220 inpatients in total in 2018, of which 215 were satisfied and 5 were dissatisfied. The total number of inpatients in 2019 was 301, of which 290 were completed and 11 were not.

The Research Objective

The research objective is to analyze the effect between service quality, trust, and leadership to the inpatient's satisfaction at CMC, Lawang Municipal, South Sumatra.

2. Literature Study

This paper discussed about the operational variables of Trust, Leadership, Service quality, and Inpatient's Satisfaction.

Service Quality

The five dimensions of the, accessibility, reliability, tangibles, empathy, and responsiveness. Service quality is a

multi-dimensional research instrument or variable that aims to capture consumer expectations and perceptions of service quality. Table 2.3 shows the variables of the service quality, which can be summarized as the degree to which customers' actual perceptions of the service experience confirm or disprove their pre-consumption expectations of quality.

Trust

Robbins, S. P. (2018) stated that: "... five aspects that make up the idea of trust. Trust is characterized as a faith in the honesty, character, and capacity of a leader."

Table 2.4 shows that five attributes of trust are Competence, Consistency, Integrity, Loyalty, and Openness.

Leadership

Robbins, S. P. (2008) stated that: "The act of persuading a group of people to achieve a goal is called leadership. Leader is defined as someone who has managerial authority and can influence others." Influence, authority, and followership are

all characteristics of leadership. The most common method of influencing a group to achieve its goals is through leadership. Pioneer is defined as someone with administrative authority and the ability to influence others. Pioneers, influence, authority, and supporters are all attributes of an initiative.

Table 2.3 The definition of the five dimensions of service quality

No.	ServQual Variables	Description
1	Tangibles	The facilities, equipment, personnel, and communication materials is the physical aspects of what is provided to inpatients' satisfaction.
2	Reliability	The ability to play out the surefire organization continually and unequivocally or ability to fulfill what was ensured exactly.
3	Tangibles	The facilities, equipment, personnel, and communication materials is the physical aspects of what is provided to inpatients' satisfaction.
4	Empathy	The provision of care and individualized attention to customers or inpatients (access, comprehension, and communication with patients).
5	Responsiveness	The capacity to extend to ongoing issues and provide assistance quickly or the eagerness to assist in the long run recognizing the concept of adaptability and adaptability to the client's requirements.

Source: Nastih (2019) and Parasuraman (2022)

Table 2.4 Five dimensions of trust

No.	Trust Dimensions	Definition
1	Competence	Attitudes, skills, and knowledge in both interpersonal and technical areas
2	Consistency	Good judgment, predictability, and dependability in handling situations
3	Integrity	Honesty and truthfulness
4	Loyalty	Willingness to physically and emotionally defend oneself, one's organization, and others
5	Openness	Willingness to freely share with stakeholders information and ideas

Source: Robbins S.P (2008).

Satisfaction is a person's feeling of pleasure or disappointment resulting from comparing the perceived performance (or result) of a product with their expectations is called satisfaction." Perceived performance and expectations influence satisfaction. The customer is not satisfied as mentioned performance is not as expected. Perceived performance and expectations play a role satisfaction. The customer is satisfied if the perceived performance meets his expectations.

3. Research Method

This research method discussed about Likert Scale, Mathematical model, and conceptual framework.

Likert Scale

Likert Scale is the basic and most widely used psychometric assessment impact of respondents on educational and social science research.

The Likert scale category using five scale, like: Disagree Strongly (1), Disagree (2), Neutral (3), Agree (4), and Agree Strongly (5) and makes the impression to measure each person's view point [4]. The Quantitative approach of multiple linear regression analysis.

Mathematical Model

Mathematical model of this research is:

$$b_0 + b_1 x_1 + b_2 x_2 + b_3 x_3 + e_{ij} = y_{ij} \quad (1)$$

where:

y_{ij} = Inpatient satisfaction variable

x_1 = Service Quality

x_2 = Trust

x_3 = Leadership

b_0 = intercept or constant

b_1, b_2, b_3 = coefficients of regression

e_{ij} = Error.

Null Hypothesis

The null hypothesis is rejected, it means that is a relationship between Service quality, Trust, Leadership toward Inpatient's Satisfaction.

The Research Conceptual Framework

Figure 2.1 shows the flow chart of the research conceptual framework.

Place and When the Research was Carried Out

The research was conducted at Jalan Nurdin Panji - Puskesmas Pendopo, Kabupaten Empat Lawang, Sumatera. The data were collected from May until July 2020.

4. Results and Discussion

This sub-chapter discussed about results and discussion.

Description of the Research Results

The result was obtained from the primary and simulated data computation obtained from data distributions of questionnaires to the subjects of the research who are the inpatient respondents numbering to 40.

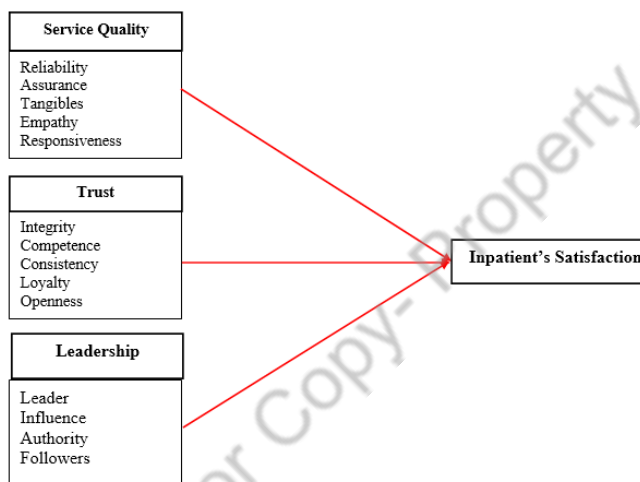


Fig. 2.1 The research conceptual framework

Source: Anwar (2020), Nasith (2019), Oshan (2016), Parsuraman (2002), Zeithaml (1990)

Multiple Regression Analysis

Table 2.5 shows that the regression coefficient of the research variables outputs. The value here counted the Service quality, Trust, and Leadership, as an independent variables respectively is -0.049, 0.093, and 0.061, and the intercept is 4.196. Inpatient's satisfaction as dependent variable

Table 2.5 Coefficients of Regression^a

Variables	Coefficients B	t test	Significance
(Constant)	4.196	7.783	0.000
Servqual	-0.049	-0.595	0.555
Trust	0.093	0.855	0.393
Leadership	0.061	1.029	0.310

^aDependent variable: Satisfaction

The mathematical representation are:

$$y = 4.196 - 0.049 x_1 + 0.093 x_2 + 0.061 x_3 \quad (2)$$

or

$$\text{Inpatient's satisfaction} = 4.196 - 0.049 \text{ Service quality} + 0.093 \text{ Trust} + 0.061 \text{ Leadership} \quad (3)$$

Equation 2 and 3 shows that the biggest contribution to inpatient satisfaction is trust variable (regression coefficient is 0.093), the second is Leadership variable (regression coefficient is 0.061), and the third is Service quality variable (regression coefficient is -0.049) and negative contribution.

5. Conclusion

At Community Medical Center, Lawang Municipal, South Sumatra, the mean values of the variables for service quality, trust, leadership, and inpatient satisfaction scores are above 3.0 (neutral or close to better).

The trust variable makes the largest contribution to inpatient satisfaction, followed by the leadership variable and the service quality variable (negative contribution).

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