



IMPLEMENTATION OF SERVICE QUALITY WITH PEDIATRIC PATIENT SATISFACTION IN THE INPATIENT WARD OF BUNG HATTA HOSPITAL CLASS III REKSODIWIRYO PADANG

PENERAPAN KUALITAS LAYANAN DENGAN KEPUASAN PASIEN ANAK DI RUANG RAWAT INAP BUNG HATTA RUMAH SAKIT TK III REKSODIWIRYO PADANG

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DOI: <https://doi.org/10.62567/micjo.v3i2.2372>

Abstract

Healthcare service quality is an important factor influencing patient satisfaction, particularly in pediatric nursing services in hospitals. The SERVQUAL model, which includes the dimensions of tangible, reliability, responsiveness, assurance, and empathy, is widely used to evaluate healthcare service quality. This study aimed to analyze the relationship between service quality and pediatric patient satisfaction in the Bung Hatta Inpatient Ward of Tk III Dr. Reksodiwiryo Hospital, Padang. This study employed a quantitative approach with an analytic descriptive design and a cross-sectional method. The sample consisted of 30 respondents who were parents or guardians of pediatric patients hospitalized for at least three days. Respondents were selected using an accidental sampling technique. Data were collected using a SERVQUAL-based questionnaire with a Likert scale and analyzed using univariate and bivariate analysis with the Chi-square test at a significance level of 0.05. The results showed that the majority of respondents were satisfied with nursing services (80%). Bivariate analysis indicated significant relationships between the tangible ($p=0.033$), reliability ($p=0.049$), and assurance ($p=0.040$) dimensions and pediatric patient satisfaction. However, responsiveness and empathy dimensions were not statistically associated with patient satisfaction ($p>0.05$). In conclusion, nursing service quality is associated with pediatric patient satisfaction in several SERVQUAL dimensions, particularly tangible, reliability, and assurance. Continuous improvement in nursing service quality is necessary to enhance satisfaction among pediatric patients and their families in hospital settings.

Keywords : Service Quality, Pediatric Patient Satisfaction, Nursing, SERVQUAL.

Abstrak

Kualitas pelayanan kesehatan merupakan salah satu faktor penting yang memengaruhi tingkat kepuasan pasien, khususnya pada pelayanan keperawatan anak di rumah sakit. Model SERVQUAL yang meliputi dimensi tangible, reliability, responsiveness, assurance, dan empathy banyak digunakan untuk menilai kualitas pelayanan kesehatan. Penelitian ini bertujuan untuk menganalisis hubungan kualitas layanan dengan kepuasan pasien anak di Ruang Rawat Inap Bung Hatta Rumah Sakit Tk III Dr. Reksodiwiryo Padang.



Penelitian ini menggunakan pendekatan kuantitatif dengan desain deskriptif analitik dan pendekatan cross-sectional. Sampel penelitian berjumlah 30 responden yang merupakan orang tua atau wali pasien anak yang dirawat minimal tiga hari dan dipilih menggunakan teknik accidental sampling. Data dikumpulkan menggunakan kuesioner SERVQUAL dengan skala Likert dan dianalisis menggunakan analisis univariat dan bivariat dengan uji Chi-square pada tingkat signifikansi 0,05. Hasil penelitian menunjukkan bahwa sebagian besar responden menyatakan puas terhadap pelayanan keperawatan (80%). Analisis bivariat menunjukkan terdapat hubungan yang signifikan antara dimensi tangible ($p=0,033$), reliability ($p=0,049$), dan assurance ($p=0,040$) dengan kepuasan pasien anak. Sementara itu, dimensi responsiveness dan empathy tidak menunjukkan hubungan yang signifikan secara statistik ($p>0,05$). Kesimpulannya, kualitas pelayanan keperawatan berhubungan dengan kepuasan pasien anak pada beberapa dimensi SERVQUAL, terutama tangible, reliability, dan assurance. Peningkatan mutu pelayanan keperawatan secara berkelanjutan diperlukan untuk meningkatkan kepuasan pasien anak dan keluarganya di rumah sakit.

Kata Kunci : Kualitas Pelayanan, Kepuasan Pasien Anak, Keperawatan, SERVQUAL.

1. INTRODUCTION

Quality of health services is an important indicator in assessing the performance of hospital services. High-quality healthcare is not only determined by clinical outcomes but also by patients' perceptions of the services provided by healthcare professionals. Patient satisfaction has become a key indicator of healthcare service success because it reflects the extent to which patient expectations are fulfilled during the healthcare process. In pediatric healthcare services, patient satisfaction is often influenced by the experiences of parents or family members who accompany the child during hospitalization. One commonly used approach to evaluate healthcare service quality is the SERVQUAL model, which consists of five main dimensions: tangible, reliability, responsiveness, assurance, and empathy. This model is widely used to measure the gap between patient expectations and perceptions of the services they receive. In pediatric nursing care, service quality is strongly influenced by healthcare providers' ability to deliver responsive, communicative, and patient-centered care that addresses the needs of both patients and their families. Previous studies have shown that healthcare service quality is significantly associated with patient satisfaction. Several studies indicate that the dimensions of reliability, responsiveness, and empathy are among the most influential factors affecting patient satisfaction in hospital services. However, each hospital has different service characteristics; therefore, periodic evaluations are necessary to assess and improve the quality of healthcare services provided to patients. The Bung Hatta Inpatient Ward at Tk III Dr. Reksodiwiry Hospital in Padang is one of the hospital units that provides care for pediatric patients with various health conditions. Preliminary observations indicate that several aspects of healthcare services still require evaluation in order to improve nursing service quality and patient satisfaction. Therefore, this study aims to analyze the relationship between service quality and the level of satisfaction among pediatric patients in the Bung Hatta Inpatient Ward at Tk III Dr. Reksodiwiry Hospital Padang.

2. RESEARCH METHOD

This study employed a quantitative approach using an analytic descriptive design with a cross-sectional method to examine the relationship between service quality and pediatric patient satisfaction. The research was conducted in the Bung Hatta Inpatient Ward at Tk III Dr. Reksodiwiry Hospital, Padang. The population in this study consisted of parents or guardians of pediatric patients hospitalized in the Bung Hatta inpatient ward during the study period. The sample size was 30 respondents, selected using an accidental sampling technique, with inclusion criteria being parents or guardians of pediatric patients who had been hospitalized for at least three days and were willing to participate in the study.

Data were collected using a structured questionnaire based on the SERVQUAL model, which measures five dimensions of service quality: tangible, reliability, responsiveness, assurance, and



empathy. The questionnaire used a Likert scale to assess respondents' perceptions of the quality of nursing services and their level of satisfaction. Data analysis was conducted in two stages. Univariate analysis was used to describe the distribution of respondents' characteristics and study variables. Bivariate analysis was performed using the Chi-square test to determine the relationship between service quality dimensions and patient satisfaction, with a significance level set at $p < 0.05$.

This study also considered ethical aspects by ensuring confidentiality, voluntary participation, and informed consent from all respondents before data collection was conducted.

3. RESULT AND DISCUSSION

This study was conducted in the Bung Hatta Inpatient Ward at Tk III Dr. Reksodiwiry Hospital Padang with a total of **30 respondents**, who were parents or guardians of pediatric patients. The analysis consisted of **univariate analysis to describe the distribution of variables** and **bivariate analysis using the Chi-square test** to determine the relationship between service quality dimensions and patient satisfaction.

Table 1. Relationship between Assurance and Pediatric Patient Satisfaction

Assurance	Patient Satisfaction				Total		p value
	Not Satisfied		Satisfied		F	%	
	f	%	f	%			
Poor	2	22,2	7	77,8	9	100	0,040
Good	4	19	17	81	21	100	
Total	6	20	24	80	30	100	

Based on the table above, it can be seen that patients who reported being satisfied were more commonly found among those who stated that assurance was good (81%) compared to patients who stated that assurance was poor (77.8%) in the Bung Hatta Inpatient Ward at Tk III Reksodiwiry Hospital Padang.

The results of the Chi-square test obtained a p-value = 0.040 (<0.05), which means that there is a significant relationship between assurance and pediatric patient satisfaction in the Bung Hatta Inpatient Ward at Tk III Reksodiwiry Hospital Padang.

Table 2. Relationship between Empathy and Pediatric Patient Satisfaction

Empathy	Patient Satisfaction				Total		p value
	Not Satisfied		Satisfied		f	%	
	f	%	f	%			
Poor	5	20	5	80	10	100	8,221
Good	1	5	19	95	20	100	
Total	6	20	24	80	30	100	

Based on the table above, it can be seen that patients who reported being satisfied were more commonly found among those who stated that empathy was good (95%) compared to patients who stated that empathy was poor (80%) in the Bung Hatta Inpatient Ward at Tk III Reksodiwiry Hospital Padang.

The results of the Chi-square test obtained a p-value = 8.221 (>0.05), which means that there is no significant relationship between empathy and pediatric patient satisfaction in the Bung Hatta Inpatient Ward at Tk III Reksodiwiry Hospital Padang.

Table 3. Relationship between Responsiveness and Pediatric Patient Satisfaction

(Responsiveness)	Patient Satisfaction				Patient Satisfaction		p value
	Not Satisfied		Not Satisfied		f	%	
	f	%	f	%			
Poor	5	41,7	7	58,3	12	100	5,999
Good	1	5,6	17	94,4	18	100	



Total	6	20	24	80	30	100
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Based on the table above, it can be seen that patients who reported being satisfied were more commonly found among those who stated that responsiveness was good (94.4%) compared to those who stated that responsiveness was poor (58.3%) in the Bung Hatta Inpatient Ward at Tk III Reksodiwiry Hospital Padang.

The results of the Chi-square test obtained a p-value = 5.999 (>0.05), which means that there is no significant relationship between responsiveness and pediatric patient satisfaction in the Bung Hatta Inpatient Ward at Tk III Reksodiwiry Hospital Padang.

Table 4. Relationship between Reliability and Pediatric Patient Satisfaction

<i>(Reliability)</i>	Patient Satisfaction				Patient Satisfactio		<i>p value</i>
	Not Satisfied		Not Satisfied		n		
	%	f	%	f	%	f	
Poor	1	25,0	3	75,0	4	100	0,049
Good	5	19,2	21	80,8	26	100	
Total	6	20	24	80	30	100	

Based on the table above, it can be seen that patients who reported being satisfied were more commonly found among those who stated that reliability was good (80.8%) compared to patients who stated that reliability was poor (75%) in the Bung Hatta Inpatient Ward at Tk III Reksodiwiry Hospital Padang.

The results of the Chi-square test obtained a p-value = 0.049 (<0.05), which means that there is a significant relationship between reliability and pediatric patient satisfaction in the Bung Hatta Inpatient Ward at Tk III Reksodiwiry Hospital Padang.

Table 5. Relationship between Tangible Evidence and Pediatric Patient Satisfaction

<i>Tangible</i>	Patient Satisfaction				Jumlah		<i>p value</i>
	Not Satisfied		Satisfied				
	f	%	f	%	f	%	
Poor	3	21,4	11	78,6	14	100	0,033
Good	3	18,8	13	81,3	16	100	
Total	6	20	24	80	30	100	

Based on the table above, it can be seen that patients who reported being satisfied were more commonly found among those who stated that tangible evidence was available (81.3%) compared to those who stated that tangible evidence was not available (78.6%) in the Bung Hatta Inpatient Ward at Tk III Reksodiwiry Hospital Padang.

The results of the Chi-square test obtained a p-value = 0.033 (<0.05), which means that there is a significant relationship between tangible evidence and pediatric patient satisfaction in the Bung Hatta Inpatient Ward at Tk III Reksodiwiry Hospital Padang.

Discussion

The results of this study indicate that most respondents were satisfied with the nursing services provided in the Bung Hatta inpatient ward. Patient satisfaction is an important indicator of healthcare service quality because it reflects the extent to which patient expectations are fulfilled during healthcare service delivery. Patient satisfaction has been widely used as a measure of healthcare quality and service performance in hospitals (Ahmed et al., 2021).

The analysis also shows that the tangible dimension has a significant relationship with patient satisfaction. Tangible aspects include the physical facilities, medical equipment, cleanliness of the environment, and the professional appearance of healthcare personnel. Adequate healthcare infrastructure and a comfortable hospital environment can enhance patient trust and satisfaction with healthcare services. Previous studies reported that the physical environment and healthcare facilities significantly influence patient perceptions of service quality and satisfaction (Nguyen et al., 2022).



Furthermore, the reliability dimension was found to be significantly associated with patient satisfaction. Reliability refers to the ability of healthcare providers to deliver services accurately and consistently according to established procedures. When healthcare professionals provide dependable and timely services, patients tend to develop a higher level of trust toward the healthcare system. Studies have shown that reliability is one of the strongest predictors of patient satisfaction in hospital services (Sharma & Kamra, 2023).

The assurance dimension also showed a significant relationship with patient satisfaction. Assurance reflects the competence, courtesy, and professionalism of healthcare providers in delivering healthcare services. Patients tend to feel more confident and satisfied when healthcare personnel demonstrate professional competence and provide clear explanations regarding patient care. According to previous research, assurance plays a significant role in strengthening patient trust and satisfaction with healthcare services (Al-Abri & Al-Balushi, 2021).

However, in this study, the responsiveness and empathy dimensions did not show statistically significant relationships with patient satisfaction. Although these dimensions are considered important aspects of service quality, their influence may vary depending on the characteristics of healthcare services and patient expectations. Some studies have also indicated that patient satisfaction is influenced by multiple factors beyond service responsiveness, including organizational management and hospital service systems (Kurniawati et al., 2022).

Overall, these findings suggest that service quality remains an important determinant of patient satisfaction in hospital settings. Improving hospital facilities, strengthening reliable healthcare services, and enhancing healthcare providers' competence are essential strategies to improve patient satisfaction and healthcare quality (Rahman et al., 2024).

4. CONCLUSION

Based on the results of statistical analysis and discussion, this study concludes that service quality is a significant determinant of pediatric patient satisfaction in the Bung Hatta Inpatient Ward at Tk III Dr. Reksodiwiryo Hospital Padang. Specifically, the assurance, reliability, and tangible dimensions demonstrate statistically significant associations with patient satisfaction ($p < 0.05$), whereas empathy and responsiveness do not exhibit significant relationships ($p > 0.05$). These findings highlight that not all dimensions of service quality contribute equally to patient satisfaction, emphasizing the critical role of provider competence, service consistency, and physical facilities in shaping patient perceptions. Thus, the research hypothesis is partially supported. In conclusion, strengthening assurance, reliability, and tangible aspects of healthcare services is essential for improving patient satisfaction and overall healthcare quality in hospital settings.

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