

## Conference Paper

# Quality of Outpatient Care Services in a Private Hospital in Depok

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## Abstract

Continuous quality improvement is an absolute target of private hospitals in order to retain customers and win the competition. Private hospitals should provide health care that reach all levels of society, and its management should be carried out on the principle of effectiveness and efficiency. This research reveals the public perception of service quality in the private hospitals in Depok. Research carried out a survey with a questionnaire to guide the interview. Subjects were the residents of Depok qualifying the inclusion criteria of using the service of private hospitals in Depok for a maximum of three months. Accidental sampling was conducted for one week. The hospital services had a limitation of only the outpatient installation. The survey was conducted in one-shot measurement in May 2014. The final result of the survey revealed that the reason for the respondents using the private hospital service in Depok was that it was close to home (50%), 25.5% said that the doctor was already subscribed and 10.0% went due to the recommendation. Furthermore, 66.3% of respondents felt that the service was fast and the waiting time was less, 90.9% of respondents felt that the medical examinations were sufficiently detailed, 93.6% of respondents felt that the nurses had a friendly attitude, 94.6% of respondents felt that the waiting room area was clean enough, and 86.4% respondents felt that the drug prices of the prescription were as expected.

**Keywords:** outpatient care, private hospitals, quality of service

## 1. Introduction

Efforts to achieve an optimal degree of public health is the role of the hospital as a health care executive element. The hospital as a spearhead who deal directly with the patient is required to provide a quality service. This responsibility is not only the responsibility of government, public participation in efforts to provide health services through private hospitals has a crucial considering the limited ability of the government in the provision of health infrastructure. Efforts private health services should be able to reach all levels of society, even in its management carried out on the principle of

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effectiveness and efficiency. In addition, private health service delivery efforts need to be regulated, monitored and supervised by the Government to protect the public health services provided in order to benefit the community.<sup>1</sup>

Opening up opportunities for people to participate as providers of health care services, leading to the rapid growth of private hospitals, especially in big cities such as Depok. Therefore, the organizers of private hospitals are required to improve and develop infrastructure, human resources and quality of services in order to generate the service process that is effective, efficient and customer-oriented. Customer focused service efforts of the private hospital realized by meeting the needs of a variety of advanced facilities such as radiology and laboratory services, luxury lounge and cafeteria as well as an abundance of other medical and paramedical personnel. But one thing that is much more important than all that is the hospital should be able to serve a minimum service standards to its customers. It is what lies behind the author to measure the quality of outpatient care service at private hospital in Depok based on public perception.<sup>2</sup>

## 2. Quality Measurement-based Customer Perception

Customer perception is one of the factors that affect customer satisfaction of quality services. This perception is influenced by the interests of customers, customer satisfaction and value. Customer satisfaction is also influenced by the quality of products, prices, and personal factors such as age, gender, education, employment status, and that is the situation for a moment. Although the quality of a service and satisfying customers, but not necessarily worth it for customer.<sup>3</sup> How to measure the level of satisfaction can be done through a system of complaints and suggestions, ghost shopping, lost customer analysis and customer satisfaction surveys.<sup>4</sup>

The measure of quality and customer satisfaction is necessary because customer perception is important to examine. Customers have individual characteristics, and each one will look at things differently from other people, although in the same situation. The perception needs identified include what they are looking for in a business, why they are doing business in the industry, what causes them to change suppliers or service providers, how quickly they change, what their criteria for determining the admissibility of the quality of service, what minimum limit for make them satisfied and what should companies do to them so that they will continue to do business with the company.<sup>5</sup>

Measurement of customer satisfaction not only to determine how customers enjoy the products or services they buy and the services they receive, but also need to identify what is needed and desired by the customer. Companies must find out what the product specifications or contents of their requisite programs, as well as what they expect from the overall sales process and service that will give the company.<sup>5</sup>

Quality improvement begins with understanding where the company is compared to where the company wants to be or supposed to be there, and then take steps based on those measurements to improve performance. Due to the company's standards are developed based on the perception of customers, the fulfillment or standard exceedances will be a good indicator for customer satisfaction and the company's actions in the future.<sup>4</sup>

### 3. Minimum Service Standards (MSS) of Hospital

MSS is a provision of the type and quality of basic services that every citizen has the right acquired is minimal and is a guide for hospitals in the implementation, control and accountability of health services. MSS Score for outpatient services is more than equal to 90%.<sup>2</sup>

### 4. Hospital

The hospital is a health care institution which organizes personal health services in the plenary that provides inpatient, outpatient, and emergency department. The hospital has the task to provide personal health services in the plenary. Comprehensive health care is health care that includes promotive, preventive, curative and rehabilitatif.<sup>6</sup>

The hospital serves as the venue for medical services and health recovery, the maintenance and improvement of individual health through health care plenary, the venue for education and training of human resources in order to increase capacity in the provision of health services as well as a venue for research and development and screening technology field health in order to improve health services by paying attention to the ethics of science in health.<sup>6</sup>

Hospitals can be classified by various criteria, one of which is based on the ownership of which is divided into a private hospital run by the community and government hospitals include vertical hospitals directly managed by the Ministry of Health, local governments, hospitals and military hospitals and State Owned Enterprises (SOE).<sup>6</sup>

## 5. Research Purposes

Measuring the quality of outpatient care service at private hospital in Depok based on public perception.

## 6. Method

The survey was conducted by one shot measurement in May 2014 by the method of questionnaires and interviews. Before collecting data, the surveyor get a short training for perception and technical uniformity in the field. Data collected in the questionnaire were then edited to check the completeness of respondents, once that is done the coding on a few variables to change the letters into numbers in order to make data entry easier. Once the stage is entered performed dry or check if there are data entry errors. In the final stage the data were analyzed using statistical data processing software.

This research subject is a resident of Depok City (11 districts). Data collection is done during the first week of on 10 - May 16, 2014 with the inclusion criteria who have received services Outpatient Installation one private hospital last up to 3 months. Exclusion criteria were residents who had received emergency care and hospitalization in the last three months.

Samples were taken by accidental respondents who met by chance and qualified inclusion for observation and data collection is done. Samples were obtained through a calculation formula for the population of an unknown number. The required minimum number of samples in this study a total of 100 respondents. But considering the number of districts in the city of Depok there were 11, the researchers added the 10 respondents to an equal number of samples. So that each district have taken 10 respondents and the total respondents to 110.

## 7. Result

TABLE 1: Distribution of respondents by Variables.

Variable Category	Number	%
Cost Insurers		
Yourself	86	78.2
Insurance	24	21.8
Gender		
Male	40	36.4

Variable Category	Number	%
Female	70	63.6
Age		
< 40	68	61.8
> 40	42	38.2
A high school education or the equivalent	37	33.6
College	73	66.4
Income		
< IDR 5 million	65	59.1
> IDR 5 million	45	40.9
Reasons to Polyclinic		
Close to home	55	50
Her doctor already subscribed	28	25.5
Insurance	11	10
Cheap Rates	5	4.5
Recommendation	11	10
Very long waiting time services	7	6.4
Long	30	27.3
Quick	69	62.7
Very fast	4	3.6
Physician		
No detail	1	0.9
Less detail	9	8.2
Enough detail	87	79.1
Very detail	13	11.8
Less friendly attitude Nurses	7	6.4
Friendly	100	90.9
Very friendly	3	2.7
Less Waiting Room Area Cleanliness net	6	5.5
Net	98	89.1
Very clean	6	5.5
Less comfortable waiting room comfort	4	3.6
Comfortable	102	92.7
Very comfortable	4	3.6
Drug Prices Not suitable approximate	15	13.6
As expected	95	86.4
Consultation rates Not suitable approximate	7	6.4

Variable Category	Number	%
As expected	102	92.7
Very appropriate estimate of	1	0.9

Table 1 shows the reasons respondents use clinic services largely because private hospitals close to home (50%), while respondents who reasoned because the tariff cost only 4.5%. Most of the time waiting for services considered too fast by a number of respondents 69 people, or 62.7%, while a small portion of respondents felt a very long wait time service with the number of respondents 7 people or 6.4%. Respondents felt quite detailed medical examination (79.1%), while a small portion of respondents felt the doctor’s examination did not detail the percentage of 0.9%. Most respondents felt the attitude of nurses are friends (90.9%), while a small portion of respondents felt less friendly attitude of nurses (6.4%) and very friendly with a percentage of 2.7%. Most respondents felt the cleanliness of the waiting area clean (89.1%), while a small portion of respondents feel less clean and very clean with a percentage of 5.5% respectively. Most respondents felt that the price of drugs prescribed as expected (86.4%). Likewise with the tariff consultation, the majority of respondents (92.7%) felt that the physician consultation rates as expected.

TABLE 2: Variable relationship with service quality.

Variable	Service Quality Category				p-value
	Not Good		Good		
	n	%	n	%	
Cost Insurers					
Yourself	78	90.7	8	9.3	0.291
Warranty	20	83.3	4	16.7	
Gender					
Male	33	82.5	7	17.5	0.117
Women	65	92.9	5	7.1	
Age					
<40	61	89.7	7	10.3	0.765
>40	37	88.1	5	11.9	
A high school education or equivalent	33	89.2	4	10.8	1.000
College	65	89.0	8	11.0	
Income					
< IDR 5 million	61	93.8	4	6.2	0.067
>= IDR 5 million	37	82.2	8	17.8	

Table 2 shows there is no correlation functions of the person in charge, gender, age, education and income with outpatient care service quality at private hospital in Depok.

## 8. Discussion

Based on univariate and bivariate analyzes that have been described in the research, recommendation is a key indicator of service quality output still rank last in the selection of the private hospital utilization. If added together with the percentage of family doctor, then the figure of 35.5%, showing the quality of outpatient care service at Private Hospital in Depok. Recommendation is an important factor in measuring quality because of it can be seen how customer loyalty. As well as the effects of brand image, through the commitment and loyalty of customers so the hospital will get awards, loyalty and trust that lead to a cooperative relationship was very good for a long time. This is an important factor if a hospital wants to be a winner in the competition.

Recommendations customers is an expensive tickets that must be purchased from the hospital to the community. The more intelligent and demanding the creation of a critical public management governance good health providers who uphold the principles of transparency, participation, efficiency, and accountability, and respect the dignity of people as consumers both from the aspect of service and competence of health service providers.<sup>7</sup>

Consumers' willingness to buy again or recommend a product or service based on the experiences, beliefs and values. Rebuying interest is part of consumer purchase behavior in which compatibility between the performance of the products or services offered generate consumer interest to use them again or recommend to other people.<sup>8</sup>

The duration of the wait time outpatient care services at private hospital in Depok is 62.7% of respondents felt quick, and 3.6% of respondents felt waiting time is very fast. If you add the two, then the figure of 66.3% of respondents who are satisfied with the timeout length of service at the outpatient care. The figure is still far from the minimum service standards which is required to be more than equal to 90%. The duration of the waiting time at the outpatient care becomes important to note given that the wait was sick. When the timeout length become so elongated will surely add to the perception of pain suffered by patients.

Tests done enough detail doctor with a percentage of 79.1%, while 11.8% of respondents felt that an examination conducted by a doctor is very detailed. When the score of the two added together then the figures obtained 90.9%, this gives a good picture because it has passed the MSS score.

The attitude of the nurses at the outpatient care services at private hospital have been friends (90.9%), while 2.7% of respondents consider the attitude of the nurses are very friendly. If both scores are combined, the figures obtained 93.6%, this is of course just outscored MSS required. The attitude of nurses become an important component in terms of service to remember the nurse is to be person who deliver frontline services where services will be assessed as a 'first impression'. A study in one of the private hospitals in Jakarta suggests that patients have a positive perception of nurse caring behavior.<sup>7</sup>

Teamwork is one of the pillars of quality in providing services focused on customers, including here is the cooperation between doctors and nurses as spines service. This culture must be nurtured through various efforts, such as by providing rewards to the team to complete the task well and impose sanctions on the team who cannot complete the task properly. The pattern of reward and punishment consistent increase the motivation of personnel as well as quality principles that must satisfy internal customers before external customer satisfying.<sup>10</sup>

Entanglement between officers work as a team which is supported by a high soft skills proven to improve the quality of health services. The higher performance of medical and non-medical personnel at the hospital is believed to improve the quality of health care services to patient.<sup>11</sup>

Waiting room cleanliness in outpatient care at private hospital in Depok. Of 89.1% of respondents felt the waiting room was clean, and 5.5% of respondents felt very clean. If both scores are combined, the figures obtained 94.6%. This is certainly outscored MSS required.

The comfort of the waiting room at the outpatient care today cannot be underestimated. Convenience is a determining factor for the creation of a positive perception of the quality of customer service. Amenities in the waiting room will certainly be supporting services preferred customers and will be the talk of mouth that led to the recommendation to the buying interest.<sup>12</sup>

86.4% of respondents consider the price of prescribed drugs as widely expected. The score is still below the required MSS. Care should be taken because of the quality of service is always comparing expectations and reality accepted by the customer. Quality control and cost control in hospitals is an old issue that was never complied with because there is no force authority.<sup>13</sup> If there are still patients who assume that drug prices are not in line with forecasts this certainly became gap for service providers. Implementation of the private hospital with the principle of effective and efficient must remain able to provide competitive prices for its customers. It is not impossible



this reason that makes it possible for customers to not recommend hospital services when rates are set is not as expected.

Organizers private hospitals need to consider some basic determination of tariffs in the hospital including continuity and service development, people's purchasing power, the principles of justice and propriety and competition sehat.<sup>14</sup> Rates of hospital services also affected the inflation factors, health behaviors as well as the prestige and government policies. During this import medical devices are considered as imported luxury materials that have an impact on the high cost of therapy.<sup>13</sup>

The bivariate analysis between the cost of the insurer function, gender, age, education and income with outpatient care service quality private hospital in Depok did not reveal any significant relationship to both. This shows that the public perception of service quality is not affected by the characteristics of the individual. Absolute quality services must be provided by the organizers of the hospital to the community as a responsible, equitable and nondiskriminatif.<sup>13</sup> Thus, the implementation of health care must prioritize aid patients' lives than the other interests.<sup>15</sup>

Logical consequence of the implementation of health measures is expected oriented social aspects of humanity as a means of devotion to the interests of the public in obtaining quality health services.<sup>9</sup>

## 9. Conclusion

The public perception of quality outpatient services at private hospital in Depok is focused on accessibility than the recommendation is a reflection of the buying interest as an indicator of quality. The percentage achievement of minimum service standards (MSS) private hospital in Depok there are not exceeded the target. This will be a further study of stakeholders in determining how to campaign, determination of tariffs, improved infrastructure and human resources development as the spearhead of hospital services. Depok public perception of the quality of service is not affected by the characteristics of the individual so that more health efforts are expected to be responsible, equitable, nondiscriminatory with affordable rates

## 10. Suggestion

Continuous quality improvement process must occur to achieve the required score of MSS. Therefore the measurement of customer perception into something that should be scheduled regularly to find out how big a step organizer of service to meet customer

desires. Often health care providers to interpret for themselves what the expectations of customers, whereas when measured continuously and precisely target customers' expectations sometimes much different. The customer satisfaction is constantly changing and rising higher, it needs to be accompanied by an increase and improvement of service quality for the sake of winning the competition.

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