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Research Article

Patient Satisfaction with the Quality of Nursing Care in the Outpatient Department of the Hospital

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Abstract

Background: Patient satisfaction in healthcare services is crucial as it reflects the quality of service provided by the institution. Knowing the level of patient satisfaction is very useful for related institutions to evaluate ongoing programs and identify areas needing improvement. The quality of hospital services consists of two aspects, meeting established quality standards and satisfying customer (patient) needs. Hospitals need to focus on providing services that prioritize customer satisfaction. To enhance the quality of healthcare services, it can begin with evaluating each element contributing to patient satisfaction.

Objectives: The objective of this study is to assess the level of patient satisfaction in the Outpatient Department so that the hospital can conduct evaluations and improve services according to patient needs.

Methods: This study is a quantitative research using a descriptive survey approach. The population in this study consists of patients in the outpatient department in September 2023, totaling 3,112 patients. The sample size was determined using Slovin's formula, and the calculated sample size for this study is 97 patients.

Results: Patient satisfaction with tangibles was found 1% rated it as bad, 8% as poor, 30% as good, and 60% as excellent. Reliability was found that 2% rated it as bad, 9% as poor, 31% as good, and 58% as excellent. Responsiveness was found that 1% rated it as bad, 5% as poor, 32% as good, and 62% as excellent. Assurance was found that 1% rated it as bad, 5% as poor, 32% as good, and 62% as excellent. Empathy was found that 1% rated it as bad, 11% as poor, 30% as good, and 58% as excellent.

Conclusion: Patient satisfaction regarding nursing care services rated as excellent in the Outpatient Department of Ali Sibroh Malisi Hospital, assessed across five dimensions-tangibles, reliability, responsiveness, assurance, and empathy-averages below 70%. This is significantly far from the minimum service standard set by the Ministry of Health, which is 95%.

Keywords: assurance, empathy, patient satisfaction, reliability, responsiveness, tangibles

Introduction

The issue of patient satisfaction worldwide continues to be a widely discussed topic. This is due to the low levels of patient satisfaction in hospitals, both domestically and internationally, including in Indonesia. Several studies indicate that patient satisfaction rates in various countries remain low. For example, in Kenya, it is only 57.3%¹, in India it is only 64%², while in Indonesia, patient satisfaction rates are also only 59% in Wajo³ and 56.25% in Malang.⁴ From these data, it can be concluded that patient satisfaction rates overall are still low, posing a significant problem in hospitals, both in Indonesia and abroad.

Patient satisfaction in healthcare services is crucial as it reflects the quality of service provided by the institution.⁵ Knowing the level of patient satisfaction is very useful for related institutions to evaluate ongoing programs and identify areas needing improvement. The quality of hospital services consists of two aspects, meeting established quality standards and satisfying customer (patient) needs. Hospitals need to focus on providing services that prioritize customer satisfaction. To enhance the quality of healthcare services, it can begin with evaluating each element contributing to patient satisfaction.⁶

If patient satisfaction is not promptly improved, it will lead to a decrease in the number of patients, and future patients may choose other healthcare facilities that offer better services. Therefore, in the Outpatient Department, which receives the highest number of patient visits daily, both existing and new patients, it is important to provide good quality service. This aims to achieve optimal patient satisfaction. Ensuring that the service personnel in the Outpatient Department are always friendly towards patients and enhancing the quality and facilities of the services, can increase patient satisfaction levels.

Satisfaction is the response to how well-desired expectations align with outcomes obtained during the service delivery. If services meet expectations, the quality of service is considered good and satisfactory. Conversely, if services fall short of expectations, the quality is considered poor. Patient satisfaction standards in healthcare are nationally regulated by the Ministry of Health. According to the Regulation of the Minister of Health of the Republic of Indonesia Number 43 of 2016 regarding Minimal Service Standards in the Health Sector, the standard for patient satisfaction is set at over 95%.⁷ If patient satisfaction is below 95%, healthcare services are deemed not to meet minimal standards or lack quality.

Outpatient care is a critical part of hospital services that significantly impacts the hospital's image. There are many factors influencing patient satisfaction levels in the quality of nursing care, including outpatient care as one of the healthcare delivery systems in hospitals. Healthcare service standards in outpatient care have been established by the Ministry of Health of Indonesia, where patient satisfaction is expected to reach over 90% for nursing services in hospitals provided by nurses, both in inpatient and outpatient settings. Therefore, research on patient satisfaction needs to balance between inpatient and outpatient settings, including evaluating patient satisfaction with the nursing care they receive. A study indicates that outpatient satisfaction is influenced by how well their expectations and needs are met through nursing care provided by nurses.⁸ Another study emphasizes that aspects such as the availability of nurses when needed, physical and psychological support, empathy, and the provision of health information have a significant impact on patient satisfaction.⁹

This research was conducted at Ali Sibroh Malisi Hospital in Jakarta, which is a Type C General Hospital. The hospital is strategically located in South Jakarta, and its outpatient department is one of the busiest sections. Initial data indicates an increase in the number of visitors to the outpatient department at Ali Sibroh Malisi Hospital. With the growing number of patients served, patient satisfaction has become a primary focus that is continuously evaluated. The objective of this study is to assess the level of patient satisfaction in the Outpatient Department so that the hospital can conduct evaluations and improve services according to patient needs.

Methods

The design of this study is a quantitative research using a descriptive survey approach. The population in this study consists of patients in the outpatient department in September 2023, totaling 3,112 patients. The sample size was determined using Slovin's formula, and the calculated sample size for this study is 97 patients. Instrument validity testing was conducted using 30 samples one week before the study. The independent variables measured in this study are tangible aspects, reliability, responsiveness, assurance, and empathy, and the dependent variable is patient satisfaction. The data for this research were obtained from primary sources collected through a questionnaire. The data analysis techniques in this research involved the following steps: (1) Data cleaning; (2) Exploratory data analysis; (3) Data organization; and (4) Statistical analysis.

Results

Table 1. Patient Satisfaction with Tangibles in Outpatient Care

Tangibles	Bad		Poor		Good		Excellent		Total	
	n	%	n	%	n	%	n	%	n	%
Cleanliness & tidiness of the hospital	1	1%	5	5%	30	31%	61	63%	97	100%
Cleanliness & tidiness of the waiting room	1	1%	5	5%	33	34%	58	60%	97	100%
The neatness of the nurse's appearance	2	2%	10	10%	27	28%	58	60%	97	100%
The neatness of the doctor's appearance	1	1%	10	10%	28	29%	58	60%	97	100%
The neatness of the registration officer's appearance	2	2%	10	10%	27	28%	58	60%	97	100%
Average	1,4	1%	8	8%	29	30%	58,6	60%	97	100%

Source: Primary Data, 2023

The first variable in measuring patient satisfaction is tangibles. In the research findings (i.e., [Table 1](#)), it was found that 1% rated it as bad, 8% as poor, 30% as good, and 60% as excellent.

Table 2. Patient Satisfaction with Reliability in Outpatient Care

Reliability	Bad		Poor		Good		Excellent		Total	
	n	%	n	%	n	%	n	%	n	%
Registration officer	2	2%	10	10%	30	31%	55	57%	97	100%
Nurse	1	1%	8	8%	33	34%	55	57%	97	100%
Doctor	2	2%	12	12%	29	30%	54	56%	97	100%
Pharmacist	1	1%	6	6%	30	31%	60	62%	97	100%
Average	1,5	2%	9	9%	30,5	31%	56	58%	97	100%

Source: Primary Data, 2023

The second variable in measuring patient satisfaction is reliability. According to the research findings (i.e., [Table 2](#)), 2% rated it as bad, 9% as poor, 31% as good, and 58% as excellent.

Patient Satisfaction with the Quality of Nursing Care
in the Outpatient Department of the Hospital

Table 3. Patient Satisfaction with Responsiveness in Outpatient Care

Responsiveness	Bad		Poor		Good		Excellent		Total	
	n	%	n	%	n	%	n	%	n	%
Registration officer	1	1%	6	6%	30	31%	60	62%	97	100%
Nurse	1	1%	6	6%	33	34%	57	59%	97	100%
Doctor	0	0%	2	2%	30	31%	65	67%	97	100%
Pharmacist	1	1%	6	6%	30	31%	60	62%	97	100%
Average	0,75	1%	5	5%	30,75	32%	60,5	62%	97	100%

Source: Primary Data, 2023

The third variable in measuring patient satisfaction is responsiveness. According to the research findings (i.e., [Table 3](#)), 1% rated it as bad, 5% as poor, 32% as good, and 62% as excellent.

Table 4. Patient Satisfaction with Assurance in Outpatient Care

Assurance	Bad		Poor		Good		Excellent		Total	
	n	%	n	%	n	%	n	%	n	%
Registration officer	1	1%	6	6%	30	31%	60	62%	97	100%
Nurse	1	1%	6	6%	33	34%	57	59%	97	100%
Doctor	0	0%	2	2%	30	31%	65	67%	97	100%
Pharmacist	1	1%	6	6%	30	31%	60	62%	97	100%
Average	0,75	1%	5	5%	30,75	32%	60,5	62%	97	100%

Source: Primary Data, 2023

The fourth variable in measuring patient satisfaction is assurance. According to the research findings (i.e., [Table 4](#)), 1% rated it as bad, 5% as poor, 32% as good, and 62% as excellent.

Table 5. Patient Satisfaction with Emphaty in Outpatient Care

Assurance	Bad		Poor		Good		Excellent		Total	
	n	%	n	%	n	%	n	%	n	%
Registration officer	2	2%	10	10%	30	31%	55	57%	97	100%
Nurse	1	1%	19	20%	26	27%	51	53%	97	100%
Doctor	1	1%	5	5%	34	35%	57	59%	97	100%
Pharmacist	1	1%	7	7%	28	29%	61	63%	97	100%
Average	1,25	1%	10,25	11%	29,5	30%	56	58%	97	100%

Source: Primary Data, 2023

The fifth variable in measuring patient satisfaction is empathy. According to the research findings (i.e., [Table 5](#)), 1% rated it as bad, 11% as poor, 30% as good, and 58% as excellent.

Discussion

Tangibles are crucial aspects that serve as a measure of healthcare services. Tangibles encompass tangible evidence such as physical facilities, equipment, and the appearance of staff. Patients use their sense of sight to assess service quality. Good tangibles can influence consumer perceptions and are a source that affects patient expectations as consumers.¹⁰ In this study, tangibles in outpatient services were assessed based on four aspects: 1) Cleanliness and tidiness of the hospital; 2) Cleanliness and tidiness of the waiting room; 3) The neatness of the nurse's appearance; 4) The neatness of

the doctor's appearance; and 5) The neatness of the registration officer's appearance. The study found that on average, patients are very satisfied with tangibles in outpatient care, at 60%. While this figure is quite good, it still needs improvement to meet the minimum service standard of 95%.

In the study conducted by Liu et al. (2023), hospitals across 30 provinces in China were categorized as satisfied based on the tangibles dimension, with a rate of 91.24%.¹¹ Research in Indonesia, specifically in Central Sulawesi Province, showed a result of 73.90%.¹² Comparing these findings with previous research on patient satisfaction in outpatient departments of hospitals in Indonesia, it can be concluded that the tangibles dimension in the outpatient department of Ali Sibroh Malisi Hospital still needs improvement.

Reliability refers to a company's ability to deliver services as promised, accurately and dependably.¹³ Performance should meet customer expectations, involving punctuality, consistent service for all customers without errors, sympathetic attitude, and high accuracy.¹⁴ This means delivering services correctly from the first instance (right the first time). Moreover, it signifies that the hospital fulfills its commitments, such as delivering services according to agreed schedules. In this context, hospitals are expected to provide dependable services, meaning their services must always be excellent.

Hospital staff must also be honest in resolving issues so that patients do not feel deceived.¹⁵ Additionally, hospitals need to keep their promises when committing to something with patients. It is important to emphasize that promises are not just words but commitments that must be honored. Therefore, schedules need to be meticulously planned. In this study, it was found that only 58% of patients are highly satisfied with the reliability of outpatient services, whereas if reliability is improved, patient loyalty to use outpatient services at Ali Sibroh Malisi Hospital would increase. This has been demonstrated by Nisa's research (2022) on factors related to patient loyalty, which found that respondents who rated reliability positively were more loyal compared to those who rated reliability poorly at the Outpatient Department of Jampang Kulon Regional General Hospital. The study results indicated that the majority of respondents (62.4%) who rated reliability positively also expressed loyalty towards the outpatient services at Jampang Kulon Regional General Hospital.¹⁶ Mahyardiani and Krisnatuti's study (2020) examining patient satisfaction and loyalty at Budi Kemuliaan Maternity Hospital also found that reliability significantly and positively influences patient loyalty.¹⁷

Patient satisfaction in general and specific aspects as well as patient experience are the main domains of responsiveness in healthcare systems.¹⁸ Responsiveness refers to the procedures and environmental conditions of service providers in delivering healthcare to patients.¹⁹ Measurement of responsiveness specifically focuses on patient experiences such as waiting times, quality of facilities, and communication with healthcare providers. All of these aspects help identify primary priorities in improving healthcare service quality. Patient satisfaction with responsiveness in this study averaged 62%, with even lower responsiveness ratings for nurses at only 59%. This also indicates that patient satisfaction with responsiveness in outpatient services is still very low.

From the research findings, the average patient satisfaction percentage for the assurance dimension was found to be 62%. In Table 4, we can see that patient satisfaction with assurance in outpatient services is 62% for registration officers, 59% for nurses, 67% for doctors, and 62% for pharmacists. These results are still far below the 95% standard for minimal service. This should be a concern for the hospital and prompt an evaluation. Assurance, where staff can instill trust in patients regarding all types of services provided, is crucial. If patient satisfaction with assurance remains low, it could have adverse effects on the outpatient department of Ali Sibroh Malisi Hospital. As found in the research by Herudiansyah et al. (2023), assurance has a significant positive influence on patient satisfaction.²⁰

Empathy involves the ability of personnel to engage in good communication and provide attention.²¹ In this study, the focus related to this dimension is on the behavior of service providers. When serving patients, the ethics of the staff is crucial because they directly communicate with patients or their families. Good behavior, politeness, courtesy, friendliness, and responsiveness will instill trust in patients towards the staff.²² Consequently, patients will follow the instructions and procedures provided by the staff. Thus, the behavior of staff significantly influences the enhancement of patient satisfaction. From the research findings, it was found that on average, patients who are highly satisfied with the empathy of staff in the outpatient services at Ali Sibroh Malisi Hospital amounted to 58%. This figure is still very low considering that empathy is one of the dimensions that influences patient satisfaction. In the study by Walsh et al. (2019), it was mentioned that 80.7% of patients felt happy and satisfied when doctors showed empathy.²³

Conclusion

Patient satisfaction regarding nursing care services rated as excellent in the Outpatient Department of Ali Sibroh Malisi Hospital, assessed across five dimensions—tangibles, reliability, responsiveness, assurance, and empathy—averages below 70%. This is significantly far from the minimum service standard set by the Ministry of Health, which is 95%. It is hoped that this research can serve as a reference for the hospital to evaluate nursing care services in the Outpatient Department of Ali Sibroh Malisi Hospital.

Conflict of Interest Declaration

There is no conflict of interest.

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Patient Satisfaction with the Quality of Nursing Care
in the Outpatient Department of the Hospital

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