



ANALYSIS OF PATIENT SATISFACTION WITH IMPORTANCE PERFORMANCE ANALYSIS AND CUSTOMER SATISFACTION INDEX (CASE STUDY: CITRA SUNDARI HOSPITAL)

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Abstract

Citra Sundari Hospital as the organizer of health efforts has the responsibility to provide health services to the entire community. Therefore, improving the quality of service is needed in an effort to attract patients to seek treatment at Citra Sundari Hospital. This research was conducted to determine the level of consumer satisfaction with hospital services and to find out what attributes are the main priority in improving service quality to improve service quality at Citra Sundari Hospital, by distributing closed questionnaires and calculating using the Importance Performance Analysis (IPA) method. and the Customer Satisfaction Index (CSI) method. From the calculation results of the Importance and Performance Analysis (IPA) method, the suitability level value is 100.43% and in the Cartesian diagram of 30 attributes there are 14 attributes that express service satisfaction at Citra Sundari Hospital, namely attribute numbers 1,3,4,6,7 , 10, 11, 12, 13, 18, 19 and 20. The results of the calculation of the Customer Satisfaction Index (CSI) method for Citra Sundari Hospital obtained a score of 92.17%, showing that Citra Sundari Hospital customers felt "Very Satisfied", so it could be said that the performance of Citra Sundari Hospital is very good and meets patient satisfaction with hospital services.

Keywords: *Hospital, Importance Performance Analysis (IPA), Cartesian Chart, Customer Satisfaction Index (CSI)*

1. INTRODUCTION

Hospital industry is a labor intensive, technology and capital. Nowadays, besides patient care, other services provided by Hospital including physical service and examination. In line with customer needs growth, hospital services have to be expanded, from inpatient to outpatient. Citra Sundari Hospital also has various services for public. Therefore, growing the hospital quality in all sectors becomes one of the business strategies should be focused by management.

In the other hand, business performance and customer satisfaction have to become unity. Performance is directly affecting to customer satisfaction. As the service quality increasing, patient satisfaction is growing too. In the end, hospital profit will be improving as well. These improvements should be applied in medical and non-medical aspects. For the non-medical, admission convenience and payment has to be focused, indeed.

Adequate facilities and good service quality affect customer satisfaction, specifically in services term. If customer is not satisfied with the quality of service, they will leave Citra Sundari Hospital and may not be interested to come again.



Based on the list of outpatients. in polyclinic, the average number of patients coming to the polyclinic per month tends to be less stable and requires further analysis so it is going to increase again in 2024. In this study, the author attempted to make improvements by analyzing factors that include patient satisfaction complaints about Citra Sundari Hospital services, especially related to the lack of responsiveness and friendliness of medical staff, accuracy of doctor's services, as well as other supporting factors including parking lots, and other facilities.

In here, author would like to measure the quality of service and analyze what are the most important priorities to improve the quality offered by Citra Sundari Hospital using IPA (Index Performance Analysis) and CSI (Customer Satisfaction Index). These methods are used to determine the level of consumer satisfaction with the quality of hospital services.

2. RESEARCH METHODS

Research Tools and Materials

This research is descriptive quantitatively. The study investigates by using primary data obtained from direct interview with the customer using questioner and secondary data to support the result and analysis.

This research conducted in May 2024 at Citra Sundari Hospital, specifically in Polyclinic.

Some steps applied in this study as below:

a. Questioner:

The data obtained are in the form of answers from consumers to the questions asked. The formation of a list of consumer satisfaction questions is carried out in 4 stages, namely:

1. Determining the questions (items) that will be used in the Questioner.
2. Choosing the form of the answer (response format).
3. Writing an introduction / introduction to the Questioner.
4. Determining the final content of the Questioner.

b. Scale Measurement Technique

The measurement process is a series of four main activities, namely:

1. Determining the dimensions of the research variables.
2. Formulating measurements for each dimension.
3. Determining the level of measurement to be used in the measurement
4. Testing the validation and reliability of the measuring instrument.

In this study, the measurement scale used was the Likert scale.

c. Sample

Data can be obtained from a population using census and sampling techniques or taking samples randomly.

d. Data Analysis Techniques

To collect more detailed data in conducting this research, the following methods are used:

1. Interview (Questioner)

Data obtained by asking for opinions from research objects, namely customers / consumers directly.

2. Literature Study

Data or information sourced from books, articles, papers, and others that discuss the same object of discussion.

e. Data Adequacy Test

Data adequacy test is conducted to determine the minimum amount of data (samples) that must be obtained to represent the entire population so that the results obtained are objective and can be accounted for.

f. Validity Test

The validity test is conducted using the construct validity method. Validity is used to see the relationship between the measurement results of a measuring instrument and the theoretical concept it has.

g. Reliability Test

Reliability is the level of reliability of the questionnaire. A reliable questionnaire is a questionnaire that, when tested repeatedly on the same group, will produce the same data. The reliability coefficient number ranges from 0.00 to 1.00. Questionnaire items are declared reliable if they provide an alpha value > 0.60 . The calculation results on the SPSS 16 software (in the appendix) can be seen in the Cronbach's Alpha value. If the reliability coefficient is > 0.6 , then the questionnaire is said to be reliable.

3. RESULTS AND DISCUSSION

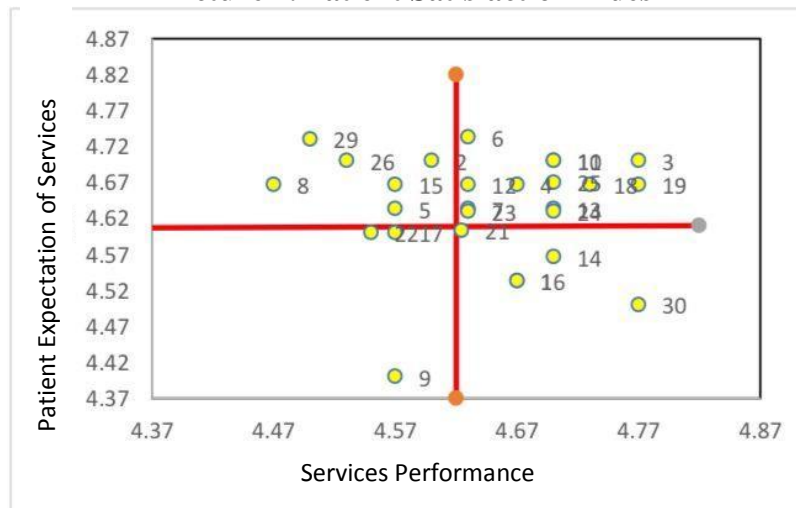
Calculation using Importance Performance Analysis (IPA)

Average score of performance (X) and (Y)

$X_i = 4.62$

$Y_i = 4.60$

Picture 1. Patient Satisfaction Index



In Picture 1, the description as below:

Quadrant A: As a very satisfied service level and satisfied performance

Quadrant B: As a satisfied service level and satisfied performance

Quadrant C: As a less satisfied service level and less satisfied performance

Quadrant D: As a very dissatisfied service level and very dissatisfied performance.

Calculation using Customer Satisfaction Index (CSI)

Weight Factor (WF) = 5.05

Weight Score = 22.89

Weight Total = 460.67

CSI = 92.13%



Table 1. Interpretasi Customer Satisfaction Index (CSI)

Index Number	Interpretation
80%-100%	Very Satisfied
70%-80%	Satisfied
60%-70%	Quite Satisfied
40%-50%	Not Satisfied
0%-40%	Very Not Satisfied

According to CSI calculation and Table 1, 92.13% patient “very satisfied” with Citra Sundari Hospital services.

4. CONCLUSION

Based on the results of the research conducted at Citra Sundari Hospital, the following conclusions were obtained:

1. The level of patient satisfaction with Citra Sundari Hospital services is 92.13%, meaning that patients feel "very satisfied" with the service performance of Citra Sundari Hospital.
2. To improve the quality of Citra Sundari Hospital services more optimally, Citra Sundari Hospital must immediately improve the attributes including:

Friendliness of medical personnel at Citra Sundari Hospital, Speed and accuracy of medical personnel during the administration process, Replacement of medical personnel at the same time so that there is no empty guard schedule, Attractive interior and exterior design of Citra Sundari Hospital, Cleanliness, neatness, and comfort of the Citra Sundari Hospital building, Sufficient number of seats in the waiting room, Appropriate medical costs.

Based on the results of the processing and analysis that have been carried out, the researcher can put forward several suggestions that are expected to be useful for Citra Sundari Hospital or the parties concerned in this case. The suggestions that can be submitted are as follows:

1. The implementation of improvement efforts must be monitored and evaluated so that customer satisfaction is truly met.
2. Maintaining attributes that are considered to have satisfied consumers so that Citra Sundari Hospital will focus more on improving services that are considered lacking.
3. It is necessary to hold or include officers in training according to their profession to improve the ability and skills of health services that have an impact on improving the responsiveness of services to patients.
4. For further research, it is possible to use or add research methods or attributes through the development of the Importance Performance Analysis and Customer Satisfaction Index methods.



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