

The Influence of Hospital Facilities and Services on Patient Satisfaction with Hospital Image as an Intervening Variable at Haji Abdul Manan Simatupang General Hospital

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Abstract. *The number of complaints from patients who are being treated at the hospital has become evidence that the management of the service system has not paid enough attention to it. So it is necessary to examine in depth the causes of these problems. That is what underlies the researcher wants to find out whether hospital facilities and services have an effect on patient satisfaction with hospital image as an intervening variable at the Haji Abdul Manan Regional General Hospital. This type of research uses causal research which aims to test hypotheses on a causal relationship between one variable and another. The study sample consisted of 315 patients. The results of the study show that hospital facilities have a significant influence on patient satisfaction. Because with the appropriate facilities, patients will feel comfortable visiting the hospital. Likewise, hospital services also have a very large influence on the level of patient satisfaction. With good and comfortable service. Then the patient will get calm and will speed up the healing process for the patient. So it was concluded that quality and service greatly influence patient satisfaction at Umun Regional Haji Abdul Manan Simatupang Hospital.*

Keywords: *Facilities, Hospital Services, Patient Satisfaction, Hospital Image*

INTRODUCTION

In general, the dimensions of satisfaction can be divided into two types, namely satisfaction which refers to the application of a code of ethics and professional service standards and satisfaction which refers to the application of all health service requirements. The following factors that are considered important in being able to provide satisfaction to patients are the facilities owned by the hospital. A health facility or health service facility is a tool or place used to carry out health service efforts, both in terms of promotive, preventive, curative, and also rehabilitative carried out by the central government, local government or the community. Afzal's research results (2014) state that facilities have a significant effect on customer satisfaction. The results of Napitupulu's research (2018) state that facilities have a significant effect on consumer satisfaction. The results of Ilyas' research (2022) state that

facilities have a significant effect on customer satisfaction. The results of Liu's research (2018) stated that the factors considered, after initial disease perception, varied in the four stages of health service utilization: initial visit, diagnosis, treatment, and continuation of treatment.

Furthermore, patient satisfaction is also influenced by service quality factors obtained by the patient himself. Service quality will affect consumers in assessing service if the quality of service is given well then this will result in good customer satisfaction as well. If the service perceived by the customer matches or even exceeds customer expectations, then the service is considered to be of high quality and satisfactory. The results of Asnawi's research (2018) state that the quality of services provided by hospitals has a significant influence on patient satisfaction and loyalty. The results of Alomari's research (2022) state that service quality has a significant effect on patient satisfaction. The results of Kaban's research (2022) state that service quality has a significant effect on patient satisfaction.

Various complaints that are often conveyed, such as uncertainty about the presence of specialist doctors. This has an impact on patients and families who want to be sure of the disease they are experiencing and the certainty of treatment that must be carried out. This condition certainly makes patients not serve optimally. The next complaint is hospital facilities such as inpatient rooms that are not equipped with air conditioning and toilets that are not properly maintained. Currently, many patients complain of room heat during the day and night. Not only is this ward for adults, the conditions for children under five are the same. Of course this is uncomfortable with the facilities at the Haji Abdul Manan Simatupang Hospital. Furthermore, complaints or complaints from patients with hospital culture, namely the attitude of employees who lack empathy for patients. Based on the background description of the problem above, the researcher was motivated to conduct a study entitled *The Influence of Facilities and Quality of Hospital Services on Patient Satisfaction with Hospital Image as an Intervening Variable at the Umun Regional Hospital of Haji Abdul Manan Simatupang*.

LITERATURE REVIEW

Facilities

Facilities are no less important so that services can be delivered properly by the hospital, namely the existence of facilities to support health services. The existence of facilities such as suggestion and complaint boxes will assist hospitals in obtaining information about what things the customer (patient) wants and needs to make it easier for the customer (patient) to convey what is dissatisfaction with in obtaining services. Improving hospital facilities and infrastructure also needs to be done to prevent the emergence of obstacles in the provision of

quality health services (Saputra, 2018; Siahaan et al., 2021; Purba et al., 2019; Amin et al., 2021).

Facilities are equipment or supplies and physical resources that must exist before a service can be provided to customers. Facilities can be anything that supports convenience to facilitate its customers and provide maximum individual satisfaction (Yesinda, 2018; Purba et al., 2019). According to Kotler & Armstrong (2013) Facilities are everything that is physical equipment and is provided by service sellers to support consumer convenience. Then according to (Tjiptono, 2014; Syafrizal et al., 2022; Amal et al., 2022) Facilities are physical resources that must exist before something is offered to consumers. Therefore work facilities are work supporting infrastructure for employees to carry out / complete the work given, work facilities will have a positive impact on the work process of a company if the facilities provided are adequate.

According to Tjiptono (2016) the design and layout of service facilities is closely related to the formation of customer perceptions. A number of types of services, perceptions formed from interactions between customers and facilities affect the quality of these services in the eyes of customers. Based on Minister of Health Regulation No. 6 of 2013 health service facilities are divided into three, namely, a) First level health facilities are types of health service facilities that serve and carry out basic health services. b) Second-level health facilities are types of health service facilities that serve and provide basic health services and specialist health services c) Third-level health facilities are types of health services that serve and carry out basic health services, specialist health services, and sub-specialist health services.

Facilities are very important in the service business, therefore existing facilities, namely the condition of the facilities, completeness, interior and exterior design and cleanliness of facilities must be considered, especially those that are closely related to what consumers feel directly. The facilities really support the business being carried out. Facilities are physical resources that must exist before services are offered to consumers. Facilities are something that is very important in the service business, therefore the existing facilities, namely the condition of the facilities, the completeness of the interior and exterior designs and the cleanliness of the facilities must be considered, especially those that are closely related to what consumers feel directly. According to (Tjiptono, 2016; Ade galih et al., 2018) facility indicators, namely: 1) Spatial considerations/planning; 2) Space planning; 3) Equipment/furniture; 4) Lighting; 5) Color; and 6) Supporting elements.

Service quality

For companies engaged in trading companies are required to be able to provide excellent service quality to customers. This is because the quality of service is a reflection of the extent to which the company has created a positive image in the minds of customers. According to Tjiptono (2016) quality of service is realized through fulfilling the needs and desires of customers and the provision of delivery in balancing or exceeding customer expectations. Meanwhile, according to Kotler and Keller (2016) Services are all actions or performances that can be offered by one party to another which are essentially intangible and do not result in any ownership, the production may or may not be related to a physical product.

According to Tjiptono (2013), employee attitudes and services are crucial elements that have a significant influence on the quality of services produced and perceived by customers. Then according to Kotler and Keller (2016), service quality is the key to creating value and customer satisfaction. Based on the theory above, it can be concluded that the importance of service quality is the key to creating value and customer satisfaction, and employee attitudes and services can have a significant effect on the quality of services produced, one way is to create customer satisfaction through improving the quality of services produced. and what customers expect.

To measure the service quality of a service, it can be seen from the dimensions of service quality, as follows (Tjiptono, 2016) 1) Physical evidence: Appearance of physical facilities, equipment, personnel, and communication materials; 2) Reliability: The ability to provide promised services accurately and reliably; 3) Responsiveness: Willingness to help customers and deliver services in a timely manner; 4) Competence: Mastery of skills and knowledge needed to be able to provide the services required by customers; 5) Courtesy: Politeness, respect, concern and friendliness of frontline staff; 6) Credibility: Being honest and trustworthy; 7) Security: Free from danger, risk or doubt; 8) Access: Ease of being contacted and found; 9) Communication: Provide information to customers in a language they can understand and always listen to their suggestions and complaints; 10) Ability to understand customers: Strives to understand customers and their needs.

Hospital Image

Image is a collection of beliefs, impressions, and memories that a person has of an object. A person's attitude and actions towards an object are largely determined by the image of the object. Corporate image is also a public perception of the company or company products (Kotler & Armstrong, 2016). Image is formed based on knowledge and information received by a person, or it can be said that the image of an object originates from a person's knowledge

and attitude towards the object while the knowledge and attitude are influenced by the information received.

The role of image is also very influential on the success of the activities of an institution such as a hospital. A positive image of the company will help the company progress in the current competitive conditions. Furthermore (Schiffman & Leslie, 2008), brand image is a perception that lasts a long time, is formed through experience, and is relatively consistent. Therefore, consumer attitudes and actions towards a brand image are one of the important elements that encourage consumers to buy a product.

According to Kotler & Armstrong (2012), brand image is a perception and belief held by consumers, as reflected in the associations that occur in consumer memory. A strong brand image can provide a major advantage for banks, one of which can create a competitive advantage. Brand image is the consumer's perception of the brand of a product which is formed from the information that the consumer obtains through the experience of using the product. Based on this understanding, it shows that a brand will be strong if it is based on experience and gets a lot of information.

Patient Satisfaction

A company must continuously adjust its strategy to reflect rapidly changing consumer preferences because it must satisfy customer desires at all times (Tjhin, 2023; Fitri & Purba, 2023). Because pricing and expectations must be appropriate to produce customer satisfaction, buyers will perceive the satisfaction they receive as expected and in accordance with the price they paid to obtain it (Permana, 2020). Therefore customer satisfaction is the main goal of business. Increasing customer satisfaction will benefit businesses in a number of ways, including the development of good working relationships, the occurrence of repeat business, and even the recommendation of positive experiences to close family members (Srisattayakul, 2022; Wahidah et al., 2023).

Patients will feel satisfied if the performance of the health services they receive equals or exceeds their expectations and vice versa, patient dissatisfaction and disappointment will arise if the performance of the health services they receive is not what they expected. Satisfaction is someone's feeling of pleasure or disappointment that arises after comparing the performance (results), the product that is thought of against the expected performance (Kotler, 2011). Understanding patient needs and wants is an important thing that affects patient satisfaction, satisfied patients are a very valuable asset because if patients are satisfied they will continue to use the services of their choice, but if they feel dissatisfied they will be twice as habitual to other people about bad experience.

Patient satisfaction is the output of health services and a change in the health service system that you want to make is impossible to be right on target and successful without measuring patient satisfaction. Since the results of measuring patient satisfaction will be used as a basis for supporting changes in the health care system, the tools used to measure patient satisfaction must be reliable and trustworthy. Measuring patient satisfaction in health service facilities is not easy, because health services do not experience all the treatment experienced by ordinary markets. In health care, the economic options are not clear. It is impossible or difficult for patients to know whether the health services they are getting are optimal or not. If health care facilities are considered as producers of a health service, a series of structures and processes will be found. Inside the structure there are buildings, equipment, drugs, health care professions, procedures, policies, organizations and others. While the process will concern the administration of the health service itself. The output will produce something for the benefit of the patient and provider of the health service.

RESEARCH METHOD

This type of research uses causal research which aims to test hypotheses on a causal relationship between one variable and another (Sugiyono, 2016). Then determine the implications for confirmation of theoretical and empirical models built from facilities, organizational culture, service quality, hospital image and patient satisfaction. This research model is expected to create benefits for the Haji Abdul Manan Simatupang Regional General Hospital in Asahan District to identify and increase patient satisfaction. This research is also expected to help the management of the Umun Regional Hospital Haji Abdul Manan Simatupang, Kisaran, Kab Asahan to understand the importance of patient satisfaction with the aim of Umun Regional Hospital, Haji Abdul Manan Simatupang, Kisaran, Kab Asahan and to develop knowledge and provide solutions in practice. The location of this research was carried out at the Umun Regional Hospital Haji Abdul Manan Simatupang.

The research population is the entire research subject or the total number of units of analysis whose characteristics will be estimated. Based on this understanding, the population in this study were all patients at the Haji Abdul Manan Simatupang General Hospital. While the sample in this study the researchers determined as many as 315 patients as samples in this study.

RESULT AND DISCUSSION

Effect of Facility on Hospital Image

According to the government regulation of the Republic of Indonesia Number 47 of 2016 concerning health service facilities (Ministry of Health, 2016), a health facility or health service facility is a tool or place that is used to carry out health service efforts, both in terms of promotive, preventive, curative and also rehabilitative carried out by the central government, regional government or the community. In running a company, attention is paid to facilities to support the course of all activities or activities to be carried out and also everything that makes it easier for consumers to use company services, so all existing facilities, namely conditions, completeness, and cleanliness of facilities need to be considered. Facilities in service companies must always be considered, especially those that are very closely related to what is felt by consumers.

Existing facilities will be the basis for consumer assessment after using these services. Perceptions obtained from customer interactions with facilities affect service quality in the eyes of customers (Tjiptono 2012). Because services are performance that cannot be felt like goods, consumers will tend to pay attention to facts related to services as evidence of quality. Facilities are the provision of physical equipment to provide convenience to guests in carrying out their activities (Li, 2023; Hanifah & Purba, 2021). So that these needs can be met. Facilities are also interpreted as infrastructure facilities available in companies, offices and are intended to provide maximum service, so that consumers or customers feel comfortable. Facilities are also the main supporting factor in the activities of a product or service (Hasanah, 2020). The results of the study (Dian Ariesta, 2020) state that falsity has a significant effect on brand image. The results of this study show that good facilities can also encourage a consumer to visit again in the future.

The results of Nicholas' research (2022) state that it shows that facilities have a significant effect on the image of the institution. The results of this study confirm that good facilities are able to reduce negative perceptions of the service that will be obtained by a consumer. So it is very important for institutions to continue to pay attention and ensure that the existing facilities are in very good condition. The results of Gaddafi's research (2022) state that explanatory facilities have a significant effect on customer loyalty, service quality has a significant effect on customer loyalty and trust also has a significant effect on customer loyalty. The limitations of this study include that there are many other independent variations that affect customer loyalty that are not explained in this study, besides that this research may not be able

to be forwarded to other destinations and regions so that the distribution of this questionnaire becomes less. can't really represent all the choices of asian tourists.

H1: Facilities have a significant effect on the image of the hospital

The Effect of Service Quality on Hospital Image

Quality Service Quality has an important role in creating customer satisfaction. The customer's perception of the company's Service Quality is good or not depends on the suitability and the desire for the Service Quality it gets. Service provider companies, the quality of services provided becomes a measure of customer satisfaction. If the perceived quality of service quality is smaller than expected, the customer will feel disappointed and dissatisfied and even have other negative impacts on the company. Amelia's research results (2018) state that service quality has a significant effect on brand image. The results of Fadli's research (2022) state that service quality is an important key in improving institutional branding. The results of the study state that service quality has a significant effect on corporate image.

H3: Service quality has a significant effect on the image of the hospital

Effect of Facilities on Patient Satisfaction

Facilities are additional needs for consumers, in addition to price and service quality. If the shop provides adequate facilities, it will make customers feel comfortable and increase consumer satisfaction when visiting (Nanda, 2011). Facilities are economic activities offered by companies to customers whose goal is to provide satisfaction to customers. If producers want to survive in the market, they must provide good facilities. According to Tjiptono (2013), facilities can also be anything that makes it easier for consumers to obtain satisfaction. Because a form of service cannot be seen, cannot be smelled and cannot be touched, the aspect of physical form is important as a measure of service. Consumers who want to seek comfort during the process of waiting for the implementation of services will feel more comfortable if the facilities used by customers are made comfortable and attractive (Baker, 2001). So that this facility has a positive and significant effect on customer satisfaction.

Consumers who use a product or service can use or enjoy the facilities provided by the product or service provider (Kironji, 2019). In this study, health facilities have a number of facilities that are used as a benchmark or consumer assessment of these health facilities, including the completeness of treatment facilities, ambulance services for referred patients, inpatient rooms for inpatients, doctor practices, and other facilities (Maizlin, 2020). Afzal's research results (2014) state that facilities have a significant effect on customer satisfaction. The results of Napitupulu's research (2018) state that facilities have a significant effect on

consumer satisfaction. The results of Ilyas' research (2022) state that facilities have a significant effect on customer satisfaction.

The results of Liu's research (2018) stated that the factors considered, after initial disease perception, varied in the four stages of health service utilization: initial visit, diagnosis, treatment, and continuation of treatment. Factors considered per stage differed significantly between rural and urban respondents, but less between the general population and the chronically ill. In addition, rural respondents perceive urban puskesmas as default and prefer to continue primary care, but access higher levels when needed. Urban respondents choose higher rates by default and rarely switch to primary care.

The results of Manzoor's research (2019) state that physician behavior significantly moderates the effect of health services on patient satisfaction. Overall opinion about the level of patient satisfaction with the availability of health services at the hospital is good. Satisfaction levels are satisfactory with respect to laboratory and diagnostic care, preventive health care, and prenatal care services. Based on the results, the study confirms that the proposed hypothesis is statistically significant. The results of Chambers' research (2020) state that hospital facilities are the main choice for patients in determining which hospital to choose.

H4: Facilities have a significant effect on patient satisfaction

Effect of Service Quality on Satisfaction

Service quality is indeed very closely related to customer expectations, where these expectations must be in accordance with what is perceived by customers, but organizational performance and activities are also one of the things that can influence profit making, to make customers loyal and accept what is offered so that they feel satisfied. Customers will feel safe and guaranteed satisfaction, when in direct physical contact with the service provider. This can have an impact on customer loyalty because they feel suitable to work together.

Service or service is any action or performance that can be offered by one party to another which is essentially intangible and does not result in any ownership. Services can be associated with physical products, but they can also be unrelated. According to Kotler and Keller (2016) basically the goal of a business is to create satisfied customers. The basic concept of a service or the quality of a product can be defined as fulfillment that can exceed what the customer wants or expects. Production can be linked or not linked to one physical product.

Service is the behavior of producers in order to meet the needs and desires of customers in order to achieve customer satisfaction. Kotler also said that this behavior can occur during, before and after the transaction. In general, high quality service will result in high satisfaction and more frequent repeat purchases. Service quality can be identified by comparing customer

perceptions of the service they actually receive with the service they actually expect/want for the service attributes of a company. If the service received or perceived is as expected, then the quality of service is perceived as good and satisfactory, if the service received exceeds customer expectations, then the quality of service is perceived as very good and of high quality. Conversely, if the service received is lower than expected, then the quality of service perceived badly (Tjiptono, 2011; Ampera et al., 2020).

Service quality will affect consumers in assessing service if the quality of service is given well then this will result in good customer satisfaction as well. If the service perceived by the customer matches or even exceeds customer expectations, then the service is considered to be of high quality and satisfactory. The results of Asnawi's research (2018) state that the quality of services provided by hospitals has a significant influence on patient satisfaction and loyalty. The results of Alomari's research (2022) state that service quality has a significant effect on patient satisfaction. The results of Kaban's research (2022) state that service quality has a significant effect on patient satisfaction.

H6: Service quality has a significant effect on patient satisfaction

The Effect of Hospital Image on Patient Satisfaction

For the Company, image is the goal, reputation and success to be achieved because corporate image is the quality that will differentiate the company from its competitors. A positive assessment and sustainability of a company's existence in the public eye is provided by a strong corporate image, which is the most important asset because it will have an impact on the continuity of the company and is a powerful tool to attract customers to choose the company. products and services. A good corporate image is an asset for most companies, because image can have an impact on perceptions of value, quality, and satisfaction. The role of image is also very influential on the success of the activities of an institution such as a hospital. A positive image of the company will help the company progress in the current competitive conditions. The results of research by Wu (2011) state that brand image has a significant effect on patient satisfaction. The results of Yulisetiari's research (2023) state that hospital image has no effect on patient satisfaction. The results of Abbas's research (2021) state that brand image has a significant effect on consumer satisfaction. The results of Yasa's research (2021) state that brand image has an important meaning in increasing consumer satisfaction.

H7: Hospital image has a significant effect on patient satisfaction

The Influence of Facilities on Patient Satisfaction Through Hospital Image

Facilities are facilities and infrastructure available within the company that aim to provide maximum service so that consumers feel satisfied and comfortable. In service companies, facilities have an important role because they are directly related to consumers, these facilities include interior and exterior design and cleanliness on matters that are closely related to what consumers will feel directly and later good facilities will be closely related to service quality in consumer's eye. Therefore, facilities are one of the supporting factors in the company's operational activities to facilitate company performance.

The results of Dian Ariesta's research, (2020) state that facilities have a significant effect on consumer satisfaction through brand image. The results of Suleman's research (2020) state that facilities are important in shaping consumer satisfaction through brand image. Anastassova's research results (2015) state that brand image has a significant influence in mediating tourist facilities on tourist loyalty. Furthermore, Weia (2020) states that brand image is basically not the beliefs of tourists about their perceptions of tourist destinations. Where when these tourist facilities are considered proper and complete, this makes tourists have the main preference of the tourist destination they choose.

H8: Facilities have a significant effect on patient satisfaction through hospital image

The Effect of Service Quality on Patient Satisfaction Through Hospital Image

The occurrence of competition in an effort to seize the market to increase sales brings a positive change in the business world because they compete in providing the best service for every customer. It changed the perception of many people who initially adhered to a product and sales philosophy to a marketing philosophy. In the marketing process, service quality is very crucial because it is the dominant factor in creating a sense of satisfaction or dissatisfaction with customers. It is imperative for companies to do the best quality of Service Quality in order to survive and remain a customer's trust. The creation of customer satisfaction can provide benefits including the relationship between the company and the customer to be harmonious, the customer will make repeat purchases to create customer loyalty, and form a word of mouth recommendation that benefits the company.

Service is something that cannot be created suddenly but must be formed slowly. Service refers to consumers who hold tightly a unique memory in their memory of a product or service. Satisfied consumers will benefit the company. Therefore, creating quality service is the company's goal in order to create customer satisfaction. Thus there is a link in which service can be used as a measure of the level of customer satisfaction.

Service quality is closely related to the perception received by customers. The customer's perception is not far from the difference between reality and the customer's expectations for the quality of service they get. So it can be said, if the reality is more than expected, then the service can be said to be of good quality. Meanwhile, if the reality is less than expected, then the service can be said to be of poor quality. If the reality is the same as the expectation, the service is said to be satisfactory. The results of Kironji's research (2019) state that brand image is a variable that is considered capable of mediating service quality on consumer satisfaction. The results of Istiatin's research (2021) state that facilities have a significant influence on consumer satisfaction through company image.

H10: Service quality has a significant effect on patient satisfaction through hospital image.

CONCLUSION

In accordance with the research findings above. So the results of the study showed that hospital facilities had a significant influence on patient satisfaction. Because the facilities are in accordance with the standards of public hospitals, patients will feel comfortable visiting the hospital. Likewise, hospital services also have a very large influence on the level of patient satisfaction. With good and comfortable service. Then the patient will get calm and will speed up the healing process for the patient. So it was concluded that quality and service greatly influence patient satisfaction at Umun Regional Haji Abdul Manan Simatupang Hospital.

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