

## Patient Satisfaction Analysis Using Methods Importance Performance Analysis and Customer Satisfaction Index in Hospital Dr. Pirngadi Medan

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### Abstract

This research was conducted to determine the level of consumer satisfaction with the services of Regional General Hospital and to find out what attributes were the main priorities in improving service quality to improve service quality in Dr. Pirngadi Regional General Hospital, by distributing closed questionnaires and calculating using the Importance Performance Analysis (IPA) method and the Customer Satisfaction Index (CSI) methods. From the calculation results of the Importance Performance Analysis (IPA) method, it had a conformity level value of 60.653% and in the Cartesian Chart of the 20 attributes, 8 attributes required repairing and improvement, namely attributes number 2, 6, 8, 9, 10, 11, 18 and 20. The calculation results of the Customer Satisfaction Index (CSI) method of Dr.Pirngadi Regional General Hospital Medan gained a score of 39.03% indicating that the customers of Dr.Pirngadi Regional General Hospital Medan who had felt "unsatisfied", so it could be said that the performance of Dr.Pirngadi Regional General Hospital Medan should be more improve the quality of service, especially on attributes which service values were less than satisfactory and could maintain or improve attributes that were very important and very satisfying to increase satisfaction with the services of Dr.Pirngadi Regional General Hospital Medan.

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

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## INTRODUCTION

The hospital industry is characterized as labor-intensive, technology-intensive, and capital-intensive. Today, the services provided by hospitals go beyond treating the sick; They also include body care and routine check-ups (Latief et al., 2019; Yunita et al., 2023). With the increasing demand of the public, the variety of services offered by hospitals has become increasingly diverse, ranging from inpatients to outpatient units (B et al., 2023; Nugraha, 2022). Dr. Pirngadi Hospital in Medan is an example of a hospital that provides various services to meet the needs of the community.

Comprehensive quality improvement in hospitals is a key business strategy that focuses on meeting the needs and desires of patients (PasaribuH & Tarigan, 2022; Tobing et al., 2022). This involves ensuring that hospital services meet or exceed patient expectations, which in turn leads to higher levels of satisfaction. On the other hand, hospital performance and customer satisfaction are closely related (Mustika, 2009; Pasaribu & Nasution, 2021). Hospital performance, including the quality of care, speed of service, and comfort provided, directly affects the level of consumer satisfaction (Nurhidayati & Ramadhani, 2022; Sihombing et al., 2020; Silalahi et al., 2021). The ability of hospitals to provide high-quality services is crucial in maintaining and improving patient satisfaction. Therefore, improving hospital performance is essential to achieve higher levels of customer satisfaction, which is critical to the hospital's reputation and success in a highly competitive industry (Lubis & Leily, 2007; Ryan Elanda Yunita Harahap, 2016; Tanjung et al., 2018).

Improving service quality directly leads to increased patient satisfaction, which ultimately increases hospital profits (Jatikusuma & Hartono, 2023; Rahman, 2022; Siregar et al., 2023). While improving the quality of medical services is essential, it is equally important to focus on improving non-medical services, such as streamlining the registration process and simplifying payment transactions after procedures. These factors significantly contribute to the overall patient experience (Fatimah et al., 2022; Febrina, 2023; Tanjung et al., 2018).

Adequate facilities and high-quality services are very important in influencing consumer satisfaction at Dr. Pirngadi Hospital. When patients are satisfied with the quality of services, hospital environment, and available facilities, they are more likely to return and recommend the hospital to others (Sakinah & Tobing, 2023; Suryanto et al., 2022). However, if consumers are not satisfied with any aspect of the service, such as the enrollment process, facilities, or even promotional offers, they may decide to seek care elsewhere, which can negatively impact the hospital's reputation and patient retention.

To address these concerns, it is important for the management of Dr. Pirngadi Hospital to collect feedback from patients as valuable input for continuous improvement. By understanding patient expectations and addressing areas of concern, hospitals can ensure that their services, physical infrastructure, and promotional strategies align with what consumers expect, leading to higher satisfaction and long-term success.

The average number of outpatient arrivals at each polyclinic per month in 2020 decreased. This study found an increase in the level of complaints regarding patient satisfaction with services at Dr. Pirngadi Hospital. Common complaints include a lack of responsiveness and friendliness of medical staff, delayed appointments, poorly maintained room facilities, lack of hygiene, unorganized parking at inadequate rates, and additional fees for public restrooms.

This study aims to assess the quality of service and identify improvement priorities at Dr. Pirngadi Hospital. Using the Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI) methods, the authors evaluated the level of patient satisfaction and highlighted the service attributes that required immediate attention. The findings of this analysis will provide important insights to improve the quality of hospital services.

Based on the background described above, the main problems that will be discussed in this study can be formulated as follows:

First, **what is the level of customer satisfaction with the services provided by Dr. Pirngadi Hospital?** This question aims to evaluate how satisfied patients or visitors are with various aspects of the services they receive, including the quality of care, speed of service, comfort of the facility, and interaction with medical and non-medical staff. This evaluation is critical to

understanding the extent to which the hospital is meeting patient expectations and needs, as well as identifying areas that may need further improvement.

Second, **what are the attributes that are the top priorities in improving service quality to increase customer satisfaction at Dr. Pirngadi Hospital?** This question seeks to identify certain elements or aspects of hospital services that have the greatest impact on patient satisfaction. These factors can include wait times, quality of medical services, cleanliness, convenience of the facility, and professionalism and attitude of the staff. By identifying these key attributes, hospitals can focus on the areas that are most important for improvement, ultimately improving service quality and patient satisfaction.

Addressing these issues is critical to helping Dr. Pirngadi Hospital develop targeted strategies to improve services, meet patient needs, and improve the hospital's reputation in the community.

## **RESEARCH METHOD**

This research was conducted at RSUD Dr. Pirngadi Medan, located at Jl. Prof. HM. Yamin SH No. 47, Perintis, Kec. Medan Timur, Medan City. The study employed a field research approach by gathering the necessary data to address issues related to the identification of services provided to hospital consumers.

Primary data was obtained through questionnaires distributed to hospital visitors. The data processing methods included the Test for Data Sufficiency, Validity Test, Reliability Test, Importance Performance Analysis (IPA), and Customer Satisfaction Index (CSI). These methods were utilized to evaluate consumer satisfaction and identify critical areas for service quality improvement, ensuring a thorough analysis of hospital services from the customers' perspective.

## **RESULTS AND DISCUSSION**

Accuracy ( $\alpha$ ) 10% = 0,1 ;  $\alpha/2 = 0,05$  ;  $Z_{\alpha/2} = 1,645$  with the following formula calculation:

$$n = p(1 - p) \left( \frac{Z_{\alpha/2}}{SE} \right)^2$$

Because the magnitude of the sample proportion  $p$  is unknown, and  $p(1 - p)$  is also unknown, this test cannot be carried out. But the  $p$  value is always between 0 to 1 with a maximum  $p$  value, then:

$$f(p) = p - p^2$$

$$\frac{df(p)}{dp} = 1 - 2p$$

$$\frac{df(p)}{dp} \text{ maksimal jika } \frac{df(p)}{dp} = 0$$

$$0 = 1 - 2p$$

$$-1 = -2p$$

$$p = 0,5$$

The maximum value of  $f(p)$  is  $p(1 - p) = 0.5(1 - 0.5) = 0.25$ , so the sample size if it contains a confidence level of 90% and error What happens is no more than 10% are:

$$n = p(1 - p) \left( \frac{Z_{\alpha/2}}{SE} \right)^2$$

$$n = 0,5(1 - 0,5) \left( \frac{1,645}{0,1} \right)^2$$

$$n = 67,65 \approx 68 \text{ responden}$$

So the minimum number of samples required is 68 respondents. And for this study using 70 respondents. (70 respondents = 68 respondents the data is sufficient).

### Validity Test

**Table 1 Attribute Validity Test Results**

No.	Attribute	$r_{count}$		$r_{table}$	Status
		Interests	Satisfaction		
1	Responsiveness of medical personnel in hospital	0.411	0.648	0.235	Valid
2	Hospitality of medical personnel in hospital	0.383	0.540	0.235	Valid
3	Medical personnel provide various service as promised	0.516	0.733	0.235	Valid
4	Seriousness of medical personell in providing service	0.538	0.393	0.235	Valid
5	Readiness of medical personell anytime if needed	0.805	0.648	0.235	Valid
6	Speed and accuracy of medical personell during the administrative process	0.848	0.540	0.235	Valid
7	Availability of various service as promised	0.702	0.347	0.235	Valid
8	Change of medical personnel at the same time so that there is no vacancy in the maintenance schedule	0.805	0.417	0.235	Valid
9	Arrangement attractive interior and exterior of hospital	0.848	0.499	0.235	Valid
10	Cleanliness, neatness, and comfort of the building	0.698	0.380	0.235	Valid
11	The number of seats in theroom is waitingsufficient	0.603	0.635	0.235	Valid
12	Completeness of furniture and tools used by medical personnel	0.589	0.573	0.235	Valid
13	Parking lot tor/car inhospital a spacious	0.516	0.518	0.235	Valid
14	Motorcycle/car parking inhospital a tidy	0.603	0.553	0.235	Valid
15	Motorcycle/car parking inhospital a safe	0.695	0.649	0.235	Valid
16	Motorcycle/car guards who always guard	0.702	0.649	0.235	Valid
17	administrative registration fee Appropriate	0.774	0.848	0.235	Valid
18	Appropriate medical fee	0.473	0.552	0.235	Valid
19	Appropriate parking fee	0.702	0.332	0.235	Valid
20	Public toilet usage fee	0.805	0.432	0.235	Valid

In the results of the validity test using 70 questionnaires using *SPSS 16.0 software for windows*. It can be seen that rcount is greater than rtable, it can be concluded that the questions in the questionnaire are valid.

### Reliability Test

Table 2 Cronbach's Alpha on the reliability test of the significance score

Reliability Statistics	
Cronbach's Alpha	N of Items
.921	20

Table 3 Cronbach's Alpha on the reliability test of the satisfaction score

Reliability Statistics	
Cronbach's Alpha	N of Items
.835	20

The results of the calculation of the reliability test are declared reliable because the value *Cronbach's Alpha* > 0.6. This proves that the attributes questioned in the questionnaire are reliable, meaning that the attributes on the questionnaire that have been distributed can show the stability of the observations when measured using these attributes. So no matter how many times the question attributes in the questionnaire are asked to different respondents, the results will not be far from the average respondent's answers for these attributes.

### Importance Performance Analysis (IPA)

In this method *Importance Performance Analysis* (IPA), then the next calculation is carried out, namely the calculation of the value of the level of importance / expectations and the level of customer / consumer satisfaction at RSUD Dr. Pirngadi. Then calculate the average level of satisfaction ( $\bar{X}$ ) and the average level of importance ( $\bar{Y}$ ) and then the results will be mapped into a Cartesian Chart.

### Conformity Level

level of conformity is the result of the comparison of the company's performance score with the company's interest score. Where the level of conformity is used to determine the order of priority for the improvement of the measured performance factors. The level of conformity is calculated which will later determine whether the company takes action or maintains its service attributes, besides that the level of conformity also determines which attributes are priorities for the improvement of the factors that affect consumers.

**Table 4. Table of Conformity Level**

No	Attribute	Total Score		Conformity
		Importance	Satisfaction	
1	Responsiveness of medical personnel in hospital	310	217	70.00%
2	Hospitality of medical personnel in hospital	298	163	54.69%
3	Medical personnel provide various service as promised	301	214	71.09%
4	Seriousness of medical personell in providing service	331	239	72.20%
5	Readiness of medical personell anytime if needed	341	217	63.63%
6	Speed and accuracy of medical personell during the administrative process	342	163	47.66%
7	Availability of various service as promised	325	211	64.92%
8	Change of medical personnel at the same time so that there is no vacancy in the maintenance schedule	341	145	42.52%
9	Arrangement attractive interior and exterior of hospital	342	190	55.55%
10	Cleanliness, neatness, and comfort of the building	340	185	54.41%
11	The number of seats in theroom is waitingsufficient	327	170	51.98%
12	Completeness of furniture and tools used by medical personnel	337	216	64.09%
13	Parking lot tor/car inhospital a spacious	301	210	69.76%
14	Motorcycle/car parking inhospital a tidy	327	211	64.52%
15	Motorcycle/car parking inhospital a safe	324	212	65.43%
16	Motorcycle/car guards who always guard	325	212	65.23%
17	administrative registration fee Appropriate	344	218	63.37%
18	Appropriate medical fee	344	177	51.45%
19	Appropriate parking fee	325	206	63.38%
20	Public toilet usage fee	341	195	57.18%
Average Value		60.653 %		

Based on table 5, it between the level of service satisfaction hospitals Dr.Pirngadi With the level of importance of service attributes, a special assessment is made that becomes the basis for maintaining good service performance or having to make improvements to existing services. The limit of decision making is  $60.65\% = 61\%$  by using a benchmark, namely the average value of the level of suitability of the question attributes.

**Table 5. Decision Table Hold & Action**

No	Conformity Level	Decision Hold (H) or Action (A)
1	70.00%	H
2	54.69%	A
3	71.09%	H
4	72.20%	H
5	63.63%	H

6	47.66%	A
7	64.92%	H
8	42.52%	A
9	55.55%	A
10	54.41%	A
11	51.98%	A
12	64.09%	H
13	69.76%	H
14	64.52%	H
15	65.43%	H
16	65.23%	H
17	63.37%	H
18	51.45%	A
19	63.38%	H
20	57.18%	A

From the results of table 4.8, the attribute questions number 2, 6, 8, 9, 10, 11, 18, and 20 have a conformity level value below 61% which means that must be improvements made to improve good service performance.

### Average Level of Importance and Level of Satisfaction

Before deciding the value of importance and the value of consumer satisfaction into the Cartesian Chart first to find the average of each attribute of the value of importance and the value of customer satisfaction.

**Table 6 Average Value of Each Attribute**

No	Attribute	Average Interest	Average Satisfaction
1	Responsiveness of medical personnel in hospital	4.42	3.10
2	Hospitality of medical personnel in hospital	4.25	2.32
3	Medical personnel provide various service as promised	4.30	3.05
4	Seriousness of medical personell in providing service	4.72	3.41
5	Readiness of medical personell anytime if needed	4.87	3.10
6	Speed and accuracy of medical personell during the administrative process	4.88	2.32
7	Availability of various service as promised	4.64	3.01
8	Change of medical personnel at the same time so that there is no vacancy in the maintenance schedule	4.87	2.07
9	Arrangement attractive interior and exterior of hospital	4.88	2.71
10	Cleanliness, neatness, and comfort of the building	4.85	2.64
11	The number of seats in theroom is waitingsufficient	4.67	2.42
12	Completeness of furniture and tools used by medical personnel	4.81	3.08
13	Parking lot tor/car inhospital a spacious	4.30	3.00
14	Motorcycle/car parking inhospital a tidy	4.67	3.01
15	Motorcycle/car parking inhospital a safe	4.62	3.02
16	Motorcycle/car guards who always guard	4.64	3.02
17	administrative registration fee Appropriate	4.91	3.11
18	Appropriate medical fee	4.91	2.52
19	Appropriate parking fee	4.64	2.94
20	Public toilet usage fee	4.87	2.78
<b>Total</b>		<b>93.80</b>	<b>56.72</b>

### CARTESIAN CHART

From Figure 4.1 Cartesian Chart above it can be seen that the main priority for improvement is in quadrant I and low priority is in quadrant III.

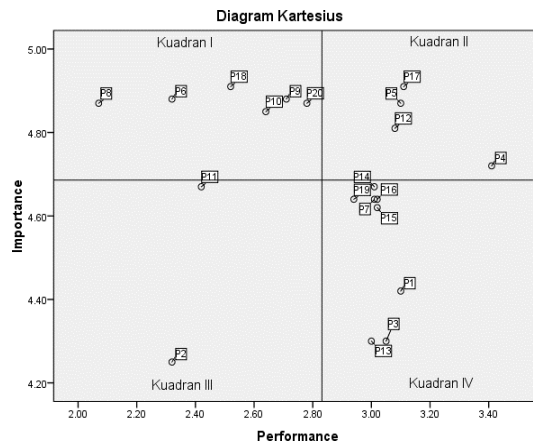


Figure 1. Cartesian Chart

### Customer Satisfaction Index

CSI calculation is obtained from the average value of the level of importance and the average value of the level of performance of each weight.

Table 7. Calculation Results of Customer Satisfaction Index (CSI)

NoAttribute	Average Interest	WF(%)	Average Satisfaction	WS
1 Responsiveness of medical personnel in hospital	4.42	3.29%	3.10	9.31
2 Hospitality of medical personnel in hospital	4.25	3.17%	2.32	8.97
3 Medical personnel provide various service as promised	4.30	3.20%	3.05	9.05
4 Seriousness of medical personell in providing service	4.72	3.52%	3.41	9.96
5 Readiness of medical personell anytime if needed	4.87	3.63%	3.10	10.27
6 Speed and accuracy of medical personell during the administrative process	4.88	3.64%	2.32	10.30
7 Availability of various service as promised	4.64	3.46%	3.01	9.79
8 Change of medical personnel at the same time so that there is no vacancy in the maintenance schedule	4.87	3.63%	2.07	10.27
9 Arrangement attractive interior and exterior of hospital	4.88	3.64%	2.71	10.30
10 Cleanliness, neatness, and comfort of the building	4.85	3.61%	2.64	10.21
11 The number of seats in theroom is waitingsufficient	4.67	3.48%	2.42	9.84
12 Completeness of furniture and tools used by medical personnel	4.81	3.58%	3.08	10.13
13 Parking lot tor/car inhospital a spacious	4.30	3.20%	3.00	9.05
14 Motorcycle/car parking inhospital a tidy	4.67	3.48%	3.01	9.84
15 Motorcycle/car parking inhospital a safe	4.62	3.44%	3.02	9.73
16 Motorcycle/car guards who always guard	4.64	3.46%	3.02	9.79
17 administrative registration fee Appropriate	4.91	3.66%	3.11	10.35
18 Appropriate medical fee	4.91	3.66%	2.52	10.35
19 Appropriate parking fee	4.64	3.46%	2.94	9.79
20 Public toilet usage fee	4.87	3.63%	2.78	7.86
<b>Total</b>				<b>195.16</b>

### Customer Satisfaction Index

$$\begin{aligned}
 &= (\text{Total WS} : \text{maximum scale}) \times 100\% \\
 &= (195.16 : 5) \times 100\% \\
 &= 39.03\%
 \end{aligned}$$

Based on the results of the calculation table that has been carried out using CSI, it can be seen that the customer satisfaction index for Dr. Pirngadi Hospital services is 39.03 % on a scale

range of 35 to with 50. It can be said that the level of customer satisfaction there is generally in the less satisfied category, which means therestill are three more levels, namely up to 100 which means very satisfied, therefore the level of services from Dr. Pirngadi Hospital need to be further improved.

## CONCLUSION

Based on the results of research conducted at Dr. Pirngadi Hospital, it was concluded that the value of the level of customer satisfaction with the services of Dr. Pirngadi Hospital was 39.03%, meaning that customers felt "unsatisfied" with the service performance of Dr. Pirngadi Hospital and for To improve the service quality of Dr. Pirngadi Hospital which is more optimal, the Dr. Pirngadi Hospital must immediately improve the attributes, including: Hospitality of medical personnel at the Hospital, Speed and accuracy of medical personnel during the administrative process, Substitution of medical personnel at the same time so that there is no there is a vacancy in the maintenance schedule, attractive interior and exterior arrangement of the hospital, cleanliness, neatness, and comfort of the hospital building, sufficient number of seats in the waiting room, appropriate treatment costs, and the cost of using public toilets.

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