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## RESEARCH ARTICLE

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# Patient Satisfaction Analysis Based on Gronroos Method at Obstetric-Gynecology Specialist Clinic, Mitra Keluarga Waru Hospital, Sidoarjo

Hartatie<sup>1</sup>, Setya Haksama<sup>2(CA)</sup>

<sup>1</sup>Mitra Keluarga Hospital, Sidoarjo, Indonesia; hartatiegrace@gmail.com

<sup>2(CA)</sup>Faculty of Public Health, Airlangga University; Indonesia; setyahaksama@fkm.unair.ac.id (Corresponding Author)

## ABSTRACT

Specialist clinic of Obstetric and Gynecology care of Mitra Keluarga Waru Hospital is a service that needed by the community and contributes to the decreasing of Maternal and Infant Mortality Rate. Health and growing fetus was very important care service, it needs to be monitored its growth during pregnancy. Based on these conditions, Mitra Keluarga Waru Hospital should always maintain and improve the quality of service. One of the steps is to measure the level of patient satisfaction. The purpose of this research was to analyze the effect of service quality based on Gronroos Method that consisting of professionalism and skills, behaviour and attitudes, accessibility and flexibility, reliability and trustworthiness, recovery, reputation and credibility to patient satisfaction in Mitra Keluarga Waru Hospital Sidoarjo. The population was outpatients who use services, and sample of 30 people. Collecting data using questionnaires and documentary study. Data analysis techniques using descriptive statistics with Frequency distribution, all dimension was on "Very Satisfied" category. Then the research showed: Professionalism and skills Score 671 and Average 4.47; Reliability and trustworthiness Score 654 and Average 4.36; Behaviour and Attitudes Score 763 and Average 4.24; Accessibility and Flexibility Score 665 and Average 4.43; Service recovery Score 381 and Average 4.23; and Reputation and Credibility Score 524 and Average 4.37. Recommendation is to improve services through training to all staff including medical doctors, give reward to employees, and system information development

**Keywords:** Patient satisfaction; Gronross method

## INTRODUCTION

Quality of service is very important to realize customer satisfaction in the field of health services. The value or benefits of health services can be seen from the quality of health services so that customer satisfaction can be achieved. Satisfaction is a psychological statement resulting from the fulfillment or not expectation with the service received real. Hospitals as health care providers to patients are always obliged to provide services in accordance with customer expectations, this is also true in obstetric specialist in Mitra Keluarga Waru Hospital. Because It is necessary a way to measure customer satisfaction, especially examination for pregnant women who visit the polyclinic.

Specialist obstetric care services of Mitra Keluarga Waru Hospital is a service that is needed by the community and contributes to the reduction of Maternal and Infant Mortality Rate. Health and growing fetus is very important so it needs to be monitored its growth during pregnancy. Any interference or abnormal condition can be dealt with promptly and promptly. Therefore, periodic checks are necessary to reduce the risk of pregnancy. The higher the risk of pregnancy that is owned by the mother, the higher the need to check her pregnancy. To achieve a healthy society conditions required a means of good health checks.

Based on these conditions, Mitra Keluarga Waru Hospital need to always maintain and improve the quality of service. One of the steps is to measure the level of satisfaction with the service at Specialist Obstetric of Mitra Keluarga Waru Hospital by 2017.

Christian Gronroos (2000) stated that there were three main criteria in assessing service quality, ie outcome related, process related, image related criteria. These three criteria are still broken down into six elements that include: 1). Professionalism and Skill: This criterion is an outcome related criteria, in which the customer realizes that service providers, employees, operational systems, and physical resources possess the knowledge and skills required to solve customer problems professionally; 2). Attitudes and Behaviour: This criterion is process related criteria. Customers feel that the company's employees are concerned about them and are trying to help in solving their problems spontaneously and happily; 3). Accessibility and Flexibility: This criteria is included in the process related criteria. Customer feels that the service provider, location, working hours, employees and operating

systems are designed and operated in such a way that customers can access easily; 4). Reliability and Trustworthiness: This criteria is also included in the process related criteria. Customer understands that whatever happens, they can entrust everything to the service providers and their employees and the system; 5). Service Recovery: This criteria is included in the process related criteria. Customer is aware that if there is an error or if something unexpected happens, the service provider will take immediate action to control the situation and find an appropriate solution; and 6). Reputation and Credibility: This criteria is an image related criteria. Customer believes that the operations of the service provider can be trusted and provide value or rewards that match its sacrifice<sup>(1)</sup>.

Consumer satisfaction is the level of consumer feeling after comparing between what he receives and what his expectations<sup>(2)</sup>. A customer can feel satisfaction with the value provided by the product or service, very likely to be a customer for a long time. Kotler & Keller (2007) stated that consumer satisfaction is the feeling of pleasure or disappointment of someone who emerged after comparing the performance (result) of thought products to the expected performance<sup>(3)</sup>.

## METHODS

The research design was cross sectional, where respondents were taken at a certain time to measure the satisfaction level in Obstetrics-Gynecology Poly-specialist Mitra Keluarga Waru Hospital that there were 30 respondents of pregnant women who came to visit to get health services in May and June 2017. The survey instrument using questionnaire which is based on Gronroos method theory include six dimensions, which are: professionalism and skill have 5 questions; behaviour and attitudes have 5 questions; accessibility and flexibility have 6 questions; reliability and trustworthiness have 4 questions; recovery has 3 questions; reputation and credibility have 4 questions, so there are amount 27 questions.

Data analysis technique is done to obtain various information and process of data analysis. The process includes the process of data editing done to ensure and check the completeness of the contents of the questionnaire that has been filled. Followed by the process of coding and data entry. In the above steps is also done data cleaning mechanism which is a process of checking the completed questionnaires to ensure that the questionnaire has been filled with enough and answered correctly and in accordance with the scope of survey objectives, and implement corrections if necessary, as well as removing incomplete answers.

Data analysis is used to measure the perception value on the question posed given by the respondents in each dimension divided into 5 categories based on the Likert scale, ie the value of 1 means Strongly Disagree; value 2 means Disagree; value 3 means Neutral; value 4 means Agree; and the value 5 means Very Agree. Furthermore, the value obtained is added to each question in each dimension, which then divided by the number of respondents, It will get an average value between 1 to 5.

This value is called the Customer Satisfaction Index (CSI), which shows how much the level of patient satisfaction on services that have been received. The level of satisfaction of CSI is divided into 5 levels namely: value 1.00 - 1.80 Mean Very Not Satisfied; More than 1.80 - 2.60 Mean Not Satisfied; More than 2.60 - 3.40 Meaningful Enough; More 3.40 - 4.20 Mean Satisfied; and more than 4.20 - 5.00 Meaning Very Satisfied. To calculate the average value of a loyal dimension is to sum the average value of each question then divided by the number of questions in each dimension.

The next step is to measure the level of satisfaction of the Gronroos Method into the spider web analysis, where the calculation is to sum all the values of each question then divided by the number of questions in each dimension. The result of the average value is a cut of point from the analysis of spider webs. If it is above the cut of point, it means that it needs to be maintained or enhanced, whereas if it is under or within the cut of point it has a meaning to be considered carefully and intensified.

## RESULTS

### Professionalism and Skills Dimension

The dimensions of professionalism and skills have 5 questions related to the skills and abilities of the officers including doctors, nurses, and administrative officers described as follows:

Table 1. Professionalism and skills dimension

No	Professionalism and Skills Dimension	n	Value	Mean	Value of Spider Web
1	The ability of the obsgyn doctor in examining the patient	30	136	4.53	Up
2	The ability of doctors in the examination with medical devices	30	138	4.60	Up
3	The ability of doctors in providing information	30	137	4.57	Up
4	The ability of nurses in assistance	30	131	4.37	Down
5	The accuracy of administrative personnel in registration	30	129	4.30	Down
Total and Average			671	4.47	
CSI (Customer Satisfaction Index)			Very Satisfy		

Based on Table 1 above, the satisfaction level information from Professional and Skills dimensions has an average value of 4.47 with the meaning in the CSI category is "Very Satisfied". However, when examined based on Spider Web Analysis there are 2 items of questions that are below the average value that is in question number 4 nurses ability in assistance with a value of 4.37 and question number 5 the accuracy of administrative officer in the registration value of 4.30. Means the item needs to be improved, it means that training needs to be given and the improvement of the ability to provide services.

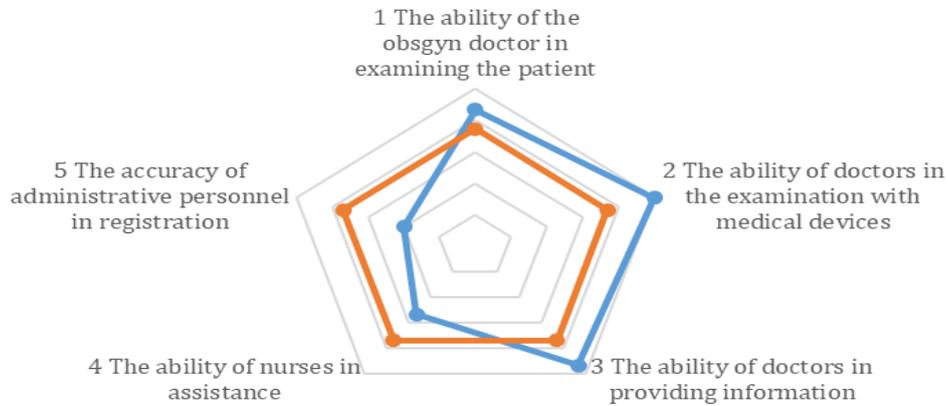


Figure 1. Performance and skills dimension

**Behaviour and Attitudes Dimension**

The dimensions of behaviour and attitudes have 5 questions related to behaviour in giving attention and effort to solve patient problems quickly and with pleasure as described as follows:

Table 2. Behaviour and attitudes dimension

No	Behaviour and Attitudes Dimension	n	Value	Mean	Value of SpiderWeb
1	Hospitality and courtesy obgyn doctors to patients when providing services	30	135	4.50	Up
2	Adequate time of consultation with physician in the service	30	137	4.57	Up
3	The arrival time of obgyn doctors according to the service schedule	30	123	4.10	Down
4	Hospitality and courtesy of nurses in providing services and explanations	30	131	4.37	Up
5	Hospitality and courtesy of administrative officers in providing services and explanations	30	128	4.27	Down
Total and Average			654	4.36	
CSI (Customer Satisfaction Index)					Very Satisfy

Based on Table 2 above, the satisfaction level information from Behavior and Attitudes dimensions has an average value of 4.36 with CSI value is "Very Satisfied". However, when analyzed based on Spider Web Analysis there are 2 items of questions that are below the average value that is in question number 3 The arrival time of obgyn doctors according to the service schedule with a value of 4.10 and question number 5 Hospitality and courtesy of administrative officers in providing services and explanations value 4.27. Means the timeliness and hospitality need to be improved well.

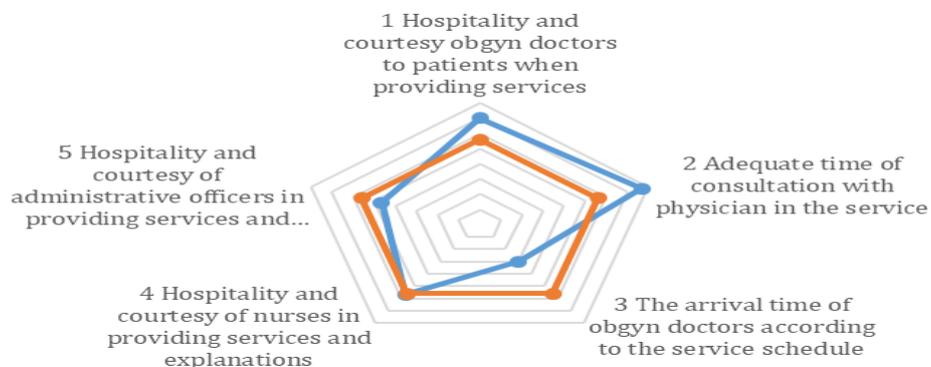


Figure 2. Behaviour dan attitudes dimension.

### Accessibility and Flexibility Dimension

Accessibility and flexibility dimensions have 6 questions related to ease, convenience, time duration, work time, and complaints organized in such a way that customers can easily access, described as follows:

Table 3. Accessibility and flexibility dimension

No	Accessibility and Flexibility Dimension	n	Mean	Value of SpiderWeb
1	Ease of registration process	30	4.30	Up
2	Ease of service flow	30	4.43	Up
3	Convenience of hospital service facility	30	4.50	Up
4	Waiting time for services in obstetrics and gynecology	30	3.93	Down
5	Suitability of service opening hours to patient needs	30	4.03	Down
6	Cost compliance with service outcomes	30	4.23	Down
Average			4.24	
CSI (Customer Satisfaction Index)			Very Satisfy	

Based on Table 3 above, the satisfaction level information from Accessibility and Flexibility dimension has an average value of 4.24 with CSI value is "Very Satisfied". However, when examined based on Spider Web Analysis there are 3 items of questions that are below the average value that is in question number 4 Waiting time for services in obstetrics and gynecology with a value of 3.93; question number 5 Suitability of service opening hours to patient needs with a value of 4.03; and question number 6 Cost compliance with service outcomes value 4.23. These conditions indicate that waiting times, opening hours of service, and service costs incurred are comparable if the results show low.

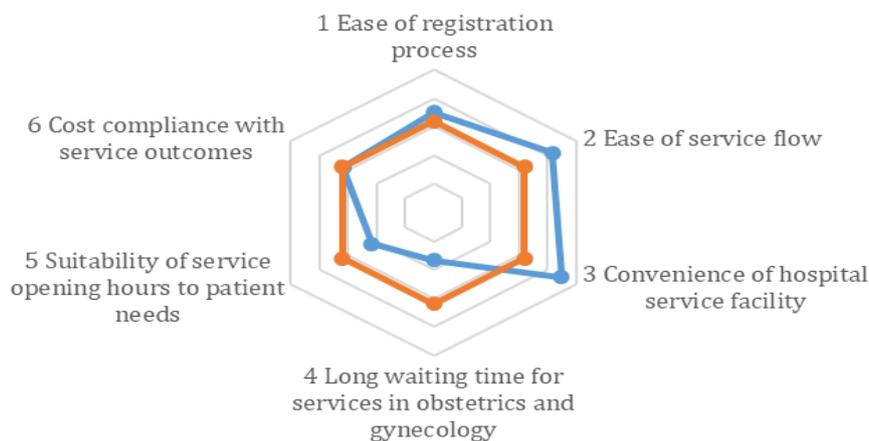


Figure 3. Accessibility and flexibility dimension

### Reliability and Trustworthiness Dimension

Table 4. Reliability and trustworthiness dimension

No	Reliability and Trustworthiness Dimension	n	Mean	Value of SpiderWeb
1	Completeness of hospital facilities used to provide services	30	4.37	Under
2	Sophisticated technology for Obsgyn health service	30	4.43	Appropriate/ Up
3	Related to cleanliness and neatness Room	30	4.53	Up
4	Patient's belief in the results of the examination performed by the doctor	30	4.47	Up
5	The existence of security guarantees about services performed by doctors	30	4.37	Down
Average			4.43	
CSI (Customer Satisfaction Index)			Very Satisfy	

Based on Table 4 above shows that the satisfaction level of Reliability and Trustworthiness dimension has an average value of 4.43 with the value of CSI is "Very Satisfied". However, when analyzed based on Spider Web Analysis there are 2 items of questions that are below the average value that is in question number 1 Completeness of hospital facilities used to provide services with a value of 4.37; and question 5 of the existence of security guarantees about services performed by doctors with a value of 4.37. These conditions indicate that the completeness of the hospital facilities and the security guarantee provided by the service is low.

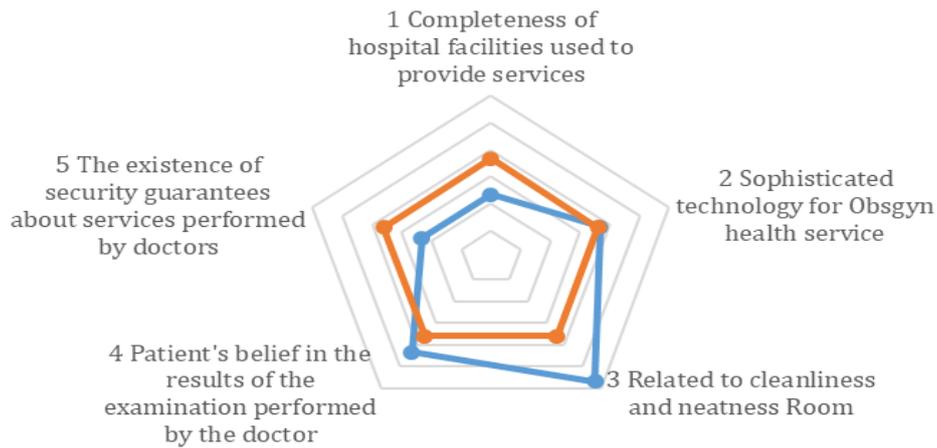


Figure 4. Reliability and trustworthiness dimension

5. Recovery Dimension

Table 5. Recovery dimension

No	Recovery Dimension	n	Mean	Value of SpiderWeb
1	Clarity of delivery mechanism if there are complaints/ complaints to the service	30	4.30	Up
2	Speed officers in providing feedback when there are complaints / complaints	30	4.23	Appropriate/ Up
3	Response officer to the patient when there are complaints/ complaints	30	4.17	Down
Average			4.23	
CSI (Customer Satisfaction Index)			Very Satisfy	

Based on Table 5 on Recovery dimension it is seen that the level of community satisfaction has a CSI value is "Very Satisfied" with an average value of 4.23. However, when analyzed by Spider Web Analysis there is 1 item of question that is below the average value that is in question number 3 Response officer to the patient when there are complaints with a value of 4.17. The condition shows that the respondent's response to the patient when there is complaint obtained low result, where the officer has not respond well when there is complain from patient.

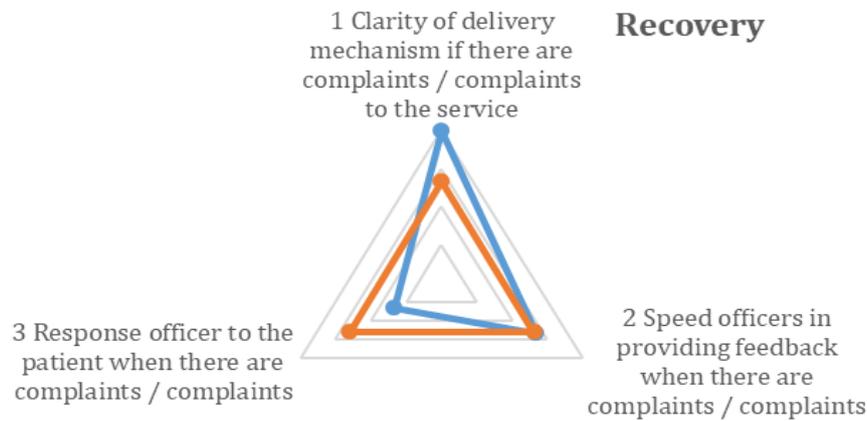


Figure 5. Recovery Dimension

Reputation and Credibility Dimension

Table 6. Reputation and credibility dimension

No	Reputation and Credibility Dimension	n	Mean	Value of SpiderWeb
1	The appointment of service agreements with service outcomes	30	4.27	Down
2	Suitability of hospital motto "Life.Love.Laughter" with service implementation	30	4.37	Appropriate/ Up
3	The image of hospitals in providing services	30	4.40	Up
4	Provide customers to use the services in this hospital again	30	4.43	Up
Average			4.37	
CSI (Customer Satisfaction Index)			Very Satisfy	

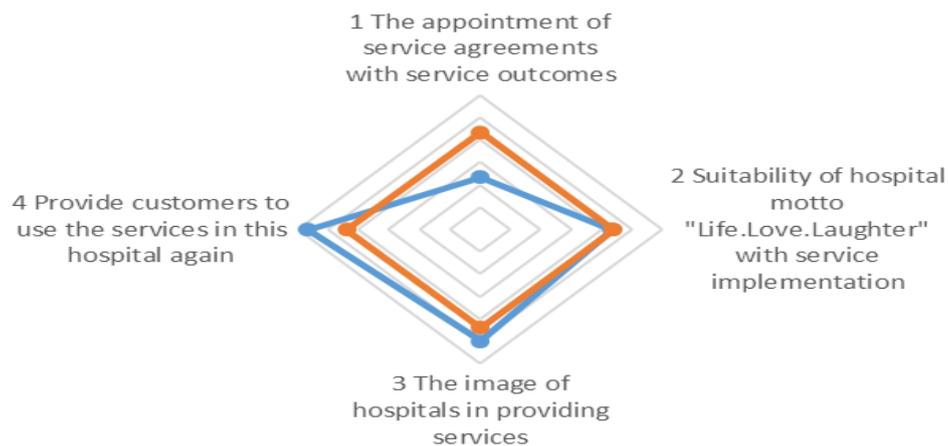


Figure 6. Reputation and Credibility Dimension

## DISCUSSION

### Professionalism and Skills Dimension

The result indicates that this item needs to be the attention of the management of Mitra Keluarga Waru Hospital in an effort to improve nurse's ability and accuracy of administrative officer in performing patient registration. In providing services in obstetric and gynecology specialists are highly demanded ability and accuracy of the officers who provide services because of the ability is a person skill in mastering the expertise in doing various tasks in a job.

Robbin (2007) mentions that ability is the capacity of an individual person in performing various jobs, this is an assessment of the ability that can be done by someone<sup>(4)</sup>. While the accuracy according to Gaspersz (2015) states that the accuracy or accuracy of service is very important in improving the quality of service<sup>(5)</sup>. Based on this, Mitra Keluarga Waru Hospital needs to keep and maintain excellent value service, and improve services by providing training and knowledge related to the ability and accuracy of service.

### Behaviour and Attitudes Dimension

Based on the result, there are 2 items of the arrival time of obgyn doctors according to the service schedule, and hospitality and courtesy of administrative officers in providing services and explanations has a value of 4.10 and 4.27 which is below the average value of 4.36. Therefore, for the two items need careful attention.

Gage and Berliner (2012) mentioned that behaviour is a theory about behaviour change done by someone based on experience that has been done before. While the attitude is the attitude or behaviour of a person in berinterkasi or communicate with others. Someone who is polite, does not necessarily have a good attitude. Conversely, someone who has a high attitude, not necessarily also have a courtesy attitude. So we need an attitude of balance between attitude and courtesy so that we can be a good moral person.

Therefore attitude work needs to use conscience. If the attitude applied to everyday life can be obtained a great responsibility will result and cause influence to the community. The main concern is to pay attention to the aspect of hospitality, patience, and cheap smile by cultivating the action to all the patients who come.

### Accessibility and Flexibility Dimension

As shown in Figure 3 above looks at question number 4 with a value of 3.93; question number 5 with a value of 4.03; and question number 6 with the value of 4.23 is an item that needs to be considered carefully especially waiting time, opening hours of service, and the cost of services issued whether comparable results show need to be improved as this is complained by the patient.

According to Jones (2012) said that the definition of access to health services is the ability of each individual to seek health services needed<sup>(6)</sup>. Access to medical health services can be measured in the availability of resources and the number of people providing services. While flexibility or flexibility can be defined as the ability of the organization to move the organization in a space as wide as possible and easily adapt from changes or conditions that occur. This means that all services provided at the specialist Obstetric and Gynecology clinic of Mitra Keluarga Waru Hospital should be easy to reach and flexible so that the services provided are not disturbed.

### Reliability and Trustworthiness Dimension

Based on Figure 4 above looks at question number 1 with a value of 4.37; and question number 5 with value 4.37 is an item that needs to be paid attention carefully in terms of completeness of hospital facilities and security guarantee on services provided by doctors. Sugiono (2005) stated that reliability is a series of

measurement processes that have consistency when repeated measurements are made with certain measuring instruments. Sukadji (2000) mentioned that reliability is expressed in terms of numbers in explaining the conditions measured.

According to Johnson and Johnson (1997), trustworthiness is the key in building and maintaining trusts that are built from acceptance (acceptance) from others such as receiving criticism. This requires a deep connection with others by communicating acceptance, support and cooperativeness. The more acceptance and supportive a person has toward others, the more people will be able to express their thoughts, ideas, conclusions, feelings, and reactions. The more trustworthy the individual is in responding to the openness of others, the deeper and personalized thoughts that will be shared by others. If someone wants to increase trust, then trustworthiness should be improved.

### Recovery Dimension

Based on Figure 5 above looks at question number 2 equal to the standard value of 4.23, while question number 3 with value 4.17 is an item that needs to be considered carefully and good because it is related to the response in solving a problem. The value given by the respondent is low because the response is not directly addressed and resolved. Armistead et al. (1995) in Lewis (2001) defined that service recovery as a specific measure to ensure that customers get the appropriate level after normal service problems occur. Lewis (2001) mentioned that recovery can be interpreted as an action, thought, plan, and process to improve service in case of errors or disappointments, so that customers become satisfied.

### Reputation and Credibility Dimension

Based on Figure 6 above looks at question number 1 with value 4.27 being in that standard average 4.37. Item must be considered carefully and well because related to the promise given by health personnel to the result there is a gap. May be in Obstreti and Gynecology clinics RS Mitra Husada Waru promise and the results given are different, so the patient feels the need to give low value. Therefore it is necessary to increase trust (trust) so that patients can feel confident. Basically trust and reputation are interrelated, if a good reputation, it will strengthen customer trust.

Tjahyadi (2006) mentions that reputation relates to the opinions of others that the brand is reliable. Reputation can be developed not only through advertising and public relations, but also from product quality and performance. Customers will perceive that a brand has a good reputation if it meets their expectations<sup>(7)</sup>. This also applies in RS Mitra Keluarga needing to build a good reputation that can increase credibility. Goldsmith et al. (2000) states that credibility is the level of consumer confidence to the source in providing information to consumers in the form of quality, capability, or strength to generate trust associated with a person's testimony.

## CONCLUSION

Based on the results of the patient satisfaction level survey at Obgyn RS RS Mitra Keluarga Waru based on 6 (six) satisfaction dimensions from Gronroos, it can be concluded that from all dimensions to CSI category are on "Very Satisfied". Recommendations that can be submitted are: 1.) Conduct routine patient satisfaction measurements in order to obtain the value of trends that exist; 2.) Providing improved skills and knowledge from officers such as nurses, and even doctors in the field of service management; 3.) Give some rewards to officers who have provided good service.

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