

# **RELATIONSHIP OF PATIENT SATISFACTION WITH PATIENT SERVICE MANAGER**

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## **ABSTRACT**

**Background:** Patient service managers influence patient satisfaction at the clinic. This study focuses on the aspects of communication, responsiveness, empathy, and professionalism of patient service managers and their impact on patient satisfaction. **Methods:** The research method used is descriptive quantitative with a correlational approach. Data were collected through questionnaires distributed to patients receiving services at the Jepun Clinic, West Nusa Tenggara Province. Data analysis was performed using descriptive statistical methods. **Results:** The results show that effective communication between patient service managers and patients has a positive impact on patient satisfaction, although some patients feel that communication remains unclear. The responsiveness of patient service managers to patient complaints and needs is generally good, but there are complaints about slow response times. Patient service managers who show high empathy towards patients tend to increase patient satisfaction. Professionalism in service is highly valued by patients and significantly contributes to their level of satisfaction. **Conclusion:** The conclusion of this study is that there is a significant relationship between patient satisfaction and the performance of patient service managers at the Jepun Clinic, West Nusa Tenggara Province. Areas needing improvement include communication clarity, response time to patient complaints, and increased empathy in service. Recommendations include training in effective communication for patient service managers, enhancing the complaint response system, and developing empathy programs in service.

**Keywords:** Patient Service Management, Patient Satisfaction

## **INTRODUCTION**

Service Management Theory developed by Lovelock and Wirtz (2016) emphasizes that patient service managers must manage and facilitate the patient experience effectively. In this theory, communication, problem-solving and empathy skills are considered crucial for creating satisfying interactions. Managers' ability to resolve problems quickly and provide clear information can improve patient experiences and increase their satisfaction (Lovelock & Wirtz, 2016).

The development of clinics in Indonesia is very rapid, especially clinics in the Lamongan area. From 2010 to 2019 there was an increase in the number of clinics by 26.32% (Ministry of Health, 2015). This creates competition between clinics (Baktiar, 2019 and Widajat, 2019). In competition

between clinics, service quality plays an important role (Hana, 2016). Satisfaction is a person's feeling of pleasure that comes from a comparison between their enjoyment of an activity and a product and their expectations (Nursalam, 2016). Kotler (in Nursalam, 2017) states that satisfaction is a person's feeling of happiness or disappointment that arises after comparing their perception or impression of the performance or results of a product and their expectations. Westbrook & Reilly (in Tjiptono, 2017) argue that customer satisfaction is an emotional response to experiences related to certain products or services purchased, retail outlets, or even behavioral patterns (such as shopping behavior and buyer behavior), as well as the market as a whole. According to Yamit (2016), customer satisfaction is the result (outcome) that is felt from using products and services, which equals

or exceeds desired expectations. Meanwhile, Pohan (2018) states that patient satisfaction is the level of patient feelings that arise as a result of the performance of the health services they receive, after the patient compares them with what they expected. Another opinion from Endang (in Mamik, 2017) is that patient satisfaction is an evaluation or assessment after using a service, that the service chosen at least meets or exceeds expectations. Patient satisfaction is a feeling of pleasure or disappointment that arises from comparing the prepared performance against their expectations (Kolter, 2015).

Jepun Clinic in NTB Province is one of the health facilities that provides medical services to the local community. Despite efforts to improve the quality of care, patient reports indicate dissatisfaction with patient care managers. This phenomenon is of interest because patient satisfaction is often influenced by how patient care managers handle problems, provide information, and respond to patient needs.

Research on the relationship between patient satisfaction and patient service managers in clinics in Indonesia, including clinics in Japan, is still limited. Most of the existing research focuses more on the technical aspects of medical services or in other health facilities outside NTB. Therefore, this study aims to explore and analyze the relationship between patient satisfaction and patient service managers at the Jepun Clinic.

## **MATERIALS AND METHODS**

### **Materials**

Sampling in this study was carried out using a simple random sampling probability sampling method to ensure that each patient had an equal opportunity to be selected as a sample. The number of samples determined based on the Solvin formula for large populations is 92 patients (Solvin, 1992). This sample was selected randomly from the clinic's patient list.

### **Tools**

Data was collected through a questionnaire which was divided into two main parts: (1) Patient Satisfaction, which measures patient satisfaction with various aspects of services provided by the patient service manager, and (2) Patient Service

Manager Performance, which assesses the manager's effectiveness in managing interactions and processes service. The questionnaire was designed using a 1-5 Likert scale, ranging from very dissatisfied to very satisfied, and was structured based on the dimensions of the SERVQUAL model (Parasuraman et al., 1988).

### **Method**

This research uses a quantitative research design with a correlational descriptive approach. This approach was chosen because the main aim of the research was to analyze the relationship between patient satisfaction and the performance of patient service managers at the Jepun Clinic, NTB Province. This design allows researchers to describe the characteristics of patient satisfaction and explore whether there is a significant relationship between the variables studied (Creswell, 2014).

## **CONCLUSION**

The conclusion of this study is that there is a significant relationship between patient satisfaction and the performance of patient service managers at the Jepun Clinic, West Nusa Tenggara Province. Areas needing improvement include communication clarity, response time to patient complaints, and increased empathy in service. Recommendations include training in effective communication for patient service managers, enhancing the complaint response system, and developing empathy programs in service.

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