# Patient Satisfaction with Dental and Oral Health Services at Regional Special Hospital of Dental and Oral, South Sulawesi

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## ABSTRACT

Quality health services are services that can provide satisfaction to customers or patients. This study aims to analyze the quality of dental and oral health services at RSKDGM, South Sulawesi. This descriptive study involving 100 patients at the RSKDGM South Sulawesi Province, from September to November 2021. The research variables were the quality of service which consisted of: tangible, reliability, responsiveness, assurance and empathy; and patient satisfaction. Data were collected through filling out questionnaires, then checked for accuracy and completeness, followed by tabulation, then descriptive data analysis was carried out in the form of minimum, maximum, range, mean and standard deviation. The results showed that the mean score for service quality was good, namely: tangible = 25.50, reliability = 21.74, assurance = 17.33, empathy = 13.23 and responsiveness = 13.17. While the mean score of satisfaction level is 16.81. Furthermore, it is concluded that patients are satisfied with the services provided by RSKDGM, with tangible as the dimension that is felt to be of the highest quality.
**Keywords**: dental and oral health; service quality; satisfaction; tangible

## INTRODUCTION

Health is the main thing in human life because with good health, a person will be able to carry out their daily activities well. Through good health status in the community, it is hoped that optimal health status can be achieved. Every human being has the right to get health services in a fair, equitable and quality manner that can reach the entire community [1].

One of the health service facilities that have a very important role in providing health services to the community is the hospital. Hospitals play a role in providing health services to the entire community, so the development and implementation of health in hospitals needs to be directed at national goals in the health sector [2]. Hospital is a health service institution that is also a vehicle for health education and research (Regulation of the Minister of Health of the Republic of Indonesia Number: 159b/Men.Kes/Per/II/1988) [3]. As an institution that provides health services, hospitals must provide maximum service to patients, so they must be managed properly, so that they can provide quality services, which in turn can reduce morbidity and mortality, and create a healthy and prosperous society [2,4].

Advances in science and technology have increased public awareness and demand for quality health services, including hospitals as one of the institutions that provide health services, with the main product being medical services [5].

Quality of service affects the behavior of purchasing services, namely through customer satisfaction. If the service received is in accordance with the patient's expectations, then the quality of service is perceived as good or satisfactory, so that based on this satisfaction, consumers will purchase services or decide to use the service and ultimately recommend it to others [5].

Service quality is a performance indicator for health service providers, including hospitals. Hospitals will be more advanced if their performance can be maintained. Therefore, hospital services must change towards market forces, so that the hospital's orientation shifts from social organizations to socio-economic organizations, so that retaining customers is the main goal that must be achieved [2].

Regional Special Hospital "Dental and Oral" (RSKDGM) South Sulawesi, Indonesia is still facing problems in providing quality health services. This can be seen from the lack of dental and oral health service facilities, such as medical plates and consumables, even though specialist medical personnel, medical and paramedics are adequate. Patient visit data from 2016 to 2018 experienced ups and downs. This indicates the possibility that the

patient is not satisfied with the services provided. Thus, it is necessary to conduct research that aims to analyze the quality of dental and oral health services at RSKDGM, South Sulawesi.

## METHODS

This type of research is a descriptive study. The study was carried out at the RSKDGM South Sulawesi Province, from September to November 2021. The population in this study were all patients at the RSKDGM in 2020, namely 6,396 patients, with an average monthly visit of 200 patients. The sample size was determined by the Slovin formula so that 100 patients were obtained.

The first variable was the quality of service which consists of: 1) tangible (the appearance of physical facilities, employee equipment and communication facilities), 2) reliability (the ability to carry out the promised services accurately and reliably), 3) responsiveness (willingness to help patients in a responsive manner). to provide immediate service), 4) assurance (knowledge, ability, courtesy and trustworthiness possessed by the staff; free from danger, risk and doubt), 5) empathy (easy relationship, good communication, personal attention) and understand customer needs). [6,7] While the second variable was patient satisfaction, namely the extent to which the patient feels happy or disappointed as a result of comparing the perceived and expected service [6,7].

Data were collected through filling out questionnaires, then checked for accuracy and completeness, followed by tabulation, then descriptive data analysis was carried out in the form of minimum, maximum, range, mean and standard deviation [8-11].

## RESULTS

Based on table 1, for the tangible dimension, the minimum and maximum values were 19 and 30, respectively, so the range was 11. The mean score was 25.50 and the standard deviation was 2,200 (relatively small) so that the distribution of patient perceptions of the tangible dimension was good.

For the reliability dimension, the minimum and maximum values were 15 and 25, respectively, so the range was 10. The mean score was 21.74 and the standard deviation was 2.144 (relatively small) so that the distribution of patient perceptions of the reliability dimension was good.

For the assurance dimension, the minimum and maximum values were 14 and 20, respectively, so the range was 6. The mean score was 17.33 and the standard deviation was 1.564 (relatively small) so that the distribution of patient perceptions of the assurance dimension was good.

Table 1. The result of descriptive analysis

| Dimension | Range | Minimum | Maximum | Mean | Standard deviation |
|---|---|---|---|---|---|
| Tangible | 11 | 19 | 30 | 25.50 | 2.200 |
| Reliability | 10 | 15 | 25 | 21.74 | 2.144 |
| Assurance | 6 | 14 | 20 | 17.33 | 1.564 |
| Empathy | 4 | 11 | 15 | 13.23 | 1.230 |
| Responsiveness | 6 | 9 | 15 | 13.17 | 1.256 |
| Satisfaction | 7 | 13 | 20 | 16.81 | 1.440 |

For the empathy dimension, the minimum and maximum values were 11 and 15, respectively, so the range was 4. The mean score was 13.23 and the standard deviation was 1.230 (relatively small) so that the distribution of patient perceptions of the empathy dimension was good.

For the responsiveness dimension, the minimum and maximum values were 9 and 15, respectively, so the range was 6. The mean score was 13.17 and the standard deviation was 1.256 (relatively small) so that the distribution of patient perceptions of the responsiveness dimension was good.

For the overall level of satisfaction, the minimum and maximum values were 7 and 13, respectively, so the range was 6. The mean score was 16.81 and the standard deviation was 1,440 (relatively small) so that the distribution of patient satisfaction levels was good.

Based on the scoring guidelines, the lowest possible score was 6 and the highest score was 30, so all dimensions had a good mean score, respectively, tangible = 25.50, reliability = 21.74, assurance = 17.33, empathy = 13.23 and responsiveness = 13.17. Meanwhile, the satisfaction level score was also quite good, so it could be said that the patients are satisfied with the services provided.

## DISCUSSION

Based on the results of research that has been done, it is known that the dimensions of service that are felt best by patients are tangible, although other dimensions are also quite good. This finding is in accordance with Zamilah's (2009) report that the results of his research conclude that tangible, reliability, assurance, empathy and responsiveness are correlated with customer satisfaction with the services provided [12].

Indriaty (2010) also reported the same thing that tangible is the most influential factor on customer satisfaction with regression coefficient = 0.41; followed by assurance with regression coefficient = 0.185; reliability with regression coefficient = 0.147; responsiveness with regression coefficient = 0.086 [13].

The results of this study and the two previous findings as a comparison show that the tangible dimension is one of the important dimensions for customers who receive services.

This dimension represents the customer's assessment of what he can see. Although in reality the service cannot be touched, smelled, or seen, in reality the customer will judge the service he receives based on the results of his sensing of many things in the form of perception. A patient will assess/perceive the service provided by a hospital is satisfactory if the hospital building has a modern design, the environment (treatment room, waiting room, bathroom, etc.) is clean, looks luxurious, the equipment used is sophisticated, the staff uniforms are neat, clean and attractive, and so on.

## CONCLUSION

Based on the results of the study, it can be concluded that in general, RSKDGM patients are satisfied with the services provided, with tangible as the dimension that is felt to be the best.

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