

**ANALYSIS OF SERVICE QUALITY AND HOSPITAL IMAGE ON OUTPATIENT
SATISFACTION AT BHAYANGKARA TK II SARTIKA ASIH HOSPITAL
BANDUNG CITY**

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Abstract

Competition in the healthcare industry is currently very tight. This is due to the increasing number of clinics and hospitals that are established, as well as the increasing number of people who use hospitals to get health services. This is proportional to the increasing public awareness of health services. In addition, the presence of private and government-owned hospitals, doctors' practices and midwives in every area where people live, will add to the high level of competition in this industry. A pre-survey was conducted to determine the level of satisfaction of outpatients. The problem is service quality and hospital image on outpatient patient satisfaction at Bhayangkara Sartika Asih Hospital, Bandung City. This study aims to analyze using the Qualitative Descriptive method. By conducting direct interviews at the research location, namely Bhayangkara Hospital TK II Sartika Asih Bandung City, the results of in-depth interviews with all informants show that the hospital service system needs improvement, especially by adding Human Resources for services in the outpatient room, in order to support the quality of quality service. overall. Overall.

INTRODUCTION

There is a lot of competition in the healthcare industry right now. This is because there are more clinics and hospitals around the world and more people are going to hospitals to get medical care. This is inversely proportional to people's increased awareness of health services. As health requirements rise, so does demand for quality, convenient services. Hospitals are a type of health care facility that play a crucial role in providing community members with health care. In the past, health has been one of the good business opportunities for hospitals and other health service providers. In fact, Indonesia has seen the establishment of a number of international

hospitals. As a result of technological advancements and fierce domestic and international competition, hospitals must offer the best services and actively market themselves.

Companies must continue to improve their customer service in the face of growing competition in the health sector, such as hospitals. In addition, the high level of competition in this industry will rise as a result of the presence of private and public hospitals, physician practices, and midwives in every community where people live. Service quality is one strategy for winning this competition (Sumarsid, 2022).

One of them is the Bhayangkara Emergency clinic TK II Sartika Asih Bandung City is a Territorial General Medical clinic claimed by the Bandung Regional Government which was initially a maternity facility (KRAAMKLINIEK) which was established on Walk 15, 1957 by the Priangan Police Representative Government assistance Establishment on the place that is known for Eigendom city Praja Bandung No.159 on Jl. H. Wasid No. 1, which K.B.P. confirmed, PANE MOESTOFA. After one year in the wake of being fabricated all the more generally changed its name to "Klinik Bersalin Budi Bakti" in additional improvement on May 21, 1969 changed to "RS. Sartika Asih (RSSA) is a 50-bed level IV hospital. Under the direction of Polda Jabar, Sk Menhankam/Pangab No.Skep. 226/a/11/1977 was established.

in keeping with its growth. RSSA became a Level III hospital with four basic specialists' capabilities. It changed its location from Jl. Jl.'s H.Wasid no. 1 Moch. Toha No. 369 Bandung became a Level III+ Hospital (with 15 medical science specialists) in the former West Java Regional Police Logistics building. Since October 30, 2001 RSSA was approved to expand its status to turn into a level II Bhayangkara Emergency clinic, in view of the Head of Police Declaration No.Pol.: SKEP/1549/X/2001 dated October 30, 2001 with the name changed from RS. RS to Sartika Asih (RSSA). (RSBSA) Bhayangkara Sartika Asih In most cases, the expansion of Bhayangkara Sartika Asih Hospital in Bandung City must coincide with an improvement in the quality of services provided, the hospital's reputation, and its facilities, as well as the addition of more qualified and experienced medical staff. Outpatient patient satisfaction is positively and significantly influenced by hospital image and overall service quality. Since three months ago, the results of the reviews that were listed on Google.com for Bhayangkara Sartika Asih Hospital received a score of 3.6 in 2024. Outpatients' experiences and satisfaction with the hospital's services, including the quality of care provided by nurses,

are reflected in this assessment. As a result, the outpatients and nurses at Bhayangkara Sartika Asih Hospital in Bandung City will be the subjects of this study's pre-survey observation. This is on the grounds that patients scrutinize while taking medication need to stand by in lengthy lines so it will affect patient fulfillment.

The fluctuating number of the improvement level of Bhayangkara Sartika Asih Clinic Bandung City has not been expanded a few causes, including on the grounds that the nature of administrations gave is not exactly good, like lacking offices, and slow clinical treatment of patients that cause objections and analysis from patients who have been treated at Bhayangkara Sartika Asih Emergency clinic Bandung City so patients don't feel fulfilled. According to the findings of a pre-survey that the researchers carried out by interviewing public relations staff at the hospital, the findings of the survey differ from those of the public relations staff. The researchers are interested in examining the impact of the quality of service and the hospital's image on outpatient patient satisfaction at Bhayangkara Sartika Asih Hospital, Bandung City, based on the findings of the phenomena.

RESEARCH METHODS

According to H.Wijaya (2020) Following a qualitative naturalistic approach, the essence of qualitative research is to see people in their environment, interact with them, and try to understand what they say and think about the world around them. Therefore, the purpose of this research is to increase our understanding of human events or actions that occur within an organization or institution. (Andari, 2022) Researchers made observations on the number of patients at the Bhayangkara TK II Sartika Asih Hospital, Bandung City before or after the study, which resulted in questions and statements in this study, according to the explanation of the two experts on research methods.

RESULTS AND DISCUSSION

Based on the aftereffects of perceptions in the field, the specialist sees that there is research on the examination of administration quality and clinic picture on short term fulfillment at the Bhayangkara Sartika Asih Emergency clinic Bandung, this is extremely useful for patients. The typical individual who has encountered treatment at the Bhayangkara TK II Sartika Asih Emergency clinic, Bandung City.

Based on the aftereffects of top to bottom meetings with all witnesses that the

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presence of this examination is extremely useful for different gatherings who have been treated at Bhayangkara Emergency clinic TK II Sartika Asih Bandung City, yet there are still things that should be considered in regards to the assistance framework itself, how what is communicated by the ka humsar about the framework doesn't match what is in the field.

In light of the aftereffects of perceptions in the field, analysts evaluated that there were administrations that were not completed by the clinic, one of which was responsiveness. Wellbeing office offices are an obstruction on the grounds that the accessible offices are as yet deficient. Moreover, because of a few medical clinic strategies, specialists couldn't gather data all in all.

In light of the aftereffects of top to bottom meetings with all witnesses, it shows that the parts of administration quality did by the medical clinic towards short term fulfillment can be supposed to be in agreement or in accordance with what is distinguished in the elements of the help quality part.

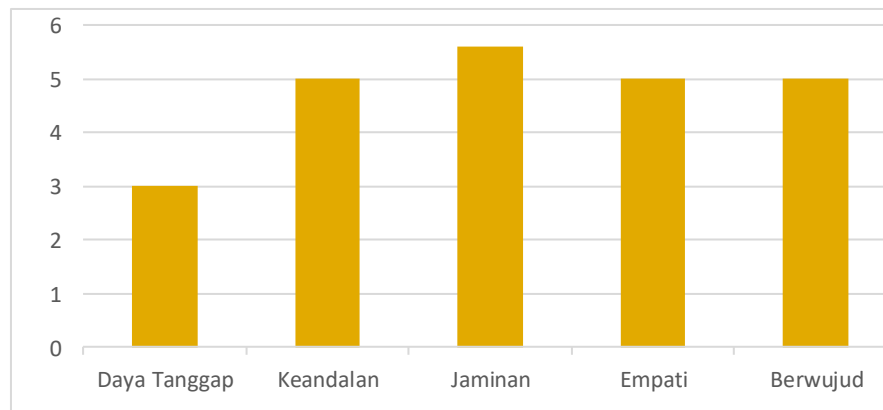


Chart Achievement of Service Quality Aspects

From these graphs it can be seen that in the aspect of responsiveness, in this study the main cause is due to a lack of Human Resources in the Hospital. According to several informants, outpatient complaints were caused by the lack of responsiveness of the service. The service department directly explained that the lack of human resources in the outpatient room caused the complaint. The reason is because the service does not only serve one patient.

The aftereffect of top to bottom meetings with all witnesses shows that the clinic administration framework needs improvement, particularly by adding HR for administrations in the short term room, to help quality assistance quality. The assistance

framework likewise still necessities improvement connected with contrasts in administrations in different emergency clinics, particularly contrasts among BPJS and non BPJS clients. All parts of administration should be thought of, particularly in this program and emergency clinics going through this program, for instance, as per one source, there is mistake in giving medications to short term patients that are not as per what is expressed in the remedy and furthermore about the pressing requirements of short term patients who can't address their issues since they are restricted by the framework

CONCLUSIONS AND SUGGESTIONS

Generally speaking, that the presence of this study is exceptionally useful for different gatherings who have been treated at the Bhayangkara TK II Sartika Asih Clinic in Bandung City, yet there are still things that should be considered with respect to the assistance framework itself, how what is communicated by the ka humsar about the framework doesn't match what is in the field. In any case, there are a few things that become impediments, for example, the framework from BPJS which in some cases doesn't match the requirements of the local area and there are likewise unfortunate administrations got by certain patients in different emergency clinics.

In the perspectives that help the nature of administration overall, it is great, yet there are a few viewpoints that patients believe are not as per the parts of administration with respect to the responsiveness of drug administrations to patient requirements.

In working on the viability of the BPJS framework, there is as yet a requirement for a survey in a few clinics connected with the help framework where there are still contrasts between BPJS patients and general patients..

from the conclusions of the research results and discussion, several suggestions can be made, namely:

- Bhayangkara Hospital Tk Ii Sartika Asih Bandung City Needs To Pay Attention To Several Complaints And Information From Patients, So That It Can Create A Structured System Regarding Patient Complaint Reports And Transparent Information.

- Bhayangkara Hospital Tk Ii Sartika Asih Bandung City Needs To Pay Attention To The Addition Of Human Resources To Be Able To Support Good Service Quality And Also Add Supporting Facilities For Both Medical And Non-Medical Personnel.
- It Is Important To Evaluate Patient Satisfaction Regularly And Also Convey Information Transparently To The Directors And Related Units. By Involving All Parties, The Hospital Can Proactively Identify And Address Patient Complaints To Improve The Quality Of Their Services.

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