

Quality of Health Services in the City of Bandung

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ABSTRACT

This paper explains the quality of health service delivery in Bandung City and its implications for patient satisfaction. Health services are a vital element of the public's well-being, and the level of service quality significantly impacts patient satisfaction levels. The author uses a quantitative research method with a survey technique to obtain primary data from patients of health facilities in Bandung City. The research tool was a structured questionnaire based on the SERVQUAL model, which includes five main factors: tangibles, reliability, responsiveness, assurance, and empathy. The researchers reached people for the study using purposive sampling and then described the data with statistics and ran multiple linear regressions to find out how service quality dimensions affect patient satisfaction. According to the findings, patients in Bandung City generally perceived the quality of health services as good. Of all the five components, the caring aspect and the trustworthiness one are two areas that are strongest in patient satisfaction; thus, a highly positive patient experience is one where the doctor or health worker has shown care in a personal way, communicated well with the patient, and consistently provided service. The results from the regression also show a significant relationship between service quality and patient satisfaction. The present research would indicate that improving aspects of interpersonal communication, efforts to make waiting time as short as possible, and strengthening service management are the main ways to improve the quality of healthcare services.

Keywords: Service, Quality, Bandung City

INTRODUCTION

Health service quality in Bandung city portrays the healthcare facilities' capability of responding to patient demand through the skill of medical staff, availability of facilities, and consistency of professional and friendly treatment around the service chain (Lesmana, 2023) (Master's thesis on service quality at the Pasir Jati Health Center, Bandung City). Besides health facilities in the form of health centers and hospitals, which have been public health service outlets for people in city and suburban areas of Bandung, quite several empirical studies reveal that patient satisfaction varies depending on the quality of services offered, for instance, at Ibrahim Adjie Health Center which on the other hand influences patients' satisfaction levels after consultation (Pamungkas & Rosalina, 2018).

The quality of health services in the city of Bandung has consistently improved each year. The Bandung city government strives through various programs and activities, including developing human resources and increasing public awareness. The quality of health services in the city of Bandung is an important aspect of ensuring that the community receives effective, efficient, and patient-oriented health services in accordance with the human rights of every citizen, as stated in Articles 28 and 34 of the 1945 Law, which affirm that everyone has the right to receive proper health services (Gugum & Ranti, 2018). Quality health services reflect the ability of health facilities to provide

services in accordance with standards of professionalism, speed, staff friendliness, patient safety assurance, and adequate facilities (Zeithaml et al., 1990).

The quality of service is not only assessed based on technical facilities, but also in terms of reliability, responsiveness, and empathy of the staff towards patients. This is also important to create a positive health experience for the people in the city of Bandung (Lesmana, 2023). Public perception of the quality of services in health centers is also influenced by human resource factors, service procedures, infrastructure, and communication between officers and patients (Fauzi, 2020). Good health services are characterized by the ability of health facilities to respond quickly to patient needs, guarantee safe procedures, and a humane approach in their services (Deviani, 2020).

Before the researcher conducted this further research, there was previous research that stated the quality of health services in the city of Bandung, which is as follows:

- 1) Fauziyah, Rejeki, & Herdian (2024) stated that at the Jajaway Health Center in Bandung, there is a variation in patient satisfaction with physical health services, service time, and officer friendliness, where most respondents are satisfied but some are still less satisfied (Fauziyah et al., 2024).
- 2) Gugum Pamungkas & Ranti Rosalina (2018) examine the relationship between quality service and patient satisfaction of JKN/KIS participants at the UPT Ibrahim Adjie Health Center, Bandung City, and found that service quality is the main determinant in patient satisfaction (Pamungkas & Rosalina, 2018).
- 3) Risma Suminar Sari & Dian Candra Fatihah (2020) conducted a quantitative study at Cicendo Eye Hospital Bandung, which showed that the quality of service affects inpatient satisfaction with a strong positive correlation (Sari & Fatihah, 2020).
- 4) Kandaga (2022), in a quantitative study at the Garuda Health Center in Bandung City, found that friendly attitudes, officer responsibility, and supporting facilities contribute to the perception of high service quality (Kandaga, 2022).
- 5) Hanifa (2024) researched the quality of e-Government Mobile JKN services in the city of Bandung and found that the quality of digital services has a high category based on the dimensions of reliability, efficiency, and citizen trust (Hanifa, 2024).

This study has a difference from previous research, it can be seen that most of the previous research in the city of Bandung only focused on one specific health facility such as a health center or a specific hospital, and emphasized more on the descriptive analysis of patient satisfaction levels without comprehensively examining the causal relationship between all dimensions of service quality and patient satisfaction simultaneously using a standardized measurement model. This study is different because it integrates various types of health facilities in the city of Bandung in one integrated quantitative analysis and uses a comprehensive SERVQUAL approach that includes tangible dimensions, reliability, responsiveness, assurance, and empathy to be statistically tested on patient satisfaction variables. The novelty of this research lies in a comprehensive approach across health facilities with inferential testing that provides a broader empirical picture of the dominant factors that affect patient satisfaction in the city of Bandung. The purpose of this study is to measure the level of quality of health services, analyze the influence of each dimension of service quality on patient satisfaction, and provide data-based improvement recommendations. This study uses a quantitative method with survey techniques through the distribution of questionnaires to patients as respondents, purposive sampling, and data analysis using descriptive statistics and linear regression to test the relationship between variables objectively and measurably.

LITERATURE REVIEW

Service quality is a concept that refers to the level of conformity between the expectations of service users and the performance of services received in real terms (Parasuraman, Zeithaml, & Berry, 1988). In the context of public services, the quality of service is not only related to administrative procedures, but also concerns the ability of institutions to provide services that are effective, efficient, responsive, and oriented to the needs of the community (Zeithaml, Bitner, & Gremler, 2017). The most widely used model in measuring service quality is SERVQUAL, developed by Parasuraman, Zeithaml, and Berry, which identifies five main dimensions, namely tangibles, reliability,

responsiveness, assurance, and empathy. These five dimensions are important instruments in assessing public perception of service quality quantitatively and structurally.

In the health sector, service quality has more complex characteristics because it is directly related to patient safety and welfare. Donabedian (1988) explained that the quality of health services can be analyzed through three main components, namely structure, process, and outcome. The structure includes the availability of health infrastructure and human resources, the process reflects the interaction mechanism between medical personnel and patients, while outcomes are related to the results or impact of services on the patient's health condition. The World Health Organization (WHO, 2018) also emphasized that quality health services must meet the elements of patient safety, clinical effectiveness, timeliness, efficiency, and equitable access, and be oriented to patient needs. Therefore, the quality of health services is not only judged from physical facilities, but also from professionalism, communication, and the accuracy of medical measures.

Health services are a form of public service that is essential because it concerns the basic human right to obtain an optimal degree of health (WHO, 2018). In the Indonesian government system, health services are the responsibility of the central and regional governments as stipulated in Law Number 36 of 2009 concerning Health (Ministry of Health of the Republic of Indonesia, 2009).

Public health services do not only focus on curing diseases, but also include promotive and preventive efforts aimed at improving the quality of life of the community as a whole (Notoatmodjo, 2012). Therefore, the quality of health services cannot be separated from the ability of health institutions to provide services that are easily accessible, fair, and in accordance with the socio-cultural needs of the local community (Aday & Andersen, 2014). In an urban context such as the city of Bandung, health services face complex challenges that include population density, variations in community needs, and limited health service resources (Pamungkas & Rosalina, 2018)

Patient satisfaction is an important indicator in evaluating the quality of health services. Satisfaction is defined as an emotional response that arises after comparing expectations with the experience of service received (Kotler & Keller, 2016). Oliver (1997) stated that satisfaction is the result of post-experience evaluation that reflects the level of fulfillment of customer expectations. In health services, patient satisfaction is influenced by various factors, such as waiting time, staff friendliness, clarity of medical information, facility comfort, and individual attention given by health workers. Empirically, the higher the patient's perception of service quality, the more likely it is to achieve an optimal level of satisfaction.

Based on the theoretical foundation, this study is based on the assumption that the quality of health services measured through the five dimensions of SERVQUAL has an influence on patient satisfaction as a dependent variable. The tangible dimension reflects the quality of the medical facilities and equipment used, reliability indicates the consistency and accuracy of service, responsiveness describes the speed and alertness of the officer in helping patients, assurance is related to the competence and sense of security provided, while empathy reflects personal attention and concern for patient needs. Thus, conceptually, it can be assumed that improvements in each dimension of service quality will contribute to increasing patient satisfaction in Bandung City health facilities.

Based on this frame of thought, this study proposes the hypothesis that there is a significant influence of the quality of health services on patient satisfaction, both simultaneously and partially, in each dimension of service quality.

METHODOLOGY

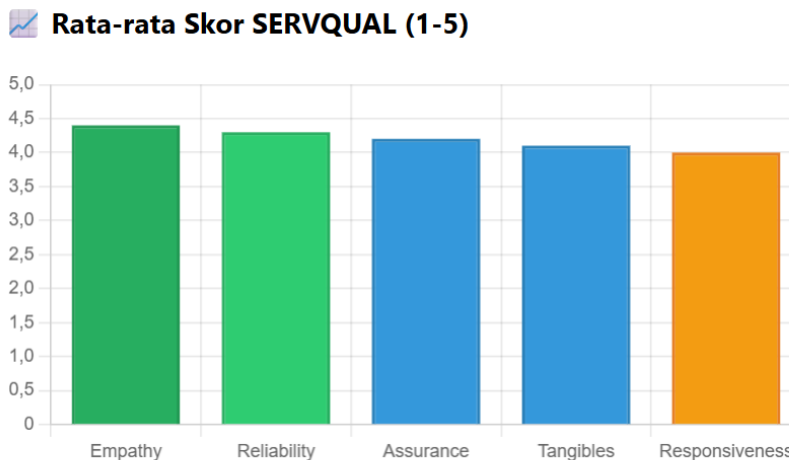
This study employs a quantitative approach and explanatory survey design to investigate whether the quality of health services affects patient satisfaction in health facilities in Bandung city. The research population includes all patients who availed of services at several health centers and hospitals in Bandung during the research period, whereas the sample was selected by a purposive sampling method involving the criteria of respondents who had used services at least once and were willing to complete the questionnaire fully, with the number of respondents being in line with the requirements of statistical analysis. The research tool was a structured questionnaire based on a five-level Likert scale series. The questionnaire was developed from a SERVQUAL model, which includes five dimensions: tangibles,

reliability, responsiveness, assurance, and empathy as independent variables, while patient satisfaction as dependent variable.

DISCUSSION

The results present a more comprehensive picture of the quality of health services in Bandung City based on the perceptions of patients who were the respondents of this study. Data were collected through questionnaires given to patients who had received health services at several health facilities in Bandung City. Analysis was carried out using a quantitative approach through descriptive statistics to illustrate the respondents' perceptions and multiple linear regression analysis to test the influence of service quality on patient satisfaction. In general, the study results indicate that the quality of health services in Bandung City is in the good category, but there are still some service aspects that need to be improved in order to achieve a higher quality of service.

Table 1.



From the results of descriptive statistical analysis in Table 1, it was found that all service quality dimensions had a mean score above 4 on the 1- 5 Likert scale. This indicates that most respondents considered the health care service they received to be quite satisfactory. The tangibles dimension, which includes the physical condition of the facilities, the availability of medical equipment, the comfort of service rooms, and the appearance of health workers, received an average score of 4.1 with a standard deviation of 0.52. The score indicates that health facilities in Bandung City are quite adequate from the patient's perspective, even though a few respondents expressed the need for improvement in the aspect of the comfort of the waiting room and the availability of other supporting facilities.

The reliability dimension, or reliability of service delivery, obtained an average score of 4.3 with a standard deviation of 0.47, indicating that patients rated health workers as being able to consistently provide services and in line with the procedures that have been set. The reliability of the service is reflected in the accuracy of the diagnosis, the clarity of the service procedure, and the consistency of the staff in providing services to patients. This result shows

that most patients have quite a high level of trust in the ability of health workers to provide the right and professional medical services. Next, the dimension of responsiveness or quick reaction obtained an average score of 4.0 with a standard deviation of 0.61. This dimension is related to the speed of service, worker availability in helping the patients, and the ability of health workers to respond to the patients' needs quickly.

Even though it was still considered in the good category, this score was the lowest average score compared to the other dimensions. It indicates that some respondents still felt that there was a relatively long waiting time in the health service process, especially at the registration and examination queue stages. Therefore, the service responsiveness aspect is one of the areas that the health facilities management needs to pay more attention to. The assurance dimension scored an average of 4.2 with a standard deviation of 0.49, indicating that patients are quite confident in health workers' competencies and the feeling of safety during the process of service. This dimension includes the professional attitude of health workers, communication skills, and the assurance of medical safety of the services given to the patients. These results show that health workers in Bandung are perceived to be quite competent in providing professional services as well as capable of instilling trust amongst patients. The dimension with the highest average score was empathy, 4.4, with a standard deviation of 0.45. This dimension is related to personal attention, care, and the friendly attitude of health workers towards patients. The high score in this dimension indicates that most of the patients noticed being personally attended to by the health workers throughout the service process. This means that the interpersonal relationship between health workers and patients is one of the important factors that influence the perception of quality of health service in Bandung. On the whole, the results of the descriptive analysis show that the quality of health services in Bandung has met the expectations of patients on the various service aspects. However, there are still some service aspects that need to be improved, especially the dimension of service responsiveness, which is related to the speed of service and patients' waiting time.

Table 2.

Tabel Rata-rata 5 Dimensi SERVQUAL

Dimensi	Skor Rata-rata	Ranking	Interpretasi
Empathy	4.4	 1	Perhatian & kepedulian optimal
Reliability	4.3	 2	Konsisten & sesuai prosedur
Assurance	4.2	 3	Kompetensi & profesionalisme
Tangibles	4.1	4	Fasilitas fisik memadai
Responsiveness	4.0	 5	Perlu perbaikan (waktu tunggu)

Besides conducting a descriptive analysis, this research also performed a multiple linear regression analysis to examine the influence of each dimension of service quality on patient satisfaction. Based on the analysis results shown in Table 1.2, it is known that all service quality variables have a positive effect on patient satisfaction with significance values below 0.05. This means that the better the quality of service perceived by patients, the higher the level of patient satisfaction with the health services received. The empathy dimension has the greatest impact on patient satisfaction, with a regression coefficient value of 0.34 and a significance value of 0.000. This shows that personal attention, friendly attitude, as well as health workers' ability to understand patients' needs are very important factors in enhancing patient satisfaction.

The reliability dimension also has quite a strong effect, with a regression coefficient value of 0.29 and a significance level of 0.001. This indicates that consistency of service and accuracy in medical actions are important factors that influence patient satisfaction levels. The assurance dimension has a regression coefficient value of 0.20 with a significance level of 0.015, meaning that professional competence and professionalism of health workers also significantly contribute to increasing patient satisfaction. The tangibles dimension has a regression coefficient of 0.18 with a significance value of 0.032, which means that physical facilities and health infrastructures still play a role in

shaping perceptions of service quality. Meanwhile, the responsiveness dimension has a regression coefficient value of 0.12 with a significance level of 0.041, which means that although its influence is smaller compared to other dimensions, the speed and responsiveness of the service still contribute to patient satisfaction.

CONCLUSION AND RECOMMENDATION

This study outlined the crucial role of service quality in healthcare systems as a part of efforts to enhance the welfare of society. Healthcare quality is more than the availability of medical facilities and technologies; it also refers to the capability of healthcare institutions in offering humanistic, professional, and patient-oriented services. In the public services context, healthcare quality has become a significant indicator for assessing the performance of health organizations and the level of public trust in healthcare providers. Thus, pursuing better quality of healthcare should be considered as an ongoing process that includes human resource development, well-organized health service systems, and health facilities management, which is in tune with the changing needs of society. In this way, good quality of healthcare services will lead to the creation of a more effective, efficient, and people-oriented healthcare system.

Efforts in raising the quality of health care services in Bandung City should be undertaken thoroughly through service management strengthening, health personnel competence upgrading, and system optimization based on community needs. Health facilities management is expected to catalyze the development of integrated service systems by exploiting information technology to increase service process effectiveness and minimize patient waiting time. Besides that, human resources capacity building through continuous training on service communication, professional ethics, and healthcare management remains an essential step in improving the quality of health professional and patient interaction. The local government is also expected to enhance policy on supervision and evaluation of health service standards so that the quality of services rendered can be maintained and continuously improved to meet the dynamics of community needs. Through these efforts, the health services in Bandung City will hopefully become more qualitative, responsive, and able to provide the optimal benefits for the society.

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