The Effect of Dental Service Quality Including Structure on Patient Satisfaction in Executive Dental Clinic of Dadi Keluarga General Hospital Purwokerto

Mirna Oktavia Sari[1*], Wiwiek Rabiatul Adawiyah[2], Haris Budi Widodo[3]

[1*]Universitas Jenderal Soedirman, mirna.sari@mhs.unsoed.ac.id, Indonesia
[2]Universitas Jenderal Soedirman, wiwiek.adawiyah@unsoed.ac.id, Indonesia
[3]Universitas Jenderal Soedirman, harisbudiw@gmail.com, Indonesia
*Mirna Oktavia Sari

ABSTRACT

Service quality is the most important strategy in service to gain competitive advantage. Analyzing patient satisfaction and understanding the weaknesses, opportunities, and threats associated with dental health service can improve the ability of service providers to attract patients. The main drivers of patient satisfaction and improving service quality are important for hospital operations. In previous research on the quality of health services, many used the SERVQUAL method. However, dental services different from other medical services, it's because the contact is more personal, intimate, and takes a relatively long time. Therefore, a suitable method used to assess the dental service quality is the Donabedian method that's shows that health care is significantly different and explains that patients' assessment of the health care quality is more complex than other services. The increasing development of dental services in Purwokerto, the decrease in the number of patient visits during Covid-19 pandemic have prompted the establishment of an Executive Dental Clinic in Dadi Keluarga General Hospital that's the first Executive Dental Clinic in Banyumas Regency. This research is to determine the effect of dental service quality in Executive Dental Clinic. The research using quantitative method, the data collection by distributing questionnaires to patients about the service structure that consist of physical and characteristic staff. The data analysis using Regression Analysis and Importance Performance Analysis. The results showed that there was an effect of dental service quality including structure on patient satisfaction in Executive Dental Clinic of Dadi Keluarga General Hospital.

Keywords: Quality; Dental; Service; Structure; Patient; Satisfaction; Donabedian.

1. Introduction

The improvement of medical service quality has become the central issue in health care growth and development, both national and global scope. Dynamic service quality is the most crucial strategy in service to gain a competitive advantage, so it needs to be improved continuously and well-measured. Better service quality will give more value in the competition, provide a competitive edge, and increase efficiency simultaneously. By increasing the live quality standard and higher customer expectation, it is a responsibility to give high-quality health care services for

patients (Swain and Kar, 2018).

Patient satisfaction with healthcare services has recently received increasing attention. Increasing patient satisfaction requires healthcare services to be patient-oriented and comply with standard and effificient protocols. Analyzing patient satisfaction and understanding weaknesses, opportunities, and threats associated with healthcare services, can enhance the ability of healthcare providers to attract patients. Identifying key drivers of patient satisfaction and improving healthcare service quality have become crucial for hospital operation (Chang & Chang, 2013).

The development of dental health services in Purwokerto is increasing day by day. This is evidenced by the increasing number of new dental clinics that have been established with comfortable waiting room designs with complete technology, where almost every year at least one new dental clinic has been established in Purwokerto since 2019 until now. Besides, there have been several complaints because the waiting room was sharing with other clinics and the Covid-19 pandemic is also a consideration for building an executive dental clinic. The Covid-19 pandemic is s highly contagious and can be transmitted easily through droplets and the air. This is considered a red flag for all dentists around the world (Hudyono, et.al., 2020). Therefore, a dental service protocol was created during the pandemic. So, in order to face business competition in the world of dental and oral health, the Dental Clinic of Dadi Keluarga Hospital is trying to develop more quality services as the first new business model in Banyumas Regency.This has further triggered the Dadi Family Hospital in Purwokerto to establish an Executive Dental Clinic to improve the quality of dental health services. In accordance with the theory from Youlanda (2018) which states that service quality is an indicator of the quality of the services used.

This research is very important to do to find out the effect of the quality of dental services at the Executive Dental Clinic of the Dadi Family General Hospital in Purwokerto which has just been built, whether or not it can have a positive impact on patient satisfaction. In addition, this research is important as an evaluation material for the Executive Dental Poly, Dadi Family General Hospital, Purwokerto, has achieved excellent service or still needs to be improved again. The IPA (Importance Performance Analysis) method used in this study is expected to provide useful input for the management of the Dadi Family Hospital in Purwokerto. Therefore, based on the above explanation, research on the effect of dental service quality on patient satisfaction at the Executive Dental Clinic at the Dadi Family General Hospital in Purwokerto really needs.

2. Literature Review

The literature review that will be discussed in this paper is regarding the quality of dental services in the form of service structure and patient satisfaction used in the study.

2.1 Dental Service Quality

Harfika & Abdullah (2017) describe the definition of service quality as a level of superiority felt by a person towards a service that is expected from a comparison between the desires and performance felt by consumers after performing the service. If the service received or perceived (perceived service) is as expected, then the service quality is perceived as good and satisfactory. This means that the image of good service quality is not based on the point of view or perception

of the service provider, but based on the customer's point of view or perception, the customer's perception of service quality is a comprehensive assessment of service excellence.

One of the methods used to assess service quality is the SERVQUAL method or the gap method. The SERVQUAL method, which is an instrument for measuring service quality, is the most widely used (Purcarea, et.al. 2013). However, dental and oral care is different from health services in general because it focuses on providing real care such as procedures carried out on patients in polyclinics, there is a need for follow-up or intervention during visits (Akbar, et.al., 2018).

Therefore, along with the development of science and research, the SERVQUAL method has several shortcomings when used in assessing the quality of services in the world of health. Donabedian model health care quality assessment measures the difference between expected and actual performance to identify gaps in the health care system, which would serve as a starting point for quality improvement activities. Donabedian model focus to assess the level of quality of health care with respect to structural settings, actual process of care, and outcomes of care. So, Donabedian framework consist of three dimention. Donabedian model consist of:

- Structure is a standard indicator set by the ministry of health for each particular health facility regarding all resources.
- Process is an indicator of a process in providing care in the form of basic laboratory examinations, patient and doctor interactions.
- Outcome is an indicator of patient satisfaction.

The three aspects above are models of health care quality that was used for quality measurement (Sharew, et.al., 2020).

2.2 Patient Satisfaction

Patient satisfaction with care is a useful measure that evaluates care, including the quality of care and provider-patient relationships. Patient satisfaction measures the "process" of care, broadly defined as the professional activities associated with providing care. Measuring patient satisfaction allows for evaluation of health systems, particularly comparisons between different models of care delivery (Mascarenhas, 2001).

Patient satisfaction is an important component of dental care. It influences patients' compliance, their use of dental services, and their anxiety, and it is also associated with health outcomes and health status. As the health care industry shifts towards a consumer-oriented approach in the delivery of care, patient satisfaction surveys have become an increasingly important tool in measuring the quality of dental services. Patient satisfaction with dental services may be influenced by the socio-demographic characteristics of the individuals, such as sex, age, ethnicity, and socio-economic status. Besides that, perceived health, the nature of the provider-patient interaction, and structure of the dental care delivery system are also significant factors, which determine the level of dental service satisfaction (Sur, et. al., 2004).

3. Research Methodology

The research methodology that will be discussed in this paper consist of reseacrh design, conceptual definition and variable operation, and also instrument analysis.

3.1 Research Design

This research method uses a quantitative method. This type of research is a survey research using questionnaires related to the service structure (physical & staff) given to outpatients at the Executive Dental Clinic pf Dadi Keluarga Hospital, Purwokerto. The source of data in this study is primary data. The number of samples in this study consisted of 30 respondents.

3.2 Conceptual Definition and Variable Operation

The independent variables in this study are service structure (X) and the dependent variable is patient satisfaction (Y).

3.2.1 Service Structure

Service structure is a component that refers to the characteristics of the person who provides care and the place where the care is given (Haj, et. al., 2013). The structure aspect included both physical and staff characteristics. Physical characteristics included five elements and staff characteristics included three elements (Chang & Chang, 2013).

Figure 1. The framework of investigated service structure attributes based on Donabedian's perspective (Chang & Chang, 2013).
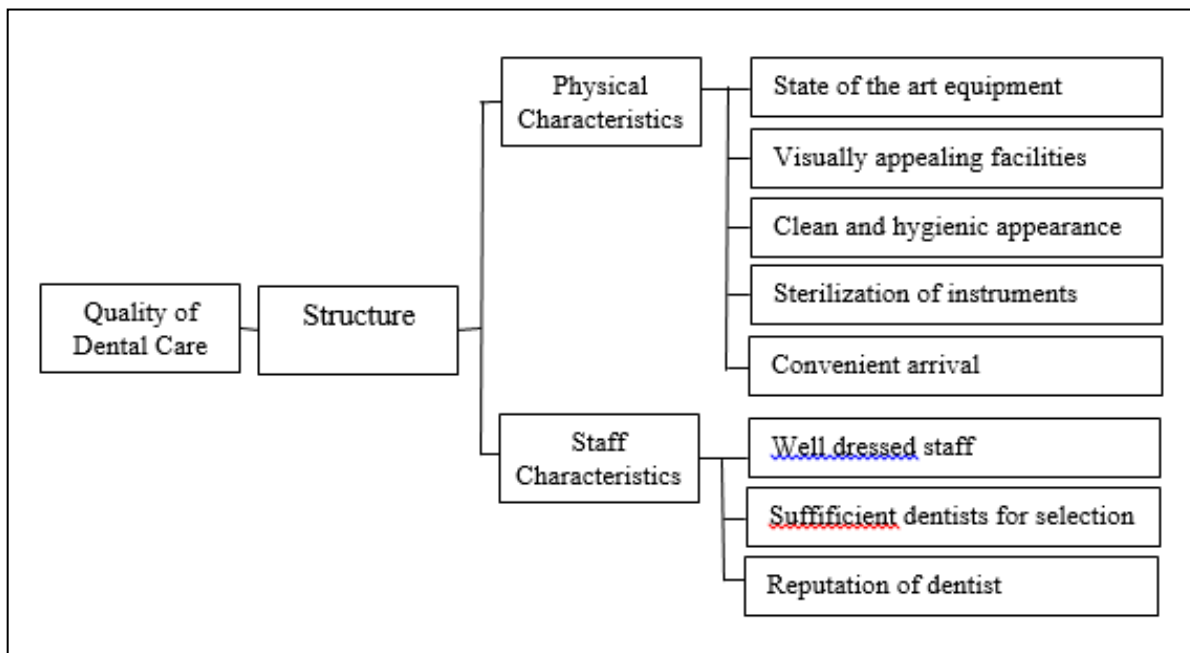

3.2.2 Patient Satisfaction

Patient satisfaction is a reflection of the quality of health services they receive. The quality of health services refers to the level of perfection of health services in creating a sense of satisfaction in each patient. The more perfect the satisfaction, the better the quality of health services

(Supartiningsih, 2017). Sulistyo et. al. (2019) explains that service quality has a direct and positive effect on patient satisfaction and is statistically significant. The better the quality of service, the better the patient satisfaction.

Figure 2. The framework of investigated patient satisfaction
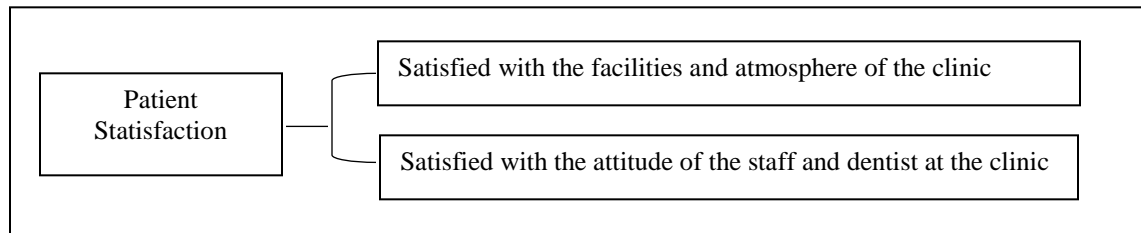
3.3 Instrument Analysis

The instrument analysis that will be discussed consist of measurement scale of research variables, validity test, reliability test, regression analysis, and importance performance analysis.

3.3.1 Measurement Scale of Research Variables

The measurement scale of research variables uses a Likert Scale. The Likert scale classification as follows:
- Strongly agree answer (SS) is given a value of 5
- Agreeable answer (S) is given a value of 4
- Neutral answer (N) is given a value of 3
- Disagree answers (TS) is given a score of 2
- Strongly disagree answer (STS) is given a value of 1

3.3.2 Validity Test

Validity test is used to measure whether the questionnaire is valid or not. The questionnaire is declared valid if the questions in the questionnaire are able to reveal something that will be measured by the questionnaire. If the significance value is > 0.05 or $r_{count} > r_{table}$ then the instrument used is valid (Priyatno, 2011).

3.3.3 Reliability Test

Reliability test is used to measure a questionnaire which is an indicator of a variable. Reliability testing was carried out using Cronbach Alpha. The Cronbach Alpha coefficient more than 0.6, its indicates the questionnaire that used is reliable (Priyatno, 2011).

3.3.4 Regression Analysis

Simple Linear Regression Analysis is used to determine the effect of the independent variable with the dependent variable (Padilah & Adam, 2019). Septa, et.al. (2020) explains that in regression analysis, the results of the questionnaire used in data processing are the answers of the respondents

on the perception of the level of performance. The hypothesis test in this study by comparing t count with t table at a significant degree of 95% (= 0.05).

According to Ghozali (2011) explains that if the value of Sig. <0.05, it means that the independent variable (X) has an effect on the dependent variable (Y). Sujarweni (2014) explains that if the value of $t_{count} > t_{table}$, it means that the independent variable (X) has an effect on the dependent variable (Y). The formula for finding $t_{table} = (\alpha/2; n-k-1)$. The hypothesis in this study is as follows:
- H0: it means that there is no effect of service structure on patient satisfaction.
- Ha: it means that there is an effect of service structure on patient satisfaction.

The criteria test are:
- H0 is accepted if $-t_{table} \leq t_{count} \leq t_{table}$
- H0 is rejected if $t_{count} > t_{table}$ or $-t_{count} < -t_{table}$

Coefficient of Determination (R square) is used to determine how much influence the independent variable has on the dependent variable (Priyatno, 2011).

3.3.5 Importance Performance Analysis

Importance Performance Analysis is an analytical technique used to identify the important performance factors must be shown by an organization related to the satisfaction customers (Suhendra & Prasetyanto, 2016). Respondents are asked to rate the level of importance and performance of the company, then the average value of the level of importance and performance is analyzed on the Importance Performance Matrix, where the X axis represents perception while the Y axis represents expectations (Ong & Pambudi, 2014). The IPA Formula :

$$Tk = \left[\frac{X}{Y}\right] \times 100\% \tag{1}$$

Description:
Tk = Respondent's level of suitability
X = Service provider performance assessment score
Y = Service user interest assessment score

Septa, et.al. (2020) explains that in the Importance Performance Analysis, the results of the questionnaire used are the answers of the respondents on the perception of the level of expectation and the level of performance. The IPA are divided into 4 quadrants (Suhendra & Prasetyanto, 2016), as follows:
- Quadrant I (Concentrate These) is an area that considered important by customers, but in reality these factors are not in accordance with customer expectations (the level of satisfaction obtained is still low). The variables that fall into this quadrant must be increased.
- Quadrant II (Keep Up The Good Work) is an area that considered important by customers, and factors that are considered by customers to be in accordance with what they feel so that the level of satisfaction is relatively higher. The variables included in this quadrant must be maintained because all these variables make the product or service superior in the eyes of the customer.

- Quadrant III (Low Priority) is an area that considered less important by customers and in fact the performance is not very special. The increase the variables included in this quadrant can be reconsidered because the benefits felt by customers is very small.
- Quadrant IV (Possible Overkill) is an area that considered less important by customers, and are felt to be excessive. The variables included in this quadrant can be reduced so that the company can save costs.

Figure 3. Cartesian Diagram of Importance Performance Analysis
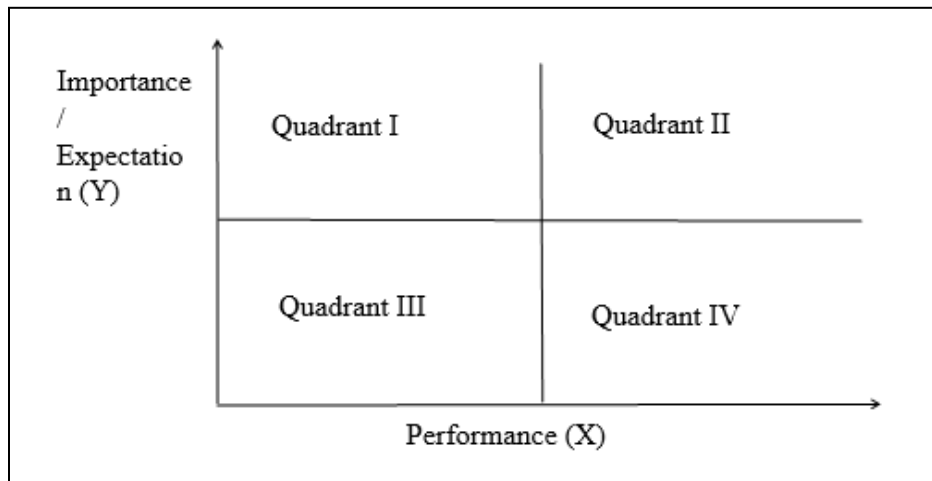
4. Results

The result in this research consist of validity test, reliability test, regression analysis, and importance performance analysis.

4.1 Validity Test

The result of validity test in this paper, as follow:

Tabel 1. The Result of Validity Test

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	Total
		**Correlations**										
P1	Pearson Correlation	1	.241	.323	.450*	.313	.313	.485**	.391*	.391*	.425*	.566**
	Sig. (2-tailed)		.200	.082	.013	.092	.092	.007	.033	.033	.019	.001
	N	30	30	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	.241	1	.447*	.623**	.552**	.394*	.447*	.500**	.500**	.392*	.650**
	Sig. (2-tailed)	.200		.013	<.001	.002	.031	.013	.005	.005	.032	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	.323	.447*	1	.588**	.811**	.811**	.760**	.671**	.671**	.614**	.820**
	Sig. (2-tailed)	.082	.013		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	.450*	.623**	.588**	1	.562**	.562**	.588**	.484**	.484**	.515**	.744**
	Sig. (2-tailed)	.013	<.001	<.001		.001	.001	<.001	.007	.007	.004	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	.313	.552**	.811**	.562**	1	.814**	.811**	.906**	.906**	.711**	.904**
	Sig. (2-tailed)	.092	.002	<.001	.001		<.001	<.001	<.001	<.001	<.001	<.001

	N	30	30	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	.313	.394*	.811**	.562**	.814**	1	.811**	.709**	.709**	.711**	.834**
	Sig. (2-tailed)	.092	.031	<.001	.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	.485**	.447*	.760**	.588**	.811**	.811**	1	.894**	.894**	.877**	.926**
	Sig. (2-tailed)	.007	.013	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	.391*	.500**	.671**	.484**	.906**	.709**	.894**	1	1.000**	.784**	.897**
	Sig. (2-tailed)	.033	.005	<.001	.007	<.001	<.001	<.001		.000	<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
P9	Pearson Correlation	.391*	.500**	.671**	.484**	.906**	.709**	.894**	1.000**	1	.784**	.897**
	Sig. (2-tailed)	.033	.005	<.001	.007	<.001	<.001	<.001	.000		<.001	<.001
	N	30	30	30	30	30	30	30	30	30	30	30
P10	Pearson Correlation	.425*	.392*	.614**	.515**	.711**	.711**	.877**	.784**	.784**	1	.829**
	Sig. (2-tailed)	.019	.032	<.001	.004	<.001	<.001	<.001	<.001	<.001		<.001
	N	30	30	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.566**	.650**	.820**	.744**	.904**	.834**	.926**	.897**	.897**	.829**	1
	Sig. (2-tailed)	.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	30	30	30	30	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the data above, it shows that the significance value is < 0.05 and the value of $r_{count} > r_{table}$ ($r_{tabel} = 0.361$), so the questionnaire that used in this study is valid.

4.2 Reliability Test

The result of reliability test in this paper, as follow:

Tabel 2. The result of Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.930	10

Based on the data above, it shows that the Cronbach Alpha coefficient more than 0.6 (0.930), so the questionnaire that used in this study is reliable.

4.3 Regression Analysis

The result of simple linear regression analysis in this paper, as follow:

Tabel 3. The result of Regression Analysis

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.332	.892		1.493	.147
	X	.221	.024	.871	9.366	<.001
a. Dependent Variable: Y						

Based on the data above, it shows that the significance value is < 0.05 and the value of $t_{count} > t_{table}$ (9.366 > 2048), so the result of hypothesis test is H_0 rejected. It means that there is an effect of service structure on patient satisfaction.

Tabel 4. The Result of the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871ᵃ	.758	.749	.35600
a. Predictors: (Constant), X				

Based on the data above, it shows that the R Square value is 0.758. Its means the effect of service structure on patient satisfaction is 75.85%

4.4 Importance Performance Analysis.

The result of simple linear regression analysis in this paper, as follow:

Figure 4. Cartesian Diagram of Importance Performance Analysis at Excecutive Dental Clinic of Dadi Keluarga General Hospital, Purwokerto
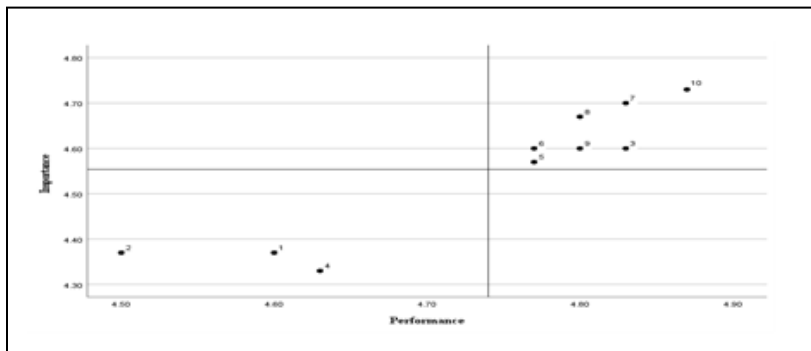
Based on the data above, it shows that questions number 1, 2, and 4 are in quadrant III which means low priority, while questions number 3,5,6,7,8,9 and 10 are in quadrant II which means keep up the good work.

5. Discussion

Chang & Chang (2013) also explained that dental services are different from other medical services because there is a more personal, intimate, and long-lasting contact with patients because even the simplest dental procedures require relatively long sessions. Therefore, a suitable method for researching dental service satisfaction is the Donabedian Model.

The Donabedian model describes four specific reasons for investigating patient satisfaction. First, satisfaction is the goal of care; second, satisfaction is a consequence of treatment because it is an outcome; third, satisfaction can contribute to the effect of treatment, because satisfied patients are more likely to adhere to suggestions; and lastly, satisfaction is also a patient's assessment of the

services that have been provided (Sur, et. al., 2004). The Donabedian model explains the causal relationship between structure, process and outcome. The structure is defined as the place where medical care takes place and the device each product includes features of the service provider system. (Voyce, et.al., 2015).

Mongkaren (2013) explains that good service quality will certainly create satisfaction for service users. Good service quality can ultimately provide several benefits, including the establishment of a harmonious relationship between providers of goods and services and customers. Anang, et. al. (2019) explains that patient satisfaction with dental and oral health services is a comparison between the service felt by the patient and his expectations before getting service. Perception is the sensory experience of objects, events or relationships obtained by inferring information and interpreting messages. In terms of health services, perception means activities that are integrated in individuals so that what is in the individual will be active in perceptions, such as perceptions about the quality of health services in a health agency.

Based on the results of the study, the regression test showed that there was an influence of the service structure on patient satisfaction. This is in accordance with the theory described above which explains that good service quality will create patient satisfaction. In accordance with this study, the quality of dental services that has an effect gives a positive number of 75.85%. There are still 24.15% that affect patient satisfaction. Akbar & Ayuandyka (2018) explain many factors that can play a role in improving the quality of services in general, including performance, environment, support/care, waiting time, communication, honesty, nursing care, administrative processes, concern for family and friends and treatment procedures. from doctors can affect patient satisfaction. In addition, other factors that affect patient satisfaction and service quality in dental clinics are technical competence, personal factors, convenience, cost, insurance and guarantees, staff empathy, responsiveness, ease of referral, friendly staff, and modern dental clinics. Therefore, further research is needed regarding process and outcome aspects that also play a role in influencing patient satisfaction

Kotler, et al. (2001) satisfaction is a function of the difference between perceived performance and expectations. Customer satisfaction is the level of one's feelings after comparing the perceived performance compared to expectations. Therefore, in this study using Importance Performance Analysis which not only knows the effect of the variables studied, but also compares the perceived performance with the expectations of patients who come to the Executive Dental Clinic of Dadi Keluarga General Hospital. The results of the Importance Performance Analysis show that statements about clean and hygienic appearance, comfortable arrival, well-dressed staff, adequate selection of dentists, dentist reputation, satisfied with the facilities and atmosphere of the clinic, and satisfied with the attitude of the staff and dentists at the clinic are included in the keep up the good work category (Quadran II). This means that the variables included in this quadrant must be maintained because all these variables make the product or service superior in the eyes of the customer. Meanwhile, statements regarding state of the art equipment, visually appealing facilities, and instrument sterilization are included in the low priority category (Quadran III). This means that the increase in the variables included in this quadrant can be considered because the benefits felt by customers is very small. Sulistyo, et. al. (2019) describes the results of his research that there are several factors that affect patient satisfaction including age, gender, occupation, source of funds, hospital accreditation status affecting patient satisfaction.

6. Conclusion

The conclusion of this study is that there is an effect of service structure on patient satisfaction. Another conclusion in this paper at Executive Dental Clinic of Dadi Keluarga Hospital, Purwokerto is that state of the art equipment, visually appealing facilities, and instrument sterilization included in the low priority category. Meanwhile, clean and hygienic appearance, comfortable arrival, well-dressed staff, adequate selection of dentists, dentist reputation, satisfied with the facilities and atmosphere of the clinic, and satisfied with the attitude of the staff and dentists at the clinic are included in the keep up the good work category. Therefore, further research is needed on 2 other aspects (process and outcome) that also affect patient satisfaction.

Acknowledgements

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