

CHAPTER 1

INTRODUCTION

1.1. Background

Patient satisfaction has grown in importance as a criteria for assessing the quality of healthcare in recent decades. It affects patient retention, hospital reputation, and overall healthcare outcomes in addition to reflecting the perceived quality of care (Sahin et al., 2007). Given that patient satisfaction has a major impact on their capacity to draw in and keep patients in the highly competitive healthcare market of today, private hospitals in particular need to pay close attention to these elements (Gavurova et al., 2021). In places like South Sumatra, where healthcare services encounter particular difficulties influenced by regional culture, socioeconomic circumstances, and the general healthcare infrastructure, it is even more important to comprehend these elements.

Since inpatient departments make up the majority of hospital services, they provide a special environment for researching patient satisfaction. Compared to outpatients, inpatients engage with the healthcare system more frequently and for longer periods of time (Viccellio et al., 2013). From the initial admission procedures to medical treatment and interactions with physicians and nursing staff until discharge, their experiences frequently cover a variety of hospital operations (Krol et al., 2015). Because inpatient treatment is so comprehensive, knowing what motivates happiness in this area can help politicians and healthcare professionals, particularly in private hospitals looking to improve patient-centered care.

Over the past few decades, Indonesia's private healthcare industry has grown quickly due to rising demand for more specialized and superior medical care (Sriram et

al., 2023). The mix of urban and rural people in South Sumatra creates a special environment for private hospitals to operate in. In this area, private hospitals are frequently viewed as an alternative to the overcrowded and underfunded public healthcare systems. Because of this, they draw a wide range of patients, including both wealthy city dwellers and those from rural areas looking for improved medical care (Goodair & Reeves, 2024). Private hospitals have particular difficulties as a result of this varied patient population. Due to factors like socioeconomic level, cultural values, and prior experiences receiving healthcare services, patients have different expectations and needs. In order to properly customize their services, private hospitals must have a thorough understanding of the various aspects that affect patient satisfaction (Hallo De Wolf & Toebes, 2016).

In healthcare settings, patient satisfaction is a multifaceted term that is impacted by a number of factors, including non-clinical elements like the hospital atmosphere and administrative procedures, as well as clinical care quality. It is commonly acknowledged that contented patients are more likely to follow treatment programs, heed medical advice, and keep enduring connections with healthcare professionals (Prakash, 2010). Furthermore, since patients are more likely to take an active role in their own health management when they feel appreciated and understood, patient satisfaction is frequently associated with improved health outcomes (Sahin et al., 2007).

For private hospitals in South Sumatra, ensuring patient satisfaction is not only important for maintaining a competitive advantage but also for fulfilling the ethical responsibility of delivering high-quality healthcare. Patient satisfaction is an integral component of quality care and a key performance indicator for hospital management

(Hoxha et al., 2023). In many countries, including Indonesia, patient satisfaction surveys are used as part of hospital accreditation processes, reflecting its significance as a measure of healthcare quality. In various parts of the world there are some differences in patient satisfaction in private and public hospitals. In Ethiopia, private healthcare facilities have greater patient satisfaction rates (66.7%) than state ones (40.1%) (Tesfaye & Tegegne, 2019). According to Adhikary et al. (2018), patients in Bangladesh who visited private institutions expressed the highest level of satisfaction (73%) while those who visited primary care facilities expressed the lowest level of satisfaction (52%). Public and private hospitals in England do not differ in terms of patient satisfaction, according to Pérotin et al. (2013). However, it was discovered that public hospitals in the US with higher HCAHPS surveys had happier patients (Jha et al., 2008).

Although there isn't any concrete information on how patient satisfaction varies across public and private hospitals across Indonesia, a few regional studies show a more consistent pattern than research conducted in other nations. According to Afader et al. (2021), patients in West Java are less satisfied with public inpatient primary health care clinics than they are with private hospitals. A similar phenomenon is also shown in Malang, where private hospitals have a stronger link with patient satisfaction (Setyawan et al., 2020). In Jakarta, hospital ownership status has less of an impact on patient satisfaction than the hospital's location, cost, and level of services (Lesmana & Achmadi, 2022; Raharjo et al., 2021). Studies in Palembang, which differ slightly from those in Jakarta, have not examined the connection between hospital ownership status and patient satisfaction; however, it was discovered that, in public hospitals, nursing service ranks as the second most important factor influencing patient satisfaction (Riani et al., 2021;

Taufiq et al., 2023). According to another study conducted in North Sumatra, the local community's perception of government-owned public hospitals as the best medical facilities may contribute to increased patient satisfaction in these settings (Nasution et al., 2024). In Central Sulawesi, however, patients who sought care at private hospitals expressed more satisfaction than those who sought care at state hospitals (Mutiarasari et al., 2021).

The interview with the Head Nurse of the Inpatient Department, supported by survey findings, highlighted key factors affecting nursing performance, particularly in relation to nursing ratio, burnout, and interpersonal communication skills. The nursing ratio remains a significant challenge, especially during peak patient admissions, leading to increased workload and stress among nurses. While interpersonal communication skills were reported to be at a high level, ensuring effective patient interactions, the strain caused by staff shortages has contributed to burnout among nurses. Many nurses expressed satisfaction in providing patient care, but concerns about workload balance, emotional exhaustion, and staffing adequacy were evident. The findings suggest that while nurses are committed to their roles, improving staffing strategies and workload distribution is essential to maintaining both nurse well-being and service quality.

A thorough analysis of the literature indicates that a variety of factors impact patient satisfaction in inpatient care. These elements can be broadly divided into four categories: service quality, interpersonal communication skills, burnout, and nursing ratios. Burnout and nursing ratios are closely related, with each making the other worse. Nurse burnout can result from having too many patients, and burnout can lead to poorer job performance, absenteeism, and ultimately worse patient outcomes (Chen et al., 2019;

Vahey et al., 2004). The level of care received is the most direct factor in determining patient satisfaction. This covers the technical proficiency of medical professionals, the precision of diagnosis, and the efficacy of therapies.

Patients have high expectations for medical care, which includes prompt medication and treatment administration in addition to the expertise of physicians and nurses (Alghamdi, 2014). The standards for clinical care quality are especially high in private hospitals, since patients frequently pay more for services. Patient satisfaction is largely influenced by interactions between patients and healthcare professionals, including physicians, nurses, and other hospital employees. Important elements of this interpersonal component include empathy, communication, and the capacity of healthcare professionals to establish trust. High levels of satisfaction are more likely to be reported by patients who feel valued, heard, and participated in their treatment decisions (Richard & Hanafi, 2012).

A key indicator of healthcare quality that affects both hospital performance and patient outcomes is patient satisfaction. Delivering high-quality, patient-centered treatment in South Sumatra's private hospitals requires an understanding of the elements that affect patient satisfaction, given the different requirements and expectations of the patients. In order to give scholars and medical professionals useful information, our study aims to identify these factors. Furthermore, no comparable studies have been carried out in the South Sumatra area.

1.2. Research Question

1. What is the ideal nursing ratio for service quality?

2. Is there a relationship between burnout and service quality?
3. Is there a relationship between interpersonal communication skills and service quality?
4. Is there a relationship between service quality and patient satisfaction?
5. What is the ideal nursing ratio for patient satisfaction?
6. Is there a relationship between burnout and patient satisfaction?
7. Is there a relationship between interpersonal communication skills and patient satisfaction?

1.3. Research Objective

This research was conducted to find out:

1. Relationship between nursing ratios and service quality.
2. Relationship between burnout and service quality.
3. Relationship between interpersonal communication skills and service quality.
4. Relationship between service quality and patient satisfaction.
5. Relationship between nursing ratios and patient satisfaction.
6. Relationship between burnout and patient satisfaction.
7. Relationship between interpersonal communication skills and patient satisfaction.

1.4. Benefits of Research

1.4.1 Theoretical and Academic Benefits

There are a number of academic and theoretical advantages, such as adding to the body of knowledge, creating theoretical frameworks, and having cross-cultural relevance

for the theoretical advantage itself. In the setting of private hospitals in Indonesia, where regional characteristics may vary, this study will add to the body of knowledge regarding patient satisfaction in healthcare. By identifying important elements pertinent to the South Sumatra environment, the study can aid in the development or improvement of patient satisfaction models. Global perspectives on patient care and satisfaction can be enhanced by using the findings as a foundation for comparing patient satisfaction indicators across cultural and regional contexts.

Research foundation for future studies, methodological contributions, interdisciplinary relevance and policy recommendations are the academic benefits of this research. This research could serve as a foundation for future academic work on healthcare quality, patient satisfaction, or hospital management in Indonesia and beyond. The research could also introduce or validate specific methodologies tailored to measuring patient satisfaction in private healthcare settings. The findings could be valuable for multiple academic fields, including healthcare management, public health, psychology, and sociology, as it deals with human behavior and organizational management. Academics studying public health policies could use this study to recommend strategies for improving patient satisfaction, not only in South Sumatra but also in similar healthcare environments.

1.4.2 Practical Benefits

The actual practical advantages include bettering patient care, strategic decision-making, competitive advantage, hospital management, and policy creation. The study might give medical professionals and hospital management useful information on the elements that have a big influence on patient satisfaction. South Sumatra's private

hospitals may be able to improve their offerings as a result. Hospitals can better focus training and resources to enhance patient experiences by identifying the critical factors that affect patient satisfaction. The results might be used by hospital administrators to create stronger patient-centered care policies and initiatives, which could increase patient retention and enhance the institution's reputation. For private hospitals, understanding what drives patient satisfaction can offer a competitive edge in attracting more patients, as higher satisfaction often correlates with patient loyalty. The study can inform local healthcare policies or hospital standards, especially in private healthcare sectors, contributing to improved regulatory frameworks that prioritize patient satisfaction.

1.5. Research Systematics

CHAPTER I: INTRODUCTION

This chapter provides an explanation of the research background concerning the factors that affect patient satisfaction in inpatient departments at private hospitals in South Sumatra. It also outlines the research topic, benefits and discusses the relevance of this subject, highlighting the existing problems.

CHAPTER II: LITERATURE REVIEW

This chapter presents a review of the theoretical and conceptual foundations based on previous studies, along with the key concepts of the research. These concepts help establish the study's conceptual framework, including the definitions and measurements of variables. It also covers an examination of past empirical studies relevant to the

research topic. In addition, this section sequentially develops the research hypotheses based on references from prior research. The chapter concludes with a depiction of the conceptual framework and the hypotheses that will be empirically tested.

CHAPTER III: RESEARCH METHOD

This chapter details the research paradigm, the research subject, and a description of the analytical approach. It explains the type of research conducted, how the variables are measured, the population, sample size determination, and the methods used for data collection and analysis.

CHAPTER IV: RESEARCH RESULTS AND DISCUSSION

This chapter presents the analysis of the processed research data. It begins with an overview of the respondents' profiles and behaviors, followed by a descriptive analysis of the research variables. The chapter then moves on to a statistical analysis of the data, along with a discussion of the findings. The statistical analysis starts with tests for reliability and validity, and the main focus is on the results of the hypothesis testing, which are discussed in detail in this section.

CHAPTER V: CONCLUSION

This chapter provides conclusions drawn from the statistical analysis of the study, presenting the results of hypothesis testing to address the research questions. It also includes a discussion of the implications for hospital management. The chapter concludes with notes on the limitations of the study and suggestions for future research in health management.