Effect of Service Quality on Service User Satisfaction at Cempaka Lima Banda Aceh Clinic

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ABSTRACT

The purpose of this study was to find out the Effect of Service Quality on Service User Satisfaction at Cempaka Lima Clinic in Banda Aceh, where the number of samples in the study was 30 respondents using incidental sampling method with a 10% error rate. The method in this study is descriptive quantitative. data collection techniques, namely questionnaires and observations. data analysis techniques using slovin formulas. The study used four free variables and one bound variable. Based on the results of the study it is known that The Quality of Service contributes to the improvement of Customer Satisfaction the results of the research obtained t count value > t table or 2,931 > 1,699, so it can be concluded that the third hypothesis (responsiveness) is accepted. calculation of Test F where obtained the calculated value of F of 7,346 with a significance value of 0.000, because the calculated F value (7,346) is greater than the table F (4.18) it can be concluded that independent variables including Physical Evidence, Reliability, Responsiveness, Guarantee have a simultaneous influence of R2 of 0.540 which means 54.0% customer satisfaction can be explained by service quality variables (independent variables), the remaining 46.0% explained by other factors outside the model.

Keywords :   Service Quality, Service User Satisfaction

INTRODUCTION

Increasingly intense competition at this time requires businesses to be able to adjust the performance of their company in order to compete in the market. The Company must strive to learn and understand the needs and wants of its customers. Companies should place orientation on consumer satisfaction as the primary goal. this is reflected in the growing number of companies that include their commitment to customer satisfaction in their mission statements, advertisements, and public relation releases. The main key of the company to win the competition is to provide value and satisfaction to consumers through the delivery of quality products and services at competitive prices.

With a good quality of service in a company, will create satisfaction for customers. Once the customer is satisfied with the product or service he or she receives, the customer will compare the services provided. If the customer is completely satisfied, they will re-do it and recommend to others to do it in the same place. Therefore, companies must start thinking about the importance of customer service more maturely through the quality of service, because it is now increasingly

realized that service (customer satisfaction) is a vital aspect in order to survive in the business and win it.

Service businesses can grow in one or more ways by attracting new customers, encouraging customers to always exist in the purchase of services and reducing the breadth of turnover resulting from customers' interest in their subscriptions. Therefore, the company has a commitment to provide the best service and continues to strive to improve the quality of the types and services provided. Matters relating to the quality of service services in a company is an interesting issue to be studied in depth so that it can be known to the extent that the quality of service has an influence on customer satisfaction. Thus the role of service quality in improving the satisfaction of service users in the company is very large.

Cempaka Lima Foundation was founded in 1990, with the aim of supporting the government for the availability of affordable health care facilities by people from various walks of life. In 1991 Cempaka Lima Foundation started its first operation by opening a pharmacy service unit, practice with specialist doctors, general practitioners, laboraturium. The Monetary Crisis that occurred in 1998 and coupled with the guarantee of security in Aceh that is not conducive To Cempaka Lima Foundation is not able to support the business burden, this is characterized by a decrease in the number of patient visits resulting in the closure of sigli and lhokseumawe branch service units.

In 2004, when the Aceh Earthquake &Tsunami hit causing major losses suffered by the company, Cempaka Lima Specialist Clinic had a fakum in the implementation of services. Learning from previous experience Cempaka Lima improved and again increased the availability of health care facilities that can be affordable to all levels of society. And in August 2012 Cempaka Lima Specialist Clinic changed the legal status of business entity to PT. Cempaka Lima Utama.

PT. Cempaka Lima Utama is the first company in Aceh with a one-stop integrated health care system, namely Klinik Pratama and Klinik Utama. The Company continues to strive to improve itself in order to provide the best service to the people of Aceh in general. Efforts through this vertical strategy is carried out by also paying attention to the facilities supporting parking and building expansion so that visitors feel comfortable and orderly. In 2015 the renovation of buildings and parking lots was carried out in order to realize medical and non-medical support both in terms of health and non-health services. Until now Cempaka Lima Specialist Clinic serves 34,183 participants bpjs capitation with the average number of visits per day 300 - 1000 participants. (website. http;//cempakalima.co.id).

In this study the authors encountered problems that can be formulated as follows; How is the strategy to improve the satisfaction of service users by Cempaka Lima Clinic, How much influence the quality of service to the satisfaction of service users at Cempaka Lima Clinic Banda Aceh, so that the author is interested to discuss both things.

LITERATURE REVIEW
Service User Satisfaction

According to Fandy Tjiptono &Chandra (2016) the word satisfaction (Satisfaction) comes from the Latin "satis" (meaning good enough, adequate and "facio" (do or make). Satisfaction can be interpreted as "effort to fulfill something" or "make something adequate". According to the Oxford Advance Learner's Dictionary in Tjiptono &Chandra (2016) describes satisfaction as *"the good feeling that you have when you achieved something or when something that you wanted to happen does happen"; "the act of fulfilling a need or desire"; dan "an acceptable way of dealing with a complaint, a debt, an injury, etc.".*

According to Richard L. Oliver in Tjiptono & Diana (2015) Customer Satisfaction is the feeling of pleasure or disappointment that a person gets from comparing between the performance (or results) of a perceived product and its expectations. A customer is satisfied or not, depending on the performance of the product (Percieved Performance) compared to the expectations of the customer concerned and whether the customer interprets the deviation or gap between the performance and expectations. If the performance is lower than expectations, then the customer will feel dissatisfied. If the performance is equal to expectations, then it will be satisfied. Whereas if the performance exceeds expectations, then the customer will feel very satisfied or even happy (Delighted). Windasuri &Hyacintha (2016) added customer satisfaction is an emotional response to the evaluation of the consumption experience of a product or service. Meanwhile, according to Tjiptono (2014) Customer Satisfaction is an evaluative assessment of after-sales resulting from the selection of specific purchases.

According to Philip Kotler (1994) in Fandy Tjiptono et al (2008) presented several ways that can be done to measure satisfaction, namely:

1. Complaints and Advice System

   Customer-Centered organizations provide a wide range of opportunities for their customers to submit suggestions and complaints, for example by providing advice boxes, providing comment cards and so on. This information can provide ideas and input to the company and makes it possible to react responsively and quickly to address the problem.

2. Customer Satisfaction Survey

   This method can be done by post, phone or personal interview. Through the survey the company will get feedback directly from customers and at the same time also give a positive signal that the company pays attention to its customers. Customer measurement through this method can be done in a variety of ways, including:

   a. Directly Reportered Satisfaction

      Measurements are made directly through questions such as: "Expression of how satisfied you are with PT A's service on the following scale: very dissatisfied, dissatisfied, neutral, satisfied, very satisfied".

   b. Derived Dissatisfaction

The questions asked concern two main things, namely the amount of customer expectations for certain attributes and the amount of performance they feel.

c. Problem Analysis

Customers who are respondents are asked to reveal two main things. First, the problems they face relate to offers from companies. Second, suggestions for making improvements.

d. Importance-Performance Analysis (the importance of performance analysis)

Respondents were asked to rank various attributes of the offering based on the degree of importance of each attribute and also rank how well the company performs in each attribute.

e. Ghost Shooping (competitor company)

This method is done by hiring several people (ghost shopper) to act as customers or potential buyers of products of competitor companies, then submit their findings about the strengths and weaknesses of competitors' products. In addition, ghost shopper can also observe how complaints are handled.

f. Lost Customer Analysis

The company contacted its customers who had stopped buying and switched suppliers. This is done to obtain information about the cause of the occurrence. This information is useful for companies to take further policies in order to increase customer satisfaction and loyalty

Service Quality

In every purchase activity either in the form of goods or services, every consumer always expects and obtains goods and services in accordance with his wishes. So he was satisfied with the expenses made to obtain goods and services. Not infrequently we see certain people who are willing to spend a considerable amount of money to obtain satisfaction in consuming excellent products. According to Kotler &Keller in Tjiptono &Chandra (2016) services as any action or action that can be offered by a party to another party that is basically intangible (physical intangible) and does not result in ownership of something. According to Gronroos in Tjiptono &Chandra (2016) service is a process consisting of a series of intangible activities that usually (but not necessarily) occur in the interaction between customers and service employees and or physical resources or goods and or service provider systems, which are provided as solutions to customer problems.

According to Kotler in Tjiptono &Chandra (2016), in general the characteristics of services consist of:

1. Intangibility

Services are different from goods. If the goods are an object, tool, material or object then the service is precisely an act, action, experience, process, performance (Performance), or business. Therefore services cannot be seen, tasted, smelled, heard or tasted before being purchased or consumed.

2. Inseparability
    Goods are usually produced first, then sold, freshly consumed. While services are generally sold first, then produced, and consumed at the same time and place.
3. Heterogeneity/Variability/Inconsistency
    Services are very variable because they are non-standardized outputs, meaning there are many variations in form, quality and type depending on who, when, and where they are produced.
4. Perishability
    Services are commodities that are not durable, cannot be stored for future reuse, resale or return.

    Based on the above components, it can be concluded that the output of services and the way of delivery are factors used in assessing the quality of services and it can also be seen that in assessing the quality of services provided by a company, we can obtain a truly objective value can be done by assessing the answers given by customers to these factors. In order for the service to the community to run as it should, there needs to be factors supporting adequate services.

METHODS

The research method used in this research is quantitative research. Quantitative research is a method to test certain theories by examining the relationship between variables (Noor, 2011). Quantitative research can also be interpreted as research conducted by collecting data in the form of numbers, or data in the form of words or sentences converted into data in the form of numbers (Martono, 2014). Quantitative research can also be defined as research using numerical data analysis (Suryani and Hendrayani, 2015).

The type of research is field research with the type of approach used in this study is a correlational / associative approach. Correlational research is research conducted to find the influence relationship of one or more independent variables with one or more dependent variables (Syriac and Hendrayani, 2015). In correlational studies can show positive correlation coefficients show straight relationships or parallels and can coefficients of negative correlation show inverse or misaligned relationships (Noor, 2011).

The location of the research is Cempaka Lima Banda Aceh Clinic which is located at Teuku Moh Street. Daud Beureuh No.156 Beurawe banda Aceh. This sampling technique author using Accindental Sampling technique, namely anyone who Incidentally met with researchers can be used as a sample, then the sample technique in this study using slovin formula:

$$n = \frac{N}{1 + Ne}$$

Description:
n   = Samples
N   = Population
e   = Margin of Error

Population (N) as many as 300 patients assuming the error rate (e) = 10%, then the number of samples is 30 patients/ saddle.

RESULT AND DISCUSSION
RESULT
Validity Test Result

Basically the validity test is used to see the similarities between the collected and the actual data occurring in the research object, so that the data obtained is completely valid. Validity test can be calculated by comparing the calculated r value with the table r value. The validity test assessment criteria used are.

a. If the r count is greater than the table r, then the questionnaire component is declared valid.

b. If the r count is smaller than the table r, then the questionnaire component is declared invalid.

Table 1. Validity Test Result

Variabel	r tabel	Pearson Corelation	Keterangan
Bukti Fisik			
x1.1	0,355	0,704	Valid
x1.2	0,355	0,659	Valid
x1.3	0,355	0,635	Valid
x1.4	0,355	0,757	Valid
Keandalan			
x2.1	0,355	0,779	Valid
x2.2	0,355	0,749	Valid
x2.3	0,355	0,779	Valid
x2.4	0,355	0,557	Valid
Daya tanggap			
x3.1	0,355	0,584	valid
x3.2	0,355	0,763	valid
x3.3	0,355	0,474	valid
x3.4	0,355	0,654	valid
Jaminan			
x4.1	0,355	0,450	Valid
x4.2	0,355	0,641	Valid
x4.3	0,355	0,793	Valid
x4.4	0,355	0,514	Valid
Kepuasan Konsumen			
Y1	0,355	0,418	Valid
Y2	0,355	0,701	Valid
Y3	0,355	0,765	Valid
Y4	0,355	0,830	Valid

Based on the results of the variable test in table 1 shows that each component of the question used in the questionnaire is declared valid, so that each question in

this questionnaire can be used further to be disseminated to the 30 respondents who became the intended sample in this study. The validity test in this study was conducted using the help of SPSS version 23 application to process data from questionnaire answers that have been distributed to respondents. Based on Table 1 above, it can be known that any questions in the instrument used are valid.

Reliability Test Result

This reliability test was conducted to determine the extent to which the questionnaire used can show the stability of the results of subsequent studies with fixed conditions. In measuring reliability can be done using cronbach alpha statistical test with reliability test assessment criteria used are:

a. If the alpha coefficient result is greater than 0.60 then the questionnaire is declared reliable.
b. If the alpha coefficient result is less than 0.60 then the questionnaire is declared not reliable.

Table 2. Reliability Test Result

Variabel	Jumlah Item	Cronbach's Alpha	Keterangan
Bukti fisik	5	0,771	Reliabel
Keandalan	5	0,784	Reliabel
Daya Tanggap	5	0,731	Reliabel
Jaminan	5	0,719	Reliabel
Kepuasan Konsumen	5	0,767	Reliabel

The reliability test in this study was conducted with the help of SPSS version 23 application. Based on Table 2 above it can be known that any questions in the instrument used are declared reliable. This can be known by comparing each Croncbach's Alpha value and the results show that the value of Cronbach's Alpha of each question component is greater than 0.60.

Normality Test Result

Normality testing using graph analysis is done using histogram, if the residual regression histogram forms a bell-like curve then the residual value is declared normal or the regression model is declared to meet the assumption of normality.
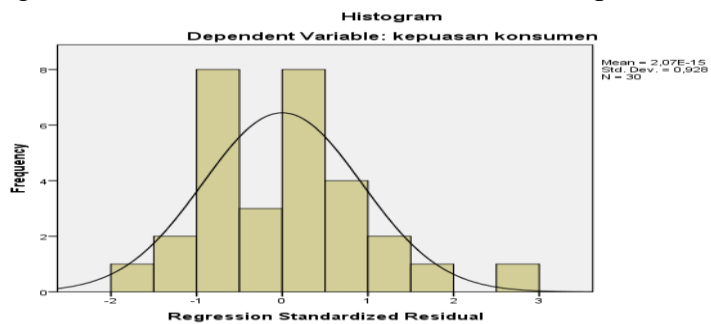

Figure 1. Histogram

Based on the graph image above it can be seen that the residual regression histogram forms a bell-like curve, so this indicates that the residual value is declared normal or the regression model is declared to meet the assumption of normality.

Multiple Linear Regression Analysis Result
Partial test (t test)

Statistical tests are performed to test whether a free variable (X) individually has a significant relationship or not to a bound variable (Y).

Table 3. Partial Hypothesis Test results (t)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.211	4.129		.536	.597
	Bukti Fisik	-.089	.151	-.080	-.590	.560
	Keandalan	.113	.142	.129	.795	.434
	Daya Tanggap	.572	.195	.504	2.931	.007
	Jaminan	.312	.200	.246	1.562	.131

a. Dependent Variable : Kepuasan Konsumen

Based on the table above, a research model can be drawn up, the regression equation is as follows:

$$Y = 2.211 + -0.089X^1 + 0.113X^2 + 0.572X^3 + 0.312X^4 + e$$

Based on the regression equation model above, it can be interpreted as follows:

a. Based on the equation above, know the constant of 2,211. This indicates that if independent variables are assumed to be in a fixed state, then dependent variables will drop by 2,211.

b. Physical Evidence dimension has a value of -0.089 which means that if physical evidence increases by 1 unit will cause consumer satisfaction to increase by 0.089.

c. Reliability Dimension has a value of 0.113 which means that if reliability increases by 1 unit will cause customer satisfaction to decrease by 0.113.

d. Responsiveness Dimension has a value of 0.572 which means that if the responsiveness increases by 1 unit will cause customer satisfaction to increase by 0.572.

e. Guarantee Dimension has a value of 0.312 which means that if the Guarantee increases by 1 unit will cause customer satisfaction to increase by 0.312.

Simultaneous Test (Test F)

Statistic F tests are performed to test whether a free variable (X) simultaneously has a significant relationship or not to a bound variable (Y).

Table 4. Simultaneous Hypothesis Test results (F)

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	46.557	4	11.639	7.346	.000^b
	Residual	39.610	25	1.584		
	Total	86.167	29			

a. Predictors: (Constant), Jaminan, Bukti Fisik, Keandalan, Daya Tanggap
b. Dependent Variable: Service User Satisfaction

Based on the table above can be seen the results of the calculation of Test F where obtained the value of F count of 7,346 with a significance value of 0.000, because the value of F count (7,346) > F table (4.18) it can be concluded that independent variables that include physical evidence, reliability, responsiveness, guarantees have a simultaneous influence on consumer satisfaction.

Determination Coefficient

To find out the amount of contribution to corporate image, trust and word of mouth on purchasing decisions simultaneously, it can be seen based on the R-Square value in the following table:

Table 5. Determination Coefficient

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.735^a	.540	.467	1.259

a. Predictors: (Constant), Jaminan, Bukti Fisik, Keandalan, Daya Tanggap
b. Dependent Variable: Service User Satisfaction

Based on the table above can be known that the value of R-Square of 0.540 which means 54.0% customer satisfaction can be explained by the variable quality of service (independent variable), the remaining 46.0% explained by other factors outside the model.

DISCUSSION
The Effect of Service Quality on Service User Satisfaction

From the test results above, it can be concluded that only one independent variable is responsiveness that has a significant influence on consumer satisfaction. This is evidenced by the t-count value greater than the table t value (1,699). While the other three independent variables (Physical evidence, responsiveness and assurance) have an insignificant influence on consumer satisfaction as evidenced by the value of t count is smaller than t table. The hypothesis testing conducted in this study is as follows:

a. **First Hypothesis Testing**

The first hypothesis in this study stated that there is an insignificant influence between physical evidence and consumer satisfaction with the results of the study obtained t count value < t table or 0.590 < 1,699, so it can be concluded that the first hypothesis is accepted.

b. Second Hypothesis Testing

The second hypothesis in this study states that there is an insignificant influence between reliability and customer satisfaction with the results of the study conducted obtained the value of t count < t table or 0.795 < 1,699, so it can be concluded that the second hypothesis rejected.

c. Third Hypothesis Testing

The third hypothesis in this study states that there is a significant influence between responsiveness and consumer satisfaction with the results of the study obtained the value of t count > t table or 2,931 > 1,699, so it can be concluded that the third hypothesis is accepted.

d. Fourth Hypothesis Testing

The fourth hypothesis in this study states that there is a significant influence between guarantee and customer satisfaction with the results of the study obtained t count value < t table or 1,562 < 1,699, so it can be concluded that the fourth hypothesis rejected.

e. Fifth Hypothesis Testing

The fifth hypothesis in this study states that there is a significant influence between physical evidence, reliability, responsiveness, assurance with consumer satisfaction. Based on table 4.10 obtained the value of F count > F table or 7,346 > 4.18, so it can be concluded that the fifth hypothesis is accepted.

CONCLUSION

Based on the results of the research and discussion in the previous chapter, the author can draw the conclusion that the **Effect of Service Quality on Service User Satisfaction in Cempaka Lima Banda Aceh Clinic** given to customers is assessed from physical evidence, reliability, responsiveness, guarantee and customer satisfaction.

1. This study stated that there is an insignificant influence between physical evidence and consumer satisfaction with the results of the study obtained t count value < t table or 0.590 < 1,699, so it can be concluded that the first hypothesis is accepted.

2. This study states that there is a significant influence between responsiveness and the results of research conducted obtained t value count > t table or 2,931 > 1,699, so it can be concluded that the third hypothesis is accepted.

3. The result of the calculation of Test F where obtained the value of F count of 7,346 with a significance value of 0.000, because the value of F count (7,346) greater than F table (4.18) then it can be concluded that independent variables

that include physical evidence, reliability, responsiveness, guarantee has a simultaneous influence on consumer satisfaction.

4. It is known that the value of R2 is 0.540 which means 54.0% customer satisfaction can be explained by service quality variables (independent variables), the remaining 46.0% is explained by other factors outside the model.

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