



The Effect Of Visibility, Tangibel, And Reliability On Quality Of Service In Class D Hospital In The Regency Of Kebumen, Central Java

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ABSTRACT

Hospital is a facility or place that organizes health efforts. It is hoped that with the existing regulations and laws, a hospital can serve to treat patients well and completely. Understanding the needs and desires of nurses in their daily work is also an important thing that will affect performance and can reduce the stress felt by nurses. Quality of service can be created one of them. Good hospital system governance, which is influenced by various factors such as visibility, tangible and reliability. This research on visibility has been carried out in a previous study by Gharaveis, 2018. It is entitled "The inuence of visibility on staff face-to-face communication and efficiency in emergency departments.", In this study, it is more inclined to the effectiveness of staff communication in the emergency room. This research is a quantitative research, which is a field survey (problem solving survey) based on the main problems found in the field using a questionnaire. The results of this study agree that the ability of nurses has a significant effect on the quality of health services. Based on the results of research and discussion, it can be concluded that Visibility, Tangibility, Reliability significant positive effect on the service quality of Class D Hospital in Kebumen Regency.

Keywords: Visibility, Tangibility, reliability, quality of service, emergency department.

1. Introduction

Hospital is a facility or place that organizes health efforts. In this era of globalization, competition between hospitals is very tight, where regulations and laws regulate hospital requirements strictly. It is hoped that with the existing regulations and laws, a hospital can serve to treat patients well and completely. The Emergency Room (IGD) is one of the pioneers of the hospital. When emergency room services must be fast and accurate. Of course, to provide good service, we must always strive to improve the quality of service in order to optimize the health of the entire community. This of course needs to be supported by easy assessment, observation, and comfort, so that nurses can do their job well.

Understanding the needs and desires of nurses in their daily work is also an important factor influencing nurse satisfaction, so that it will improve performance and can reduce the stress

felt by nurses. Quality of service can be created one of them. Good hospital system governance, which is influenced by various factors such as visibility, tangible, and reliability.

This research on visibility has been done in a previous study by Gharaveis, 2018. Entitled “The influence of visibility on staff face-to-face communication and efficiency in emergency departments.”, in this study, it is more inclined to the effectiveness of staff communication in the emergency room. emergency. This research is a qualitative research. The author is interested in seeing the quality of service from the research.

Tangible refers to the appearance of a business (hospital). Equipment and facilities used by nurses and their appearance. The more tangible it is, the more satisfied your nurse will be. The higher the tagible, the higher the level of nurse satisfaction will be.

1.1 Formulation of the problem

Based on background, the problem to be studied and attracts attention is formulated as follows:

- Does visibility have an influence on the service quality of Class D Hospital?
- Does tangible have an influence on the service quality of Class D Hospital?
- Does Reliability have an influence on the service quality of Class D Hospital?

1.2 Research purposes

This research has the objectives to:

- Testing the effect of visibility on the service quality of Class D Hospital.
- Testing the tangible effect on the service quality of Class D Hospital.
- Testing the effect of reliability on the service quality of Class D Hospital.

1.3 Restricting the problem

Explore and investigate the potential impact of visibility and tangibles in the hospital ER, on the effectiveness of the quality of service of the ER medical staff at two Class D hospitals in Kebumen district.

1.4 Benefits of research

- Theoretical Benefits
As the basis for the spatial and tangible visibility model that increases the effectiveness of service quality in the Emergency Room.
- Practical Benefits
Can provide information to hospital managers and designers about guidelines for improving the performance of doctors and nurses through the design of environmental and tangible visibility in improving the effectiveness of service quality.

2. Library Review

2.1 Service Quality

According to the KBBI, the notion of Quality is the measure, level, or level of quality of a product or service. Quality is a combination of characteristics, characteristics of products and services that can meet your needs. (Bustami, 2011). Quality is something that is expected and or determined by consumers (AA Gde Muninjaya, 2011). Quality is a description of the direct characteristics of the product. Quality can be recognized in several aspects. It can be seen in relation to the shape, appearance, performance, function and aesthetics of the product (Erwin

Suryatama, 2014). Quality which is also known as quality is conformity to market or consumer needs (Denning in Wahid Iqbal Mubarak and Nurul Chayatin, 2009).

2.2 Visibility

According to the Big Indonesian Dictionary, visibility is a visible and observable condition (especially for weather conditions, objects can be seen clearly from a distance); clarity.

2.3 Tangible.

Tangible is the hospital's ability to present its existence to internal and external parties which is very real. The appearance and facilities of the hospital, the reliable infrastructure around it, are tangible evidence of the services that the hospital provides. This includes facilities. For example: cleanliness, order and comfort of the treatment room, the adequacy of medical equipment, the adequacy of facilities in each room, the appearance of the hospital building, the layout or location of the hospital, and the appearance of the hospital. staff.

2.4 Reliability

Reliability in research is the hospital's ability to provide the promised service accurately and reliably. Services must be in accordance with patient expectations. This means punctuality, equal service for all patients, a sensitive attitude, and a high level of accuracy. For example, the simplicity of the management process, the accuracy of diagnosing the patient's disease, the accuracy of the schedule for the examination of doctors and nurses, as well as the ability of doctors and nurses to handle patient complaints. (Kotler, 2009).

2.5 Hospital

According to the Big Indonesian Dictionary, a hospital is a building for the sick or a building to treat the sick and to provide and administer health services covering various health problems. Meanwhile, according to Law no. 44 of 2009, a hospital is a group of inpatients, outpatients and facilities provided with medical services. An emergency is a patient's clinical condition that requires immediate medical attention to save lives and prevent further disability. Whole Health Services are health services that include promotive, preventive, therapeutic, and rehabilitative health services. Patients are sick people who talk about their health or health problems to get medical services directly or indirectly at the hospital.

2.6 Emergency Room (ER)

The Emergency Unit / Emergency Unit (IGD) is the part of the hospital that provides first aid to patients suffering from illnesses and injuries that have the potential to threaten their survival. The emergency department has doctors of various specialties, as well as a large number of nurses and doctors. The emergency department provides emergency and emergency services 24 hours a day, 7 days a week. Patients with acute illness who are admitted to the emergency room can be classified into urgent and urgent, urgent but not urgent, urgent but not urgent, not emergency, and not emergency. An emergency is a condition related to a disease or other life-threatening condition, and an emergency is a condition, accident,

3. Research methods

3.1 Types of research

This research is a quantitative research, which is a field survey (problem solving survey) based on the main problems found in the field using a questionnaire.

Quantitative approach is a study by obtaining data in the form of numerical data or quantitative qualitative data. The method of investigation is to obtain existing facts and seek factual information about the social, economic, or political system of a group or region (Sugishirono, 2017).

3.2 Research sites

Location The research was conducted in three Class D Hospitals located in Kebumen Regency, Central Java.

3.3 Research Subject

Research participants were emergency room nurses from three class D hospitals in Kebumen Regency, Central Java.

3.4 Research Object

The object of this research is the model of visibility, tangible, reliability and quality of service between hospitals and nurses in the emergency room at two Class D Hospitals located in Kebumen Regency, Central Java.

3.5 Data Types and Sources

- Primary data
Primary data in this study were obtained through answers to questionnaires about visibility, tangibility, reliability and service quality.
- Secondary Data
Secondary data were obtained from books, magazines and internet related to hospitals.

3.6 Population And Sample

- Population
Population is a general domain consisting of objects/subjects with certain numbers and characteristics that researchers study and determine to draw conclusions (Sugiyono, 2008). The population of this study were 31 nurses from 3 class D hospitals in Kebumen Regency, Central Java.
- Sample
The sample is the research subject and represents the entire population (Notoatmodjo, 2012). The sampling method used is the total extraction method. This is a sampling technique by using all members of the population as respondents or samples. Using the entire population is expected to be more representative of the facts (Sugiyono, 2008).

3.7 Conceptual and Operational Definitions

In this study there are dependent and independent variables.

- Independent variables or independent variables that affect the results of service quality. The independent variables in this study are:
 - Visibility (X1), namely the appearance of the location or place of the Hospital room that can be seen clearly from a normal viewing distance
 - Tangible (X2), is direct evidence consisting of physical facilities, equipment, employees, and hospital communication facilities.

- Reliability (X3), is the ability to provide the promised service accurately and satisfactorily
- The dependent variable or dependent variable in this study is the quality of hospital services (Y), namely health services that can satisfy every service user of health services in accordance with the average level of patient satisfaction, and its implementation in accordance with professional standards and codes of ethics.

4. Results

Based on the results, it can be explained the influence of each independent variable on the dependent variable as follows:

- Visibility

Based on Figure 3, it is known that the t value for visibility is 3.782. By using $\alpha = 0.05$, the t table value is 1.960. From these results it can be seen that the value of t arithmetic $>$ the value of t table, it can be concluded that the visibility variable partially has a significant positive effect on the service quality variable.three Class D Hospitals in Kebumen Regency, Central Java, so the first hypothesis which states thatvisibility has a significant positive effect on the service quality of Class D Hospital in Kebumen Regency, received.

- Tangible

Based on Figure 3, it is known that the tangible t-count value is 2.768. By using $\alpha = 0.05$, the t table value is 1.960. From these results it can be seen that the value of t arithmetic $>$ the value of t table, it can be concluded that the tangible variable partially has a significant positive effect on the service quality variable.three Class D Hospitals in Kebumen Regency, Central Java, so the second hypothesis which states thattangible has a significant positive effect on the service quality of Class D Hospital in Kebumen Regency, received.

- Reliability

Based on Figure 3, it is known that the t-count reliability value is 3.594. By using $\alpha = 0.05$, the t table value is 1.960. From these results, it can be seen that the value of t count $>$ the value of t table, it can be concluded that the reliability variable partially has a significant positive effect on the service quality variable.three Class D Hospitals in Kebumen Regency, Central Java, so the third hypothesis which states thatreliability has a significant positive effect on service qualityClass D Hospital in Kebumen Regency, accepted.

5. Discussion

5.1 Effect of visibility on service quality

The results of the analysis show that visibility has a significant effect on the service quality of the three Class D Hospitals in Kebumen Regency. The visibility factor is 0.913. This shows that an increase of 1 unit in the visibility variable increases the service quality variable by 0.913 units, assuming other variables (real and reliable) remain at the 95% confidence level. As a result, the greater the visibility of employees, the better the quality of services provided.

5.2 Tangible influence on service quality

The results of the analysis show that tangible objects have a significant effect on the service quality of three Class D Hospitals in Kebmen Regency. The tangible coefficient is 0.722. This shows that an increase of 1 unit in the tangible variable increases the service quality variable by 0.722 units, with the assumption that other variables (visibility and reliability) remain at the 95% confidence level. This ensures that the better the tangible employees, the better the quality of service provided.

5.3 Effect of reliability on service quality

The results of the analysis show that reliability has a significant effect on the service quality of three Class D Hospitals in Kebumen Regency. The reliability coefficient is 1.111, this shows that if there is an increase in the reliability variable by one unit, it will increase the service quality variable by 1.111 units, assuming that other variables (visibility and tangibles) remain at the 95 percent confidence level, where the better reliability is owned. employees, the better the quality of service provided.

6. Conclusion

Based on the results of research and discussion, it can be concluded as follows:

- Visibility has a significant positive effect on the service quality of Class D Hospitals in Kebumen Regency.
- Tangible has a significant positive effect on the service quality of Class D Hospital in Kebumen Regency.
- Reliability has a significant positive effect on the quality of home services Class D Hospital in Kebumen

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