

The Effect of Ethics and Service Quality of Health Workers on Patients Satisfaction at dr. Soepraoen Hospitals Malang

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Abstract Patient satisfaction cannot be separated from the code of ethics and quality service carried out by medical personnel. This study aims to determine the effect of Ethics and Service Quality of Health Workers on Patients Satisfaction at dr. Soepraoen Hospitals Malang. The research method used is descriptive analytic research. With a cross sectional study design. The population in this study were 100 people. The result of this study is there is a positive and significant effect of ethics health workers partially on patient satisfaction, there is a positive and partially significant effect of partially Service Quality on patient satisfaction, there is a simultaneous positive and significant effect of ethics health workers and Service Quality on patient satisfaction.

Keywords: service quality, health workers, patients satisfaction

1. Introduction

Health workers play an important role in achieving hospital goals. Every health worker has responsibilities according to their respective positions (Franco et al., 2002). When performing their duties, all health workers should follow the guidelines outlined in the standard operating procedures. The SOP describes in detail the standards or fixed standards related to the work activities carried out in the company or organization (Anyanwu et al., 2020). A hospital is an intermediary agency that provides health services to the community. The best health care requires the presence of qualified medical personnel (Lluch, M. 2011). The performance of health workers is the main support element of health services (WHO, 2006).

The performance of medical staff is closely related to organizational performance. The medical services provided by health workers do not always provide the results expected by all parties. A negligent health worker can be called malfeasance (Croke, 2003). Patient safety is inseparable from the code of ethics implemented by these medical staff. While in the hospital, medical staff should be responsible for the safety and security of patients. According to the 1996 government regulations on health workers³², the relationship between medical workers and clients is the subject of law. The medical staff's understanding of the health law makes the nurses full of confidence and follows the routine orders made by the nursing profession of the relevant hospital to keep the client on a safe path. As revealed by (Rijal et al., 2019), the ethics and performance of health personnel affect the provision of medical services for the mad Puskesmas patients in Parrepare City.

Medical staff play an important role in the hospital. Special attention should be paid to the importance of media personnel for the survival and progress of the hospital. In the rapid development of technology and increasingly fierce competition, hospitals need to improve their service quality (Chasin & Galvin, 1998). Recently, competition has become increasingly fierce, requiring service provider agents to always pamper customers/consumers by providing the best service. Hospitals need to carefully identify consumer needs in an effort to meet demand and increase satisfaction with the services provided. According to (Dewi, 2016), services may affect the level of patient satisfaction in Aceh. Consumers will look for products in the form of goods or services from companies that can provide them with the best service.

Dr Soepran Hospital is one of the hospitals that prioritizes the performance of medical personnel. Based on research by Fauzi & Azzuhri (2015) The service of medical energy at Dr Soepraon is classified as good where the medical personnel at Dr Soepraon Hospital have implemented discipline and compliance with Hand Hygiene well. Based on WHO data, at least more than 50% of medical personnel must apply good hand hygiene to support health services. This study aims to determine the effect of Ethics and Service Quality of Health Workers on Patients Satisfaction at dr. Soepraoen Hospitals Malang

2. Materials and Methods

Ethics

Ethics is a code of conduct that focuses on the good behavior of certain groups and the principles of correct behavior. Bank, (2012). Morality is related to good and bad things that have moral obligations (Appiah, 2010). Because morality has moral responsibility, deviating from ethics means not having good behavior and bad ethics. At the same time, Bertens (1993: 4) defines ethics as the study of customs, including ethics containing values and norms. These ethics and norms become a guide to guide a person or a group of people's behavior and life.

Robertson (Robertson, 1993) pointed out that ethics is a branch of philosophy that studies normative judgments about whether behavior is correct or what should be done. Ethics, as a scientific discipline, is closely related to customs, values, and norms of human behavior that are considered good or bad (Johnson, 2015).

Service quality

According to Hynes (2019), "service is an interactive process of doing something for someone". This means that service/service is the process of interacting while doing something to someone. The quality of service can be identified by comparing consumers' perceptions of the actual services received or received by the company with their actual expectations or expectations regarding the attributes of the company's services (Janda et al., 2002).

Health service is a very important form of service in the community. According to the World Health Organization (2002), health services are all the work performed in the organization individually or collectively in order to maintain, improve health, prevent diseases, and cure and restore the health of individuals, families, groups and communities.

The purpose of health services is to improve the overall health status and ability of the community to maintain their health in order to achieve optimal health independently, families and communities (Kindig et. Al, 2004). Health services according to Gröne et al (2001) have several types, namely primary health care, secondary health care, and tertiary health care.

There are two aspects of the quality of health services that need to be carried out in puskesmas, namely quality of care and quality of service (Yeşilada & Direktouml, 2010). Quality of care includes the technical skills of health workers (doctors, midwives, nurses or other paramedics) in making diagnosis and providing care to patients.

Health workers

According to the Health Law No. 36 of 2014 of the Republic of Indonesia, health workers are certain people who are committed to the health sector and acquire certain knowledge and skills through health sector education. Some types of people need to perform health work to be authorized. Health workers also play an important role in improving the highest quality of health services provided to the community, enabling people to increase their awareness, willingness and ability to live a healthy life, thereby enabling the highest level of health investment. For the development of human resources with social and economic productivity. Kruk et al., (2018).

Patient Satisfaction

Satisfaction is a person's level of feeling after comparing their performance or perceived results according to their own expectations (Ariffin & Maghzi, 2012). The level of satisfaction depends on the difference between perceived performance and expectations (Den Hartog et al., 2013). If the performance falls short of expectations, it will be disappointing.

Patients refer to people who consult their health problems to directly or indirectly provide necessary health services to doctors (Goodyear-Smith & Buetow, 2001). A patient is a person who needs health consultation services directly or indirectly from another person (in this case, a doctor) (Willison et al., 2003).

Patient satisfaction is an evaluation or assessment after using a service, that the selected service at least meets or exceeds expectations (Mosadeghrad, 2013). Meanwhile, according to (Sofaer & Firminger, 2005) patient satisfaction is the patient's feelings that arise as a result of the performance of health services he gets after the patient compares with what he expects. There are several factors that affect patient satisfaction, namely reliability, responsiveness, tangibles, assurances, empathy (Al Azmi, et. Al, 2012).

Research Methods

The method in this study is a quantitative method, because the numbers are provided to test hypotheses in this study. In addition, this type of research is explanatory research. According to the research of Singarimbun and Sofian Effendi (2009), explanatory research is to explain the causal relationship between variables through hypothesis testing. The type of data used is quantitative, which is obtained from the questionnaire answers assigned to many respondents related to the research variables. Use the Likert scale (range 1-5) to measure the research data. The data analysis used in this study is multiple linear regression analysis, which is an analysis that analyzes the influence of independent variables on dependent variables, where the independent variables are

equal to multiple variables. Then, a total sampling of 100 health workers in the cardiology department was used to obtain data from the data sample. Malang Soepraoen Hospital.

4. Result and Discussion

Result Validity Test

Item validity is the accuracy to measure what should be measured through these items so that the validity of an instrument is strongly influenced or depends on the validity possessed by each question in a questionnaire or research instrument. A tool to test the validity is Pearson's Product Moment Correlation. An indicator is said to be valid, if $n = 30$ and $\alpha = 0.05$, then the r table = 0.296.

Table 1 Validity Test

Variable	r-count	r-table	Description
Ethics Health Workers	0.538-0.868	0.296	Valid
Service Quality	0.498-0.882	0.296	Valid
Patients Satisfaction	0.521-0.845	0.296	Valid

Based on the results of the validity test above, it can be seen that the validity of the ethics health workers, service quality, and patient satisfaction instruments is declared as valid because of all values of Corrected item-total Correlation (r-count) are greater than the r-table (0.296).

Reliability Test

Reliability test is the process of testing the question items in the questionnaire, whether the contents of the items are reliable or not so they can measure the factors. Furthermore, the reliability coefficient obtained is compared with an alpha of at least 0.60. If the reliability coefficient is \geq alpha (0.60) then the question being asked is reliable but if the reliability coefficient is \leq alpha (0.60) then the question being asked is not reliable.

Table 2 Reliability Test

Variable	Cronbach's Alpha	Standard alpha	Description
Ethics Health Workers	0.895	0.60	Reliable
Service Quality	0.845	0.60	Reliable
Patients Satisfaction	0.836	0.60	Reliable

According to the data above, it can be concluded that the administrative modernization instrument, tax administration services, and tax compliance are declared reliable because they have a Cronbach's alpha value above 0.60.

Descriptive Analysis

The following is a description of the respondents' answers based on their answers to the questionnaire related to the research variables. Descriptive analysis can also describe the value and category of each variable. The general description of these variables can be seen as follows:

Table 3 Variable Description

Variable	Mean	Category
Ethics Health Workers	3.99	High
Service Quality	4.25	Very High
Patients Satisfaction	4.33	Very High

Normality Test

The normality test aims to test whether the variables are normally distributed in the research model. The data normality test in this research used the One-Sample Kolmogorov Smirnov test. The data is said to be normally distributed if the residuals are normally distributed, which has a Sig Z value > 0.05 .

Table 4 Normality Test

Variable	Sig Z	Description
Ethics Health Workers	0.153	Normal
Service Quality	0.723	Normal
Patients Satisfaction	0.242	Normal

Based on the Kolmogorov-Smirnov Z test, it is known that the sig Z value in the ethics health workers variable is 0.153, the sig Z value for the service quality variable is 0.723, and the sig Z value for the Patients Satisfaction variable is 0.242. Thus, it can be concluded that H0 is accepted and H1 is rejected, so it can be concluded that the residuals on all variables are normally distributed because they have a sig value > 0.05.

Multicollinearity Test

The result of the multicollinearity assumption test aims to show that the independent variables are not interrelated. This can be seen from the correlation matrix between the independent variables in the following table:

Table 5. Multicollinearity Test

Variable	Tolerance	VIF	Description
Ethics Health Workers	0.234	5.479	Normal
Service Quality	0.545	3.550	Normal

Multicollinearity test results can be seen by looking at the VIF and the tolerance value obtained. If the tolerance value is greater than 0.10 and the VIF value is smaller than 10, it can be concluded that there is no multicollinearity. From the table above, it is known that all VIF values in the ethics health workers variable is 5,479, while the service quality value is 3,550, which both are smaller than 10. Further, the tolerance value is greater than 0.10, so it can be concluded that there is no multicollinearity between the independent variables.

Regression Analysis

Multiple linear regression analysis is intended to determine the effect or relationship of the independent variables, ethics health workers and service quality, on the dependent variable, patients' satisfaction.

Table 6. Regression Analysis

Variable	Beta	t-count	P-Value	Description
Ethics Health Workers	0.312	2.211	0.012	Significantly Positive
Service Quality	0.636	7.502	0.000	Significantly Positive

- a. The regression coefficient for the variable ethics health workers (X1) is 0.312; It means that if the other independent variable has a fixed value and the ethics health workers variable has an increase of 1 unit, then patient satisfaction (Y) will be increased by 0.312 because the coefficient value is positive. Furthermore, the significance value of the effect is 0.012 < 0.05. So, it can be concluded that there is a positive and significant effect of ethics health workers on patient satisfaction.
- b. The service quality variable regression coefficient (X1) is 0.636; It means that if the other independent variable is fixed in a value and the service quality variable increases by 1 unit, patient satisfaction (Y) will be increased by 0.636 because the coefficient value is positive. Furthermore, with the significance value of < 0.05, the conclusion is that there is a positive and significant effect of service quality on patient satisfaction.

F-Test and Determination Test

The F statistical test basically shows if all the independent variables included in the model have the accuracy of the model on the dependent variable.

Table 7. F-Test and Determination Test

Model	F-count	Sig.	Description
Regression	78.516	0.000	Significant

Coefficient of Determination	0.65	65%	
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value is 78.516 with a significance value of 0.000 where this result is greater than F-table (2.74) at n of 100 so that H_0 is rejected, which can be concluded that there is a positive and significant effect of 65% ethics health workers and service quality on patients satisfaction.

Discussion

The Positive and Significant Effect of Ethics Health Workers on Patients Satisfaction

The focus of this study is the impact of ethical health workers and service quality on doctoral student satisfaction. Soepraon Malang. After analysis, the researchers found that the results are consistent with previous research results (Rijal, F et al., 2019 & Fauzi et al., 2015). Researchers found that ethical health workers had a positive and significant impact on patient satisfaction. From the survey results, it can be said that it is very important for health workers to turn their attention to patients.

The Positive and Significant Effect of Service Quality on Patients Satisfaction

This research focused on the effect of ethics health workers and service quality on patients satisfaction at the dr. Soepraon Malang. After doing the analysis, the researcher finds that the result is in line with the results of previous studies (Al Azmi et al., 2012 & Yesilada et al., 2010). The researcher finds that that service quality partially has a positive and significant effect on patient satisfaction. From the findings, it can be said that how the health worker treats the patients are essential for the hospital. Besides, it can also be seen that how every patient perceives the service they get is different from one another.

4. Conclusion

1. There is a positive and significant effect of ethics health workers partially on patient satisfaction
2. There is a positive and partially significant effect of partially Service Quality on patient satisfaction
3. There is a simultaneous positive and significant effect of ethics health workers and Service Quality on patient satisfaction

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