

The Influence Service Quality and Social Support on HIV Patient Satisfaction

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ABSTRACT

One of the major health problems facing the global community today is HIV and AIDS. Worldwide there are around 35 million people living with HIV and 19 million people do not know their HIV positive status (UNAIDS, 2014). Indonesia is ranked 5th most at risk of HIV/AIDS in Asia (Ministry of Health, 2013). Therefore, the government has issued a special policy to improve service functions and facilitate access to health for PLWHA, quality services and can live productively. R. Syamsudin, SH. General Hospital has been appointed as the West Java regional reference for providing health services for PLHIV cases. The aim of the study was to explore the perceptions of PLHIV patients on the quality of service and social support and their effect on satisfaction for PLHIV patients at R.Syamsudin Hospital. The population of this study were all 409 PLHIV patients (on therapy in August 2021) with a sample of 81 people. Data was obtained from 54 questionnaire questions and analyzed using multiple regression. The results showed that the quality of service to PLWHA patients was very good, support social services to PLHIV patients are very good, and PLHIV patients are very satisfied. The results also prove that health services and social support simultaneously have a positive effect in the direction of patient satisfaction. Partially, both service quality and social support have a positive effect on patient satisfaction. Conclusion of the study This proves that the quality of services provided by the hospital in the process of service and social support is in the form of emotional support from the environment, appreciative support from the

treating health workers, instrumental support from officers, informative support from officers, and social network support. 1 from the Polyclinic Team can provide satisfaction for PLWHA patients at R. Syamsudin Hospital Sukabumi, Indonesia.

Keywords: Quality of service, Social Support, Satisfaction of HIV patients.

INTRODUCTION

HIV/AIDS still bring great danger for human lives. Currently, at least 35 million people worldwide is diagnosed with HIV/AIDS, where 19 million of them are unaware of their HIV/AIDS status (1). Indonesia is currently ranked as the fifth country in Asia with the highest risk of HIV/AIDS (2). Reported HIV cases tend to increase every year, while the number of AIDS cases is relatively stable. This indicates that the increasing number of community members whose status is still infected with HIV but has not yet entered the AIDS stage.

Prevention can be done with tests and treatment before there are complaints or severe conditions. Antiretroviral drug therapy that is consumed continuously can reduce mortality and morbidity, can improve the quality of life for people living with HIV/AIDS and increase people's expectations. However, because of the negative stigma and unfavourable social reaction to HIV/AIDS, to raise awareness and self-confidence for people living with

HIV/AIDS, it is necessary to strengthen and develop health services. The government has issued a special policy to improve the function of hospital health services for people living with HIV, namely easy access to prevention, treatment, support and care so that people living with HIV receive quality services and can live productive lives.

R. Syamsudin Hospital is one of HIV/AIDS regional referral centre in Indonesia. Health cases, including HIV/AIDS cases that cannot be handled at local health facilities, are referred to this hospital. To handle HIV/AIDS cases at R.Syamsudin Hospital, a special service team has been formed and its service centre is at the Edelweis Polyclinic with the aim of facilitating access and obtaining quality health services. The establishment of integrated services is in line with the implementation of the National HIV/AIDS Prevention Program. In HIV/AIDS patients, the loss of social support is a complex problem, such as a lack of attention from the hospital, family and society. This can be a bad experience for HIV/AIDS patients where when they need support there is no one to help them so that depression will appear in PLWHA, and this has become a serious health problem in the 20th century. Adherence to treatment or adherence to medication (adherence) is that behavior arises due to interactions between health workers and patients that make patients understand the treatment plan and the consequences also agree to the plan and carry it out (2).

The number of visits of HIV/AIDS patients at R. Syamsudin Regional Hospital for the last 8 years (2014-2021) has increased by an average of 18% per year or has increased annually around 9% - 28%. However, the increase tends to be smaller, where the decrease in increase has occurred in the last 3 (three) years, namely in 2019 it increased only 14% from the previous year, in 2020 it increased by 17%, and in 2021 it increased only by 9%. The results of interviews with several PLHIV patients who were undergoing treatment at RSUD R. Syamsudin in the pre-study, obtained

information that there were several patients who expressed dissatisfaction with the quality of services provided. The complaints are the minimal waiting room and the examination area and supporting facilities that are not good enough. Other complaints submitted were officers who were less friendly and less responsive in service. The number of visits of HIV/AIDS patients at R. Syamsudin Regional Hospital for the last 8 years (2014-2021) has increased by an average of 18% per year or has increased annually around 9% - 28%. However, the increase tends to be smaller, where the decrease in increase has occurred in the last 3 (three) years, namely in 2019 it increased only 14% from the previous year, in 2020 it increased by 17%, and in 2021 it increased only by 9%. The results of interviews with several PLHIV patients who were undergoing treatment at R. Syamsudin Regional Hospital in the pre-study, obtained information that there were several patients who expressed dissatisfaction with the quality of services provided. The complaints are the minimal waiting room and the examination area and supporting facilities that are not good enough. Other complaints submitted were officers who were less friendly and less responsive in service.

According to Kotler & Armstrong (3), several factors influence customer satisfaction, one of which is service quality. Service according to consumer expectations and get satisfactory service, namely customers receiving services provided by the company can be judged by how well the service is provided to customers. These factors will shape how satisfied customers are with the services provided by the company. The results of interviews regarding social support from officers, which is needed by PLHIV patients to inspire enthusiasm for treatment so that they can return to health and productivity, have not met expectations. Officers' emotional support is not well created, officers lack empathy and care, and officers do not provide advice and suggestions regarding HIV/AIDS. According to Rambat (4), social

support is how much the degree of support is given to people who need and have a very close emotional relationship with that person. Social support can improve psychological health and well-being (5). Based on the existing HIV/AIDS patient services phenomena at R. Syamsudin, SH. Regional Hospital Indonesia, it is vital to conduct an in-depth research.

LITERATURE REVIEW

Quality service and being able to provide a sense of optimal satisfaction to consumers is the goal of every company (6). Basically, there are a number of factors that can affect the level of customer satisfaction. These factors include tangibles, reliability, responsiveness, assurance, and empathy (7). Tangible relates to the physical condition, while reliability relates to the reliability of providing services, responsiveness relates to the readiness to meet needs, assurance relates to the ability to instill a sense of trust in consumers, and empathy relates to the ability to provide a sense of care for customers.

In addition to service quality, social support is an important aspect that also determines the quality of services provided to consumers, especially to patients in hospitals. As for what is meant by social support is emotional assistance that is directly given to someone. This support comes from any party who is a significant other for people who face problems in stressful situations, such as spouses, friends, parents, colleagues or doctors, nurses and community organizations (8,9). Social support has a number of important dimensions, namely emotional support, appreciation, instrumental or concrete, informative, and social networks (10–12).

As previously stated, the purpose of the company besides getting profits is to optimize customer satisfaction. The higher the satisfaction, the better the company's reputation in the eyes of consumers. The same is also felt in the health industry. In the health industry, patients who are consumers will get satisfaction if the

services provided related to the health complaints they suffer can be provided optimally. Satisfaction consists of a number of aspects that are collectively interconnected, namely product quality, service quality, price, emotional accessibility and physical condition (13–15).

According to Lovelock (16), Service quality or service quality is the level of excellence expected and control over that excellence to meet customer expectations. The best service quality can be carried out by companies whose individuals provide satisfaction for customers or society and that satisfaction will create loyal customers to the company or society to the person/group/institution that provides the service (3). Patients who get social support from the environment tend to have positive affect (mood) compared to patients who do not get social support and the attitude of the staff is also a form of social support for recipients of health services, namely patients, such as friendly, polite, empathetic attitude towards patients, will eventually increase patient satisfaction (17–19).

Quality service is one of the most important parts that need serious attention for a company to survive and remain the customer's choice. While social support for aspects of patient satisfaction concerns the patient's mental and social satisfaction, which includes the social support of officers, comfort and attention of officers to patients.

MATERIALS & METHODS

The method used in this study is a quantitative research method with a descriptive and verification approach. The descriptive approach aims to create a descriptive, systematic, factual and accurate way of describing the facts, characteristics and relationships between the phenomena investigated. While the verification method aims to determine the causal relationship between variables through a hypothesis testing using a statistical calculation so that the results will show proof of the hypothesis

being rejected or accepted. In this study, the population used was all HIV/AIDS patients undergoing therapy at the Edelweis Polyclinic, R. Syamsudin, S.H. Sukabumi City. The sample was obtained using a non-probability sampling technique for the reason that not all samples have criteria that match the phenomenon being studied. By using the sampling formula from Slovin (20), research sample of 81 people was generated. The data collection technique used in this study was a questionnaire, meanwhile, secondary data was obtained from literature studies, namely studying books and documents related to the main points of research. The techniques used in data analysis are descriptive analysis and verification analysis. The analytical tool used is descriptive analysis and multiple regression.

RESULT

Respondents who were involved in this study consisted of 81 HIV/AIDS patients who were undergoing therapy at the Edelweis Polyclinic, R. Syamsudin Sukabumi Regional General Hospital. The sex of PLHIV patients (on therapy) at the Edelweis Polyclinic R.Syamsudin General Hospital who were used as respondents in this study were mostly male as much as 66.7%, the age range 26-40 years as much as 65.4%, high school education level equivalent 50.60%, with employment status as private employees 49.4%.

The actual description of the quality of service to HIV/AIDS patients based on the respondents' perceptions in the questionnaire produced results in the very good category. All dimensions of service quality variables have reached the very good category with an average value ranging from 3.33 to 3.59. Of the 20 indicators on these 5 dimensions, the highest respondent's rating was "Doctors and officers in receiving suggestions and criticisms from patients visiting R.Syamsudin General Hospital related to patient health services" with an average score of 3.65 which is very good. While the lowest respondent's

assessment of the 20 indicators is "Similar (non-discriminatory) treatment of doctors and staff in patient care" still reaches the good category or an average value of 2.58.

The actual description of social support for PLWHA patients who visited R.Syamsudin General Hospital was obtained from respondents' responses through a questionnaire on 5 dimensions as measured by 19 indicators obtained an average value of 3.45 or reached the very good category. All dimensions of social support variables have reached the very good category with an average value ranging from 3.28 to 3.64. Of the 19 indicators, the respondent's assessment of "The patient's feeling of being appreciated when seeking treatment at the R. Syamsudin General Hospital" is still not optimal, still in the good category with an average score of 2.56. Meanwhile, the highest respondent's rating was "The provision of material assistance in the form of groceries, milk, and so on from officers while seeking treatment at the R.Syamsudin General Hospital" was very good with an average score of 3.67.

Satisfaction of PLHIV patients measured per dimension, information was obtained that the respondents expressed very satisfaction (very high) with an average score ranging from 3.45 -3.55). Respondents' assessment of the 15 indicators of patient satisfaction, "The large proportion of service costs borne by BPJS Health that can be maximized to get service" is very satisfied with an average score of 3.70. While the respondent's assessment of "Availability of medical devices for patient needs" is not optimal, namely it is still in the good category or the average score is 3.37. The assessment of the lack of maximum availability of medical devices is supported by the fact that the Edelweis Polyclinic at R. Syamsudin, S.H. General Hospital, which is a special service area for PLWHA patients, is too narrow compared to what is needed, so it is not wide enough to place some of the medical equipment needed for health services.

To determine the feasibility of a regression model used to test the hypothesis, a prerequisite analysis test was carried out. The results of the data normality test for the three research variables show that the results of the assumptions or normality requirements of the regression model data have been met, with S_{jg} (Tailed) of $0.200 > 0.05$, then the basic decision making in the Kolmogorov-Smirnov normality test above can be concluded that the data is normally distributed. The results of the heteroscedasticity test using the scatter plot found that the distribution of points was random and spread both above and below the number 0 and the Y axis which can be concluded that there is no heteroscedasticity, so the regression model can be used for testing. The multicollinearity test can produce all independent variables of service quality and social support having a tolerance value above 0.10, that can be concluded in this model there is no multicollinearity problem or there is a strong relationship between the independent variables. Likewise, the results of the linearity test show that the service quality variable and patient satisfaction variable are linear or there is a linear relationship. Social support variables and patient satisfaction variables also show that there is a linear relationship.

Testing the effect of service quality and social support on the satisfaction of PLHIV patients was jointly used the F test. The results of the study proved that the quality of service and social support had a positive effect on the satisfaction of PLHIV patients. The results of this study are evidenced by the calculated F value of $122.224 > F$ table 2.720, (sig. 0.000 < 0.05). The magnitude of the degree of ability to explain the independent variable to the dependent variable as measured by the coefficient of determination (R^2), obtained the coefficient of determination (R^2) of 0.752 or 75.2%. The meaning of the magnitude of the influence of service quality and social support on patient satisfaction is 75.2% while the remaining 24.8% is influenced by

other factors. The results of multiple regression analysis found that $Y = 6.534 + 0.238 X_1 + 0.439 X_2$, which means that if there is no increase in the value of the variable quality of service and social support or a value of 0, then patient satisfaction will be constant at 6.534. While the regression coefficient value of the service quality variable is 0.238 indicating that if there is an increase in the value of the service quality variable by 1 unit, then patient satisfaction will increase by 0.238 and the regression coefficient value of the social support variable is 0.439 indicating that if there is an increase in the social support variable by 1 unit, then patient satisfaction will increase by 0.439 assuming other variables are constant.

Based on testing the hypothesis independently, the effect of service quality on patient satisfaction with PLHIV proves that service quality has a positive and significant effect on patient satisfaction. This is shown by the regression coefficient with a positive direction and the calculated t value of 2.625 is greater than the t table value of 1.665 or Sig. $0.010 < 0.05$. The results of testing the hypothesis partially the effect of social support on patient satisfaction, proves that there is a positive and significant influence. The test results are evidenced by the t-count value that is greater than the t-table, namely $4.904 > 1.665$ or Sig. $0.000 < 0.05$. with a probability level (sig) of 0.000, less than a significant level of 0.05, thus H_0 is rejected and H_a is accepted, which means that the social support variable has a positive and significant effect on the satisfaction of PLHIV patients at the Edelweis Polyclinic R. Syamsudin, SH. General Hospital.

CONCLUSION

Based on the results of the above study, it can be concluded that the quality of services for HIV/AIDS patients at the Edelweis Clinic, Regional General Hospital R. Syamsudin, S.H. already very good. This is evidenced by a good assessment of the physical (tangible) aspects, reliability,

responsiveness, assurance, and empathy, all of which are in very good category. However, the aspect of empathy, namely doctors and staff in serving PLWHA patients who discriminate against, is still in a good category. Social support for HIV/AIDS patients at the Edelweis Polyclinic, R. Syamsudin, S.H. General Hospital has reached the very good category. This high social support, reflected in emotional support, appreciation support, instrumental support, informative support, and social network support, are all in the very good category. HIV/AIDS patients treated at the Edelweis Polyclinic at the R. Syamsudin, S.H. General Hospital already very satisfied as seen from the optimal evaluation of the product, service support, price/cost, and emotional.

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