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Patient Perception Influence on the Food Service Quality of the Image of Jayapura Regional General Hospital

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Abstract

Competition strict hospital competitiveness requires high hospital. One way is to improve the quality of food service. The quality of hospital food service will affect the image of the hospital. This study was to analyze the effect of perceived quality food service consisting of quality food menu, quality of food appearance, taste quality of food, quality of food presenter, timeliness of presentation of the food on the image of the hospital. This study was descriptive quantitative approach cross sectional. This research was conducted in Jayapura Regional General Hospital. Type of data is primary and secondary. The research instrument was a questionnaire. This population is a Jayapura Regional General Hospital inpatients who are undergoing treatment. The sampling technique used purposive sampling. Methods of data collection used interviews, questionnaires, observations. Mechanical analysis used univariate analysis, bivariate and multivariate logistic regression analysis. Result indicated that the variable perception of the quality of the food menu (X1) significantly affects the image of the hospital with a significance level of $0.000 < 0.05$. Variable appearance perception of food (X2) effects significantly to the image of the hospital (Y) with a significance level of $0.000 < 0.05$. Variable perceived quality of food flavors (X3) significantly affects the image of the hospital with a significance level of $0.000 < 0.05$. The variable perception of the quality of food preparation (X4) have a significant effect on the image of the hospital with a significance level of $0.000 < 0.05$.

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Variable perception of food quality renderer (X5) have a significant effect on the image of the hospital with a significance level of $0.000 < 0.05$. Variable quality perception timeliness presentation (X6) significantly affects the image of the hospital with a significance level of $0.000 < 0.05$.

Keywords: food service; hospital image; quality.

1. Introduction

The key to retain hospital customers is always to maintain the trust of customers. Hospitals should consider carefully the needs of consumers. Hospitals are required to meet the desires and expectations of customers. Consumers hospital in this case of patients who expect services in hospital and not just expect medical and nursing care, but also expect comfort, accommodation is good and harmonious relationship between the hospital staff with patients. Thus it is needed to improve the quality of health care in hospitals.

There are many ways to improve the quality of hospital services. Not only medical services but also the medical support services should also be improved. During this time the hospital prefers medical services when medical support services also contributed to meet the expectations of people to health service of hospital overall.

One of the efforts to improve the quality of health services in the hospital medical support is to increase food service. Implementation of the food service is one of the four main activities in the hospital. Implementation of the food is a series of activities ranging from planning the menu to the food distribution to patients, in order to achieve optimal health status through the provision of proper diet, and including up to an activity of recording, reporting and evaluation [1].

Factors to consider in improving the quality of services such as food service in hospitals is [2] identifies the major determinants of the quality of services, the management of patient expectations, manage evidence (evidence) quality of service, educate patients about the services, develop quality culture, create automating quality, follow up the services, develop information systems service quality. According to Gummesson [3] customer perception of total quality will affect the company's image in the minds of customers. The image is a set of beliefs, memories and impressions of a person to an object [4]. The attitude and actions of an object is determined by the image of the object, in this case one of the objects in question is the quality of food service in hospitals.

Hospital Image is a concrete manifestation of the customers' perception of the services provided through what customers acquired as a result of transactions between providers and users of services as well as how customers such services. So all the services provided by the hospital to the patient better medical care and medical support, including the food service will affect the image of the hospital. The behavior of individuals is determined by the motives and belief in the health care institution itself. Motif and trust are an integral part of the image of the providers institution. Utilization of health services in hospitals are also depend on the image of the hospital itself from public perception, especially by the food service provided.

Based on the author's experience as an officer at the hospital nutrition installation, it is known that the patient

tell his impression of the hospital food given to his family. Patients talk about things related to food service hospitals such as the cleanliness of utensils. Patient states that the tool foods from plastic materials used hospitals less clean and hygienic so that other patients worry about contracting the disease [5].

The real phenomenon should be the concern to the Jayapura Regional General Hospital. The hospital will need to evaluate whether this time the patient's perception of the food service associated with the image of the hospital. The hope of good service will make the image of the hospital is positive. Hospital image problems become important in this era of intense competition. Positive image of the hospital will make hospital chosen by people who will look for treatment. Therefore, the management of the Jayapura Regional General Hospital need to ascertain whether the service of food provided to patients influenced the image of the hospital.

Based on the background mentioned above, the purpose of this study is to analyze the influence of patients' perception about the quality of food service consisting of diet, the appearance of the food, the taste of food, food presentation, the presenter of food, the timeliness of the presentation of the image of the Jayapura Regional General Hospital.

2. Materials and Methods

The study is a quantitative research with cross sectional analytic. The research was conducted in Jayapura Regional General Hospital. The implementation research is planned in September-October, 2016. The data used in this research is primary data. Data collection is done by distributing questionnaires to research objects and filled directly by the respondents. While the secondary data in getting from the archives of the organization / institution, literature, previous studies, literature, and journals related problems studied. Secondary data such as the number of patients and the company profile.

The research instrument is a questionnaire. This questionnaire used the model of closed questions, namely the form of a question that has been accompanied by alternative answers beforehand, so that the respondent can choose one of the alternative answers. In the measurement, each respondent was asked to comment on a statement, the ordinal scale. Test Research instrument is questionnaire in this study did not test the validity and reliability testing as a research questionnaire was adopted from previous research questionnaire that had been tested for validity and its reliability.

For food service questionnaire adapted from questionnaires of research. Meanwhile for the image of the hospital in the adoption of a questionnaire study conducted by [5].

The population in this study was hospital inpatients in Jayapura. The number of inpatients is determined based on the average number of patients hospitalized for one year prior to the study.

Determination of the number of samples can be done by statistical calculation by using Slovin formula. Slovin formula used to determine the sample size of the population that has a known amount Sampling was done by purposive sampling, with the following criteria:

1. Patients who were treated more than 2 x 24 hours, because they already know the situation of the hospital.
2. The patient was conscious (communicative).
3. The patient is an adult and without represented the parents or next of kin.
4. Patients not include patient specific diet.
5. Patients are not patients SUPER VIP, VIP, Class 1, and children.

Data collection method used in this study was interviews, observation, and documentation. Interviews were conducted to obtain an overview of the problems that usually occur due to special causes that cannot be explained by a questionnaire. In this questionnaire will be used a model of closed questions, namely the form of a question that has been accompanied by alternative answers beforehand, so that the respondent can choose one of the alternative answers. The observations were made to obtain evidence that can support and complement the results of research on the part of food service. Data analysis was performed univariate and multivariate analyzes. Univariate analysis performed to obtain a picture of the food menu, the appearance of the food, the taste of food, food preparation, food service renderers, timeliness of presentation, and the image of the hospital using a frequency distribution table and analyzed descriptively [7]. The statistics test used the mean (average) and absolute frequency statistics. While doing multivariate analysis with logistic regression analysis to test the hypothesis as follows:

- 1) If $\text{sig} < 0,05$ hence H_0 refused and $H_1, H_2, H_3, H_4, H_5, H_6, H_7$ accepted. This means that there is the influence of the independent variables (diet, food appearance, taste food, food preparation, food presenter, and timeliness of presentation) on the dependent variable (hospital image)
- 2) If the significance value > 0.05 then H_0 is accepted and $H_1, H_2, H_3, H_4, H_5, H_6, H_7$ rejected. This means that there is no effect between the independent variables (diet, food appearance, taste food, food preparation, food presenter, and timeliness of presentation) on the dependent variable (the image of the hospital).

3. Results and Discussion

Univariate analysis

Based on the results of recapitulation and the average of each variable it can be seen that there is only one (two) variables, the variable presentation of food (X4) which mostly perceived less qualified respondents. Meanwhile, four other variables, namely on the quality of the food menu (X1), Quality appearance of food (X2) the quality of food flavors (X3), the quality of the renderer of food (X5), and the quality of the timeliness of food preparation (X6) perceived by most qualified respondents.

Multivariate analysis

Based on research of quality food service consisting of the perception of the quality of the food menu (X1), the perception of the quality of the appearance of the food (X2), the perception of the quality of food flavors (X3), the perception of the quality of food preparation (X4), the perception of the quality of the renderer of food (X5),

perception timeliness of food preparation (X6) wholly effect on the variable image of the hospital [7].

The details of the calculation results for each variable are as follows:

- a. Perception variable of the quality of the food menu (X1) with significant value $0.000 < 0.05$. This means Hypothesis 1 stated that the perception variable quality of the food menu significant effect on the image of the hospital (Y) is received. Means may otherwise take no influence of variables perceived quality of the food menu on the image of the hospital.
- b. Significant variable effects on the image of the hospital (Y) the quality of the appearance of the food (X2) with a significance level of $0.000 < 0.05$. This means that a hypothetical 2 which states that the variable quality perception of food effects the significant appearance on the image of the hospital (Y) is received. Means may otherwise take no influence between perception variable of food quality appearance of the image of the hospital.
- c. Perceived quality of food flavors (X3) with a significance level of $0.000 < 0.05$. This means Hypothesis 3 which states that the variable quality of the food taste perception effects significantly to the image of the hospital (Y) is received. Means may otherwise take no influence of perceived variables quality of food flavors to the hospital image.
- d. Perception of the quality of food preparation (X4) with a significance level of $0.000 < 0.05$. This means that a hypothetical 4 indicates that the variable perception of the quality of food preparation effects significantly to the image of the hospital (Y) is received. Means may otherwise take no influence between variable perception of the quality of food preparation on the image of the hospital.
- e. Perception of food quality renderer (X5) with a significance level of $0.000 < 0.05$. This means Hypothesis 5, which states that the variable food quality perception effects presenter significantly to the image of the hospital (Y) is received. Means may otherwise take no influence between variable food quality perception presenter on the image of the hospital.
- f. Perceived quality of timeliness presentation (X6) with a significance level of $0.000 < 0.05$. This means Hypothesis 6 which states that the variable perception of the quality of the food menu significant effect on the image of the hospital (Y) is received. Means may otherwise take no influence between variable quality perception timeliness of food preparation on the image of the hospital

Perception Variable of the quality of the food menu (X1), the perception of the quality of the appearance of the food (X2), the perception of the quality of food flavors (X3), the perception of the quality of food preparation (X4), the perception of the quality of the renderer of food (X5), the perception of timeliness of food preparation (X6) that positive effect on the image of the house in line with the theory.

4. Conclusion

Based on multivariate analysis, it can be summed up as follows:

The perception variable of the quality of the food menu (X1) significantly effects on the image of the hospital. Perception Variable of food quality appearance (X2) has an effect on the image of the hospital. Variable perceived quality of food flavors (X3) influenced the image of the hospital. The variable perception of the quality of food preparation (X4) influenced the image of the hospital. Perception variable of food quality renderer (X5) has an effect on the image of the hospital. Variable quality perception timeliness of food preparation (X6) influenced the image of the hospital. Variable quality perception timeliness of food preparation (X6) has the greatest influence on the image of the hospital. While the perception of the food service quality has the smallest effect on the hospital.

5. Suggestion

Based on the conclusions above, it can be given the following advice:

1. Jayapura Regional General Hospital needs to upgrade the quality of the presentation of the food menu, because the quality variable of the food serving is perceived less qualified by most respondents.
2. Jayapura Regional General Hospital needs to maintain the quality of the food menu, quality of food appearance, taste quality of food, quality of food presenter, and timeliness of food preparation because these five variables are already perceived as qualified by the respondents.
3. Hospitals need to create a strategic plan in order to improve the quality of food service. The strategic plan, especially to improve the quality of the presentation of foods, including training programs part of the food service hospitals to improve their knowledge and skills in order to improve food service hospital, procurement and service facilities foods such as cooking utensils, equipment storage of food, utensils, food preparation equipment. Equipment food made of plastic that can cause contamination of germs should be replaced with non-plastic materials or periodically need to be replaced.

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