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Effect of the principles of good corporate governance on satisfaction of inpatients at Bahagia type c hospital, Makassar City[☆]



Andi Muhammad Dzulkifli^{a,*}, Muhammad Alwy Arifin^a, A. Ummu Salmah^b

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^a Department of Health Policy Administration, Faculty Public Health, Hasanuddin University, Indonesia

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^b Department of Biostatistics, Faculty of Public Health, Hasanuddin University, Indonesia

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KEYWORDS

Good corporate governance;
Independency;
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Patient satisfaction;
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Abstract

Objective: This study aims to analyze the effect of the principles of good corporate governance on the satisfaction of inpatients in the Happy General Hospital of Makassar City.

Method: This study is a cross-sectional study. There are 83 samples calculated using the Slovin formula. Data were analyzed by Chi-square test.

Results: The results of the analysis show that there is a relationship between the principle of independence ($p=0.000$) and the principle of fairness ($p=0.000$) to the satisfaction of inpatients.

Conclusion: It is recommended that hospitals maintain and further improve service quality as well as the need for an assessment of patient satisfaction which later becomes a reference material in evaluating hospital activities and programs.

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Introduction

Good corporate governance or popularly abbreviated as GCG has practical benefits to build a positive image of the company. This positive image will foster customer satisfaction, customer loyalty, and competitive advantage. Faithful cus-

tomers will be able to become effective marketing tools through word of mouth.^{1,2} For hospitals to be more effective in implementing good corporate governance, so hospitals are better at improving services to patients.³

One indicator of the quality of hospital health services is the level of customer satisfaction, namely the satisfaction of patients, families and/or people who use hospital services. Patient satisfaction or the patient's family is a very important factor to evaluate the quality of nursing services.⁴ Moreover, the community also demands the same thing about good governance in public services.⁵

Patient satisfaction is largely determined by the interaction factor between the patient and human resources at the hospital: starting from the patient who comes, registers and

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* Corresponding author.

E-mail address: andi.dzulkifli@rocketmail.com (A.M. Dzulkifli).

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waits for the queue, gets medical treatment, waits for the drug at the pharmacy, pays at the cashier, and returns home. All these processes will affect the patient's perception of the quality of hospital services.⁶

The research on good corporate governance and patient satisfaction has been conducted by Pribadi with a type of qualitative exploratory research in 2 hospitals with the results of scoring on each of the good corporate governance principles between hospital A and hospital B can occur due to local wisdom factors, organizational behavior, and organizational culture.⁷ In the Chandra with the aim of research to find out the application of the principles of good corporate governance at the Hospital.⁸

In the initial survey, Bahagia General Hospital was located on the Hertasing Baru Minasa Upa Raya Blok H7 No. 9, Makassar City. The interview conducted with the hospital staff was known that during this time the patient satisfaction survey had not been routinely running. And interviews with patients and families of inpatients were informed that the services provided by the hospital were quite good, but there were only a few patients who had the right to get a 2-class room, but that was obtained in class 2 rooms, this was because the class 1 rooms were full.

The purpose of this study is to know the relationship between the principles of good corporate governance based on the principle of independence and the principle of fairness toward the satisfaction of inpatients at the Bahagia Hospital, Makassar City.

4 Method

Location and design of the study

This research was conducted at the Bahagia Hospital, Makassar City. This study uses a type of quantitative research using a cross-sectional design.

Population and samples

Determination of the total population of this study is based on the average number of patient visits in the period January–April 2019, which is 463 patients. Proportional sampling is calculated using the Slovin formula obtained by 83 samples. Respondents were aware and able to communicate well and were willing to be interviewed.

Method of collecting data

Performed after all data has been collected using a questionnaire filled out by respondents, with data editing stages carried out by checking the possibility of errors in filling or incomplete data filled in by respondents, data coding is carried out by providing a code number answer filled in by the respondent to facilitate processing data, data tabulation is carried out after giving the code to each answer given by the respondent with the help of a computer, data cleaning is done so that every data that has been obtained is free from errors before statistical analysis is carried out with the SPSS program computer, and the presentation in table form is accompanied by an explanation.

Data analysis

Data on sample characteristics based on age, care status and work were analyzed using descriptive statistical tests, while data for knowing differences in the test variables were comparative analysis using Chi-square statistical tests.

Result

Table 1 shows that of the 83 respondents, the highest age distribution of respondents was 17–25 years old, 26 respondents (31.3%) and at least 56–65 years old, 11 respondents (13.3%).

Table 2 shows that the distribution of the highest care status of respondents is BPJS/KIS patients, namely 74 respondents (89.2%) and the least are general patients, namely 9 respondents (10.8%).

Table 3 shows that the highest distribution of work of respondents is housewives, namely 32 respondents (38.6%) and the least are others, 1 respondent (1.2%).

From 83 respondents, who stated that the principle of independence was good, and satisfaction of good respondents was 27 respondents (84.4%) while those who were

Table 1 Distribution of age-based respondents at Bahagia Hospital, Makassar City.

Age group (year)	Total	
	n	%
17–25	26	31.3
26–35	22	26.5
36–45	12	14.5
46–55	12	14.5
56–65	11	13.3

Table 2 Distribution of based on status of care at Bahagia Hospital, Makassar City.

Status of care	Total	
	n	%
BPJS/KIS patients	74	89.2
General patients	9	10.8

Table 3 Distribution of respondents by job at Bahagia Hospital, Makassar City.

Job	Total	
	N	%
State employee	8	9.6
Private officer	16	19.3
Self employed	5	6.0
Other informal workers	6	7.2
Housewife	32	38.6
Students	15	18.1
Others	1	1.2

Table 4 Distribution of respondents' assessment of the principles of independence of Bahagia Hospital in Makassar City.

Independence	Patient satisfaction				p
	Well		Not good		
	n	%	n	%	
Well	27	84.4	5	15.6	0.000
Not good	20	39.2	31	60.8	

Table 5 Distribution of assessment the fairness principle of Bahagia Hospital in Makassar City.

Fairness	Patient satisfaction				p
	Well		Not good		
	n	%	n	%	
Well	30	83.3	6	16.7	0.000
Not good	17	36.2	30	63.8	

less satisfied were 5 respondents (15.6%). Respondents who stated that Independence was not good, and satisfaction of respondents was good as many as 20 respondents (39.2%) while those who stated they were less satisfied were 31 respondents (60.8%). There is an influence of the principle of independence on the satisfaction of inpatients ($p=0.000$) (Table 4).

There are 83 respondents, who stated the principle of good fairness and satisfaction of good respondents were 30 respondents (83.3%) while those who were less satisfied were 6 respondents (16.7%). Respondents who stated the principle of fairness was not good and satisfaction of good respondents was 17 respondents (36.2%) while those who stated they were less satisfied were 30 respondents (63.8%). There is an effect of the principle of fairness on the satisfaction of inpatients ($p=0.000$) (Table 5).

Discussion

In this study it can be seen that the principles of good corporate governance, namely the principle of independence and the principle of fairness, relate to the satisfaction of inpatients. Based on age, the most are the age group 17–25 years, 26 respondents. In this study, the sample was inpatients who could respond to the questionnaire statement were patients aged 17 years and above and if patients could not fill out the questionnaire it would be replaced by the patient's family.

The most treatment status was BPJS/KIS patients, which were 74 respondents from 83 respondents. This is because since 2014 this hospital has received BPJS/KIS patients, and also with the existence of a tiered referral regulation that makes people who are located in Makassar City and Gowa Regency make this hospital an option.

The highest number of respondent's work is housewife, which is 32 respondents. This indicates that this hospital was previously a maternal and child hospital and became a public

hospital in 2018. Against this background, the hospital is a type c referral hospital for the community.

According to Kaihatu independence is a situation where the company is managed professionally without conflict of interest and influence/pressure from the management that is not in accordance with applicable rules and regulations and sound corporate principles.⁹

Based on the results of the analysis, the relationship between the principle of independence and patient satisfaction was obtained by information that patients stated that hospital staff were not good in service but so far patients were still satisfied with the service, indicating that the hospital officers were independent of the service satisfaction they gave patients.

The results of the analysis show that there is a relationship between the principle of independence and patient satisfaction. This is in line with the results of research conducted by Chandra in his research analyzing the implementation of the principles of good corporate governance at Pasuruan Regency Hospital, East Java.⁸ Using qualitative methods and data collection techniques using interviews.

The results of the analysis show that there is a relationship between the principle of fairness and patient satisfaction at the Bahagia Hospital in Makassar City. This is in line with the research conducted by Lamadjido in his research analyzing the application of the principles of good corporate governance to patient satisfaction at Anutapura Palu Hospital which obtained $p=0.000$ meaning that there was a relationship between the principle of fairness and patient satisfaction. In the study of Rohaeni was explained that the patients of Serang Hospital expected the implementation of good corporate governance in improving the management of Serang Hospital in achieving goals and giving patients satisfaction as recipients of health services.¹⁰

The fairness principle is good, because each patient gets service according to the specified requirements, but there are patients who are dissatisfied because the procedure is considered convoluted with regard to the type of payment they have, such as minimal patient knowledge about the service procedures implemented, so they sometimes feel complicated by the procedure. This is what affects the patient's satisfaction with the quality of services provided by the officer. It must be noted that officers need to be given some kind of training, Gatot explained that the characteristics of nurses in the ICU such as education, training, and career development motivation were factors related to the performance of nurses in the ICU in providing quality and quality nursing services.¹¹

Conclusions

We conclude based on the results of this study that there is an influence of the principle of independence and fairness on the satisfaction of inpatients at Bahagia Hospital, Makassar City. It is recommended that hospitals maintain and improve service quality more.

Conflict of interest

The authors declare no conflict of interest.

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