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Abstract

This study is focused on the analysis of nursing quality services, and it was done to know how the quality services of the nurses. The population of this study were the nurses and the patients at private hospitals in Jakarta, and the sampling technique used was cluster random sampling. The sample were the nurses and patients who were hospitalized at East Jakarta. The method of the study used was explanatory using a survey method with a cross-sectional approach, where the instruments of the study were a set of questionnaire with likert-scale 1-5. The results of the study show ($\alpha < 0.05$) show that: a) there is a significant effect of commitment of the nurses to the quality services improvement having by the nurses; b) there is a significant effect of the leadership to the quality services improvement having by the nurses; c) there is a significant effect of the ethics of the hospital to the quality services improvement having by the nurses; d) there is a significant effect of the nurses' performance to the quality services improvement having by the nurses; and e) there is a direct significant effect of the ability of the nurses, the ethics of the hospital, and leadership behaviour on the commitment of the nurse.

Keywords: nursing, service, quality

Introduction

Hospital is one form of service industry, where the existence and absence of a hospital depends on the level of public trust in using the services of the hospital. The quality services of nurse is usually associated with healing processes, reduced pain, speed in service, hospitality, and cheap service rates.¹

Service quality is a picture of the total nature of a product or service related to its ability to meet

satisfaction.² Experts in nursing and health have always tried to improve self-quality, profession, and nursing equipment, as well as managerial ability of nursing, especially management of the quality services of nurse is also improved.³ There are still obstacles faced by nursing in Indonesia, including the limited human resources in nursing and the availability of integrated information technology.⁴

The cause of the declining trend in hospital hospitalization is suspected because of the human element (nurses), namely the quality services of nurse that have not been maximal in providing nursing services. Nursing is one of the professions in a hospital that plays an important role in carrying out its work, a nurse uses a standard of nursing practice.⁵

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Literature Review

There are some definitions of nursing quality services, such as: 1) a process of activities carried out by the nursing profession in fulfilling the needs of patients in maintaining the biological, psychological, social, and spiritual conditions of patients;⁶ 2) professional nursing care which refers to the 5 dimensions of service quality, namely (reliability, tangibles, assurance, responsiveness, and empathy)⁷; 3) a service that describes the product of the nursing service itself which includes biologically, psychologically, socially, and spiritually in sick and healthy individuals and is carried out according to nursing standards.

Leadership in nursing services must have the ability and skills in nursing and can influence other nurses under their supervision to carry out their duties and responsibilities in providing care and nursing care so that the goals of nursing are achieved.⁸ Leadership arises as a synergistic result of various skills ranging from administrative (planning, organizing, controlling, supervision), technical skills (management, marketing and procedural technical), and interpersonal skills.⁹ Ethics is the application of good behavior from individuals to the environment in the form of good social relations by exercising rights and obligations in accordance with the norms, rules and culture that apply to the community environment.¹⁰ Ethics is the intention whether the act is permissible or not in accordance with the consideration of good or bad intentions as a result.¹¹

Organizational commitment is the desire of organizational members to maintain their membership in the organization and are willing to strive for the achievement of organizational goals.¹² In other words, it is this attitude reflects employee loyalty to the organization and the ongoing process of organizational members expressing their concern for the organization and its continued success and progress.¹³

Performance is a business carried out from work that can be achieved by a person or group of people in organization in accordance with the authority and responsibility of each in order to achieve the objectives of the organization legally, not violating the law and in accordance with morals and ethics.¹⁴ The success of health services depends on the participation of nurses in providing quality nursing care for patients.¹⁵ Nurse performance is the activity of nurses in implementing as

well as possible an authority, duty and responsibility in order to achieve the objectives of the profession's main tasks and the realization of the goals and objectives of the organizational unit.¹⁶

Research Method

This study carried out in private hospitals in Jakarta. The population of this study is: 1) patients or families over the age of 17; and 2) able to answer the questions given. The total number of the sample are 600 persons, consisted of 300 patients and 300 nurses of the hospital. The sampling technique used was cluster random sampling. The method of the study used was explanatory using a survey method with a cross-sectional approach. To get the data of this study, two sets of instruments were used: 1) a set of questionnaire filled up by the patients consisted of 24 statements; and 2) a set of questionnaire filled up by the nurse consisted of 24 statements. Both questionnaire used likert-scale 1-5.^{17,18}

Results and Discussion

The data of this research which were taken through questionnaires (filled up by the patients and the nurse) were analyzed as follows:

Table 1. The Analysis Result on the Nurses' Tangibility

Tangibility	Frequency	Percentage
strongly disagree	0	0%
disagree	3	0,3%
netral	16	1,3%
agree	830	69,2%
strongly agree	351	29,3%

From the above data it can be concluded, 69.2% of patients admitted to East Jakarta private hospitals agreed and 29.3% said they strongly agreed that: 1) the hospital patient room had been neatly and cleanly recorded; 2) patient room feels comfortable to be occupied; 3) the appearance of the hospital nurse is neat and clean; and 4) cutlery and drink neat and clean.

Table 2. The analysis Result on the Nurses' Reliability

Reliability	Frequency	Percentage
strongly disagree	0	0,0%
disagree	0	0,0%
netral	36	1,5%
agree	1678	69,9%
strongly agree	686	28,6%

Through the table above, it can be concluded, 69.9% of patients treated at Swasat Hospital in East Jakarta said they agreed and 28.6% said they strongly agreed that: 1) nurses serve patients well, quickly, precisely, and not convoluted; 2) nurses on time in serving patients; 3) the readiness of nurses to serve patients at all times; 4) nurses act quickly; 5) the nurse reports all changes experienced by the patient at the time of the doctor's visit; 6) nurses obey the procedure for administering drugs; 7) the nurse cares about the patient's family complaints, and 8) the nurse immediately contacts the doctor when the patient's condition is suddenly an emergency.

Table 3. The Analysis Result on the Nurses' Responsiveness

Responsiveness	Frequency	Percentage
strongly disagree	0	0,0%
disagree	0	0,0%
netral	23	1,1%
agree	1466	69,8%
strongly agree	611	29,1%

The table above shows, 69.8% of patients admitted to East Jakarta self-help hospitals said they agreed and 29.1% said they strongly agreed that: 1) nurses always asked about patient complaints; 2) nurses provide opportunities for patients to ask if there are still unclear; 3) nurses respond well to patient questions; 4) nurses are friendly, polite and caring; 5) nurses care about patients' needs and complaints; 6) the nurse responds and acts well on the patient's complaints; and 7) nurses answer all complaints and problems experienced by patients

correctly.

Table 4. The Analysis Result on the Nurses' Assurance

Assurance	Frequency	Percentage
strongly disagree	0	0,0%
disagree	16	1,1%
netral	125	8,3%
agree	966	64,4%
strongly agree	393	26,2%

From the table above it can be concluded, 64.4% of patients admitted to East Jakarta private hospitals said they agreed and 26.2% said they strongly agreed that: 1) available nurses were sufficient; 2) nurses' behavior creates a sense of security in patients; 3) nurses have education that is in accordance with their profession (educated); 4) nurses' ability to serve patients well; 5) nurses can maintain patient confidentiality while in the inpatient room; and 6) nurses always guarantee the recovery of patients.

Table 5. The Analysis Result on the Nurses' Empaty

Empaty	Frequency	Percentage
strongly disagree	0	0,0%
disagree	3	0,3%
netral	28	2,3%
agree	901	75,1%
strongly agree	268	22,3%

From the table above, it can be concluded, 76.1% of patients admitted to East Jakarta private hospitals said they agreed and 22.3% said they strongly agreed that: 1) the nurse tried to calm anxiety about the illness being suffered by the patient; 2) nurses always give special time to communicate with patients; 3) nurses do not forget to remind the safety of valuables of patients and families of patients; 4) nurses always entertain and encourage patients.

The performance of nurses at private hospital in East Jakarta have a significant effect on nurses' quality service. The results of the test stated that the performance of nurses at private hospital in East Jakarta had a significant effect on nurses' quality service, with a path coefficient of 10.7. This result is reinforced by the acquisition of $p = 0,000 (<0, 05)$ which indicates a significant effect. Then it can be generalized that the higher the performance of nurses private hospital in East Jakarta, the better is the quality service of the nurse.

¹⁵ The results of this study are consistent with Gronroos' interactive marketing theory,¹⁹ which emphasizes the importance of the service delivery process to customers. Estimation of the significant relationship between hospital ethics in private hospitals in East Jakarta with the quality services of nurse have been proven through testing hypotheses. The results obtained from testing of this hypothesis are that hospital ethics has significant effect on nursing service quality, with a path coefficient of 9,3. While the significance of this result is proven by the acquisition of $CR > 2$ (t test), with $p < 0.05$. These findings indicate that the better implementation of hospital ethics in the private hospital in East Jakarta, and the better nurses quality services.

These empirical findings are in line with Zhang and friends, where in the code of ethics of large companies in the world, one of them is to be kind to your customers.²⁰

Among the three predicted variables as builders of nursing service quality, the ethics variable of this hospital has the greatest effect, which is equal to 0.94. In addition to the founding of a significant effect of hospital ethics on the quality services of nurse, it also found a significant effect of hospital ethics on the quality services of nurse.

The test results on this study found that the leadership behavior of private hospital in East Jakarta had a significant effect on the nurses quality services with a path coefficient of 6,3. Meanwhile, the significance¹² of this result is proven by the acquisition of $CR > 2$ (t test), with $p < 0.05$. The results of this study indicate that if subordinates assess good leadership behavior, then the level of quality services of nurses will be better as well.

Basically this study is consistent with the findings of previous experts who stated that there is a relationship between leadership and motivation and performance of subordinates. Sfantou, et al., states that leadership behavior greatly affects the success of an organization.^{21,22}

In addition to the significant effect of leadership on the quality services of nurse, which has been empirically proven. There is also an indirect effect of leadership on the quality services of nurse.²³ It seems that the findings or results of the analysis of the relationship between employee commitment and the quality of this service support the findings of Alsharari and fiends.²⁴

Conclusions

Hospital management is expected to reorganize the job specifications of nurses in hospitals to eliminate the impression that nurses tend to do any work. In addition, to prevent the feeling of being burdened by daily work routines, hospital management should launch a capacity building program, based on open space courses on a regular basis (i.e. a training program held in the open), which is intended to upgrade capabilities as well as indirectly relaxation from the routine and burden of daily work.

Hospital management is also expected to provide extra attention to hospital employees (without exception), with regard to the achievements achieved by them through evaluating the nurse performance per quarter.

Hospital management can also implement Good Hospital Governance, namely management of the quality of good nursing services. This concept focuses on the principles of accountability, professionalism and transparency. The hospital's board of directors is expected to behave as a risk challenger, to promote the hospital's mission among hospital nurses, to act as a motivator, guide, and support for hospital nurses. Thus the leader will be a figure for the subordinates, so it does not cause misperception and will lead to confidence in the management leadership of the hospital.

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