

Effect of Dimensions of Service Quality on Satisfaction of BPJS Patients in Outpatient Health Center Bungah Gresik Instalation

Sakhowi A. Al Awwarij^{1*}, Chilyatiz Zahroh, Satriya Wijaya, Khamida, Agus Aan Adriansyah

Abstract--- Health center is the first level health facility in the community, therefore it must pay attention to the quality of service to patients. This study aims to determine the quality of service to the satisfaction of BPJS patients in outpatient facilities at the Bungah Gresik Health Center. Variables in this study are dimensions of service quality with patient satisfaction. The type of research used is quantitative analytical descriptive handled in February-April 2019 with a sample of 89 respondents. Data obtained through questionnaires and interviews, data analysis using a binary logistic regression statistical test. The results showed that 88.76% of respondents stated that the service quality of the Bungah health center was good and 77.53% of respondents said they were satisfied with the services of the Bungah health center. The results of statistical tests show there are influences between the dimensions of tangible, empathetic, and assurance of patient satisfaction with p-values of 0.022, 0.029, and 0.040. While the dimensions of reliability and responsiveness have no effect on patient satisfaction with a p-value of 0.389, and 0.316. Suggestions for Bungah health centers need to improve the quality of services by adding supporting facilities, human resources, and attention to patient complaints to improve patients pain.

Keywords--- Health center, dimensions of service quality, patient satisfaction.

I. INTRODUCTION

Health Services is an effort that is held alone or jointly in an organization to maintain and improve health, prevent and cure diseases and restore the health of individuals, families, groups, and communities (Nur, 2018).

from detik.com, BPJS services in East Java are still unsatisfactory, from the results of a survey conducted by BPJS Watch East Java in May 2017. There are seven problems, including the length of time to wait for health services, the lack of a structured referral system, unfriendly officers in health facilities, partial health checks, complicated administrative procedures, additional costs taken to patients, and administration of drugs that are still in installments to patients with chronic illness. According to BPJS data in 2017, there were 134.9 million visits to BPJS patients who were treated at First Level Health Facilities (Detik News, 2017).

Based on the results of Gusti's research (2014), the index of patient satisfaction at the Kedamean Health Center in Gresik District in 2014 amounted to 70.82%, which showed that the results were quite satisfied with health services,

¹University of Nahdlatul Ulama Surabaya, Indonesia

* Corresponding author
Sakhowi A. Al Awwarij
E-mail: Achmad.km15@student.unusa.ac.id

which should be targeted at patient satisfaction reaching 85%. As a frontline provider of public health services, health center must be able to improve the level of public health optimally by paying attention to the quality of services to patients, in order to increase patient satisfaction.

From the results of a study conducted by Wira (2014) at Wangya Denpasar Hospital, it shows that one of the factors that influence patient satisfaction is from the dimensions of service quality consisting of tangible, reliability, responsiveness, assurance and empathy.

BPJS efforts to increase participant satisfaction and improve Puskesmas performance, BPJS held a Participant Message Impression After Service program aimed at BPJS participants who were in the health center. Data from Participant Message the Bungah Health Center experienced a decline in value which initially had a value of 66.5 in March, then in November, there was a decrease in value of 66. This is still less than the target desired by BPJS to get an 80 rating per month.

Based on the description above, the researchers are interested in examining the Effect of Dimensions of Service Quality on Satisfaction of BPJS Patients in Outpatient Services at Bungah Gresik Health Center.

II. METHODOLOGY

The type of research used is descriptive quantitative analytic. The method of sampling by simple random sampling using lottery method. This study was conducted at Bungah Gresik health center. In this study, all BPJS patients at the outpatient health center of Bungah Health center were 795 patients with 89 respondents for sample. Data collection using questionnaires and interviews, data analysis using binary logistic regression statistical test.

III. RESULTS

1. Dimensions of service quality

Assessment of service quality there is five dimensions of service quality, the dimensions that get the most ratings are good, namely dimensions of reliability, responsiveness, assurance, and empathy. While the dimensions that get the lowest good rating are tangible dimensions. This shows that overall the dimensions of service quality are good.

The quality of service in the outpatient installation at Bungah Gresik health center is good. This can be seen from the results of respondents' evaluations of the quality of services available at the outpatient installation at Bungah health center. The thing that causes BPJS patients in the Outpatient Installation of Satisfied the service of good health workers, close to home and complete facilities in poly, while the causes of BPJS patients are not satisfied with the services available at the outpatient installation at Bungah health center specifically the length of waiting time, lack of parking area, and lack of seats to wait.

Service quality emphasizes the level of perfection of health services in generating satisfaction in patients (Herlambang, 2016). Whereas according to Kotler (2007), Quality of service is a whole characteristic and nature of a product or service that influences its ability to satisfy expressed or implied needs.

The first dimension of service quality that gets the best rating is the reliability dimension. Almost all respondents (89.89%) stated that the reliability dimension was good. So that it can be concluded that in general, the majority of patients believe in the reliability and accuracy of services provided by health workers quickly, and with the reliability

that health workers have is able to be fair in providing services to patients without distinguishing social status or other factors (not being discriminatory). According to Tjitono (2016), the reliability dimension shows the company's ability to provide services or services that are expected to be convincing, fast, precise, accurate, reliable, and consistent.

The second dimension of service quality that gets the most ratings is the responsiveness dimension. Almost all respondents (80.90%) stated that the dimensions of responsiveness were good. Thus, it can be said that most patients believe in the readiness of officers in helping patients if there are difficulties, responsiveness, and ability of officers to help patients solve problems faced, and the responsiveness of officers in providing information on services provided clearly at the outpatient installation at Bungah health center. Responsibility is pleased with the willingness and ability of employees to help customers and process their requests, and inform when services will be provided and then provide services quickly. This dimension emphasizes the attitude of service providers who are attentive and responsive in providing services (Tjiptono, 2016).

The third dimension of service quality that gets the most ratings is the assurance dimension. Almost all respondents (80.90%) stated that the assurance dimension was good. Thus, it can be said that most patients believe in the ability of health workers to provide treatment to patients, and the creation of a safe and family atmosphere between health workers and patients who seek treatment. the assurance dimension, which is the behavior of employees who are able to foster customer trust in companies and companies, can create a sense of security for their customers. Security also means that employees are always polite and master the knowledge and skills needed to handle each customer's question or problem.

The fourth dimension of service quality that gets the best rating is the empathy dimension (attention), almost all respondents (78.65%) suggest good. The empathy dimension shows the ability of service providers to provide genuine and individual attention given to consumers by understanding their desires, and health workers being polite and using language that is easily understood by patients. The empathy dimension is pleasing to facilitate communication, good communication and understanding customers' problems and acting in the interest of, as well as providing personal attention and understanding of the individual needs of customers (Tjiptono, 2016). Communication means keeping every customer getting information in accordance with a language that they understand and based on their wishes (Herlambang, 2016).

The last dimension of service quality that gets the lowest good rating is the tangible dimension. Although getting the lowest score, almost most of the respondents (71.91%) stated that the service was in a good tangible dimension. This was found in the respondent's answer to the questionnaire which complained that there were still inadequate facilities such as lack of cleanliness of the room and lack of parking space. The tangible dimension is the physical appearance of the services offered, equipment, personnel, and communication facilities. Physical evidence is pleasing to the physical appearance of service facilities, equipment, human resources, and communication. Thus direct evidence to realize is one of the most concrete indicators, its form in the form of all facilities that can be clearly seen (Tjiptono, 2016).

2. *Patient satisfaction*

The results of this study indicate that BPJS patients at the outpatient installation at Bungah health center were

almost entirely respondents (77.53%) were satisfied with the existing services, but there were still BPJS patients who felt dissatisfied. Patient satisfaction includes good health care services, the information obtained is complete, close to home, does not differentiate services between general patients and BPJS patients, the availability of complete drugs, the suitability of the days and hours of practice on the bulletin board and no additional fees that is applied to BPJS patients when seeking treatment.

Whereas the causes of BPJS patients are not satisfied with the services available at the outpatient installation at Bungah health center according to the results of respondents' answers in the questionnaire that they lack parking space, they complain that it is difficult to get a parking space for their vehicles so patients park their motorbikes outside the Bungah Health Center it is not safe for the vehicles they park, the lack of seats to wait for causes patients to stand while waiting for service. Then the length of the waiting time, more than 60 minutes the patients waited to get service at the Bungah health center. And other dissatisfied statements such as lack of friendliness of health workers with patients, information obtained, lack of hygiene, and diagnostic errors by doctors.

This is because there is still a lack of improvement in terms of patient complaints, even though there has been a suggestion box used to convey patient complaints to the health center, and there is still no minimum standard of patient satisfaction at the Bungah Gresik Health Center. Customer satisfaction is a response to the level of interest or expectations of customers before they receive services after the service they receive. The satisfaction of the use of health services can be concluded as the difference in the performance of health service institutions with the expectations of customers (patients or community groups) Muninjaya, 2013).

factors that influence patient satisfaction are an approach to employee behavior, quality of the information received, agreement procedures, waiting time, public facilities provided and outcomes (Dhiyanto, 2014). Whereas according to Arifin and Prasetya (2006). The factors that influence patient satisfaction and decision to visit (medical treatment) to a health facility are doctor services, safety, location, cleanliness, food menu, waiting for time, parking, emergency services, drug availability and opening hours.

3. The influence of service quality dimensions on patient satisfaction

Of the five dimensions of service quality that have a significant influence on patient satisfaction, there are three dimensions that affect patient satisfaction, including assurance, empathy, and tangible dimensions. While the dimensions of reliability and responsiveness do not have a significant effect on patient satisfaction.

The results showed that there was a significant effect between the tangible dimension on the satisfaction of BPJS patients in the outpatient installation at Bungah health center and the first strongest dimension affecting patient satisfaction, with a $p\text{-value} < \alpha (0.10)$. This happens because physical evidence is one of the determinants of customer satisfaction. Patients assess the quality of health service from existing physical evidence, especially for the cleanliness of the room and inadequate waiting room facilities. So that the better the dimensions of physical evidence given, the more patient satisfaction will be increased.

This research is in line with Yessi's research (2018) at Seringin Health Center, Medan Tembung Subdistrict which states that physical evidence has a direct and not significant effect on satisfaction with a significance value of $0.131 > 0.005$ and $T_{hitung} < T_{table} (1.524 < 1.1985)^{[11]}$. In addition, it is also in line with Indra's (2014) research that there is

a significantly positive effect between the tangible dimension on Patient Satisfaction in Muara Taweh Hospital.

Patients use their sense of sight to assess the quality of health services. A health service organization such as a health center must have a service room and comfortable, regular and clean environmental conditions in order to provide satisfaction to patients. In general, patients treated are also somewhat satisfied if the health care provider has prepared a complete and appropriate examination and treatment tool (Novita, 2016).

The results of this study indicate that there is a significant influence between the empathy dimension on the satisfaction of BPJS patients in the outpatient installation at Bungah health center and the second strongest dimension affecting patient satisfaction. With a $p\text{-value} < \alpha (0.10)$. This happens because empathy is one of the determinants of customer satisfaction. Patients assess the quality of health service from the attention of existing employees especially for the hospitality of health workers, the language used impartiality and applying smiles, greetings, and greetings. The better the empathy dimension is given, the more it will increase patient satisfaction.

This research is in line with Yessi's research (2018) at Seringin Health Center, Medan Tembung Subdistrict which states that the empathy dimension has a positive and not significant effect on satisfaction with a significance value of $0.293 > 0.005$ and $T_{hitung} < T_{table} (1.985 < 1.1985)$. Besides that, it is also in line with Indra's (2014) research that there is a significantly positive effect between the empathy dimensions of Patient Satisfaction in Muara Taweh Hospital. The empathy that is giving a sincere and individual or personal attitude that is given to customers by understanding consumer desires (Khasanah, 2010).

The results of this study indicate that there is a significant influence between the assurance dimension of BPJS patient satisfaction in the outpatient installation at Bungah health center and the third strongest dimension affecting patient satisfaction. With a $p\text{-value} < \alpha (0.10)$. This happens because the guarantee dimension is one of the determinants of customer satisfaction. Patients can assess the quality of health service from the existing guarantee dimension specifically for the creation of a sense of security, comfort, and family life in the health center and diagnosis by health workers. So that the better the guarantee dimension is given, the more it will increase patient satisfaction.

This research is in line with Yessi's research (2018) at Seringin Health Center, Medan Tembung Subdistrict which states that the guarantee dimension has a positive and significant effect on satisfaction with a significance value of $0.003 < 0.05$ and $T_{hitung} < T_{table} (3.085 < 1.1985)$. Besides that, it is also in line with Indra's (2014) research that there is a significantly positive effect between the dimensions of assurance for Patient Satisfaction in Muara Taweh Hospital.

The assurance dimension, which is the behavior of health workers, can foster trust in patients in health facilities and health facilities can create a sense of security for patients. According to Purwoastuti (2015), the guarantee of employee behavior is able to foster patient trust in health facilities and can create a sense of comfort for the part. Guarantees also mean employees are polite and master the knowledge and skills needed to handle each customer's questions and problems. Guarantees to consumers include capabilities, politeness, and trustworthiness that are owned by staff, free of danger or risk of doubt, the behavior of employees is expected to foster trust and the company is expected to foster a sense of security for customers (Parasuraman, 1998).

The results of this study indicate that there is no significant effect between the reliability dimension on the satisfaction of BPJS patients in the outpatient installation at Bungah health center, with a p-value $> \alpha$ (0.10). This is because the reliability in Bungah Health Center has been considered good, patients assess the quality of a health care provider from the reliability of health workers who handle the disease explanation and skills in treating the disease.

The results of this study are not in line with Lesmana's (2014) research that the dimensions of reliability positively influence patient satisfaction at Muara Taweh Hospital^[17]. As well as Yessi's research (2018) in the Puskesmas Seringin Subdistrict Tembung, which stated that reliability has a significant and significant effect on patient satisfaction with a significance value of $0.0054 < 0.05$ and $T_{hitung} > T_{table}$ ($2.852 > 1.985$). reliability relates to the ability to provide accurate services for the first time without making any mistakes in delivering services in accordance with the agreed time. A health facility is said to be reliable if the patient admission process is carried out quickly and the administrative procedures are not complicated (Novita, 2016).

The results of this study indicate that there is no significant effect between the dimensions of responsiveness to the satisfaction of BPJS patients at the Outpatient Installation of the Bungah Gresik Health Center. With p-value $> \alpha$ (0.10). This is because the responsiveness at Bungah Health Center has been considered good. Patients assess the quality of service from the responsiveness of health workers from the patient to come, the registration section, to listening to patient complaints. So that the better the responsiveness dimension is given, the more it will increase patient satisfaction.

Responsiveness shows the desire to help consumers and provide services quickly and precisely, letting consumers wait without any reason that causes negative perceptions in service quality (Lupiyoadi, 2006). The implementation of quality health care relations between health workers and patients must be good. The quick attitude and responsiveness of the staff in handling patient complaints are explained and done well and make the patient understand every action taken. The doctor explains each question and explains what to do and what not to do (Azwar, 2006).

IV. CONCLUSION

The results of this study were that BPJS patients almost all expressed satisfaction with the quality of services at the Bungah Gresik health center, almost all BPJS patients said they were satisfied with the services at the outpatient installation at Bungah health center.

from the five dimensions of service quality that have a significant influence on the satisfaction of BPJS patients in the outpatient installation at Bungah Gresik health center, only the dimensions are tangible, empathetic, and assurance. While the dimensions of reliability and responsiveness do not have a significant effect on the satisfaction of BPJS patients in the outpatient installation at Bungah health center.

REFERENCES

- [1] Nur, I. A. 2018. Kepuasan Layanan Kesehatan Poli Umum Di Rsia Arafah Anwar Medika Sukodono Sidoarjo. Surabaya: Unusa Pers.
- [2] Detik News, 2017. Pelayanan Tidak Memuaskan BPJS Di Jatim Disorot. [Online] Available at: <https://News.Detik.Com/Berita-Jawa-Timur/D-3529039/Pelayanan-Tidak-Memuaskan-BPJS-Di-Jatim-Disorot> [Accessed 12 12 2018].

- [3] Gusti, P. 2014. Analisis Tingkat Kepuasan Pasien Terhadap Kualitas Pelayanan Puskesmas Dengan Metode Customer Satisfacation Index (CSI) Dan Importance-Performance Analysis (IPA) Puskesmas Kedamean Gresik. [Skripsi]. Surabaya: Universitas Pembangunan Nasional Tawa Timur.
- [4] Wira, D. 2014. Hubungan Antara Persepsi Mutu Pelayanan Asuhan Keperawatan Dengan Kepuasan Pasien Rawat Inap Kelas III di RSUD Wangya Kota Denpasar. [Skripsi]. Denpasar: Universitas Udayana.
- [5] Herlambang, S. 2016. Manajemen Pelayanan Kesehatan Rumah Sakit. Yogyakarta: Gosyen Publishing.
- [6] Kotler, P. 2007. Manajemen Pemasaran, Jilid 2, Edisi 12. Jakarta: PT. Indeks.
- [7] Tjiptono, F. 2016. Service, Quality & Satisfaction. Yogyakarta: Andi.
- [8] Muninjaya, Gde AA, 2013, Manajemen Mutu Pelayanan Kesehatan, Jakarta, EGC
- [9] Dhiyanto, H. 2014. Hubungan Waktu Tunggu Periksa Dan Pemberian Informasi Terhadap Kepuasan Rawat Jalan (False Emergency) Pada Pelayanan Di Instalasi Gawat Darurat Rumah Sakit Emanuel Purworejo Klampok Bojonegoro, [Skripsi]. Purwokerto: Universitas Muhammadiyah Purwokerto.
- [10] Arifin, J., dan Prasetya, H.A. 2006. Manajemen Rumah Sakit Modern Berbasis Komputer. Jakarta: PT. Elex Media Komputindo.
- [11] Yessy, G. E. P. 2018. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pasien di Puskesmas Sering Kecamatan Medan Tembung. [Skripsi]. Medan: Universitas Sumatera Utara
- [12] Indra, A. 2014. Faktor-Faktor yang Mempengaruhi Kepuasan Pelanggan pada UD Pandan Wangi Semarang. Semarang: Sekolah Tinggi Ilmu Ekonomi Widya Manggala
- [13] Novita, R. V. 2016. Analisis Kepuasan Pasien BPJS (Badan Penyelenggara Jaminan Sosial) Terhadap Pelayanan Kesehatan Di Instalasi Rawat Inap (Iri) Bangsal Dahlia Rsud Unggaran. [Skripsi]. Semarang: Universitas Negeri Semarang.
- [14] Khasanah, I., & Pertiwi, O. D. (2010). Analisis Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen Rs St. Elisabeth Semarang. Aset, Februari 2010, Vol. 12 No. 2, 117-124
- [15] Purwoastuti, Endang dan Elisabeth Siwi Walyani. 2015. Mutu Pelayanan Kesehatan dan Kebidanan. Jakarta: Pustaka Baru Press.
- [16] Parasuraman, A, Valerie A. Zeithaml, & Leonard L. 1998. SERVQUAL: A Multiple Item Scale for Measuring Consumer Perception of Service Quality. Journal of Retailing Vol. 64 No. 1, P 12-37.
- [17] Lesmana, (2014). Kualitas Pelayanan Kesehatan terhadap Pasien Miskin Pengguna BPJS di RSUD Muara Taweh. [Skripsi]. Banjarmasin: Sekolah Tinggi Ilmu Kesehatan Cahaya Bangsa Banjarmasin
- [18] Lupiyoadi, R. & Hamdani. 2006. Manajemen Pemasaran Jasa. Jakarta: Salemba Empat.
- [19] Azwar. 2006. Menjaga Mutu Pelayanan Kesehatan. Jakarta: Pustaka Sinar.