The Effect Of Service Quality On Patient Satisfaction In Puskesmas Larangan Utara

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Abstract: This research aims to determine the effect of service quality on patient satisfaction at Puskesmas Larangan Utara. The method used is explanatory research with a sample of as many as patient satisfaction. The analysis technique uses statistical analysis with regression testing, correlation, determination and hypothesis testing. The results of this research of service quality variables obtained an average score of 3,410 with good criteria. The patient satisfaction variable obtained an average score of 3.835 with good criteria. Service quality has a positive and significant effect on patient satisfaction with the regression equation $Y = 9.056 + 0.859X$, and the correlation coefficient value of 0.776 or has a strong level of relationship with a determination value of 60.3%. Hypothesis testing obtained a significance of $0.000 < 0.05$.

Keywords: Service Quality; Patient Satisfaction.

INTRODUCTION

1. Background

Health according to the World Health Organization is a dynamic condition covering physical, spiritual, social health, which is not only free from disease, disability, or weakness (World Health Organization, 2014). The health of all Indonesian citizens is protected by the constitution as stated in the 1945 Constitution Article 27 second paragraph, where every citizen has the right to work, health and a life that is decent for humanity. In order to achieve an optimal public health status, various efforts must be made, one of which is to provide health services (UUD 1945 Article 27 Paragraph 2).

A very important basic health service facility in Indonesia is the Community Health Center (Puskesmas). Puskesmas is a strategic unit in supporting the realization of changes in public health status towards increasing optimal health status (Indonesia health profile, 2015: 98). Puskesmas is the first level facility that is responsible for public health

in its working area (Permenkes No.44/2016 on Puskesmas Management Guidelines). Thus the more people have broad and selective knowledge in determining their choice, requiring the Community Health Center (Puskesmas) as one of the health service providers to always improve the quality of its services. Because the Puskesmas is the spearhead of health services for the community that is quite effective which helps the community in providing first aid with a standard health service that is known to be cheap and makes the Puskesmas the main health service place for the community, in Law No.25 of 2009, what is meant by public services is an activity or a series of activities in order to fulfill the need for services in accordance with statutory regulations for every citizen and resident for goods and services and / or administrative services provided by public service providers.

Currently, the government has been trying to improve the optimal degree of public health by implementing various health efforts. One form of health service efforts organized by the government is to improve health services to the community where community participation is also involved, namely through a forum called the Puskesmas.

According to the Regulation of the Minister of Health Number 75 of 2014 concerning Puskesmas, it is stated that Puskesmas is a health service facility that organizes public health efforts and first-level individual health efforts, by prioritizing promotive and preventive efforts, to achieve the highest public health status in its working area.

Puskesmas has the task of implementing health policies to achieve the goals of health development in their working areas in order to support the realization of a Healthy District. In addition to carrying out these tasks, the Puskesmas has a function as the organizer of the first level of Public Health Efforts (UKM) and the first level of Individual Health Efforts (UKP) as well as a vehicle for the education of health workers. The better the services provided by the Puskesmas to patients who seek treatment, the better the community's assessment of the performance of the Puskesmas in question. However, in reality, many people prefer health services to private doctors or other practicing health workers, such as in hospitals. This condition is based on the initial negative perceptions of the community towards Puskesmas services, for example the assumption that the quality of service seems modest, meaning that the Puskesmas is not sufficient in providing services to the community, both from its facilities and infrastructure as well as from medical personnel or the budget used to support it. daily activities. Thus there are still services provided to the community that are not in accordance with the established Standard Operating Procedure (SOP) such as the undisciplined attitude of medical officers at the puskesmas service unit, which the public complains about. Poor treatment by officers, limited supplies of medicines at the puskesmas have resulted in many patients being forced to buy medicines at pharmacies outside. Therefore, Puskesmas are required to always maintain patient trust and satisfaction by improving service quality so that patient satisfaction can increase. The Puskesmas also needs to carefully determine the patient's needs. as an effort to fulfill expectations / desires and increase satisfaction with the services provided. Establishing relationships and capturing opinions from customers is necessary so that the services provided are as expected. This is called patient orientation.

The quality of public services is the result of the interaction of various aspects, namely service systems, reliable human resources. Good public services will produce good quality public services as well. A good service system will provide standardized service procedures and provide a control mechanism within itself so that all forms of irregularities that occur will be easily detected.

The creation of good quality services will create patient satisfaction which can provide benefits such as the establishment of a good relationship between the health center and patients, providing a good basis for creating patient loyalty and building a word of mouth recommendation (word of mounth). According to Tjiptono (2017: 268) Quality of service

focuses on efforts to meet the needs and desires of patients and the accuracy of their delivery to balance patient expectations.

Puskesmas Larangan Utara as a health center which in its implementation participates in implementing services to the community must be able to implement its vision and mission, namely making Puskesmas the primary choice for the community in getting quality and professional health services by developing quality and professional basic level health services, fostering community independence to live healthy, build cross-program and cross-sector partnerships with both the government and the private sector, improve the facilities and infrastructure of the puskesmas. The reduced level of patient satisfaction as shown in the data above is thought to be due to the low quality of service. This is like the phenomenon that the authors found in the preliminary study described below:

Service Data Table in Puskesmas Larangan Utara

No	Services	Condition		Explanation
		Sevice Standard	Datum	
1	Service Schedule	- Mon-Thru: 8 am to 2.30pm - Friday: 8am to 11.30am - Sabtu: 8am to 1pm	- Opening hours are more than 08.00 and close early	Not according to schedule hours
2	Patient Queue	- Queue until calling about 10 minutes	- More than 10 minutes	Delayed
3	Patient Database	- Patients are required to bring their identity, registration card, health insurance card (for those who have) - The card has to be matched with the patient database	- Searching database takes a long time and likely disorganized	Disorganized document arrangement.
4	Procedure	- There are signs for queuing new patients to take care of registration - Old patients register at independent stands	- There are no signs - It doesn't have to be done by workers	Signs lacking
5	Examination Period	- Scheduled at least 10 minutes	- Often done in less than 10 minutes	No detailed examination
6	Taking prescriptions and drugs	- Scheduled at least 10 minutes	- Often done in more than 10 minutes	Takes a lot of time
7	Service speed	- Services are provided quickly, safely and responsibly	- Often done slowly and less accurately	Undisciplined
8	Health Workers	- Serve with friendly, polite and pleasant manner	- Often found workers are less friendly	Ignorant
9	Infrastructure	- Keeping its hygienic, clean, well maintained and neatly arranged	- Many rooms and toilet not feasible	Lack of cleanliness
10	Service Safety Security	- Honesty of health data informed directly to the patient - The medicine purchased is quite safe	- Often not conveyed well	Lack of health data transparency

Source: Puskesmas Larangan Utara, 2019

Based on the data in table 1.2 above, it shows that the Puskesmas internally has several operational standards set in providing services to patients based on the criteria for the type of service. From the table, it informs that not all of the ideal conditions or

standards have been implemented properly. It is such as the opening hours of registration counters that are not on time, the service of existing officers is not optimal or friendly, service procedures that are not suitable as well as other unsuitable supporting facilities. There are still many patients who complain about the services provided by the puskesmas, especially about the puskesmas' concern for patients who are carrying out treatment, and facilities that are not given attention are clear, this must be done immediately so that the level of patient satisfaction is getting better. With services that focus on fulfilling the needs and desires of patients and the accuracy of their delivery to match patient expectations, satisfaction will increase.

According to Tjiptono (2017: 353) Patient Satisfaction is a buyer's positive situation with respect to the match or mismatch between the results obtained compared to the sacrifices made. However, basically, good service quality is not only achieved, but also maintained and maintained in the light of shifting needs, hopes and desires of patients and various interested parties. Meanwhile, according to Ferinnadewi (2015: 97), customer satisfaction is the feeling that the customer gets for a type of service that is proportional to his expectations or in accordance with the expectations the customer wants. For this reason, puskesmas as a health service industry is expected to provide higher quality and consistent services. The key is to meet or exceed the expectations of patient service quality, so as to create patient satisfaction.

The optimal function of puskesmas services is of course the need for the number of existing staff to be balanced so that it can provide good service for patients who need various types of services with different needs. However, there are still many medical personnel who are lacking in these services as actual data from Puskesmas Larangan Utara medical personnel.

Table of Number of Medical at Puskesmas Larangan Utara

No	Types of Medical Personnel	Number of Medical Personnel		Explanation
		Standard	Datum	
1	General Practitioners	4 people	5 people	Appropriate
2	Health Graduate	2 people	1 people	Deficient
3	Nutritionist	4 people	2 people	Deficient
4	Health Analysis	3 people	2 people	Deficient
5	Dentist	4 people	2 people	Deficient
6	Nurse	12 people	11 people	Deficient
7	Tocologist	6 people	4 people	Deficient
	Total	**35 people**	**27 people**	Deficient

Source: Puskesmas Larangan Utara, 2019.

Based on table 1.3 above, the number of medical personnel including general practitioners, health graduates, nutrition workers, health analyzers, dental nurses, nurses and midwives from ideal conditions should be needed 35 people but only 27 employees. This condition should also become a concern and additions to support the optimization of excellent service.

The level of service quality towards patient satisfaction is a complex one, so that in the end it will involve the management of the Puskesmas as a whole, so the concept of Puskesmas service management needs to be updated and perfected, so that quality health services can be realized, affordable, effective, and efficient, and sustainable in welcoming a Healthy Indonesia. Excellent service is the demand of the community, in line with the increasing needs and awareness in the life of the state and society as a result of advances in information technology. High quality is a demand, not only in business activities but also in the service activities of government agencies that are resistant to demands for quality public services.

Based on the background description above, the writer is interested in conducting further research with the title The Effect of Service Quality on Patient Satisfaction at Puskesmas Larangan Utara.

2. Formulation of The Problem

   a. How is the quality of service at Puskesmas Larangan Utara?

   b. How is the patient's satisfaction at Puskesmas Larangan Utara?

   c. Is there any influence between service quality on patient satisfaction at Puskesmas Larangan Utara?

3. Research Purposes

   a. This is to determine the condition of service quality at Puskesmas Larangan Utara.

   b. This is to determine the condition of patient satisfaction at Puskesmas Larangan Utara.

   c. To determine the effect of service quality on patient satisfaction at Puskesmas Larangan Utara.

METHODS

1. Population

   The population in this study amounted to patient satisfaction at Puskesmas Larangan Utara.

2. Sample

   The sampling technique in this research was saturated samples, where all members of the population were used as samples. Thus the sample in this study used the amount of patient satisfaction.

3. Types of Research

   The type of research used is associative, where the goal is to find out or find the relationship between the independent variable and the dependent variable

4. Data Analysis Method

   In analyzing the data used validity test, reliability test, simple linear regression analysis, correlation coefficient analysis, determination coefficient analysis and hypothesis testing..

RESULT AND DISCUSSION

1. Descriptive Analysis

   In this analysis, it is used to determine the highest minimum and maximum score, the ratting score and the standard deviation of each variable. The results are as follows:

Table 1. Descriptive Statistics Results

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Service Quality (X1)	96	28	44	34.10	3.889
Patient Satisfaction (Y)	96	29	49	38.35	4.304
Valid N (listwise)	96				

The quality of service obtained was a minimum variance of 28 and a maximum variance of 44 with a ratting score of 3,410 with a standard deviation of 3.889. This score is included in the scale range from 3.40 to 4.19 with good or agree criteria.

Patient satisfaction obtained a minimum variance of 29 and a maximum variance of 49 with a ratting score of 3.835 with a standard deviation of 4.304. This score is included in the scale range from 3.40 to 4.19 with good or agree criteria.

2. Verification Analysis.

This analysis aims to determine the effect of the independent variable on the dependent variable. The test results are as follows:

a. Simple Linear Regression Analysis

This regression test is intended to determine changes in the dependent variable if the independent variable changes. The analysis results are as follows:

Table 2. Simple Linear Regression Analysis Results

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.056	2.470		3.667	.000
Service Quality (X)	.859	.072	.776	11.938	.000

Based on the test results in the table above, the regression equation Y = 9.056 + 0.859X is obtained. From this equation it is explained as follows:

1) A constant of 9,056 means that if the quality of service is not available, then there is a patient satisfaction value of 9,056 points.

2) The service quality regression coefficient is 0.859, this figure is positive, meaning that every time there is an increase in service quality of 0.859 points, patient satisfaction will also increase by 0.859 points.

b. Correlation Coefficient Analysis

Correlation coefficient analysis is intended to determine the level of strength of the relationship between the independent variable and the dependent variable. The analysis results are as follows:

Table 3. Correlation Coefficient Analysis Results of Service Quality on Patient Satisfaction.

Correlations[b]

		Service Quality (X1)	Patient Satisfaction (Y)
Service Quality (X1)	Pearson Correlation	1	.776[**]
	Sig. (2-tailed)		.000
Patient Satisfaction (Y)	Pearson Correlation	.776[**]	1
	Sig. (2-tailed)	.000	

Based on the test results obtained a correlation value of 0.776 means that service quality has a strong effect to patient satisfaction.

c. Coefficient of Determination Analysis

Coefficient of determination analysis is intended to determine the percentage of influence of the independent variable on the dependent variable. The analysis results are as follows:

Table 4. Coefficient of Determination Analysis Results of Service Quality on Patient Satisfaction.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776[a]	.603	.598	2.728

Based on the test results, it was found that the determination value was 0.603, meaning that the quality of service had an effect contribution of 60.3% to patient satisfaction, while the remaining 39.7% was influenced by other factors that were not carried out by the research.

d. Hypothesis Testing

Hypothesis testing with the t test is used to determine which hypothesis is accepted.

Hypothesis formulation: There is a significant effect.

Table 5. Hypothesis Test Results of Service Quality on Patient Satisfaction.

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1　(Constant)	9.056	2.470		3.667	.000
Service Quality (X)	.859	.072	.776	11.938	.000

Based on the test results in the table above, the t value> t table or (11.938> 1.986) is obtained, thus the hypothesis that there is a significant effect between service quality on patient satisfaction is accepted.

DISCUSSION OF RESEARCH RESULTS

1. Condition of Respondents' Answers Variable of Service Quality

Based on the respondent's answer, the variable of service quality obtained a rating score of 3,410 in the scale range from 3.40 to 4.19 with good or agree criteria.

2. Condition of Respondents' Answers Variable of Patient Satisfaction

Based on the respondents' answers, the patient satisfaction variable obtained a rating score of 3.835 in the scale range from 3.40 to 4.19 with good or agree criteria.

3. The Effect of Service Quality on Patient Satisfaction

Service quality has a significant effect on patient satisfaction with the regression equation Y = 9.056 + 0.859X, the correlation value is 0.776 or has a strong relationship with the contribution of the effect of 60.3%. Hypothesis testing obtained t value> t table or (11.938> 1.986). Thus the hypothesis proposed that there is a significant effect between service quality and patient satisfaction is accepted.

CONCLUSIONS

1. Conclusions

a. The variable of service quality is obtained by a ratting score of 3,410 in the scale range from 3.40 to 4.19 with good or agree criteria.

b. The patient satisfaction variable obtained a rating score of 3.835 in the scale range from 3.40 to 4.19 with good or agreed criteria.

c. Service quality has a significant effect on patient satisfaction with the regression equation Y = 9.056 + 0.859X, the correlation value is 0.776 or strong and the influence

contribution is 60.3% while the remaining 39.7% is influenced by other factors. Hypothesis test obtained t value> t table or (11,938> 1,986).

2. Suggestions

a. The variable of service quality, the weakest statement is statement number 9 table 4.10, that is, the staff of Puskesmas Larangan Utara are able to understand the needs and desires of patients personally where it only reaches a score of 3.64. To be even better, Puskesmas Larangan Utara must optimize the individual ability of related employees to provide excellent service and be able to understand and serve according to the needs of the patient.

b. Patient satisfaction variable, the weakest statement is statement number 4 table 4.11, namely the patient is happy with the general polyclinic services of the North Larangan Health Center where only a score of 3.82. To be better, Puskesmas Larangan Utara must make improvements in terms of public services that are not responsive in serving patients and services that are not responsive so that patients feel that service is still slow. The puskesmas can provide more training for puskesmas officers on how to handle complaints submitted by patients politely and responsibly, such as personality training, interpersonal training, and communication training with an emphasis on public service aspects.

c. The effect of service quality on patient satisfaction is 60.3%, this value can still be improved by improving physical evidence such as facilities and facilities such as the availability of examination tools (ENT and eye examination tools, supporting examination reagents, and radiology), examination room layout. , directions for the name of the room, as well as the cleanliness of the health center environment. Apart from physical evidence, it is also necessary to pay attention to the aspect of speed in the administrative and examination process. For this reason, the North Bogor Community Health Center should further improve and complete the available facilities and increase the ease of doing administration with patients, one of which is by improving the system and service procedures that are supported by a computerized system that has become an online system as well as increasing more skilled human resources.

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