Analysis of the Level of Service Satisfaction of BPJS Patients at the Primary Outpatient Clinic of UIN North Sumatra Using the Servqual Method

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ABSTRACT

Service quality is closely related to customer satisfaction because service quality can create a good relationship with the company and tell the company how to meet consumer needs. This study aims to determine the level of patient satisfaction with the services provided by the Primary Outpatient Clinic of UIN North Sumatra. The method in this study uses a quantitative approach, and the research design is carried out in a cross-sectional manner. The research sample of 50 respondents was selected through the purposive sampling method in accordance with the criteria of patients who received BPJS and had reading and writing skills. The results showed that all dimensions of SERVQUAL had a positive gap, with *responsiveness* as the highest dimension (0.49), followed by *tangibles* (0.36), *assurance* (0.35), *reliability* (0.32), and empathy (0.31). The CSI value of 82.61% indicates that patient satisfaction is in the very satisfied category. The conclusion of this study shows that the level of satisfaction of BPJS patients with the services at the Primary Outpatient Clinic of UIN North Sumatra is in the category of very satisfied. The *responsiveness* and *tangibles* dimensions received the highest ratings, while the *empathy* and a dimensions still needed improvement to be able to meet patient expectations more optimally and sustainably.

Keywords: Satisfaction, Service, BPJS Introduction

INTRODUCTION

Patient satisfaction in the Southeast Asia region shows that only about 35% of healthcare users say they are satisfied with their services, and another 55% say they are dissatisfied. Hospitals in Indonesia also face patient satisfaction problems. The results of a survey conducted in 27 hospitals in Indonesia show that health services, especially nursing, are still far from what patients expect. According to data on patient satisfaction levels in Indonesia, patient satisfaction with health services is only 42.8% in Central Maluku and 44.4% in West Sumatra. (Amalina, 2021).

The performance of healthcare services is critical to society if they provide services that satisfy patients. On the other hand, the patient's perception of service satisfaction is very important because this will encourage them to continue receiving care and want to return to the clinic

(Darmin et al., 2022). Satisfactory service will determine the satisfaction of healthcare patients (Wildani et al., 2020). As a result, it is very important to maintain the quality of health services. The quality of health services can be described as a patient's assessment of the level of service expected with the level of service received. Health services have an impact on the public health of a country. Law Number 36 of 2009 concerning Health guarantees the right to safe, quality, and affordable health services (Kemenkes, 2020).

In addition to health services in the community, some institutions in general also provide health service places such as educational institutions that provide health services for the academic community. The State Islamic University of North Sumatra is one of the educational institutions that provides health services, namely the Primary Outpatient Clinic of UIN North Sumatra. The Primary Outpatient Clinic of UIN North Sumatra is a health facility at the State Islamic University of North Sumatra which aims to provide quality and professional health services for the academic activities of the State Islamic University of North Sumatra and the community around the Sutomo area.

Clinics must begin to realize how important a more complete patient service program is through improving the quality of service, failure to understand the importance of service quality and patient satisfaction will invite the opportunity to lose patients (Goula et al., 2021). If the quality of service is relatively good, patient satisfaction has been achieved. (Karunia et al., 2022) states that patient satisfaction is the level of satisfaction that a patient feels that results from the performance of the medical services he receives and compared to the level of satisfaction he expects. The SME community satisfaction level survey (Community Satisfaction Index) is one way to measure the quality of clinic services.

METHODS

In this study, a quantitative approach was used, and the research design was carried out in a cross-sectional manner. Researchers used a research instrument, questionnaires, created based on a review of relevant literature, to help them collect data in the field. The researcher collected data through interviews and questionnaires directly with respondents. This study involved patients who used health services and facilities at the Primary Outpatient Clinic of UIN North Sumatra. The research sample of 50 respondents was selected through the purposive sampling method in accordance with the criteria of patients who are BPJS participants and have reading and writing skills.

Respondents' data included name, gender, age, address, and last education. The research uses service attributes based on the five dimensions of the Service Quality Method (SERVQUAL): *tangible*, *reliability*, *empathy*, *assurance*, and *responsiveness*. After the SERVQUAL questionnaire was distributed, a service satisfaction level questionnaire was then carried out which consisted of 20 questions and could be calculated using the Likert scale.

Table 1. Interpretation Criteria for Percentage Scores according to the Likert Scale

No.	Score	Respondent's Answer
1	81% - 100%	Very satisfied
2	61% - 80%	Satisfied
3	41% - 60%	Quite satisfied
4	21% - 40%	Dissatisfied
5	0% - 20%	Very dissatisfied

RESULTS

Respondent Characteristics

Table 2. Description of Respondent Demographics

Characteristics	N	%
Age		
20-31 Years	44	88
32-41 Years	2	4
42-51 Years	4	8
Sum	**50**	**100**
Gender		
Man	16	32
Woman	34	68
Sum	**50**	**100**
Work		
Student/Student	44	88
Self employed	2	4
Housewives	4	8
Sum	**50**	**100**
Final Education		
Tamat SMA	48	96
End of S1	2	4
Sum	**50**	**100**
Status		
Unmarried	44	88

Married		6	12
Sum		**50**	**100**

Based on Table 2. The data obtained, the majority of respondents in this study were in the age range of 20-31 years, which was 44 people or 88% of the total 50 respondents. This age group shows that patients who use BPJS services at the Primary Outpatient Clinic of UIN North Sumatra are dominated by the young adult generation. Meanwhile, respondents aged 32-41 and 42-51 years were only 4% and 8%, respectively, showing lower participation than those age groups. In terms of gender, the majority of respondents were women as many as 34 people (68%), while men as many as 16 people (32%). This indicates that female patients use BPJS services more at the clinic or are more actively participating in the research.

For job characteristics, most of the respondents were students or college students, as many as 44 people (88%). This is in line with the dominance of young age in respondents, because many 20-31 years old are still continuing their education or have just entered the world of work. Respondents who are self-employed and housewives are only 4% and 8%, respectively, indicating that this group is a minority in the research sample. As for the last level of education, almost all respondents (96%) are high school graduates, with only 4% having the last education to complete S1. This indicates that the majority of BPJS patients who use services at the Primary Outpatient Clinic of UIN North Sumatra come from a secondary education background.

Table 3. CSI Score Score for BPJS Patients

Attribution	Level Perception	Level Hope	Weight Factor	Weight Score
X1	4,06	3,84	5,1	20,706
X2	3,96	3,72	4,94	19,5624
X3	4,22	3,42	4,54	19,1588
X4	4,14	3,98	5,29	21,9006
X5	4,18	4,2	5,58	23,3244
X6	4,04	3,3	4,38	17,6952
X7	4,12	3,74	4,97	20,4764
X8	4,16	4	5,31	22,0896
X9	4,22	4,26	5,66	23,8852

X10	4,08	3,6	4,78	19,5024
X11	4,1	3,42	4,54	18,614
X12	4,12	4	5,31	21,8772
X13	4,06	3,56	4,73	19,2038
X14	4,26	4	5,31	22,6206
X15	4,2	4,24	5,63	23,646
X16	4,16	3,48	4,62	19,2192
X17	4	3,42	4,54	18,16
X18	4,12	3,36	4,46	18,3752
X19	4,12	3,36	4,46	18,3752
X20	4,24	4,38	5,82	24,6768
Total	**82,56**	**75,28**	**99,97**	**413,069**

$$\text{CSI} = \frac{WT}{Nilai\ skala\ likert} = \frac{413,069}{5} = 82,6138\ (82,61)$$

Based on Table 3. And the result of obtaining a CSI score was 82.61%, thus it can be said that BPJS patients are very satisfied with the health services they receive at the Primary Outpatient Clinic of UIN North Sumatra.

Table 4. BPJS Patient Gap Value

Dimension	Attribution	Level Perception	Level Hope	Gap
Tangible	X1	4,06	3,84	0,22
	X2	3,96	3,72	0,24
	X3	4,22	3,42	0,8
	X4	4,14	3,98	0,16
Reliability	X5	4,18	4,2	-0,02
	X6	4,04	3,3	0,74
	X7	4,12	3,74	0,38
	X8	4,16	4	0,16
Empathy	X9	4,22	4,26	-0,04
	X10	4,08	3,6	0,48
	X11	4,1	3,42	0,68

Dimension	Item	Perception	Hope	Gap
	X12	4,12	4	0,12
	X13	4,06	3,56	0,5
Insurance	X14	4,26	4	0,26
	X15	4,2	4,24	-0,04
	X16	4,16	3,48	0,68
	X17	4	3,42	0,58
Responsiveness	X18	4,12	3,36	0,76
	X19	4,12	3,36	0,76
	X20	4,24	4,38	-0,14
Total		**82,56**	**75,28**	**7,28**

From Table 4. It can be seen that almost all attributes have a positive gap value (P-H), and only 4 attributes have a negative value. The largest gap value was found in the X3 attribute with a value of 0.80, followed by X18 (0.76), X19 (0.76), and X6 (0.74), x11 (0.68) and X16 (0.68). This shows that in general, the level of patient perception of the services provided is higher than the expectations that the patient feels. This is reflected in the majority of attributes that have a positive gap value, which indicates a match between expectations and reality.

Of the 16 attributes, the largest gap value was found in the X3 attribute with a value of 0.80, followed by X18 (0.76), X19 (0.76), and X6 (0.74), x11 (0.68) and X16 (0.68). Attributes that have a negative gap value are found in X20 (-0.14), X15 and X9 (-0.04), and X5 (-0.02). This shows that in general, the level of customer perception of the services provided is higher than the expectations that patients feel. This is reflected in the majority of attributes that have a positive gap value, which indicates a match between expectations and reality.

Table 5. Results of the Gap Value of BPJS Patient Dimensions

Dimension	Item Question	Perception	Hope	Gap	Peringkat Gap
Tangible	X1-X4	4,1	3,74	0,36	2
Reliability	X5-X8	4,13	3,81	0,32	4
Empathy	X9-X12	4,13	3,82	0,31	5
Insurance	X13-17	4,17	3,82	0,35	3
Responsiveness	X17-20	4,12	3,63	0,49	1
Average		**4,13**	**3,76**	**0.62**	

In Table 5. All service dimensions at the Primary Outpatient Clinic of UIN North Sumatra showed a positive gap value, according to the results of the SERVQUAL gap analysis. The Responsiveness dimension had the highest gap value (0.49), indicating the highest patient satisfaction in the speed and alertness of service, while the Tangibles dimension had the smallest gap value (0.36), increased assurance (0.35), increased reliability (0.32), and increased empathy (0.31). Although empathy still needs to be improved to provide more individualized attention to each patient, the clinic's overall service has exceeded patient expectations, with an average overall gap of 0.62.

DISCUSSION

Reliability Dimension

Dimension reliability includes the ability of health facilities to provide promised services accurately and reliably, including timeliness, consistency of procedures, and minimal errors in service. Research in various health facilities shows that the reliability of services has a significant influence on BPJS patient satisfaction. Research at UPTD Puskesmas Mutiara, assessment on the first dimension of service quality, namely reliability gives a value in the range of 183-189 or 80.26%-82.89% (Effendi, 2020)

In the context of the Primary Outpatient Clinic of UIN North Sumatra, the analysis of the reliability dimension has met the satisfaction of patient perception, namely speed and accuracy in the service process, consistency in medical procedures, and the accuracy of information provided to patients.

Responsiveness Dimension

Satisfaction level on dimensions responsiveness at the Primary Outpatient Clinic of UIN North Sumatra is an important aspect in assessing the quality of BPJS patient services. Responsiveness is defined as the ability of officers to provide fast, precise, and responsive services to patient needs and complaints. Related research shows that responsive services can increase the interest of patient repeat visits and have a positive impact on their satisfaction. At the Primary Outpatient Clinic of UIN North Sumatra, the quick response of health workers such as doctors, nurses, and administrative officers greatly determines the patient's perception of the quality of service they receive (Rahayu et al., 2024).

The results of research in various clinics and hospitals show that responsiveness is the dominant factor in patient satisfaction. An officer who is able to provide clear information, respond quickly to complaints, and process administrative services without convolution will increase patient trust and comfort. Conversely, delays in service, such as lengthy prescription pickups, can lower patient satisfaction levels. Therefore, the Primary Outpatient Clinic of UIN North Sumatra needs to continue to increase the responsiveness of health workers and administrative staff so that BPJS patients feel well and efficiently served (Karima, 2024).

Overall, the level of satisfaction of BPJS patients at the Primary Outpatient Clinic of UIN North Sumatra in the responsiveness dimension can be said to be very good because the officers were able to show a responsive and fast attitude in serving patients. This satisfaction is also influenced by the readiness of health workers in handling complaints and the ease of service procedures. Other studies at similar clinics showed that the majority of patients were very satisfied with responsive services, which ultimately increased patient loyalty and trust in the clinic's services. Therefore, focusing on increasing responsiveness is the main strategy in improving the quality of service and satisfaction of BPJS patients at the Primary Outpatient Clinic of UIN North Sumatra.

Assurance Dimension

The level of BPJS patient satisfaction in the assurance dimension at the Primary Outpatient Clinic of UIN North Sumatra shows a strong positive relationship between service quality, security, confidentiality of patient data, and the professional attitude of health workers. This shows that the level of satisfaction with the guarantee dimension plays a role in fostering a sense of security and comfort for BPJS patients during the service process. The better the quality of the guarantee provided, the higher the patient's satisfaction with the clinic's services. Quantitative research in various healthcare facilities confirms that there is a significant relationship between the quality of assurance services and patient satisfaction, which means that increasing the dimension of assurance will improve overall patient satisfaction. Thus, service assurance is the key in building patient loyalty and trust (Dedeh & Ageng Saepudin Kanda, 2024).

Tangibles Dimension

Satisfaction level on dimensions Tangible at the Primary Outpatient Clinic of UIN North Sumatra includes a comfortable waiting room, the availability of advice boxes and the quality of medical equipment, as well as the appearance of medical officers and administrative staff.

In research at Hospital X Semarang Regency *tangible* had a fairly strong positive relationship with chemotherapy patient satisfaction ($R = 0.486; P < 0.000$), which suggests that the better the physical condition of the service, the higher the patient satisfaction (Purwitasari et al., 2023)

Tangible factors are essential to create a positive experience during treatment because patients usually judge the quality of service based on what they see and feel. This is in line with the finding that the physical aspect of good service is able to increase patients' expectations and trust in the clinic (Widodo & Hidayat, 2024).

The Dimension *of Empathy*

The level of satisfaction of BPJS patients at the Primary Outpatient Clinic of UIN North Sumatra at the Empathy shows an excellent role in building harmonious relationships, getting to know patients, and good communication between healthcare workers and patients (Thaifur, 2024). This is in line with various studies that confirm that empathy has a significant effect on patient satisfaction, because patients feel valued and cared for personally during the healthcare process (Febrianti, 2020).

Patients who feel listened to and treated well tend to be more satisfied and trust in the quality of clinic services (Harini et al., 2023). Other studies have also shown that patients who feel empathy from healthcare workers have much higher levels of satisfaction than those who don't, as empathy helps reduce patient anxiety and improve comfort during treatment (Udani et al., 2024).

CONCLUSION

The results of the survey based on the SERVQUAL method show that all service dimensions at the Primary Outpatient Clinic of UIN North Sumatra have a positive gap value, namely, the dimensions of *Responsiveness* at rank 1 (0.49), *Tangibles* rank 2 (0.36), *Assurance* rank 3 (0.35), *Reliability* rank 4 (0.32) and *Empathy* rank 5 (0.31). This shows that the services provided have exceeded the expectations of patients, especially in terms of the speed of the officers and their response. In addition, the Customer Satisfaction Index (CSI) value of 82.61% indicates that the level of patient satisfaction is very high.

The next research suggestion is to consider a mixed approach and a more varied coverage of respondents to provide a deeper understanding of patient perceptions and expectations.

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