

Analysis Of Health Service Quality With Patient Satisfaction In Siulak Mukai Community Health Center Siulak Mukai District, Kerinci Regency

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ABSTRACT

Quality of service is the most important thing to pay attention to to achieve the goals of the service provider agency. Based on a survey conducted by patients/patients' families, they were dissatisfied with the physical appearance of the Health Center, for example, the appearance of the building and waiting room, the availability of parking, cleanliness, tidiness, and comfort of the room, and equipment owned by the Health Center, many complained about the uncomfortable Health Center toilets and some damaged ceilings. This study aims to analyze the quality of health services and patient satisfaction at the Health Center. This type of research is cross-sectional. The sample in this study was the number of patient visits, which amounted to 100 respondents. Data were analyzed using Chi-Square and Logistic Regression. The results showed a significant relationship between tangible (physical evidence), reliability, responsiveness, assurance, and empathy with patient satisfaction at the Siulak Mukai Health Center, Siulak Mukai District, Kerinci Regency. After conducting multiple logistic tests of 3 models, it was found that the most dominant factors influencing patient satisfaction were tangible variables (physical evidence) with a p-value of 0.000, reliability variables with a p-value of 0.001, and empathy variables with a p-value of 0.000.

Keywords: Patient satisfaction, service quality, tangible, assurance, empathy

INTRODUCTION

Public health service efforts carried out by the government cannot be separated from the role of health centers. Community health centers are the backbone of first-level health services. In times of development and globalisation, the government as a provider of health services to patients ensures that it becomes one of the most important things. In certain communities, they consider that service quality is crucial. Therefore, the main thing that must be prioritized is the quality of service. The quality of service to patients is the main factor that can build

public trust.

Health service facilities called Health Centers (Public Health Centers) are places to organize public health efforts, both promotive, preventive, curative, and rehabilitative, which are carried out by the regional government and the community in their working area. Health centers are organizational units that operate in the scope of health services that are at the forefront which have the aim of being a center for developing health services, which carry out guidance and health services to the community in a comprehensive and integrated manner that has been determined independently in determining health service activities but does not include financing aspects (PERMENKES RI, 2019).

Service quality is closely related to patient satisfaction because health service quality supports patients in establishing a strong relationship with health institutions. The existence of service quality will create satisfaction for service users. Ultimately, service quality forms various benefits including the formation of word-of-mouth recommendations that will have a positive impact on service providers, the formation of a positive basis for the creation of patient loyalty in using services, and the formation of good relationships between service providers and patients (Gurning, 2018).

The quality of service is said to satisfy the patient if the service fulfills the patient's wants and needs. Patient satisfaction is measured to make it easier for service providers to provide good, effective, and efficient services. This can be felt directly and is very important for an institution such as a Health Center. The service is certainly not good, ineffective, and inefficient if the patient is no longer satisfied with the services provided. Until now, the competition between health service users has become more detailed, for patients who are knowledgeable and above average, it requires the Health Center as a health service institution to prioritize the quality of its services. To improve service quality, service providers must review whether the services provided so far can or can not provide patient satisfaction (Dewi et al, 2021).

Quality of service is the most important thing to pay attention to to achieve the goals of the service provider agency. Various measures can be used to assess service quality. In general, there are five main dimensions of service quality in order of relative importance, namely (1) Reliability, (2) Responsiveness, (3) Assurance, (4) Empathy, and (5) Tangible. If these five dimensions can be implemented optimally, patients will feel satisfied with the services provided by the relevant health agency (Tjiptono, 2014)

LITERATURE REVIEW

Quality is a common word that is used in academia and everyday life. Quality is generally defined as something that can be felt and experienced by anyone. However, the word quality is not widely understood by the public and the meaning of quality is not the same for everyone. Everyone tends to interpret quality according to their opinion of their needs. Quality must be understood before it can be managed even though people face it every day there is no conclusive definition of quality, just as the beauty of quality is in the eyes of the beholder, for example for manufacturers, quality products are those that are per design specifications, have no defects, and performance is per customer expectations. Quality is an attribute of a product or service, the perspective of the person who has evaluated the product or service that has influenced the value of its attributes. Quality is the core of survival in an institution. The quality revolution movement through an integrated management approach is a demand that cannot be ignored if an institution wants to develop because increasingly tight competition demands an institution to provide services to always prioritize consumers by providing the best service. Quality has also been viewed widely, in the case of the results aspect and the process, environment, and humans. Service quality is a service that we have provided to every consumer or patient, there is no quality product if it does not have quality service, customers will be disappointed if an institution has poor service, and vice versa, patients who receive extraordinary service will be useless if it is not balanced with quality products and prices that match customer expectations (Rangkuti, 2013).

Services are invisible products that involve human efforts and use equipment, services are invisible activities or series that occur due to interactions between consumers and employees or other things provided by companies that provide services intended to solve consumer/customer problems. Health services are any efforts carried out individually or in groups in an organization to maintain and improve health, prevent and cure diseases, and restore the health of individuals, families, and/or communities (Gurning, 2018).

Health services are all activities that directly or indirectly strive to produce health services needed or demanded by the community to overcome their health problems. Health services are also a place or facility to obtain health services facilitated by the local government which aims to serve the community who need health services that contain 4 main service elements consisting of preventive, promotive, curative, and representative health service elements. Based on the four basic health services that are comprehensive and at the same time are the leading health service facilities at the village level, namely the health center (community

health center) (Gurning, 2018). The importance of providing quality services can be caused by service, not just delivering or serving. Service means understanding, understanding, and feeling so that in its delivery it will affect the heatshare of consumers/patients so that in the end it will strengthen the position in the mind share of consumers (Alfisyahrin, 2017).

METHODS

The type of research used in this study is quantitative using the Cross Sectional Study method. This study was conducted at the Siulak Mukai Health Center, Siulak Mukai District, Kerinci Regency, from October 30 to December 10, 2023. The population in this study were all patients visiting the Health Center who had received health services at the Siulak Mukai Health Center, Siulak Mukai District, Kerinci Regency. The number of samples used in this study used the Lemeshow formula, because the population is unknown or infinite, so if based on this formula, the n obtained is $96.04 = 100$ people, this study took data from a sample of at least 100 people.

RESULTS

Table 1. Characteristics of Respondents at the Kemantan Health Center, Air District

No	Description	Number (n)	Percentage (%)
I. Gender			
1.	Male	41	41,0
2.	Female	59	59,0
II Age			
1.	Teneegers (12-25 years)	18	18,0
2.	Adults (25-59 years)	54	54,0
3.	Elderly (>60 years)	28	28,0
III Education			
1.	No school	10	10,0
2.	Elementary school	23	23,0
3.	Junior high school	29	29,0
4.	High school	32	32,0

5.	Collage	6	6,0
IV Occupation			
1.	Not working	42	42,0
2.	Housewife	17	17,0
3.	ASN	6	6,0
4.	Trader/ self-employed	25	25,0
5.	Private employee	10	10,0
Total		100	100

Based on Table 4.1, it can be seen that the characteristics of the respondents are mostly female, 59 respondents (59%), the most common age is adult (25-59 years), and as many as 54 respondents (54%).

Table 2. Frequency Distribution Based on Quality of Health Services

No	Health Service Quality	Total	Percentage
I. Tangible (physical evidence)			
1.	Satisfied	54	54,0
2.	Less satisfied	46	46,0
II. Reliability			
1.	Satisfied	44	44,0
2.	Less satisfied	56	56,0
III. Responsiveness			
1.	Satisfied	53	53,0
2.	Less satisfied	47	47,0
IV Assurance			
1.	Good	52	52,0
2.	Less good	48	48,0
V Empathy			
1.	Good	44	44,0
2.	Less good	56	56,0
Total		100	100

The results of the study on 100 respondents, most respondents were satisfied with the Tangible (Physical Evidence) of the quality of service at the Siulak Mukai Health Center, Siulak Mukai District, Kerinci Regency, as many as 54 respondents (54.0%). Feeling less satisfied with the Reliability (reliability) of the quality of service at the Siulak Mukai Health Center, Siulak Mukai District, Kerinci Regency, as many as 44 respondents (44.0%). Feeling satisfied with the Responsiveness (responsiveness) of the quality of service at the Siulak Mukai Health Center, Siulak Mukai District, Kerinci Regency, as many as 53 respondents (53.0%). Most respondents stated that they were satisfied with the assurance (guarantee) of the quality of service at the Siulak Mukai Health Center, Siulak Mukai District, Kerinci Regency, as many as 52 respondents (52.0%). Most respondents stated that they were less satisfied in terms of empathy (empathy) of the quality of service at the Siulak Mukai Health Center, Siulak Mukai District, Kerinci Regency, as many as 56 respondents (56.0%).

Table 2. Bivariate Analysis

No	Variable	Health Service Quality						<i>p-value</i>
		Satisfied		Less satisfied		N	%	
		N	%	N	%			
I Tangible								
1	Satisfied	50	92,6	4	7,4	54	100	0,000
2	Less satisfied	3	6,5	43	93,5	46	100	
II Reliability								
1.	Satisfied	41	93,2	3	6,8	44	100	0,000
2.	Less satisfied	12	21,4	44	78,6	56	100	
III Responsiveness								
1.	Satisfied	47	88,7	6	11,3	53	100	0,000
2.	Less satisfied	6	12,8	41	87,2	47	100	
IV Assurance								
1.	Satisfied	47	90,4	5	9,6	52	100	0,000
2.	Less satisfied	6	12,5	42	87,5	48	100	
V Empathy								
1.	Satisfied	43	97,7	1	2,3	44	100	0,000
2.	Less satisfied	10	17,9	46	82,1	56	100	
Total		53	53,0	57	47,0	100	100	

DISCUSSION

Based on the results of this study, 46 respondents stated that they were dissatisfied with the quality of service based on tangible (physical evidence), and 43 respondents (93.5%) were dissatisfied with the service provided. The results of the statistical test showed a p-value = 0.000 ($p < 0.05$) in other words there is a significant influence between tangible (physical evidence) on patient satisfaction at the Kemantan Health Center, East Air Hangat District, Kerinci Regency.

In terms of Tangible (physical evidence), patients/patients' families feel dissatisfied with the physical appearance of the Health Center, for example, the appearance of the building, and waiting room, availability of parking, cleanliness, tidiness, and comfort of the room, as well as equipment owned by the Health Center, many complained about the uncomfortable Health Center toilets and some damaged ceilings. Of course, in undergoing patient care, the necessary physical facilities are needed.

The quality of service in the Tangible dimension (physical evidence) is in the form of physical, such as employee equipment and communication facilities, comfort of the place to provide services, ease of service process, and use of assistive devices in health services (Gurning, 2018).

Based on the results of this study, 56 respondents stated that they were dissatisfied with the reliability of the health center, and 44 respondents (78.6%) were dissatisfied with the services provided. The results of the statistical test showed a p-value = 0.000 ($p < 0.05$) in other words there is a significant influence between reliability and patient satisfaction at the Kemantan Health Center, Air Hangat Timur District, Kerinci Regency.

Reliability is the ability of an agency/company to provide services according to what is promised accurately and reliably, performance must be to customer expectations which means punctuality, the same service for all customers without errors, and high accuracy (Gurning, 2018)

An aspect of reliability has a significant effect on patient satisfaction, Reliability is the ability to provide services immediately, accurately, and satisfactorily. As stated in previous research by Sapmaya Wulan (2018), the speed and accuracy of patient admission procedures, the speed of examination, and treatment services for satisfactory patients will make patients satisfied with the reliability of the Health Center.

Based on the results of this study, 47 respondents stated that they were dissatisfied with the responsiveness given by officers to patients, and 41 respondents (87.2%) were dissatisfied

with the services provided by the health center. The results of the statistical test showed a $p\text{-value} = 0.000$ ($p < 0.05$) in other words there is a significant influence between reliability and patient satisfaction at the Kemantan Health Center, Air Hangat Timur District, Kerinci Regency.

Responsiveness is a form of staff behavior to help customers and provide responsive services by responding quickly to every customer who wants to get service, Officers provide services quickly, accurately, and carefully, and accept all complaints from each customer/patient (Gurning, 2018).

Responsiveness has a significant effect. Responsiveness is the alertness to helping and providing fast and responsive services. According to Bunga Riski Hartiningtia (2017), the alertness of the medical team in assisting patients, clear service information that is easy to understand, the speed of employees in serving each transaction, the understanding of the medical team regarding patient complaints that are carried out quickly and responsively will make customers (patients) feel cared for and appreciated so that they will be satisfied with the services provided by the Health Center.

Based on the results of this study, 48 respondents stated that they were dissatisfied with the service guarantee, and 42 respondents (87.5%) were dissatisfied with the service guarantee provided by the health center. The results of the statistical test showed a $p\text{-value} = 0.000$ ($p < 0.05$) in other words there is a significant influence between assurance on patient satisfaction at the Kemantan Health Center, Air Hangat Timur District, Kerinci Regency.

Assurance is the scope of knowledge, ability, and politeness in convincing customer trust by providing a guarantee of timely service, Officers providing a guarantee of legality in service, and Officers providing certainty of costs in service (Gurning, 2018).

Assurance has a significant influence on patient satisfaction. Assurance is the scope of knowledge, ability, politeness, and trustworthiness possessed by employees free from danger and risk of doubt. Guarantees provided by the Health Center such as the knowledge and ability of the medical team to determine the diagnosis of the disease, and the ability of the medical team to instill trust in patients. As stated by Sapmaya Wulan (2018), providing services makes patients and their families believe in the ability of the Community Health Center to treat and serve patients so that they will feel satisfied with the services provided by the Community Health Center.

Based on the results of this study, 56 respondents stated that they were less satisfied with the empathy given by the officers, and 46 respondents (82.1%) were satisfied with the

services provided. The results of the statistical test showed a p-value = 0.000 ($p < 0.05$) in other words there is a significant influence between empathy and patient satisfaction at the Kemantan Health Center, East Air Hangat District, Kerinci Regency. Empathy is the ease of establishing good relationships and communication, personal attention, and understanding the needs of customers, which include prioritizing customer interests, serving customers with a friendly attitude and politeness, officers serving without discriminating (discriminating) between one customer and another, and officers serving and respecting each customer (Gurning, 2018).

CONCLUSION

There is a relationship between tangible, reliability, responsiveness, assurance, empathy, and patient satisfaction at the Siulak Mukai Health Center, Siulak Mukai District, Kerinci Regency with a p-value = 0.000 ($p < 0.05$).

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