The Influence of Service Quality on Patient Satisfaction of BPJS Participants in The Outpatient Poly Registration Unit RSIA Restu Bunda

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ABSTRACT

Patient satisfaction can be defined as the patient's feeling of satisfaction, joy and relief due to receiving good service. This research aims to determine the effect of service quality on the satisfaction of inpatients at the Restu Bunda Mother and Child Hospital in Bandar Lampung. The method used in this research is quantitative. The population was 299 BPJS outpatient patients, the sample used was 30 respondents using accidental sampling technique. The analysis used in this research is the Reliability, Normality, Linear and T-Test tests. The instrument used is a questionnaire. The research results show that the sig value is 0.000, which is smaller than the sig value that has been set, namely 0.05. Service quality has a positive and significant influence on patient satisfaction of BPJS participants in the outpatient clinic registration unit at RSIA Bunda Bandar Lampung. In other words, the results of this research state that service quality has a positive and significant influence. Suggestions for the Restu Bunda Mother and Child Hospital in Bandar Lampung to improve staff training and skills development on an ongoing basis to ensure that all employees have adequate skills and knowledge to provide optimal services to patients.

Keywords: Quality of Outpatient Services, Patient Satisfaction

INTRODUCTION

Low patient satisfaction levels create a problem. A hospital in one of the ASEAN countries has data where the data shows that patients who feel satisfied are 79%, while the standard set is greater than 85%. In Indonesia in 2017 Hospital X had a percentage of inpatient satisfaction of 75%, based on the Minimum Service Standards (SPM) this value is still below the inpatient indicator which should be 90%. Quality of service is the fulfillment of services related to how much the patient's expectations and needs are. This means that services can be said to be of quality if most of the patient's expectations can be met. According to Kotler (2019), defining quality of service is a patient's assessment of the service received with the expected level of service.

Satisfaction is a feeling of joy, satisfaction, and relief from someone because they get a product or service well (Ahmad Zikri, 2022). In general, patients can feel the difference between what they receive and what they expect. consumer assessment of satisfaction and increase consumer expectations, so that they can become loyal customers. Hospitals are the spearhead of development and community services. Hospitals must provide excellent service for every type of service provided, both for outpatient services, inpatient services, and emergency services. Excellent service according to Zulfan is a service that is provided quickly, precisely, and meets the desires of customers or relations.

Therefore, the Hospital as a service facilitator to customers or relations. The Hospital as a health service facilitator is expected to provide quality health services that refer to the level of health service conformity. Quality must be seen more generally, where not only a few things are determined but also consist of humans, the environment and its processes. (Wahyuni, 2013)

METHOD

This research is descriptive research with a quantitative research type and uses a cross sectional research design. This research instrument uses a questionnaire. The data used is primary data. The population in this study were 299 BPJS patients in the registration unit in February 2024 at Restu Bunda Hospital in Bandar Lampung. The sample used was 30 respondents using accidental sampling techniques. The analysis used in this research is the Reliability, Normality, Linear and T-Test tests.

RESULTS

Based on the research results looking at the Respondent Profile, namely from the characteristics (age, gender, education and occupation) the following results were obtained:

Table 1. Frequency distribution of respondents based on characteristics (age, gender, education and employment at RSIA Restu Bunda Bandar Lampung

No	Characteristics	Frequency	Percentage (%)
1	Age		
	11-20 Th	4	13
	21-30 Th	13	43
	31-40 Th	11	37
	41-40 Th	2	7
2	Gender		
	Male	0	0
	Female	30	100
3	Education		
	SMP	1	3
	SMA	23	77
	Diploma	1	3
	Sarjana	5	17
4	Work		
	PNS	2	6
	Wiraswasta	17	57
	Etc	11	37

Based on table 1 diperoleh bahwa Most of the respondents in this study were aged 21 - 30 years, namely 13 people (43%) with female gender totaling 30 people (100%), based on education, the most were high school as many as 23 people (77%), in terms of work the most were self-employed. namely 17 people (57%).

Table 2 Shapiro-Wilk Normality Test Results

Kepuasan Pasien	Shapiro-Wilk		
	Statistic	df	Sig.
	.964	3	.637
	.993	3	.843
	.964	3	.637
	.630	4	.175
	.750	3	.163
	.863	4	.272
	.960	4	900
Kualitas Pelayanan			
	.829	6	.105
	.873	6	.236
	.993	3	.843

Based on the SPSS output table, it is known that the significance value of Asymp, sig Shapiro-Wilk above has a value of > 0.05. So in accordance with the basis for decision making in the Shapiro-Wilk normality test above, it can be concluded that the data is normally distributed. Thus, the normality assumptions or requirements in the regression model have been met.

Simple Linear Regression Test

Table 3. Simple Linear Regression Test Results

Variabel	Unstandarized Coefficient	
	B	Std. Error
(Constant)	4.470	2.839
KualitasLayanan	.827	.064

Based on the table above, a simple linear regression equation is obtained :

$Y = 4.470 + 0.926X$

The interpretation is as follows:

1. A constant value of 4.470 means that if the service quality variable value is constant 0, then the patient satisfaction value will be 4.470.
2. The service quality variable has a positive regression coefficient value of 0.926, which means that every time there is an increase in quality service, there will be an increase in patient satisfaction.

Tabel 4. T Test Results

T Count	T Table	Sig	Information
12,994	2,04841	0,000<0,05	Ha accepted

Based on the table above, the calculated t value is 12.994 and > t table (2.04841) and the Sig value is 0.000 < 0.05, which means accepting Ha and rejecting H0 so it can be stated that service quality has a positive and significant influence on satisfaction. patient.

Coefficient of Determination Test (R2)

Table 5. Coefficient of Determination Test Results (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.926[a]	.858	.853	2.364

Based on the table above, the Adjusted R Square value is 0.853, which means that service quality has an influence of 85.3% on patient satisfaction, the remaining 14.7% is influenced by other variables outside this research**.**

DISCUSSION

The purpose of this study was to prove the effect of service quality on BPJS patient satisfaction in the outpatient polyclinic registration unit at RSIA Restu Bunda Bandar Lampung. Based on the results of the data analysis obtained, there are several important findings that can be concluded as follows. Patient satisfaction at RSIA Restu Bunda can be said to be very good based on the results of the research conducted. From a study involving 30 respondents with various backgrounds, it was found that patient satisfaction with the services received was very high. This is reflected in the Cronbach's Alpha value for the patient satisfaction variable of 0.879, which indicates a high level of reliability in the study. Respondents from various age groups, genders, education, and occupations gave positive responses to various aspects of service at RSIA Restu Bunda.

The statement above is in accordance with Sabarguna's theory (2004). Patient satisfaction is a subjective value of the quality of service provided. But even though it is subjective, there is still an objective basis, meaning that even though the assessment is based on education, age, gender, etc., it will still be based on the truth and objective reality that exists. More

specifically, the results of the study showed that patients were satisfied with the quality of medical and non-medical services provided. Factors such as the friendliness and professionalism of medical personnel, the availability of adequate facilities, and the clarity of information related to medical procedures were important points highlighted by respondents. In this aspect, the success of RSIA Restu Bunda in providing empathetic and high-quality care to mothers and children is a key factor in increasing patient satisfaction (S Suratman 2023).

According to researcher Juni Irayana M.Yusuf, there are several factors that influence the quality of service on community or patient satisfaction in hospitals, namely, based on data obtained in the field, it is known that the service provided is very appropriate so that it can provide satisfaction to patients. Overall, this research showed that there were no gaps at RSIA Restu Bunda. This research underlines that RSIA Restu Bunda is not only committed to providing technically superior health services, but also prioritizing aspects of patient satisfaction and comfort. This is reflected in the positive responses given by respondents, who showed a high level of satisfaction with their experience while at this hospital.

The service quality at RSIA Restu Bunda is considered very good and satisfies patients. Based on the results of the study involving 30 respondents, all indicators of service quality meet the validity standards with a calculated R value greater than the R Table, which confirms the validity of the research instrument. In addition, the results of the reliability test show that the service quality variable has a Cronbach's Alpha value of 0.957, which means that the data is reliable. Simple linear regression analysis shows that service quality has a positive and significant effect on patient satisfaction, with a regression coefficient of 0.926. This means that an increase in service quality will be followed by an increase in patient satisfaction. The results of the hypothesis test support this finding, with a significant value (Sig) of 0.000 indicating that there is a large influence of service quality and patient satisfaction. Furthermore, the determination coefficient test (R2) shows that service quality plays a role of 85.3% in the variation of patient satisfaction, while 14.7% is influenced by other factors. Irawan argues that patient satisfaction is determined by patient perception of the appearance of products or services in meeting customer expectations. Patients feel satisfied if their expectations are met. (Irawan, 2004). Based on the results of the regression analysis above, it can be concluded that all service quality dimension variables (responsiveness, reliability,

empathy, confidence, tangibles) all of these variables have a positive and significant influence on patient satisfaction.

Based on the regression analysis table, the significance value (Sig)1 obtained is 0.000. This value is smaller than the set significance level, which is 0.05 (0.000 <0.05). This indicates that the alternative hypothesis (Ha) is accepted and the null hypothesis (H0) is rejected. In other words, the results of this study state that service quality has a positive and significant effect on patient satisfaction of BPJS participants in the outpatient polyclinic registration unit at RSIA Restu Bunda Bandar Lampung. Good service quality includes various aspects such as timeliness of service, friendliness of staff, completeness of information, comfort of facilities, and responsiveness to patient complaints. When these aspects are met well, patients feel appreciated and satisfied with the services provided. This patient satisfaction is very important because it affects their trust and loyalty to the Hospital (Sinambela 2019). Based on the results of the study on the Influence of Service Quality on Patient Satisfaction, it can be seen that the regression coefficient value (b) is 15,254, which can be interpreted that the Service Quality variable (X) has a strong influence on the Patient Satisfaction variable (Y).

CONCLUSIONS AND RECOMMENDATIONS

Based on the problem formulation and discussion of the research results, the following conclusions are obtained:

1. Overall, this research succeeded in showing that service quality has a positive and significant influence on patient satisfaction of BPJS participants in the outpatient clinic registration unit at RSIA Restu Bunda Bandar Lampung.
2. Patient satisfaction of BPJS participants at the Outpatient Poly Registration Unit at RSIA Restu Bunda Bandar Lampung can be said to be very good based on the results of the research conducted.
3. The results of research on the influence of service quality on patient satisfaction show that the quality of service at the Restu Bunda Mother and Child Hospital has a very positive influence on patient satisfaction.

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