

The Impact of Hospital Administration Service Quality on Patient Satisfaction of Health Insurance Agencies: A Cross-Sectional Study

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ARTICLE INFO	ABSTRACT
Manuscript Received: 14 Oct, 2024 Revised: 28 Nov, 2024 Accepted: 10 Dec, 2024 Date of Publication: 27 Dec, 2024 Volume: 14 Issue: 2 DOI: 10.56338/promotif.v14i2.6628	Background: Service quality is very closely related to patient satisfaction. One of the reasons for the progress of a hospital is influenced by its attitude or nature or the hospital's ability to serve its patients. This study aims to analyze the impact of the quality of hospital administration services on patient satisfaction of health insurance agencies at the Outpatient Installation of Pintu Padang Regional General Hospital, South Tapanuli Regency. Methods: Type of observational research with a cross-sectional study design. This research was carried out at the Outpatient Installation of the Pintu Padang Regional General Hospital. The population and sample are all patients who received treatment in November 2024, as many as 135 people. Data collection was carried out using a research questionnaire. Sampling techniques with exhaustive sampling and data analysis using chi-square and logistic regression. Results: This study proved that the speed of administrative services ($p=0.001$), friendliness, and attitude of administrative staff ($p=0.001$) affected patient satisfaction. Conclusion: The quality of administrative services in hospitals has a significant effect on BPJS patient satisfaction, especially in terms of speed, clarity, and staff friendliness. It is recommended that hospitals improve the efficiency of administration and staff training. Subsequent research should involve a broader sample and consider other factors that affect patient satisfaction.
KEYWORDS	
Speed of Administrative Services; Friendliness and Attitude of Administrative Staff; Patient Satisfaction	

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INTRODUCTION

The healthcare industry is undergoing rapid changes to meet the increasing needs of patients. The level of patient satisfaction is an important indicator for measuring the quality of health services (1). The services provided by the hospital must pay attention to the standard quality provided to patients or customers and even exceed the infection expected by the customer so that the hospital can quickly obtain patient satisfaction. Therefore, it can make customers stay using hospital services (2–4). Patient satisfaction is a level of patient feelings arising from the performance of health services obtained after the patient compares with what they feel (5). Patients will feel satisfied if the performance of the health services obtained is equal to or exceeds the expectations of the influence of hospital facilities, depending on how the facilities and infrastructure are (6). This situation makes hospitals pay attention to

the quality of services offered to consumers, in this case, patients who will use hospital services, so that patients feel satisfaction with the quality offered (7). Hospitals engaged in the service sector, providing the best service, need to be considered because health services are one of the community's most needed activities (8). For the quality of health services to provide medical services to patients, it aims to carry out observation, diagnosis, rehabilitation, and other health services (9). Hospitals have a strategic role in accelerating the improvement of the health status of the Indonesian people. This strategic role is obtained so that the hospital is a health facility that is technology-intensive and expert-intensive and functions as a referral center for specialized and subspecialty health services (10).

Outpatient services in the hospital have several parts, namely the administration, polyclinical, laboratory, and pharmacy sections. Outpatient treatment is used for patients who are treated without being hospitalized or who are treated immediately and go home; hospitals also need specialists such as pediatricians, cardiologists, heart specialists, pediatricians, and others to help health care providers (1). Ratwat Tangga also organizes empowered health services by prioritizing prevention efforts, restoring referral services, and conducting research and development (11). Health insurance reduces the risk of people incurring health costs out of their own pockets, in amounts that are difficult to predict and sometimes require huge costs. For this reason, a guarantee is needed in health insurance because participants pay premiums with a fixed amount. Thus, all participants bear health financing jointly so that it is not burdensome. However, health insurance alone is not enough. Social health insurance is required because commercial insurance premiums are relatively high and unaffordable for most people, and the benefits offered are generally limited (12). Based on BPJS Kesehatan data, as of January 1, 2023, JKN participants reached 249.6 million, or 91% of the Indonesian population.

Along with the increased number of registered participants, BPJS Kesehatan strives to improve the quality of participant services (13). Data on February 1, 2023, details that the number of FKTPs in BPJS Kesehatan Cooperation has reached 23,341 and FKRTL in BPJS Kesehatan Cooperation has reached 4318, bringing the total number of Health Facilities in Cooperation with health insurance agencies to 27,659. Regarding utilization (14), the number of visits by JKN participants increased in 2022 compared to the previous year; the total visits until 2022 reached 104.36 million (15). Lampus et al. (2023) researched the factors influencing inpatient satisfaction in public hospitals. The study results showed that the main factors that affect consumer satisfaction in hospitals are characteristic factors, which include expectations, health status, democracy, and socio-economic and health system factors, which include service quality, hospital facilities, staff satisfaction, and insurance or guarantee (16). These findings are consistent with research conducted at the UN Hospital (17). The level of satisfaction in the quality dimension indicator was determined by research on the relationship between customer satisfaction and service quality in outpatient services in UNS hospitals (18). This study aims to analyse the impact of the quality of hospital administration services on patient satisfaction of health insurance agencies.

METHOD

This study uses an observational method with a cross-sectional study design. The research was conducted at the Pintu Padang Regional General Hospital, South Tapanuli. The population and sample of the study included all patients of the outpatient health insurance agency in November 2024 at the Pintu Padang Regional General Hospital, totaling 135 people who were selected using the total sampling technique. The research instruments include relevant research questionnaires for data recording. Data analysis was carried out using chi-square test and logistic regression.

RESULTS

Table 1. Distribution of Patient Characteristics of Health Insurance Organizing Bodies at the Outpatient Installation of Pintu Padang Regional General Hospital

Patient Characteristics	n	Percentage
Education Level		
Primary school	19	14,1
Junior High School	79	58,5
High School	27	20,0
Sarjana	10	7,4
Sum	135	100

Work		
Housewives	72	53,3
Farmer	41	30,4
Self-employed	18	13,3
Civil Servants	4	3,0
Sum	135	100
Speed of Administrative Services		
Slow	80	59,3
Fast	55	40,7
Sum	135	100
Friendliness and Attitude of Administrative Staff		
Not Friendly	72	53,3
Friendly	63	46,7
Sum	135	100
Patient Satisfaction		
Dissatisfied	76	56,3
Satisfied	59	43,7
Sum	135	100

Source: Primary Data

Table 1 shows that of the 135 patients of the health insurance administration agency who have the highest level of junior high school education as much as 58.5%, housewife work as much as 53.3%, slow administrative services as much as 59.3%, unfriendly administrative staff as much as 53.3%, patient dissatisfaction as much as 56.3%.

Table 2. The Effect of Administrative Service Speed, Friendliness, and Attitude of Administrative Staff on Patient Satisfaction

Variable	Patient Satisfaction				Sum	X ² (p)
	Dissatisfied		Satisfied			
	n	Percent	n	Percent		
Speed of Administrative Services						
Slow	71	88,8	9	11,3	80	84.060 (0,001)
Fast	5	9,1	50	90,9	55	
Sum	76	56,3	59	43,7	135	
Friendliness and Attitude of Administrative Staff						
Not Friendly	69	95,8	3	4,2	72	98,025 (0,001)
Friendly	7	11,1	56	88,9	63	
Sum	76	56,3	59	43,7	135	

Source: Primary Data

Table 2 shows that of the 80 patients of the health insurance organizing agency who stated that the speed of administrative services was slow, there was dissatisfied patient satisfaction as much as 88.8%. Meanwhile, of the 55 health insurance organizing agency patients, the speed of fast administrative services was 9.1% of dissatisfied patients. The results of statistical analysis were obtained that the value of X² was calculated (84,060) > X² table (3.841) or the value of p (0.001) < α (0.05). This means that the speed of administrative services affects patient satisfaction. Of the 72 patients of the health insurance organizing agency who stated that the friendliness and attitude of the administrative staff were not friendly, there was dissatisfied patient satisfaction as much as 95.8%. Meanwhile, of the 63 patients of the health insurance organizing agency who stated the friendliness and attitude of the friendly

administrative staff, there was dissatisfied patient satisfaction as much as 11.1%. The results of the statistical analysis were obtained in that the value of X^2 was calculated $(98.025) > X^2$ table (3.841) or the value of p $(0.001) < \alpha$ (0.05). This means that the friendliness and attitude of the administrative staff affect patient satisfaction.

DISCUSSION

The Effect of Administrative Service Speed on Patient Satisfaction

The speed of administrative services significantly influences patient satisfaction in health services. Fast and efficient administrative processes, such as registration, data verification, payment, and scheduling, can reduce waiting times that are often inconvenient for patients (19). The study's results showed that the speed of administrative services affected patient satisfaction. When patients have to wait a long time to complete an administrative procedure, this not only worsens their experience but also increases stress and anxiety levels, especially for those who are in a state of illness or need immediate medical attention. On the contrary, the optimal speed of administrative services provides more convenience for patients, reduces frustration, and allows them to receive the medical services they need immediately. In addition, fast administrative services also create a positive impression on the overall quality of services, where patients tend to assume that if the administrative system runs smoothly and efficiently, then the quality of the medical provided is also trustworthy (20).

Studies show that shorter wait times in the administrative process are strongly associated with increased patient satisfaction levels, which impacts the overall patient experience and even strengthens their loyalty to the hospital or healthcare facility. Therefore, hospitals and healthcare facilities must invest in efficient and patient-friendly administrative systems, such as information technology, to facilitate registration and payment and ensure that administrative staff are trained to provide prompt and professional services (21). Speed in administrative services, in other words, is not only a matter of time efficiency but also part of an effort to create a positive patient experience and increase satisfaction (22).

The Effect of Friendliness and Attitude of Administrative Staff on Patient Satisfaction

The friendliness of the administrative staff creates a comfortable and pleasant atmosphere for patients. Patients feel valued and prioritized when the administrative staff is friendly, helpful, and attentive to patients. The study's results showed that the friendliness and attitude of administrative staff affected patient satisfaction. This can reduce the anxiety, stress, or confusion that is often experienced by patients, especially those who are visiting a health facility for the first time or who are sick. The friendliness of the staff gives a profound positive impression, which affects patient satisfaction with all services received, not only administrative but also medical (23).

In addition, the friendliness and attitude of the administrative staff also impacted the patient's perception of the credibility and professionalism of the health facility. If the administrative staff can demonstrate a friendly, professional, and attentive attitude, patients will be more likely to feel that the hospital or facility can be trusted to provide good medical services (24). On the other hand, if patients experience an unfriendly or unprofessional attitude, this can lower their trust in the services provided, even if the medical services received are good (25,26). Overall, the friendliness and attitude of the administrative staff greatly influenced patient satisfaction. A positive attitude, effective communication, and friendly service create a comfortable atmosphere for patients and improve their overall experience (27). Hospitals and healthcare facilities need to recognize the importance of training administrative staff to develop interpersonal skills, including being friendly, patient, and responsive to patient needs, to improve service quality and patient satisfaction to the maximum extent (28).

Limitations and Cautions

This study is limited to patients in the health insurance administration, so the results cannot be generalized. In addition, satisfaction measurement is subjective and only focuses on administrative services without considering other factors that affect patient satisfaction. Limited data retrieval can also affect the representativeness of results.

CONCLUSION

The quality of administrative services significantly affects patient satisfaction with health insurance agencies, especially regarding speed, clarity, and friendliness of staff so that hospitals can improve the efficiency of

administration and staff training. Subsequent research should involve a broader sample and consider other factors that affect patient satisfaction.

AUTHOR'S CONTRIBUTION STATEMENT

The authors contributed to this study as follows: conceptualization, methodology, data collection, and writing the original draft; data analysis, review, and editing of the manuscript; supervision, validation of data, manuscript finalization, literature review, and interpretation of results. All authors have read and agreed to the published version of the manuscript.

CONFLICTS OF INTEREST

The authors declare no conflict of interest. The research was conducted without commercial or financial relationships that could be construed as a potential conflict of interest.

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