

## The Effect of Health Service Quality on Outpatient Satisfaction at the Buluspesantren Health Center

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### Abstract

*Service quality is an assessment of a service provided to the public. With respect to good service quality, consumers will continuously re-consumption due to the satisfaction they feel. Thus, good service quality will lead to satisfaction. While the data collection techniques used are interviews, observations. The results showed that the quality of health services was good quality data for 18 outpatients (60%) and poor quality data for 12 outpatient data (40%). While patient satisfaction was 16 patients (53.3%) and 14 patients were less satisfied (46.7%). The results of the T-test obtained a significance value of  $<0.5$ , meaning that  $H_1$  is accepted, which means that it is contained in the quality of health services to outpatient satisfaction. It is concluded that the quality of health services has an influence on patient satisfaction.*

### Keywords

quality of service; patient satisfaction; outpatie



## I. Introduction

The Community Health Center (Puskesmas) is one of the facilities for providing health services owned by the Regency/City government that provides treatment for the community. The Puskesmas was established to provide basic, comprehensive, complete, and integrated health services for all residents living in the working area of the Puskesmas. Health programs and efforts organized by the Puskesmas are the main programs (public health essentials) that must be implemented by the government to realize the welfare of the community. (Arumaningrum 2014)

Health services are efforts provided by Puskesmas to the community, including planning, implementation, evaluation, recording, reporting, and set forth in a system (Arumaningrum 2014)

The Puskesmas organizes Community Health Efforts (UKM) and Individual Health Efforts (UKP). UKP is carried out in the form of outpatient services, emergency services, one-day services, home care, and/or inpatient care.

Ambulatory service is one form of existing medical services. In simple terms, outpatient services are medical services provided to patients not in the form of inpatient care. (Anisfha 2014)

In the current era of globalization, excellent service or the best service is the main element of a health facility. Health centers are required to provide optimal health services. Puskesmas should not only focus on completeness of facilities but also on human resources (HR). HR has a significant effect on the quality of services provided. (SAPUTRA 2018)

According to Lupiyoadi (2013: 47) states there are five elements of quality including, the ability of a Puskesmas to provide services as promised accurately and reliably (reliability), a willingness to help customers and provide clear responsiveness by delivering

clear information (responsiveness), includes knowledge, competence, courtesy, respect for customers, and the trustworthiness of the staff who can give patients confidence in the Puskesmas (assurance), provide sincere and personal attention given to customers by trying to understand the wishes of the patient. customers (empathy), the ability of a company to show its existence to external parties (tangibles)(Hidah Yuniasih, Fera Nelfianti 2017).

Good service if reality matches what is expected. Consumers will feel satisfied and continue to consume services that are considered good. Thus the quality of service affects patient satisfaction.

Service quality and service innovations have a positive and significant impact on competitive advantage. Retail Quality of service is divided into five main indicators, namely physical aspect, reliability, personal interaction, problem solving and policy. Service innovation is technology, new service, interactions with customer's and service delivery system. Competitive advantage is divided into price/cost, quality, value to customer and product variety. (Kusumadwi, 2019)

Consumer behavior is very dynamic and tends to be adaptive, quickly adjust to the demand of the people who always need the public transport. Their demand is complex so that the government should create a good strategy for transport service quality. They need to be managed by the best managers in order to adapt to the users' expectation. In addition, a continuous performance valuation should also be done in order to narrow the gap between the expected and perceived service users. They should know the consumer behavior well, with a full understanding of the public habits. They even have to understand the people's movement and activities well. By doing so, the needs of consumers can be fulfilled. (Sukesi and Yunus, E. 2018)

According to Kotler and Keller in Donni Juni Priansah (2017: p.196) consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the expected product performance to the expected performance or results, if the performance is below consumer expectations, the customer is not satisfied. meet expectations, the consumer is satisfied, if the performance exceeds expectations, the consumer is very satisfied or happy (Jaya 2018).

The concept of patient satisfaction can be used as a reference for each Puskesmas as an evaluation material. Patient satisfaction is defined as the customer's response to the discrepancy between his previous level of importance and his actual perceived performance after use. Patient/customer satisfaction is the essence of patient/customer-oriented marketing. Satisfactory and quality service will form patient/customer loyalty, and satisfaction is closely related to word of mouth, so satisfying service will also bring in new customers. The next effect will continue in the process of forming the image of the Puskesmas which is increasing (Kuntoro and Istiono 2017).

The patient's perception of the quality of the product or service is influenced by two things, namely the reality of the quality of the product or service and the company's communication, in this case the hospital in advertising its place, the quality of service, the patient will feel satisfied if they get good service or as expected, factors emotional, the patient feels proud, satisfied and amazed at the hospital which is seen as an "expensive hospital", the price, the more expensive the treatment price, the patient has greater expectations. Factors that affect patient satisfaction according to (Budiastuti in Nooria: 2008), factors that affect patient satisfaction include the quality of products or services, patients will feel satisfied if the results of their evaluation show that the products or services used are of quality.(Management and Business 2021)

Meanwhile, hospitals with the same quality but low prices, giving higher value to patients, costs, patients who do not need to incur additional costs or do not need to waste time

getting services, then patients tend to be satisfied with these services.(Saputra, Kusdiana, and Yuniar 2020)

The author is interested in studying the effect of service quality on patient satisfaction at the Buluspesantren Health Center 1-

## II. Research Methods

This research is descriptive with a quantitative approach conducted in Pthe Bulus Pesantren 1 uskesmas Kebumen Regency in April 2021. The study sample consisted of 30 patients who were selected using simple random sampling. Researchers also interviewed four respondents, namely Registration Officers, Medical Recorders, Pharmacy Officers, and the Poly, Doctors, Medical Record Nurses who were not sampled in this study.(Kuntoro and Istiono 2017)

The independent variable of this study is the quality of health services and the dependent variable is the satisfaction of outpatients. Both variables were obtained through the provision of a questionnaire.

Researchers analyzed univariate and bivariate. Univariate was conducted to explain the characteristics of each research variable presented with frequency and percentage. Bivariate analysis explains the effect of independent variables on the dependent variable using the T test with SPSS 22.0\* for Windows application.

## III. Result and Discussion

Outpatient services at the Buluspesantren 1 Health Center include KIA Services, General Poly, Dental Poly, MTBS Poly and other polys.

### 3.1. Quality of Health Services

**Table 1.** Quality of Health Services

Quality of Health Services	n	Percentage
Good quality	18	60%
Poor quality	12	40%
Total	30	100%

Table 1 shows that as many as 18 respondents (60%) felt that they received good quality health services. Meanwhile, 12 respondents (40%) felt that the service they received was not good.

Patient dissatisfaction is influenced by several factors such as the provision of services at the registration section is quite long and very slow, the search for medical records is quite time consuming because there are some medical records that have not been entered into the storage rack, sometimes they are still in the poly room, there are cases where the medical record number is double. So to look for it causes a long waiting time, the service response to the patient is less friendly and the interaction is less than optimal between medical personnel and patients.

This dimension relates to interactions between officers and patients, managers and officers, between the health team and the community, between officers and other agencies.

Good human relations instill trust and credibility by respecting, keeping confidential, caring, respectful and responsive. Listening to complaints and communicating effectively is also very important. Good health education comes from good communication, poor human relations will reduce the effectiveness and technical competence of the health services

provided. Experience shows that patients who are treated poorly will tend to ignore suggestions or advice or do not want to come to the place again, as a parameter in assessing the quality of patient care which can be seen in the attitude shown by the officer to the patient while serving. Then the communication channels that exist between officers and patients as well as all forms of interaction can be seen from the officers during the service. The one who can judge and feel is the patient so that if starting from the registration place the officer has started to be unfriendly, then the client will be lazy and worried that he will meet the same thing, namely unfriendliness.

### 3.2. Patient Satisfaction

**Table 2.** Patient Satisfaction

Patient satisfaction at Puskesmas Buluspesantren	n	Percentage
1		
Satisfied	16	53.3%
Less satisfied	14	46.7%
Total	30	100%

Table 2 shows that as many as 16 respondents (53.3%) were satisfied with the services they received. While the other 14 respondents (46.7%) were not satisfied.

Patients feel satisfaction because the health workers in providing friendly and good service. In addition, according to (Krowinski in Suryawati; 2004), there are two aspects of patient satisfaction including satisfaction which refers only to the application of professional standards and codes of ethics including: nurse-patient relationship, service comfort, freedom of choice, technical knowledge and competence, service effectiveness and action safety and satisfaction which refers to the application of all health service requirements including: availability, fairness, continuity, acceptance, affordability, efficiency, and quality of health services(Sari 2014).

### 3.3. The effect of health service quality on outpatient satisfaction

**Table 3.** T-test bivariate analysis on the effect of health service quality on outpatient satisfaction.

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.270	.281		-.961	.345
Quality of Health Services	.555	.094	.745	5.915	.000

a. Dependent Variable: Patient Satisfaction

Table 3 shows the results of the bivariate analysis using the t test. with a significance value <0.5. The calculated t value (5.915) is greater than the t table value (0, 374). This means that there is an influence between the quality of health services on outpatient satisfaction.

The appearance and friendliness shown by the staff will often impress the patient, whether it is good or bad. When a patient has been treated more than once, sometimes it is

able to make the officers know and know the patient more closely and that then becomes the driving factor for the continuity of the service itself. As expressed by Mrs. Indri as follows:

“...I got to know the doctor very well, maybe because he was friendly, man, when he examined me. Sometimes other officers also invite jokes with me. That's what sometimes makes us happy when we get treatment here ((Setiawan 2010))

So, through continuity of service, it will give a boost to patient satisfaction while getting medical services. Where it can be seen from their reluctance to return for treatment to the Karangdowo Health Center if they are sick again, and with the statement above, Jamkesmas patients and the general public are satisfied with the continuity of services provided by the Puskesmas.

#### IV. Conclusion

There is a significant effect between the qualities of health services on outpatient satisfaction. Based on the conclusions above, the authors provide suggestions to the puskesmas, including the head of the puskesmas socializing to health workers to provide services to patients as much as possible, providing training to officers on how to interact well with patients and for service workers to carry out their work according to the standard protocol.

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