

Public Acceptance Analysis of Pharmaceutical Services of BPJS Participants Impact of Trust (Study on Pharmacies Zentrum Depok)

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Abstract

The value of public trust explains why public respond positively and negatively to the problem of pharmacy service. The trust is very important to the pharmacy service so that it can respond to the public need. The aim of this research is to find and get the prove of public trust to BPJS service In Zentrum Drugsotre. The research uses Descriptif Explorative. And the data collection uses questionnaire, interview and observation. The sample and population of this research is the participantS of BPJS IN Zentrum drugstore. They are about 50 persons. The data analysis uses Chi Square test. The result of the research shows that BPJS paricipant has good respond and shows satisfaction with the service of BPJS pharmacy. And it proves that there is connection between public respond and the service to the participant of BPJS In pharmacy. The research of the respondent based on: sex, age, education and profession. There is no connection between income and the service in pharmacy. Basen on the ilustration above, it can be concluded that public respon to the BPJS service is good, and the patients feel satisfied on it, and the result is the public result is high too.

Keywords

pharmaceutical services;
pharmacies; BPJS participants;
public trust



I. Introduction

Health insurance is a constitutional right of every citizen. BPJS Kesehatan is a public body that administers the Health Insurance program (Badan Penyelenggaraan Jaminan Kesehatan Nasional, 2021). The measurement of public trust in health services must be transformed to become an effective performance indicator. Therefore, changes in the performance of the health care system must be reflected through the measurement of public trust in the health care system (Gile, 2020).

Service quality is the most important part for every health facility engaged in the service sector. Zentrum Pharmacy is one of the pharmacies that cooperates with BPJS so that it is required to be able to provide good BPJS services. This is because good service quality can affect the effectiveness of therapy, one of which can be seen from the level of consumer satisfaction which describes the quality of service at the pharmacy.

In recent years, researchers have explored trust as a relational construct between the public and the health care system. Research reports that high levels of public trust are

generally associated with system legitimacy, lower transaction costs and improved health, and higher levels of social cohesion (Gille, 2021). Furthermore, levels of public trust can be an indicator of the need for system reform (Abelson, 2009). Similarly, trust theory underscores the importance of trust for society, where high levels of public trust are associated with prosperity and perceived safety (Fukuyama, 1995; Papakostas, 2012).

From the above background regarding public acceptance of health services, researchers are interested in conducting research related to pharmaceutical services for BPJS participants at Zentrum Pharmacy Depok because it is a smaller scope than the West Java area which can be used to see the optimization of pharmaceutical services. The number of pharmacy health facilities in Depok City in 2019 reached 54 pharmacies, 16 of which collaborated with BPJS. Depok City residents who have registered as JKN-KIS participants reached more than 1.3 million people out of a total population of around 1.8 million people or approx. 75%, then it is still at least 20% to achieve the government's target of at least 95%.

This study aims to analyze public acceptance of the pharmaceutical services of BPJS participants, which has an impact on the trustworthiness of the study at the Zentrum Pharmacy, Depok. This study will begin with the creation of a questionnaire that includes aspects of consumer trust to analyze public perceptions and acceptance of the pharmaceutical services of BPJS participants. Then the results of the questionnaire are analyzed to determine public acceptance of BPJS pharmaceutical services that have an impact on trust.

II. Review of Literature

2.1 Social Security Administering Body (BPJS)

The Social Security Administering Body (BPJS) is a public legal entity that is responsible to the president and functions to organize a health insurance program for all Indonesians, including foreigners who work for a minimum of 6 months in Indonesia.

The National Health Insurance (JKN) is part of the National Social Security System (SJSN) which is organized by using a mandatory social health insurance mechanism with the aim of meeting basic public health needs that deserve to be given to everyone who pays contributions or the contributions are paid by the government. The Government of the Republic of Indonesia was formed to protect the whole of the Indonesian people (Angelia, 2020).

2.2 Service Quality

Service quality is a measure of how well the level of service provided is able to meet customer expectations or expectations. Its production may or may not be linked to a single physical product. Service is the behavior of producers in order to meet the needs and desires of consumers in order to achieve the desires and satisfaction of the consumers themselves. Such behavior can occur during, before and after a transaction occurs. In general, a high standard of service will result in higher satisfaction and more frequent repeat purchases.

2.3 Trust

Trust is all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes and benefits

There are four indicators in the confidence variable, namely;

1. Reliability

Reliability is the consistency of a series of measurements. Reliability is intended to measure the company's consistency in doing its business from the past until now.

2. Honesty
How the marketing company offers products or services that are in accordance with the information provided by the company/marketer to its consumers.
3. Concern
Companies/marketers who always serve their customers well, always accept complaints from their consumers and always make consumers a priority.
4. Credibility
The quality or strength that exists in the company/marketer to increase consumer confidence.¹³

III. Research Method

This study uses three methods of data collection, namely the questionnaire method, structured interviews, and direct observation in the field. This study uses an exploratory descriptive method. By taking the research object of BPJS participants at the Zentrum Pharmacy, Depok. This research will be conducted in February 2021.

The research population is BPJS participants at the Zentrum Pharmacy, Depok. The sampling method in this study is purposive sampling.

As stated by Baley (Hennink, 2011) which states that for research using statistical data analysis, the minimum sample size is 30. So that the characteristics of the sample do not deviate from the population, it is necessary to determine the inclusion criteria and exclusion criteria prior to sampling.

3.1 Inclusion Criteria

Inclusion criteria are criteria that need to be met by each member of the population that can be selected to be taken as a sample, some of the inclusion criteria are:

- a. Man / Woman
- b. Pharmacy Visitors
- c. 18 - 65 years old
- d. BPJS PRB patients
- e. Recipe Service
- f. Don't mind doing an interview
- g. Able to communicate well
- h. Willing to be a research respondent.

3.2 Exclusion Criteria

The exclusion criteria, also called the rejection criteria, are the characteristics of members of the population that cannot be sampled, that is, they are not willing to become research respondents (Haris, 2015).

3.3 Data Processing Techniques

The data was processed using SPSS software version 20 and basic statistics, namely the chi square method to assess the relationship between BPJS pharmaceutical services and the impact of trust. Data processing is a method or method used in processing data related to research instruments (Notoatmodjo, 2018).

3.4 Data Analysis

To achieve the results according to the objectives, in analyzing the data it is necessary to use a series of analyzes as follows:

a. Univariate Analysis

Univariate analysis was carried out on each variable from the research results. Univariate analysis was used to analyze the frequency distribution of the variables used in the study (Sugiyono, 2013).

b. Bivariate Analysis

Bivariate analysis was used to find the relationship between the two variables, namely the independent variable and the dependent variable, which was carried out with the Chi-square test, namely the statistical test used to test the significance of the two variables (Sugiyono, 2013).

The conclusions for this research hypothesis are: If P value 0.05 means H_a is accepted (P value ≤ 0.05). Statistical tests showed a significant relationship. If P value > 0.05 means H_a is rejected (P value > 0.05). Statistical test showed no significant relationship.

IV. Discussion

4.1 Research Instrument Test

Researchers conducted validity and reliability tests with the aim of seeing the respondents' understanding of the statements in the questionnaire. The validity and reliability tests are intended to facilitate the identification of constructs and eliminate problems that arise from the questionnaire.19

4.2 Validity Test

The validity test was carried out by looking at the correlation between the scores of each question item and the total score. The pre-test was conducted on 20 BPJS participant respondents. Therefore, $N = 20$ and a significance level of 95%, then obtained $r_{table} = 0.468$.

4.3 Reliability Test

All dimensions have a reliability value greater than 0.6, this means that the instrument used in this study is said to be reliable.

4.4 Characteristics of Respondents

The number of questionnaires distributed to respondents was 50 questionnaires to BPJS participants. The characteristics of the respondents in this study were divided into 6 (five) categories, which included gender, age, education, occupation, income and type of service.

a. Characteristics of Respondents by Gender

Based on gender, most of the samples in this study were men, as many as 27 people (54%).

b. Characteristics of Respondents Based on Age

The average age of most respondents is above 40 years old as many as 25 people (50%).

c. Characteristics of Respondents Based on Education

Based on the education level of the respondents, the average respondent is at most high school as many as 25 people (50%).

d. Characteristics of Respondents Based on Occupation

The highest percentage is respondents with employment status as self-employed (48%).

e. Characteristics of Respondents Based on Income

Based on the total income of the respondents, the average respondent has an income of Rp. 3,000,000 – Rp. 5,000,000 as many as 20 people (40%) and an income of less than 3 million as many as 23 people (46%). The lowest percentage (14%) is respondents who earn more than Rp. 5,000,000.

f. Univariate Analysis

The univariate analysis carried out aims to determine the frequency distribution of each of the variables studied, namely the frequency of public revenues and servicespharmacyBPJS participants.

g. Bivariate Analysis

The main elements of pharmaceutical services in pharmacies are grouped into 2 things, namely the structure of the pharmacy and the pharmacy service. In another study, service elements were grouped into 3 things, namely customer relations with pharmacists, information about drugs, and privacy.²⁰

h. The Relationship of Public Acceptance with Pharmaceutical Services to BPJS Patients and Its Impact on Trust

A total of 32 people (64%) of BPJS patients stated that public acceptance of BPJS services at the Zentrum Pharmacy Depok was quite good. Meanwhile, as many as 31 people (62%) of non BPJS patients stated that public acceptance of BPJS services at Zentrum Pharmacy Depok was not good. A total of 34 people (68%) of BPJS patients stated that the BPJS pharmaceutical services at the Zentrum Pharmacy Depok were quite satisfied. The results of this study are also in line with Sekarwidya's research²¹, namely from the results of research that has been carried out on BPJS patients in the inpatient room of the Islamic Hospital (RSI) Siti Aisyah Madiun, it is known that from 43 BPJS patients have a good perception of service quality as many as 17 respondents (39, 5%) and the quality of service in the category of not good as many as 26 respondents (60.5%). Based on the results of statistical tests using the Independent T-test, a significance value (p value) of $0.01 < 0.05$ was obtained, then H_1 was accepted, meaning that there were differences in perceptions of service quality between BPJS and Non BPJS patients in the Islamic Hospital inpatient room (RSI) Siti Aisyah Madiun. The results of the perception analysis per group obtained that the mean perception of the BPJS group was 66.95 and the mean perception of the non-BPJS group was 63.18.

Table 1. Relationship of Public Acceptance of Health Services to BPJS patients at Zentrum Pharmacy Depok in 2021

Public Acceptance	BPJS Patient Health Services				Total		P Value	OR 95% CI
	Not satisfied		Satisfied					
	N	%	N	%	N	%		
Not good	14	78	4	22	18	100	0.000	52.5 (8.6 – 321.5)
Well	2	6	30	94	32	100		
AMOUNT	16	32	34	68	50	100		

i. Analysis of the relationship between public acceptance of pharmaceutical services for BPJS participants which has an impact on trust

The results of the statistical test obtained Pvalue = 0.000 or there is a relationship between public acceptance of pharmaceutical services to BPJS patients at the Zentrum Pharmacy Depok in 2021.

The results of the analysis of the relationship between public acceptance of pharmaceutical services for BPJS patients, 30 BPJS patients (94%) stated that public acceptance was good and the BPJS pharmaceutical services provided by Zentrum Pharmacy were satisfied. On the other hand, 14 BPJS patients (78%) stated that public acceptance was not good and that BPJS-related pharmaceutical services were inadequate given Zentrum Pharmacy classified as dissatisfied.

j. The Relationship of Respondents Demographic Results with Health Services to BPJS and Non BPJS Patients and Its Impact on Trust

Characteristics of respondents (demography) that have a relationship with health services for non-BPJS and BPJS patients are gender (Pvalue = 0.000), age (P-value = 0.000), education (P-value = 0.000) and occupation (P-value = 0.009). Meanwhile, those that have no relationship to health services for non-BPJS and BPJS patients are income (Pvalue = 1,000) and type of service (Pvalue = 0.689).

V. Conclusion

1. The public acceptance of BPJS participants is quite good. BPJS participants are also satisfied with the pharmaceutical services at the Zentrum Pharmacy, Depok. This increases the confidence of BPJS participants in BPJS services at Zentrum Pharmacy Depok. Trust is a very important function in the pharmaceutical service system. The more people who believe in the pharmaceutical services provided, the more people who want to use BPJS services without hesitation.
2. Public acceptance of the pharmaceutical services of BPJS participants at the Zentrum Pharmacy Depok has been good, seen from the satisfaction of BPJS participants with the comfort, desired service, solutions to participant problems and the facilities provided by the Depok Zentrum Pharmacy.
3. Characteristics (demography) of BPJS participants who have a relationship with far-reaching services BPJS participants can be seen in terms of gender, age, education and occupation. But in terms of income and the type of service is not visible.

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