

THE RELATIONSHIP OF SERVICE QUALITY TO OUTPATIENT
SATISFACTION AT THE BALOI PERMAI HEALTH CENTER
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Abstract

The aim of this study was to determine the relationship between service quality and satisfaction of outpatients at the Baloi Permai Health Center. The method used is quantitative method with survey research used is cross sectional to determine the effect of health service quality on patient satisfaction at the Baloi Permai Health Center. The results of this study were carried out by a chi square statistical test showing that the quality of patient care at the Baloi Permai Health Center was considered good by 81,2% with a total of 81 respondents. While patients who said they were not good were 18,8% with a total of 19 respondents. Patient Satisfaction at the Baloi Permai Public Health Center who rated satisfaction as much as 68% with a total of 68 respondents. While patients who said they were not good were 32% with a total of 32 respondents. Since the p value is 0,000 <0,05, thereby H0 is rejected and H1 is accepted, thus it can be concluded that there is a relationship between service quality and outpatient patient satisfaction at the Baloi Peria Health Center in 2022.

Keywords: Outpatient Clinic Patients, Patient Satisfaction, Registration Service Quality

1. INTRODUCTION

The government is responsible for providing public services, which are carried out by various government agencies at the federal, state, and local levels, as well as by state-owned businesses. The government's efforts to meet people's health care requirements are an example of the kind of public service it provides. In order to achieve the highest possible level of public health, it is essential that people be made more aware of the importance of leading a healthy lifestyle, have a greater motivation to do so, and have the resources necessary to do so, all of which are stated in Decree of the Minister of Health of the Republic of Indonesia number 33 of 2019. Community centers (from here on Puskesmas) are located all over Indonesia and are responsible for providing essential public health services. A Community Health Center (Puskesmas), as defined by Decree No. 75 of 2014 of the Minister of Health of the Republic of Indonesia on Community Health Centers (Puskesmas), is a health service facility that prioritizes promotive and preventive efforts to achieve the highest possible level of public health in its service area. (Kemenkes RI, 2014)

Health Service Providers also have Outpatient Services, According to Decree No. 44/MENKES/12/2018, Outpatient services are provided to people who are treated at homes/hospitals/clinics outside of observation, diagnosis, treatment, medical rehabilitation, and other medical services. Technical requirements addressing minimum service benchmarks are issued by the Public Service Agency to the community, and they include

provisions governing the type and quality of basic services that are mandatory regional affairs that every citizen has the right to acquire. Therefore, medical professionals should strive to enhance the standard of care they provide. Particularly in Registration Services that are carried out by experts will be better because of: The ability of officers to provide and explain information; speed and timeliness of services provided; responsiveness and reliability in dealing with patients. High-quality medical care is defined as giving patients exactly what they want and need, and making sure they leave feeling satisfied with their healthcare professionals. Through excellent service, Puskesmas or other health service providers are expected to gain a competitive advantage with high quality and efficient service (Wildani et al., 2020).

There are 5 indicators of patient satisfaction, namely tangibles in the form of the appearance of physical facilities, reliability in the form of the ability of health workers to deal with problems quickly, responsibility in the form of the willingness of health workers to help patients when experiencing difficulties, assurance in the form of the ability to answer patient questions about their illness, and empathy in the form of concern for all patients (Nursalam, 2013). Then patient satisfaction is also strongly influenced by the quality of services provided by health care facility providers (Rina et al., 2017). Service quality can be said to be satisfactory when a service can meet the needs and expectations of the community, so service quality must be considered and always based on customer satisfaction. Not all hospitals or health service providers in Indonesia have fully achieved satisfactory quality and service (Mulyati et al., 2020). As an individual medical institution, the hospital is an essential medical resource to support medical activities (Sabarudin et al., 2020).

In Batam Regency, there are health services or Community Health Centers, especially Health Centers in the Baloi Permai area. The Baloi Permai Health Center has 1 (one) main Health Center and 2 (two) supporting Health Centers (hereinafter referred to as PUSTU) which are located in the Legend Malaka Housing Complex, Graha Legenda Complex. Based on the data obtained, the number of visitors to the Baloi Permai Health Center during 2021 was 12,761 visitors. The number of outpatients every month has fluctuated, from initial observations there were also reports of complaints or patient complaints in receiving health services as many as 10 complaints in one month. As such, this can affect the quality of service on patient satisfaction at the Baloi Permai Health Center.

Hence, based on the initial observations and background above, the authors are interested and want to conduct research with the title “The Relationship between Service Quality and Outpatient Patient Satisfaction at the Baloi Permai Health Center in 2022”.

2. THEORETICAL BASIS

2.1. Health Services

According to Yufriзал et al. (2017), “health services are any efforts that are carried out alone or jointly in an organization to maintain and improve health, prevent and cure disease and restore the health of individuals, families, groups and communities”. According to the limitations stated above, it is easy to see that there are numerous forms and types of health services available.

2.2. Health Services Quality

In a report carried out, National & Pillars (2019) highlight that “service quality includes all forms of activities carried out by the company to meet consumer expectations. Services in this case are services or services provided by service owners in the form of convenience, agility, relationships, skills, and friendliness as evidenced by the attitude and method of providing services for customer satisfaction”.

Quality in healthcare is providing services that not only meet but also exceed patients' expectations. Clientele range from those in need of medical attention, such as patients and family, to those who work in the medical industry (Purwoastuti, 2015)

2.3. Patient Satisfaction

The level of satisfaction is determined by comparing the perceived performance or results to one's expectations. Customers are extremely dissatisfied due to the fact that customer satisfaction is a function of the gap between perceived performance and expectations. If performance meets customer expectations, they are very satisfied. In contrast, when performance exceeds customer expectations, customer satisfaction is very high. The expectations of customers are shaped by past experiences, comments from relatives, promises, and information from various media outlets. Happy clients are more loyal and less sensitive (Nirwana, 2015).

3. RESEARCH METHOD

The author employs a quantitative approach in this study. According to Sugiyono (2017), “the quantitative research method is a research method founded on the concept of positivism, with the goal of doing study on a specific population or sample by collecting data with research tools”. The author made direct observations at the Baloi Permai Health Center to obtain data related to this study. The data obtained will be analyzed using statistical tests to detect facts on each variable studied and to see the effect of the independent variable and the dependent variable. The population in this study was the average number of visitors around 1.063 outpatients at the Baloi Permai Health Center Batam. In this study, the authors used a questionnaire as a survey tool. The questionnaire for this survey should be standardized and validated. The questionnaire in this survey uses a questionnaire scale, namely the Guttman scale. This scale is measured nominally because it can only be ranked (Ranking).

4. RESULT AND DISCUSSION

4.1. Research Result

4.1.1. Univariate Analysis Results

1) Service Quality

Tables 1 Distribution of Service Quality Tables

No	Service Quality	Amount (N)	Percentage (%)
1.	Good	81	81,2%
2.	Not good	19	18,8%
	Total	100	100%

Based on Table 1 above, it can be seen that 81,2% of patients rated the quality of service as good with a total of 81 respondents. While patients who said they were not good were 18,8% with a total of 19 respondents.

2) Patient satisfaction

Table 2 Distribution of Patient Satisfaction Tables

No	Patient Satisfaction	Amount (N)	Percentage (%)
1.	Satisfied	68	68%
2.	Less satisfied	32	32%
	Total	100	100%

Based on table 2 above, it can be seen that patients who assess patient satisfaction are satisfied as much as 68% with a total of 68 respondents. While patients who said they were not good were 32% with a total of 32 respondents

4.1.2. Bivariate Results

Table 3 Relationship between Service Quality and Patient Satisfaction

Table 5 Relationship between Service Quality and Patient Satisfaction							
			Patient Satisfaction		Total	P-value	OR (95% C1)
			Less Satisfied	Satisfied			
Service Quality	Not good	Amount	19	0		0.000	3,714 (1.51-9.086)
		% of Total	19.0%	.0%	19.0%		
	Good	Amount	13	68	81		
		% of Total	13.0%	68.0%	81.0%		
Total		Amount	32	68	100		
		% of Total	32.0%	68.0%	100.0%		

According to the results of the chi-square test, the p-value of 0.000 is less than 0.050, so the hypothesis that there is a significant relationship between service quality and patient satisfaction can be accepted. The odds ratio between service quality and patient satisfaction is 3,714, with a confidence interval ranging from 1,518 to 9,086). In other words, poor service quality is associated with a lower level of patient satisfaction.

4.2. Discussion

4.2.1. Univariate Results

1) Service Quality

Based on the results of the analysis of the results of the study of Baloi Permai Health Center patient respondents who rated the service quality as unfavorable by (18,8%) with a total of 19 respondents and those who rated it as good were (81%) with a total of 81 respondents. Good service quality can be achieved if the reliability of the officers in serving patients quickly and accurately. Responsiveness in dealing with health problems. Assurance officer behavior provides a sense of security. Empathy officers in providing services. Tangible (physical evidence/direct evidence) inpatient rooms are neat and clean. If the quality of service is lacking, it will affect patient satisfaction.

2) Patient Satisfaction

Based on the results of the study, it can be seen that patient satisfaction at the Baloi Permai Health Center was 32 respondents who were dissatisfied with the services provided (32%) and there were 68 respondents who were satisfied with the services provided (68%).

According to the researcher's assumption, the service at the Baloi Permai Health Center must be kept up to date even though the satisfaction rate has reached 68% because patient satisfaction can be determined by the various types of health services that patients receive. The better the dimensions of the quality of service received, the more satisfied the patient is with the health service received. This must really be considered by the health center so that patient satisfaction does not decrease.

4.2.2. Bivariate Results

According to the results of the Chi-square test, the p-value of 0.000 is less than 0.050, indicating that there is a significant relationship between H1 and patient satisfaction. The odds ratio between service quality and patient satisfaction is 3,545, with a confidence interval ranging from 1,363 - 9,224. Patients who receive poor service quality are less satisfied than those who receive excellent service.

According to the researcher's assumption, good service quality will lead to patient satisfaction. Conversely, if the quality is not good and is not supported by the quality of service, the patient feels dissatisfied with the service received. So that patients are satisfied with the service received by the puskesmas, they can increase patient satisfaction by conducting a satisfaction survey every month so they can see which dimensions of service are still lacking and will be evaluated so that they can improve service quality and get patient satisfaction according to expectations.

5. CONCLUSION

According to the research that has been conducted, it can be concluded that the quality of patient service at the Baloi Permai Health Center from the results of the questionnaires that were filled in found that those who rated it as good were 81,2% with a total of 81 respondents. While patients who said they were not good were 18,8% with a total of 19 respondents. For patient satisfaction at the Baloi Permai Public Health Center who rated satisfaction as much as 68% with a total of 68 respondents. While patients who said they were not good were 32% with a total of 32 respondents. The odds ratio for the relationship between service quality and patient satisfaction is 3,714 with a CI between (1,518-9,086) and a p value of $0,000 < 0,05$ that H_0 is rejected and H_1 is accepted, from the results of the analysis it can be concluded that there is a relationship between service quality and outpatient satisfaction at the Baloi Permai Health Center in 2022

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