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THE CORRELATION BETWEEN SERVICE QUALITY AND THE LEVEL OF SATISFACTION OF BPJS PATIENTS IN THE INPATIENT ROOM HOSPITAL KH. ABDURRAHMAN SYAMSURI PACIRAN

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ABSTRACT

Patient satisfaction depends on the quality of service provided. A service is said to be good by patients if the services provided can meet the needs or expectations of patients. This study was to determine the relationship between service quality and the level of satisfaction of BPJS patients in the Inpatient Room of KH Abdurrahman Syamsuri Paciran Hospital. The research used was quantitative research with a cross-sectional study approach. The population was all patients of BPJS participants who underwent treatment in the Inpatient Room of KH Abdurrahman Syamsuri Paciran Hospital—numbered 15 people. Sample withdrawal using accidental sampling with a sample size of 14 respondents. The data analysis performed was univariate and bivariate with the Spearmen rho test. The results showed that there was a relationship between reliability ($p=0.001$), empathy ($p=0.001$), responsiveness ($p=0.001$), and amenity ($p=0.001$). There was no relationship between assurance ($p = 0.491$), number of personnel ($p=0.106$), and availability of drugs ($p=0.143$) with BPJS patient satisfaction in the Inpatient Room of KH. Abdurrahman Syamsuri Paciran Hospital. The study concludes that there is a relationship between service quality and the level of satisfaction of BPJS patients in the Inpatient Room of KH. Abdurrahman Syamsuri Paciran Hospital. The results of this study are input to management to improve service quality based on the level of patient satisfaction of BPJS users. So that it will improve the quality and patient satisfaction.

Keywords: BPJS Patient Satisfaction; Hospitalization; Service Quality

1. INTRODUCTION

Hospitals are one of the health service providers for the community. A hospital will be said to have good quality and quality if it can maintain the level of customer satisfaction. This can be seen from various aspects of management, especially service management. Health service management is closely related to various direct and indirect interactions between service providers and service recipients. In this case, the interaction in question is the interaction of the hospital with health service users (community, patients, and families of patients).

Patient satisfaction in the hospital is an indicator of quality assurance and service of an agency providing health services and services. The level of customer satisfaction of health care institutions, namely hospitals, is an *added value* for doctors, paramedics, pharmaceutical companies, medical equipment suppliers, including health service provider institutions. If service satisfaction cannot be achieved, it will result in reduced patient trust in hospital services. This can reduce the existence of the hospital so that it can affect the *added value* for the hospital and members of employees and other health workers. Therefore, patient satisfaction must be achieved so that *added value* can be fulfilled, service users are happy, satisfied and can generate trust to continue using the services provided by the hospital.

Patient satisfaction is something

veryimportant that must be considered by every service provider, so that by providing good service it will create a good relationship with patients because between service and patient satisfaction are two things that cannot be separated and must always be considered.

Based on patient satisfaction data published by the hospital there are 114 report on BPJS patient satisfaction in 2020. In an effort to improve quality in order to get the maximum level of satisfaction, the hospital management needs to create quality services that have an impact on improving quality in order to achieve satisfaction patients, especially BPJS users. In June 2022 data from the management of KH Hospital Abdurrahman Syamsuri Paciran from the target of 90% achievement of the level of satisfaction reached 70% of the standard 100%, data obtained from questionnaire reports reported once every 3 months with a sample size of 28 respondents per unit. Based on an initial survey conducted by researchers from June to July 2022 from 20 patients who were treated at KH Abdurrahman Syamsuri Paciran Hospital, patients said they were less satisfied with the BPJS service system provided to patients.

BPJS as one of the state-owned companies engaged in the implementation of health insurance nationally whose implementation refers to Law No. 40 of 2004 concerning the National Security System and Law No. 24 of 2011 concerning the Social Security Organizing Agency. In accordance with Law No.40 of 2004 concerning the National Social Security System. Public satisfaction is not only about how the final result is in the form of healing himself but assessing what they see and feel during hospitalization in the hospital.

Towards the era of globalization where competition will be more open, the health service industry must be able to change the paradigm in providing health services. The growth of competition between hospitals is getting tighter and sharper so that each hospital is required to increase competitiveness by trying to provide satisfaction to all its patients. Patient satisfaction is an important element in evaluating service quality by measuring the extent of patient response after receiving services. With good service quality in the hospital, it will create satisfaction for patients. In theory, satisfaction is defined as a consumer reaction to the service received and reviewed based on the experience experienced. In addition, satisfaction also considers what the patient feels. Patients will provide an assessment of what they get.

Departing from this background, the author wants to examine more deeply the quality of service and the level of satisfaction of BPJS users. Therefore, in this study the researcher took the title "Relationship between Service Quality and BPJS Patient Satisfaction Level in the Inpatient Room of KH Abdurrahman Syamsuri Paciran Hospital".

2. METHODS

Research methodology is a way of research to solve problems based on science. This chapter will describe the research design framework, population, sample, sampling, research variables, operational definitions, place and time of research, data collection and processing, data analysis, research ethics and limitations. Research design is something very important in research, which allows maximizing control of several factors that can affect the accuracy of a result. The term research design is used in two ways. First, research design is a research strategy in identifying problems before the final planning of data collection and second, research design is used to identify the structure of research conducted (Nursalam, 2003: 79).

In this research, the research method used is survey and using a cross sectional approach. Cross sectional survey is a type of research that emphasises on the time of measurement/observation data variable independent and dependent variables only once, so there is no followup (Nursalam, 2003: 85).

3.   RESULT AND DISCUSSION
General Data

Table 1 Frequency distribution of respondents based on gender in the hospitalization room KH. Abdurrahman Syamsuri Paciran

No.	Gender	f	%
1	Male	8	57,1
2	Female	6	42,9
	Total	14	100,0

Table 1 shows that most (57.1%) of the respondents in the hospitalization room were male.

Table 2 Frequency Distribution of Respondents by Age in the Hospitalization Room KH. Abdurrahman Syamsuri Paciran

No.	Age	f	%
1	15-25 years	9	64,3
2	26-35 years	2	14,3
3	36-55 years	1	7,1
4	46-55 years	2	14,3
	Total	14	100,0

Table 2 shows that most (64.3%) of the respondents in the hospitalization room were aged 15-25 years.

Specific Data

Table 3 Frequency Distribution of Respondents Based on Service Quality in the Hospitalization Room KH. Abdurrahman Syamsuri Paciran

No.	Service Quality	f	%
1	Bad	2	14,3
2	Simply	2	14,3
3	Good	10	71,4
	Total	14	100,0

From table 3 above, it can be seen that most (71.4%) respondents considered that the quality of service was categorized as good.

Table 4 Frequency distribution of respondents based on BPJS patient satisfaction in the hospital inpatient room KH. Abdurrahman

No.	Satisfaction Patient	f	%
1	Not Satisfied	2	14,3
2	Quite Satisfied	4	28,6
3	Satisfied	8	57,1
	Total	14	100,0

From table 4, it can be seen that most (57.1%) respondents were satisfied with BPJS which is in KH Abdurrahman Syamsuri Paciran Hospital.

DISCUSSION

Identification of Service Quality in the Inpatient Room of KH. Abdurrahman Syamsuri Hospital Paciran

The results of research on respondents based on Service Quality in the Inpatient Room of KH Abdurrahman Syamsuri Paciran Hospital are mostly categorized as Good.

The results of this study are in line with research conducted by Raja Atmaja (2018) found that the service quality variable obtained good results. Thus it can be explained that Service Quality is one of the important factors in determining whether or not the patient is satisfied with the service, which starts from the Loyalty of the patients so that through the implementation of good Service Quality will encourage patient interest. Service Quality is an effort to make it easier for patients to find and find the desired service. Good service quality is an attraction for patients to facilitate and seek the necessary services. Because often, patients will be reluctant to look for the desired service if the service is not good, the patient will feel less satisfied with health

services. Loyalty attitudes are strongly influenced by various factors, when patients need a service, patients will look for good service quality. Therefore, good service quality will make it easier for patients to use these services (Atmaja, 2018).

This study is also in line with research conducted by Vincent (2010) that the implementation of the service quality system is perceived in the Good category, namely 10 people (71.4%), 2 people (14.3%) perceive the Fair category, and 2 people (14.3%) perceive the Bad category. Patients are considered as observers as well as clients who have felt and experienced the actions taken by doctors and nurses or other medical personnel against them for 24 hours a day (Vincent, 2010).

Based on the results of the study, the quality of service in KH Abdurrahman Syamsuri Paciran Hospital, especially in the BPJS Patient Inpatient Room, is categorized as good. This can happen because the nurse provide thorough and timely services so that patients feel comfortable when being treated in the inpatient room of KH Abdurrahman Syamsuri Paciran Hospital. In this study it was found that most of the patients were male aged 15- 25 years.

Nurses always wash their hands before and after performing actions and after contact with the patient's body fluids. Nurses are also willing to explain according to the wishes and needs of patients related to the patient's health condition, and also nurses have the ability and knowledge of diagnosing the patient's illness quite well and are dexterous and respectful of patients who are not spared from being polite and friendly so that patients feel safe and comfortable. Nurses also listen to complaints about the disease suffered and try to provide solutions in consultation when taking action according to procedures that serve

responsively, thoroughly and in a timely manner. However, there are also respondents who give poor results, this is because there are some nurses who are less polite and friendly in serving patients. Some nurses are also not good at serving patients in the inpatient room. There are also respondents who gave results in the sufficient category, this is because nurses have patient medical records in providing sufficient service time.

Identification of the Satisfaction Level of BPJS Patients in the Inpatient Room of KH. Abdurrahman Syamsuri Paciran Hospital

The results of research on respondents based on the Level of Satisfaction of BPJS Patients in the Inpatient Room of KH Abdurrahman Syamsuri Paciran Hospital are mostly categorized as Satisfied.

The level of patient satisfaction is seen from the questionnaire distributed to respondents who have been determined by researchers as many as 14 respondents, it is known that more than BPJS user patients in the Inpatient room, namely 8 people (57.1%) stated satisfied with BPJS services, 4 people (28.6%) were quite satisfied, and the remaining 2 people (14.3%) stated that they were not satisfied.

Based on the results of research on the level of patient satisfaction through interviews, observations and distributing questionnaires to patients, it can be concluded that the level of patient satisfaction. Respondents gives an assessment that the level of patient satisfaction is satisfied. Because respondents gave a positive assessment, namely agreeing with several indicators, namely physical facilities, equipment, communication materials, the ability to provide accurate services and provide consistent services as well as the ability of trustworthy officer services, fast and responsive responses, trustworthiness and courtesy,

attention and service and fulfillment of patient wishes (Heni and Nisa, 2018).

In this study it is known that most patients are male aged 15-25 years. However, there were also respondents who gave results in the dissatisfied category, this was because there were several nurses who discriminated in serving BPJS patients. Some nurses are also less timely in examining BPJS patients in the inpatient room. There are also respondents who gave results in the moderately satisfied category, this is because nurses provide registration services in a friendly manner. Researchers get BPJS patient satisfaction data located at the point of total hospital involvement in the BPJS service system in accordance with the satisfaction obtained by patients.

Analysis of the Relationship between Service Quality and the Satisfaction Level of BPJS Patients in the Inpatient Room of KH Abdurrahman Syamsuri Paciran Hospital.

The results of the analysis of the Relationship between Service Quality and the Satisfaction Level of BPJS Patients in the Inpatient Room of KH Abdurrahman Syamsuri Paciran Hospital were analyzed by *spearmans rho*. The results of data analysis from 14 respondents who perceived the quality of service of BPJS patients in the satisfied category, and from 14 respondents of BPJS users also in the inpatient room of KH. Abdurrahman Syamsuri Paciran Hospital, stated that 10 people (71.4%) were good, 2 people (14.3%) perceived the Fair category, and 2 people (14.3%) perceived the Bad category. While the level of satisfaction of BPJS user patients in the inpatient room is 8 people (57.1%) stated that they were satisfied with BPJS services, 4 people (28.6%) were quite satisfied, and the remaining 2 people (14.3%) stated that they were not satisfied.

The statistical test results show the value of $p=0.001$. H1 is accepted if H1 is rejected, where H0 is rejected if the p value $\leq \alpha$, $0.001 \leq 0.05$. The results of statistical analysis found that there is a significant relationship between service quality and the level of satisfaction of BPJS patients in the hospitalization room of KH. Abdurrahman Syamsuri Paciran.

The level of health service satisfaction, especially for BPJS users, is a response to the level of importance or expectations (expectations) of users before they receive services with after the service is received. It can be concluded that health service user satisfaction is the difference between the performance of health service institutions and customer expectations. Several factors that influence the satisfaction of health service users include: customer perceptions of service quality, quality of goods, price, product value, personal factors (temporary). Verbal and Non-Verbal Communication, namely health workers have a moral responsibility to provide responses that are fast, accurate and based on empathy for the problems suffered by patients (Muninjaya, 2015).

The results of this study found that there is a relationship between service quality and the level of satisfaction of BPJS patients in the inpatient room of KH Abdurrahman Syamsuri Paciran Hospital. Different points of view can affect respondents in assessing the relationship between service quality and the level of satisfaction of BPJS patients in certain hospital agencies. This is because the nurse's skills have indeed been honed in the inpatient room and other rooms so that the nurse is used to it.

4. CONCLUSION

From the results of this study entitled "Relationship between Service Quality and BPJS Patient Satisfaction Level in the Inpatient Room of KH Abdurrahman Syamsuri Paciran Hospital" it can be concluded that there is a relationship between Service Quality and BPJS Patient Satisfaction Level in the Inpatient Room of KH Abdurrahman Syamsuri Paciran Hospital.

Respondents are advised to develop insights into knowledge about the BPJS programme for customers (patients, families and communities) for themselves and nursing interventions need to be improved. And it is hoped that future researchers can further explore the satisfaction of BPJS user patients in other health facilities or the community. in other health facilities or the surrounding community.

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