

HEALTH SERVICES QUALITY AND PATIENT SATISFACTION AT WIRE HEALTH CENTER

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ABSTRACT

The community health center (Puskesmas) is one of the many stakeholders involved in the implementation of the national health insurance program, which aims to provide health protection to participants with the goal of maintaining health and safeguarding to meet basic health needs. Patient satisfaction is influenced by the quality of health services. This research aims to explore between the quality of health services and patient satisfaction among National Health Insurance participants at the Wire Community Health Center. This type of research is quantitative with a cross-sectional approach at the Wire Community Health Center. The sample in this study consists of 108 individuals selected using probability sampling techniques with simple random sampling method. Data collection was conducted using a questionnaire that covered aspects of healthcare service quality. The results of the study, after being analyzed using Spearman with a significance level of $\alpha = < 0.05$, showed a value of $r = 0.000 < 0.05$, with a correlation coefficient of $r = 0.048$, which means the strength of the relationship between the two variables is categorized as strong. Based on the analysis of the data, it can be concluded that there is a relationship between the quality of health services and patient satisfaction among national health insurance participants at the Wire Community Health Center. The quality of service at the Wire Community Health Center is good, and the majority of national health insurance patients are satisfied with the services provided.

Keywords: Health Insurance; Satisfaction; Service Quality.

1. INTRODUCTION

The National Health Insurance Program (JKN) aims primarily to protect the health of its participants and ensure that beneficiaries receive adequate health services. In its implementation, JKN involves various stakeholders, including community health centers (puskesmas). The quality of services at health center (puskesmas) significantly affects patient satisfaction levels, making the improvement of health service quality an important factor in the success of this program.

Basic health services encompass a variety of essential services needed to maintain the health of individuals, families, and communities, allowing them to lead productive lives both socially and economically. This type of service is

formulated by the World Health Organization (WHO) based on the epidemiological conditions in each country (Alim, Tangdilambi and Badwi, 2019).

Patient satisfaction is one of the main indicators in assessing the quality of healthcare services. The national standard for patient satisfaction in Indonesia is set by the Ministry of Health, which mandates a minimum satisfaction level of 95% (Regulation of the Ministry of Health of the Republic of Indonesia Year 2016). As a provider of public health services, health center (puskesmas) Wire offers a variety of services, including general medical care, dental health services, and pregnancy check-ups, with a commitment to providing optimal service in accordance with the vision

and mission it upholds (Handiny, Fitri and Oresti, 2023).

This research will examine the relationship between the quality of health services at the Wire Community Health Center and the level of satisfaction of patients participating in the National Health Insurance (JKN). In this evaluation, the differences between JKN and non-JKN patients will be analyzed. Based on the 1945 Constitution of the Republic of Indonesia Article 28 H Paragraph (1), every citizen has the right to receive health services, and the state is responsible for ensuring the right to life and health for all its citizens. This research aims to gain a deeper understanding of the relationship between the quality of health services and patient satisfaction with JKN at the community health center.

Community health centers (Puskesmas) play a very important role in society as they function to meet health needs through services that directly reach the community. Therefore, the location of the health centers (Puskesmas) must be close and easily accessible to the residents (Mutmainnah, Aril Ahri and Arman, 2021).

Patient satisfaction is highly dependent on the quality of healthcare services, which can create loyalty and positive promotion directly through word of mouth, providing benefits for service providers (Sumadi, Mardiyoko and Pratama, 2022). On the other hand, if the service is inadequate, patients may express negative complaints to the community health center.

Patient satisfaction plays a key role in the operational success of community health centers. One important factor that supports the progress of these centers is the equitable distribution of quality healthcare services in the community and the ability to provide satisfaction for patients accessing those services (Setianingsih and Susanti, 2021).

Patient satisfaction is an important factor in assessing the

performance of community health centers, with the quality of services provided by healthcare workers as the main indicator.

Therefore, the researcher wants to understand the extent of the relationship between the quality of healthcare services and the level of patient satisfaction. The numerous complaints from the public regarding the low performance of services, especially in community health centers and hospitals, indicate the need for immediate improvements from the local government. If these complaints are not promptly addressed, the image of state apparatus, especially in the health sector, may be disrupted and public trust may potentially decline. Therefore, ongoing efforts to improve the quality of health services in the community is a responsibility that must be continuously carried out by all local health apparatus.

One of the steps taken by the government, particularly in Tuban Regency through the Health Office, to improve the quality of services to the public is maintaining the service quality at the accredited Puskesmas Wire. One method to assess the quality of services at the Puskesmas is through evaluations from the community using the services, such as a community satisfaction survey at Puskesmas Wire.

A community satisfaction survey conducted by researchers at the health center was conducted to determine the results that can influence changes in services and change the paradigm into a health center that meets the community's needs. This study aims to explore and analyze the relationship between the quality of healthcare services at the Puskesmas and the satisfaction of patients participating in the National Health Insurance program, with the hope that the results will contribute to efforts to improve the quality of healthcare services at the health centers (Puskesmas), particularly in the implementation of the National Health Insurance program.

2. METHOD AND ANALYSIS

This study uses a quantitative approach with a simple random sampling The main objective of this study is to determine the relationship between the quality of healthcare services as the independent variable and patient satisfaction as the dependent variable at a specific point in time. This approach allows for the simultaneous data collection from respondents who represent the population at the time the study is conducted, providing a clearer picture of how this relationship occurs.

The independent variable in this study is the quality of healthcare services at health centers (Puskesmas) Wire, which includes dimensions such as physical evidence, reliability, responsiveness, security assurance, and empathy. The dependent variable is the level of patient satisfaction. This study will analyze how these dimensions of service quality may influence the level of patient satisfaction at the health centers (Puskesmas).

The population targeted in this study includes all patients or visitors who have received services at Puskesmas Wire.. This population includes individuals utilizing various healthcare services at health centers (Puskesmas) Wire, including medical services, dental care, and pregnancy check-ups.

Data collection in this study is conducted meticulously to obtain accurate and representative information. The population involved includes all visitors to Puskesmas Wire, with a sample selected through simple random sampling from visitors in each service unit. The total sample size for this study is 108 patients. Data is gathered using the Community Satisfaction Survey (SKM), which is based on a standardized questionnaire aligned with the Community Satisfaction Survey guidelines from the regulation of the Minister of Administrative and Bureaucratic Reform Number 14/2017.

This study will be conducted at Puskesmas Wire, located in Semanding District, Tuban Regency, East Java. The choice of this location is based on the diversity of healthcare services provided, with a focus on National Health Insurance (JKN) patients. The study is scheduled to take place from March 2024 to May 2024.

3. RESULT AND DISCUSSION

Table 1: Frequency Distribution of Respondents by Age of Patients

Age	Frequency	Percentage
12-25	13	12%
26-45	45	42%
46-65	50	46%
Total	108	100%

From the table above, it can be seen that out of 108 respondents, the majority fall into the Elderly category, with an age range of 46-65, totaling 50 respondents (46%).

Table 2: Frequency Distribution of Respondents by Gender of Patients

Gender	Frequency	Percentage
Male	33	31%
Female	75	69%
Total	108	100%

From the table above, it can be seen that out of 108 respondents, the majority are female, totaling 75 respondents (69%), while 33 respondents (31%) are male.

Table 3: Frequency Distribution of health centers (Puskesmas) Wire.

Patient	Frequency	Percentage
JKN	45	41%
Non JKN	63	59%
Total	108	100%

From the table above, it can be seen that out of 108 respondents, there are 45 respondents (41%) who are JKN patients, and 63 respondents (59%) who are non-JKN patients.

Table 4: Frequency Distribution of Respondents Based on Services for Patients

Service Time	Frequency	Percentage
Not up to standart	21	25%
up to standart	87	75%
Total	108	100%

Based on Table 4, which presents the results of the study using the service waiting time data collection sheet, it can be seen that out of 108 respondents (100%), the majority, totaling 87 respondents (75%), rated the service time at health centers (Puskesmas) Wire in Tuban Regency as meeting the standard, while a smaller portion, 21 respondents (25%), rated the waiting time as not meeting the standard.

Table 5: Frequency Distribution of Respondents Based on Patient Satisfaction

Patient Satisfaction	Frequency	Percentage
Satisfaction	88	76%
Fair	10	12%
Poor	10	12%
Total	108	100%

From Table 5, it can be seen that out of 108 respondents at health centers (Puskesmas) Wire in Tuban Regency, nearly all respondents, totaling 88 (76%), felt satisfied, 10 (12%) felt moderately satisfied, and 10 (12%) felt less satisfied.

Table 6: Cross-Table of the Relationship Between Service Quality and Patient Satisfaction for JKN Patients

Service Time	Patient Satisfaction			Total
	Poor	Fair	Satisfaction	
	f	f	f	
Not up to standart	10 (9.2%)	7 (6.4%)	4 (3.7%)	21 (100%)
up to standart	10 (9.2%)	10 (9.2%)	67 (62%)	87 (100%)
Total	20 (18.4%)	17 (15.6%)	71 (65.7%)	108 (100%)

It can be seen that out of 108 respondents from patients at health

centers (Puskesmas) Wire, Tuban Regency, the majority of respondents were satisfied with the service, with waiting times categorized as meeting the standards, amounting to 67 (62%).

The analysis in this study used the Spearman Correlation Test with $\alpha = 0.05$, and the calculations were performed using the SPSS for Windows software. The results showed a significance value of $p = 0.000$. This indicates that $p < \alpha$ ($0.000 < 0.05$), meaning H_1 is accepted, which suggests there is a relationship between service time and patient satisfaction at health centers (Puskesmas) Wire. The test results also show that the two variables have a strong relationship with a positive direction, meaning that the faster the service time, the higher the patient satisfaction at health centers (Puskesmas) Wire. Conversely, the longer the service time, the lower the patient satisfaction at health centers (Puskesmas) Wire, Tuban Regency.

DISCUSSION

Effective time management can enhance patient satisfaction, ultimately contributing to an overall improvement in the quality of healthcare services. Therefore, Puskesmas should continually work to improve the quality of services provided through optimal waiting time management to meet patient expectations. This will help maintain and increase both patient satisfaction and the number of patient visits.

According to Indonesian Ministry of Health Regulation No. 129/Menkes/SK/II/2008, the standard service time for outpatient care is less than 60 minutes. This means that the process from patient registration to receiving care from a doctor in the outpatient clinic should not exceed 60 minutes. (Anelia and Modjo, 2023).

Patient satisfaction at the health centers (Puskesmas) refers to the extent to which patients' expectations of the healthcare services provided by the Puskesmas are met. This

satisfaction encompasses various aspects of service, including waiting time, the quality of interaction with healthcare staff, available facilities, and the outcomes of the services received. (Sartiasih, Suparman and Mamlukah, 2022).

Patients are considered dissatisfied if the waiting time is too long, healthcare staff are unfriendly, or if the service provided is unprofessional and lacks attention to detail. Dissatisfaction can also be triggered by unclear information provided during the service process. Patients are considered moderately satisfied if they feel that the service meets basic expectations, though there are still areas for improvement. For instance, the waiting time may meet the standard, but the quality of interaction with healthcare staff may need enhancement. This level of satisfaction indicates that the service received is adequate but with room for improvement. On the other hand, patients are considered satisfied when they feel the service provided exceeds their expectations. This satisfaction includes short waiting times, friendly and professional service, and clear and timely information. Satisfied patients typically have an overall positive experience and are more likely to return or recommend the service to others.

This study is in line with the research by Pasalli' and Patattan (2021). which found that out of 94 respondents, 64 people (68.1%) were satisfied with the good reliability of the service, while 5 people (5.2%) were satisfied despite receiving unreliable service. Conversely, 9 respondents (9.6%) were dissatisfied despite receiving reliable service, and 16 respondents (17.0%) were dissatisfied with the unreliable service.

The quality of service greatly affects patient satisfaction, as for patients, quality service is an important factor in choosing a trustworthy healthcare facility. (Ratnasari, Misnaniarti and Windusari, 2020). For

healthcare services, this means that careful and thorough service must be provided. If the service meets or exceeds patients' expectations, it is considered to be of high quality. Patients will feel satisfied if the service fulfills their expectations, including aspects such as product quality, price, performance, emotional factors, location, ambiance, visual design, and healthcare facilities. To improve patient satisfaction, hospitals must also pay attention to factors such as responsiveness, empathy, reliability, assurance, and tangible evidence. If all of these are met, the hospital will be regarded as high quality, and patient satisfaction will increase (Ridwan, 2022).

The Responsiveness factor refers to the healthcare service's ability to establish good communication, provide individual attention to patients, and understand their needs. It also includes the attitude of both medical and non-medical staff in responding to patients' complaints and issues. Some aspects assessed under this factor include accessibility, short waiting times, and willingness to listen to patients' complaints. Indicators evaluated include responsiveness to patient requests, assisting patients promptly and accurately, and providing service information quickly and correctly, all of which are positively perceived by patients.

The Tangible factor relates to the physical facilities, equipment, staff, communication channels, and supporting tools such as waiting rooms, service rooms, and other equipment. The better the tangible facilities provided, the higher the patient satisfaction, as reflected in the survey results. Most respondents indicated that the tangible facilities at health centers (Puskesmas) Wire were adequate.

Reliability includes the ability of healthcare workers to provide trustworthy services at Puskesmas Wire. This factor significantly determines patient satisfaction, as

patients seeking care feel confident in the quality of the services provided.

Assurance, or patient confidence, is related to their safety and healing, encompassing the knowledge and skills of healthcare staff in delivering services. This aspect also includes politeness, trustworthiness, and professionalism of the staff, as well as freedom from harm or uncertainty. Indicators assessed include friendliness, the staff's skills, their ability to build patient trust, and responsibility for the medical actions taken.

The Empathy variable is related to the ability of doctors and nurses to provide personal care, give special attention, and ensure patient comfort and safety. It also includes their ability to communicate effectively and understand patient needs, reflected in full attention given to each patient.

Service time plays an important role in improving patient satisfaction at health centers (Puskesmas) Wire, Tuban Regency. Reducing wait times can have a positive impact on their satisfaction. Efficient handling of the process from registration to medical examination significantly affects patient perceptions and satisfaction. In addition, staff who serve as the front line of service, a good queuing system, and clear information are also key factors in improving patient satisfaction.

Service time has a significant impact on improving patient satisfaction because patients want fast and efficient service without having to wait long (Pamungkas and Rosalina, 2019). Timeliness of service reflects the effectiveness and professionalism of healthcare staff as well as the overall service system. When service time meets expectations, patients feel valued and satisfied, which can increase their trust in the healthcare facility. On the other hand, slow or untimely service can lead to dissatisfaction and a negative perception of the quality of service, making service time an important

indicator in achieving patient satisfaction.

Long wait times or slow service can cause dissatisfaction and reduce patients' trust in healthcare services. Patients who are satisfied with the service time generally have higher trust and loyalty, making them more likely to return to the facility and recommend it to others. In short, efficient service time is a key factor in building patient satisfaction, which influences the reputation and sustainability of healthcare services.

Fast and efficient service is a crucial element in creating a positive experience for patients and building long-term relationships between patients and healthcare facilities. Timeliness not only meets patient expectations but also helps build trust and loyalty toward the healthcare services provided.

4. CONCLUSION

Based on the research titled Quality Health Service and Patient Satisfaction at Puskesmas Wire, it can be concluded that the quality of healthcare services at Puskesmas Wire is categorized as very satisfactory, the satisfaction of National Health Insurance (JKN) participants is categorized as satisfied, and there is a significant relationship between the quality of healthcare services and patient satisfaction at Puskesmas Wire.

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