Analyzed the Quality of Services Unit Outpatients BPJS Insurance in the Hospital of Kolonel Abunjani Bangko

Sri Lestari Ramadhani Nasution¹, Ermi Girsang², Ali Napiah Nasution³, Heris Dwityo Pelawinta⁴

¹,²Postgraduate Lecturer, Department Magister of Public Health, Faculty of Medicines at University Prima Indonesia
³Postgraduate Students, Department Magister of Public Health, Faculty of Medicines at University Prima Indonesia

Corresponding Author: Sri Lestari Ramadhani Nasution

ABSTRACT

The results of the research concluded that the dimensions of service quality influence on patient satisfaction, the variable of technical competence, access to services, effectiveness, human relations, efficiency, continuity of service, security and amenities affect patient satisfaction and the variable of technical competence have a dominant influence on patient satisfaction. So from this research it is known that in the meet the satisfaction of the patient is influenced by technical competence, access to services, effectiveness, human relations, efficiency, continuity of service, security and convenience to improve the quality of services so as to increase the satisfaction of patients who obtain health services.

Keywords: Service Quality, Patient Satisfaction, Reliability, Bangko

INTRODUCTION

The government's effort in improving public health is by establishing a hospital in each area. The hospital is an integral part of the overall health service system. The Ministry of Health of the Republic of Indonesia has outlined that public hospitals have the task of implementing efficient and effective health efforts by prioritizing healing and recovery efforts which are carried out harmoniously and integratedly with efforts to improve and prevent quality health and are affordable to the community in the context of implementing referral efforts. As for the mission is to provide services to improve community health status.

Hospitals as a health service institution must respond and be proactive in meeting the needs of quality and affordable health services for the community (Depkes RI, 2015).

The hospital is one of the institutions engaged in the field of health services with the responsibility of providing treatment, providing care, seeking healing and patient health, as well as promoting healthy living education for the community. The definition of hospital according to the Minister of Health of the Republic of Indonesia Number 340 / Menkes / Per / III / 2010 states that the hospital is a complete individual health service institution that provides inpatient, outpatient and emergency services. Public hospitals are health service institutions that provide health services in all areas of disease (Wongkar, 2015).

Law Number 44 of 2009 states that hospitals can be managed by legal entities for the purpose of profit. Related to this, hospitals in Indonesia, both government-owned and private hospitals, are competing to attract patients to use the services provided by the hospital. Forms of health services in hospitals include being able to handle illnesses suffered by patients in a
friendly, fast and accurate manner. But what is happening now is that the hospital only serves medication without paying attention to the emotional approach. This also happened to the Merangin District Hospital.

Based on the Decree of the Minister of Health of the Republic of Indonesia Number 061/1942 / SJ dated 8 June 1995, the Regional Hospital (RSD) Kolonel Abunjani Bangko was designated as a Type C Hospital.

Patient satisfaction is an important element in evaluating the quality of hospital services by measuring the extent to which patients respond after receiving services. Satisfaction itself is a feeling of pleasure or disappointment for someone who appears after comparing the expected performance (results) of the product. (Kotler, 2016).

According to Tjiptono, patient satisfaction is the first indicator of hospital standards and is a measure of service quality. Low patient satisfaction will have an impact on the number of visits which will affect the profitability of the hospital. The thing that needs to be understood is that good hospital services are patient-oriented because the measure of perceived quality is not in the view of the health service provider but lies with the patient. (Tjiptono, 2014).

In general, patients who feel dissatisfied will file a complaint with the hospital. Complaints that are not immediately handled will result in decreased patient satisfaction with the capability of health services at the hospital. Consumer satisfaction has become a central concept in business and management discourse. Consumers generally expect products in the form of goods or services that are consumed to be accepted and enjoyed with good or satisfying service. (Assauri, 2016).

Poor service quality will affect patient satisfaction. This can be seen from outpatient visit data. Outpatient visit data for new patients in 2016, 2017, 2018 shows that in 2016 the number of patients was 23,756, in 2017 the number of patients was 21,346, in 2018 the number of patients was 20,879.

Based on a preliminary survey conducted by researchers using observation methods and hospital profile data on outpatient services at Kolonel Abunjani Bangko Hospital, a decrease of 467 patients in 2018 from 2017. This indicates the possibility of low patient satisfaction which has an impact on reducing the number of patients who seek treatment.

Basically hospital services are needed by everyone for health needs, it is hoped that good service quality can foster and influence patient decisions and beliefs in order to generate patient satisfaction in using health services. The quality of a hospital certainly has standards from various aspects that can be assessed through activities such as accreditation and other assessments. (Tjiptono, 2014).

The level of patient satisfaction is also influenced by various other factors such as the attitude of the service provider, the condition of the room, the completeness of the facilities and facilities, including the patient's right to own body / privacy rights arising from TROS (The Right of Self-Determination). The factors that influence the level of patient satisfaction are needs and wants, past experiences, experiences from friends and communication through marketing advertisements. In addition, factors such as age, education, gender, personality, ethnicity and cultural background, as well as cases of disease also influence patient perceptions and expectations (Nelson and Brown, 2016).

Currently, the reality is that most hospitals in Indonesia have not provided satisfactory services as expected by patients / consumers. Given the many problems that patients experience when they first come to the hospital, including initial service, the attitude of nurses and doctors in handling patients, the available facilities, the completeness of medicines and hospital hygiene, and finally the patient will move to another hospital that provides better service (Lupiyoadi, 2014).
In Indonesia, based on research conducted by the Indonesian Ministry of Health in 27 district and city hospitals in 2001, nursing results were still far from what patients expected, including nurses who did not introduce themselves to patients or their families, lack of explanation or information and communication. When providing nursing care and there is still a lack of monitoring and observation activities (Ministry of Health, 2016).

Based on the results of research conducted by Hendra at the general hospital in the Luwuk area, Banggai district in 2008 about patient satisfaction with nursing services, it showed that from 64 respondents studied, 74.8% of the satisfaction level was not as expected, 75.9% loyalty dimension was not as expected and in the satisfaction dimension 70.5% is not as expected (Ramlilibullah, 2016).

LITERATURE REVIEW

Service quality

Service quality is defined as a dynamic condition which is related to products, services, people, processes and the environment that meets or exceeds expectations (Tjiptono, 2014).

Patient Satisfaction

Patient satisfaction is a measure of service quality. Low patient satisfaction will have an impact on the number of visits which will affect the profitability of the hospital or evaluative, affective or emotional responses related to the quality of services provided by the hospital and the patient's expectations for these services. (Tjiptono, 2014).

Hypothesis

Based on the research background and the relationship between variables, the research hypothesis:

1. There is an influence of the dimensions of technical competence on outpatient satisfaction at the Kolonel Abunjani Bangko Hospital in 2019.
2. There is an effect of the dimension of access to outpatient satisfaction at Kolonel Abunjani Bangko Hospital in 2019.
3. There is an effect of the effectiveness dimension on the outpatient satisfaction of the Kolonel Abunjani Bangko Hospital in 2019.
4. There is an effect of the dimensions of human relations on outpatient satisfaction at the Kolonel Abunjani Bangko Hospital in 2019.
5. There is an effect of the efficiency dimension on outpatient satisfaction at Kolonel Abunjani Bangko Hospital in 2019.
6. There is an effect of the continuity of service dimensions on outpatient satisfaction at Kolonel Abunjani Bangko Hospital in 2019.
7. There is an effect of the security dimension on outpatient satisfaction at Kolonel Abunjani Bangko Hospital in 2019.
8. There is an influence of the comfort dimension on the satisfaction of outpatients at the Kolonel Abunjani Bangko Hospital in 2019.

MATERIAL AND METHODS
This research is a quantitative research. Meanwhile, based on the time of the study, the research method used was cross sectional, that is, research at the time of the research was carried out purely to conduct descriptions without in-depth analysis.

The research population is a collection of individuals with predetermined qualities and characteristics. The populations in this study were all polyclinic patients at Kolonel Abunjani Bangko Hospital with an average patient monthly rate. The research sample is a part taken from the whole object under study and is considered to be representative of the entire population. The inclusion criteria of the study sample were: Outpatients who had received treatment and had repeat visits. Patients had reached the age of ≤ 17 years, on the grounds that they had been able to determine the decisions they would take and the patients could read and write. Sampling using accidental sampling technique using the Lemeshow formula so that after calculating each independent variable, the largest number of samples is obtained and 10% is added.

The data collection technique used is in the form of primary data obtained from the results of respondents’ responses to a list of statements in the form of questionnaires distributed to respondents. The questionnaire is a data collection technique which is done by giving a set of questions or written statements to the respondent to be answered. Meanwhile, secondary data was obtained by researchers through reports and other official documents, especially the data obtained from the Kolonel Abunjani Bangko Regional Hospital which was used to assist the analysis of the primary data obtained.

RESULTS AND DISCUSSION
Analysis of the Influence of Technical Competence on Outpatient Satisfaction at Kolonel Abunjani Bangko Regional Hospital

Based on the results of the research, the data shows that 52% of respondents stated that the competence of outpatient service officers at the Kolonel Abunjani Bangko Hospital was in the bad category. The effect of technical competence on patient satisfaction was proven in the bivariate analysis test using the chi-square test with a strong enough correlation. From the bivariate analysis, it was found that technical competence had a positive relationship with patient satisfaction (p-value 0.000 <0.05). It can be concluded that there is a relationship between technical competence and patient satisfaction. This research is in line with Yuyun's (2018) research conducted at the General Hospital of the Makassar City Hajj Area, where the results of the study were obtained from 100 respondents, 30% stated that they were dissatisfied or in the bad category, where the regression test results in their research had a strong influence on technical competence, with patient satisfaction with p-value: 0.045 (p <0.05). The results of research conducted by Siregar (2017) showed that there were 125 respondents, 48% of which were obtained, where the results of the regression test showed the effect of technical competence on patient satisfaction with p value 0.005 (p <0.05). This study is also in line with Bahari's (2016) research on the analysis of the quality of outpatient services at Panti Rapih Hospital Yogyakarta, which shows that technical competence is related to patient
satisfaction with a p value of 0.000 (p <0.05).

According to the researcher's assumption, outpatient services are the first services seen by patients and their families (First Impression) at a hospital before using other services. Therefore, technical competence, especially the performance of both medical and non-medical officers, must be considered to ensure patient satisfaction. Researchers also obtained information or reasons from several patients such as complaints of network problems at the time of registration, as well as the unreliable quality of medical record officers who were informed by respondents to researchers, this is what might make service in terms of technical competence the majority 52% said they were not satisfied or in the bad category, therefore it can be concluded that technical competence has a relationship with patient satisfaction.

**Analysis of the Effect of Access to Services on Outpatient Satisfaction at the Regional Hospital Kolonel Abunjani Bangko**

Based on the results of the research the data shows that 51% of respondents stated that access to outpatient services at the Kolonel Abunjani Bangko Hospital was in the bad category. The result of statistical test showed that the chi-square value was 0.000 (p-value 0.000 <0.05), it can be concluded that there is a relationship between access to services and patient satisfaction.

In line with the research conducted by Fadli (2016) at Pandan Arang Hospital, Boyolali Regency, there is a relationship between access to services and patient satisfaction.

According to the researcher's assumption of problems with service access, some respondents stated that there was no certainty about the service schedule so that the opening and closing times of services were not according to the set schedule. The majority of respondents reported waiting time for outpatient services that ranged from 1 to 2 hours after the patient completed registration administration.

According to the researchers' assumptions, based on the results of research and research conducted by researchers, one of the reasons for access to services is the limited number of specialist doctors. The specialist doctor must do a visit to the inpatient room before doing outpatient services. Problems with service access, some respondents stated that there is no certainty of service schedules so that the opening and closing times of services are not according to the set schedule; this is what makes the researchers' assumption that the schedule uncertainty factor is a factor that affects patient satisfaction. Therefore it can be concluded that it is clear that access to services has a relationship with patient satisfaction.

**Analysis of the Effect of Effectiveness on Outpatient Satisfaction of the Regional Hospital Kolonel Abunjani Bangko**

Based on the results of the research the data shows that 59% of respondents stated that the effectiveness of outpatient services at the Kolonel Abunjani Bangko Hospital was in a good category. This means that the Kolonel Abunjani Bangko Hospital is sufficient to provide services that exceed patient expectations. Patients who get services that exceed their expectations or needs will have a good perception of the overall quality of service. The effect of effectiveness on patient satisfaction was proven in testing bivariate analysis using the chi-square test with a strong enough correlation. From the bivariate analysis, it was found that effectiveness had a positive relationship with patient satisfaction. The result of statistical test showed that the chi-square value was 0.000) p-value was 0.000 <0.05). It can be concluded that there is a relationship between effectiveness and patient satisfaction.

In line with the research conducted by Abdullah (2015), which was conducted at Pandan Arang Hospital, Boyolali Regency, stated that there was a relationship
between effectiveness and patient satisfaction. In a study conducted on 100 respondents, the results of statistical tests showed that the chi-square value was 0.009 (p-value 0.009 <0.05). This means that the effectiveness variable has an effect on patient satisfaction. Research conducted by Setiawan (2015) conducted at Puskesmas Karangdowo, Klaten Regency obtained a chi-square value of 0.000 (p-value 0.000 <0.05). This means that the effectiveness variable has an effect on patient satisfaction.

Wahyu's research (2016) in the Analysis of Outpatient and Inpatient Satisfaction at the Bojonegoro Regional Hospital, the chi-square value is 0.002 (p-value 0.002 <0.05). This means that the effectiveness variable affects patient satisfaction.

According to the researchers' assumptions, work effectiveness really depends on the people who work in it so that depending on the effectiveness of the work there will be effective services so as to create patient satisfaction. Effective service is also influenced by time factor, accuracy factor, fiber service delivery style factor. Based on the results conducted by researchers, if the procedure or treatment is applied correctly it will produce the desired results, so that respondents are satisfied with medical services. The researcher also assessed that because of the lack of accuracy in service handling so that some respondents were less satisfied with the service, it was quite clear that there was a relationship between effectiveness and patient satisfaction.

Analysis of the Influence of Human Relations on Outpatient Satisfaction at the Regional Hospital Kolonel Abunjani Bangko

Based on the results of the research the data shows that 54% of respondents stated that the relationship between human outpatients at the Kolonel Abunjani Bangko Hospital was in a good category. This means that the Kolonel Abunjani Bangko Hospital is sufficient to provide services that exceed patient expectations. The results of statistical tests showed that the chi-square value was 0.000 (p-value 0.000 <0.05). So it can be concluded that there is a relationship between human relationships and patient satisfaction.

This research is in line with Herwanto's (2019) research conducted at the Simelue Health Center, based on research with 94 respondents, it is known that 61% of respondents stated that there is a relationship between human relationships and patient satisfaction, where the regression test results in their research have a strong influence on human relationships, with patient satisfaction with p value: 0.000 (p <0.05). This research is also in line with the results of research conducted by Respati (2015), which was conducted at the Halmahera Public Health Center in Semarang on 69 respondents, it is known that 80% of respondents said they were satisfied and 20% said they were not satisfied with the services they received at the Halmahera Health Center. It is known that there is an influence between human relationships and patient satisfaction with a p value of 0.001 (p <0.05). From these results it can be concluded that there is a relationship between human relationships and patient satisfaction. This study is also in line with Chitami's (2014) study of the influence of service quality and satisfaction on loyalty of outpatients and inpatients of Batam Authority Hospital, finding that there is an effect of human relations with patient satisfaction with p value 0.000 (p <0.05).

According to the researchers' assumptions, patients who get services that exceed their expectations or needs will have a good perception of the overall quality of service. Of some respondents who researchers conducted patient interviews stated that some officers still differentiate between patients. Respondents said that although the majority of officers were friendly to patients, there were differences in service, for example in terms of prioritizing services to known patients. This of course affects the patient's assessment of
staff behavior and is a factor related to patient satisfaction.

Lori Di Prete Brown, et, al., in Wijono states that good human relationships instill trust and credibility by respecting, keeping secrets, respecting, being responsive, and paying attention. Patients who are treated poorly tend to ignore the advice and advice of health workers or refuse to seek treatment at that place. So far, respondents stated that the majority of officers were able to provide friendly services. The friendliness of the staff can provide a calm effect for patients who are undergoing treatment (Wijono, 2016).

**Analysis of the Effect of Efficiency on Outpatient Satisfaction at the Regional Hospital Kolonel Abunjani Bangko**

Based on the results of the research the data shows that 59% of respondents stated that the efficiency of outpatient care at the Kolonel Abunjani Bangko Hospital was in a good category. The results of statistical tests showed that the chi-square value was 0.000 (p-value 0.000 <0.05). It can be concluded that there is a relationship between efficiency and patient satisfaction. This means that the Kolonel Abunjani Bangko Hospital is sufficient to provide services that exceed patient expectations.

This research is in line with Purwanti's (2015) research conducted at the Bojonegoro Regional General Hospital, based on research on 100 respondents, it is known that 47% of respondents stated that there is a relationship between efficiency and patient satisfaction, where the results of the regression test in his research have a strong influence on the relationship between human with patient satisfaction with p value: 0.045 (p <0.05). This research is also in line with the results of research conducted by Amelia (2018), which was conducted at the North Bogor Public Health Center with 80 respondents, it is known that 68% of respondents expressed satisfaction and 32% expressed dissatisfaction with the services received at the North Bogor puskesmas. It is known that there is an effect of the relationship between efficiency and patient satisfaction with a p value of 0.000 (p <0.05). From these results it can be concluded that there is a relationship between efficiency and patient satisfaction. Aprilia's research (2015) in the study of the Effect of Services on Outpatient Satisfaction at the Hospital Abdul Wahab Syahranie Samarinda, the chi-square value is 0.000 (p-value 0.000 <0.05). This means that the Efficiency variable has an effect on patient satisfaction.

According to the researchers' assumptions, the efficiency dimension of patient satisfaction is very important for patients who get service that exceeds their expectations or needs will have a good perception of the overall quality of service, and the ease of service procedures will be very important for the continuity of service itself because the procedure will be the basis for officers in carry out service duties. Researchers also obtained information such as there are still convoluted services, especially in the medical record section; in this case it is clear that the relationship between efficiency has a strong influence on the relationship with patient satisfaction.

**Analysis of the Effect of Continuity of Services on Outpatient Satisfaction at the Regional Hospital Kolonel Abunjani Bangko**

Based on the results of the research the data shows that 55% of respondents stated that the continuity of outpatient services at the Kolonel Abunjani Bangko Hospital was in a good category. The results of statistical tests showed that the chi-square value was 0.000 (p-value 0.000 <0.05). It can be concluded that there is a relationship between continuity of service and patient satisfaction.

This study is in line with Herawati's (2015) research conducted at the Surakarta Health Center, based on research on 130 respondents, it is known that the results of statistical tests showed that the chi-square value was 0.000 (p-value 0.000 <0.05). It can be concluded that there is a relationship between continuity of service and patient satisfaction.
This research is in line with Pangestu's (2019) research conducted at the Tangerang City Hospital Public Health Center, based on research with 117 respondents, it is known that 61% of respondents stated that there is a relationship between safety and patient satisfaction, where the regression test results in their research have a strong influence on safety and satisfaction. Patients with p value: 0.000 (p <0.05). This research is also in line with the results of research conducted by Dewi (2016), which was conducted at the Medical Rehabilitation Hospital of East Aceh Regency on 73 respondents, it is known that there is a safety effect on patient satisfaction with p value 0.002 (p <0.05) from these results. It can be concluded that there is a relationship between safety and patient satisfaction.

According to the researchers' assumptions, the effect of safety on patient satisfaction was proven in the bivariate analysis test using the chi-square test with a strong enough correlation. Research conducted by researchers obtained information from respondents that there were no clear instructions regarding a way out for disaster conditions, even though this is a simple matter that should exist in every agency and is important for patient safety, patient safety needs to be prioritized so that patients feel their needs are cared for by the home side. ill it is clear that safety has a positive relationship to patient satisfaction.

Analysis of the Effect of Convenience on Outpatient Satisfaction at the Regional Hospital Kolonel Abunjani Bangko

Based on the results of the research the data shows that 54% of respondents stated that the comfort of outpatient care at the Kolonel Abunjani Bangko Hospital was in a good category. This means that Kolonel
Abunjani Bangko Hospital has been able to provide services that exceed patient expectations. The effect of comfort on patient satisfaction is evident in testing bivariate analysis using the chi-square test with a strong enough correlation. From the bivariate analysis, it was found that comfort has a positive relationship with patient satisfaction. The results of statistical tests showed that the chi-square value was 0.000 (p-value 0.000 <0.05), it can be concluded that there is a relationship between comfort and patient satisfaction.

This research is in line with Faith's (2018) research conducted at the General Hospital of South Tangerang City, where the results of the regression test in his study have a strong influence on comfort with patient satisfaction with p value: 0.000 (p <0.05). Research conducted by Ahmad (2017), which was conducted at the Simelue Health Center, found that there was an effect of comfort on patient satisfaction with a p value of 0.005 (p <0.05). In line with the research conducted by Nurcahyanto (2017) at Dr. M Ashari Pemalang Regency obtained p value 0.000 (p <0.05). It can be concluded that comfort has an effect on patient satisfaction.

According to the researchers' assumptions, patients who get services that exceed their expectations or needs will have a good perception of the quality of service as a whole, for example, if the comfort in the hospital or the patient's waiting room is improved, it will make the patient more comfortable waiting in the queue. Researchers also want to provide suggestions such as improving comfort such as toilet cleanliness that needs more attention, because there are many complaints from respondents about the lack of maintenance of toilet hygiene so that it affects patient satisfaction with comfort.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion
Based on the results of research that has been carried out to find out the quality of outpatient services towards the satisfaction of outpatient BPJS at Abunjani Bangko Hospital in 2019, several conclusions can be drawn, namely:

1. There is a significant relationship between technical competence and the satisfaction of outpatient BPJS at Abunjani Bangko Hospital in 2019 (p = 0.000).
2. There is a significant relationship between access to services and satisfaction of outpatient BPJS at Abunjani Bangko Hospital in 2019 (p = 0.000).
3. There is a significant relationship between effectiveness and satisfaction of outpatient BPJS at Abunjani Bangko Hospital in 2019 (p = 0.000).
4. There is a significant relationship between the relationship between humans and the satisfaction of outpatient BPJS at Abunjani Bangko Hospital in 2019 (p = 0.000).
5. There is a significant relationship between efficiency and satisfaction of outpatient BPJS at Abunjani Bangko Hospital in 2019 (p = 0.000).
6. There is a significant relationship between the continuity of services and the satisfaction of outpatient BPJS at Abunjani Bangko Hospital in 2019 (p = 0.000).
7. There is a significant relationship between comfort and satisfaction of outpatient BPJS at Abunjani Bangko Hospital in 2019 (p = 0.000).

Recommendations
Looking at the results of the research and discussion that has been stated previously, some of the suggestions submitted are as follows:

1. For the Hospital

From the data obtained related to patient comfort, it is hoped that the hospital can consider reducing one bed
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for patients, which is usually for class III containing 6 six beds into 5 beds so that the area of the inpatient room is so that the patient or patient's family feels comfortable with the area. Inpatient room. In addition, for the toilet room to always pay attention to its cleanliness by not cleaning the toilet or bathroom in the patient's ward according to the cleaning schedule but still paying attention from time to time so that the smell of the patient's bathroom feels comfortable for the patient or the patient's family who visits.

2. For Further Researchers
   One of the research objectives is to develop the knowledge itself so that it is hoped that further researchers can develop this research by replacing data analysis and changing patient comfort as the dependent variable and adding one patient satisfaction variable as a moderating variable or an intervening variable.

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