Effect of Service Quality on Patient Satisfaction at Mabelopura Health Center

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ABSTRACT

Quality is a measure or degree of good or bad a product or service is. Quality is a combination of the properties and characteristics of a product or service that can meet the needs of customers. The problem of research is whether there is an effect of service quality on patients' satisfaction at Mabelopura Public Health Center. This research aims to determine the effect of service quality on patients' satisfaction. This type of research is quantitative with a cross-sectional design. The sampling technique is the accidental sampling method, on 99 patients at Mabelopura Public Health Center. The analysis technique uses simple linear regression analysis. The results show that the variables which have a positive and insignificant effect on patients' satisfaction are technical competence with a coefficient of 0,087 and a sig value of 0,564> 0,05, access to services with a coefficient of 0,236 and a sig value of 0,123> 0,05, effectiveness with a coefficient value of -0,136 and sig value 0,194> 0,05, efficiency with a coefficient value of 0,473 and a sig value of 0,049 <0,05, continuity of service with a coefficient value of 0,231 and a sig value of 0,125> 0,05, human relations with a coefficient of 0,214 and a sig value of 0,202 > 0,05, security with a coefficient value of 0,309 and a sig value of 0,055> 0,05. While the variable that has a positive and significant effect is the comfort variable with a coefficient value of 0,254 and a sig value of 0,042> 0,05. It is expected that services at the Health Center will be improved and the quality of existing services is maintained so that visitors will always feel satisfied with the service at the health center and it is hoped that service officers will serve patients fairly and according to the queue number so that there is no jealousy among patients and their satisfaction is maintained.

Keywords – Service Quality and Patients' Satisfaction

INTRODUCTION

Nowadays health problems have become a basic necessity for the community. With the increase in the standard of living of the community, the community's demand for quality health will also increase (1). This requires health service providers such as health centers to improve the quality of better services, not only services that are healing diseases but also include preventive services to improve the quality of life and provide satisfaction for consumers as health service users (2).

Puskesmas is one of the health service providers supervised by the local government which has a strategic role in the effort to accelerate the improvement of the health status of the Indonesian people through promotive, preventive, curative, and rehabilitative activities carried out according to the needs of the community. The level of community satisfaction with services is an important factor in developing a service delivery system that is responsive to customer needs, minimizes costs and time, and maximizes the impact of services on the target population. To get community satisfaction (3).

According to Lori Di Prete Brown, quality maintenance activities can involve the following dimensions: Technical Competence is technical competence related to the skills, abilities, and appearance of officers, managers, and support staff. Technical competence relates to how officers follow established service standards in terms of dependability, accuracy, reliability, and consistency. Access to services is health services that are not hindered by geographical, social, economic, cultural, organizational, or language barriers (4).

Effectiveness is the quality of health services depending on the effectiveness of health service norms and clinical instructions according to existing standards. Human-to-Human Relationships are good human-to-human relationships that instill trust and trust by respecting, being responsive, and paying attention (5).

Efficiency is an efficient service that will give optimal attention rather than maximizing the best service with the available resources (6). The service is not good because the norm is not effective or the wrong service must be reduced or eliminated. In this way, quality can be increased while reducing costs. Security is reducing the risk of injury, infection, side effects, or other hazards associated with services. Convenience and enjoyment are in the dimensions of comfort and enjoyment relating to health services which are not directly related to clinical effectiveness but can reduce patient satisfaction and their willingness to return to the health facility for further services (7).

The Puskesmas has responsibility for the work area, namely a sub-district. Puskesmas has a vision, namely achieving a healthy sub-district. Healthy sub-districts include 4 main indicators, namely healthy relationships, healthy behavior, quality health service coverage, and population health status. To achieve this vision, health centers need to be supported by quality health services.

The availability of quality health services for the community is a matter that must receive attention from the government as one of the efforts in development in the health sector. Health services to the community are aimed at forming a healthy society (8).

Quoted by Wibowo (2015) states that quality has a close relationship with satisfaction. Puskesmas are considered to have good service if they pay attention to the needs of patients and people who come to visit. Patient satisfaction is the main indicator of the success of providing health services.

With the implementation of health services, patient satisfaction becomes an integral and comprehensive part of health service activities, meaning that measuring the level of patient satisfaction is an activity that cannot be separated from health services (9). Patient

satisfaction is a level of patient feelings that arise as a result of the performance of health services obtained after the patient compares with what is felt. Patients will feel satisfied if the health service performance obtained equals or exceeds expectations.

Based on data at the Mabelopura Community Health Center, outpatient visits, the number of patients receiving treatment in 2018 reached 21,054 the number of outpatient visits. The results of information obtained in the field are that some patients are complaining about the long queue so that many patients are waiting a long time to register, as well as the appearance of health care workers, and the lack of communication between health workers and patients so that it often occurs so that it is less effective and efficient in services at the puskesmas in Mabelopura and the patient is reluctant to return to the puskesmas.

Based on the survey results and considering that the outpatient satisfaction at the health center was still not optimal, the researcher was interested in taking the title "the relationship between service quality and patient satisfaction at the Mabelopura Palu Community Health Center".

METHODOLOGY

This type of research is a quantitative study with a cross-sectional design, which is a research design that aims to see a relationship at the same time between the independent variables and the dependent variable (10). The study is conducted to analyze the effect of the independent variables. This study aims to analyze the relationship between service quality and outpatient satisfaction at Mabelopura Palu Community Health Center. The data collection method used is direct interviews with the parties involved with the problem being discussed and providing a questionnaire by the research being conducted. The sampling technique in this study uses accidental techniques, namely accidental sampling techniques, where anyone who happens to meet the researcher can be used as a sample if it is considered that the person who happened to meet is considered appropriate as a data source.

The population in this study were all patients who came to the outpatient clinic at Mabelopura Palu Public Health Center. Data analysis used regression test, which is the test used to see which independent variable (X) has the most influence on the dependent variable (Y).

RESULTS
Validity and Rehabilitation Test

The validity test is used to test each variable used in the study, where 38 questions must be answered by the respondent (11). As for how to determine whether the questions used in the study are valid or not, if the calculated r-value is greater than the r table and the r value is positive, then the question is said to be valid. Conversely, if the calculated r-value is smaller than the r table and the r value is negative, then the question can be said to be

invalid. The results of observations in table rare based on the value of the sample (N) = 99, the r table value is 0.195.

Based on the results of the validity test above, it shows that all question indicators used in the study have a correlation coefficient that is greater than the r-table value (0.195) so it can be concluded that the question indicator in this research questionnaire is valid.

A reliability test is used to measure the level of stability of a measuring device in measuring a symptom or event. The higher the reliability of a measuring instrument, the more stable the measuring device is. a construct is said to be reliable if it gives a Cronbach Alpha value> 0.6. Based on the results of the reliability test, shows that all variables have a Cronbach Alpha value that is quite large, which is more than 0.06, it can be said that the measuring concept of each variable from the questionnaire is reliable so that it can be used as a measuring tool.

Classic assumption test

The classical assumption test is conducted to determine whether the regression equation model used in the study meets the normality assumptions and is free from classical assumptions and the classical assumption test must be carried out (12).

Multiple Linear Regression Test

Multiple linear regression test is used to find out how much influence the independent/independent variables consist of physical evidence (X1), assurance (X2), reliability (X3), responsiveness (X4), and attention (X5) to not independent/dependent, namely patient satisfaction (Y) (13).

Based on the results of the analysis, the multiple linear regression equation is obtained as follows (14):

Y = a + b1X1 + b2X2 + b3X3 + b4X4 + b5X5
With the description:
Y = Patient Satisfaction
X1 = Technical Competence
X2 = Access to Services
X3 = effectiveness
X4 = Efficiency
X5 = Continuity of service
X6 = Human Relations
X7 = Security
X8 = Convenience
a = Constant

Thus the results of multiple linear regression can be interpreted as follows: 1) Constant (a) of Unstandardized Coefficients, in this study amounted to 14,151. This value is a constant value which means that Technical Competence (X1), Access to Services (X2), Effectiveness (X3), Efficiency (X4), Continuity of Service (X5), Human Relations (X6),

Security (X7), and Comfort (X8) is 0, then Patient Satisfaction (Y) = 14,151. 2) The coefficient X1 = 0.087, indicating that the Technical Competence variable (X1) has a positive effect on patient satisfaction, or in other words, if the technical competence (X1) is increased by one point, the patient's satisfaction will decrease by 0.087. 3) The coefficient of X2 = 0.236 indicates that the variable Access to Services (X2) has a positive effect on patient satisfaction, or in other words, if Access to Services (X2) is increased by one point, patient satisfaction will increase by 0.236. 4) The coefficient X3 = -0.136 indicates that the effectiveness variable (X3) hurts patient satisfaction, or in other words, if the effectiveness (X3) is increased by one point, the patient's satisfaction will decrease by -0.136. 5) The coefficient of X4 = 0.263 indicates that the Efficiency variable (X4) has a positive effect on patient satisfaction, or in other words, if the efficiency (X4) is increased by one point, the patient's satisfaction will increase by 0.263. 6) The coefficient of X5 = 0.231 indicates that the Continuity of Service (X5) variable has a positive effect on patient satisfaction, or in other words, if individual attention (X5) is increased by one point, patient satisfaction will increase by 0.231. 7) The coefficient X6 = 0.214 indicates that the Inter-Human Relations variable (X6) has a positive effect on patient satisfaction, or in other words, if the continuity of service (X6) is increased by one point, patient satisfaction will increase by 0.214. 8) The coefficient X7 = 0.309 indicates that the Planting variable (X7) has a positive effect on patient satisfaction, or in other words, if safety (X7) is increased by one point, patient satisfaction will increase by 0.214. 9) The coefficient of X8 = 0.254 indicates that the comfort variable (X8) has a positive effect on patient satisfaction, or in other words, if the comfort (X8) is increased by one point, the patient's satisfaction will increase by 0.254 (15).

DISCUSSION

Effect of Service Effectiveness on Patient Satisfaction at Mabelopura Palu Community Health Center

Effectiveness is the quality of health services depending on the effectiveness of health service norms and clinical instructions according to existing standards.

The results of the analysis on multiple linear regression showed that the effect of the variable service effectiveness on patient satisfaction had a negative value of -0.136 and a significant value of 0.194> 0.05. This shows that the service effectiveness variable has a negative and insignificant effect on patient satisfaction at Mabelopura Community Health Center, Palu.

According to researchers, an insignificant negative was obtained because many patients complained about the unfairness of services where some patients were late to come directly to be served compared to patients who had queued a long time. After all, patients who came late had negligence as service officers (16).

This is in line with research conducted by Kasnaini (2018) which states that service effectiveness has no effect on patient satisfaction with a value of 0.184> 0.05, while

research conducted by Suci (2020) says there is a relationship between effectiveness and patient satisfaction with a significant value of 0.000 < 0.05.

Effect of Efficiency on Patient Satisfaction at Puskesmas Mabelopura Palu

Efficiency is an efficient service that will give optimal attention rather than maximizing the best service with the available resources. Poor service due to ineffective norms or wrong services must be reduced or eliminated (17).

The results of the analysis on multiple linear regression show that the coefficient value of the effect of the efficiency variable on patient satisfaction has a positive value of 0.263 and a significance value of 0.278> 0.05. This shows that the efficiency variable has a positive and insignificant impact on the patient satisfaction variable at Mabelopura Public Health Center, Palu.

According to the researcher, the insignificant effect was obtained because the patients were not satisfied with the efficiency of the service where the officers usually arrived late so that the patients felt a long wait.

This is in line with research conducted by Arifin (2016) that service efficiency has a significant effect on patient satisfaction with a value of 0.00 <0.05, and research conducted by Rahma Dona (2019) states that the efficiency variable has a significant effect on the interest inpatient visits with a value 0.000 <0.05.

The Effect of Continuity of Service on Patient Satisfaction at Mabelopura Community Health Center, Palu

The client will receive the complete service required (including referral) without unnecessary interruption, stopping or repeating diagnostic and therapeutic procedures (18). Clients must have access to routine and preventive services provided by health workers who know the history of their disease. Clients also have referral access to specialized services and complete required follow-up services.

The results of the analysis on multiple linear regression show that the coefficient value of the effect of the continuity of service variable on patient satisfaction has a positive value, namely 0.231 and a significance value of 0.125> 0.05. This shows that the service continuity variable has a positive and insignificant impact on the patient satisfaction variable at Mabelopura Puskesmas, Palu.

According to the researcher, the insignificant effect was obtained because the patient was not satisfied with the administration process, the referral process was given to the patient so that the patient was not satisfied with the continuity of service at the Mabelopra Palu puskemas.

This is in line with research conducted by Kasnaini (2018) which states that service continuity affects patient satisfaction with a value of 0.038 <0.05, and research conducted by Sri Wahyuningsi (2016) states that service continuity has a relationship with patient satisfaction with value. 0.000 <0.05.

The Influence of Human Relationships on Patient Satisfaction at Mabelopura Community Health Center, Palu

Good human relationships instill trust and credibility by respecting, keeping secrets, respecting, being responsive, and paying attention. Poor human relations will reduce the effectiveness of the technical competence of health services (19).

The results of the analysis on multiple linear regression show that the coefficient value of the influence of the human relationship variable on patient satisfaction has a positive value of 0.214 and a significance value of 0.202> 0.05. This shows that the human relationship variable has a positive and insignificant effect on the patient satisfaction variable at Mabelopura Public Health Center, Palu.

According to researchers, the insignificant effect was obtained because the service officers were less friendly in providing services to patients so that patients were not satisfied with the services at Mabelopura Palu Community Health Center.

This is in line with research conducted by Kunaini (2018) which states that there is no influence of the relationship between humans on patient satisfaction with a value of 0.259> 0.05, while research conducted by Eka Sartika (2018) states that there is a relationship between humans. significant influence on patient satisfaction with a significant value of 0.000 <0.05.

Effect of Safety on Patient Satisfaction at Puskesmas Mabelopura Palu

Reducing the risk of injury, infection, side effects, or other hazards associated with the service (20). The results of the analysis on multiple linear regressions show that the coefficient value of the effect of the safety variable on patient satisfaction has a positive value of 0.309 and a significance value of 0.055 <0.05. This shows that the safety variable has a positive and insignificant effect on the patient satisfaction variable at Mabelopura Community Health Center, Palu.

According to researchers, a significant effect was obtained because the patients already felt safe with their data, and the tools used during the investigation, and their data, so that the patients did not have to question the safety of the Mabelopura hammer clinic anymore.

This is in line with research conducted by Rahma Dona (2019) which states that security has a significant effect on satisfaction with a value of 0.003 <0.05, and research conducted by Arifin (2016) states that the safety variable has a significant effect on patient satisfaction with a value of 0.000 <0, 05.

The Effect of Convenience on Patient Satisfaction at Mabelopura Puskesmas Palu

In the dimension of comfort and enjoyment, it relates to health services that are not directly related to clinical effectiveness but can reduce patient satisfaction and their willingness to return to the health facility for further services (7).

The results of the analysis on multiple linear regressions show that the coefficient value of the influence of the comfort variable on patient satisfaction has a positive value of

0.252 and a significance value of 0.042 <0.05. This shows that the comfort variable has a positive and significant effect on patient satisfaction variables at Mabelopura Community Health Center, Palu.

According to the researcher, a significant effect was obtained because the patients felt comfortable with the facilities and the condition of the clean environment so that they felt comfortable coming to the puskesmas and made the patients not bothered about the comfort of the Mabelopura Palu Community Health Center.

This is in line with the research conducted by Herman (2019) which states that the comfort variable has a significant effect on patient satisfaction with a value of 0.000 <0.05, while research conducted by Nirma (2018) says that the comfort variable does not have a significant effect on patient satisfaction with value. 0.725> 0.05.

CONCLUSIONS

This study concluded that the coefficient value of the technical competence variable on patient satisfaction has a positive value of 0.087 and a significant value of 0.564> 0.05. This shows that the technical competency variable has a positive and insignificant effect on patient butterflies at Mabelopura Community Health Center, Palu. And the value of the coefficient of access to services has a positive value of 0.236 and a significant value of 0.123> 0.05. This shows that the variable access to services has a positive and insignificant effect on patient satisfaction at Puskesmas Mabelopura Palu. Then the coefficient value of the effectiveness variable has a negative value of -0.136 and a significant value of 0.194> 0.05. This shows that the variable of effectiveness has a negative and insignificant effect on patient butterflies at Mabelopura Community Health Center, Palu.

SUGGESTION

Recommendations suggest that services at the health center improve and maintain the quality of existing services so that those who visit will always feel satisfied with the services at the puskesmas and it is hoped that service officers will serve patients fairly and according to queue numbers so that there is no incursion between patients and patient satisfaction is maintained.

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