

The Effect of Service Quality on BPJS Patient Satisfaction at Puskesmas Kelapa Gading

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Abstract: Health is a basic need for people to have a good quality life, to be productive and in the end to be able to compete. The government has tried to create a prosperous social hold in the form of social insurance for health. The body of laws implementing the health insurance is the social security agency for health (BPJS Kesehatan). Organization public health services in Indonesia that the ground state held by public health centers. The result of this study was that the service quality affected satisfaction. It means that the increasing service quality will increase the satisfaction. The highest patient satisfaction indicator in this model was reflected from the ease of BPJS registration and from the service as expected. BPJS patient satisfaction level in all had Customer Satisfaction Index (CSI) of 83.22%. This value means that those BPJS patients are considered very satisfied on service quality provided by the Puskesmas.

Keywords: Service quality, satisfaction, community health centre, partial least square (PLS)

1. Introduction

The Community Health Center (*Puskesmas*) of Kelapa Gading is one of the sub-district health centers located in North Jakarta administration area. This Puskesmas has cooperated with The Healthcare and Social Security Agency (BPJS Kesehatan) because based on Presidential Regulation No. 12 of 2013 Article 36 on Health Service Provider, Puskesmas Kelapa Gading has fulfilled the following requirements: having operational license, having practice license for doctors, pharmacists and other health workers as well having a statement of willingness to comply with the provisions of JKN. The Performance Appraisal of Puskesmas Kelapa Gading follows Presidential Regulation No. 12 of 2013 Article 42, that it should pay attention to the quality of service, it should be oriented on the patient's safety aspect, the effectiveness of the action, the suitability of the patient's need and the cost efficiency. Puskesmas Kelapa Gading is the best health center in terms of non-specialist referrals in BPJS Jamboree all Jabodetabek. Reports received from Puskesmas Kelapa Gading stated that the number of BPJS patients registered in 2016 was 48,355 patients. The report on the number of patients in 2016 can be seen in Table 1.

Table 1: The Ratio of the Number of Doctor and BPJS Patient

	Number	Ratio	Standar of Ratio (Health Ministry, 2014)
Doctor	8	1	1
BPJS Patient	48.355	6044	2500

Source: Internal Data of Puskesmas Kelapa Gading (2016)

The ratio of the number of doctors to BPJS patients in Puskesmas Kelapa Gading in 2016 was one doctor for 6044 patients. This ratio is higher than the ideal doctor ratio according to the WHO, that is one doctor for 2500 patients (Health Ministry, 2014) which means that the number of

doctors in Puskesmas Kelapa Gading was fewer than the BPJS patients who visited. Nevertheless, Puskesmas Kelapa Gading must still provide equal and procedural services for all BPJS patients. This research analyse the patient perception on the service quality provided by Puskesmas Kelapa Gading and analyse the effect of service quality on the BPJS patient satisfaction. The study was hoped to provide benefit for government institutions especially puskesmas so that they can improve their service performance to public and society as well as to provide information of strategic planning in improving the service quality and society satisfaction.

2. Literature Review

2.1 Customer Satisfaction

Hall and Dornan (1990) said that factors that affect patient satisfaction include patient characteristics, as different patient characteristics can lead to different assessments on each individual. Schoenfelder et al. (2010) said patient characteristics associated significantly with patient satisfaction are age, gender, social status and education. Customer satisfaction is determined by customer perceptions of product or service performance in fulfilling customer expectations. Customers are satisfied if their expectations are fulfilled and will be very satisfied if customer expectations are exceeded. Irawan (2004) said that there are four factors of customer satisfaction, namely: product quality, price, emotional and ease.

2.2 Service Quality

Quality is a dynamic condition associated with products, services, people, processes, and environments that fulfil or exceed expectations (Diana and Tjiptono 2003). The quality of a company is equal to the value given in order to improve

the quality of customer life, the higher given the greater the customer satisfaction. Nasution (2004) The dimension of service quality is divided into five, namely: Tangible, Reliability, Responsiveness, Assurance and Empathy.

3. Methodology

Types of data collected in this study were primary data and secondary data. The primary data were in the form of information through questionnaires obtained from BPJS patient of Puskesmas Kelapa Gading. The number of respondents in this study was 103 patients. The secondary data were in the form of information obtained from Puskesmas Kelapa Gading and from literatures related to this study. The questionnaire used in this study using Likert scale. Analysis of patient perception on service quality provided by Puskesmas Kelapa Gading using method Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI). Analysis of effect of service quality of Puskesmas Kelapa Gading on BPJS patient satisfaction using method Structural Equation Model Partial Least Square (SEM PLS).

4. Results and Discussion

4.1 Customer Satisfaction Indeks (CSI)

In this study, *Customer Satisfaction Indeks (CSI)* was used to determine patient satisfaction value of all BPJS patients in general to the performance of Puskesmas Kelapa Gading. If the performance exceeds the patient expectations then the patient will be satisfied, whereas if the performance is lower than the patient expectations then the patient will not satisfied. The calculation of patient satisfaction level by CSI method using the average value of expectation level and the average value of indicator performance level at Puskesmas Kelapa Gading. The result showed that the Customer Satisfaction Index of the total BPJS patient satisfaction level was 83.22%. This means the BPJS patients were generally very satisfied for the service quality the Puskesmas had provided.

4.2 Importance Performance Analysis (IPA)

The result of Customer Satisfaction Index showed that there was still 16.78 percent to gain the maximum satisfaction of those patients. Therefore, the IPA approach was conducted to improve the patient satisfaction index. The result of IPA analysis is shown in Picture 1.

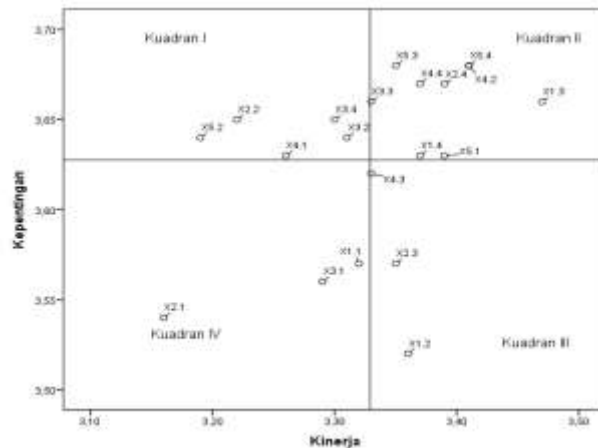


Figure 1: Diagram of Importance Performance Analysis of Puskesmas Kelapa Gading

Figure 1 shows the satisfaction level of 103 patients to the service quality of Puskesmas Kelapa Gading. Quadrant I showing the patient dissatisfaction on the Puskesmas service quality. Quadrant II showing the patient great satisfaction on the Puskesmas service quality. Quadrant III showing the patient great satisfaction on the Puskesmas service quality, the quadrant is categorized as less important for patient. Quadrant IV showing the patient dissatisfaction on the Puskesmas service quality, the quadrant is categorized as less important for patient.

Based on the data, the criteria of the patients included in the quadrant I category and provide a dissatisfied assessment of the dimensions reliability, responsiveness, assurance and empathy are male patient less than 20 years old, unschooled patients, entrepreneur and frequency of treatment with less intensity than or equal twice. On the other hand, the patients who are in quadrant II feel very satisfied with the service of Puskesmas Kelapa Gading. Patient criteria included in the quadrant II category and very satisfied with tangible, reliability, responsiveness, assurance, empathy dimensions are female patients aged 20-49 and > 49 years, mostly academi education and junior high school, working as housewives and frequency of treatment with intensity more than twice.

Quadrant III contains the assessment of patients who were very satisfied and less important to the tangible, reliability and assurance dimensions Criteria of patients in this quadrant were female patients, aged > 49 years, junior high school education, housewives working and frequency of treatment with intensity more than twice. Quadrant IV contains the assessment of patients who were less satisfied and less important to the dimensions of tangible, reliability and responsiveness. The criteria of patients in this awareness are male patients, most < 20 and 20-49 years old, mostly junior and senior high school graduates, entrepreneur and frequency of treatment with an intensity of less than or equal to twice.

4.3 The effect of Service Quality on BPJS Patient Satisfaction

The measurement model in this study used 24 indicators reflecting latent variables. If there is an indicator having a

loading factor value of <0.7 , it should be recalculated against the initial model so that it results in the loading factor of all reflective indicators valued > 0.7 as the criterion of the latent construct convergent validity test (Ghozali 2008).

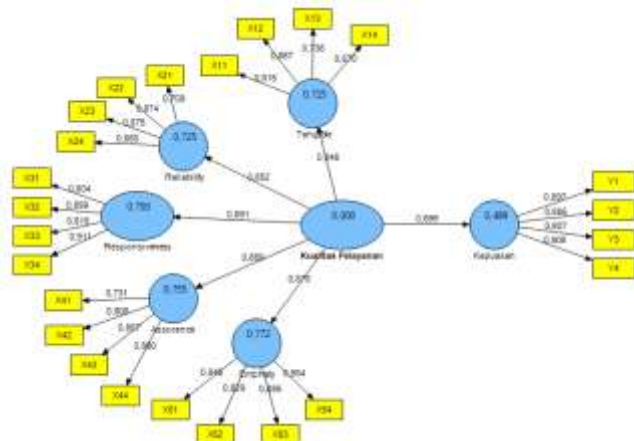


Figure 2: SEM Model Loading factor

The result of analysis in Figure 2 explains that service quality had five indicators having value factor loading > 0.7 . This indicates that all indicators can effectively reflect their latent variables. However, from the five indicators of service quality dimension, the one having the highest loading factor value was the dimension of responsiveness (0.891).

The result of bootstrapping shows the quality of service affecting patient satisfaction with t-statistic value (16.41) $>$ t-table (1.96) at 5% real level. Service quality affected 0.699 on satisfaction, this means the increasing service quality will increase the satisfaction. The highest patient satisfaction indicator in this model was reflected from the ease of BPJS registration and the service as expected. The structural model resulting R square 48.9% that means the variety of satisfaction that could be explained by the service quality was 48.9% while the remaining 51.1% was explained by other factors outside the model.

5. Conclusion

The patient satisfaction index measured by Customer Satisfaction Index (CSI) was 83,22%. This shows that BPJS patients were generally very satisfied on the service quality provided by the Puskesmas Kelapa Gading. However, it needs improvement the contribution prioritized in quadrant I IPA, namely: quick and accurate examination service, responsive to patients' complaints and needs, clear and easy to understand information delivery, guarantee to performance mistakes, and comfortable queue so that the highest satisfaction can be achieved.

The effect of service quality of Puskesmas Kelapa Gading to the satisfaction of BPJS patients was 0,699. The highest

satisfaction of BPJS patients was reflected from the indicator of the ease of BPJS registration and the services that match expectation.

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Hezron Lastogar Situmorang received the B.S. degrees in Resources and Environmental Economics, Bogor Agricultural University in 2013. He is now a master candidate of School of Business and Management of Bogor Agriculture University.