

The Relationship Between Service Quality and Outpatient Satisfaction at the UPTD Puskesmas Bokat



Seftiawan Rusly¹, Herlina Jusuf², Irwan³

^{1,2,3} Department of Public Health, Postgraduate, Gorontalo State University, Gorontalo City, Indonesia

ABSTRACT: The service quality to the community depends on the individual actor and the system used. Doctors, nurses, and medical and non-medical support staff who work at Community Health Centers must understand how to serve their customers well, especially patients and patient families, because they are the primary consumers at Community Health Centers. The aim of this research is to determine the relationship between service quality and the level of outpatient satisfaction at UPTD Bokat Health Center. The research design used was the Observational Analytical method with a cross-sectional approach. The data obtained was then analyzed univariately, bivariate, and multivariate. The sample in this study consisted of 187 respondents. The tests used are chi-square and logistic regression analysis. The research results show a relationship between service quality and patient satisfaction seen from the bivariate analysis results with each aspect of service quality. The element of Accuracy of service p-value = 0.000, the part of Ease of obtaining Information p-value = 0.000, and the element of Convenience p-value = 0.001. The conclusion is that there is a relationship between service quality and outpatient satisfaction at the Bokat Community Health Center UPTD.

KEYWORDS: Service Quality, Patient Satisfaction, Community Health Center Employees

I. INTRODUCTION

The main problem for a health service institution is the increasing number of competitors. Puskesmas are required to always maintain the trust of their patients by improving the quality of service so that patient satisfaction increases. Community health centers must carefully determine their patients' needs to increase satisfaction with the services provided (Soumokil & Yusuf, 2021). The best quality service is not easy for community health center employees because the services provided by community health centers involve the quality of life of their patients. An error in a medical procedure can negatively impact the patient (Kuntoro & Istiono, 2017). Puskesmas is a first-level service facility where competitive health services must be managed by actors who have a competitive spirit and are able to create efficiency, excellence in quality and service, excellence in innovation, and excellence in responding to patient needs (Afrioza, 2021).

The service quality to the community depends on the individual actor and the system used. Doctors, nurses, and medical and non-medical support staff at Community Health Centers must understand how to serve their customers well, especially patients and their families, because they are Community Health Centers' primary consumers (Anastasya, 2022). The level of patient satisfaction can measure the ability of the health center to meet patient needs. In general, patients who are dissatisfied will file a complaint with the Puskesmas. Complaints handled after some time will decrease patient satisfaction with the health service capabilities at the health center and interest in repeat visits among outpatients.

The service quality to the community depends on the individual actor and the system used. Doctors, nurses, and medical and non-medical support staff at Community Health Centers must understand how to serve their customers well, especially patients and their families, because they are Community Health Centers' primary consumers (Anastasya, 2022). The level of patient satisfaction can measure the ability of the health center to meet patient needs. In general, patients who are dissatisfied will file a complaint with the Puskesmas. Complaints handled after some time will result in decreased patient satisfaction with the capability of health services at the health center and interest in repeat visits among outpatients (Saptawan, 2014).

Based on quarterly 4 year UPTD Bokat Health Center patient satisfaction survey data from Survey Data Patient Satisfaction Level in October with a target of 90% achievements of 75% with a difference of 15%, month November target 90% achievement of 78% with a difference of 12% and in December the achievement was 78% with a difference 12% from the data above based on the data results from patient satisfaction survey yet fulfilled target Which expected.

The Relationship Between Service Quality and Outpatient Satisfaction at the UPTD Puskesmas Bokat

In order to determine the condition of service quality and patient satisfaction at the Bokat Community Health Center UPTD, researchers also conducted interviews with 20 patients who coincidentally came to the Community Health Center for treatment. The results of this short interview obtained an initial picture that there were complaints from 14 patients about the services at the Bokat Community Health Center UPTD, as a result of which patients who came for treatment were less than satisfied with the quality of service provided by the Bokat Community Health Center UPTD employees. Researchers also obtained data on the number of patients who had made outpatient visits at UPTD Bokat Health Center from 2020 to 2021. Outpatient visits from UPTD Bokat Health Center from 2020 to 2021, there was a decrease in the number of visits from 9509 to 8011 or 15.75 % in UPTD Bokat Community Health Center within 1 year. This indicates that there has been a decline in the quality of services at the Bokat Community Health Center UPTD. Based on the background above, researchers are interested in researching the relationship between service quality and outpatient satisfaction at the Bokat Community Health Center UPTD.

II. MATERIAL AND METHOD

This research uses quantitative methods, analytical observational research design, and a cross-sectional approach. The analysis used in this research is the Chi-Square Test. The research location is UPTD Bokat Community Health Center, Central Sulawesi. This research was carried out from March to May 2023. The population in this study were patients who visited and received health services at the Bokat Community Health Center UPTD. The people in this study were 350 patients. The number of samples used using the consecutive sampling technique was 187 samples.

The sample in this case is patients who visited and received health services at the Bokat Health Center UPTD with the following criteria:

- a. Inclusion criteria
 1. Respondents who came for treatment at the UPTD Bokat Community Health Center
 2. Respondents are active BPJS users who have registered at the Bokat Community Health Center UPTD.
 3. Respondents who can read and write.
- b. Exclusion Criteria
 1. Respondents who are in an emergency or seriously ill.
 2. Respondents who are not willing to fill out the questionnaire.

Data collection generally uses direct data collection instruments such as questionnaires, questionnaires, measurements with measuring instruments, interview guides, FGD minutes, and so on. Primary data in this research is by conducting structured interviews using questionnaires.

III. RESULTS AND DISCUSSION

Analysis of the Relationship between Service Quality Based on the Aspect of Timeliness of Service and Patient Satisfaction at UPTD Puskesmas Bokat

Table 1. Relationship between Service Quality Based on the Aspect of Timeliness of Service and Patient Satisfaction

Research variable	Patient Satisfaction			Total	p-value
	Satisfied	Enough	Not enough		
Category Timeliness of Service					
Good	7	2	7	0.00	
Quite good	7		6		
Not good	6		7		
Total	3		7		

Source: Primary data, 2023

Based on the table above, 91 respondents (48.7%) responded well to the quality of service based on the timeliness of service and patient satisfaction, 76 respondents (40.6%) answered quite well, and 20 responded less well—respondents (10.7%). Therefore, in this aspect, respondents were dominated by saying good and feeling quite satisfied by 74 respondents (62.2 %). From the statistical test results, it is obtained that p-value = 0.000, where the p-value <0.05 means that the results can be said to be significant or H_0 is rejected. So, there is a meaningful relationship between patient satisfaction and service Accuracy.

The Relationship Between Service Quality and Outpatient Satisfaction at the UPTD Puskesmas Bokat

Analysis of the Relationship between Service Quality Based on the Ease of Obtaining Service Aspect and Patient Satisfaction at the Bokat Community Health Center UPTD

Table 2 Relationship between Service Quality Based on the Ease of Getting Service Aspect and Patient Satisfaction

Research variable	Patient Satisfaction			Amount	P Value
	Satisfied	Enough	Not enough		
Category: Ease of obtaining services					
Good	105	1	3		
Pretty good	4	9	4		0.00
Not good					
Total	110	10	7	127	

Source: Primary data, 2023

Based on the table above, it can be stated that 109 respondents (58.3%) responded well to respondents who noted the quality of service based on the aspect of Ease of getting assistance and patient satisfaction, and 68 respondents (36.4%) responded quite well and 68 respondents (36.4%) responded less well. as many as 10 respondents (5.3%), so from this data it can be said that in this aspect respondents were dominated by stating that the Ease of obtaining services was considered reasonable by the majority of respondents with the highest level of satisfaction being quite satisfied by 105 respondents (76.1 %).

The statistical test results show that p-value = 0.000, where the p-value <0.05 means that the results can be significant or Ho is rejected. So, there is a significant relationship between patient satisfaction and Ease of obtaining services.

Analysis of the Relationship between Service Quality Based on Comfort Aspects and Patient Satisfaction at UPTD Puskesmas Bokat

Table. 3 Relationship between Service Quality Based on Comfort Aspects and patient satisfaction

No	Research variable Comfort Category	Patient Satisfaction						Amount		P Value
		Satisfied		Enough		Not enough		N	%	
		N	%	N	%	N	%			
1	Good	21	42.9	70	50.7	0	0	91	48.7	0.001
2	Pretty good	15	30.6	59	42.8	0	0	74	39.6	
3	Not good	13	26.5	9	6.5	0	0	22	11.8	
Total		49		138		0		187	100	

Source: Primary data, 2023

Based on Table 4.15 above, it can be stated that respondents who indicated that service quality was based on aspects of comfort and patient satisfaction responded well as many as 91 respondents (48.7%), those who reacted quite well were 74 respondents (39.6%) and those who responded less well were as many as 22 respondents (11.8%), so from these data it can be said that in this aspect respondents were dominated by stating that comfort was considered reasonable by the majority of respondents with the highest level of satisfaction being quite satisfied by 70 respondents (50.7%).

From the statistical test results, it is obtained that p-value = 0.001, where the p-value <0.05 means that the results can be said to be significant or Ho is rejected. So, there is an essential relationship between patient satisfaction and comfort aspects.

DISCUSSION

The Relationship between Service Quality Aspects of Timeliness of Service and Patient Satisfaction at the UPTD of the Bokat Public Health Center, Buol Regency

The analysis results show that of the 187 respondents who stated that service quality was based on the timeliness of service, 91 respondents (48.7%) responded well, 76 respondents (40.6%) responded quite well, and 20 respondents responded less well. (10.7%). The results of statistical analysis using the chi-square test show that the service quality variable in the aspect of timeliness of service has a significant relationship with patient satisfaction with a probability value of 0.000 < 0.05. In this aspect, respondents were dominated by saying good and feeling quite satisfied by 74 respondents (62.2%).

At the Bokat Community Health Center UPTD, this aspect is the most important aspect to be evaluated because it relates to the effectiveness and safety of patients or service users. We always strive to provide services on time by coordinating with officers to

The Relationship Between Service Quality and Outpatient Satisfaction at the UPTD Puskesmas Bokat

carry out services according to procedures without wasting time on unrelated activities. Most patients will feel satisfied because health workers provide services in a timely manner so that patients receive service quickly, and health workers are willing to help patients who experience it voluntarily, whether asked or not.

Timeliness of service is essential to utilizing information by decision-makers before the data loses its capacity or ability to make decisions. Notification must be available to patients before the information loses the opportunity to influence patient decision-making (Chariri & Ghazali, 2016).

Accuracy can also be said to be responsiveness. Responsiveness is the willingness and ability of health workers to actively respond to patient requests appropriately and quickly regarding services. Speed and Accuracy in providing health services are essential elements that patients always expect from health service providers (Hastuti et al., 2017).

The results of this study follow the results obtained by Anwary (2020) that responsiveness provides a positive relationship with the level of patient satisfaction at the Durian Gantang Community Health Center, Hulu Sungai Tengah Regency, with a value of $p = 0.000$

The Relationship between Service Quality Aspects of Ease of Obtaining Services and Patient Satisfaction at the UPTD of Bokat Public Health Center, Buol Regency

The analysis results show that of the 187 respondents who stated that service quality was based on the Ease of Getting Service aspect, 109 respondents (58.3%) responded well, 68 (36.4%) responded quite well, and 10 responded less well. (5.3%). From the calculation of the chi-square test, which shows $p\text{-value} = 0.000$, it is assumed that Ease of obtaining service is one of the aspects of service quality that is most related to patient satisfaction according to the results of the logistic analysis at the last stage with a value of $p = 0.000$ ($p < 0.05$) and $\text{Exp}(B) = 0.023$. In this aspect, respondents were dominated by stating that the Ease of obtaining services was considered good, with 105 respondents (76.1%) feeling quite satisfied.

At the Bokat Community Health Center UPTD, making it easier for patients to get services is currently being done through various efforts. One of them is the existence of a notice board, information desk, and a telephone number where the patient can be contacted if there is an emergency need. Patients or service users can use this media to obtain health service information. The work area of the UPTD Puskesmas covers 15 villages with a network of 7 sub-district health centers (PUSTU) and 7 village health posts (POSKESDES), as well as midwives and nurses as their supervisors. Some of these efforts will continue to be optimized with the aim of making patients feel satisfied as well as efforts to develop the capacity of health workers in providing services in a timely manner so that patients can receive health services quickly.

The Ease of obtaining services is the speed with which the patient's expected information reaches him. Being responsive in providing services is also called responsiveness or responsiveness. Responsiveness is one of the determining factors for the progress of a health center because if the responsiveness provided by the health center is satisfactory, patients will recommend it to relatives or respondents (Maarif et al., 2023).

The results of this study are not in line with research by (Meutia & Andiny, 2015) which examined the relationship between service quality and location on patient satisfaction at the Langsa Lama Community Health Center. Based on the results of the research, it can be seen that responsiveness is not significantly related to patient satisfaction in the outpatient unit at the Langsa Lama Community Health Center. However, this research is in line with the study conducted by Ismana (2019), which states that responsiveness has a significant relationship with patient satisfaction.

The Relationship between Comfort Aspects of Service Quality and Patient Satisfaction at the Bokat Community Health Center UPTD

The results of the analysis show that of the 187 respondents who stated that service quality was based on the comfort aspect, 91 respondents (48.7%) responded well, 74 respondents (39.6%) responded quite well, and 22 respondents (11.8%) from the chi-square test calculation, which shows $p\text{-value} = 0.000$, considering that comfort is one of the aspects of service quality that is most related to patient satisfaction according to the results of the logistic analysis at the last stage with a value of $p = 0.049$ ($p < 0.05$) and $\text{Exp}(B) = 1.959$. In this aspect, respondents dominated by stating that comfort was considered good, with 70 respondents (50.7%) feeling quite satisfied.

UPTD Puskesmas Bokat itself makes various efforts in terms of comfort for health service users. Comfort is created through multiple things, such as the comfort of patients and staff, by regularly rejuvenating health equipment, providing chairs in the waiting room, choosing appropriate interior colors, maintaining the cleanliness of the room with a janitor, a queuing system based on queue numbers and so on. Therefore, service can be considered good if it gets a direct assessment by service users.

According to NANDA International (2012), comfort is a pattern of pleasure, relief, and perfection in physical, psychospiritual, environmental, and social dimensions. Comfort is a feeling condition that depends on the respondent who experiences the situation. We do not know the level of comfort other respondents feel directly or by observation, but we must ask them how

The Relationship Between Service Quality and Outpatient Satisfaction at the UPTD Puskesmas Bokat

comfortable they are now.

Theory of Comfort is a middle-range nursing Theory that emphasizes the perfection of nursing practice through comfort in life. In this theory, intervention variables interact with various forces that influence a person's perception of overall comfort, namely past experience, age, attitude, emotional status, support system, disease prognosis, and finances. Convenience has become the primary goal of nursing because healing can be obtained with comfort.

This is in line with the results of research conducted by Agritubella (2018), which show that the quality of service is influenced by comfort and satisfaction. The results of the univariate analysis showed that the patient's comfort level in the nursing service interaction process in the Inpatient Installation was in the Comfortable category, namely 52, 03%..

IV. CONCLUSION

There is a relationship between timeliness of service and patient satisfaction with a P-value of 0.000 (<0.05). There is a relationship between the Ease of obtaining services and patient satisfaction with a P-value of 0.000 (<0.05). There is a relationship between comfort and patient satisfaction with a P-value of 0.001 (<0.05)

ACKNOWLEDGEMENT

The authors declare no conflict of interest and no involvement of sponsors or funding for this research.

REFERENCES

- 1) Anastasya, R. (2022). "Systematic Literature Review: Kepuasan Pasien Terhadap Kualitas Pelayanan Rawat Jalan Di Puskesmas." *Jurnal Pendidikan Tambusai* 6: 12753–59. <https://www.jptam.org/index.php/jptam/article/view/4154>.
- 2) Anwary, A (2020). Hubungan Kualitas Pelayanan dengan Kepuasan Pasien Di Puskesmas Durian Gantang Kabupaten Hulu Sungai Tengah. *Jurnal Kebidanan dan Keperawatan*. VOL.11 NO.1. Juli 2020
- 3) Astuti, Dwi (2017). Persepsi Pasien Tentang Mutu Pelayanan Dengan Tingkat Kepuasan Pasien Rawat Inap Puskesmas. *HIGEIA Journal of Public Health Research and Development*, Vol 1 (3) (2017). e-ISSN 1475-222656
- 4) Aswir, and Hasanul Misbah. (2018). TENTANG KEWAJIBAN RUMAH SAKIT DAN KEWAJIBAN PASIEN. *Jurnal Photosynthetica*. Vo.2.No.1. Hal. 1–13.
- 5) Gholimah & Darsono. (2021). Pengaruh Kualitas Pelayanan, Fasilitas, dan Ketepatan Waktu Delivery Cargo Terhadap Kepuasan Pengguna Jasa Pabean Di PT Biru Pratama Logistindo Line Semarang. *Jurnal Ekonomi Manajemen Akuntansi*. Vol 27. No. 2. Oktober 2021
- 6) Irwan, SKM, .M.Kes, Dr. (2021). *Metode Penelitian Kesehatan*. Yogyakarta: ZAHIR PUBLISHING.
- 7) Ismana, M.F. (2015) Hubungan Antara Lima Dimensi Mutu Pelayanan Rawat Jalan Dengan Kepuasan Pasien. *Jurnal Kesehatan*. Vol 6 Nomor 2
- 8) Jusuf, H., Adityaningrum, A., & Yunus, R.(2022). "Determinan Kejadian Gastritis Pada Mahasiswa." *Jambura Health and Sport Journal* 4(2): 108–118.
- 9) Kuntoro, Wahyu, and Wahyudi Istiono. (2017). Kepuasan Pasien Terhadap Kualitas Pelayanan Di Tempat Pendaftaran Pasien Rawat Jalan Puskesmas Kretek Bantul Yogyakarta." *Jurnal Kesehatan Vokasional* Vol.2,No.1.Hal: 140.
- 10) Maarif, Haeruddin dan Sumiaty. (2023). Hubungan Kualitas Layanan dengan Kepuasan Pasien. *Journal of Muslim Community Healt (JMCH)*. Vol. 4. No.02. E-ISSN 2774-4590
- 11) Meutia, Dewi. (2016). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pasien Pengguna BPJS Pada Rumah Sakit Rehabilitasi Medik Kabupaten Aceh Timur. *Jurnal Manajemen dan Keuangan* .Vol.5.No.2.Hal: 535–44.
- 12) Meutia, R., & Andiny, P. (2019). Hubungan Kualitas Pelayanan Dan Lokasi Terhadap Kepuasan Pasien Puskesmas Langsa Lama. *Jurnal Niagawan*. Vol. 8 No. 2, 121. <https://doi.org/10.24114/niaga.v8i2.14261>
- 13) Miller, Robert E., Bill C. Hardgrave, and Thomas W. Jones. (2013). "ISS-QUAL: A Measure of Service Quality for the Information Systems Function." *Information Systems Management* 30(3): 250–62.
- 14) Nasution, Irza Fari Syahdilla, Dadan Kurniansyah, and Evi Priyanti. (2022). Analisis Pelayanan Pusat Kesehatan Masyarakat (Puskesmas). *Jurnal Kinerja*. Vol.18.No.4. Hal: 527–32.
- 15) Nurmiwiyati, N., Oktrivina DS, A., Aritonang, M., & Kosasih, K. (2020). Hubungan Ketersediaan Obat dan Kualitas Pelayanan Farmasi terhadap Kepuasan dan Loyalitas Pasien Rawat Jalan (Studi pada Rumah Sakit Ibu dan Anak PKU Muhammadiyah Cipondoh, Tangerang). *Jurnal Surya Medika*. Vol. 6, No. 32–38. <https://doi.org/10.33084/jsm.v6i1.1474>
- 16) Peraturan Menteri Kesehatan RI No 43. (2019). "Peraturan Menteri Kesehatan RI No 43 Tahun 2019 Tentang Puskesmas." *Peraturan Menteri Kesehatan RI No 43 tahun 2019 tentang Puskesmas Nomor 65(879): 2004–6*.

The Relationship Between Service Quality and Outpatient Satisfaction at the UPTD Puskesmas Bokot

- 17) Putri, Anggie Agustin. (2018). Upaya Pembentukan Pos Upaya Kesehatan Kerja Terintegrasi Wilayah Kerja Puskesmas. *Higeia Journal of Public Health Research and Development* Vol.1.No.3.Hal.: 84–94.
- 18) Riana, L,W. (2019). Pengaruh Kerjasama Tim dan Kepuasan Kerja Terhadap Kualitas Pelayanan. *Jurnal Psikoborneo*. Vol. 17 No.01. E-ISSN: 2477-2674.
- 19) Rivai, Fridawaty, Syalwinda Lestari, and Khalid Shaleh. (2020). Hubungan Mutu Pelayanan Dengan Kepuasan Pasien Di Instalasi Rawat Inap Rumah Sakit Ibnu Sina YW-UMI.” *Jurnal Media Kesehatan Masyarakat Indonesia*. Vol.16.No.1. 38.
- 20) Rohmatul Ula, Vivi, Ardiasyah Ahsanul Hayat, and Itb Ahmad Dahlan Lamongan. (2021). Meningkatkan Kepuasan Pasien Melalui Pelayanan Prima Dan Trust Pasien. *Jurnal Media Komunikasi Ilmu Ekonomi*. No.37,No.1.Hal: 46–56.
- 21) Saleh, Nur Ayuputri, Syarifuddin Yusuf, and Ayu Dwi Putri Rusman. (2020). Analisis Biaya Satuan (Unit Cost) Rawat Inap Di Puskesmas Lakessi Kota Parepare. *Jurnal Ilmiah Manusia dan Kesehatan*. Vol.3.No.3.Hal: 1–13.
- 22) Sanah, Nor. (2017). Pelaksanaan Fungsi Puskesmas (Pusat Kesehatan Masyarakat) Dalam Meningkatkan Kualitas Pelayanan Kesehatan Di Kecamatan Long Kali Kabupaten Paser. *eJournal Ilmu Pemerintahan*. Vol.5.No.1: 305–14. [http://ejournal.ip.fisip-unmul.ac.id/site/wp-content/uploads/2017/03/Nor Sanah \(03-01-17-09-15-45\).pdf](http://ejournal.ip.fisip-unmul.ac.id/site/wp-content/uploads/2017/03/Nor_Sanah_(03-01-17-09-15-45).pdf).
- 23) Sanyal, S., & Hisam, M. W. (2018). The impact on work performance of employees: a study faculty members in dhofar university. *Journal of Business and Management*. Vol. 20.No.3. 15-22
- 24) Shofiah, Rizkiy, Dewi Prihatini, and Sebastiana Viphindartin. (2019). “Ketersediaan Tenaga Kesehatan Promotif Dan Preventif Puskesmas Di Kabupaten Jember.” *Multidisciplinary Journal* Vol.2.No.1: 16.
- 25) Soumokil, Yerry, Muhammad Syafar, and Andi Yusuf. (2021). Analisis Kepuasan Pasien Di Rumah Sakit Umum Daerah Piru. *Jurnal Ilmiah Kesehatan Sandi Husada*. Vol.10.No.2.Hal: 543–51.



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.