

ANALYSIS OF THE SATISFACTION LEVEL OF BPJS PATIENTS WITH OUTPATIENT REGISTRATION SERVICES

Zainal Siddiq¹, Ahmad Amiruddin^{2*}, Mega Ermasari Muzuh³

^{1,2,3} Politeknik Baubau, Baubau, Indonesia.

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CORRESPONDING AUTHOR

Nama : Ahmad Amiruddin
Address: Baubau
E-mail : ahmadamiruddin@gmail.com

A B S T R A C T

Puskesmas is an important and affordable form of health services and facilities for the entire community, and its location is easily accessible in each village or sub-district is the main reason people choose Puskesmas as a place to seek treatment. The outpatient registration place is the front service unit for each puskesmas. Patient registration services must be able to include important information about patient social data, one of which is the Bataraguru health center, especially in outpatient registration. The purpose of this study was to determine the level of satisfaction of BPJS patients with outpatient registration services based on five dimensions, namely, Reliability, Assurance, Empathy, Tangible, Responsiveness. This type of research uses quantitative descriptive research, this research design uses Cross Sectional and the type of sample used is Accidental Sampling. From the results of research conducted at the Bataraguru Health Center, Bau-bau City, it is known that of the 61 respondents, 57% stated that patients were very satisfied, 73% stated that patients were satisfied, and as many as 18% of patients were quite satisfied. In the Assurance variable, 50% stated that patients were very satisfied, 62% stated that patients were satisfied, and as many as 14% of patients were quite satisfied. In the Empathy variable, 62% stated that the patient was very satisfied, 62% stated that the patient was satisfied, and 14% of patients felt quite satisfied. In the Tangible variable, 52% stated that patients were very satisfied, 63% stated that patients were satisfied, 6% of patients were quite satisfied and 16% of patients were dissatisfied. In the Responsiveness variable, 91% stated that patients were very satisfied, 63% of patients were satisfied and 9% of patients were quite satisfied.

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INTRODUCTION

Puskesmas is a very important type of health facility and service that can be accessed at an affordable cost by all levels of society, especially by those with middle to lower economic

conditions. Puskesmas offer examinations and medicines at a lower cost than other health facilities. In addition, the presence of Puskesmas in every village or sub-district makes them easily accessible to the community. These factors are the main reasons why many people choose Puskesmas as a place to get medical care (Radito, 2014).

The outpatient registration center serves as the main service unit in each health center. In the registration service, it is important to include detailed information about the patient's social data. Officers who provide services should have a neat appearance and communicate actively to support the quality of service at the health center. Quality can be said to be good if it is carried out by officers with adequate speed, a friendly and polite attitude, as well as with regularity and a high sense of responsibility (Maulidah, 2019).

In Kepmenkes Number 1165 / MENKES / SK / X / 2007, which is listed in Chapter 1, Article 1 paragraph 4, it is explained that outpatient services are a type of health service provided to patients without requiring them to undergo inpatient treatment in a hospital. Outpatient services include a range of health activities that include patient observation, diagnosis, treatment, medical rehabilitation, and various other types of health services.

This service is an important element in hospital operations as it contributes significantly to hospital revenue. Therefore, hospitals constantly strive to improve the quality of outpatient services in order to meet good standards and provide maximum benefit to patients. This quality improvement effort is important so that outpatient services can continue to function optimally and have a positive impact on effectiveness and patient satisfaction (Kepmenkes, 2007).

Badan Penyelenggara Jaminan Sosial Kesehatan, hereinafter referred to as BPJS Kesehatan, is a legal institution established to manage and administer health insurance programs in accordance with the provisions of Law No. 24 of 2011 concerning the Social Security Organizing Agency. BPJS Kesehatan has now become a mainstay for low-income communities, as it is considered an effective form of health insurance with relatively affordable contribution fees and an uncomplicated registration process. Therefore, BPJS Kesehatan has quickly become the main choice for health insurance among the low-income community.

In 2016, there were a total of 170,213,981 BPJS Kesehatan participants nationwide. Based on BPJS Kesehatan Regulation No. 4/2014, BPJS Kesehatan participants are divided into two main categories. The first is participants known as Penerima Bantuan Iuran (PBI), which are poor people whose premium costs are fully covered by the government. The second is Non-PBI participants, which consist of three subcategories: Wage Recipient Participants (PPU), Non-Wage Recipient Participants (PBPU), and Non-Workers. For the Non-PBI category, participants must pay their own premiums or through a collective system (Bitjoli et al., 2019).

Patient satisfaction is defined as customers' responses to the difference between their initial expectations and the performance they experience after using the service. Patient or customer satisfaction is a key element in marketing that focuses on patient or customer needs. Satisfactory and high-quality services will foster patient or customer loyalty, which in turn can improve the image of the health center. In other words, the level of patient satisfaction influences the extent to which they remain loyal and affects the overall reputation of the health center (Kuntoro & Istiono, 2017).

Patient satisfaction is a result of the quality of health services provided. Research shows that patients or people who are satisfied with the health services they receive are more likely to comply with medical advice and follow the agreed treatment plan (Pohan, 2006). This satisfaction is realized when patients feel that the quality of service they receive is better than what they expected. If health services are not maintained or improved on an ongoing basis, there is a high likelihood that the number of patients will decline, which means there will be a decrease in the number of visits to the health facility. Patient dissatisfaction can lead to disappointment and have a negative impact on the image of the hospital in the eyes of the community (Wirijadinata, 2017).

Based on preliminary observations and the results of interviews with 8 BPJS patients, 4 old patients and 4 new patients at the registration service obtained at the Bataraguru Health Center. where the results of interviews with 4 old BPJS patients, the waiting time is longer, which is approximately 20 minutes and less comfortable with the patient's waiting room, due to the long search for files that are not stored according to the patient's medical record file number. And 4 new BPJS patients obtained complaints of dissatisfaction, including patients not understanding the existing referral system, and the length of service time is less than 20 minutes.

RESEARCH METHOD

Type of Research

This type of research uses quantitative descriptive research, with data collection in the form of distributing questionnaires. The method used for this approach is an observational survey. This research design uses Cross Sectional with an assessment with a survey assessment. Survey assessment is a research method that involves sampling from a specific population to obtain representative data. In this process, questionnaires are used as the main tool to collect information from respondents, as described by Adiyanta (2019). This approach allows researchers to analyze and understand the characteristics and opinions of the group under study in a systematic and structured way.

Population and Sample

The population in this study were all BPJS patients who visited the Bataraguru Health Center during January to February 2024 with a total of 200 people. According to Sugiyono (2016), a sample can be understood as a subset of the overall population that reflects the number and characteristics of the population. In other words, the sample is a small part selected from a larger population, and the characteristics possessed by the sample are expected to represent the characteristics and attributes of the population as a whole. Proper sample selection aims to ensure that the findings from the sample can be used to draw accurate conclusions about the wider population. According to Notoatmodjo (2018), the sampling process can be done using the Slovin formula. This formula is used to determine the size of a representative sample of a population, with the aim of ensuring that the sample is large enough to provide accurate and reliable results. The Slovin formula helps calculate the required sample size by considering the acceptable error rate and the total population size. By using this formula, researchers can ensure that the sample taken reflects the characteristics of the population proportionally, so that the results of the study can apply to the entire wider population.

The place/location of the research was Bataraguru Health Center which is located in Bataraguru Village, Baubau City, Southeast Sulawesi Province. The time of this study was in April-June 2024. The dependent variable in this study is the level of satisfaction of BPJS patients with outpatient registration services at the Bataraguru Health Center. Independent variables (Idenpenden) The variables in this study are reliability, assurance, empathy, tangible evidence, responsiveness. In the analysis research used to determine the percentage level of BPJS patient satisfaction with registration services at the Bataraguru Health Center in 2024, using chi square uji.

RESULTS AND DISCUSSION

BPJS Patient Satisfaction Level Based on 5 Dimensions at Bataraguru Health Centre Reliability.

Reliability refers to the ability of a service to provide services quickly, precisely, and in accordance with the expectations or needs of service recipients. A reliable service must be able to guarantee accuracy in every aspect of its implementation, both in terms of time and quality of the results provided. Speed in responding to service user needs and accuracy in the process of delivering information or actions are important aspects in ensuring satisfaction. Thus, reliable services not only meet accuracy standards, but are also able to provide a satisfying experience for users (Respati, 2016). Reliability) the ability to provide services immediately and damage and in accordance with what has been promised. This dimension includes fast and precise patient admission procedures (Chairunnisa & Puspita, 2017).

Based on the results of the research on the level of patient satisfaction at the Bataraguru Health Center outpatient registration site, in table 4.6 in the reliability dimension, the highest percentage was 73% who stated that they were satisfied, while the lowest percentage of 18% of respondents stated that they were quite satisfied with the services provided at the patient registration section. Interestingly, no respondents were found who claimed to be dissatisfied or very dissatisfied with the service, indicating that the majority of service recipients did not have significant complaints about the quality of patient registration services.

The findings obtained from this study are consistent with the results obtained in research conducted by Romaji and Nasihah (2018). Based on the results of his research conducted at the patient registration service, most patients were satisfied, namely 76% and as many as 14% of patients were quite satisfied in the reliability dimension in the outpatient registration service at Rsud Gambiran Kediri, East Java.

It can be concluded that at the outpatient registration service at the Bataraguru Health Center the majority of patients are satisfied with the Reliability dimension of registration officers who convey information clearly and can be understood, registration officers serve patients well and registration officers are able to communicate well.

Assurance

Assurance, meaning that employees or staff have competence, courtesy and can be trusted, free from danger and free from risk and doubt (Respati, 2016). Assurance is the ability, politeness and trustworthiness of the officers, free from danger, risk or doubt. This dimension is reflected in polite and friendly service as well as service security guarantees and trust in services (Chairunnisa & Puspita, 2017).

Based on the results of the research on the level of patient satisfaction at the Bataraguru Health Center outpatient registration site, in table 4.7 in the Assurance dimension, the highest percentage was 62% who stated that they were satisfied, while the lowest percentage was 14% of respondents stated that they were quite satisfied with the services provided in the patient registration section. Interestingly, no respondents were found who claimed to be dissatisfied or very dissatisfied with the service, indicating that the majority of service recipients did not have significant complaints about the quality of patient registration services.

The results of this study are in line with those conducted by (S. & S., 2019). Based on the results of his research conducted at the patient registration service, most patients were satisfied, namely 60% and as many as 10% of patients were quite satisfied in the Assurance dimension of the outpatient registration service at the Banjarmasin Pelambunan Health Center.

The results of this study are in line with those conducted by (Panjaitan et al., 2020). Based on the results of his research conducted at the patient registration service, it was found that most patients were satisfied, namely 45% and as many as 7% of patients were quite satisfied in the Assurance dimension of the outpatient registration service at Rsu. Sembiring.

It can be concluded that at the outpatient registration service at the Bataraguru Health Center the majority of patients are satisfied with the Assurance dimension, service officers have the ability to serve patients and officers are dexterous and officers provide clear information.

Empathy

Empathy in this context refers to the ability of employees or staff to understand the situation, needs, and feelings of customers by putting themselves in the customer's shoes. This includes the ease of building good relationships and realizing effective communication, as well as ensuring that interactions with customers are comfortable. In addition, empathy is also reflected in the attention given to customers, showing concern for their needs and creating a more personalized and customer-focused service experience (Respati, 2016).

Based on the results of the research on the level of patient satisfaction at the Bataraguru Health Center outpatient registration site, in table 4.8 in the Empathy dimension, the highest percentage was 62% who stated that they were very satisfied, while the lowest percentage of 14% of respondents stated that they were quite satisfied with the services provided at the patient registration section. Interestingly, no respondents were found who claimed to feel dissatisfied or very dissatisfied with the service, indicating that the majority of service recipients did not have significant complaints about the quality of patient registration services.

The results of this study are in line with those conducted by (Mutiara et al., 2018). Based on the results of his research conducted at the patient registration service, most patients were satisfied, namely 71% and as many as 23% of patients were quite satisfied in the Empathy dimension in outpatient registration services at Dr. H Abdul Moeloek Hospital.

It can be concluded that at the outpatient registration service at the Bataraguru Health Center the majority of patients are very satisfied with the Empathy dimension of service officers who pay attention to all patients so that patients give a good impression.

Tangible

Tangible can be seen from various aspects, such as the existence of adequate facilities and infrastructure, including equipment that is ready to use. In addition, visual aspects such as the neat and pleasant appearance of employees or staff also play an important role in creating a positive impression for customers (Respati, 2016).

Based on the results of the research on the level of patient satisfaction at the Bataraguru Health Center outpatient registration site, in table 4.9 in the Physical Evidence dimension (Tangible) the highest percentage was 63% who stated that they were satisfied, while the lowest

percentage was 8% who stated that they were quite satisfied and 16% of patients were dissatisfied, there were no patients who stated that they were very dissatisfied with the services at the patient registration site.

The results of this study are in line with those conducted by (Juwita et al., 2017). Based on the results of his research conducted at the patient registration service, most patients were satisfied, namely 58%, then 11% of patients were quite satisfied and 12% of patients were dissatisfied. in the dimension of Physical Evidence (Tangible) in outpatient registration services at the Tamiang Layang Regional General Hospital.

It can be concluded that at the outpatient registration service at the Bataraguru Health Center, some patients feel insufficient for the placement of patient seats close to the glass in the dimension of Physical Evidence (tangible) patients feel hot because of the sun's heat.

Responsiveness

Responsiveness refers to the readiness of employees or staff to provide assistance to each customer. This reflects a high willingness to serve swiftly and quickly respond to customer needs. Employees not only show an intention to help, but also actively carry out their duties responsively and efficiently, ensuring any customer requests are fulfilled promptly and in a timely manner (Respati, 2016).

Based on the results of the research on the level of patient satisfaction at the Bataraguru Health Center outpatient registration site, in table 4.10 in the Responsiveness dimension, the highest percentage was 91% who stated that they were very satisfied, while the lowest percentage of 9% of respondents stated that they were quite satisfied with the services provided at the patient registration section. Interestingly, no respondents were found who claimed to feel dissatisfied or very dissatisfied with the service, indicating that the majority of service recipients did not have significant complaints about the quality of patient registration services..

The results of this study are in line with those conducted by (Alim et al., 2019 Based on the results of his research conducted at the patient registration service, most patients were very satisfied, namely 87% and as many as 17% of patients were quite satisfied in the Responsiveness dimension of the outpatient registration service at Bhakti Mulia Hospital.

It can be concluded that at the outpatient registration service at the Bataraguru Health Center the majority of patients are very satisfied with the dimension of Responsiveness, officers who are responsive in serving complaints and are able to handle patient complaints properly so that patients feel very satisfied.

Thus, overall, 61 respondents at the outpatient registration service at the Bataraguru Health Center, patients responded that most of them were very satisfied and satisfied in five dimensions, even in the dimensions of Responsiveness and Empathy, patients were very satisfied with the outpatient registration service at the Bataraguru Health Center, Bau-bau City.

CONCLUSION

Based on the results of research conducted at the Bataraguru Health Center, Bau-bau City, especially BPJS patients who registered at outpatient registration as many as 61 respondents, the researchers drew the following conclusions:

The Reliability (Reliability) dimension of patients is mostly satisfied, namely 73% who are satisfied, and the lowest percentage is 18% who feel quite satisfied.

The dimension of Assurance (Assurance) patients mostly feel satisfied, namely 62% who feel satisfied, and the lowest percentage is 14% who feel quite satisfied.

The dimension of Empathy (Empathy) patients mostly feel very satisfied, namely 62% who feel very satisfied, and the lowest percentage of 14% who feel quite satisfied.

The dimension of Physical evidence Tangible (Tangible) patients mostly feel satisfied, namely 63% who feel satisfied, then 8% who feel quite satisfied, and 16% who feel dissatisfied.

The dimension of Responsiveness (Responsiveness) patients mostly feel very satisfied, namely 91% who feel very satisfied, and the lowest percentage is 9% who feel quite satisfied.

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