

THE EFFECT OF SERVICE QUALITY ON PATIENT SATISFACTION AT THE COMMUNITY HEALTH CENTER (PUSKESMAS) CIMAHI CENTRAL

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Abstract

Purpose - To analyze the Effect of Service Quality on Patient Satisfaction at the Community Health Center (Puskesmas) Cimahi Tengah

Design/methodology/approach –This research uses quantitative method (Sugiyono, 2018) descriptive with population 45054 from January-December 2020 and sample 100 using the Slovin formula. The tool used in this study was a questionnaire using a Likert scale weighting used to measure attitudes, respondents' opinions about social phenomena with a total of 100 patients who visited PUSKESMAS Cimahi Tengah.

Findings –The results showed that The results showed that there was an influence of Service Quality on Patient Satisfaction at the Cimahi Tengah Health Center 0.753 in the strong category with the Determinant Coefficient (KD) 56.70%. While 43.30% is the contribution of other variables that affect Patient Satisfaction but not studied

Originality/value –This paper provides one of the foundations that the quality of service must be better so that patient satisfaction is achieved

Keywords: Service Quality, Patient Satisfaction

INTRODUCTION

According to the Decree of the Minister of Health of the Republic of Indonesia Number 128 / Menkes / SK / 2004), Puskesmas is a technical implementing unit of the District / City Health Office which is responsible for carrying out health development in a health area. Central Cimahi Health Center is one of the health centers under the auspices of the Cimahi City Health Office which is located at Jl. Djulaeha Karmita No. 5 Kel. Cimahi, Kec. Central Cimahi. The Central Cimahi Health Center has the main task of carrying out some regional authorities in the health sector, so that patient satisfaction is achieved [Tasijawa, Suryani, Sutini, and Maelissa \(2021\)](#) So in its operational activities, the Central Cimahi Health Center is required to be able to provide excellent service to the community. Researchers are interested in taking this title because there are problems that want to be studied including: The ratio of officers and patients

is not balanced, computer facilities are only available in one unit, resulting in long queues, cleanliness is not maintained so that it makes patients who seek treatment feel uncomfortable. From the problems studied, the purpose of this study is to analyze and provide empirical evidence on how much influence the quality of service has on patient satisfaction at the Community Health Center (Puskesmas) Central Cimahi.

THEORITICAL AND RESEARCH FRAMEWORK

1.1 Theoretical Review

1.2 Kualitas Pelayanan

Handayani, Moenir, Setianingsih, and Malik (2016) Pelayanan umum (public) yaitu ;

Public service (public) is an activity carried out by a person or group of people on the basis of material factors through certain systems, procedures and methods in an effort to fulfill the interests of others in accordance with their rights.

(Handayani et al., 2016) Expressing that service quality is a complex thing, so as to determine the extent to which the quality of the service can be seen from the dimensions, namely: Reliability, namely the ability to provide services correctly and correctly. Responsiveness, namely awareness or desire to help consumers and provide fast service. Assurance, namely knowledge or insight, courtesy, confidence in providing services. Empathy, namely the willingness of service providers to approach, provide protection, and try to find out the wants and needs of consumers.

1.3 According to Hardiyansyah (2018) Service quality can be measured from five dimensions. That is :

Tangible(Physical Evidence),*Reliability* (Reliability), *Responsiveness* (Responsiveness), *Assurance* (Assurance), *Empathy* (Empathy).

From these three theories, the authors conclude that the parameter of service quality is community satisfaction, especially patients who visit the Cimahi Tengah Health Center.

1.4 Patient Satisfaction

(Othman & Owen, 2001) in (Arasli, Mehtap-Smadi, & Katircioglu, 2005)

There are four aspects that can be measured, namely: convenience, customer relations with officers, competence of officers and costs.

(Johansson, Oleni, & Fridlund, 2002)

Patient satisfaction is a level of patient feeling that arises as a result of the performance of health services obtained after the patient compares with what he expects.

From the description above, referring to the theory of patient satisfaction, the authors conclude that patient satisfaction is a level of patient feelings that arises as a result of the performance of health services obtained after the patient compares with what he expects.

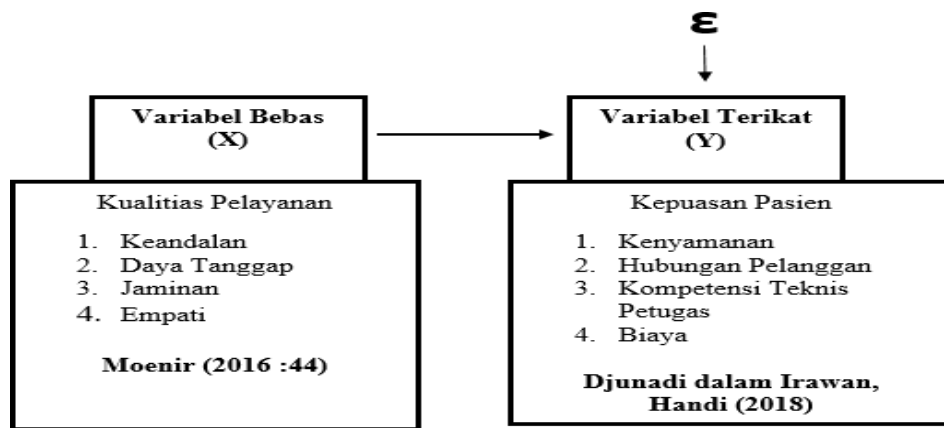
1.5 Past Research

Of the five past research conducted by Dari lima past research (Claudia, Widiastuti, & Kurniawan, 2018) *Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pasien Di Puskesmas Urug Kecamatan Kawalu Kota Tasikmalaya*, Lingkan Angelita (Sari, 2020), *Pengaruh Mutu Pelayanan Kesehatan Terhadap Kepuasan Pasien Di Puskesmas Papakelan*, Cahyaningrum

(2012), Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pasien Pada Puskesmas Totikum Kabupaten Banggai Kepulauan, (Kamaru, 2021), Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pasien Di Puskesmas Imbanagara Kabupaten Ciamis, Zaid, Enas (2020), Pengaruh Kualitas Pelayanan Kesehatan Terhadap Kepuasan Pasien Covid-19 di Rsud Gunung Jati Cirebon. There are several supporting variables such as Service Quality on Patient Satisfaction, but there are other variables that do not support because the authors did not examine these variables so that it can be concluded that Service Quality and Patient Satisfaction have a strong influence.

2.3 Research Framework

Figure 2.1 Research Framework



1.6 Hypothesis

According to (Kaplan et al., 1985), the hypothesis is "a temporary answer to the research formulation. This is the Research Hypothesis:

Ho: $\rho = 0$, There is no effect of the quality of health services on patient satisfaction at the Puskesmas Cimahi Tengah.

Ha: $\rho \neq 0$, There is an effect of the quality of health services on patient satisfaction at the Puskesmas Cimahi Tengah.

RESEARCH METHOD

This research uses quantitative method Kaur, Stoltzfus, and Yellapu (2018) descriptive with population 45054 from January-December 2020 and sample 100 using the Slovin formula. The tool used in this study was a questionnaire using a Likert scale weighting used to measure attitudes, respondents' opinions about social phenomena with a total of 100 patients who visited PUSKESMAS Cimahi Tengah.

Tabel 4.1
Non parametric Corelations

		KualitasPelayanan	KepuasanPasien
	Correlation	1,000	,753**
Kualitas Pelayanan	Coefficient		
	Sig. (2-tailed)		,000
Spearman's	N	1100	100
rho	Correlation	,753**	1,000
KepuasanPasien	Coefficient		
	Sig. (2-tailed)	,000	
	N	100	100

** Correlation is significant at the 0.01 level (2-tailed).

Sumber : *Output SPSS hasil Penelitian, 2021*

RESULT AND DISCUSSION

Based on the output of SPSS 21 from the table above 4.1. then the value of the Correlation Coefficient (p) is 0.753. The Correlation Coefficient value of 0.753 means that the Quality of Service has a strong relationship (Bariroh, 2018) on Patient Satisfaction at the Cimahi Tengah Health Center, Cimahi City, Bandung. The value of the correlation coefficient must be tested for significance with the t test according to (Asuero, Sayago, & González, 2006). The result of t-count is 8.172, while from the degree of freedom the value of degrees of freedom is $n-2$ ($84-2 = 82$). Then the value of t table is obtained that is equal to 1,989. Because the value of t count is greater than t table, it can be decided that H_0 is rejected. This means that there is a positive and positive relationship between Service Quality and Patient Satisfaction. The relationship between Service Quality and Patient Satisfaction at the Cimahi Central Health Center in Cimahi City has been tested for real and got a value of 0.753 which is categorized as Strong. So to calculate the effect of Service Quality with Patient Satisfaction using the Coefficient of Determination Formula, we get the value:

$$KD = (0.753)^2 \times 100\% = 56.70\%$$

The value of the influence of service quality on patient satisfaction is 56.70 which is categorized (medium) according to Guyatt et al. (1995). And for the influence of other variables that are not examined but affect patient satisfaction at the Central Cimahi Health Center, Cimahi City are:

$$100\% - 56.70\% = 43.30\%$$

The influence of other variables that were not examined got 43.30%, which can be categorized as Medium. So that the hypothesis put forward by the researcher, namely the Effect of Service Quality Effect on Patient Satisfaction at the Cimahi Tengah Health Center, can be accepted because it is supported by facts from the field.

CONCLUSION

The magnitude of the influence of service quality on patient satisfaction at the Central Cimahi Health Center, Cimahi City, is 0.735 in the Strong category. With a positive direction. And the effect of service quality on patient satisfaction is 56.70% categorized (medium), while

the influence of other variables but affecting patient satisfaction is 43.30% categorized (medium). With a t-count value of 0.907 and a t-table of 1.989, t-count is greater than t-table so that H_0 is rejected, meaning that there is an Influence of Service Quality on Patient Satisfaction at the Central Cimahi Health Center, Cimahi City.

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