

RELATIONSHIP OF THE QUALITY OF SERVICE TO PATIENT SATISFACTION FOR USERS OF HEALTH SOCIAL INSURANCE ADMINISTRATOR AGENCY (SIAA)/BPJS AT THE MIDWIFERY POLYCLINIC OF THE KEPULAUAN MERANTI DISTRICT GENERAL HOSPITAL

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ABSTRACT

The quality of service is a form of the patient assessment of the level of service received. Good service is the service provided to meet the needs or expectations of patients which can lead to patient satisfaction. This study aims to determine the relationship of quality of service to patient satisfaction for users of the Health Social Insurance Administrator Agency (SIAA)/BPJS at the Midwifery Polyclinic of the Kepulauan Meranti District General Hospital which was held from December 2020 to January 2021. The type of research is a quantitative study with a cross-sectional approach. The number of samples is 98 respondents with the purposive sampling technique. The results of univariate and bivariate data analysis with the Kolmogorov-Smirnov Z test obtained a P-value of 0.111 ($P > 0.005$). It shows that there is no relationship between quality of service and patient satisfaction. It is hoped that the results of this study can be a reference for improving the quality of the Health Social Insurance Administrator Agency (SIAA)/BPJS at the Kepulauan Meranti District General Hospital.

Key Words : *Quality of Service, Patient Satisfaction*

1. INTRODUCTION

Service quality is a form of patient assessment of the level of service received with the expected service level. Health development is part of development aimed at increasing awareness, willingness, and ability to live a healthy life for everyone in order to realize the highest degree of public health, which is an effort of all the potential of the Indonesian nation, both public, private and government (Depkes RI, 2015). To improve public health status, there are many things that need to be considered, one of which is considered to have an important role, namely the implementation of health services. What is meant by health service is every effort made alone or jointly in an organization to maintain and improve

health, prevent and cure diseases both for individual, family, group and community health (Saifudin, 2010).

The high cost of health makes it difficult for people to get health services, therefore it requires financing from the government and the community to provide health services. Insurance is a method that can be used to ease the burden of health financing and one of the efforts that have been made by the government in providing health insurance, namely through the National Health Insurance (JKN) which is regulated in Law Number 24 of 2011 concerning the Health Social Security Administering Body. (BPJS Health).

Since 2014 the government has implemented the JKN program through BPJS Health as the health program organizer. This government program aims to improve hospital services to the maximum so that BPJS patient satisfaction with health services can be fulfilled properly (Law of the Republic of Indonesia No.40 of 2014). The existence of BPJS Kesehatan is expected to be able to achieve the Universal Health Coverage target in 2019 so that all Indonesian citizens have national health insurance to benefit from health care and protection in meeting their basic health needs (BPJS Kesehatan, 2010)

The purpose of holding BPJS Kesehatan is to provide general health insurance by making it easier for people to access quality health services. The implementation of national health insurance through BPJS Kesehatan is a milestone in starting a comprehensive change in health services for the Indonesian people, but there are still complaints from the public about hospital services because of the bad perception of services using BPJS Kesehatan. These complaints include administrative services, nurses, doctors, facilities and infrastructure, drugs, costs and other hospital services obtained from the results of the report on the level of satisfaction of BPJS Kesehatan user patients with the quality of health services carried out by hospital management (Trisna, A ., 2019).

Satisfaction reflects a person's assessment of product performance in relation to expectations. If the product's performance does not meet expectations, the customer will be dissatisfied, but if the product performance is in accordance with the expectation, the customer will be satisfied. In order to create customer satisfaction, the products offered must be of high quality. Quality reflects all dimensions of product offerings that generate benefits for customers, including satisfaction with the services provided by the hospital (Kotler, 2014).

The quality of health services is very important because it will affect patient satisfaction which is assessed from 5 aspects, namely reliability, responsiveness, tangibles, assurance, and empathy. These five dimensions of service quality are the concept of service quality which is a measure of the quality of health services (Muninjaya, 2011).

Good quality health services can lead to a feeling of satisfaction in each patient, on the other hand, low customer satisfaction will have an impact on decreasing the number of patient visits which will affect the profitability of health facilities (Azwar, 2012). Patients' satisfaction with the services provided, they will reuse the service and encourage others to use the service and defend if other people vilify the service (Supriyanto, 2010).

RSUD Kepulauan Meranti is a government-owned hospital that is obliged to implement every policy set by the government. One of them is the policy of implementing the JKN program through BPJS Kesehatan. RSUD Kepulauan Meranti is the only hospital located in the Meranti Islands Regency, which is a type C regional public hospital that provides services for BPJS Kesehatan patients where nearly 90% of the population of Meranti has become BPJS Kesehatan participants. Until now, there has never been any research at the Kepulauan Meranti Regional Hospital that assesses the relationship between service quality and patient satisfaction with BPJS Kesehatan users.

2.DISCUSSION

Based on the results of data analysis and hypothesis testing that has been carried out, it was found that patients who stated that the service was lacking and felt dissatisfied with the services provided were 2 people (100%), there were no patients who stated that the service was lacking and were satisfied with the service. There were 19 people (28.8%) who stated that the service was adequate and felt dissatisfied with the services provided and there were 47 people (71.2%) who stated that the service was adequate and were satisfied with the services provided. In this study also showed that there were 2 people (6.7%) who stated that the service was good but were not satisfied with the services provided and there were 28 people (93.3%) who stated that the service was good and were satisfied with the services provided.

So the results of the study were dominated by the patient group who expressed satisfaction with the services provided with adequate service quality of 71.2% and good service quality of 93.3%. However, on the other hand, it was found that the patient group expressed dissatisfaction with the services provided even though they rated the quality of service as good at 6.7%. Based on the test results, there is a value of p value 0.111 (> 0.05), which means that the results of the study are not significant, meaning that there is no relationship between service quality and patient satisfaction or H_a is rejected and H_o is accepted.

Based on the attribution theory, this theory explains that a customer who has received an unsatisfactory product or service is less likely to make a purchase or reuse the product or service received.

6. CONCLUSION

Based on the results of the study, there was no relationship between service quality and patient satisfaction of BPJS Kesehatan users in the Midwifery Polyclinic of Kepulauan Meranti Hospital.

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