

THE EFFECT OF SERVICE QUALITY AT CND MEULABOH HOSPITAL ON THE SATISFACTION LEVEL OF INPATIENTS PARTICIPATING IN JKN 2024

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Abstract

The influence of service quality on the satisfaction of inpatients participating in National Health Insurance (JKN) is very important to explain. Community demands for quality health services are increasing. Therefore, RSUD must improve the quality of services provided, including dimensions' tangible, reliability, responsiveness, assurance, and empathy. This study aims to analyze the influence of service quality on the level of satisfaction of inpatients participating in National Health Insurance (JKN) at Cut Nyak Dhien Hospital, Meulaboh. This research used a cross-sectional design with a quantitative approach, data collection techniques via questionnaires, with a population of 7,839 and a sample of 106 inpatient respondents. The research results show that service quality has an important role in determining patient satisfaction. The results of multiple linear regression tests show that service quality simultaneously influences patient satisfaction, with a coefficient of determination of 33.2%. Good service quality can increase patient satisfaction, while poor service quality can reduce patient satisfaction. The results of this research can be used as consideration to improve the quality of service at Cut Nyak Dhien Hospital, Meulaboh and increase the satisfaction of inpatients who are JKN participants.

Key words: *satisfaction, service, quality*

1. INTRODUCTION

The influence of service quality on the satisfaction of inpatients participating in National Health Insurance (JKN) is very important to explain. Good service quality can increase patient satisfaction, while poor service quality can reduce patient satisfaction. Community demands for quality health services are increasing. Therefore, RSUD must improve the quality of services provided, including dimensions' tangible, reliability, responsiveness, assurance, and empathy, to meet patient needs and increase their satisfaction. The quality of services provided by RSUD can influence the level of patient satisfaction through several factors, such as the ability of employees to provide services in accordance with promises, reliability and regularity in providing services, as well as the ability to provide attention and empathy to patients (Krisan, 2021). Several studies have found that service quality has a significant influence on patient satisfaction.

For example, Research at Tenriawaru Bone Hospital shows that the quality of service is a direct evidence aspect (tangible), responsiveness (responsiveness), and empathy (empathy) has a significant effect on patient satisfaction (Yusriani, 2018). Other research at Labuang Baji Regional Hospital found that the reliability dimension (reliability) service quality has a significant effect on patient satisfaction (Nuraini, 2021). In several studies, service quality was also found to have a direct and indirect influence on patient satisfaction. For example, research at Arifin Achmad Hospital, Riau Province, found that service quality had a direct and indirect effect on outpatient satisfaction and loyalty (Putri, 2022). In March 2024, researchers conducted an initial survey on 5 JKN inpatients, stating that there was dissatisfaction with service quality indicators. The first respondent said that the toilets in the RSUD were not clean enough, the second respondent said that the administration section was not friendly enough, the third respondent said that the hospital building looked dirty, the fourth respondent felt uncomfortable in the room because it was too hot, and the fifth respondent said that the administration staff were not enough. friendly and the RSUD public toilets are not clean.

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The quality of service at the Cut Nyak Dhien Hospital, Meulaboh, has an important role in determining the satisfaction of JKN participating inpatients. Therefore, this study aims to analyze the influence of service quality on the level of satisfaction of inpatient JKN participants at Cut Nyak Dhien Hospital, Meulaboh.

2. IMPLEMENTATION METHOD

This research used a cross-sectional design using a quantitative approach, the respondent population was all 7,839 inpatients at Cut Nyak Dhien Regional Hospital, the data collection technique used a questionnaire that was asked of 106 patients and their families. The sample collection technique in this research was carried out by: accidental sampling, using the Slovin formula: $n = N/(1+(Ne^2))$ with n = number of samples, N = number of population, e = standard error (5%). Data analysis is univariate analysis and multiple linear regression analysis. Data processed using the SPSS application is presented in table form accompanied by interpretation. In this study, the sample criteria for respondents were patients admitted to the inpatient ward (surgery and internist) at Cut Nyak Dhien Hospital, Meulaboh.

3. RESULTS AND DISCUSSION

3.1 RESULTS

Table 1. Characteristics of Respondents

Variable	Frequency (n)	Percentage (%)
Gender		
Man	53	50
Woman	53	50
Total	106	100
Age		
<20	3	2.8
21-40	39	36.8
41-60	44	41.5
>60	20	18.9
Total	106	100
Education		
SD	25	23.6
JUNIOR HIGH SCHOOL	31	29.2
SMA	34	32.1
S1	16	15.1
Total	106	100

Source: Primary Data 2024

Based on table 1, the number of respondents was 53 men and 53 women. The largest number of respondents were those aged 41-60 years, 44 people (41.5%). Most of the respondents' last education was high school graduates, namely 34 people (32.1%). Results of assessing the level of respondent satisfaction based on patient satisfaction and five dimensions of service quality (tangible, reliability, responsiveness, assurance and empathy). This assessment uses a Likert scale with a score of 1–4, patient satisfaction consists of: Dissatisfied with a score of 1, less satisfied with a score of 2, satisfied with a score of 3, and very satisfied with a score of 4. Meanwhile, the five dimensions of service quality consist of: very dissatisfied agree with score 1, disagree with score 2, agree with score 3, strongly agree with score 4.

Table 2. Univariate Analysis Results

Variable	Frequency (n)	Percentage (%)
Patient Satisfaction		
Not satisfied	20	18.9
Less satisfied	31	29.2
What?	45	42.5
Very satisfied	10	9.4
Dimensions Tangible		
Strongly Disagree	3	2.8
Don't agree	34	32.1
Agree	59	55.7
Strongly agree	10	9.4
Dimensions Reliability		
Strongly Disagree	4	3.8
Don't agree	14	13.2
Agree	73	68.9
Strongly agree	15	14.2
Dimensions Responsiveness		
Strongly Disagree	5	4.7
Don't agree	14	13.2
Agree	68	64.2
Strongly agree	19	17.9
Dimensions Assurance		
Strongly Disagree	3	2.8
Don't agree	16	15.1
Agree	68	64.2
Strongly agree	19	17.9
Empathy Dimensions		
Strongly Disagree	5	4.7
Don't agree	39	36.8
Agree	52	49.1
Strongly agree	10	9.4

Source: Primary Data 2024

Based on the results of table 2, univariate analysis of 106 respondents, 56 (52.8%) respondents were satisfied in the patient satisfaction category. On dimensions' tangible 59 (55.7%) respondents answered agree, Dimensions Reliability Most respondents answered in the affirmative, namely 73 (68.9%) respondents, for Dimensions Responsiveness and Dimensions assurance as many as 68 (64.2%) respondents answered agree, and finally in the Empathy Dimension the highest number of answers was 52 (49.1%) respondents answered agree.

Table 3. Results of Multiple Linear Regression Test Analysis

Variable	Regression Coefficients	T _{count}	Sig.
constant	0.004		
Dimensions Tangible	0.257	1.441	0.153
Dimensions Reliability	0.163	0.513	0.609
Dimensions Responsiveness	-0.018	-0.075	0.940
Dimensions Assurance	0.258	0.832	0.407
Empathy Dimensions	0.202	1.293	0.199
F _{count} = 9.960			0.000
R Square = 0.332			

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In table 3. The results of the multiple linear regression test are obtained from the T test, namely the independent variables (dimensions tangible, dimensions reliability, dimensions responsiveness, dimensions assurance, and empathy dimensions) have a sig value >0.05 , which means that partially the independent variable does not influence the dependent variable (patient satisfaction). Meanwhile, in the F test, a sig value of 0.000 is obtained, which means that the independent variables simultaneously influence the dependent variable. The coefficient of determination (R Square) value is 0.332, and the influence of the independent variable on the dependent variable is 33.2%.

3.2 DISCUSSION

Regional General Hospital (RSUD) is a health service institution that provides complete individual health services, including inpatient, outpatient and emergency services. RSUD provides health services which include promotive, preventive, curative and rehabilitative services. RSUD service quality standards include several aspects, such as: (1) Interaction Quality: Measured based on employee attitudes, behavior and skills. (2) Physical Environmental Quality: Measured based on ambient conditions, design and social factors. (3) Quality of Results: Measured based on waiting time, physical evidence, and valence (Vanessa, 2022).

RSUD minimum service standards include provisions regarding the type and quality of basic services which are mandatory regional matters that every citizen has the right to receive at a minimum. This standard includes technical and administrative requirements, as well as clear details of costs and payment procedures. The quality of RSUD services is also influenced by several factors, (1) Human Factors: Direct service providers (administrators and professionals) and owners. (2) Facilities Factor: Hospital buildings and equipment. (3) Management Factors: Service procedures used by the hospital (RI Law NO 17 OF 2023).

The quality of RSUD services can also be measured based on several dimensions, (1) Reliability: Consistent performance and upholding promises. (2) Responsive: Readiness and willingness of employees to provide services. (3) Competency: The abilities and knowledge required to serve. (4) Accessibility: Ease of contact. (5) Courtesy: Respect, politeness and friendliness of employees. (6) Communication: Providing clear information to consumers (Abdul, 2021). According to research results, dimensions tangible, dimensions reliability, dimensions responsiveness, dimensions assurance, and empathy dimensions do not partially influence patient satisfaction, but if these five dimensions are combined, together they will influence patient satisfaction.

3.2.1 Influence of Dimensional Variables Tangible On Patient Satisfaction.

Dimensions tangible measuring service capabilities that can be seen and felt directly by consumers, such as physical facilities, employee appearance, and room comfort. Tangibles include concrete and visible things, such as a varied menu, clean and neat employee appearance, room comfort, and complete supporting facilities. The research results show that dimensions tangible has an important role in determining patient satisfaction (Hamzah, 2020). In this research, dimensions tangible measured through tangible service quality indicators, such as physical office facilities, waiting/work areas, service counters, office layout, work equipment, and cleanliness of treatment rooms. The results of univariate analysis showed that 55.7% of respondents answered that they agreed with tangible service quality.

Multiple linear regression analysis also shows that dimensions tangible has a regression coefficient of 0.257 and a sig value of 0.153. Even though the sig value is not partially significant, the dimension's tangible has a significant influence simultaneously with other variables on patient satisfaction, with a coefficient of determination (R Square) of 0.332. In several previous studies, dimensions tangible was also found to have a direct and indirect influence on patient satisfaction. For example, In Nurbangkit Tamba's research, the results of the partial test (t) showed that tangible has a positive and significant influence on patient satisfaction. Apart from that, the F test results also show that the variable tangible and responsiveness simultaneously has a positive and significant effect on patient satisfaction. Thus, improving service in dimensions Tangible can increase patient satisfaction.

According to dimension researcher's tangible It has a direct influence because the quality of Cut Nyak Dhien Regional Hospital can be felt in real terms by patients, such as physical development (renovation of hospital buildings).

3.2.2 Influence of Dimensional Variables Reliability On Patient Satisfaction.

Dimensions reliability measuring reliable and consistent service capabilities, such as reliability and regularity. Reliability includes the ability of employees to provide services in accordance with the promises offered, as well as speed and alertness in serving customers. The research results show that dimension reliability has an important role in determining patient satisfaction (Hamzah, 2020). In this research, dimensions of reliability are measured through service quality indicators related to reliability, such as the number of employees providing services, the presence of doctors and nurses when needed, and the certainty of examination schedules. The results of univariate analysis showed that 68.9% of respondents answered that they agreed with service quality which is related to reliability. Multiple linear regression analysis also shows that dimension reliability has a regression coefficient of 0.163 and a sig value of 0.609.

Even though the sig value is not partially significant, the dimension's reliability has a significant influence simultaneously with other variables on patient satisfaction, with a coefficient of determination (R Square) of 0.332. In several previous studies, dimension reliability was also found to have a direct and indirect influence on patient satisfaction. For example, the results of multiple linear regression analysis show that the variable responsiveness has a more dominant influence in influencing patient satisfaction, whereas reliability and assurance is a supporting factor that influences patient satisfaction (Gumar, 2023). Researchers state that the reliability influence on patient satisfaction, due to (1) reliability in service shows the ability of health workers to take action according to their abilities, provide treatment according to disease complaints, and provide explanations before carrying out examinations. (2) quality of service, if pharmacy staff provide appropriate and reliable service, the risk of medication errors can be minimized.

3.2.3 Influence of Dimensional Variables Responsiveness On Patient Satisfaction.

This dimension measures the ability of responsive and fast service to meet consumer needs, such as responses and reactions. Responsiveness includes employee readiness to help customers, speed in handling transactions, and handling customer complaints. The research results show that dimension responsiveness has an important role in determining patient satisfaction (Hamzah, 2020). In this research, dimensions responsiveness measured through service quality indicators related to the ability of officers to respond to patient needs quickly and precisely, as well as the ability to provide clear and accurate information. The results of the univariate analysis showed that 64.2% of respondents answered that they agreed with the quality of service which is related to the staff's ability to respond to patient needs quickly and precisely. Multiple linear regression analysis also shows that dimensions responsiveness has a regression coefficient of -0.018 and a sig value of 0.940. Even though the sig value is not partially significant, the dimension's responsiveness has a significant influence simultaneously with other variables on patient satisfaction, with a coefficient of determination (R Square) of 0.332.

In previous research, dimensions responsiveness has an influence on patient satisfaction. The research results show that the dimensions of responsiveness (responsiveness) has a significant influence on patient satisfaction. Health workers must respond quickly to patient complaints and provide fast, precise and reliable services to increase patient satisfaction (Gina, 2017). Researchers state that responsiveness affects patient satisfaction because it is related to the readiness aspect of health workers in meeting patient needs for the desired services. The level of readiness of health workers in providing services is one aspect that influences patients' assessment of the quality of services provided.

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This dimension measures service capabilities that can convince and build consumer trust, such as confidence and a sense of security. Assurance includes the ability of employee knowledge, quality of friendliness, politeness, employee skills, ability to provide security, and employees who are trained to provide a feeling of calm and not worry. The research results show that dimension assurance has an important role in determining patient satisfaction (Hamzah, 2020). In this research, dimension assurance is measured through service quality indicators which relate to the officer's ability to provide guarantees and certainty regarding the services provided, as well as the ability to overcome problems that arise. The results of univariate analysis showed that 64.2% of respondents answered that they agreed with service quality related to guarantees and certainty.

Multiple linear regression analysis also shows that dimension assurance has a regression coefficient of 0.258 and a sig value of 0.407. Even though the sig value is not partially significant, the dimension assurance has a significant influence simultaneously with other variables on patient satisfaction, with a coefficient of determination (R Square) of 0.332. According to the results of previous research, service quality dimensions' assurance has a significant influence on patient satisfaction. Health workers must provide services that are clear, easy to understand, and free from risk to increase patient satisfaction (Gumar, 2023). Researchers assume that dimension assurance has a direct and indirect influence on patient satisfaction, because the better the quality of service provided by health workers to patients, the higher the positive value the patient will convey to others.

3.2.5 Influence of the Empathy Dimension Variable on Patient Satisfaction.

This dimension measures service capabilities that can understand and comprehend consumer needs, such as sympathy and empathy. Empathy includes individual attention given to customers, such as attention and politeness in providing service. The research results show that dimension empathy has an important role in determining patient satisfaction (Hamzah, 2020). In this research, dimensions of empathy measured through service quality indicators related to the officer's ability to understand and show empathy for the patient's needs and feelings, as well as the ability to provide emotional support. The results of the univariate analysis showed that 49.1% of respondents answered that they agreed with the quality of service which was related to the staff's ability to understand and show empathy for the needs and feelings of patients.

Multiple linear regression analysis also shows that dimensions empathy has a regression coefficient of 0.202 and a sig value of 0.199. Even though the sig value is not partially significant, the dimension's empathy has a significant influence simultaneously with other variables on patient satisfaction, with a coefficient of determination (R Square) of 0.332. In several previous studies, dimension empathy was also found to have an influence on patient satisfaction. For example, the research results show that the empathy dimension of service quality has a significant influence on patient satisfaction. Health workers must provide services that are clear, easy to understand, and free from risk to increase patient satisfaction (Nur, 2018). According to researchers, the dimension of empathy influences patient satisfaction because of the health worker's ability to provide attention and awareness to the patient's needs and feelings.

4. CONCLUSION

There is no partial influence on dimensions' tangible, reliability, responsiveness, assurance, and empathy on patient satisfaction. If simultaneously then dimensions tangible, reliability, responsiveness, assurance, and empathy has an influence on patient satisfaction. In research, good service quality can increase patient satisfaction, while poor service quality can reduce patient satisfaction. Therefore, Cut Nyak Dhien Meulaboh Regional Hospital must always improve the quality of service, to increase the satisfaction of inpatient JKN participants.

The hospital can do it

1. monitoring service quality,
2. hygiene supervision,

3. monitoring officer performance, and
4. monitoring facility conditions.

Patients are also expected to maintain the cleanliness of the room and toilet and comply with the hygiene regulations stated at Cut Nyak Dhien Hospital. If there is still dissatisfaction with JKN participants, you can immediately submit a complaint via CHIKA (JKN chat assistant) on 0811-8750-400 or via telegram @BPJSKes_bot.

It is hoped that future researchers can use other independent variables that further influence the level of patient satisfaction

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