SATISFACTION OF PATIENTS USING BPJS ON QUALITY OF SERVICES BAHBIAK COMMUNITY HEALTH CENTER, CITY OF MADYA PEMATANGSIANTAR

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Abstract
The increasing demands of the community for the quality of health services, the service function needs to be improved to provide patient satisfaction. Service quality is a form of consumer (patient) assessment of the level of service received and the level of service expected. This study aims to determine patient satisfaction using BPJS on the quality of service at the Bah Biak Public Health Center in Pematangsiantar Municipality. This study used a cross-sectional study design with a population of 1,687 BPJS participant patients and a sample of 94 respondents who were determined by purposive sampling technique by conducting interviews using a questionnaire. The results showed that there is patient satisfaction using BPJS based on physical evidence with patient satisfaction (p value = 0.024), there is patient satisfaction using BPJS based on reliability and patient satisfaction (p value = 0.002), there is a relationship between patient satisfaction using BPJS based on responsiveness and patient satisfaction (p value = 0.043), and there is no patient satisfaction using BPJS based on guarantees, empathy with satisfaction which patients (p value > α 0.05). It is recommended for the Bah Biak Pematangsiantar Health Center to further improve the quality of BPJS Health services so that patients are satisfied with the services provided.

Keywords:*Service Quality, BPJS patient satisfaction*

INTRODUCTION

The degree of public health in a country is influenced by the existence of health facilities. Law Number 36 of 2009 concerning Health states that health development is an effort carried out by all components of the nation which aims to increase awareness, willingness and ability to live healthily for everyone in order to realize the highest degree of public health (RI Health Profile, 2015).

Users of health services at puskesmas demand quality services not only regarding physical recovery from illness but also regarding satisfaction with the attitudes, knowledge and skills of officers in providing services as well as the availability of adequate advice and infrastructure that can provide comfort. With the increasing quality of service, the service function at the puskesmas needs to be improved so that it becomes more effective and efficient. The function of the puskesmas which is very heavy in providing services to the community is faced with several challenges in terms of human resources and increasingly sophisticated health equipment, but must still provide the best service (Khusnawati, 2010).

Based on this background, the authors are interested in conducting research with the aim of finding out how BPJS user patient satisfaction is with services at the Bah Biak Health Center, Pematangsiantar Municipality in 2017.

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METHODS

1. Research design

The design of this research is quantitative with descriptive research type. Descriptive research is a research method that is carried out with the main objective of making an objective description of a situation (Sugiono, 2016).

2. Place and time

Place of Research The location of this research will be carried out at the Bah Biak Community Health Center, Pematangsiantar City. The research was conducted in August 2017.

3. Data analysis

Data analysis was carried out in stages which included univariate, bivariate,

a. Univariate analysis

Univariate analysis was performed to get an overview of each dependent variable and independent variable. The data will be presented in the form of a frequency distribution.

b. Bivaria analysis

Bivariate analysis is to determine whether there is a relationship between the independent variables (categorical) and the independent variables (categorical) by using the Kai Square Test or Chi Sguare.

To determine the significance of the results of statistical calculations, a significance limit of 0.05 was used. Thus if the p value < 0.05 then the calculation results are statistically significant and if p - 0.05 then the results of the statistical calculations are not significant.

RESULTS AND DISCUSSION

Description of BPJS User Patient Satisfaction Based on Physical Evidence (Tangibles) on the quality of service at the Bah Biak Health Center, Pematangsiantar Municipality.

Based on the results I got, there is a picture of BPJS patient satisfaction with physical evidence, namely p (0.024) < α (0.05), which means there is patient satisfaction using the Social Security Administration Agency (BPJS) based on physical evidence on the quality of service at the Bah Biak Community Health Center. Pematangsiantar. It can be concluded that the higher the direct evidence provided by the Puskesmas to patients, the higher the patient satisfaction. The results of this study are in line with research conducted by Dewi (2015) which stated that there is patient satisfaction using BPJS based on physical evidence at the Gunung Pati Semarang Health Center with a p value (0.003) Overview of BPJS User Satisfaction Based on Reliability on the quality of service at the Bah Biak Health Center, Pematangsiantar Municipality .

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Based on the results I got, a p value (0.002) <α(0.05) was obtained, this means that there is patient satisfaction using the Social Security Administration Agency (BPJS) based on reliability of service quality at the Bah Biak Health Center, Pematangsiantar Municipality. The results of this study are in line with research conducted by Dewi (2015) which states that there is patient satisfaction using the BPJS Gunung Pati Semarang Health Center based on reliability with a p value (0.20).

Description of BPJS User Patient Satisfaction Based on Responsiveness to the quality of service at the Bah Biak Health Center, Pematangsiantar Municipality.

Based on the results I got, a p value (0.043) < α (0.05), this means that there is patient satisfaction using the Social Security Administration Agency (BPJS) based on responsiveness at the Bah Biak Pematangsiantar Health Center. The results of this study are in line with research conducted by Dewi (2015) which states that there is patient satisfaction at the BPJS Gunung Pati Semarang Health Center based on responsiveness with a p-value (0.033).

Description of BPJS User Patient Satisfaction Based on Guarantees (Ansurancess) on the quality of service at the Bah Biak Health Center, Pematangsiantar Municipality.

Based on the results I got, the value of p (0.119) > α (0.05) was obtained, this means that there is no patient satisfaction using the Social Security Administering Body (BPJS) based on guarantees at the Bah Biak Pematangsiantar Health Center. The results of this study are in line with research conducted by Dewi (2015) which stated that there is no patient satisfaction using the BPJS Gunung Pati Semarang Health Center based on guarantees with a p value (0.164). In this case the officer must have the ability to understand and understand the wishes of patients who really expect more attention and friendly treatment from the officers. Politeness in providing services is important because then patients can give good value to officers. Thus, the patient will feel comfortable with the service received (Muninjaya,

Description of BPJS User Patient Satisfaction Based on Empathy (Empathy) for the quality of service at the Bah Biak Health Center, Pematangsiantar Municipality.

Based on the results I got, a p value (0.276) > α (0.05), this means that there is no patient satisfaction using the Social Security Administration Agency (BPJS) based on Empathy at the Bah Biak Pematangsiantar Health Center. The results of this study are in line with research conducted | Dewi (2015) stated that there was no patient satisfaction at the Gunung Pati Semarang Health Center BPJS based on empathy with a p-value (0.623).
Patient Satisfaction of BPJS Users with Service Quality at the Bah Biak Pematangsiantar Health Center in 2017.

Westbrook & Reilly (in Tjiptono, 2007) argues that customer satisfaction is an emotional response to experiences related to certain products or services purchased, retail outlets, or even behavior patterns (such as shopping behavior and buyer behavior), as well as the market as a whole. Another opinion from Endang (in Mamik, 2010) that patient

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satisfaction is an evaluation or assessment after using a service, that the service chosen at least meets or exceeds expectations.

CLOSING

Conclusion

1. There is patient satisfaction using BPJS based on Physical Evidence (Tangible) at the Bah Biak Pematangsiantar Health Center in 2017 (p value = 0.024).
2. There is patient satisfaction using BPJS based on Reliability at the Bah Biak Pematangsiantar Health Center in 2017 (p value = 0.002).
3. There is BPJS patient satisfaction based on responsiveness (responsiveness) at the Bah Biak Pematangsiantar Health Center in 2017 (p value = 0.043).
4. There is patient satisfaction using BPJS based on assurance at the Bah Biak Pematangsiantar Health Center in 2017 (p value = 0.119).
5. There was no patient satisfaction using BPJS based on Empathy at the Bah Biak Pematangsian Health Center between 2017 (p value = 0.276). 6. There is patient satisfaction with BPJS for services at the Bah Biak Pematangsian Health Center between 2017 (p value = 0.033).

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