The Effect of Outpatient Health Services on Patient Satisfaction at Puskesmas Indra Jaya, Indra Jaya District, Aceh Jaya Regency

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ABSTRACT
The quality of health services is defined as a condition that describes the level of perfection of the appearance of a health service product provided comprehensively. The dissatisfaction felt by patients when receiving services causes the quality of the health center to be poor. This research aims to analyze the influence of outpatient health services on patient satisfaction at the Indra Jaya Health Center, Aceh Jaya Regency. This type of research is an analytical survey with a cross-sectional approach using primary data with questionnaires and secondary data from Community Health Center reports. The population in this study were all outpatients who visited the Indra Jaya Health Center with a sample size of 95 people determined using the accidental sampling method. Analysis was carried out using univariate, bivariate, and multivariate analysis. The results of the logistic regression test show that the variables responsiveness (p=0.025), reliability (p=0.050), guarantee (p=0.150), concern (p=0.042), and physical evidence (p=0.073) influence patient satisfaction. The most influential variable is a concern with an Exp (B) value of 4.781. This research concludes that there is a positive influence between responsiveness and caring on patient satisfaction, while reliability, guarantee, and physical evidence do not have a significant influence. Therefore, efforts are needed to improve the quality of outpatient services by increasing attention to patients and providing good responses in responding to patient complaints.

Keywords: Caring, Guarantee, Health Services, Patient Satisfaction, Physical Evidence, Responsiveness, Reliability

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INTRODUCTION
Health development as an integral part of national efforts to improve the quality of life of Indonesians has become a major focus. To realize this goal, the government implements various policies, one of which is through the National Health Insurance (JKN) program managed by BPJS Kesehatan. With JKN, it is hoped that all populations, including foreigners living in Indonesia, can have easier and more affordable access to health services.

However, despite increasing access to health services, there are still challenges related to the quality of services provided. Problems such as lack of efficiency and effectiveness of providers, complicated bureaucratic systems, and low quality of care are factors causing the decline in the use of health services. Therefore, it is important to pay attention to the level of patient satisfaction with the health services provided, because this can affect public perception of the quality of health services at Puskesmas.
Puskesmas Indra Jaya, as one of the health service providers serving BPJS participants, has experienced a decrease in the number of patient visits in recent months. This shows the need for evaluation of the quality of health services provided. Preliminary studies conducted showed complaints from patients related to the speed of ineffective services, lack of alacrity of health workers, and lack of friendliness of officers in providing services.

Therefore, this study aims to identify the effect of outpatient health services on the satisfaction of BPJS Kesehatan participants at the Indra Jaya Health Center. By understanding the factors that affect patient satisfaction, it is expected to provide input for the Puskesmas to improve the quality of health services provided, and to increase satisfaction and utilization of health services at the Indra Jaya Health Center.

RESEARCH METHOD
The research method used in this study is quantitative research with a cross-sectional study approach. This study aims to analyze the effect of outpatient health services on the satisfaction of BPJS Kesehatan participants at the Indra Jaya Health Center, Indra Jaya District, Aceh Jaya Regency, in 2024. The location of the study was conducted at the Indra Jaya Health Center, Indra Jaya District, Aceh Jaya Regency. The reason for choosing the location of this study was based on the results of an initial survey which showed the dissatisfaction of patients participating in BPJS Kesehatan with outpatient health services at the Puskesmas.

The research time is carried out from the stage of submitting the proposal title to the comprehensive exam, estimated to take place from December 2023 to February 2024. The population in this study included all outpatients participating in BPJS Kesehatan who visited the Indra Jaya Health Center, Indra Jaya District, Aceh Jaya Regency, with an average monthly visit of 1,120 people. Research samples were taken using the accidental sampling method, where sampling was carried out by chance without planning. Inclusion criteria for sampling include patients who are BPJS Health participants, are conscious, make repeat visits, are over 17 years old, and are willing to be respondents.

Data collection methods in this study include primary data, secondary data, and tertiary data. Primary data is obtained through the use of questionnaires that have been prepared, while secondary data is obtained from the results of documentation by other parties. Tertiary data are obtained through access to official websites regarding data that have been carried out by previous studies. In addition, the validity test will be conducted at the Lamno Health Center, Jaya District, Aceh Jaya Regency with a total of 20 respondents.

RESEARCH RESULTS
Based on the results of research conducted related to the effect of outpatient health services on patient satisfaction at the Indra Jaya Health Center, Indra Jaya District, Aceh Jaya Regency, several findings were obtained as follows:

1. Univariate analysis:
   - The majority of respondents were women (62.1%) compared to men (37.9%).
   - The majority of respondents had a high school education (42.1%), followed by undergraduate (34.7%), junior high school (13.7%), and elementary school (9.5%).
   - The majority of respondents work as laborers (23.2%), followed by non-employed (26.3%), civil servants (18.9%), self-employed (16.8%), and private employees (14.7%).
   - The majority of respondents were adults (46.3%), followed by the elderly (30.5%) and adolescents (23.2%).

2. Bivariate Analysis:
   - There is a significant relationship between service responsiveness and patient satisfaction at Puskesmas Indra Jaya, Aceh Jaya.
   - There is a significant relationship between service reliability and patient satisfaction at Puskesmas Indra Jaya, Aceh Jaya.
   - There is a significant relationship between service assurance and patient satisfaction at Puskesmas Indra Jaya, Aceh Jaya.
   - There is a significant relationship between care in service and patient satisfaction at Puskesmas Indra Jaya, Aceh Jaya.
   - There was no significant relationship between physical evidence of service and patient satisfaction at Puskesmas Indra Jaya, Aceh Jaya.
3. Multivariate Analysis:
- The independent variables that deserve to be included in the multivariate test model are service responsiveness, service reliability, service assurance, and care in service.
- Physical evidence of service is not worthy of a multivariate test model because it does not show a significant association with patient satisfaction.

Thus, this study concludes that factors such as responsiveness, reliability, assurance, and care in outpatient health services have a significant influence on patient satisfaction at Puskesmas Indra Jaya, Aceh Jaya. However, physical evidence of service did not have a significant effect on patient satisfaction.

DISCUSSION
1. The Effect of Responsiveness on Outpatient Satisfaction at Indra Jaya Health Center
This study revealed that the responsiveness of services at the Indra Jaya Health Center significantly affected patient satisfaction. The majority of respondents stated that the responsiveness of the service was good, which was in line with their satisfaction with health services. The Chi-Square test showed a significant relationship between responsiveness and patient satisfaction. These findings are consistent with previous research showing that the better the responsiveness of health workers, the higher patient satisfaction with the health services provided.

2. The Effect of Reliability on Outpatient Satisfaction at Indra Jaya Health Center
The results showed that the reliability of services at Puskesmas Indra Jaya affected patient satisfaction. Respondents who consider the service reliable tend to feel satisfied, while those who feel the service is less reliable tend to be less satisfied. Statistical tests confirmed a significant relationship between reliability and patient satisfaction. This is in line with previous research showing that reliable service increases patient satisfaction.

3. The Effect of Guarantee on Outpatient Satisfaction at Indra Jaya Health Center
This study shows that service assurance at Puskesmas Indra Jaya affects patient satisfaction. The majority of respondents feel that service assurance is not good, and this correlates with low patient satisfaction. The Chi-Square test confirms a significant relationship between reassurance and patient satisfaction. These findings are consistent with previous research showing that assurance of good care increases patient satisfaction.

4. The Effect of Concern on Outpatient Satisfaction at Indra Jaya Health Center
The results showed that the level of concern in providing services at the Indra Jaya Health Center affected patient satisfaction. The majority of respondents felt a good level of caring, which was associated with higher patient satisfaction. Statistical tests show a significant relationship between patient care and satisfaction. The findings are in line with other studies showing that high levels of caring increase patient satisfaction.

5. The Effect of Physical Evidence on Outpatient Satisfaction at Indra Jaya Health Center
Research shows that physical evidence at Puskesmas Indra Jaya does not have a significant effect on patient satisfaction. Although the majority of respondents felt the physical evidence was good, there was no significant association between physical evidence and patient satisfaction. The findings are attracting attention because they contrast with previous studies that have shown a positive association between good physical evidence and patient satisfaction. Overall, this study highlights the importance of certain aspects of health services at Puskesmas Indra Jaya in influencing patient satisfaction. Factors such as responsiveness, reliability, assurance, and care were shown to have a significant effect on patient satisfaction, while physical evidence had no significant effect.

CONCLUSION
Based on the results of the study "The Effect of Outpatient Health Services on the Satisfaction of BPJS Health Participants at the Indra Jaya Health Center", it was found that certain factors affect patient satisfaction at the Puskesmas. In particular, it was found that the responsiveness and concern of health workers toward patients had a significant influence on the level of patient satisfaction. However, there is no significant effect of reliability, assurance, or physical evidence on patient satisfaction. The caring factor has even proven to be the most dominant in influencing patient satisfaction. Therefore, to increase patient satisfaction, Puskesmas Indra Jaya is advised to increase the sense of attention and concern of health workers towards patients, provide
a good response to patient complaints, ensure fast and effective service, and maintain the quality of health services by paying attention to input from patients through suggestion boxes.

In addition, for future studies, it is recommended to add other variables related to patient satisfaction and dig deeper into internal and external aspects that affect patient satisfaction. This can provide a more comprehensive understanding of the factors affecting patient satisfaction at Puskesmas Indra Jaya and assist in designing more effective strategies to improve the quality of health services and overall patient satisfaction.

REFERENCES