

Analysis of Factors That Influence The Level of Patient Satisfaction in Online Registration at The Ngancar Health Center, Kediri District

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ABSTRACT

Patient assessments of health worker services come from the patient's experience. The patient experience aspect can be interpreted as a treatment or action from a nurse that is or has been experienced, felt and endured by someone who uses health services. The aim of this research is to analyze the influence of service quality and perception on the level of patient satisfaction in registering online at the Ngancar Community Health Center, Kediri Regency. The design of this research is quantitative observational research with a cross sectional approach with the focus of the research directed at analyzing the influence of service quality and perceptions on the level of patient satisfaction in carrying out online registration at the Ngancar Community Health Center, Kediri Regency with a population of 72 respondents and a sample of 53 respondents taken using techniques. Accidental Sampling. The findings showed that the majority of respondents had good service quality, 27 respondents (50.9%). Most respondents had a good category perception as many as 28 respondents (52.8%). Most respondents had satisfaction in the satisfied category, 30 respondents (56.6%). The results of research using the Logistic Regression Test show that with a p-value < 0.05, H1 is accepted so it can be concluded that simultaneously there is an influence of service quality and perception on the level of patient satisfaction in registering online at the Ngancar Community Health Center, Kediri Regency. It is hoped that respondents can provide input and constructive criticism so that the online registration service provided can be as expected.

Keywords: Satisfaction, Service Quality, Perception

INTRODUCE

Patient assessments of health worker services come from the patient's experience. The patient experience aspect can be interpreted as a treatment or action from a nurse that is or has been experienced, felt and borne by someone who uses health services (Jatmiko, 2013). This assessment can start from the patient registering either online or in person.

With the large number of patients and to compete with other health facilities, health service providers are making new breakthroughs by accepting patient registration via an online system. However, this type of registration can cause a lot of responses from the public. It is hoped that online registration at health facilities can be a solution for patients whose homes are far away and so that they do not have to wait a long time at the registration section before being provided services (Wilunto, 2015).

Based on the results of a preliminary study conducted by researchers on March 14 2020 at the Ngancar Community Health Center, Kediri Regency for 10 patients who registered via the online system, it was found that 7 respondents (70%) considered that the online service system could help the patient registration process a little, but still there are lots of shortcomings. This deficiency is felt by patients, where the online registration service sometimes takes a long time to respond, even up to hours. Apart from that, when patients

arrive at the community health center, they also have to queue, the length of which is not too different from those who register conventionally, although it is slightly different, online registration also makes patients wait a long time. This results in insufficient patient satisfaction with online registration. Meanwhile, 3 respondents (30%) said that the online registration program really helped patients so that they had less waiting time and were more focused on queuing when waiting for a call for treatment.

A community health center is a functional health organization which is a center for community health development which also fosters community participation in addition to providing comprehensive and integrated services to the community in its working area in the form of main activities. In other words, the community health center has the authority and responsibility for maintaining public health in its work area (Satrianegara 2014).

Health services are an important factor in improving the health and welfare of every person throughout the world. According to Law no. 36 article 19 of 2009 concerning health, explains that everyone has the right to obtain health services and the government is responsible for the availability of all forms of health care that are quality, safe, efficient and affordable for all levels of society. One of these efforts is to increase the availability and distribution of basic health facilities such as community health centers in each region (Bappenas, 2013).

Service quality can be determined by comparing consumers' perceptions of the service they receive with the service they actually expect regarding a company's service attributes. Service quality is perceived as good and satisfactory if the service received or felt (perceived service) is in accordance with expectations, if the service received exceeds consumer expectations, then the service quality is perceived as very good and of high quality. Service quality is perceived as poor if the service received is lower than expected (Amrizal, 2014). The quality of health services refers to the level of perfection in the appearance of health services that can satisfy every user of health services in accordance with the average level of satisfaction of the population, the procedures for administering them are in accordance with established professional standards and codes of ethics.

Service quality can be determined by comparing consumers' perceptions of the service they receive with the service they actually expect regarding a company's service attributes. Service quality is perceived as good and satisfying if the service received or felt (perceived service) is in accordance with expectations, if the service received exceeds consumer expectations, then the service quality is perceived as good (Wijoyo, 2012).

Understanding patient needs and desires is an important thing that influences patient satisfaction. Satisfied patients are a very valuable asset because if patients are satisfied they will continue to use the service of their choice, but if patients are dissatisfied they will tell other people twice as much about their bad experience. To create patient satisfaction, hospitals must create and manage a system to obtain more patients and the ability to retain patients.

Based on the conditions above, researchers are interested in researching the analysis of factors that influence the level of patient satisfaction in registering online at the Ngancar Community Health Center, Kediri Regency.

METHODS

In this study, researchers used a quantitative analytical design with a cross sectional approach, namely a study to study the dynamics of the correlation between risk factors and effects, by approaching, observing or collecting data at one time (point time approach), meaning, each subject The research is only observed once and measurements are made on the subject's character status or variables at the time of the examination. This does not mean that all research subjects were observed at the same time (Soekidjo, 2012). This research will

analyze the influence of service quality and perception on the level of patient satisfaction in registering online at the Ngancar Community Health Center, Kediri Regency with a population of 72 respondents and a sample of 53 respondents taken using the Accidental Sampling technique.

RESULT

Table 1 Results of logistic regression analysis analyzing factors that influence the level of patient satisfaction in registering online at the Ngancar Community Health Center, Kediri Regency, which was carried out on 13th -27th August 2020 with a total of 53 respondents.

No	Variabel	Exp	Sig
1	Service Quality	82,615	0,048
2	Perception	12,635	0,023
3	Constand	0,000	0,025

1. The Influence of Service Quality on Satisfaction.

Based on the results of the Logistic Regression analysis, it shows that the p-value is $0.048 < 0.05$, so H1 is accepted so it can be concluded that there is a partial influence of service quality on the level of patient satisfaction in registering online at the Ngancar Community Health Center, Kediri Regency.

2. The Influence of Perception on Satisfaction

Based on the results of the Logistic Regression analysis, it shows that the p-value is $0.023 < 0.05$, so H0 is rejected and H1 is accepted, so it is concluded that partially there is an influence of perception on the level of patient satisfaction in registering online at the Ngancar Health Center, Kediri Regency.

DISCUSSION

A. Quality of Service for Health Workers at the Ngancar Community Health Center, Kediri Regency

The research results showed that the majority of respondents had good service quality, 27 respondents (50.9%). Meanwhile, 26 respondents (49.1%) had poor service quality.

Service is an activity or a series of tools that are invisible (cannot be touched), which occur as a result of interactions between consumers and employees or other things provided by the service provider company which are intended to solve consumer problems (Winarsih, 2015).

People as consumers certainly want quality service. Service quality is defined as the expected level of excellence and control over that level of excellence to meet customer desires. Service quality can be interpreted as an effort to fulfill consumer needs and desires as well as the accuracy of delivery in keeping with consumer expectations (Oktafani, 2014).

One of the services that is widely used by the community is health services. Utilization of health services by using the service facilities provided in the form of outpatient care, inpatient care, home visits by health workers or other forms of activities for the use of these services which are based on the availability and continuity of services, community acceptance and fairness, easily achieved by the community, affordable and quality (Anwar, 2014).

Good service is health service that is available in the community (acceptable) and sustainable. This means that all types of health services that the community needs are found and their existence in the community is available whenever they are needed. Health services must be reasonable (appropriate) and acceptable (acceptable) by the community. This means that the health service can overcome the health problems faced, does not conflict with the customs, culture, beliefs and beliefs of the community, and is unnatural, not a good health

service condition.

The corner of the location is easily accessible to the community, so the distribution of health facilities is very important. Coverage of auxiliary facilities to determine effective demand. If facilities are easy to reach using available means of transportation, these facilities will be widely used. Past user levels and trends are the best indicators of long- and short-term changes in future demand.

The services provided are affordable (affordable) for the community, where efforts are made to ensure that the service costs are in line with the community's economic capabilities. Expensive health services are only possible for some people to enjoy. And shows the level of perfection of the health services provided (quality/quality) and shows the cure of disease and the safety of actions that can satisfy service users in accordance with predetermined standards.

According to researchers, health services must have various basic requirements, namely basic requirements that influence the public in determining their choices regarding the use of health services. The quality of service for patients who register online is expected to be better compared to patients who register conventionally. This improvement in service quality is expected in terms of patient waiting time. Other service quality indicators are expected to be the same. Because basically patients register online because they want to get health services more quickly without having to waste a long time waiting.

B. Patient Perceptions Regarding Online Registration at the Ngancar Health Center, Kediri Regency

The research results showed that the majority of respondents had a good category perception, namely 28 respondents (52.8%). Meanwhile, 25 respondents (47.2%) had the perception of the poor category.

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With the large number of patients and to compete with other health facilities, health service providers are making new breakthroughs by accepting patient registration via an online system. However, this type of registration can cause a lot of responses from the public. It is hoped that online registration at health facilities can be a solution for patients whose homes are far away and so that they do not have to wait a long time at the registration section before being provided services (Wilunto, 2015).

Based on the research results, it was found that many respondents had perceptions in the poor category. This is because the patient's expectations do not match the reality of the online registration services provided by health workers. According to respondents, several

things that must be improved are the responsiveness of health workers to respond to patients who want to register online by using a more sensitive computer system. Apart from that, patients who register online or who register conventionally both have to wait almost the same time. Apart from that, it is related to patients' trust in the abilities of health workers, where the majority of respondents do not have much confidence in the abilities of health workers.

C. Patient Satisfaction in Carrying Out Online Registration at the Ngancar Health Center, Kediri Regency

The research results showed that the majority of respondents had satisfaction in the satisfied category, namely 30 respondents (56.6%). Meanwhile, 23 respondents (43.4%) had the dissatisfaction category.

Understanding patient needs and desires is an important thing that influences patient satisfaction. Satisfied patients are a very valuable asset because if patients are satisfied they will continue to use the service of their choice, but if patients are dissatisfied they will tell other people twice as much about their bad experience. To create patient satisfaction, health facilities must create and manage a system to obtain more patients and the ability to retain patients (Hendrawan, 2015).

Patients are sick people who are treated by doctors and other health workers in practice (Yuwono, 2017). Meanwhile, satisfaction is a person's feeling of pleasure that comes from a comparison between enjoyment of an activity and a product and their expectations (Nursalam, 2016). Nursalam (2016) states that satisfaction is a person's feeling of happiness or disappointment that arises after comparing their perception or impression of the performance or results of a product and their expectations. Tjiptono (2014) argues that customer satisfaction is an emotional response to experiences related to certain products or services purchased, retail outlets, or even behavioral patterns (such as shopping behavior and buyer behavior), as well as the market as a whole.

According to Yamit (2017), customer satisfaction is the result (outcome) that is felt from using products and services, which equals or exceeds desired expectations. Meanwhile, Pohan (2014) states that patient satisfaction is the level of patient feelings that arise as a result of the performance of the health services they receive, after the patient compares them with what they expected. Another opinion, Mamik (2015), is that patient satisfaction is an evaluation or assessment after using a service, that the service chosen at least meets or exceeds expectations.

According to Wijono (2014), several things that influence patient satisfaction are the approach and behavior of staff, especially during the first visit, the quality of the information provided, appointment procedures, waiting times, health checks and medication collection, public facilities at health facilities and the results of treatment received. .

Patient satisfaction is a measure of whether the service provided by health workers is good or not. Patient satisfaction is influenced by various things, namely the conformity between patient expectations and the reality that patients encounter in the field, the second is the form of service during the service process provided by health workers, the personal behavior of health workers towards patients, the atmosphere and physical conditions of the environment that is arranged. by health center staff, costs or prices that must be paid by patients and promotions or advertising that are in accordance with reality. Patient dissatisfaction is caused by the mismatch between patient expectations and reality, where patients expect more. Online registration can reduce waiting time when queuing at the health center, but in reality the waiting time experienced by patients is not much different between those who register online and conventional registration.

D. The Influence of Service Quality and Perceptions on Patient Satisfaction in Online Registration at the Ngancar Community Health Center, Kediri Regency

Based on the results of the Logistic Regression analysis, it shows that the p-value is $0.048 < 0.05$, so H1 is accepted so it can be concluded that there is a partial influence of service quality on the level of patient satisfaction in registering online at the Ngancar Community Health Center, Kediri Regency. Based on the results of the Logistic Regression analysis, it shows that the p-value is $0.023 < 0.05$, so H0 is rejected and H1 is accepted, so it is concluded that there is a partial influence of perception on the level of patient satisfaction in registering online at the Ngancar Community Health Center, Kediri Regency.

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will continue to use the service of their choice, but if patients are dissatisfied they will tell other people twice as much about their bad experience. To create patient satisfaction, hospitals must create and manage a system to obtain more patients and the ability to retain patients.

Researchers believe that understanding patient needs and desires is an important thing that influences patient satisfaction. Satisfied patients are a very valuable asset because if patients are satisfied they will continue to use the service of their choice, but if patients are dissatisfied they will tell other people twice as much about their bad experience. To create patient satisfaction, community health centers must create and manage a system to obtain more patients and the ability to retain patients. With good organization, the puskesmas can provide services with accuracy at the right time and is able to provide good service even though there are a lot of patients coming. So that patients who come to the puskesmas will feel comfortable and satisfied with the services provided at the puskesmas.

Patient satisfaction is a measure of whether the service provided by health workers is good or not. Patient satisfaction is influenced by various things, namely the conformity between the patient's expectations (perception) and the reality that the patient encounters in the field, the second is the form of service during the service process provided by health workers, the personal behavior of health workers towards patients, the atmosphere and physical conditions of the environment. arranged by the health center staff, costs or prices that must be paid by patients and promotions or advertisements that are in accordance with reality.

CONCLUSION

1. Regarding service quality, it was found that the majority of respondents had good service quality, 27 respondents (50.9%).
2. Regarding perception, it was found that the majority of respondents had a good perception category, namely 28 respondents (52.8%).
3. Regarding satisfaction, it was found that the majority of respondents had the satisfaction category, 30 respondents (56.6%).
4. There is an influence of service quality and perception on the level of patient satisfaction in registering online at the Ngancar Health Center, Kediri Regency.

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