

Factors That Affect The Level Of Satisfaction Of Outpatient Services In Pakis Health Center Fern Malang

Siti Patimah¹, Nurdina², Mayta Sari Dwianggimawati³

^{1,2,3}STIKES Surya Mitra Husada

*Corresponding Author : azzahrafatimah624@gmail.com

ABSTRACT

The clinic is an implementation functional unit that has authority and responsibility for the maintenance of the public health in the region. The aim of this research is to know the factors that affect the level of satisfaction of outpatient Clinics in Pakis, Malang. This research design is descriptive quantitative that using the approach of cross sectional. This research was obtained as many as 205 respondents in Clinics Fern Malang. This study used two independent variables namely variables ((X 1), Facilities and infrastructure (X 2), human resources (X 3)), and the dependent variable i.e. patient satisfaction (Y). The data collection was done in the primary study. The research results obtained based on the age of the most aged 20-29 years i.e. 24% (50 respondents). Based on the job obtained most of the work as the IRT (Housewife) 42% (87 respondents). Indigo variable significance facilities of clinics of 0.018, variable and infrastructure of 0.000, and variable HR of 0.002. On the health facilities of the variable indicates that significant $0.018 < 0.05$, inferred that the Ha received means the positive effect of clinics and facilities significantly to the level of satisfaction of outpatient Clinics in Fern Malang. The satisfaction of patient is a very valuable asset because when patients are satisfied they will continue to make choices against usage of the service, but if the patient did not feel satisfied they will tell to others about the bad experience. In fact, clinic with such good service will influenced the result in the emergence of satisfaction, loyalty, and even supports the implementation of the strategy of clinics as well as the achievement of the vision and mission of the clinic.

Keywords : Patient Satisfaction, Outpatient

INTRODUCTION

Community health center (Puskesmas) is a unit of functional health organization which is a center of community health development that 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 puskesmas has the authority and responsibility for the maintenance of public health in its working area (Satrianegara, 2014).

Health care is a concept used in providing services health to the community. The definition of health services according to Prof. Dr. Soekidjo Notoatmojo is a sub-system of health services whose main goal is preventive (preventive) and promotive (health-enhancing) services targeting the community. Health services are efforts that are carried out independently or jointly in an organization to improve health, prevent and treat individual, family, group, and community diseases (Mubarak & Chayatin, 2009).

The quality of health services can be assessed from several aspects, namely reliability, responsiveness, competence, accessibility, ethics, credibility and completeness of facilities. If all dimensions are achieved well, patient loyalty as a customer will be formed as a form of satisfaction (Satrianegara, 2014).

Satisfaction is a feeling of pleasure someone comes from the comparison between the pleasure of an activity and a product with expectations (Nursalam, 2011). Understanding the needs and desires of consumers is an important thing that affects patient satisfaction. Satisfied

patients are a valuable asset because if they are satisfied they will continue to use the services of their choice, but if patients feel dissatisfied they will tell others twice as great about their bad experiences. To create patient satisfaction a hospital or puskesmas must create and manage a system for obtaining more patients and the ability to retain patients.

Indicators that determine service quality according to Zeithmal et al (Yamit, 2010) in measuring service quality (service quality) can be used the dimensions of service quality stated. The five characteristics are: Tangibles (direct evidence), Reliability (reliability), Responsiveness (responsiveness), Assurance (guarantee), Emphaty (attention).

Patient satisfaction standards in health services are set nationally by the Ministry of Health. According to the Republic of Indonesia Ministry of Health Regulation 2016 regarding Minimum Service standards for patient satisfaction that is above 95% (Ministry of Health, 2016). If health services are found with a patient satisfaction level below 95%, then it is assumed that the health services provided do not meet minimum standards or are of no quality.

The number of first-level health facilities in collaboration with BPJS Health increased 10.97%, from 18,437 FKTPs in 2014 to 20,708 FKTPs in 2016. The highest proportion of the number of FKTPs who collaborated with BPJS Health in 2016 was Puskesmas at 47.39% while the proportion the lowest number of FKTPs is the First Type D Hospital by 0.07% (Indonesian Health Profile, 2017, p. 90). The number of First Level Health Facilities (FKTP) in collaboration with BPJS Health in East Java Province is 2,336, and the number of Advanced Referral Health Facilities (FKRTL) in collaboration with BPJS Health in East Java Province is 253 (Indonesian Health Profile, 2017, Pg 92-95).

From the results of a preliminary study conducted on September 14, 2018 at 09:00 at the Pakis Public Health Center, there were 73 patients registered for health examinations. Through interviews with 5 BPJS patients and 5 non BPJS patients, the following results were obtained: In BPJS patients found, 1 in 5 patients using BPJS said that sometimes they had to repeatedly go to the puskesmas if the medication had run out but the pain had not disappeared, 2 out of 5 said that they chose to ask for referrals at other puskesmas rather than those at the fern puskesmas because of the complicated referral system, and 2 out of 5 people said they were satisfied with the BPJS because they were free of charge. Another complaint from users in non BPJS patients researchers found several views related to BPJS, 3 out of 5 said it was better to pay because they did not want to be complicated taking care of BPJS and 2 out of 5 said if using BPJS feared not being served maximally.

METHODS

Design quantitative descriptive research using a cross sectional approach. A total of 205 respondents were obtained at the Pakis Health Center in Malang Regency. This study uses two variables, namely the independent variable (Facility (X1), Facilities and Infrastructure (X2), Human Resources (X3)), and the dependent variable, namely patient satisfaction (Y). data collection is done on a primary basis.

RESULT

Characteristics of Subjects

Table 1. Characteristics of Respondents by sex, age, education, education, occupation, financing, facilities, infrastructure, human resources and patient satisfaction.

	Characteristics	ΣN	Σ%
1	Gender		
	Man	91	44
	Girl	114	56

2	Age (year)		
	<20	4	2
	20-29	50	24
	30-39	47	23
	40-49	39	19
	50-59	33	16
	>60	32	16
3	Education		
	Elementary school	92	45
	Middle School	47	23
	High school	41	20
	PT	20	10
	Etc	5	2
4	Occupation		
	Farmers	10	5
	IRT	87	42
	Employee	43	21
	entrepreneur	8	4
	Etc	57	28
5	Financing		
	JKN / BPJS / Askes	123	60
	General	82	40
6	Facilities		
	Well	81	39,5
	Enough	105	51,2
	Less	19	9,3
7	Infrastructure		
	Well	80	39
	Enough	101	51,2
	Less	24	11,7
8	Human Resources		
	Well	104	39,5
	Enough	85	51,2
	Less	16	9,2
9	Satisfaction		
	High	130	63,4
	Is	67	32,7
	Low	8	3,9
	Total	205	100

DISCUSSION

A. Effect of Service Facilities on Outpatient Satisfaction Levels

There is an effect of facility factors on the level of outpatient service satisfaction at the Pakis Health Center in Malang Regency, a significant value of $0.018 < 0.05$. The results of the descriptive analysis of facility variables show indicators of facility variables on the level of patient satisfaction which is largely due to long and long queues. While the indicator of service variables is the least due to the clarity of writing on the treatment card.

The facility is a benchmark of all services provided, as well as a very high effect on customer satisfaction. Because the level of existing facilities also greatly facilitates customers

in their activities and is comfortable to use existing facilities. According to the group (2014: 58) facilities are all things that are physical equipment and are provided by the service seller to support consumer convenience. Meanwhile, according to Tjiptono (2014: 317) facilities are physical resources that must exist before a service is offered to consumers. Facilities are important in the service business, therefore the existing facilities in the form of facility conditions, interior and exterior design and cleanliness must be considered especially those closely related to what consumers feel directly.

According to researchers the patient felt less satisfied with the facility due to the long and long queues. Long and long queues caused by needs that exceed the ability (capacity), so that patients can not immediately get service due to busy service. Additional service facilities can be provided to reduce queues or prevent queues. Often the emergence of long queues will result in loss of customers, because most people are very lazy to wait, waiting is a very tedious and time-wasting activity. In general, many people avoid places that have queues that are too long, the puskesmas should immediately deal with long and long queues, not to lose patients to seek treatment back to the puskesmas.

B. Effect of Suggestions and Targets on Outpatient Satisfaction Levels.

There is an influence of facilities and infrastructure factors on the level of satisfaction of outpatient services at the Pakis Puskesmas Malang Regency, a significant value of 0,000 <0.05. The adequate facilities and infrastructure of the puskesmas will affect the level of patient satisfaction. This means that the more fulfillment of facilities and infrastructure provided results in better patient satisfaction. The results of descriptive analysis of facilities and infrastructure variables show indicators of the facilities and infrastructure variables on the level of patient satisfaction which is largely due to differences in service to General patients, Askes, Jamkesmas, and BPJS. While indicators of the variable facilities and infrastructure are the least due to the safety and comfort of the health center environment.

Facilities and infrastructure of health services can be defined as the process of collaborative utilization of all health facilities and infrastructure effectively and efficiently to provide professional services in the field of facilities and infrastructure in the process of effective and efficient health services as well (Rohman et. Al, 2012). The completeness of good facilities and infrastructure is very important in creating customer satisfaction (clow, 1998) in Febriani, 2012).

According to the patient researchers, they felt less satisfied with the facilities and infrastructure due to differences in services for General patients, Askes, Jamkesmas, and BPJS. It is unfortunate that this service difference. The puskesmas should provide socialization to employees to generalize BPJS and General patients, so that patients feel themselves valued and respected.

C. The Influence of Human Resources on Outpatient Satisfaction Levels

There is an influence of human resource factors on the level of satisfaction of outpatient services at the Pakis Health Center in Malang Regency, a significant value of 0.002 <0.05. The results of descriptive analysis of human resource variables show indicators of human resource variables on the level of patient satisfaction largely due to doctors, nurses and midwives impatient in responding to complaints of patients and their families. Whereas the indicator of the facilities and infrastructure variables is the least due to the administration staff entering patient data correctly.

Human Resources according to Nawawi in Gaol (2014: 44) are people who work and function as assets of an organization /company that can be counted in quantity (quantitative) and HR is the potential that drives the organization. According to Sutrisno (2014: 3) Human Resources are the only resources that will have feelings, desires, skills, knowledge,

encouragement, power and work (ratio, taste, and intention). All of these potentials affect the organization's efforts in achieving its goals. Human resources are the most important assets in an organization that helps organizations to operate and achieve goals. And if a health service provider has adequate facilities and infrastructure and human resources, it can make it easier for patients to use their services and make it convenient for patients to use these services.

Partially the results of this study are supported by the results of the research Wuling et.al (2018) namely the development of human resources has a significant effect on employee job satisfaction. T test results of significance value of $0,000 < 0.05$. Partially the results of this study are also supported by the results of Agung Widhi Kurniawan's research (2012), namely the development of human resources directly, positively and significantly influencing job satisfaction. a significance value of $0,000 < 0.05$ and a C.R value of 8.138. Path coefficient of 0.679 which means that every time there is a development of human resources, it will increase job satisfaction by 0.679. And partially the results of this study are also supported by the results of the study of Pareraway et al (2018), namely the empowerment of human resources has an influence on job satisfaction. The results of $t_{count} > t_{table}$ is $3.191 > 2.012$, the significance value is $0.003 < 0.05$. This implies the empowerment of human resources affects employee job satisfaction. Human resource empowerment carried out by management of the employees of PT. The Suluttenggo Regional PLN has a significant influence on job satisfaction.

According to the researcher the patient felt less satisfied with human resources because the officers were less friendly to patients when providing services at the health center, especially to patients using BPJS, officers usually preferred general patients over BPJS patients. Being a health worker is not easy. Patience is an absolute thing that you must have and will be truly tested. Indeed, not everyone is able to deal with many patients with different characters. Likewise, the puskesmas held HR training / workshops in the form of costomer satisfaction management training that could be held 1 year 1 time or 1 year 2 times.

D. Dominant Factors Affect Outpatient Satisfaction Levels

The results of this study indicate the significance of facilities $0.018 < 0.05$, the significance value of facilities and infrastructure $0.000 < 0.05$, and the significance value of human resources $0.002 < 0.05$. It can be seen that the dominant factor influencing the level of outpatient satisfaction at the Pakis Health Center in Malang Regency is the facilities and infrastructure with a significance value of $0,000 < 0.05$. The results of descriptive analysis of facilities and infrastructure variables show indicators of the facilities and infrastructure variables that most influence the level of patient satisfaction is the difference in service to patients General, Askes, Jamkesmas, and BPJS. While indicators of the variable facilities and infrastructure that have the least influence are the safety and comfort of the health center environment. The difference in service for general patients, Askes, Jamkesmas, and BPJS is due to differences in the value of the wages of medical personnel who feel disadvantaged when serving BPJS health patients, compared with the wage value of general patients is greater.

Based on calculations in the data analysis, the results show that there is a significant difference between $t_{arithmetic}$ with t_{table} . The results of the analysis by t test obtained the value of $t_{arithmetic}$ facilities (2,395), $t_{arithmetic}$ facilities and infrastructure (3,677) and $t_{calculate}$ human resources (3,184) while t_{tables} (1,972), $t_{arithmetic} > t_{table}$ which means there is the influence of independent variables (x) on the dependent variable (y) or the hypothesis is accepted. While the results of $R^2 = 0.447$ means that the level of outpatient satisfaction at the Pakis Health Center in Malang Regency can be explained by the health center facilities, facilities and infrastructure, and human resources by 44.7%. while the

rest is explained by other variables not included in the modeling. This shows that almost all independent variables provide information needed by the dependent variable.

CONCLUSION

1. There is an influence of facility factors on the level of outpatient service satisfaction at the Pakis Health Center in Malang Regency, a significant value of $0.018 < 0.05$.
2. There is an influence of facilities and infrastructure factors on the level of satisfaction of outpatient services at the Pakis Puskesmas Malang Regency, a significant value of $0,000 < 0.05$.
3. There is an influence of human resource factors on the level of satisfaction of outpatient services at the Pakis Health Center in Malang Regency, a significant value of $0.002 < 0.05$.
4. The dominant factor affecting patient satisfaction is the facilities and infrastructure of the level of outpatient service satisfaction at the Pakis Puskesmas Malang Regency, a significant value of $0,000 < 0.05$.

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