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QUALITY SERVICE ON PUBLIC SATISFACTION OF BPJS HEALTHCARE USERS

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Abstract

The achievement of perfect service quality will promote the creation of community satisfaction because service quality is a means to realize community satisfaction. This study aims to determine the influence of service quality on public satisfaction of BPJS users partially or simultaneously at Kabila Public Health Center, Bone Bolango Regency. The research employed a quantitative method with a total of 50 respondents. Data were collected through questionnaire and analysed using a simple regression analysis with the aid of the SPSS 25 Microsoft Excel application. The findings demonstrated that the service quality variable has a positive, indicating that if the quality improves, and so public satisfaction will follow. The results of the coefficient of determination test obtained the R Square value of 0.630, meaning that the influence of the quality variable is 63%. Therefore, the overall quality variable has an influence of 63% on the satisfaction variable. Whereas, the remaining 37% is influenced by other variables such as awareness, regulation, organization, income, skill and ability, and service facilities. Partially, service quality has a predominant influence over community satisfaction.

Keywords: *Service Quality, Community Satisfaction*

INTRODUCTION

Service providers in public services are employees of government agencies who carry out public service duties in accordance with mandated laws and regulations and recipients of public services are people, communities, government agencies and the business world, who benefit from a public service delivery activity. In order to provide good service quality from the government apparatus, the Government made the Decree of the Minister of State Apparatus Empowerment Number: 63/KEP/M.PAN/7/2003 concerning General Guidelines for Public Service Delivery, but this policy will not be achieved optimally if the government apparatus does not work optimally, therefore, the policy issued by the Minister of State Apparatus Empowerment in an effort to improve service quality must be balanced with Efforts to optimize the performance of government apparatus and do it consistently by paying attention to all the needs and expectations of the community. Parasuraman (in Lupiyodu, 2008: 182) The quality of service can be seen from five dimensions, including: Direct evidence (tangible), Reliability (Reliability), Responsiveness (Responsiveness), Assurance (Assurance), Empathy (Empathy).

Community satisfaction is the main factor that must be considered by public service providers, because public satisfaction will determine the success of the government in providing public services. The definition of community satisfaction is often equated with the definition of customer satisfaction or consumer satisfaction, this is only distinguished by who the provider is and what the motive for providing the service is. So service quality is an important thing that must be considered by companies in order to achieve community satisfaction. Quality provides an encouragement to consumers to establish a strong relationship with the company.

Table 1.1
Data on BPJS Participation at Kabila Health Center in 2019-2021

TAHUN	JUMLAH PESERTA
2019	8.038 Person
2020	10.264 Person
2021	11.274 Person
Total	29.576 Person

Data Source : Kabila Health Center, Bone Bolango Regency

Table 1.1 shows that there was an increase in the number of participants included in BPJS at the Kabila Health Center from 2019 to 2021. This is closely related to the quality of service and participant satisfaction. With the achievement of perfect service quality, it will encourage the creation of community satisfaction because service quality is a means to realize community satisfaction.

Service quality can be realized by providing services to the community as best as possible in accordance with what is the expectation of the community. This shows satisfaction is a function of performance impressions and expectations. If the performance is below expectations, customers will feel dissatisfied. Conversely, if the performance meets expectations the customer will feel satisfied. Community satisfaction is a measure of the quality of public services. If community satisfaction is low, it means that the quality of service is also considered low and vice versa. Community satisfaction is a very important factor and determines the success of a business entity because people are consumers of the products they produce.

While Tjiptono (2011: 24), suggests that customer satisfaction is determined by two things, namely complaints and customer expectations of services received from service

providers. According to Oliver in his ministry (Supranto, 2011) defines satisfaction as the level of a person's feelings after comparing his perceived performance or results with his expectations. Sedarmayanti (2007) states that "satisfaction is the level of feeling after comparing perceived performance/results with expectations". Community satisfaction is the opinion of the community in obtaining services from the public service delivery apparatus by comparing their expectations and needs (Kepmen PAN number 16 of 2014).

Therefore, business entities must be able to meet the needs and desires of the community so as to achieve the satisfaction desired by the community. Community satisfaction can only be achieved by providing quality service to its consumers. Good service is often assessed by the public or consumers directly from employees as people who serve or also called service producers, because efforts are needed to improve the quality of the service system provided in order to meet the wishes and increase customer satisfaction. There are five dimensions of service quality according to Parasuraman in Lupiyoadi (2013), which are as follows:

1. Tangible (Physical Evidence), namely the ability of a company to show its existence to external parties. The appearance and ability of the company's physical facilities and infrastructure and the condition of the surrounding environment are clear evidence of the services provided by service providers.
2. Emphaty (Empathy), which is giving attention to the recipient of services by trying to understand their desires.
3. Reliability, namely the company's ability to provide services as promised accurately and reliably.
4. Responsiveness, which is a willingness to help and provide fast and appropriate service to customers with clear information delivery.
5. Assurance, namely knowledge, courtesy, and the ability of company employees to foster customer trust in the company.

The framework of thinking in this study can be described below, namely to measure the level of community satisfaction, in addition to satisfaction is relative also customer expectations and interpretations vary. But empirically community satisfaction can be understood by companies by examining five dimensions of service quality, namely: Reliability, Assurance, Responciveness, Tangibility, and Emphaty. If the Kabila Puskesmas is able to describe these five dimensions in a service mechanism, then customer satisfaction is easier to realize or in other words the community's hope to feel satisfied with the services of the Kabila Health Center will be closer to reality. Service is said to be of high quality if

consumers feel satisfied, both at the time of service contact in certain situations and during post-service.

The community is said to be satisfied if there is a match between expectations after evaluating a service received. Dissatisfaction will arise if the expectations and desires of the community do not match the clarification of the services received. Systematically, the frame of mind in this writing can be described as follows:

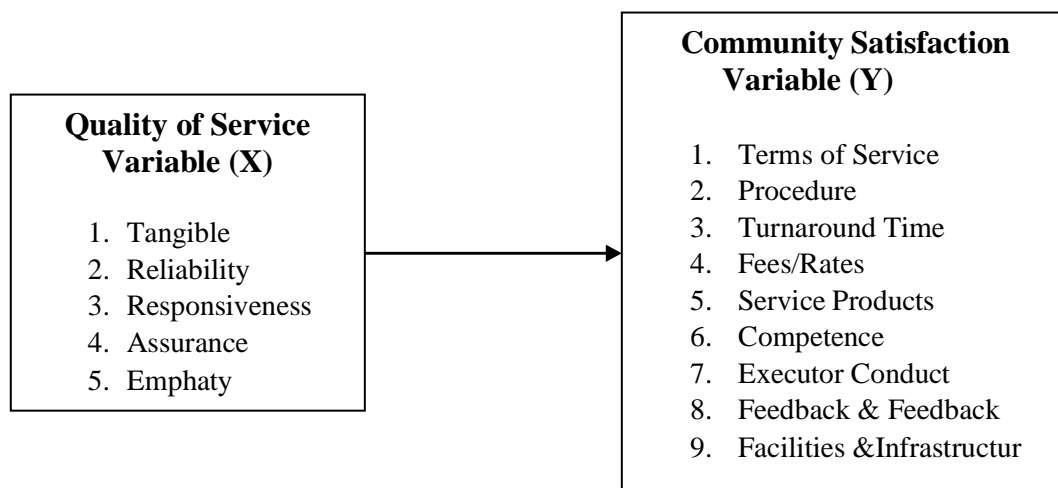


Figure 1 Research Mindset

METHOD

In this study, the authors used a quantitative approach. This study will analyze the relationships between one variable and another variable or how the influence of a variable on other variables and test the hypothesis that has been formulated. This study took samples from the population using questionnaires as a data collection tool.

Population is a group of people, events or things that have certain characteristics. In this study, the population is Puskesmas Employees, Manpower, Medical Teams and the Community who use BPJS at the Kabila Health Center in 2019-2021 which amounted to 29,576 people. To determine the number of respondents to be sampled in this study, a sampling technique that is at least considered representative is used, namely by systematic sampling techniques. Data collection techniques are Questionnaires, Interviews and Documentation.

RESULTS AND DISCUSSION

Quality of service is everything that is expected by consumers in order for the company to meet the wants and needs of consumers. In other words, there are two main factors that affect service quality, namely expected service and perceived service. If the

service received or felt is as expected, then the quality of service is perceived as ideal or good service quality. Conversely, if the quality of service received is not as expected, the quality of service is perceived as poor. Thus, whether or not the quality of service depends on the ability of the service provider to meet the expectations of its customers consistently.

Satisfaction is the feeling of a person or someone's appraiser about the product / service of a company / institution that if the product / service exceeds expectations then someone feels happy. Satisfaction that is reviewed from the community side is about what has been felt for the service that has been provided compared to what they want. If the service is lower than the expectations of the community, it means that the community is not satisfied. If the service provided is the same as expected, the community will feel happier. This study used two variables, namely free verifiable, service quality, while the variable was tied to community satisfaction. To determine data analysis techniques first using descriptive analysis, simple linear regression analysis, validity tests, and reliability tests. Based on frequency analysis of 17 service quality questions and 14 community satisfaction statements.

The characteristics of respondents in this study can be grouped by gender, age, address and occupation. Respondents based on male sex as many as 15 people (30.0%) then for female respondents as many as 35 people (70.0%) so that the most dominating respondents are female respondents. The number of respondents with the largest age frequency, namely at the age of 17-26 years, was 15 people (30%), while the smallest respondent, namely respondents aged 77-86, only consisted of 1 person (2%). Judging from respondents based on address, where the most respondents have addresses in Pauwo 12 people (24.0%) and South Toto 10 people (20.0%), while the most respondents are owned by respondents who have IRT jobs, namely 16 people (32.0%).

Based on the results of research by distributing questionnaires to the community of BPJS users at the Kabila Kab.Bone Bolango Health Center, it can be seen that the quality of service has an influence on community satisfaction. This can be used for BPJS users at the Kabila Bone Bolango Health Center to increase community satisfaction through service quality. The following is an explanation of the quality of service that affects community satisfaction at the Kabila Health Center, Bone Bolanggo Regency based on the results of previous analysis.

A. The Effect of Service Quality on Community Satisfaction of BPJS Users of Kabila Health Center, Bone Bolango Regency

Based on the results of the hypothesis test conducted previously, it shows that the

quality of service has a positive effect on the satisfaction of the BPJS user community. The test results mean that the quality of service has a considerable tendency to shape the satisfaction of BPJS users at the Kabila Health Center, Bone Bolango Regency. The magnitude of this influence shows that service quality is a determination of community satisfaction variables. This can be interpreted that community satisfaction at the Kabila Kab. Bone Bolango Health Center is partly influenced by the quality of service, while the other part is influenced by other factors, including: awareness factors, rule factors, organizational factors, income factors, skill and ability factors and service facilities factors.

Service quality variables have an influence on community satisfaction. Based on what was stated by Tahir (2018) Service satisfaction is largely determined by the characteristics, quality of service, and employee discipline. Community satisfaction is a measure of the quality of public services. If community satisfaction is low then the quality of service is also considered low and vice versa. Community satisfaction is a very important factor and determines the success of a business entity because people are consumers of the products they produce. This is supported by Alma (2016:4) stating that "service quality is a condition for the survival of the company, the high quality provided will reflect on aspects of customer satisfaction".

According to Selnes (2008) community satisfaction includes the level of overall satisfaction, the suitability of satisfaction with community expectations (expectation), and the level of community satisfaction during relationships with agencies (experience). Meanwhile, Tjiptono (2011: 24) suggests that customer satisfaction is determined by two things, namely complaints and customer expectations of services received from service providers. Meanwhile, according to Oliver in his ministry, Supranto (2011) defines decision as the level of a person's feelings after comparing his perceived performance or results with his expectations.

Based on the description above, both from the opinions of experts and the results of research conducted by Awaludin, all dimensions are factors that affect community satisfaction. With this basis, it is increasingly clear the influence of service quality on community satisfaction. The magnitude of the influence of service quality on community satisfaction is caused by the relationship between the variable dimensions of service quality with factors influenced by community satisfaction. Thus, satisfaction is indeed a very important variable to measure the marketing of service services related to the end result of the service that has been provided whether in accordance with the expectations or desires of the

community. Based on the results of research that has been conducted, it is known that there is a significant influence between the quality of service on the satisfaction of the BPJS user community at the Kabila Health Center, Bone Bolango Regency. Where the results of influence testing carried out using the regression test method are known that the value of $t_{hitung} > t_{tabel}$.

The statement on tangible indicators (physical evidence) is "The condition of facilities such as equipment in the waiting room can be used properly". This shows that the majority of respondents consider that the waiting room of the Kabila Health Center in Bone Bolango Regency is adequate. The statement on the reability indicator is "The service is in accordance with what the community expects", this shows that the majority of respondents who use BPJS at the Kabila Kab. Bone Bolango Health Center receive professional services in accordance with the SOP of the Puskesmas. The statement of the responsiveness indicator is "Fast and precise administrative services", this statement also received an affirmative response by respondents, meaning that respondents get services quickly and responsively by BPJS Puskesmas Kabila Kab. Bolango. The Emphaty indicator statement (empathy) is "Employees pay attention to service users", in this service also the majority of respondents agree that the BPJS officers of the Kabila Kab. Bone Bolango Health Center give full attention to every BPJS user at the Kabila Health Center.

Statements on patient satisfaction indicators also tended to elicit affirmative responses by the majority of respondents. The statement on the Service Requirements indicator is "Are the BPJS service requirements at the Kabila Puskesmas as expected", this shows that the majority of respondents consider that BPJS Kabila Puskesmas users have served in accordance with what is expected by BPJS service users. The requirements on the Service Procedures and Procedures indicator are "Are the BPJS service requirements at the Kabila Puskesmas as expected? this shows that the majority of respondents who use BPJS services consider the Kabila Puskesmas to work quickly and appropriately in handling the Kabila Puskesmas BPJS service users. The statement of the Time Completion indicator is "Is the time to provide services fast", this statement also received an affirmative response by respondents, meaning that respondents considered that the services provided by the Kabila Health Center were much better than other Puskesmas services. The Tariff Fee Indicator statement is "Are there any unofficial additional levies", this statement received a disapproval response by respondents, this shows that the Kabila Health Center of Bone Bolango District does not carry out official additional levies.

The Service Product indicator statement is "Is the service provider at the Puskesmas polite and friendly in service" this statement received an affirmative response by respondents, meaning that respondents saw that BPJS service providers at the Kabila Health Center were very good. The statement of the indicator Handling facilities and input is "Is the handling of complaints of facilities and input immediately followed up" this received an affirmative response by respondents, meaning that every BPJS user makes a complaint related to suggestions and input from BPJS service providers at the Kabila Health Center as soon as possible will be followed up. Then the statement of the Facilities and Infrastructure indicator is "Is the quality of facilities and infrastructure in service good" this received an affirmative response by respondents, meaning that BPJS users already feel well served. And there are several factors that affect the quality of service to the satisfaction of the community or BPJS users at the Kabila Health Center, Bone Bolango Regency, including awareness factors, rule factors, organizational factors, income factors, skill and ability factors and service facility factors, because based on data obtained in the field, it is known that the services provided are very appropriate so that they can provide satisfaction to BPJS users. According to Kasmir (2016: 23) states that "the main factor that affects services is human resources".

B. The percentage of the influence of service quality on the satisfaction of BPJS users at the Kabila Health Center, Bone Bolango Regency

The variable of service quality has an influence on community satisfaction based on what was stated by Rupu and Isa (2021:95) explaining that service quality provides an encouragement to customers to establish strong relationships. With the achievement of perfect service quality, it will encourage the creation of quality service which is a means to realize customer satisfaction. According to Parasuraman (2013: 216) Service Quality is how far the difference between the expectations and reality of service users for the services they receive. Service Quality can be known by comparing customer perceptions of the service they really receive with the actual service they expect. This opinion is in line with the concept of service quality proposed by Tjiptono (2007) that service quality focuses on meeting customer needs and desires, as well as the accuracy of its delivery to keep pace with customer expectations.

Service quality is now needed to achieve community satisfaction. With quality, it means that companies must meet people's expectations and satisfy their needs. However, even though this definition is consumer-oriented, it does not mean that in determining the quality of service providers must obey all consumer desires. In other words, in determining the quality of service, the company must consider in addition to meeting the expectations of the

community, it must also see the availability of adequate resources in the company. So, service quality is an important thing that must be considered by companies in order to achieve community satisfaction so that quality provides an encouragement to consumers to establish a strong relationship with the company.

The results showed that the quality of service had a positive effect on community satisfaction, this can be seen from the results of a simple regression analysis with a constant value showing a number of 45,178 This shows that if the independent variable is considered constant, then the quality of service has a positive influence on community satisfaction. The constant value of community satisfaction of 45,178 shows that the increasing quality of service affects the satisfaction of the community felt by the community. With a coefficient X value of 2.280 Shows that service quality with community satisfaction has a positive effect. Thus, the better the quality of service provided, the more community satisfaction increases. So one of the efforts that can be done is to provide good service to the entire community in order to provide satisfaction for the community. Based on the results of the analysis of the effect of service quality on community satisfaction, we can understand that community satisfaction is greatly influenced by service quality. This is indicated by activities in service activities that are patterned with certain standards and values as set in realizing the expected goals.

CONCLUSION

From the results of a simple linear regression test shows that there is an influence between variable X (Quality) and variable Y (Satisfaction). The coefficient is positive, which means that the quality variable affects the satisfaction variable, which is 2.280. The constant value is 45.178, if there is no quality value then the satisfaction value is 45.178. For every one percent increase in quality, the satisfaction score increases by 2,280. The coefficient is positive which if the quality increases then the satisfaction is good. And from the results of the coefficient of determination test shows that the influence of the quality variable is 63%, this is evidenced by the coefficient of determination test, which is with an R Square value of 0.630, meaning that the overall quality variable has an influence of 63% on the satisfaction variable. While the remaining 37% is influenced by other variables including awareness factors, rule factors, organizational factors, income factors, skill and ability factors and service facilities factors.

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