

Factors Associated with BPJS Participant Patient Satisfaction with the Quality of Inpatient Services at Malahayati Hospital in 2023

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Abstract. This study aims to analyze factors related to BPJS participant patient satisfaction with the quality of inpatient services at Malahayati Hospital Medan in 2023. The results of the study show that the quality of service provided by Malahayati Hospital Medan is considered good by respondents, with tangibles, quality of service, responsiveness, reliability, assurance, and empathy received good to very good ratings. Research also shows that there has been an increase in services provided by Malahayati Hospital Medan in preparation for hospital accreditation. However, it is recommended that Malahayati Hospital Medan continue to improve service quality, especially in the aspects of reliability and tangibles, while maintaining consistent service quality which is already good in the aspects of responsiveness, assurance and empathy. For further research, it is recommended to conduct more in-depth research regarding service quality, responsiveness, assurance, and empathy using the structural equation model test to identify the smallest variables that influence respondent satisfaction.

Keywords: Patient Satisfaction, Service Quality, BPJS Participating Patients.

Abstrak. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang berhubungan dengan kepuasan pasien peserta BPJS terhadap kualitas pelayanan rawat inap RSI Malahayati Medan tahun 2023. Hasil penelitian menunjukkan bahwa kualitas pelayanan RSI Malahayati Medan dinilai baik oleh responden, dengan berwujud, kualitas pelayanan, daya tanggap, keandalan, jaminan, dan empati mendapat peringkat baik hingga sangat baik. Penelitian juga menunjukkan adanya peningkatan pelayanan yang diberikan RSI Malahayati Medan dalam rangka persiapan akreditasi rumah sakit. Namun disarankan agar RSI Malahayati Medan terus meningkatkan kualitas pelayanan khususnya pada aspek keandalan dan bukti fisik, dengan tetap menjaga konsistensi kualitas pelayanan yang sudah baik pada aspek daya tanggap, jaminan dan empati. Bagi penelitian selanjutnya disarankan untuk melakukan penelitian lebih mendalam mengenai kualitas pelayanan, daya tanggap, jaminan, dan empati dengan menggunakan uji model persamaan struktural untuk mengidentifikasi variabel terkecil yang mempengaruhi kepuasan responden.

Kata Kunci : Kepuasan Pasien, Kualitas Pelayanan, Pasien Peserta BPJS

BACKGROUND

The service sector contributes greatly to the global economy (Tjiptono, 2012). For example, the service sector dominates the United States' gross domestic product by up to 80%. In Indonesia, the health and education sectors are important components in the Growth Competitive Index (GCI) with a score of 6.8, an increase from the previous score of 5.2 (Nielsen, 2010).

The health services sector attracts the most attention. The government has made many efforts to improve public health. One of them was the issuance of Law No. 24 of 2011 concerning the Social Security Administering Body (BPJS). BPJS aims to realize the provision of guarantees, fulfilling the basic needs of a decent life for every participant and their family members. BPJS provides treatment facilities for the Indonesian people with a premium for membership.

According to data from regional hospital associations throughout Indonesia in 2023, in the city of Medan, as many as 45 units of hospital service facilities, both government and private, and 86 first-level health facilities have partnered with BPJS, and one of the hospitals partnering with BPJS is Malahayati Hospital Medan. Malahayati Islamic Hospital is a private public hospital which operates in the field of medical or public health services, which aims to assist the government and serve the community in improving their level of health, both physical, spiritual and social.

Malahayati Hospital in February 2023 has 137 inpatient bed units with fluctuating Bed Occupancy Rate (BOR) and Length of Stay (LOS). The BOR amount in 2011 was 74.17%, in 2012 it increased to 79.50%, and in 2013 it decreased to 67.50%. In 2014, since the implementation of the BPJS program, the number of BOR increased by 70.72% then decreased by 14.42% to 56.30% in 2015. The number of LOS, in 2014 was 4.8%, then in 2015 decreased to 4.1%.

Patients who used inpatient services at Malahayati Hospital in 2 consecutive years, namely 2021 and 2022, consisted of general patients and BPJS patients. In 2021, the number of BPJS patients was 3645 patients, then decreased by 11.5% to 3225 patients. Based on the author's observations, as many as 89% of patients at Malahayati Hospital Medan who filled out criticism and suggestions questionnaires contained patient complaints regarding the slow response time provided (responsiveness), doctor visits that took a long time to arrive (responsiveness), nurses who were slow (responsiveness). and the work is not in accordance with procedures (Assurance), long waiting times to get an inpatient room (Reliability), and complicated administrative procedures (Reliability).

Malahayati Hospital, which is a type C hospital, has minimal facilities. Rooms are not kept clean enough, bathrooms are cleaned when requested (Tangible), nurses are less friendly (empathy). Patients often wait a long time to get a room when hospitalized, medicines are often out of stock exhausted (Reliability), patients waiting for a long time to visit a doctor, doctors who are difficult to contact (responsiveness), and so on. Based on the above, the researcher is interested in conducting research on several factors related to the satisfaction of inpatient BPJS participants at Malahayati Hospital Medan in 2023, and taking into account the number of respondents estimated to be representative of the respondents that the researcher will carry out.

THEORETICAL STUDY

Patient satisfaction is defined as the patient's perception of the services they receive, and this, according to Jasfar (2005), is a comparison between their perception of the services they receive and their expectations before using those services. This is in line with what was stated by Tjiptono (1995), that patient satisfaction is an emotional response to the experience of consuming a product or service.

METHODS

This type of research is survey research with a cross-sectional design, namely data collection is carried out at one time only, and explains the relationship of the independent variables (service quality; responsiveness, tangibility, reliability, assurance and empathy) to the dependent variable, namely satisfaction (Sullivan, 2012). This research was conducted from May to June 2023 at Malahayati Hospital Medan. This research variable consists of independent variables and dependent variables. The Independent Variable is the Service Quality Dimension which consists of (responsiveness, Tangible, Reliability, Assurance, and empathy) and the Dependent Variable is Satisfaction.

RESULTS AND DISCUSSIONS

Frequency distribution of service quality dimension variables consisting of 5 variables, namely: responsiveness, tangibility, reliability, assurance and empathy

1. Responsiveness service satisfaction

Based on the research results, as many as 93.2% of respondents said they were satisfied with the responsiveness of the quality of service. More details will be explained in the following table:

Table 1. Frequency Distribution of Responsiveness Service Quality Satisfaction

No	Service Quality Satisfaction <i>Responsiveness</i>	Amount	Percentage (%)
1	Not satisfied	4	3,9
2	Satisfied	96	93,2
3	Very satisfied	3	2,9
	Amount	103	100

2. Tangible Service Quality Satisfaction

Based on the research results, 97.1% of respondents said they were satisfied with Tangible's service quality. More details will be explained in the following table:

Table 2. Frequency Distribution of Tangible Service Quality Satisfaction

No	Service Quality Satisfaction <i>Tangibe</i>	Amount	Percentage (%)
1	Satisfied	100	97,1
2	Very satisfied	3	2,9
	Amount	103	100

3. Satisfaction with Service Quality, Reliability

Based on the research results, as many as 68% of respondents stated that they were very satisfied with the quality of Reliability's services. More details will be explained in the following table

Table 3. Frequency Distribution of Satisfaction with Reliability Service Quality

No	Service Quality Satisfaction <i>Reliability</i>	Amount	Percentage (%)
1	Satisfied	33	68
2	Very satisfied	70	2,9
	Amount	103	100

4. Satisfaction with the Quality of Assurance Services

Based on the research results, 94.2% of respondents said they were satisfied with the quality of Assurance services. More details will be explained in the following table:

Table 4. Frequency Distribution of Satisfaction with the Quality of Assurance Services

No	Service Quality Satisfaction <i>Assurance</i>	Amount	Percentage (%)
1	Not satisfied	1	1
2	Satisfied	97	94,2
3	Very satisfied	5	4,9
	Amount	103	100

5. Satisfaction with the Quality of Empathy Services

Based on the research results, 92.2% of respondents said they were satisfied with the quality of empathy services. More details will be explained in the following table:

Table 5. Frequency Distribution of Satisfaction with the Quality of Empathy Services

No	Service Quality Satisfaction <i>Empathy</i>	Amount	Percentage (%)
1	Satisfied	95	92,2
2	Very satisfied	8	7,8
	Amount	103	100

Based on observations in the field, the Malahayati Hospital suggestion box is recapitulated at the end of every month, and every patient complaint is responded to well by the hospital and efforts are made to improve services where the hospital is currently preparing itself to face hospital accreditation from a type C hospital to a type B. The quality committee at Malahayati Hospital plays an active role in this process. Starting from the process of problem analysis, planning, training for hospital employees so that services are

provided quickly and precisely and carrying out monitoring and evaluation. In an effort to improve the quality of service, each hospital officer is monitored for their performance in serving patients in accordance with established quality standards and then an analysis is carried out. If the staff still makes a lot of mistakes, they are trained and educated again, then monitoring and evaluation is carried out every month.

In June 2023, Malahayati Hospital goes through an accreditation process and strives to improve services. After the accreditation process, there was a perceived increase in service responsiveness. Based on observations, there was an increase in the speed of nurses in responding to patient complaints. Communication between ER nurses and room nurses is very good, so patients don't have to wait long.

Malahayati Hospital Medan, has very adequate facilities and infrastructure in accordance with type C hospital facilities. This conforms to Malahayati Hospital Medan is a hospital that upholds the rules of the Islamic religion and applies "Cleanliness is Part of Faith". Malahayati Hospital Medan really maintains the cleanliness of the hospital environment, including room cleanliness, bathroom cleanliness, waiting room cleanliness, pharmacy cleanliness, and operating room cleanliness as well as keeping the tools used sterile.

The infrastructure and equipment owned by the hospital must meet the standards set by the Minister according to the adequate registration space and seating, overall cleanliness and orderliness of the room is maintained, cleaning staff are always on duty, bathrooms are equipped with hand washing facilities and are guarded by cleaning staff. In general, doctors, nurses, midwives and other staff dress neatly and cleanly.

Based on the frequency distribution of respondents, 93.2% of respondents were satisfied with the quality of Reliability services, and 3.9% of respondents were dissatisfied with the quality of Reliability services. Based on the results of interviews with respondents, it is very difficult to meet with the attending doctor if there are complaints from patients. The action must be taken by a nurse first, then if it is indicated that a doctor's treatment is needed, the doctor is called but the waiting time is very long. Respondents had to call several times until the doctor on duty came to examine them. Respondents also complained about complicated administrative matters and that there were no instructions explaining the BPJS patient registration procedures.

In the opinion of Tjiptono (2023), superior service is an attitude or way of staff in serving customers satisfactorily by paying attention to speed of service, accuracy of diagnosis, friendliness and comfort, so that patients feel satisfied with the service. This

opinion is also in line with Lumenta quoted by Hanawi (2006), stating that patient satisfaction is basically influenced by many factors, where the satisfaction factor will ultimately influence the patient's assessment of wanting to reuse a health service.

Based on the frequency distribution of respondents, 95.1% of respondents were satisfied with the quality of Assurance services, 3.9% of respondents were very satisfied with the quality of Assurance services, and 1% of respondents were dissatisfied with the quality of Assurance services. Based on the results of observations, the officers' competency areas include paramedics, medical staff, and linear medical technology with main duties and functions. Paramedics (doctors, nurses, midwives, pharmacists, pharmacist assistants) are especially suitable. The doctor provides a clear explanation of the patient's diagnosis, explains the treatment that will be undertaken, and provides information about drugs and drug availability. Medicines that are covered by BPJS, and those that are not covered so must be purchased by the patient themselves. Sometimes patients complain about this, especially in cases of serious illnesses such as heart disease, lung disease and other degenerative diseases when they receive treatment. The doctor visits the patient on time, and tries to accommodate whatever the patient's needs are.

Based on the results of interviews with patients, some respondents who had used inpatient treatment stated that the responsiveness of hospital staff was very good. The staff's responsiveness to patients is very good, both in terms of being fast and precise in providing services so that patients feel satisfied. For example, if a patient calls a nurse, it doesn't require a long waiting time for the nurse to arrive. According to Aditama (2003), health workers should serve patients well. Health workers must have the will, speed and responsiveness in providing services so that patients recover quickly.

All staff at Malahayati Hospital promote a culture of smiles, and nurses and doctors always do the 3S, namely smile, greet and touch. A sense of empathy from staff is one tool to fulfill the expectations of patients who want to be treated well. The point is to try to understand what the patient wants and feels. It is necessary to have a common perception between staff in serving patients regarding the importance of building personal relationships with patients, so that patients feel comfortable and satisfied (Tarigan, 2009).

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSION

1. Based on the research results, respondents stated that Tangible service quality was good, Responsiveness service quality was very good, Reliability service quality was good, Assurance

service quality was good, and Empathy service quality was good.

2. Based on the research results, respondents were satisfied with the quality of Tangible service, responsiveness, reliability, assurance, and respondents were very satisfied with the quality of empathy service.
3. Based on the results of the Pearson Product Moment correlation statistical test, the responsiveness service quality variable has a strong positive relationship with respondent satisfaction.
4. Based on the research results, there has been an increase in services provided by Malahayati Hospital is caused by preparatory activities for hospital accreditation at the end of 2023.

RECOMMENDATIONS

Although in general the quality of service provided by Malahayati Hospital Medan is already good, it is recommended to continue improving the quality of service by:

1. Malahayati Hospital in Medan

All hospital staff improve the quality of Reliability services, including willingness and punctuality in serving patients, punctual doctor visiting hours, nurses' punctuality in administering medication, improving the quality of Tangible services, and also at the same time maintaining consistent service quality, Responsiveness, Assurance, and good empathy.

2. For Further Researchers

In future research, we should conduct more in-depth research regarding service quality, responsiveness, assurance and empathy and use a structural equation model test so that the smallest variables that influence respondent satisfaction can be identified.

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