

THE RELATIONSHIP BETWEEN SERVICE QUALITY IN THE REGISTRATION DEPARTMENT AND PATIENT SATISFACTION

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ABSTRACT

One indicator of the success of health services is satisfaction. Patient satisfaction in assessing quality or good service and is an important measurement that is fundamental to the quality of service. Patient satisfaction is also a subjective value of the quality of services provided. This study aims to determine the relationship between service quality and patient satisfaction.

This research method uses the Cross Sectional method using the Kendal Tau Correlation. And the way of taking samples in this study is by probability sampling with random sampling method with a sample of 133 respondents. Collecting data using a questionnaire for the variable quality of service and patient satisfaction.

The results of the research on the service quality variable showed that there were 68 (51.1%) respondents who said the service quality was not, there were 65 (48.9%) respondents who said the service quality was good. Whereas in the patient satisfaction variable, 70 (52.6%) respondents said they were not satisfied and 63 (47.7%) respondents said they were satisfied.

Based on the research results, it was obtained that the p value was $0.000 \leq 0.05$, which means that there is a relationship between service quality and patient satisfaction at the registration section (H_0 is rejected and H_a is accepted). With the OR value of service quality, there is an opportunity for patient satisfaction of 1,384,667 or 1,384 times. The results of this study serve as input in order to improve the quality of service at the registration section of the Central Bogor Health Center.

Keywords: Service Quality, Patient Satisfaction

INTRODUCTION

Health is a human right and an investment to achieve national development. Health improvement is a public health effort in Indonesia to increase awareness, readiness and ability to live healthy so that all can enjoy the best public health

In leading their work as puskesmas, community advocates, health service providers, and individual health service providers, puskesmas are responsible for health services and health improvement. As a result, improvements in health and well-being have been achieved, with the aim of educating, empowering and promoting health so that all become aware of the highest level of public health.²

Improving health is also an effort to obtain one of the civil rights, namely the right to access health services in accordance with the 1945 Constitution Article 28 H

paragraph (1). Health related. In the economic field, national development is achieved through the advancement of the upper class. This group has the same need, namely to increase efficiency (public services).

In this period of renewal, public openness to the provision of health services is a demand that must be met by the Health Office as a source of maximum health services. The main role of health workers is to create a healthy environment to maintain and improve public health status. The Ministry of Health must be directly involved in supporting the achievement of appropriate health goals and objectives for the community. 3

Health standards in health services have been developed not by health authorities. According to the Indonesian Government Health Service, 2016 refers to the expansion of maximum service to patients, namely more than 95%. 4 If health care professionals are seen to have more than 95% of patients, then these health care workers are considered to be underweight or underperforming.

A number of studies provide data on the incidence of liver disease in many countries. Health care rates such as Ndambuki 2013 in Kenya were around 40.4%, health care in Bakhtapur India and Twayana 34.4%, while patient satisfaction in Indonesia was reported at 42.8% in Central Maluku and 44.4% in West Sumatra. Based on these data it can be concluded that the number of sufferers is still low, so the number of sufferers is a problem both at home and abroad. The level of patient satisfaction such as Ndambuki in 2013 in Kenya was around 40.4%, the level of satisfaction in Bakhtapur India such as in Twayana was 34.4%. 5 Based on these data it can be concluded that patient satisfaction is still low, so that patient satisfaction is a problem faced by Puskesmas both in within and outside the country.

Based on the profile of the West Java Health Office in 2018, patient interest in West Java has increased by 73%. in 2019 patient satisfaction reached a percentage of 83%.

The Puskesmas as a health care company has changed, and in its early development the Puskesmas was an organization that worked for relations, but with the existence of the Puskesmas it referred to a number of industries involved in health services through regulation. framework. At the same time, there is competition from Puskesmas partners who are owners and owners of private Puskesmas, all of whom compete to attract consumers to their services.8

Currently the Puskesmas is improving its performance, investment and technology. It is called that because the Puskesmas uses Human Resources (HR) in scientific disciplines that are increasingly qualified. The same is true for the amount of money spent on various services, including funds from the Puskesmas. Puskesmas also utilize various treatment technologies to improve the quality of their services. Most of the Puskesmas industry is health services.8

On the other hand, the Puskesmas needs to make efforts to survive and improve the work environment with the highest costs at the Puskesmas and increase competition for better Puskesmas services. The effort required by the Puskesmas is to increase patient income, because patients get income from the Puskesmas (in their pocket) or through health insurance. Therefore, the Puskesmas will control and improve patient access by advertising and providing quality health services.⁹

Puskesmas as a health center is the most important service in society. The presence of the Puskesmas is a request for hope when some people suffer from chronic diseases. At the Puskesmas, the community hopes that what happened to them can be corrected

The service structure of the Puskesmas includes the ability to handle diseases from patients, planning doctors, nurses and staff that are well planned, so that it is hoped that satisfaction and trust can be built in Puskesmas customer service and patients will release their hopes and enthusiasm. for the Puskesmas and finally returned to using the services of the Puskesmas dr. future Moewardi. Important issues related to patient care must be determined by the Puskesmas dr. Moewardi is a great service with standards of physical evidence, confidence, resilience, acceptance and understanding given to patients to develop passionate patients.

Registration of health care is part of the health care system related to admission, both outpatient and outpatient care at the Puskesmas Hospital. External services are the first service as a gateway to the Puskesmas, and play an important role in providing first-class services to patients and consumers

Waiting time for patients in outpatient clinic services is important to determine the initial description of the Puskesmas. Patient waiting times can also be a source of frustration. Patients may feel that healthcare services are bad if the pain is bad, lasts a long time, and medical staff don't have good friends even though they are professionals. Long waiting times at external medical records can reduce the patient's mood and affect the image of the Puskesmas which can affect the patient's financial future

One indication of a successful health care system is satisfaction. The satisfaction that arises in each patient shows the level of perfection of service quality. The more perfect satisfaction, the benefits of health services. Patient care is the level of pain suffered by patients as a result of work received by medical services when patients are compared to their expectations

Patient dedication in measuring the quality or quality of service and is an important measure on which the quality of service is based. This is because it provides information on the achievement of service quality as well as the effectiveness and reliability of patients in their own right to develop the desired service model. Passion for a patient can be defined as a consumer's behavior, such as the degree to which he likes or dislikes the service he has previously experienced, and therefore the consumer's

behavior can determine the pattern of customer behavior. Caring for patients can also be a reward for the best service

There are 5 factors that affect the patient's mind, namely: 1) responsiveness (responsibility), 2) self-confidence, 3) resilience, 4) resilience (with), 5) physical evidence (obvious). With this situation, patients can check whether the health services they receive and can see whether that is what the patient wants or doesn't want

Caring for patients/consumers is an important part of patient/consumer care. Satisfaction and service quality will create passion for patients/patients, and happiness is close to "word of mouth", so that service satisfaction will also bring new products to users. The next impact will continue in the process of creating a better Puskesmas image. This is due to intense competition. So every Puskesmas must try to present itself out there in the best position of its patients/customers so that they are confident to fulfill their health needs.

Irmawati and Kurniawati's study shows that the patient's decision to use health services is related to the work of the Puskesmas. Therefore, patient impatience can lead to distrust of Puskesmas patients

The lobby is the place of business for all Puskesmas. Patient registration services must contain sensitive information about patient information. In addition, providers must be able to develop and communicate frequently to support Puskesmas services. Patient management can be known if it is carried out immediately by the police, with good hospitality, politeness and good responsibility. To design and manage treatment according to community needs, puskesmas need positive feedback from the community, for example evaluation by patients so that it can be used as a diagnostic tool and an example of whether the service has helped. patients with or without Therefore, the Puskesmas tries to create the best performance in order to satisfy its patients.

Based on the results of previous findings at the Central Bogor Health Center in Bogor City by observing visitors to the Central Bogor Health Center and giving a number of questions to 10 visitors, namely how comfortable and satisfied with the service at the Central Bogor Health Center registration section, based on the results of interviews 6 out of 10 visitors stated that they were dissatisfied with the service at the registration section of the Central Bogor Health Center due to the long registration queue and also the unfriendly registration staff, while 4 out of 10 visitors said that they were satisfied with the service at the Central Bogor Health Center registration because the registration waiting room was comfortable and clean. Based on the description of the problem above.

RESEARCH METHOD

This research uses descriptive analytic method with the approach used is cross sectional, the data used is primary data with a questionnaire as a measuring tool and data processing using SPSS. The population in this study were 200 patients who were part of the outpatient registration department at the Central Bogor Health Center, Bogor City. The sample size in this study was 133 patients at the registration section of the outpatient clinic at the Community Health Center, which was calculated using the slovin formula. The research was carried out at the Central Bogor Community Health Center, Bogor City, on October 8 2021 – July 28 2022

RESEARCH RESULTS

Table 1. Service Quality Frequency Distribution

No.	Service Quality	Amount	Percentage (%)
1.	Not good	68	51,1
2.	Good	65	48,9
Total		133	100

Based on Table 1, the distribution of the frequency of service quality in the registration section of the Central Bogor Community Health Center, Bogor City, out of 133 respondents, there were 68 (51.1%) respondents who stated that the quality of service in the registration section was not good and as many as 65 (48.9%) respondents stated that the quality service in the registration section of the Central Bogor Health Center was good.

Table 2. Frequency Distribution of Patient Satisfaction in the Registration Section of the Health Center

No.	Patient Satisfaction	Amount	Percentage (%)
1.	Not satisfied	70	52,6
2.	Satisfied	63	47,7
Total		133	100

Based on Table 2 it is known that out of 133 respondents there were 70 (52.6%) respondents who expressed dissatisfaction with the quality of service at the registration

section of the Central Bogor Health Center and as many as 63 (47.7%) respondents who stated they were satisfied with the quality of service at the registration section Central Bogor Health Center.

Table 3 The Relationship between Service Quality and Patient Satisfaction in the Registration Section

No.	Service Quality	Patient Satisfaction						P Value	OR
		Not satisfied		Satisfied		Total			
		n	%	n	%	n	%		
1.	Not good	67	98.5	1	1.5	68	51,1	0.000	1,384,667
2.	Good	3	4,6	62	95.4	65	48,8		
	Amount	70	52,6	63	47,4	133	100		

Based on Table 3. Relationship between Service Quality and Patient Service, out of 133 respondents, there were 67 (98.5%) respondents who complained about poor service and stated that they were dissatisfied with the service at registration. The statistical test results obtained a p value of $0.000 \leq 0.05$, which means that there is a relationship between service quality and patient satisfaction at the registration section of the Central Bogor Health Center, Bogor City. With the OR value of service quality, there is an opportunity for patient satisfaction of 1,384,667 or 1,384 times.

DISCUSSION

a. Service Quality

Based on the classification of functional services in the registration section of the Central Bogor Health Center, Bogor City, out of 133 respondents, there were 68 (51.1%) respondents who stated that the quality of service at the registration section of the Central Bogor Health Center was not good and as many as 65 (48.9%) respondents stated that the quality service in the registration section of the Central Bogor Health Center was good.

This is due to the results of Aditya Nugraha's research (2018) with a list of good health service relationships with outpatients at the Cirimekar Community Health Center, Bogor City, in 2018.

This is due to the research results of Aditya Nugraha (2018) along with a list of the best health services with patients. 6 Health services can be seen from the point of view of service users, supporting services and services. 18 Service quality and costs are relevant to consumers. Customer satisfaction is influenced by quality service agreements.¹⁷

Based on the research findings and theory above, the analyst's analysis is correct that the quality of service in the registration section of the Bogor Tengah Bogor Health Center in Bogor City is in the not good category, this may be because the success of the Central Bogor Puskesmas is not optimal, where as many as 68 (51.1%) respondents stated that the quality of service not good.

b. Patient Satisfaction

Based on the frequency classification of patients who are interested in registering, out of 133 respondents there were 70 (52.6%) respondents who stated they were dissatisfied with the quality of service provided by Puskesmas officers and as many as 63 (47.7%) respondents stated that they were satisfied with the quality of service at the Puskesmas registration site Central Bogor.

This is based on the results of Aditya Nugraha's research (2018) by mentioning the name of the relationship between health services and the high level of patient interest outside of Cirimekar. The Bogor City Health Center in 2018 stated that the highest number of respondents were complainants with 73 people (67%).

Satisfaction is the level at which a person feels after comparing the perceived performance (results) compared to expectations. Passion for patient can also be interpreted as consumer behavior, namely at the level of likes or dislikes for services that have been experienced before

Based on the research findings and theory above, the analyst's analysis is correct that patient satisfaction at the registration section of the Bogor Tengah Bogor Health Center in Bogor City is in the dissatisfied category, this can be caused by poor service quality, where as many as 70 (52.6%) respondents said they were dissatisfied with the quality of service listed in the Central Bogor Health Center.

c. The Relationship between Service Quality and Patient Satisfaction in the Registration Section

Based on the results of the analysis of the service relationship going well for patients who were interested in registering at the Bogor Tengah Bogor Health Center, Bogor City, out of 133 respondents there were 67 (98.5%) respondents who stated poor service and expressed dissatisfaction with the service at Cimandala registration. Entering Public Health as many as 62 (95.4%) of respondents stated that they worked well and were satisfied with the registration service for the Central Bogor Health

Center. The measurement results obtained a p value of $0.000 \leq 0.05$, which means there is a positive relationship between good service and patient care at the registration department. With the OR value of service quality, there is an opportunity for patient satisfaction of 1,384,667 or 1,384 times.

This is in accordance with Aditya Nugraha's research (2018) by mentioning the name of the relationship between health services and the level of interest of outpatients at the Cirimekar Community Health Center in Bogor City in 2018, it was reported that the research results showed a positive relationship between the quality of health services. health services and patient services received with a value of $p = 0.000 (<0.05)$.

Good service is needed because it is the right of every consumer and can provide a way to win the competition with other health service providers. 17

A person's desire to buy a behavior can be influenced by behavior, but interest in using nursing care can be influenced by past experiences when using the same technique. The patient's willingness to use the Puskesmas is strongly influenced by the experiences experienced by being interested in receiving services

The quality of health services shows that at the stage of completion of health services in the development of personal understanding of all patients, apart from being perfect for satisfaction, the better the health services are.

Based on the results of the research and theory above, an evaluation of scientists is carried out, the better the quality of service quality, the more satisfied patients are with the quality of service at the Central Bogor Health Center, especially in the registration section

CONCLUSION

1. Knowing the classification of functional services in the registration section, out of 133 respondents, there were 68 (51.1%) respondents who stated that the quality of service in the registration section was not good and as many as 65 (48.9%) respondents stated that the quality of service in the registration section of the Central Bogor Health Center was good. .
2. Knowing the frequency classification of patients interested in registering at the Bogor Tengah Bogor Health Center, Bogor City, out of 133 respondents there were 70 (52.6%) respondents who stated they were dissatisfied with the quality of services provided by Central Bogor Puskesmas officers and as many as 63 (47.7%) respondents felt Satisfied with the quality of registration services at the Central Bogor Health Center.
3. 3. Based on the findings of a review of the relationship between service and patient care at the Bogor Tengah Bogor Health Center Register, Bogor City, of the 133 respondents, 67 (98.5%) stated that the service was not good and expressed

dissatisfaction with the service at the Puskesmas registration section. The measurement results obtained a p value of $0.000 \leq 0.05$, which means there is a combination of good service and patient service at the registration section of the Central Bogor Health Center, Bogor City. With the OR value of service quality, there is an opportunity for patient satisfaction of 1,384,667 or 1,384 times.

SUGGESTIONS

1. For the Central Bogor Health Center
The results of this study have been identified as a strategy to improve the quality of care at the registration section of the Central Bogor Health Center.
2. For Researchers
This research is suggested as material to add insight and knowledge and experience of researchers in applying the knowledge gained during direct training in the field.
3. For Respondents
The results of this study are suggested as input materials to improve the service quality of the Central Bogor Health Center as expected by the respondents.
4. For Further Research
It is recommended that this research provide documents for future researchers who will conduct specific research on health policy management practices related to the quality of health services and satisfaction levels.

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