

IMPLEMENTATION SERVICE QUALITY METHOD IN MEASURING LEVEL SATISFACTION BPJS PATIENT

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Abstract: BPJS patient satisfaction is the BPJS patient's assessment of the services they enjoy and want, BPJS patient satisfaction can be considered by the clinic as a service provider to determine the success of the Kesuma Bangsa clinic service program. At the Kesuma Bangsa clinic, no system can help the Kesuma Bangsa clinic measure the level of satisfaction of BPJS patients with Kesuma Bangsa clinic services, Therefore, we need a system that can measure the level of satisfaction of BPJS patients with clinical services as a tool in the decision-making process to improve service quality and implement service quality improvements. Based on these problems, a decision support system will be designed using the PHP programming language and the database used is MySQL. The method used to measure the level of satisfaction of BPJS patients with Kesuma Bangsa clinical services is Service Quality. The results of the study used the Service Quality method, namely collecting 25 service attributes. With a system to measure the level of satisfaction of BPJS patients with Kesuma Bangsa clinic services, it can help the clinic in making decisions and implementing service quality improvements.

Keywords: BPJS patients; measuring level satisfaction; Service Quality

Abstrak: Kepuasan pasien BPJS ialah penilaian pasien BPJS terhadap pelayanan yang dinikmati serta diinginkan, kepuasan pasien BPJS dapat menjadi pertimbangan pihak klinik sebagai pemberi layanan untuk mengetahui keberhasilan program pelayanan klinik kesuma bangsa. Pada klinik kesuma bangsa belum tersedia sistem yang dapat membantu Klinik Kesuma Bangsa untuk mengukur tingkat kepuasan pasien BPJS terhadap pelayanan klinik kesuma bangsa, oleh sebab itu dibutuhkan sistem yang dapat mengukur tingkat kepuasan pasien BPJS terhadap pelayanan klinik sebagai media pada proses pengambilan keputusan untuk meningkatkan kualitas layanan dan melaksanakan perbaikan kualitas layanan. Berdasarkan permasalahan tersebut maka akan dirancang sebuah sistem pendukung keputusan menggunakan bahasa pemrograman *PHP* dan *database* yang digunakan yaitu *MySQL*. Metode yang dipergunakan untuk mengukur tingkat kepuasan pasien BPJS terhadap pelayanan klinik kesuma bangsa yaitu *Service Quality*. Hasil penelitian menggunakan metode *Service Quality* yaitu mendapatkan 25 atribut pelayanan. Dengan adanya sistem untuk mengukur tingkat kepuasan pasien BPJS terhadap pelayanan klinik kesuma bangsa dapat membantu pihak klinik dalam pengambilan keputusan dan melaksanakan perbaikan kualitas layanan.

Kata kunci: Mengukur Tingkat Kepuasan; Pasien BPJS; *Service Quality*



INTRODUCTION

Services in the health sector are realized between patients as consumers and clinics as health facilities. This clinic provides services in the form of products and services, clinical service systems are tailored to patient needs to be based on service operating standards at the clinic [1]. Indonesia implements Universal Health Coverage (UHC) as stated in the rules of implementation of the National Social Security System (SJSN) and implemented by the Social Security Agency (BPJS) [2].

Quality health services lead to patient satisfaction because patients are consumers who enjoy services [3]. Patient satisfaction as a participant in social security is one of the factors that influence the success of service programs implemented by service providers. The quality of good service is not based on the view of the service provider but based on the patient's view, because it is the patient who feels the service provided by the service provider, the Kesuma Bangsa Clinic [4]. BPJS patient satisfaction is similar to BPJS patient assessment of various perspectives of services enjoyed and expected, Therefore, patient satisfaction can be considered by service providers regarding the quality of their services [5].

Some research on decision support systems that have been carried out previously include Analysis of Service User Satisfaction with Web-Based Service Quality Method [6], System Analysis Of The Level Of Student Satisfaction With Teaching And Learning Activities at PSTI UNRAM Using The Service Quality Method [7], The Health service information system at the belawan public health center uses a

web-based service quality (servqual) method [8].

At the Kesuma Bangsa clinic, no system can help the Kesuma Bangsa clinic to determine the level of BPJS patient satisfaction with kesuma bangsa clinic services, making an assessment of determining the level of satisfaction of BPJS patients with Kesuma Bangsa clinic services is slow and time-consuming to determine the level of satisfaction of BPJS patients and assisting the leadership of the Kesuma Bangsa Clinic, Rahuning sub-district, in improving the quality of services and carrying out improvements to the quality of these services.

In this study, the Decision Support System was used as a system used in the decision-making process to assist the Kesuma Bangsa clinic in determining the level of satisfaction of BPJS patients with Kesuma Bangsa Clinic services. With a system in the decision-making process, it can solve problems related to BPJS patient satisfaction with Kesuma Bangsa Clinic services [9].

With the Decision Support system in determining the level of satisfaction of BPJS patients with the Kesuma Bangsa clinic, it can help the Kesuma Bangsa clinic in making the decision-making process in improving the quality of services and improving the quality of these services [10]. By utilizing the service quality method, the gap value will be obtained, the difference between the service performance that will be received and the patient's expectation of the service that will be received [11].

METHOD

The data collection used in the research process determines the level of satisfaction of BPJS patients with the

Kesuma Bangsa Clinic services, namely a questionnaire. The sample in this study were BPJS patients. The sample in this study was 30 respondents. 25 attribute questions will be used as data collection with a questionnaire. The questionnaire will be distributed to BPJS patients at the Kesuma Bangsa Clinic, Rahuning District.

Service Quality Method (Servqual) is a method used to measure the quality of service, This method has the attributes of each dimension, so that a gap value will be found, namely the difference between the performance of the service that will be received and the patient's expectation of the service that will be received [12]. The service Quality method is divided into 5 (five) dimensions of service quality:

Tangibles are the company's ability to show its existence. Includes facilities and infrastructure, completeness of equipment used to meet service needs, as well as employee appearance.

Reliability is the company's ability to provide appropriate and reliable services as promised.

Responsiveness is the ability to provide prompt and appropriate service assistance to patients by delivering specific information.

Assurance includes the skills, decency, and ability of clinic staff to increase patient confidence in the clinic.

Empathy is showing concern for individual patients [13].

The Service Quality method can help the decision-making process to determine the level of satisfaction of

BPJS patients with Kesuma Bangsa clinic services. By using the Service Quality method, the difference between performance and expectations will be obtained.

The steps for calculating the Service Quality method are [14]:

Calculating expectations

Patient expectations for clinical services using the calculation:

$$\Sigma yi = ((\Sigma STSx1) + (\Sigma TSx2) + (\Sigma Nx3) + (\Sigma Sx4) + (\Sigma SSx5)) \dots \dots \dots (1)$$

Description:

- Σyi : Question of expectation i
- ΣSTS : Answer Strongly disagrees
- ΣTS : Disagree answer
- ΣN : Neutral answer
- ΣS : Agreed answer
- ΣSS : Strongly agree answer
- 1,2,3,4,5: Score on the Likert scale

Calculating average expectations

BPJS patient responses to the statement of expectations using equations:

$$Yi = \frac{\Sigma yi}{n} \dots \dots \dots (2)$$

Description:

- Yi : Average BPJS patient answers for the I expectation statement
- Σyi : Attribute expectation question–I
- n : Number of respondents

Calculating performance

Performance calculations use the same equations as calculating expectations.

Calculating the average performance

The average value calculation uses the same equation as calculating the

expected average.

Calculating the gap value

To calculate the gap value using equation:

$$SQ_i = X_i - Y_i \dots\dots\dots(3)$$

Description:

SQ_i : Value Attribute I

X_i : Performance average attribute I

Y_i : Average value of expectations attribute i

Based on the results of calculating patient satisfaction scores on each dimension with the rules, if the gap value is negative (<0) then the gap between the patient's performance and expectations becomes "Unsatisfied" and if the gap value is positive (>=0) then the performance has exceeded the patient's expectations " Satisfied" [15].

RESULTS AND DISCUSSION

Based on the results of data collection, questionnaires, and previous research studies, away is obtained to create a decision support system to determine the level of satisfaction of BPJS patients with Kesuma Bangsa clinical services. the questionnaire data received will be processed to use the Service Quality method. The sample in this study was 30 samples who became respondents to the questionnaire, namely BPJS patients. 25 attribute questions will be used as data collection with a questionnaire. The questionnaire will be distributed to BPJS patients at the Kesuma Bangsa Clinic, Rahuning District.

In Table 1. Describes the performance assessment data based on respondent filling which is used based filling in the respondents to measure the level of satisfaction of BPJS patients at

the Kesuma Bangsa Clinic, Rahuning District.

Table 1. Performance Assessment Based on Respondent Charging

Category	Score
Strongly Disagree	1
Do not agree	2
Neutral	3
Agree	4
Strongly agree	5

In Table 3. Describes the Expectation Assessment Data Based on Respondents' Filling which is used based on the respondent's filling.

Table 3. Expectation Assessment Based on Respondent Charging

Category	Score
Strongly Disagree	1
Do not agree	2
Neutral	3
Agree	4
Strongly agree	5

Table 4. Service Satisfaction Level

Category	Value
Not satisfied	Negative (<0)
Satisfied	Positive (>=0)

To facilitate the Kesuma Bangsa clinic in determining the level of satisfaction of BPJS patients with Kesuma Bangsa Clinic services, this study resulted in a decision support system application measuring the level of satisfaction of BPJS patients based on a web that can be accessed anytime and anywhere.

At this stage the results contain the user interface in the system to be built. When you first access the Kesuma Bangsa clinic service website, you will be automatically directed to the main

page. Patients can register before filling out the questionnaire, after successfully registering patients can directly log in to the website by entering their username and password, as shown in image 1.



Image 1. Login Page

Appearance of Data Recap of BPJS Patient Satisfaction Assessment Criteria

On the criteria data page, there are criteria obtained from the Service Quality method, whereas in the Service Quality method there are criteria for assessing BPJS patient eligibility. The criteria data is inputted by the admin of the Kesuma Bangsa clinic as the holder of access from the website.



Image 2. Appearance Criteria

Appearance of the BPJS Patient Satisfaction Assessment questionnaire recap

The questionnaire recap display is the page used by the admin to enter questions according to the question criteria based on the Service Quality method that will be used as a questionnaire. Admin can input, change or delete the crips value data according to the category of the selected crips value.



Image 3. Appearance Questionnaire Recap

Appearance of BPJS Patient Satisfaction Assessment Results

Appearance calculations with the Service Quality method. The calculation results are obtained from the sum of the question scores from performance and expectations, then the results of respondents' answers will be averaged. After getting the average value, the next process is to subtract the average value of performance and expectations to determine the value of the gap.

No	Uraian	Nilai Kerp	Nilai Kerap	Nilai Kerap	Nilai Kerap	Nilai Kerap
1	1. Dokter menerima keluhan dan melakukan pemeriksaan	4,0	3,8	3,8	3,8	Yes
2	2. Anamnesis dilakukan dengan baik dan lengkap	4,0	3,8	3,8	3,8	Yes
3	3. Pemeriksaan fisik dilakukan dengan baik dan lengkap	4,0	3,8	3,8	3,8	Yes
4	4. Dokter menjelaskan hasil pemeriksaan dan tindakan yang akan dilakukan	4,0	3,8	3,8	3,8	Yes

Image 4. Assessment Results

CONCLUSION

In this study, it can be concluded that the Service Quality method is a method that can be applied in determining the level of satisfaction of BPJS patients with Kesuma Bangsa clinic services. From the results of processing with the Service Quality method, it was found that the gap was positive, BPJS patients were satisfied with the service at the Kesuma Bangsa clinic. A decision support system in measuring the level of satisfaction of BPJS patients with Kesuma Bangsa Clinic services by using service quality methods based on predetermined criteria can assist the leadership of Kesuma Bangsa Clinic, Rahuning District in improving service quality and making improvements in service quality.

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