

BPJS PATIENT SATISFACTION SERVICE QUALITY USING THE SERVQUAL METHOD

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Abstract: The Gambir Baru Kisaran Community Health Center is one of the health centers in the town of Kisaran that serves BPJS patients. Data on visits by BPJS Health participants to the Gambir Baru Kisaran Community Health Center in 2023 from January to December showed that there were 3,048 BPJS participants. If the health center services provided to the community are excellent for BPJS patients, then more BPJS participants will benefit from health services, and the community will not hesitate to use BPJS. However, common problems such as the long waiting time at the patient reception counter, which exceeds the estimated time in the SOP, the lengthy process of medication retrieval after patients have completed their health examinations, and medical personnel not promptly and accurately performing actions, necessitate an evaluation to improve the quality of health center services for BPJS patients. Therefore, a solution using the Servqual method is needed to identify areas for improvement. The results of the calculation of real responses and expectations of patients/respondents of the Gambir Baru Community Health Center to 16 questions indicate that recommendations suggest that 4 attributes need improvement and 12 attributes need to be maintained out of 201 respondent-patients at the Gambir Baru Community Health Center.

Keywords: BPJS patient satisfaction; servqual method; web-based.

Abstrak: Puskesmas Gambir Baru Kisaran merupakan salah satu puskesmas di kota kisaran yang melayani pasien BPJS. Data kunjungan peserta BPJS Kesehatan di Puskesmas Gambir Baru Kisaran Tahun 2023 dari bulan Januari – Desember terdapat 3.048 peserta BPJS. Jika pelayanan puskesmas yang diberikan pada masyarakat sangat baik terhadap pasien BPJS, maka akan semakin banyak peserta BPJS yang terbantu pelayanan kesehatannya dan masyarakat tidak ragu akan penggunaan BPJS. Namun, permasalahan yang biasa dihadapi seperti lama waktu layanan di loket penerimaan pasien yang lebih lama dari waktu estimasi yang terdapat pada SOP, proses pengambilan obat yang memakan waktu lama setelah pasien selesai melakukan pemeriksaan kesehatan, tenaga medis belum melaksanakan tindakan secara tepat dan cepat, sehingga perlu dilakukan evaluasi sebagai upaya peningkatan kualitas layanan puskesmas terhadap pasien BPJS. Maka diperlukan sebuah solusi menggunakan servqual method untuk mengetahui hal-hal yang perlu ditingkatkan. Hasil dari perhitungan jawaban realita dan harapan pasien/responden Puskesmas Gambir Baru terhadap 16 pertanyaan, hasil rekomendasi keputusan adalah 4 atribut harus ditingkatkan dan 12 atribut lagi harus dipertahankan dari 201 responden- pasien/pasien di Puskesmas Gambir.

Kata kunci: berbasis web; kepuasan pasien BPJS; metode servqual.

INTRODUCTION

Patient satisfaction is an assessment of the good or bad quality of health services received by patients. Patients will feel satisfied if the performance of the health services they receive is the same as or exceeds their expectations. The level of patient satisfaction is very important and is closely related to the level of patient return visits so that this can be used as an indicator of the quality of health services [1].

The government health facility BPJS Health collaborates with community health centers (Public Health Centers) to provide basic health services to BPJS participants. Community health centers usually provide primary health services such as general examinations, immunizations, doctor consultations and light medication, but sometimes problems arise, namely that BPJS patients do not receive good quality service from public health agencies. Service quality is a form of patient assessment of the services received. Several studies use satisfaction indicators to assess service quality [2].

Quality health services are one aspect of health services and are an important factor in achieving patient satisfaction. Realizing that health services are a need for every community, the government is trying to develop health insurance for all Indonesian people.

The Gambir Baru Kisaran Community Health Center is the only one in the Gambir Baru range. Data on visits by BPJS Health participants to the Gambir Baru Kisaran Community Health Center in 2023 from January – December there are 3,048 BPJS participants. If community health center services are provided to the community, more and more BPJS participants will utilize health services

and share information with the community about the benefits of BPJS Health serving General Polyclinics, Dental Polyclinics, Pharmacy Installations, Nutritionists, Outpatient and Maternity Care.

Based on the complaint data above, it could potentially become a problem in the future, such as the length of service time at the patient reception counter that patients receive is longer than the estimated time in the clinic SOP, namely 10 minutes, clinic staff must behave 5S (Smile, Greet, Greetings, Polite and Polite) when serving patients, the process of taking medicines takes a long time after the patient has completed a health examination.

The health center must provide services according to the wishes and understand the needs of patients, medical personnel and other staff, and can help if there are problems patients, medical personnel take action appropriately and quickly, so evaluation is necessary as an effort to improve the quality of clinical services. Based on these several things, researchers want to examine BPJS patient satisfaction with Gambir Baru Kisaran Community Health Center services.

This research will focus on analyzing patient satisfaction factors and determining customer satisfaction factor priorities using Servqual analysis. The Servqual (Service Quality) method is a method used to measure service quality from the attributes of each dimension, so that a GAP (Gaps) value will be obtained which is the difference between consumer perceptions of the services they have received and the expectations they will receive.

This method measures the quality of service from the attributes of each dimension, so that a gap value will be obtained which is the difference between the consumer's perception of the service

received and the consumer's hope for the service they will receive. However, in general there is no uniformity regarding the concept of service quality (servqual) [3].

Analysis of the Effect of Claim Service Quality in the TOOS Application on Customer Satisfaction Using the Servqual Method". The results of this research show that the dimension of the service quality variable, namely responsiveness, has the most dominant influence on customer satisfaction with a percentage of 33.7%. This proves that the TOOS application does have a positive influence so that the hypothesis proposed can be accepted [4].

"The Decision Support System uses the Servqual Method for Improving the Quality of Service Performance of Government Apparatus", Our findings are that improvements need to be made in services regarding assurance (communication, courtesy, communication, and security). In addition, our system has also been running well based on the results of black box testing. So that this system can be used of this district as a policy in making decisions to improve the performance of government apparatus service [5].

Health Service Information System at Belawan Community Health Center Using Web-Based Service Quality (Serqual) Method". This information system has been designed and implemented using PHP and MySQL programs as the database, and can be used to produce related surveys. The existence of this information system makes it easier for users to analyze existing problems [6].

Implementation of servqual method for improvement Services At The Citra Bread Factory, The results of this study are to determine the decision support system in the analysis of the service quality of selling bread that is applied at

the Citra bakery factory. The application of the Service Quality method will speed up the decision-making process in analyzing the service level of bakery product sales at Citra bakery [7].

Assessment of Community Satisfaction with Service Quality using the Servqual Method and Analytical Hierarchy Process". The result is that Servqual and AHP are good methods to use to determine community satisfaction, improve service quality and set priorities for improving service quality [8].

Decision Support System for Patient Satisfaction Levels with the Quality of Hospital Services Based on the Servqual Method. The results of this research are software developed from a structured design that can be used as a data collection tool and then processed to analyze the data into accurate information for use in decision making. [9].

Measuring and Determining Priorities for Improving the Quality of Vehicle Service Services using the Service Quality Method and Analytical Hierarchy Process. The results of processing using the Service quality method show that there is a service quality GAP based on perceptions and expectations because it has a negative value, so that all existing service attributes need to be improved in performance. Meanwhile, with the AHP method, it turns out that the mechanical speed attribute in car service is the first priority because it has the largest weight, namely 0.107 [10].

From the description and thoughts above, the author feels compelled to explore and research the topic "BPJS Patient Satisfaction System on the Quality of Community Health Center Services Using Service Quality Methods" with the aim of seeing a picture of patient satisfaction with health services, so that we can

identify the elements that are maintained and repaired by the Gambir Baru Kisaran Community Health Center and can further improve the quality of its services.

METHOD

The steps in the research of the BPJS Patient Satisfaction System on the Quality of Community Health Center Services Using the Service Quality Method.

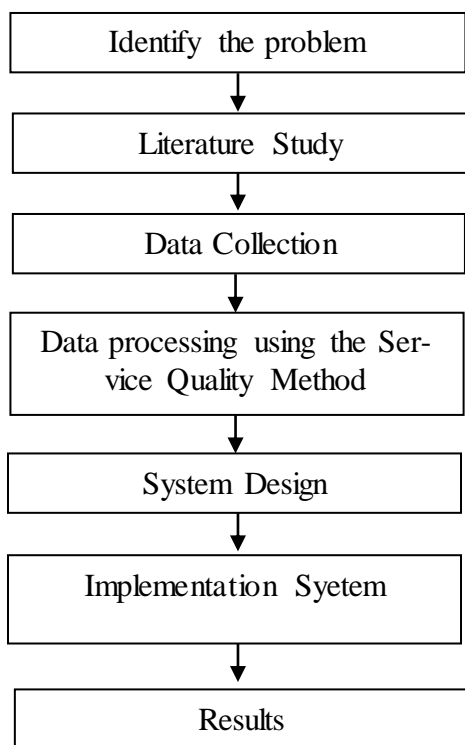


Image 1. Framework

Identify the problem

Problem identification is the first step in research. Researchers identified problems by explaining the problems found at the Gambir Baru Community Health Center, namely. Patients often complain of long waiting times before receiving service. The limited number of health workers, especially in densely populated areas, can result in less than

optimal services. Health workers who are too busy may find it difficult to give full attention to each patient. A waiting room that is too small or lacking in arrangement makes patients feel uncomfortable.

Literature Study

Literature studies are carried out with will be used to solve the problems to be researched, as well as obtaining strong reference bases for researchers in applying the methods used. The method used in this research is the Service Quality Method. So the basic references for this research are decision support system theory, Service Quality Method theory.

Data Collection

At this stage, data and information are collected to find out more about the system being studied. Data and information can be obtained through direct interviews and direct observation at the Gambir Baru Community Health Center.

Table 1. Data on BPJS Patient Complaints

Influence Factors	Total of complaints	Percentage of Complaints
Long service time	23	18,11%
The waiting room	27	21,26%
5S (smile, greet, regards, polite and courteous)	22	17,32%
Parking area	34	26,77%
Examination room	21	16,54%
Total	127	100%

Data processing using the Service Quality method

The data processing carried out was quantitative, namely calculating the data using the Service Quality Method calcula

tion.

System Design

System design is a pattern or picture created to overcome problems faced by an agency after conducting a first analysis.

System Implementation

A decision support system application can be implemented to measure the level of BPJS patient satisfaction with Gambir Baru Community Health Center services using the Service Quality method.

Results

The results of implementing the web-based Service Quality Method in the decision support system can help and make it easier to determine the level of satisfaction of BPJS patients with Gambir Baru Community Health Center services.

In this case used quantitative research methods. The reason used a quantitative research method was because in this study there were calculations from the results of the questionnaire and then the calculations were carried out using the Service Quality Method so that the health center could find out how satisfied BPJS patients were with their services. Service can be defined as providing services (serving) the needs of people or communities who have an interest in the organization in accordance with the basic rules and procedures that have been determined

The Servqual method often used to measure service quality. Quality measurements for physical products are not the same as for the service industry [11]-

The following are the calculation steps using the Servqual method, namely: [12]. Calculate the results of customer

hopes or expectations regarding services using the following calculations:

$$\Sigma y_i = (\Sigma STT \times 1) + (\Sigma TT \times 2) + (\Sigma CT \times 3) + (\Sigma T \times 4) + (\Sigma ST \times 5) \tag{1}$$

Calculate the Average Answer results of respondents to the Hope statement using the following equation:

$$Y_i = \frac{\Sigma y_i}{n} \tag{2}$$

Determine the quality results of a service attribute or the results of the Serv-qual gap using the following equation:

$$SQ_i = X_i - Y_i \tag{3}$$

RESULT AND DISCUSSION

Analysis can be interpreted as a method used to understand a problem being faced by a system, in this case it can be exemplified by defining the functional requirements of a system, so that we can know the needs required by the user. At this stage, the criteria used to evaluate public satisfaction with BPJS Patient Services are determined using the Servqual (service quality) method.

Discussions about public services are closely related to the quality of services provided. In this research, there are dimensions of services and services that are observed, namely:

Concern (Empathy)

Nurses provide services according to the wishes and understand the patient's needs. Giving individual attention to society. Doctors provide sufficient service time to patients. The doctor listens to complaints about the disease you are suffering from and provides a solution in consultation.

Physical Services (Tangibles)

The Puskesmas building looks beautiful and clean. The health center has a comfortable and clean waiting room. Community health centers have hand washing stations and soap in every room. The health center has clear signage.

Responsiveness (Responsiveness)

Medical personnel are willing to respond to patient complaints. Nurses are responsive to serving patients who have an emergency. Medical personnel receive and serve well

Physical Reliability

Medical personnel and other officers help if there are patient problems. The nurse explains the type of disease in full, tells how to treat it and how to take medication. Medical personnel provide information to patients before services are provided.

Guarantee (Assurance)

Medical personnel provide complete medicines/medical equipment. Doctors serve in a reassuring manner so that patients feel safe. The following is an assessment of the questionnaire answers used in this research:

Table 2. Score Answer Hope

No	Description	Score
1	Very Unimportant	1
2	Not Important	2
3	Quite Important	3
4	Important	4
5	Very Important	5

Table 3. Score Answer Reality

No	Description	Score
1	Very Dissatisfied	1
2	Not Satisfied	2
3	Quite satisfied	3
4	Satisfied uas	4
5	Very Satisfied	5

Method Calculation Page View

The page is used by the admin to view information about method calculations from actual answers and expected answers to respondents' questionnaires and also the average of each variable. The way to bring up the method calculation by clicking the method calculation button on the calculation results page.

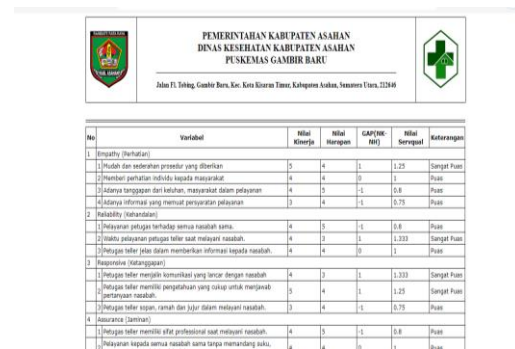


Image 2. Respondent Data Page

Then we will look for the Decision results for each variable using the formula. If Reality > Hope, then the service can be said to be quality. Decision "Keep it". If Reality = Hope, then service can be said to be neutral. Decision "Improve". If Reality < Hope, the service can be said to be of poor quality. Decision "Repair".

Table 4. Table Decision

No	Attribut	Reality		Hope		GAP	Decision
		Weight	Average	Weight	Average		
1	P1	764	3,801	844	4,199	-0,40	Keep It Up
2	P2	749	3,726	848	4,219	-0,49	Keep It Up
3	P3	696	3,463	836	4,159	-0,70	Keep It Up
4	P4	572	2,846	838	4,169	-1,32	Repair
5	P5	711	3,537	836	4.159	-0,62	Keep It Up
6	P6	683	3,398	842	4.189	-0,79	Keep It Up
7	P7	766	3,811	879	4,373	-0,56	Keep It Up
8	P8	699	3,478	872	4,338	-0,86	Keep It Up
9	P9	765	3,806	902	4,488	-0,86	Keep It Up
10	P10	658	3,274	868	4,348	-1,04	Keep It Up
11	P11	701	3,488	874	4,303	-0,86	Keep It Up
12	P12	758	3,771	865	4,224	-0,53	Keep It Up
13	P13	709	3,527	849	4,224	-0,70	Keep It Up
14	P14	525	2,612	840	4,179	-1,57	Repair
15	P15	576	2,866	865	4,303	-1,44	Repair

CONCLUSION

The results of the process of calculating the answers to the reality and expectations of Gambir Baru Health Center patients/respondents to 16 questions, the results of the decision recommendations are that 4 attributes must be improved and 12 more attributes must be maintained from 201 respondents/patients at Gambir Baru Health Center. The application of the Servqual Method for the BPJS service assessment process at the Gambir Baru Community Health Center can provide recommendations for decisions that can be taken by the Head of the Community Health Center in the future. The use of a computerized system in the BPJS service assessment process makes it easy for users because the calculation process can be processed quickly to obtain accurate decision recommendation results.

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