

ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY ON USER SATISFACTION OF BPJS HEALTH AS NATIONAL HEALTH GUARANTEE AT NGARINGAN PUSKESMAS

Anindya Putri¹
Universitas STEKOM Semarang
E-mail: anindyaputri@gmail.com

Abstract:

The purpose of this study was to show the effect of the quality of BPJS health services on patient satisfaction at the Ngaringan Health Center. The population in this study were people who had received services using the Health BPJS at the Ngaringan Health Center with a sample of 116 respondents, through a non-probability sampling technique that was accidental sampling. Data collection is obtained through questionnaires. The method of data analysis in this study consisted of validity, reliability, classical assumption, and hypothesis testing. Instrument testing is carried out using the IBM SPSS Statistics 21.0 program. The results show that service quality has a significant effect on patient satisfaction. The conclusions from this study prove that the better the quality of services provided by Ngaringan Health Center can increase the level of satisfaction of patients.

Keywords: *Service Quality, Customer Satisfaction*

1. Introduction

Increasingly fierce competition requires companies to change their marketing strategies according to current conditions in the marketing world to continue to increase their sales (Putera & Wahyono, 2018). The conditions that must be met in order to compete are to try to achieve the company's goals, namely by creating consumers and retaining consumers by providing a memorable experience to consumers so as to create a feeling, satisfaction and an impression for the product or service offered. In order to maintain business continuity in the midst of highly competitive business competition, a company must provide customer satisfaction (Prasetio, 2012). Basically, consumer satisfaction can be defined simply, namely a situation where customer needs, desires and expectations can be met through the products consumed (Fatona, 2010). Superior and consistent service quality will prove to consumers that the service used is the best service, so that value emerges that fosters satisfaction which makes consumers use the service continuously in the future and creates consumer loyalty (Kuntari et al., 2016). The higher the level of service quality

causes higher consumer satisfaction and also supports higher prices and lower costs (Prasetio, 2012).

Apart from improving service quality, companies must have the right strategy in marketing their business lines so that the company's goals can be achieved, namely customer satisfaction (Saifudin, 2016). The quality of service that consumers expect and feel is appropriate, so the service quality is satisfactory, so service quality that exceeds expectations will make consumers satisfied and vice versa (Hussain et al., 2014). Consumer satisfaction is considered a measure of success. Consumer satisfaction will be achieved if after consumers use a product/service, what consumers want and need can be fulfilled or even exceed their expectations (Ardiani & Murwatiningsih, To be able to survive, business people or companies in carrying out business activities or business activities, generally what must be considered is customer orientation, which concerns what the company must satisfy its customers (Fatona, 2010). Shandra & Murwatiningsih (2016) explained that a company needs to try to understand customer wants and needs.

Based on a preliminary study conducted by researchers at the Ngaringan Community Health Center, the researcher conducted an interview with one of the officers at the Ngaringan Community Health Center, according to the officer there were still problems regarding the services provided, because there were BPJS Health patients who complained to the Community Health Center officials. Data on the number of complaints from BPJS Health patients at the Ngaringan Community Health Center during 2017 always increased every month. Paying attention to this problem, researchers are interested in conducting research on patient satisfaction with the quality of service at the Ngaringan Community Health Center.

2. Research Method

Companies will always think about how to ensure consumers are satisfied with their products/services. Knowing patient satisfaction, it is hoped that services in outpatient registration can be maximized, so that in the end the health center can provide quality services while meeting patient expectations and satisfaction. Service quality has five measurement dimensions consisting of aspects, namely, 1) Capability and reliability, namely the ability to provide promised services immediately, accurately and satisfactorily; 2) Responsiveness, namely the staff's desire to help customers and provide responsive service; 3) Physical evidence (tangibles) includes physical

facilities, equipment, employees, and employee friendliness; 4) Assertive attitude (empathy) includes understanding individual needs, high levels of communication, freedom in establishing interactions; and 5) Assurance includes the knowledge, competence, politeness and trustworthiness of staff, free from danger, risk or doubt (Kotler, 2001: 617).

Reability

The results of research conducted by Bakri (2014: 17) stated that "reliability has a significant effect on customer satisfaction". In contrast to research conducted by Aprilia (2012: 6) which revealed that "there is no significant influence between reliability and customer satisfaction".

Responsiveness Dimensions

The responsiveness factor also influences customer satisfaction, according to Parasuraman (in Tjiptono, 2011: 198). Based on research conducted by Susanto (2014: 95) which shows that "there is a significant influence of responsiveness on satisfaction". In contrast to research conducted by Widodo (2014: 14) which states that "the dimension of responsiveness does not have a significant influence on satisfaction". Apart from that, Fatmawati (2004) revealed that "there is a positive relationship between responsiveness".

Dimensions of Physical Evidence (Tangibles)

Widodo (2014) stated that "physical evidence is significantly positively influenced by satisfaction". This is in line with what was said that physical evidence can influence customer satisfaction. Likewise, (Silitonga, 2010) explained that "the physical evidence variable does not have a significant effect on satisfaction"

Dimensions of Assertive Attitude (Empathy)

The empathy dimension has a significant influence on customer satisfaction (Andriana, 2013). So, the higher the empathy shown by employees, the greater their influence on customers. This finding is in line with research (Ilias, 2008) "from the outside, it has the strongest relationship between satisfaction, responsiveness, tangibility, followed by assurance, and voice

Guarantee Dimensions (Assurance)

The final factor that can influence customer satisfaction is guarantee. Based on research conducted by Irawan (2003: 69) states that "the fifth dimension of service quality that determines consumer satisfaction is guarantee, namely the dimension that service quality is related to the ability of employees to instill a sense of trust and confidence in their customers". In contrast to research

conducted by Zahara (2005: 32) which stated that "the guarantee dimension does not have a significant effect on satisfaction".

Service quality is very important in the business world, especially in the service sector. Service quality greatly influences consumer loyalty, because most consumers will complain if the service provided is bad. Tjiptono and Chandra (2012:81), that consumers need physical evidence, reliability, security, empathy and sensitivity towards the products/services they consume. So the hypothesis for this research is:

Ha: There is a relationship between service quality and patient satisfaction level of BPJS Health users.

3. Results and Discussion

3.1. Results

Analysis Results Description of Respondent's Identity

Thesis on Age and Gender of BPJS Health Patients at Ngaringan Community Health Center

Based on the results of the descriptive analysis of respondents, it can be seen that the majority of BPJS Health patients at the Ngaringan Community Health Center are aged 28 to 37 years and the majority of BPJS Health patients at the Ngaringan Community Health Center are dominated by men.

Description of BPJS Health Patient Education at Ngaringan Community Health Center

Based on the data obtained, the majority of BPJS Health patients at the Ngaringan Community Health Center had a majority of junior high school/equivalent education. totaling 23 people with a percentage of 28%.

Job Description for BPJS Health Patients at Ngaringan Community Health Center

The majority of BPJS Health patients at the Ngaringan Community Health Center work as farmers/planters with a percentage of 31%, 15 people.

Descriptive Analysis of Service Quality Variable Percentage

Based on the distribution of the pre-questionnaire with 5 dimensions or indicators, it was found that the highest percentage result was the Tangible dimension with a percentage of 76.57%, while the lowest percentage was the Assurance dimension with a percentage of 72.71%. These findings

can be explained that the quality of service at the Ngaringan Community Health Center is relatively good.

Descriptive Analysis of Percentage of Consumer Satisfaction Variables

It can be seen that the highest percentage is the return indicator obtained at 72.03%, for the lowest presentation is the resilience dimension at 70.12%

3.2. Discussion

Test the Significance of Individual Parameters

(T Statistical Test)

The quality of an employee's service has a significant influence on patient satisfaction, namely the significance level is <0.05 . So, if accepted, the hypothesis states that service quality has a significant effect on patient satisfaction. This finding is supported by several researchers, one of which is Anand and Selvaraj (2012) who state that customer loyalty can be influenced by service quality. The explanation above concludes that if respondents assess service quality variables, they can influence the level of patient satisfaction. Tjiptono (2002) added, there are 2 main factors that can have an influence on service quality, including the service expected and felt or the quality of service expected and received. If the service received is as expected, the service quality is perceived as good and optimal. While the service received by the patient exceeds the patient's expectations, the quality of service is perceived as ideal. Conversely, if the service received is lower than expected, the quality of service is perceived as poor. This finding is in line with researchers Saleem and Raja (2014) who explained that service quality influences patient satisfaction.

4. Conclusion

Based on the results of the research and discussion, the following conclusions were obtained. Service quality consists of five aspects, namely reliability, responsiveness, assurance, empathy, and physical evidence that can show the level of service quality experienced by BPJS Health

patients at the Ngaringan Community Health Center. Service quality in this study has a significant effect on patient satisfaction.

In conclusion, the expected quality of service and the quality of service received or perceived are factors that influence service quality. If the expected service matches what is received and felt, then the quality of service is perceived as optimal. If the service provided exceeds patient expectations, then the quality of service is perceived as ideal quality. On the other hand, if the service received is lower than expected, then the quality of the service is perceived as poor quality.

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