

Analysis Of Patient Satisfaction At Baki Health Center

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ABSTRACT

The aim of this research is to determine the significant influence between the competence of medical personnel, health facilities, patient waiting time and image on patient satisfaction. Apart from that, it is also to find out the significant simultaneous influence and which variables are the most dominant in influencing patient satisfaction at the Baki Health Center. The method used is a quantitative descriptive method. The population in this study was 100 patients and the entire population was sampled in this study, where the sampling technique used census sampling. The data used are primary data and secondary data with data collection techniques: observation, documentation, questionnaires and literature study. The data analysis technique in this research uses multiple linear tests. The research results show that the competency of medical personnel, health facilities, patient waiting time and image partially and significantly influence patient satisfaction. The advice from this research is that medical officers continue to improve the competency of medical personnel, health facilities, patient waiting times and image, so that patient satisfaction can continue to increase.

Keywords : satisfaction, competency of medical personnel, health facilities, patient waiting time, image.

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh yang signifikan antara kompetensi tenaga medis, fasilitas kesehatan, waktu tunggu pasien dan citra terhadap kepuasan pasien. Selain itu juga untuk mengetahui pengaruh secara simultan yang signifikan dan variabel mana yang paling dominan dalam mempengaruhi kepuasan Pasien Puskesmas Baki. Metode yang digunakan adalah metode deskriptif kuantitatif. Populasi dalam penelitian ini berjumlah 100 Pasien dan seluruh populasi dijadikan sampel pada penelitian ini, dimana teknik samplingnya mempergunakan sampling sensus. Data yang digunakan adalah data primer dan data sekunder dengan teknik pengumpulan data:observasi, dokumentasi, kuisioner dan studi pustaka. Teknik analisis data dalam penelitian ini menggunakan uji linier berganda. Hasil penelitian menunjukkan bahwa kompetensi tenaga medis, fasilitas kesehatan, waktu tunggu pasien dan citra secara partial dan signifikan berpengaruh terhadap kepuasan Pasien. Saran dari penelitian ini, petugas medis terus meningkatkan kompetensi tenaga medis, fasilitas kesehatan, waktu tunggu pasien dan citra, sehingga akan membuat kepuasan pasien dapat terus meningkat.

Kata kunci : kepuasan, kompetensi tenaga medis, fasilitas kesehatan, waktu tunggu pasien, citra.

INTRODUCTION

Today's society is experiencing rapid development in various fields. The development of the world of health is a field that has experienced significant improvement. In Indonesia, Community Health Centers are an important and affordable form of health services and facilities for all levels of society, especially for lower-middle income communities. The cheaper cost of examinations and medicines, as well as its easy-to-reach location (in every sub-district or sub-district) are the main reasons why people choose Puskesmas as a place for treatment.

Puskesmas are the spearhead of basic health services for the community, this is because the existence of Puskesmas is spread to all areas in every sub-district, sub-district, district, this is why people choose Puskesmas because they are closer to the community than hospitals. There are relatively few hospitals at the sub-district level, most of them are at the Regency or Provincial level. Apart from that, the cost of examinations, drug costs are relatively cheaper and the procedures are easier at the Community Health Center than at the Hospital.

Quality health services are assessed by health services that can satisfy every service user in accordance with the average level of satisfaction of the population and are implemented in accordance with the established code of ethics and service standards (Radito, 2019). Problems related to the competency of medical personnel need to increase their insight by continuing their education to a higher level so that they will provide better and maximum quality of service. Regarding the capabilities of medical personnel (HR) at community health centers, there are still some employees who are late in completing work, as the process of completing work takes a long time, this is due to a lack of human resources. Apart from that, regarding the skills of medical personnel, it was found that medical personnel did not always know what the patient needed, such as answering questions asked by the patient or the patient's family (Anfal, 2020).

The function of the Community Health Center in providing services to the community is faced with several challenges in terms of human resources and increasingly sophisticated health equipment, but must continue to provide the best service (Anfal, 2021). It is likely that many patients who seek treatment at the Community Health Center are not satisfied with the existing facilities, especially in areas where health facilities are still minimal. The facilities provided by the health center are a means to complement and support the smooth activities of patients in enjoying the services provided. Improvement of Puskesmas facilities needs to be done to minimize obstacles in providing quality health services. It is hoped that this improvement in facilities can anticipate various obstacles faced by patients in obtaining quality services (Firdaus & Dewi, 2020).

The waiting time is used by patients to get health services from the registration point until entering the doctor's examination room (Dewi, 2019). Patient waiting time is

one component that has the potential to cause dissatisfaction. Patients will consider health services to be bad if their illness does not heal, queues take a long time and health workers are not friendly even though they are professional (Kuntoro & Istiono, 2019). The category of distance between waiting time and examination time which is estimated to be satisfactory or unsatisfactory for the patient is when the patient arrives starting from coming to the counter, queuing and waiting for a call to the general polyclinic for anamnesis and examination by a nurse, doctor or midwife > 90 minutes (long category), 30-60 minutes (medium category) and ≤ 30 minutes (fast category). Waiting times in Indonesia are determined by the Ministry of Health through minimum service standards. The minimum service standard in outpatient care is less than or equal to 60 minutes (Dewi, Eravianti, & Putri, 2020).

Imran & Ramli (2019) state that the company image is the image formed in society (consumers or customers) about the good and bad of health services. Patient experience and the image of the health center are the main targets for the services that have been provided. When a health center provides good and maximum service to patients, it will have a good impact on the experience of patients who have experienced the product or service and it will also have a good impact on the image of the health center because of the experience. The patient will have a good perception of the image of the health center which will lead to patient satisfaction (Agustina, 2020).

Paying attention to the above problems, researchers are interested in conducting research on patient satisfaction at the Baki District Health Center. Knowing that patient satisfaction has decreased quite significantly, it is hoped that services at the Baki District Health Center can be maximized, so that in the end the health center can provide quality services while meeting patient expectations and satisfaction.

LITERATURE REVIEW

1. Competence influences patient satisfaction at the Baki District Health Center.

Danim (2016: 56) states that competency is a description of the qualitative nature of behavior that appears very meaningful. In other words, competency is employee behavior that is required in accordance with expected conditions. Radito (2019) stated that competency influences Puskesmas patient satisfaction. This shows that the competence of medical personnel greatly influences patient satisfaction because all patient needs can be met with the competence of medical personnel at the Community Health Center.

2. Health facilities influence patient satisfaction at the Baki District Health Center.

According to (Tjiptono & Chandra, 2015: 12) Facilities are physical resources that must exist before a service is offered to consumers. The facilities provided at the hospital include the provision of medicines and complete medical equipment. Sharon

(2019) stated that the quality of health services and facilities influences patient satisfaction. This states that adequate health facilities, complete medical equipment, and other health support matters can influence patient satisfaction.

3. Waiting time influences patient satisfaction at the Baki District Health Center.

Waiting time is the time a patient uses to receive health services from the registration point until entering the doctor's examination room (Bustani, 2015: 55). Waiting time is categorized: 90 minutes (long category), 30-60 minutes (medium category), and ≤ 30 minutes (fast category). Waiting times in Indonesia are set by the Ministry of Health.

Agustina (2020) stated that patient waiting time can affect patient satisfaction. Patient waiting time is the main point for patients in achieving satisfaction. The faster the patient is treated by medical staff, the higher the level of patient satisfaction.

4. Image influences patient satisfaction at the Baki District Health Center.

Katz (2014: 31) explains that image is the way other parties view a company, a person, a committee, or an activity. Image is an impression obtained through someone's knowledge and experience about something. For companies, image is defined as the public's perception of the company's identity

Setyawati, Rifa, & Sasmito (2021) stated that hospital image influences patient satisfaction. A good hospital image is influenced by various factors such as adequate health facilities, reliable medical personnel, and satisfactory health services.

RESEARCH METHODS

The aim of this research is to determine the significant influence between competency of medical personnel, health facilities, patient waiting time and image on patient satisfaction. Apart from that, it is also to find out the significant simultaneous influence and which variables are the most dominant in influencing patient satisfaction at the Baki Health Center.

The method used is a quantitative descriptive method. The population in this study was 100 patients and the entire population was sampled in this study, where the sampling technique used census sampling. The data used are primary data and secondary data with data collection techniques: observation, documentation, questionnaires and literature study. The data analysis technique in this research uses multiple linear tests. The multiple linear test formula in this research is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information :

Y = Patient Satisfaction

α = constant

- $\beta_1, \beta_2, \beta_3$ = coefficient of regression magnitude/influence
- X1, = Service Quality
- X2, = Health Facilities
- X3 = Waiting Time
- X4 = Image of the Community Health Center
- e = error

RESULTS AND DISCUSSION

Multiple linear regression is used if there is more than one independent variable and to measure the influence of the independent variable on the dependent variable. The multiple linear regression analysis in this research is as follows:

Table 1. Multiple Linear Regression Test Results

Model	Ke	Coefficients ^a			t	Sig.	Information
		Unstandardized		Std. Error			
		B	Coefficients				
1	(Constant)	,026	1,247	,021	,983		
	K	,633	,085	7,475	,000	Influential	
	FK	,022	,061	2,366	,002	Influential	
	W.T	,330	,116	2,846	,002	Influential	
	CP	,024	,093	3,262	,004	Influential	

a. Dependent Variable: KP

Source :Primary data processed, 2023

So the following regression equation is obtained:

$$Y = 0.026 + 0.633 X1 + 0.022 X2 + 0.330 X3 + 0.024 X4$$

The interpretation of the regression equation is:

- a. $\alpha = 0.026$
shows that the variables competency (X1), health facilities (X2), waiting time (X3), and image (X4) remain or have not changed, so patient satisfaction (Y) is positive with a value of 0.026.
- b. $b_1 = 0.633$
The competency coefficient (X1) gives a positive value, which means that if competency (X1) gets better assuming other variables remain constant, patient satisfaction (Y) will increase by 0.633.
- c. $b_2 = 0.022$

The health facility coefficient (X2) gives a positive value, which means that if the health facility (X2) gets better assuming other variables remain constant, patient satisfaction (Y) will increase by 0.022.

d. $b_3 = 0.330$

The waiting time coefficient (X3) gives a positive value, which means that if the waiting time (X3) gets better assuming other variables remain constant, patient satisfaction (Y) will increase by 0.330.

e. $b_4 = 0.024$

The facility coefficient (X4) gives a positive value, which means that if the facilities (X4) get better assuming other variables remain constant, patient satisfaction (Y) will increase by 0.024.

DISCUSSION

1. The influence of competency on patient satisfaction at the Baki Community Health Center.

The test results presented in table 1 show that $t_{count} > t_{table}$, which means that competence has a significant effect on patient satisfaction. This research is in line with research conducted by Radito (2019) which suggests that competency influences Puskesmas patient satisfaction. This shows that the competence of medical personnel greatly influences patient satisfaction because all patient needs can be met with the competence of medical personnel at the Community Health Center.

Health worker competency is basically what is inherent in employees, including knowledge, attitude and skills related to the tasks and work carried out. Competent medical personnel will of course provide medical services and treatment that are appropriate and in accordance with what the patient needs, thereby creating satisfaction with the services provided.

2. The influence of health facilities on patient satisfaction at the Baki Community Health Center.

The test results presented in table 1 show that $t_{count} > t_{table}$, which means that health facilities have a significant effect on patient satisfaction. This research is in line with research conducted by Sharon (2019) which stated that the quality of health services and facilities influences patient satisfaction. This states that adequate health facilities, complete medical equipment, and other health support matters can influence patient satisfaction

Baki Community Health Center continues to improve facilities and infrastructure to support patient needs, although the facilities at the Community Health Center are not as many as at hospitals, patients are still satisfied with the existing facilities. Better facilities will have an impact on increasing patient

satisfaction. Patients who feel satisfied when being treated at a health service facility will recommend the equipment to other people or their families and this can also be a promotion in itself for the development of health service facilities.

3. The influence of waiting time on patient satisfaction at the Baki Community Health Center.

The test results presented in table 1 show that $t \text{ count} > t \text{ table}$, which means waiting time has a significant effect on patient satisfaction. This research is in line with research conducted by Agustina (2020) which states that patient waiting time can influence patient satisfaction. Patient waiting time is the main point for patients in achieving satisfaction. The faster the patient is treated by medical staff, the higher the level of patient satisfaction.

The relationship between waiting time and patient satisfaction at the Baki Health Center is very real, if the waiting time given to the patient is too long, it will result in a feeling of dissatisfaction with the patient, while if the waiting time is short or appropriate, the customer will feel satisfied so that satisfied patients will take longer and give comments. what is good about the health service.

4. The influence of image on patient satisfaction at the Baki Community Health Center.

The test results presented in table 1 show that $t \text{ count} > t \text{ image table}$ has a significant effect on patient satisfaction. This research is in line with research conducted by Setyawati, Rifa, & Sasmito (2021) which states that the image of the Community Health Center influences patient satisfaction. A good image of a Puskesmas is influenced by various factors such as adequate health facilities, reliable medical personnel, and satisfactory health services.

The Baki Community Health Center guarantees the security or safety of patients by implementing standard procedures that prioritize patient safety. This is the basis for the community to trust the Community Health Center as the patient's main destination for treatment. Baki Community Health Center strives to always prioritize patient comfort and procedural accuracy to maintain patient trust and the image of the Community Health Center which is sometimes seen as not providing optimal service. People who seek treatment at the Baki Community Health Center are satisfied with the service of medical staff and treatment in treatment procedures. This progress is highly felt so that the image of the Baki Community Health Center is seen as good in the wider community.

CONCLUSIONS AND RECOMMENDATIONS

From the results of the discussion regarding the analysis of competency style, health facilities, waiting time, and image on patient satisfaction at the Baki Health Center, several conclusions can be drawn that competence has a positive and significant effect on

patient satisfaction, health facilities have a positive and significant effect on patient satisfaction, waiting time has a positive effect and significant to patient satisfaction, the Image of the Community Health Center has a positive and significant effect on patient satisfaction.

Based on the conclusions and discussion of the research results, the suggestions put forward in this research are as follows. It would be better for the Baki Community Health Center to maintain all the aspects examined in this research so that its performance continues to improve. Waiting for patients who do not wait long can be maintained. As part of health progress, Community Health Centers should provide more adequate facilities that support patient needs.

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