

The Effect of Nurse Service Quality on Patient Satisfaction with Social Security Administering Agency (BPJS) Service Users at the Bulili Health Center, Palu City

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Abstract. The objective of this research are: 1) To test the effect of Nurse Service Quality simultaneously on Patient Satisfaction with BPJS Service Users At Bulili Health Center In Palu City. 2) To test the effect of Nurse Service Quality partially on Patient Satisfaction with BPJS Service Users At Bulili Health Center In Palu City. This research was descriptive research with quantitative approach. The number of samples was 80 people selected using a simple random sampling technique. The data were collected through observation, questionnaire and documentation then analyzed through descriptive percentages, multiple linear regression and coefficient of determination (R^2). The results of the research show that Nurse Service Quality have positive effect Patient Satisfaction, this is seen from the result of hypothesis testing which shows that the value of F counted (simultaneous test).

Keywords: Nurse; Service Quality; Patient Satisfaction.

1 Introduction

The new paradigm of health services requires Community Health Centers (Puskesmas) to provide quality services according to the needs and desires of patients while still referring to professional and medical ethical codes. The health service industry, especially Puskesmas in recent years has shown a trend of development [1] [2].

The government has rolled out health service policies and public service supervision institutions, but this is not necessarily balanced with better health services [3]. The results of observations by researchers in the field showed that there were symptoms that indicated the low quality of health administration services provided by the Bulili Health Center in Palu City. This results in the attitude of the public, especially for BPJS Service Users, to be less sympathetic (disappointing) to the services they receive when they seek treatment. The quality of service in giving attention to patients, nurses at the Bulili Health Center are able to provide services regardless of social status but nurses do not understand what the patient's needs are.

2 Literature Review

2.1. Service Quality

Providing quality service is one of the measures taken to ensure patient happiness [4][12]. If the patient believes he has received good service, this indicates that the healthcare facility is also capable of providing good service. In contrast, service cannot be objectively stated as a product; it is a social interaction with subjectivity that is more dependent on values, emotions, and conduct.

2.2 Patient Satisfaction

The word "satisfaction" is derived from the Latin words "satis" (meaning "enough" or "sufficient") and "factio" (doing or making). [5] The definition of satisfaction is a "effort to fulfill something" or "to make something adequate." Satisfaction can also be defined as the level of a person's feelings after comparing the performance (or results) to his expectations [6]. [7].

From the various expert opinions, it can be concluded that the definition of customer satisfaction is a response to the behavior exhibited by customers by comparing perceived performance or results to expectations.

3 Method

This type of research employs an explanatory survey methodology. According to [8], he argues that survey research examines large and small populations by selecting and analyzing samples to determine the incidence, distribution, and interrelationship of sociological and psychological variables.

The instrument validity test was conducted by calculating the product moment correlation value of each statement item, and the results indicated that all statement items had a value greater than 0.22, indicating that all questionnaire statement items are valid. The reliability test was conducted by calculating the alpha coefficient of all variables, and the results showed that every variable had a value greater than 0.6, indicating that every variable is reliable [9].

4 Result and Discussion

4.1 Result

This study employs parametric multiple linear regression analysis to determine the impact of the independent variable (X) on the dependent variable (Y) (Y). In this study, multiple linear regression was used to measure the effect of service quality (X) on patient satisfaction (Y) at the Bulili Health Center in Palu City, with results from 80 respondents indicating the alleged influence of the independent variable, service quality, on patient satisfaction at the Bulili Health Center in Palu City. as shown by the following regression equation:

$$Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5$$
$$Y = 2.720 + 0.328 + (-0.192) + 0.648 + 0.17 + 0.266$$

The equation shows that the independent variable has an influence on the dependent variable, with the following explanations: 1) For the constant value of 2,720, it means that if the independent variable which in this case consists of service quality (X) does not exist or the value is 0, then patient satisfaction has a value of 2,720; 2) The regression coefficient of the service quality variable on the reliability dimension (X1) is 0.238, meaning that if the service quality of the reliability dimension is increased by 1 unit, the patient satisfaction dimension of reliability has increased by 0.238 units; 3) The regression coefficient of the responsiveness dimension of service quality variable (X2) is -0.192, meaning that if the responsiveness dimension of service quality is increased by 1 unit, then the responsiveness dimension of patient satisfaction has decreased by -0.192 units; 4) The regression coefficient of the service quality variable for the dimension of attention (X3) is 0.648, meaning that if the service quality of the attention dimension is increased by 1 unit, the patient satisfaction of the attention dimension has increased by 0.648 units; 5) The regression coefficient of the service quality variable for the dimension of attention (X4) is 0.117, meaning that if the service quality of the attention dimension is increased by 1 unit, the patient satisfaction dimension of reliability has increased by 0.117 units; and 6) The regression coefficient of the service quality variable for the appearance dimension (X5) is 0.266, meaning that if the service quality for the appearance dimension is increased by 1 unit, the patient satisfaction for the appearance dimension will increase by 0.266 units.

4.2 Hypothesis Testing

4.2.1 First Hypothesis

The calculation results also yielded $F_{count} = 30,038$ at a confidence level of 95 percent ($= 0.05$). According to the table, the significance value is 0.000. Thus, it can be concluded that the independent variables have a significant influence on the dependent variable simultaneously [10] [11].

Based on the results of the F test, the first hypothesis that the quality of service has a significant effect on patient satisfaction at the Bulili Health Center in Palu City is confirmed.

4.2.2 Second Hypothesis

In the service quality variable on the reliability dimension (X1), from the results of data analysis, the t-count value is 2.342 and the significance value is 0.022 so that the value is considered smaller than the value of $= 0.05$ at the 95% confidence level. On this basis it is stated that H_0 is rejected and H_a is accepted and it is proven that the variable of service quality dimension of reliability (X1) which is observed partially has a significant effect on the dependent variable which in this case is patient satisfaction.

In the service quality variable, the responsiveness dimension (X2), from the results of data analysis, the t-count value is -1.337 so that the value is considered smaller than the t-table value of 1.668 at a 95% confidence level. On this basis it is stated that H_0 is accepted and H_a is rejected and it is proven that the variable of service quality dimension of responsiveness (X2) which is observed partially affects the dependent variable which in this case is patient satisfaction.

In the service quality variable of assurance dimension (X3), from the results of data analysis, the t-count value is 2.434 and the significance value is 0.017, so that the value is considered smaller than the value of $= 0.05$ at the 95% confidence level. On this basis it is stated that H_0 is rejected and H_a is accepted and it is proven that the service quality variable dimension

of assurance (X3) which is observed partially has a significant effect on the dependent variable which in this case is patient satisfaction.

In the service quality variable on the dimension of attention (X4), from the results of data analysis, the t-count value is 0.670 so that the value is considered smaller than the t-table value of 1.668 at a 95% confidence level. On this basis it is stated that Ho is accepted and Ha is rejected and it is proven that the variable of service quality of attention dimension (X4) which is observed partially affects the dependent variable which in this case is patient satisfaction.

In the service quality variable on the appearance dimension (X5), from the results of data analysis, the t-count value is 2.638 and the significance value is 0.010 so that the value is considered smaller than the value = 0.05 at the 95% confidence level. On this basis it is stated that Ho is rejected and Ha is accepted and it is proven that the variable of service quality dimension of reliability (X1) which is observed partially has a significant effect on the dependent variable which in this case is patient satisfaction.

4.3 Discussion

4.3.1 The Effect of Service Quality on Patient Satisfaction

The R square value presented in the table is 0.67 (67 percent). These findings indicate that the ability of the independent variable to influence the dependent variable is 67%, while the remaining 33% is influenced by variables not included in the research model. The formula for the coefficient of determination (KP) is r^2 multiplied by 100 percent ($0.6702 \cdot 100 = 67\%$).

In addition, the level of influence between the independent variable (X) and the dependent variable (Y) can be determined by the R value, which is 0.818, or is within the interval of 60 to 79.9, indicating a "high" effect. This implies that the greater the service quality, the greater the patient satisfaction.

The magnitude of the influence of this percentage of influence is included in the category of high influence. So that the Bulili Public Health Center in Palu City should pay attention to the level of service quality possessed by its nurses, because if this variable decreases, patient satisfaction will decrease so that it will have a major effect on achieving the goals of the agency/organization.

5 Conclusion

Based on the results of the study, it can be concluded that the variable (quality of service) has a positive influence on patient satisfaction using the Social Security Administering Body (BPJS) services at the Bulili Public Health Center, Palu City.

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