

THE EFFECT OF THE QUALITY OF HEALTH CENTER SERVICES ON THE JEMBER REGENCY COMMUNITY SATISFACTION INDEX

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ABSTRACT

The quality of service and satisfaction are two things that cannot be separated, because with satisfaction, the relevant parties can correct each other to where the service provided whether it is better or worse. Based on preliminary studies conducted at the Jember District Health Office, data obtained for IKM assessment at 50 health centers in Jember Regency has been accredited with the results of Public Health Center performance assessment (PKP) with an average value of 79.71 with less value category. This research aims to analyze the influence of the quality of health center services on the community satisfaction index (IKM). This research is analytical research with cross sectional design. A sample number is 50 Public Health Center. Data analysis uses the regression coefficient value R Square. Statistical test results show that the quality of health care services affects patient satisfaction. The conclusion of this study is that the quality of services affects patient satisfaction, patient satisfaction affects the interest of patients to use health services again, and the quality of services affects the interest of patients to use health services again in Jember Regency Health Center. The advice of this study is that The Jember Regency Health Center should be able to maintain and improve the quality of service, especially on the components of physical aspects and problem solving. Health centers should be able to increase patient satisfaction, especially in the component of handling complaints, advice, and input from the community or patients.

KEYWORD: Quality of Service Public health center Satisfaction.

INTRODUCTION

Puskesmas is a health service facility that carries out public health efforts and first-level individual health efforts, prioritizing promotive and preventive efforts to achieve the highest level of public health in its work area. In order for the Community Health Center to be able to carry out its functions optimally, it needs to be managed well, both in terms of service performance, service processes and the resources used. The quality of health services at Community Health Centers is greatly influenced by the process of providing health services. (Minister of Health Regulation Number 43 of 2019).

Service quality is something related to the fulfillment of customer expectations/needs, where service is said to be quality if it can provide products and services (services) in accordance with customer needs and expectations. Quality is basically related to good service, namely the attitude or way officers serve customers or the public satisfactorily. (Minister of Health Regulation Number 71 of 2013).

Patient satisfaction is the patient's feelings of joy and disappointment as a result of a comparison between perceived performance and expectations. Patients will be satisfied if the service they receive is at least the same as or exceeds the patient's expectations. Meanwhile, dissatisfaction will arise if the results do not meet the patient's expectations. (Kotler, et al, 2012).

Service quality and satisfaction are two things that cannot be separated, because with satisfaction the related parties can mutually correct each other as to whether the service provided is getting better or worse. Service quality is something related to the fulfillment of customer expectations/needs, where service is said to be quality if it can provide products and services (services) in accordance with customer needs and expectations. (Riyadi A, 2017).

Based on a preliminary study that was carried out at the Jember District Health Service, data for the IKM (Community Satisfaction Index) assessment started from

the Low Criteria. There are 50 community health centers that have been accredited by 2021 or all community health centers in Jember Regency have been accredited with the results of the Community Health Center Performance Assessment (PKP) being less than optimal with an average score of 79.71 in the poor category (Jember Health Office, 2021).

Based on the description of the background to the problem above, it is important for researchers to study in more depth how the quality of community health center services affects the community satisfaction index (IKM).

METHOD

This research is an analytical study with a cross sectional design. This research was conducted at the Community Health Center in Jember Regency. The population in this

study was 50 community health centers with a sample size of 50 patients.

The sampling technique uses total sampling technique. Data collection uses documentation studies. (Notoadmodjo, 2010).

Data analysis uses SPSS software to examine how much influence one independent variable has on the dependent variable seen from the value of the R Square regression coefficient.

RESULTS AND DISCUSSION

Statistical test results show that research shows that the quality of community health center services influences patient satisfaction. This is proven by

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.560 ^a	.314	.300	14.09460
a. Predictors: (Constant), Pelayanan_Kesehatan				
b. Dependent Variable: Kepuasan_Pasien				

From the model summary table, the value of R Square = 0.314 means that the independent variable quality of health center services is able to explain or predict the

value of the dependent variable patient satisfaction of 31.4%. The remaining 68.6% is explained by factors other than the quality of puskesmas services.

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4362.929	1	4362.929	21.962	.000 ^b
	Residual	9535.571	48	198.658		
	Total	13898.500	49			
a. Dependent Variable: Kepuasan_Pasien						
b. Predictors: (Constant), Pelayanan_Kesehatan						

From the ANOVA table, the F value is 21.962 with a significance test of 0.000, the value is smaller than 0.05. So, it can be concluded that Ho is rejected and this means that there is a significant influence from the independent variable of Puskesmas service quality on the dependent variable of patient satisfaction.

midwives) served patients politely and with patience. Apart from that, respondents assessed that the registration officer had provided service information politely and attentively. Therefore, the quality of service at the Jember District Health Center is considered quite good by patients.

The quality of service at the Jember District Health Center was considered quite good by the majority of respondents. Benchmarks are used to evaluate nationally the quality of health services using assessment standards that have been determined in health service accreditation and for leadership governance. The most dominant indicator of service quality that shapes service quality is reliability. Respondents stated that the service flow from registration to drug redemption was quite easy. Respondents also said that the doctor's service hours were exactly according to the schedule. Apart from that, respondents considered that patient treatment was fast and appropriate. Other indicators such as personal interaction were also considered quite good by respondents. Respondents stated that doctors greeted and asked how patients were doing politely and attentively. Respondents also said that paramedics (nurses and

Patient satisfaction at the Jember District Health Center was considered satisfactory by the majority of respondents. The most dominant indicator of patient satisfaction that shapes patient satisfaction is the product specification of the type of service. Respondents stated that examination, treatment and care services were carried out quickly and precisely. Respondents also stated that the officers were responsive and able to handle patient complaints well. Puskesmas not only prioritizes quality assurance but also pays attention to customer assurance. Officers not only provide services according to procedures, but officers also take a personal approach to patients and their families. So it is natural that the level of patient satisfaction at the Jember District Health Center is quite high.

Mahda (2020) found that service quality has a direct and positive effect on patient satisfaction. This shows that the better the quality of service, the more patient satisfaction will increase. Gunawan and Saragih (2019) also stated that the quality of medical services has an influence on patient satisfaction. The better the quality of medical services, the higher the level of patient satisfaction in using medical services.

Damopolii et al. (2018) found a similar thing, namely that the quality of health services was related to inpatient satisfaction. Quality health services are a need and demand for health service users and if they are successfully fulfilled it will create a feeling of satisfaction. If the patient is not satisfied, the patient can complain. If complaints from patients are not handled, it can lead to a decline in the hospital's capability to provide quality services. Datuan et al. (2018) also stated that the quality of health services influences patient satisfaction. Ma'ruf (2016) stated that there is a significant and positive influence between service quality, which includes doctor/nurse/midwife services, facility services, as well as administrative and financial services, and patient satisfaction.

CONCLUSION

Service quality influences patient satisfaction, patient satisfaction influences patient interest in using health services again, and service quality influences patient interest in using health services again at the Jember District Health Center. The Jember District Health Center must be able to maintain and improve the quality of service, especially in the physical aspects and problem solving components. Community health centers must be able to increase patient satisfaction, especially in the components of handling complaints, suggestions and input from the public or patients.

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