

SERVICE QUALITY AND PATIENT SATISFACTION OF PUBLIC HEALTH CARE**¹Rafadi Khan Khayru, ²Fayola Issalillah****¹University of Airlangga, Surabaya, ²Maulana Malik Ibrahim State Islamic University, Malang**

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Abstract- The public health care (PHC/Puskesmas) has become the spearhead of basic health services for the community. In maintaining its quality, the quality of service from PHC needs to be improved so that patient satisfaction can be achieved. To provide effective services, understanding the needs and desires of patients is very important. This study aims to identify a picture of patient satisfaction towards Manukan Kulon PHC services quality in Surabaya. This study is a quantitative as well as associative study of causal relationships in outpatients at the Manukan Kulon PHC from January 2021 to February 2021. The sample was taken using the accidental sampling method and obtained 100 outpatients as respondents. The service quality variable is measured using the Servqual dimension (TERAR) while patient satisfaction is measured by three behavioural dimensions (overall service satisfaction; recommend to other parties; and return to using their services). Data collection is done through filling out a questionnaire that has passed the validity and reliability tests. The data were analysed by the Spearman Rank correlation analysis method. The results indicate that 54% of respondents are satisfied with the services provided followed by 21% are enough satisfied, 17% are very satisfied, 6% are dissatisfied and 2% are very dissatisfied. The value of the correlation test is 0.832 which shows that service quality has very strong positive correlation to patient satisfaction. Therefore, most of the patients have been satisfied with the services provided by Manukan Kulon PHC Surabaya and improving the quality of service through training can be done to health care worker in order to provide maximum service to patients.

Keywords: patient satisfaction, service quality, public health center, health care services,

INTRODUCTION

The public health care has become a health organization unit as the center for community health stabilizer that provides curative and preventive services in an integrated, comprehensive and easily accessible manner, within the work area. The PHC is used as the spearhead of basic health services for the community because of the existence of the PHC which spreads to all areas in every village, sub-district, and district. The existence of PHC is closer to the community than hospitals, where there are relatively few hospitals at the sub-district level, mostly at the district or provincial level. The costs incurred are relatively much cheaper than the costs at the hospital.

PHC as a health service center has two functions, namely the function of general services and the function of clinical or medical services. The quality of service at the PHC can be looked through from patient perception of the health services received. This can be obtained from patient feedback. Each PHC must be able to keep its patients from switching to other health care centers. One way to maintain it is by improving the service quality then patients will feel satisfied as community rights (Darmawan, 2019).

Customer satisfaction is the level of a feeling after comparing the perceived performance or results compared to their expectations (Mardikaningsih, 2021). This can be felt after customers compare their experience in conducting transactions with previous expectations (Djaelani, 2021). Patient satisfaction as service users is one of the indicators in assessing the quality of services at the PHC (Padma, 2018). High satisfaction will indicate the success of the PHC in providing quality health services. To serve the community optimally, the PHC must have human resources who can provide excellent and satisfying service (Sjamsi, 2004; Darmawan et al., 2020).

Service quality is a strategy that can be used by service providers to attract and retain customers (Djati, 2004; Masitoh, 2017). Service providers provide quality services and superior service is an important form of strategy because it will get more new customers (Purnamasari, 2002). Quality is a dynamic condition that can affect products, services, people, processes, and the environment so that it meets or exceeds an expectation (Djati, 2005). To provide effective services, it is necessary to understand the needs and desires of patients (Retnowati, 2021). This is an important thing that affects patient satisfaction. Satisfied patients are very valuable assets because if patients are satisfied, they will continue to use the services of their choice. but if patients are dissatisfied, they will tell twice as much to others about their bad experience (Khayru, 2021). Based on the description of the background and the existing problems, this study aims to see a picture of patient satisfaction with health services at the Manukan Kulon Health Center Surabaya. From the results of this study, it is expected to improve the quality of service at the PHC, especially at the Manukan Kulon Health Center.

RESEARCH METHODS

The type of research used in this study is quantitative research as well as causal relationship associative. This study was conducted at the PHC, so the population of this study is the indefinite population. The population in this study were patients who had been treated at the Manukan Kulon Health Center from January 2021 to February 2021. PHC patients included patients who had received treatment, were receiving treatment, and would seek treatment. The sampling technique used accidental sampling method. There were 100 outpatients who were used as respondents

Service quality in this study is measured using the Servqual dimensions, namely TERAR, tangible, empathy, responsiveness, assurance, and reliability. Patient satisfaction is measured by three behavioral dimensions, namely overall service satisfaction; recommend to other parties; and return to using his services (Darmawan & Arifin, 2020).

The data collection method used to obtain data is through filling out a questionnaire. Before the questionnaire was used, the validity and reliability tests were carried out. The questionnaire in this study was presented in the form of a stratified scale which was modified according to research related to patient service satisfaction at the Manukan Kulon PHC Surabaya. The analytical tool is correlation

The data taken is ordinal or ranked, so the analysis used for testing is by using the Spearman Rank correlation analysis method. Spearman Rank correlation is used to discover a relationship or to assess the relevance of an associative hypothesis when each variable connected is ordinal and the data sources between variables are not always the same. This test was used to assess the hypothesis.

RESULTS AND DISCUSSIONS

Based on the test results of the validity of the two variables, 26 items of attribute statements of service quality and patient satisfaction variables indicate, all of which are valid. Thus, all the attributes of the statement are considered appropriate to be used to measure the variables of service quality and patient satisfaction.

Based on the service quality reliability test, the results obtained are that the Cronbach alpha value is > 0.60 . Where the service quality instrument as many as 20 items has a Cronbach alpha value of 0.829, which means that all instruments regarding service quality already have a level of consistency to be used as a questionnaire in this study. The six-point patient satisfaction instrument has a Cronbach alpha value of 0.746, which means that all instruments regarding patient satisfaction already have a level of consistency to be used as a questionnaire in this study.

Based on the results of calculations through the SPSS 26 program, it is known that the correlation between service quality and patient satisfaction has a value of 0.832. This value can be interpreted that the relationship between service quality and patient satisfaction is positive and very strong. Thus, the results of research on service quality and patient satisfaction in PHC indicate a very strong and positive relationship. The results of this study are in accordance with previous research conducted by Cronin et al. (2000); Bowen and Chen (2001); Darmawan (2004); Anwar & Shukur (2015); Khan & Abdullah (2019); Nikou & Khiabani (2020); Prentice et al. (2020); Fareed (2021); Wiyandarini & Mardikaningsih (2021); and Handoyo (2021) which shows that there is a significant relationship of service quality to customer satisfaction.

The average rate of patient satisfaction with outpatient registration center services is based on five service quality factors. Measurement of patient satisfaction level was carried out on 100 respondents based on a questionnaire containing 26 statement items that had been collected, tabulated and statistical analysis was carried out. Descriptively it was found that 17% of respondents said they were very satisfied, 54% of respondents said they were satisfied, and 21% of respondents said they were quite satisfied. There are six respondents who feel dissatisfied, and two respondents feel dissatisfied. As a result, the majority of patients are satisfied with the PHC's services. The healthcare workers are thought to be capable of providing good and satisfactory service to patients.

Satisfied patients have an overall feeling of satisfaction with the performance of the service provider. They will feel satisfied if the work done can be completed well and the results do not disappoint them (Zeithaml, 1988). Those who are satisfied will also recommend to other parties by sharing the experience with other friends and relatives if the performance given is very good (Anderson & Sullivan, 1993). Furthermore, they will return to using the services if the experience they get is satisfactory, of course they will return to using the services of the PHC.

Satisfied patients indicate an indication of dependence or trust in the service process. This includes is action, deed or performance (Crossby et al., 1990). In addition, patient satisfaction was identified as an important factor to keep them using services (Cronin et al., 2000). However, there must still be a need to prepare a strategic plan for managers to keep growing and continue to be oriented to patient satisfaction. Strategic steps can be started by identifying everything that keeps the patient satisfied and survives (Wahab, 2017). Day (1994) says that that identifying and meeting customer needs leads to higher client retention. Clark (1997) stated that Customer retention has the potential to be one of the most effective weapons available to service providers in their attempt to achieve a strategic edge and deliver services to communities where demand is growing today. It is critical to comprehend the aspects that influence customer satisfaction

and the function they might play in developing strategies and goals. Customer retention is a good measure of the company's objectives. Efforts to develop long-term customer relationships are seen as a crucial prerequisite for most service providers' economic viability and success today (Berry, 1995; Heskett et al., 1994).

CONCLUSIONS

Most of the outpatients were satisfied with the services provided by the Manukan Kulon Health Center Surabaya. The results of the analysis show that there is a very strong and positive relationship between service quality and patient satisfaction. The better the quality of services provided by the PHC, the more patient satisfaction increases.

There is hope that the performance of the health center will always improve and all staff at the Manukan Kulon health center will always improve competence, including interpersonal skills so that health services can be better. Furthermore, various shortcomings and obstacles felt by the community must be immediately followed up so that services can increase and satisfy the community. The head of the PHC should conduct training for health care worker to improve competence so that they can provide more services with good certainty, can give patients a sense of trust and confidence in the ability of officers to provide services. Such training needs to be carried out regularly in the long term to achieve maximum quality of service to patients.

This study can serve as a reference and addition to the literature in the creation of knowledge in the field of public health management that service quality has a relationship with patient satisfaction at the PHC for future researchers. Given the study's sample size restrictions, it is suggested that a higher number of participant and variables of analysis be used to improve the results in further research.

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