

# THE INFLUENCE OF REGISTRATION SERVICE QUALITY AND TRUST ON OUTPATIENT SATISFACTION UNDER BPJS HEALTH INSURANCE GUARANTEE AT HERMINA PALEMBANG HOSPITAL

Elvi Indahwati<sup>1</sup>, Marlina Widiyanti<sup>2</sup>, Muchsin Saggaff Shihab<sup>3</sup>, Aslamia Rosa<sup>4</sup>  
<sup>1,2,3,4</sup> Program Studi Magister Manajemen, Universitas Sriwijaya Palembang

## ARTICLE INFO

**Keywords:**  
Service Quality, Trust, Patient Satisfaction

**E-mail:**  
[elviindahwati@gmail.com](mailto:elviindahwati@gmail.com)  
[marlinawidiyanti68@yahoo.co.id](mailto:marlinawidiyanti68@yahoo.co.id)  
[muchsinsaggaffshihab@fe.unsri.ac.id](mailto:muchsinsaggaffshihab@fe.unsri.ac.id)  
[aslamiarosa@fe.unsri.ac.id](mailto:aslamiarosa@fe.unsri.ac.id)

## ABSTRACT

This research aims to determine the influence of registration service quality and trust on outpatient satisfaction under BPJS Health Insurance guarantee at Hermina Palembang Hospital. The population of this study consisted of outpatient BPJS Health Insurance patients at Hermina Palembang Hospital during the period of 2022-2023, totaling 102,360 respondents. The sample for this study is 123 respondents who are outpatient BPJS Health Insurance patients at Hermina Palembang Hospital during the period of 2022-2023, selected using purposive sampling technique. The results of multiple linear regression analysis show that registration service quality and trust have a positive and significant influence on patient satisfaction. In terms of service quality, the management of Hermina Palembang Hospital is expected to evaluate the factors causing frequent congestion in the outpatient registration process under BPJS Health Insurance. Regarding trust, it is recommended to evaluate the service providers in order to improve the quality of service delivery. The addition of information staff is perceived as necessary to provide assistance to patients in need.

Copyright © 2023 Jurnal Ekonomi. All rights reserved.  
It is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

## 1. INTRODUCTION

Hospitals are among the companies that are demanded to be able to win the competition. Therefore, hospitals are expected to provide quality healthcare services for patients. Quality healthcare services are an issue for hospitals to win the competition. In addition, it is an effort by hospitals to avoid and prevent public demands in accordance with the Consumer Protection Law No. 8 of 1999. Quality healthcare services that are customer or patient-oriented become the main strategy for healthcare organizations in Indonesia to remain competitive amidst global competition. The quality of healthcare services provided refers to the level of excellence in meeting the needs and demands of each patient. The better the needs and demands of each patient, the better the quality of healthcare services [1].

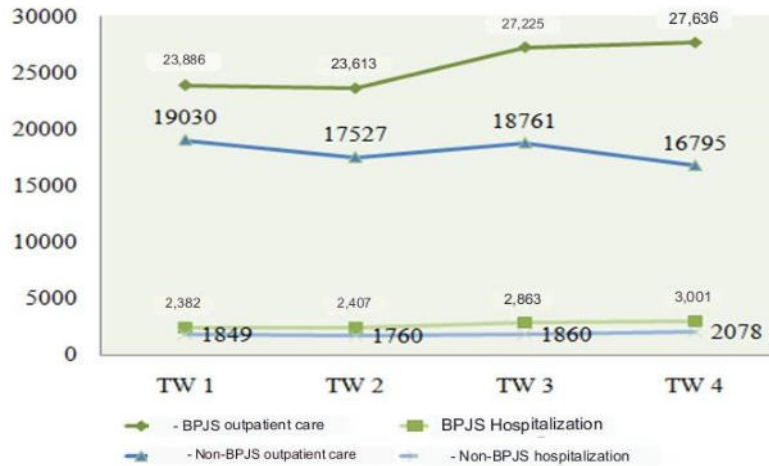
The government's efforts in implementing the National Health Insurance (JKN) greatly assist less privileged Indonesians in receiving medical treatment. Regarding the National Health Insurance (JKN), there are many ways for Indonesian citizens today to receive medical treatment, whether at community health centers, clinics, or hospitals. One of these ways is through the government's policy of the Healthy Indonesia Card (KIS), which is a card provided by the government to ensure the health of underprivileged communities [2].

Hermina Palembang Hospital is a private general hospital located at Jalan Basuki Rahmat Palembang No. 897. The hospital was established in 2011 and currently has 235 beds. As one of the private general hospitals in Palembang City, Hermina Palembang Hospital offers various services such as emergency services, outpatient services, inpatient services, operating room services, delivery rooms, intensive care services, thalassemia services, chemotherapy, and hemodialysis. The inpatient services include general wards, intensive care units, isolation wards, and executive wards (Internal RS Hermina Palembang, 2023).

As an institution that provides healthcare services to the public and as a form of support for the government's healthcare program, Hermina Palembang Hospital also participates in providing services to patients with National Health Insurance organized by the Social Security Agency for Health (BPJS Kesehatan). The patient service activities at Hermina Palembang Hospital start from the registration

*The Influence Of Registration Service Quality And Trust On Outpatient Satisfaction Under Bpjs Health Insurance Guarantee At Hermina Palembang Hospital. Elvi Indahwati, et al*

process, medical services for patients, to financial administration. The registration process for outpatient patients with BPJS Health Insurance at Hermina Palembang Hospital can now be done either through registration officers or through the Self-Registration Kiosk (APM) machines. The number of patients at Hermina Palembang Hospital has experienced a significant increase since 2022, especially outpatient patients with BPJS Health Insurance, as the Covid-19 pandemic has subsided since the beginning of 2020. The growth in the number of patients can be seen in the following graph.

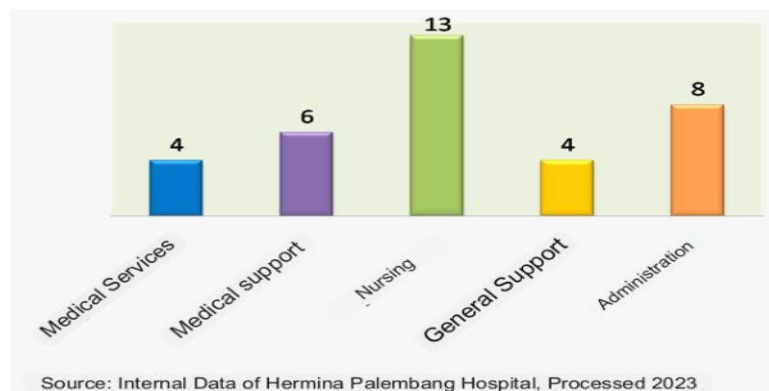


Source: Internal Data of Hermina Palembang Hospital, Processed 2023

Figure 1 Growth in the Number of Outpatient and Inpatient Patients at Hermina Palembang Hospital in 2022

Based on Figure 1.1, it can be observed that the number of outpatient and inpatient patients under BPJS Health Insurance at Hermina Palembang Hospital increased in each quarter of 2022 compared to patients with non-BPJS Health Insurance. A significant increase occurred in the third quarter as the number of Covid-19 cases in Palembang City decreased. This trend of increasing patient numbers is predicted to continue in 2023.

Patient satisfaction data at Hermina Palembang Hospital can be obtained through customer reviews on Google Review for Hermina Palembang Hospital. Some reviews express satisfaction with the services provided at Hermina Palembang Hospital, while others indicate dissatisfaction with the services. Evaluation of patient satisfaction under BPJS Health Insurance at Hermina Palembang Hospital is also obtained through service complaints collected by the hospital's quality unit and reported daily in internal hospital management meetings. These service complaint data are also summarized monthly through supervision and control reports by the JKN unit, which is responsible for the quality of services for patients under BPJS Health Insurance at Hermina Palembang Hospital. The following is a summary of service complaints from patients under BPJS Health Insurance at Hermina Palembang Hospital throughout the year 2022.



Source: Internal Data of Hermina Palembang Hospital, Processed 2023

Figure 2 Summary of Complaints from Patients under BPJS Health Insurance at Hermina Palembang Hospital in 2022

In Figure 2, information regarding the cumulative number of service complaints from patients in 2022 at Hermina Palembang Hospital can be obtained based on the relevant departments. It can be seen that the highest number of service complaints is in the nursing department, as they have the most direct interaction with patients. Meanwhile, administrative services, including registration and financial administration, rank second in terms of the highest number of service complaints.

### Customer Satisfaction

Customer satisfaction is the perceived outcome by buyers who experience the performance of a company that meets their expectations [3].

### Service Quality

Service quality is the customers' assessment of the excellence or distinctiveness of a product or service overall [4].

### Trust

Trust is the willingness of a company to rely on business partners [3].

## 2. METHOD

The population in this study consisted of outpatient patients under BPJS Health Insurance at Hermina Palembang Hospital for the period of 2022-2023, with a total of 102,360 respondents. Based on sample calculations, the sample size for this study is 123 respondents, who are outpatient patients under BPJS Health Insurance at Hermina Palembang Hospital for the period of 2022-2023. The sampling technique used in this study is purposive sampling. The criteria for selecting respondents as the sample are outpatient patients under BPJS Health Insurance at Hermina Palembang Hospital for the period of 2022-2023, who were informed via telephone or WhatsApp and distributed the questionnaire through written forms or Google forms.

The data collection technique in this study uses primary data. The primary data in this study were collected through questionnaire data collection techniques. The questionnaire distributed to all patients who are respondents in this study consists of statements related to the variables of service quality and trust in the satisfaction of outpatient patients under BPJS Health Insurance at Hermina Palembang Hospital for the period of 2022-2023.

## 3. RESULT AND DISCUSSION

1. The service quality variable (X1) has a beta value of 0.239 with a significance value of 0.020, which is smaller than 0.05. This indicates that the service quality variable has a positive and significant influence on patient satisfaction at Hermina Palembang Hospital. This confirms that the first hypothesis regarding the positive and significant effect of the service quality variable is accepted.
2. The trust variable (X2) has a beta value of 0.611 with a significance value of 0.000, which is smaller than 0.05. This indicates that the trust variable has a positive and significant influence on patient satisfaction at Hermina Palembang Hospital. This confirms that the second hypothesis regarding the positive and significant effect of the trust variable is accepted.

## DISCUSSION

Service quality has a positive and significant influence on patient satisfaction. This result is consistent with the findings of previous studies by [5] [6] [7] [8] [9] [10] which showed that service quality has a positive and significant impact on customer satisfaction.

The results of this study indicate that service quality, linked to several dimensions such as physical evidence, empathy, reliability, responsiveness, and assurance, greatly affect patient satisfaction. In the registration service indicator at Hermina Palembang Hospital, timeliness shows the lowest score. It is suspected that some patients still experience long waiting times in the registration process at Hermina Palembang Hospital. In addition to the high number of patients, limited service staff also contribute to the delayed registration process for outpatient patients under BPJS Health Insurance. Furthermore, frequent changes in doctors' schedules lead to an increasing number of patients in the outpatient waiting area, causing a backlog. This backlog results in insufficient hospital facilities such as waiting chairs, making patients uncomfortable while waiting in the queue.

In the indicator, Hermina Palembang Hospital provides modern registration service facilities through the Self-Registration Machine (Anjungan Pendaftaran Mandiri or APM), which shows the highest

score. This indicates that the availability of the APM machine provides time efficiency for patients during the registration process. Additionally, using the APM machine can reduce patient queues during registration. The use of the APM machine allows patients to know the schedule of the attending doctor, so they don't have to wait long at the hospital, and they can plan their arrival according to the available schedule. Based on interviews with several patients who were respondents in this study, they stated that the availability of the APM machine greatly helps in the registration process and knowing the doctor's schedule. To avoid crowding in the waiting room, patients can leave the hospital and return according to the available schedule.

Trust has a positive and significant influence on patient satisfaction. This result is consistent with the findings of previous studies by [11] [12] [13] [14] [15] [2] which found that trust has a positive and significant impact on customer satisfaction.

The research results indicate that trust, related to dimensions such as kindness/sincerity, ability, and integrity, greatly influence patient satisfaction. In the registration officer indicator at Hermina Palembang Hospital, the lowest score is obtained for assisting patients who are unable to complete the required documents during the registration process, and the consistent action of calling patients according to their queue number. This suggests that the role of service officers in responding to patient complaints may not meet the patients' expectations. Additionally, in the process of calling patients, some respondents stated that the officers were inconsistent and somewhat unclear in the calling process, including the information about queue numbers and counters.

In the indicator, Hermina Palembang Hospital is trusted to maintain confidentiality, such as patient data and documents, obtaining the highest score. This indicates that patients feel safe and trust Hermina Palembang Hospital in safeguarding the confidentiality of their data and documents. Apart from safeguarding data, the roles of both administrative and other medical staff in maintaining patient data confidentiality are also recognized. With this trust given by Hermina Palembang Hospital, patients feel secure and have confidence in the hospital's commitment to maintaining confidentiality for all patients.

#### 4. CONCLUSION

The quality of registration services and trust have a positive and significant impact on the level of satisfaction of outpatients with BPJS Kesehatan insurance at Hermina Palembang Hospital.

#### REFERENCES

- [1] S. K. W. Hastuti, A. A. Mudayana, A. P. Nurdhila, and D. Hadiyatama, "Hubungan mutu pelayanan dengan kepuasan pasien peserta BPJS di Rumah Sakit Umum Daerah Yogyakarta," *Kes Mas J. Fak. Kesehatan. Masy.*, vol. 11, no. 2, pp. 161–168, 2017.
- [2] I. Ratnasari, "Pengaruh Kualitas Pelayanan dan Kepercayaan Pasien Terhadap Kepuasan Pasien Rawat Inap Kelas 1 Peserta Bpjs di RSUD Karawang," *Cakrawala Manag. Bus. J.*, vol. 3, no. 2, pp. 685–698, 2021.
- [3] K. L. Keller and P. Kotler, "Marketing management. 14th. global edition," *K. Keller, Mark. Manag. 15th Glob. Ed. London Pearson Educ.*, 2016.
- [4] V. A. Zeithaml, A. Parasuraman, L. L. Berry, and L. L. Berry, *Delivering quality service: Balancing customer perceptions and expectations*. Simon and Schuster, 1990.
- [5] S. A. Javed, S. Liu, A. Mahmoudi, and M. Nawaz, "Patients' satisfaction and public and private sectors' health care service quality in Pakistan: Application of grey decision analysis approaches," *Int. J. Health Plann. Manage.*, vol. 34, no. 1, pp. e168–e182, 2019.
- [6] S. Mrabet, S. M. Benachenhou, and A. Khalil, "Measuring the effect of healthcare service quality dimensions on patient's satisfaction in the Algerian private sector," 2022.
- [7] D. Novitasari, "Hospital Quality Service and Patient Satisfaction: How The Role of Service Excellent and Service Quality?," *J. Inf. Syst. Manag.*, vol. 1, no. 1, pp. 29–36, 2022.
- [8] C. J. Monim, J. D. D. Massie, and J. G. Poluan, "Pengaruh Kualitas Pelayanan, Citra Perusahaan dan Fasilitas Terhadap Kepuasan Pasien RSUP Prof. Dr. R. D Kandou Manado," *J. EMBA J. Ris. Ekon. Manajemen, Bisnis dan Akunt.*, vol. 10, no. 4, pp. 1156–1168, 2022.
- [9] A. Rahmasari, G. Wijayanto, and S. E. Kornita, "Pengaruh Service Quality Dan Brand Image Terhadap Keputusan Pasien Dalam Memilih Persalinan Di Rumah Sakit Ibu Dan Anak Zainab Pekanbaru Dengan Kepercayaan Sebagai Variabel Mediasi," *Manag. Stud. Entrep. J.*, vol. 3, no. 5, pp. 3165–3183, 2022.
- [10] M. Taufiq, S. Samsualam, and A. S. Batara, "Pengaruh Kualitas Pelayanan Terhadap Kepuasan Dan kepercayaan Pasien Rawat Inap Di rumah Sakit Umum Daerah Andi Makkasau Parepare: The Effect

- of Service Quality on Satisfaction and Confidence of Inpatients at the Andi Makkasar Regional General Hospital Pa," *J. Muslim Community Heal.*, vol. 3, no. 1, pp. 83–92, 2022.
- [11] N. SARI, "PENGARUH KUALITAS PELAYANAN DAN KEPERCAYAAN TERHADAP KEPUASAN PASIEN RAWAT INAP (STUDI KASUS PASIEN RAWAT INAP KELAS III YANG MENGGUNAKAN BPJS DI RS. ISLAM BOGOR)/NURMALA SARI/S1-0217.003/PEMBIMBING I: DEDY MULYADI/PEMBIMBING II: DARWIN MARASI PURBA," 2021.
- [12] A. Pujiastutik, "PENGARUH KUALITAS PELAYANAN, FASILITAS DAN KEPERCAYAAN TERHADAP KEPUASAN KELUARGA PASIEN PADA RS. DHARMAHUSADA PROBOLINGGO," *Yudishtira J. Indones. J. Financ. Strateg. Insid.*, vol. 1, no. 3, pp. 238–245, 2021.
- [13] N. A. Pambudi, "Pengaruh Kualitas Pelayanan terhadap Revisit Intention dengan Kepuasan dan Kepercayaan Pasien sebagai Variabel Intervening (Studi pada Pasien Rawat Inap di RSUD Permana Medika Kebumen)." Universitas Putra Bangsa, 2021.
- [14] D. S. Rusandy, "Pengaruh Kualitas Pelayanan Dan Kepercayaan Terhadap Kepuasan Pasien Rawat Inap," *JMK (Jurnal Manaj. dan Kewirausahaan)*, vol. 1, no. 3, pp. 191–205, 2016.
- [15] Y. Widiastuti and H. M. S. Bahri, "Analisis Pengaruh Dimensi Kualitas Pelayanan Dan Kepercayaan Terhadap Kepuasan Pasien Di RSUD Tongas Kabupaten Probolinggo," *RELASI J. Ekon.*, vol. 16, no. 2, pp. 338–404, 2020.