

THE EFFECT OF SERVICE QUALITY ON PATIENT SATISFACTION AT UPTD PUBLIC HEALTH CENTRE GUNUNGSITOLI

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ABSTRACT

This study aims to analyze the effect of service quality on patient satisfaction. As a health service, the ability of Public health centres to meet patient needs can be measured by the level of patient satisfaction. Patient satisfaction is related to health services. A health agency, one of which is a Public health centre, in making efforts to improve the quality of health services, it is necessary to measure patient satisfaction. The research method used is a quantitative survey to determine the effect of service quality variables on patient satisfaction variables. The population in this study were UPTD patients at the Gunungsitoli District Health Center. A regression test using SPSS 22 is used for hypothesis testing. The results showed a significant effect between service quality and patient satisfaction, evidenced by the positive service quality regression coefficient of 0.285. The variables of service quality and patient satisfaction have a significant positive relationship as evidenced by the results of correlation analysis obtained by R of 0.630, which indicates that there is a strong relationship between service quality and patient satisfaction, namely $r_{count} = 0.630$ and $r_{table} = 0.279$, where obtained $0.630 > 0.279$.

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1. INTRODUCTION

The public health centre, one of the institutions providing public services, can be called a public service provider that is economical, effective, efficient and accountable. In realizing good governance through public services, there are several considerations why public services are a strategic point to start the development of good governance. Regarding service, two terms need to be known: serving and service. The definition of serving is to help prepare (take care of) what someone needs, while service is an effort to serve someone's needs [1].

Public service can be interpreted as a service for the needs of a person or community with interest. Public service in health is one of the many important needs and is a fundamental right whose provision must be carried out by the government. It is as mandated by the 1945 Constitution article 28 paragraph (1) that "everyone has the right to prosper physically and mentally, to live and to have a good and healthy environment and to have the right to health services. With the community's involvement, it is obligatory to meet the needs in service standards that are part of improving service quality. One form of government attention to improving the quality of public health services is establishing Community Health Centers (Public health centre). The public health centre is the Technical Implementation Unit of the District, responsible for improving the quality of public services to the community in a work area [2],[3].

One of the efforts to improve the quality of public services in the health sector is the implementation of Minimum Service Standards (SPM), namely the type and quality of basic

services, which are mandatory government affairs organized by the provincial government or local government that are entitled to every citizen [4],[5]. Service quality is a totality in the form of characteristics of goods and services that indicate its ability to satisfy customer needs. Service quality can be measured in 5 dimensions, namely tangible, namely the ability that shows its extension to external parties; reliability, namely, the ability of companies to provide services as promised accurately and reliably; responsiveness, policies that help provide fast and responsive service, Assurance (guarantee) namely the ability, courtesy, knowledge of employees to foster trust, Empathy (empathy), namely sincere individual or personal attention given to the community in the form of understanding the community. Service quality is the excellence of a service that is expected to meet expectations and provide satisfaction for the community [6],[7].

The quality of service is good because the respondents gave a positive assessment, which agreed on several indicators, namely physical facilities, equipment, communication materials, the ability to provide accurate services and provide consistent service, and the ability of trusted officers to respond quickly and responsively, trustworthiness and courtesy, sincere attention, service fairness and fulfilling customer desires [8],[9],[10],[11] can prove that service quality has a direct effect on customer satisfaction.

Service quality is very influential in aspects of satisfaction. Satisfaction is an expression of one's feelings of pleasure or disappointment arising from comparing the results of a product's performance with the expected expectations. Understanding the needs and desires of the community is important in influencing community satisfaction [12],[13]. Satisfied people are a valuable asset; if people are satisfied, they will continue to be comfortable, but if they are not satisfied, they will tell twice as well as other experienced people. As a health service, the hospital's ability to meet patient needs can be measured by the level of patient satisfaction [14],[15]. The concept of community satisfaction is the achievement of community desires or community expectations when receiving quality services from service providers, in this case, the UPTD Public Health Center, Gunungsitoli District, Gunungsitoli City. The hope is to provide patient satisfaction because patient satisfaction is the outcome of health services.

About the existing conditions, the problem is whether the five dimensions that determine the service quality of service companies, namely the variables of reliability, responsiveness, assurance, empathy, and tangibles, will affect patient satisfaction. Especially the patients of the UPTD Public health centre in Gunungsitoli District. This study aimed to determine service quality's effect on patient satisfaction at the UPTD Public Health Center, Gunungsitoli District.

2. METHOD

This study uses a quantitative research model with the method used is the survey method. In this study, researchers used a survey method to obtain information on a respondent's state. The system discussed in this study is the effect of service quality on patient satisfaction at UPTD public health center, Gunungsitoli District. This research was conducted using a questionnaire to collect valid data. In this study, there are the following hypotheses:

Ho = There is no effect of service quality on patient satisfaction at the UPTD Public Health Center Gunungsitoli, Gunungsitoli District.

Ha = There is an effect of service quality on patient satisfaction at the UPTD Public Health Center Gunungsitoli, Gunungsitoli District.

3. RESULT AND DISCUSSION

3.1 Data Description

Based on the survey results obtained, the following data

Table 1. Data obtained from questionnaires on Service Quality Variables

Question	Score	Average
1	221	4,4
2	228	4,6
3	231	4,6
4	230	4,6
5	232	4,6
6	234	4,7
7	230	4,6
8	229	4,6
9	235	4,7
10	234	4,7
11	231	4,6
12	235	4,7
13	229	4,6
14	229	4,6
15	227	4,5
16	232	4,6
17	227	4,5
18	226	4,5
19	227	4,5

The above data shows that the average service quality at the UPTD Public health centre in Gunungsitoli District is 4.4 - 4.7 in the category of Strongly Agree and Agree.

Table 2. Data obtained from questionnaire results on Patient Satisfaction Variables

Question	Score	Average
1	230	4,6
2	239	4,8
3	241	4,8
4	238	4,8
5	245	4,9
6	241	4,8
7	242	4,8
8	242	4,8
9	242	4,8
10	239	4,8
11	242	4,8
12	240	4,8
13	238	4,8
14	236	4,7
15	240	4,8
16	239	4,8
17	231	4,6

From the data above, the average patient satisfaction data at the UPTD Public health centre Gunungsitoli District is 4.4 - 4.7 in the category of Strongly Agree and Agree.

3.1 Data Analysis

Simple Linear Regression Analysis

Simple linear regression analysis is one of the analytical tools used to determine the direction of the relationship between the independent variable (X), namely the quality of service, the dependent variable (Y), namely patient satisfaction, whether positive or negative, and to predict the value of the dependent variable if the value of the independent variable experience an increase or decrease. Based on the data processing results with the help of SPSS 22 Software, the results are shown in Table 3.

Table 3. Results of Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	1 (Constan)	20.165	8.777		
Kualitas_ Pelayanan	.600	.191	.630	3.145	.007

a. Dependent Variable: KEPUASAN_PASIEN

Based on the results of the simple regression analysis that has been carried out, it is known that the constant (a) is 20.165, meaning that if the service quality is 0, then patient satisfaction is 20.165. The regression coefficient of service quality intensification (b) is positive, i.e. 0.6, meaning that if each service quality implementation is worth 1, then patient satisfaction will increase by 0.6. So in this study, the regression function model was obtained as follows:

$$Y = a + bX$$

$$= 20.165 + 0.6$$

In the regression equation, it can be seen that the regression coefficient has a positive sign which means that the better the quality of service, the higher the patient satisfaction, and vice versa; if the service quality is not good, the patient satisfaction will decrease.

Partial Regression Coefficient Test

A partial test, commonly referred to as a t-test, is a test conducted to determine whether the quality of service significantly affects the level of patient satisfaction. This test uses a significance level of 0.05 and 2 sides. The following are the results of processing the t-test using the SPSS 22 program. In table 4.

Table 4. t-test results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	1 (Constant)	20.165	8.777		
Kualitas_ Pelayanan	.600	.191	.630	3.145	.007

a. Dependent Variable: KEPUASAN_PASIEN

Based on the results of calculations using the SPSS 22 program above, it can be seen that the t-count value is 3.145, and the significance value is 0.360. Furthermore, it can be seen that the statistical t table at 5% significance at N = 50, then obtained t table for t table of 0.279.

Because the value of t arithmetic > t table (3.145 > 0.279) then, Ho is rejected. It can be concluded that partially, there is a significant influence between Service Quality on Patient Satisfaction at the UPTD Public Health Center Gunungsitoli, Gunungsitoli District.

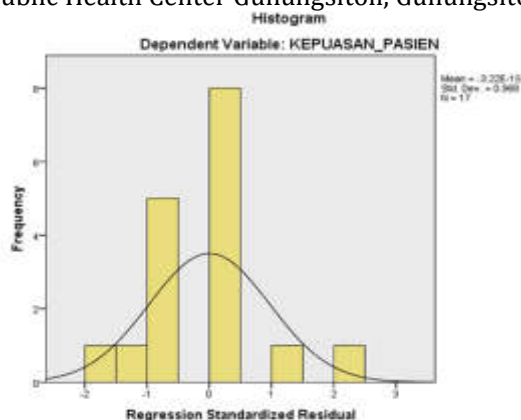


Figure 1. Histogram of Patient Satisfaction Bound Variables

Correlation Analysis

Correlation analysis is used to determine the relationship between two or more variables. The independent variable in this study is service quality, while the dependent variable is patient satisfaction. Based on the data processing using Pearson's Product Moment correlation with the help of SPSS 22.0 software for Windows, the results are shown in Table 5 below.

Table 5. Correlation Analysis Results

Correlations		
	Kualitas_Pelayanan	Kepuasan_Pasien
Kualitas_ Pearson		
PelayananCorrelation	1	.630**
Sig. (2-tailed)		.007
N	19	17
Kepuasan Pearson		
_pasien Correlation	.630**	1
Sig. (2-tailed)	.007	
N	17	17

** . Correlation is significant at the 0.01 level (2-tailed).

Based on Table 5 above, it can be seen that the correlation coefficient value of service quality with patient satisfaction is 0.630. It shows a strong relationship between service quality and patient satisfaction at the UPTD Public Health Center Gunungsitoli, Gunungsitoli District. Service quality on patient satisfaction at the UPTD Public Health Center Gunungsitoli, Gunungsitoli District. Based on the results of the correlation analysis obtained an R of 0.630, which indicates that there is a strong relationship between service quality and patient satisfaction. It is known that $r_{count} = 0.630$ and $r_{table} = 0.279$. Obtained $0.630 > 0.279$, then H_0 is rejected, meaning that there is a significant positive relationship between the variables of service quality and patient satisfaction

4. CONCLUSION

The study results prove a strong relationship between patient satisfaction at the UPTD Public Health Center Gunungsitoli, Gunungsitoli District. Partially there is a significant influence between service quality and patient satisfaction at the UPTD Public Health Center Gunungsitoli,

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Gunungsitoli District. Based on the results of the correlation analysis obtained an R of 0.630, which indicates that there is a strong relationship between service quality and patient satisfaction.

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