

## The Relationship Between Patient Satisfaction Levels and Patient Visit Interest at the Lower Paniki Health Center Based on BPJS Scoring

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### ABSTRACT

**Keywords:** health services, patient satisfaction, repeat visits.

Assessing the quality of services at health centers is an important part because it can indirectly have an impact on improving the degree of public health. Measuring and monitoring the quality of health services is impossible without indicators. Based on the Indonesian Minister of Health Regulation No. 30 of 2022, one of the indicators used to assess the quality of health services is patient satisfaction. The interest of patients to return to the Health Center can be influenced by their experience on previous visits. Patients who are quite satisfied with the health services provided will tend to return to the health center because they feel comfortable and believe in the quality of the services provided. Therefore, this study aims to evaluate the quality of health services based on the component of patient satisfaction at the Paniki Bawah Health Center. Data collection was carried out using a Google Form questionnaire for 100 patients who met the inclusion and exclusion criteria. Statistical analysis was carried out with SmartPLS software. Hypothesis testing is used to analyze the relationship between related variables as shown in the research model. The results showed a strong positive correlation between various dimensions of service quality and overall patient satisfaction. Thus, it can be concluded that the quality of health services at the Paniki Bawah Health Center is highly rated by BPJS patients. Interest in patient visits is also very high, showing satisfaction with the service.



### Introduction

According to the Minister of Health, health services are efforts made to maintain and improve health, prevent, and cure diseases, as well as restore health both individually, family, in the group, and community. In Indonesia, health centers are the first level of health facilities that provide various health services (Saad et al., 2018). In the health service process, patient satisfaction is an important component in assessing the quality of services in first-level health facilities (FKTPs), including health centers. Quality services can increase public trust in health facilities and support the achievement of national goals in the health system, namely providing equitable and quality health services for the entire community (Kuntoro & Istiono, 2017a).

In Indonesia, the strategic role in supporting the National Health Insurance (JKN) program is managed by the Health Social Security Administration Agency (BPJS).

Through BPJS, quality health services are expected to be obtained by all levels of society. Efforts that can be made to maintain service quality are a system of assessing and scoring patient satisfaction with health facilities that have been integrated with BPJS Kesehatan. There are five dimensions of quality, namely tangible (physical evidence), reliability (reliability), responsiveness (responsiveness), assurance (guarantee), and empathy (Kuntoro & Istiono, 2017b).

The Paniki Bawah Health Center, as one of the health centers located in Manado, has an important role in serving the local community in the health sector, especially BPJS participants. However, challenges in ensuring high patient satisfaction often arise due to various factors, such as limited human resources, facilities and infrastructure, and service management (Nasyicha et al., 2023). Therefore, the evaluation of puskesmas management based on the patient satisfaction component is very relevant to improving the quality of health services. This study was conducted to assess the management of the Paniki Bawah Health Center based on the patient satisfaction component assessed through BPJS scoring. It is important to identify aspects that need to be improved so that health services at health centers can be more optimal and by community expectations (Utami et al., 2024).

Patient satisfaction can be measured using a variety of instruments in the form of questionnaires. In today's highly competitive environment, patient satisfaction is one of the competitiveness between medical and health institutions (Fang et al., 2019). Puskesmas should be one of the health institutions that receives special attention because it is at the forefront of health services. Some factors related to patient satisfaction include the age and gender of the patient, continuity of care, waiting time, communication, and patient trust (Chandra et al., 2019). Wait times in outpatient services are the assessed part of patient satisfaction. Based on the Decree of the Minister of Health of the Republic of Indonesia No.129/Menkes/SK/IV/2008 related to outpatient services, the waiting time at polyclinic or outpatient services is  $\leq 60$  minutes starting from the time the patient registers until the patient is accepted and served by a specialist doctor (Yuliati, 2024).

## **Method**

This study uses a quantitative design with a cross-sectional approach, where data on the quality of health services and interest in BPJS patient visits are collected at a certain time. This study is also a correlational analytical research, which aims to determine the relationship between the quality of health services and the interest of BPJS patient visits.

### **Population and Sample**

#### **1. Population**

All BPJS patients who visited the Paniki Bawah Health Center during the research period.

#### **2. Sample**

Sampling was carried out using the purposive sampling technique, with the inclusion and exclusion criteria as follows.

### **Respondent Criteria**

Inclusion criteria:

1. BPJS patients who are  $\geq 18$  years old.
2. Have accessed services at the Paniki Bawah Health Center at least twice in the last six months.
3. Be willing to fill out the questionnaire completely.

Exclusion criteria:

1. Respondents who did not fill out the questionnaire completely.
2. Respondents with cognitive or communication impairments.

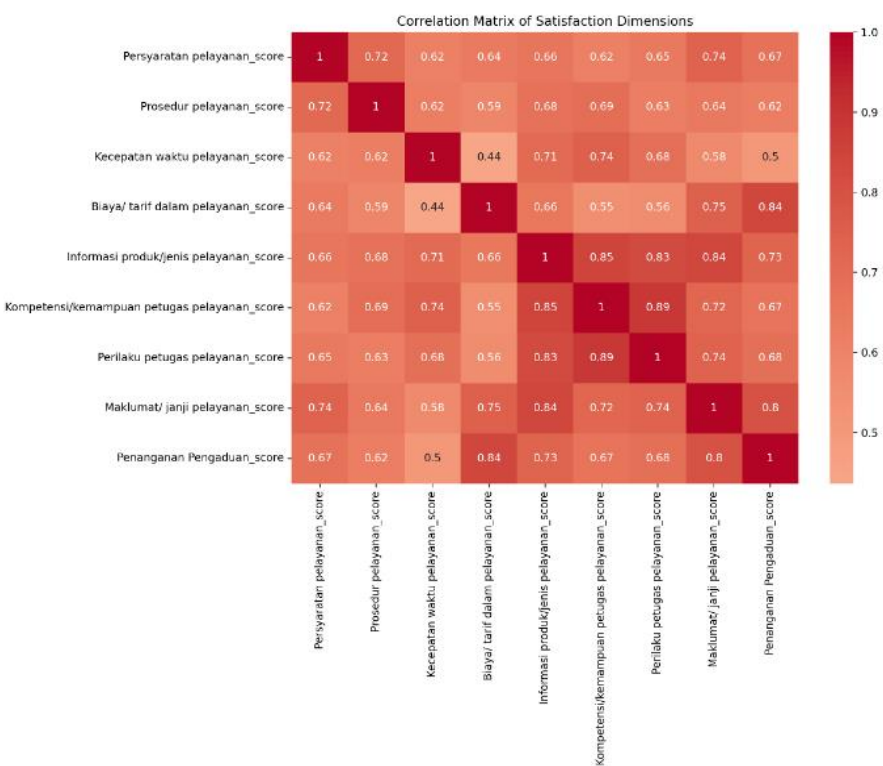
### **Data Collection**

This study uses a questionnaire designed through Google Forms to measure two main variables, namely the quality of health services and the interest of BPJS patients visiting the Paniki Bawah Health Center. The quality of health services was assessed using the Servqual dimension consisting of Tangibles, Reliability, Responsiveness, Assurance, and Empathy, through 20 statements on a Likert scale of 1–5, where 1 indicated "strongly disagree" and 5 indicated "strongly agree." The interest of BPJS patient visits was measured using 5 statements with the same Likert scale, to assess the patient's desire to reuse health services at the health center. The questionnaire consisted of three parts, namely: (1) respondents' characteristics which included age, gender, occupation, education level, and frequency of visits; (2) the quality of health services; and (3) interest in BPJS patient visits. Data collection was carried out by distributing questionnaire links to patients who met the inclusion criteria, accompanied by explanations of the purpose of the study and data confidentiality guarantees. Respondents were asked to fill out a questionnaire independently within a certain period, and the collected data was downloaded for further analysis.

### **Results and Discussion**

Based on the analysis of patient satisfaction data at the Paniki Bawah Health Center, the study showed a strong positive correlation between various dimensions of service quality and overall patient satisfaction (Maulani et al., 2021). The highest satisfaction scores are seen in staff behavior and service requirements, which shows that these are key strengths. On the other hand, the aspect of service promises (information/service promises) received the lowest score, thus indicating that there are things that need to be improved. The conceptual framework describes how these dimensions collectively affect patient satisfaction and, subsequently, interest in visiting the facility. This analysis underscores the importance of maintaining high standards in staff behavior and service requirements while addressing areas with lower satisfaction levels to improve the overall patient experience and encourage repeat visits (Ferreira et al., 2023).

The results of the correlation test between the quality of health services and the interest in visits are as follows:



**Figure 1 Patient Satisfaction Dimension Correlation Matrix**

The results of the data analysis show that the level of patient satisfaction with the services at the Paniki Bawah Health Center is quite good overall, with the average satisfaction score in all dimensions being above 3.5 out of a maximum scale of 4. The dimensions of service officer behavior and service requirements recorded the highest scores, respectively of 3.65 and 3.68, while the dimension of information or service promise had the lowest score of 3.57. In terms of service consistency, the standard deviation for all dimensions ranged from 0.54 to 0.67, with the service time speed showing the highest variability (std=0.67), while the service requirements showed the highest consistency (std=0.54). The analysis of the interdimensional correlation showed a strong positive relationship between all aspects of service, indicating that quality improvement in one dimension can contribute to quality improvement in another. These findings emphasize the importance of a holistic approach in efforts to improve service quality (Budo et al., 2020).

The results of regression analysis showed that the quality of service had a significant influence on the interest in patient visits at the Paniki Bawah Health Center. The regression equation obtained is Visiting Interest = 1.5 + 0.67 (Service Quality). The regression coefficient of 0.67 indicates that every increase in one unit of service quality score will increase the visit interest score by 0.67. This influence was declared statistically significant with a \*p-value\* < 0.001. This finding confirms that improving the quality of service can be an important factor in increasing patients' interest in returning to using health services at the health center.

### **Quality of Health Services**

The results of the study show that the quality of health services at the Paniki Bawah Health Center is considered high by BPJS patients. The Assurance dimension has the highest score, which reflects patient confidence in the competence of medical personnel and the certainty of the services provided. This is in line with previous research which shows that the Assurance dimension is often the main indicator of service quality in first-level health facilities. However, the Tangibles dimension (physical facilities) has a relatively lower score compared to other dimensions. This can be a concern to improve the visual aspects and facilities that support patient comfort.

### **Interest in BPJS Patient Visits**

Interest in BPJS patient visits is also at a very high level. This shows the patient's satisfaction with the services received, which then increases their desire to return to access health services at the Paniki Bawah Health Center. This factor is an important indicator of the sustainability of good health services, especially for health facilities that collaborate with BPJS.

### **The Relationship between Health Service Quality and Visiting Interest**

The strong relationship between the quality of health services and the interest of BPJS patient visits is the theory that service quality is one of the main factors that affect patient loyalty. A correlation coefficient value of 0.75 indicates a positive and strong relationship, which is consistent with other studies that state that improving service quality directly increases patient interest and satisfaction.

### **The Effect of Service Quality on Visiting Interest**

The regression test showed that service quality had a significant influence on patient interest in visiting, with a contribution of 65%. This indicates that other aspects, such as the location of the health center, additional costs, or the patient's individual experience, may also influence the patient's decision to return. However, service quality remains the dominant factor. Therefore, quality improvement in all quality dimensions, especially the Tangibles dimension, can further encourage interest in patient visits.

### **Practical Implications**

The results of this study provide important insights for the managers of the Paniki Bawah Health Center to continue to improve the quality of service. The main focus can be directed to improving physical facilities (Tangibles) without neglecting other dimensions, such as providing advanced training for medical personnel to maintain high scores in the Assurance and Empathy dimensions. In addition, it is necessary to conduct regular evaluations through patient satisfaction surveys to ensure that the quality of service remains in line with patient expectations.

### **Research Limitations**

This research has several limitations, including:

1. The data collected is only based on patient perceptions, so it can be subjective.
2. This study uses a cross-sectional approach, so it only describes the relationship at one specific time. The long-term effect of service quality on visit interest has not been ascertained.

3. External factors such as location, waiting time, and ease of access to BPJS have not been analyzed in depth.

#### Recommendations for Further Research

Future research could:

1. Using a longitudinal design to see the long-term effect of service quality on visiting interest.
2. Integrate qualitative analysis, such as in-depth interviews, to dig into the patient's reasons and experiences more comprehensively.
3. Include external variables such as location, surcharges, and wait times as mediation or moderation variables.

The results of this study make a significant contribution to understanding the role of health service quality in patient loyalty in first-level health facilities, especially in the BPJS system.

#### Conclusion

The quality of health services at the Paniki Bawah Health Center is considered high by BPJS patients, with the Assurance dimension being the highest. Interest in patient visits is also very high, showing satisfaction with the service. There was a strong and significant positive relationship between service quality and interest in visits, with an influence contribution of 67%. This study emphasizes the importance of improving service quality, especially in the aspect of physical facilities, to encourage BPJS patient loyalty.

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