

The Influence of Service Quality and Perceive Quality and its' effect towards BPJS Outpatients Satisfaction; A Study at Bayu Asih Hospital, West Java

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I. Introduction

Based on (PerMenKes) Rule No. 43 of 2016 about Minimum Standards of Services in the Field of Health stated that the government has the responsibility to ensure that every citizen receives quality health services. This is regulated in the Minimum Service Standards in the health sector. Implementation of Minimum Service Standards will be very strategic in relation to implementation of Health Insurance: Jaminan Kesehatan Nasional (JKN). Implementation of minimum service Standard will strengthen the promotive-preventive side so that it is expected to have an impact on reducing the number of curative cases that must be covered by JKN. Government and private hospitals, is one of the health facilities that visited by many people in obtaining the right to health services. The development of a dynamic community mindset requires hospitals to always make adjustments to improve quality and conduct direct surveys in order to find out factually the needs of consumers. Therefore, hospitals are required to provide quality services in accordance with established standards and can required all levels of society. Hospital has a standard minimum of service in every kind of service, indicator and standard can be seen in the table 1.

Table 1. SPM type of service, indicator and standard

No.	Type of Service	Indicator	Standard
1.	Outpatients care	-Waiting time in outpatients care - Customer satisfaction	≤ 60 minute ≥ 90 %
2.	Radiology	-Waiting time of thorax photo result service -Customer satisfaction	≤ 3 hours ≥ 80 %
3.	Clinical Pathology	-Waiting time for laboratory services -Customer satisfaction	≤140 minutes ≥ 80 %
4.	Pharmacy	-Waiting time for prescribe drug service -Waiting time mixing drug -Customer satisfaction	≤ 30 minutes ≤ 60 minutes ≥ 80%
5.	Medical record	-Time for medical record service Out patient	≤ 10 minutes

Source: PerMenKes No. 129 year 2008

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The hospital is expected to provide services in accordance with the expectations or expectations of patients so that patients remain loyal because they feel satisfied with the service. [1] wrote that the higher the level of public understanding of the importance of health to maintain quality of life, the user community will be more critical in receiving products or services, therefore improving the quality of hospital services needs to be done continuously. Consumer perception of service quality (perceived quality) will always change, the higher the level of public understanding of the importance of health, the more critical in receiving service products. Conformity between services provided with patient expectations will form a positive perceived quality and will ultimately affect patient satisfaction [2]. A positive perceived quality is obtained if the quality experienced (experienced quality) matches or meets the patient's expectations (expected quality). If the patient's expectations are not realistic, then perceived quality will be low because perceived quality is an assessment obtained from the patient subjectively rather than objectively determined and concerns what is considered important for the patient himself [3]. Bayu Asih Regional Hospital is a supporting element of the Regional Government in Purwakarta district, located in the center of Purwakarta, so that it is easily accessible from all directions. Based on preliminary observations made by researchers by visiting the Bayu Asih Regional Hospital and conducting interviews with outpatients of the Bayu Asih Regional Hospital, several issues related to the service were conveyed, including outpatient complaints regarding waiting time for treatment to poly, waiting time for taking drugs at IFRS, the completeness of the drugs they get, the additional payment because the drug is not available at IFRS and must take and add to other pharmacies, the inconvenience of the waiting room due to insufficient available seats, the inaccuracy in the attendance of doctors in poly, not according to schedule. Based on the explanation above, the authors are interested in conducting research at the Bayu Asih District Hospital related to the Effect of Service Quality on Perceived Quality and its Impact on BPJS-Outpatient Patient Satisfaction at Bayu Asih Hospital Purwakarta.

II. Research Methodology and Sources

The material used in this study is the instrument data from the BPJS-Outpatient Health questionnaire in Bayu Asih Hospital Purwakarta. The instrument in the study was a questionnaire sheet containing statements relating to the research variables that had to be answered by the respondent. While the tools to process data are a set of laptops with SPSS type 24 and AMOS version 4.0 software.

III. Method

This type of research is quantitative research with data collection using interviews assisted with a designed questionnaire. The study was conducted at the Bayu Asih Purwakarta Regional General Hospital in December 2018 to February 2019. In this study, the population was all BPJS-health outpatients who went for medical treatment or visited the Bayu Asih Hospital Purwakarta. Respondents in this study were 150 respondents using purposive sampling technique, namely non-probability samples with specified criteria [4]. The study uses descriptive statistical analysis and inference. Descriptive statistical analysis to illustrate the frequency distribution of respondents' answers to each statement item used in measuring the research variables. Statistical analysis of inference because it relates to testing research hypotheses and drawing conclusions. This research involves latent variables and manifest variables. Latent variables are variables that cannot be measured directly so there is a need for indicators to measure it. While the manifest variable is a variable that can be measured directly, in this case it is an indicator of each latent variable [5]. There are 3 latent variables of the study, namely service quality (X) with 3 indicators, perceived quality (M) with 5 indicators and patient satisfaction (Y) with 3 indicators, and the description / impression of the Bayu Asih District Hospital.

Data Analysis

The initial step of data processing begins with the validity and reliability test to see the truth of the measurement tool in measuring what should be measured. Then describe the profile of respondents consisting of gender, age, and education. Furthermore, from the results of data collection, a descriptive analysis is carried out, which is to find out the frequency distribution of respondents' answers to each question item used in measuring the research variables. Furthermore, statistical inference analysis is carried out, namely Structural Equation Model (SEM) analysis to determine the relationship between variables so that it can answer the research hypothesis [6].

IV. Result

The results of this study were interpreted from a questionnaire that had been distributed to respondents, total is 150 respondents. Characteristics of respondents are reflected in the following Table 2.

Table 2. Research characteristic respondent

Characteristic	Criteria	Employees	
		Frequency	Percent
Gender	Male	58	38,7
	female	92	61,3
Age	< 30	35	23,3
	31-40	16	10,7
	41-50	35	23,3
	51-60	30	20
	>60	34	22,7
Education	Elementary	37	24,7
	Junior High School	29	19,3
	Senior High school	72	48
	Diploma	4	2,7
	Degree	8	5,3

Source: Primer Data, 2019

Based on Table 2, the majority of respondents were female as many as 92 respondents (61.3%). By age, most were less than 30 years old and age between 41 and 50 years, each with 35 respondents (23.3%). The education level of respondents, the majority of respondents had a high school / high school / vocational education level of 72 respondents (48%).

Analysis Result (SEM)

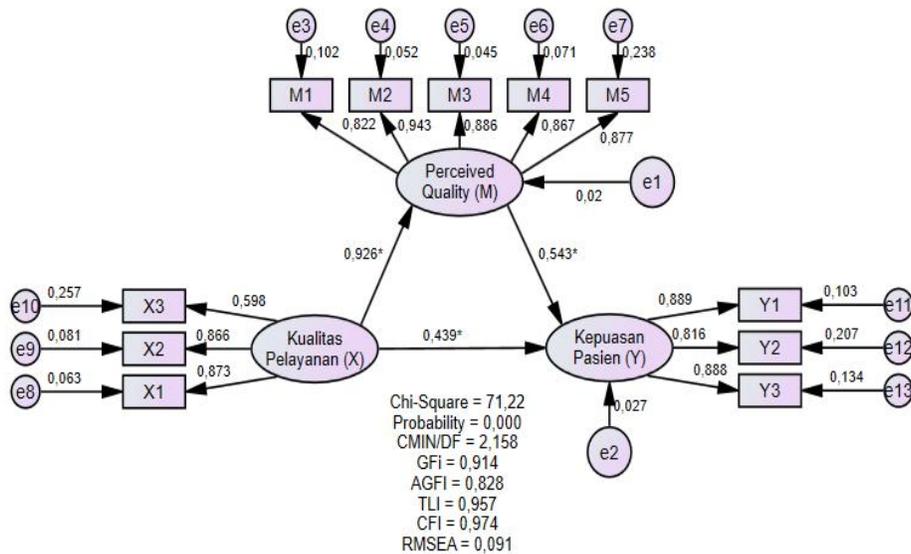


Figure 1. Analysis Results SEM

The theoretical model in the conceptual framework of the study, said to be fit if it is supported by empirical data. The results of testing the goodness of fit overall model, in accordance with the results of the SEM analysis in Figure 1, it is known that 4 of the 7 Goodness of fit shows good models namely CMIN / DF, GFI, TLI. According to Arbuckle and Wothke, in [5], the best criteria used as an indication of the goodness of the model are CMIN / DF values less than 2 or less than 3 and RMSEA less than 0.08. In this study, one of the best criteria for the model, CMIN / DF, has fulfilled the cut-off value. Therefore the SEM model in this study is suitable and feasible to use, so that interpretation can be made for further discussion.

Before discussing the research hypotheses in the structural model, we first analyze the measurement models for each latent variable. The results of the measurement model analysis are presented in detail in the table below.

Table 3. Measurement Model Variable Service Quality (X)

Indicator	Standardize	P-Value	Note
Structure (X1)	0,873	Fix	Signifikan
Process (X2)	0,866	0.000	Signifikan
Outcome (X3)	0,598	0.000	Signifikan

Sources: Primary data, 2019

Table 4. *Measurement Model Variable Perceived Quality (M)*

Indicator	Standardize	P-Value	Note
Tangibles (M1)	0,822	Fix	Signifikan
Reliability (M2)	0,943	0.000	Signifikan
Assurance (M3)	0,886	0.000	Signifikan
Responsiveness (M4)	0,867	0.000	Signifikan
Empathy (M5)	0,877	0.000	Signifikan

Sources: Primary data, 2019

Table 5. *Measurement Model Variable Patients satisfaction (Y)*

Indicator	Standardize	P-Value	Note
Psychology (Y1)	0,889	Fix	Signifikan
Economy (Y2)	0,816	0.000	Signifikan
Sociology (Y3)	0,888	0.000	Signifikan

Sources: Primary data, 2019

The results of the measurement model can be concluded that the indicators used in explaining the research variables are significant and can be continued for the analysis of the effects on structural models. The results of the structural model are presented in Table 6, and the results of the SEM analysis are presented in Figure 1

Table 6. Structural Model Result SEM

Variable Connectivity	Koefisien Std	P-value	result
Service Quality (X) → Patients satisfaction (Y)	0,439	0.013	Significant
Service Quality (X) → Perceived Quality (M)	0,926	0.000	Significant
Perceived Quality (M) → Patients satisfaction (Y)	0,543	0.002	Significant

Sources: Primary data, 2019

Service Quality (X) has a positive and significant effect on Patient Satisfaction (Y). This means that there is a significant influence between Service Quality (X) on Patient Satisfaction (Y). The coefficient marked positive indicates a direct relationship. That is, the higher the value of Service Quality (X) will affect the higher patient satisfaction (Y), or vice versa. Service Quality (X) has a positive and significant effect on Perceived Quality (M). This means that there is a significant influence between Service Quality (X) on Perceived Quality (M). The coefficient marked positive indicates a direct relationship. That is, the higher the value of Service Quality (X) will affect the higher Perceived Quality (M), or vice versa. While Perceived Quality (M) also has a positive and significant effect on Patient Satisfaction (Y). This means that there is a significant influence between Perceived Quality (M) on Patient Satisfaction (Y). The coefficient marked positive indicates a direct relationship. That is, the higher the value of Perceived Quality (M) will affect the higher patient satisfaction (Y), or vice versa.

In addition to testing the direct effect, multivariate modeling is also known as an indirect effect. Indirect effect is the product of 2 (two) direct effects. An indirect effect is declared significant if the two direct influences that shape it are significant. The following are the results of indirect effects:

Table 7. Direct and indirect effect

Variable	Direct Effect Coefficient	Indirect effect coefficient
Service quality (X) → Patients satisfaction (Y)	0,439	0,503
Service quality (X) → Perceived Quality (M)	0,926	
Service quality (X) → Patients satisfaction (Y)	0,543	

Sources: Primary data, 2019

The indirect effect between Service Quality (X) on Patient Satisfaction (Y) is mediated by Perceived Quality (M), an indirect effect coefficient of 0.503 is obtained, this coefficient value is greater than the value of the coefficient of direct influence between Service Quality on Patient Satisfaction (0.439) so it can be said that Perceived Quality (M) is a mediating variable part of the relationship between the variable Service Quality (X) to Patient Satisfaction (Y). This means that the influence between Service Quality (X) can affect Patient Satisfaction (Y) with and without going through the mediating variable Perceived Quality (M). The Effect of Service Quality (X) on Patient Satisfaction (Y) through the mediating variable Perceived Quality (M) means that if Perceived Quality (M) is high, it will increase the effect of Service Quality (X) on Patient Satisfaction (Y) and if the opposite is Perceived Quality (M) low value will reduce the effect of Service Quality (X) on Patient Satisfaction (Y). In other words, the higher the value of service quality, the higher the value of patient satisfaction, if the value of perceived quality is also high, and vice versa

Patients' Impression at Bayu Asih hospital

Patient's Impressions/impressions of RSBA are illustrated with 9 statement Items. Based on the perception index of the respondents' answers involved in filling out the questionnaire in this study, the respondents' perceptions of the Patients' Images of the RSBA are described and presented as visualized in Figure 2. Based on Figure 2. it can be seen that the largest average of the patient impression images is the statement 3rd, this means that the best patient impression on RSBA services is on the professionalism of health workers, while the smallest average on the patient impression picture is on question 1, this means that the lowest patient impression on RSBA services is at the speed of health care. The overall average of the Patient Impression Variable is 3.3, which is at an interval of 2.61 - 3.4 moderate value, which shows the perception of respondents with sufficient criteria. That is, all BPJS-health outpatients who seek treatment or visit Purwakarta RSBA give a pretty good impression of all RSBA services.

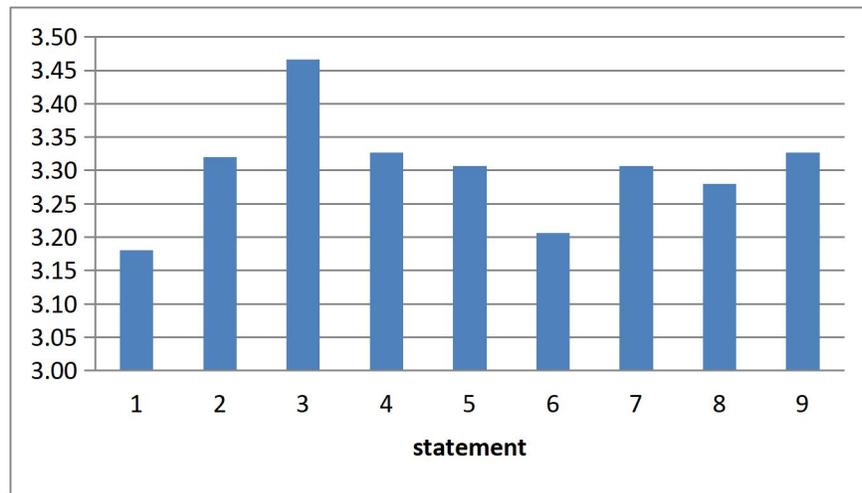


Figure 2. Description /patients' Impression at Bayu Asih hospital

Acknowledgement

Service Quality affects Patient Satisfaction. High Service Quality, which can be seen from the high value of the variable Structure, Process and Outcomes will have an impact on the high Patient Satisfaction, as seen from the high value of the Psychology, Economics and Sociology variables. Service Quality affects Perceived Quality. High Service Quality, which can be seen from the high value of the variable Structure, Process and Outcomes will have an impact on the high Perceived Quality, which can be seen from the high value of Tangibles, Reliability, Assurance, Responsiveness and Empathy variables. Perceived Quality affects patient satisfaction. High perceived quality, as seen from the high value of variables Tangibles, Reliability, Assurance, Responsiveness and Empathy will have an impact on the high level of Patient Satisfaction, which can be seen from the high value of the variable Psychology, Economics and Sociology. Staff friendliness, officer professionalism, outpatient facilities, availability and completeness of supporting equipment, timeliness of service, suitability of patient handling procedures and accuracy of decision making officers.

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