



THE RELATIONSHIP BETWEEN THE QUALITY OF HEALTH SERVICES AND THE LEVEL OF SATISFACTION OF OUTPATIENTS DISTRICT

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ABSTRACT

Service quality is to provide patient services at the Bandar Khalifah Health Center so that what is provided and patient satisfaction is a patient's satisfaction and comfort to get more patients. Patient satisfaction is one of the important indicators that must be considered in health services at the Bandar Khalifah Health Center. The number of patient visits at the Bandar Khalifah Health Center, percut sei tuan district, deli serdang.2020 as many as 13,654 people, and in 2023 as many as 17,594 people. The purpose of this study was to determine the relationship between the quality of health services and the level of satisfaction of outpatients at the Bandar Khalifah Health Center, Percut Sei Tuan District, Deli Serdang. This type of research is quantitative with a cross sectional approach. This data collection uses a questionnaire. Data analysis using univariate and bivariate analysis with the Chi-Square test. The population in this study were outpatients totaling 368 in February 2024. The sample in this study amounted to 55 people. The results of this study indicate a relationship between the quality of health services and the level of Outpatient Patient Satisfaction with a value of $p = 0.00$. (p -value ≤ 0.05). Reliability with outpatient patient satisfaction with a p value = 0.00 (p -value ≤ 0.05). Responsiveness with Patient Satisfaction.

Keywords: outpatient satisfaction level; patient satisfaction; quality of health services

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INTRODUCTION

Service quality is to fulfill patient service. The quality of service provided and satisfaction is an asset to get more patients and to get patients. Loyal patients will reuse the same health services if they need it again. the quality of health services in Indonesia includes the lack of evaluation of health services and satisfaction surveys that do not involve patients (Afriozza & Baidillah,2021) It has even been known that loyalty patients will invite others to use the same health care facility, Patient satisfaction standards in health services are set nationally by the Ministry of Health of the Republic of Indonesia. According to the Regulation of the Minister of Health of the Republic of Indonesia concerning Minimum Service Standards for patients, which is above 95% (Istiana,). Quality is closely related to patient satisfaction (Istiana). service quality, namely the level of feeling after someone compares the service received with the expected service (Guspianto et al). Health services that were once missionary in nature have turned into an institution where professionals such as medical and paramedical personnel and other personnel (Aryanti et al.2022).

Patient satisfaction is one of the important indicators that must be considered in health services. Patient satisfaction is the result of the patient's assessment of health services by

comparing what is expected ses. Health services are health services that can satisfy every user of health services that are in accordance with the level of satisfaction of each population and their implementation in accordance with service standards and professional codes of ethics (Habibi et al., 2019).

Health services are inseparable from the existence of health resources at the Bandar Khalifah Health Center, Percut Sei Tuan District, Deli Serdang Regency as for the health workers available at Bandar Khalifah Health Center, namely general practitioners 6, dentists 2, nurses 14, midwives 39, Skm 4, laboratory 4, pharmacy 2, Ktu 1. Types of Services Available at Puskesmas Bandar Khalifah are Outpatient, Poliumum, Dental Poly, MCH and Family Planning Poly, TB and Leprosy Poly, Nutrition Counseling, Sanitation Clinic, Laboratory, Pharmacy (Puskesmas Bandar Khalifah). Based on visit data at the Bandar Khalifah Health Center in the last three years, it shows a slight increase in the number of outpatient visits at the Bandar Khalifah Health Center. The number of patient visits in 2020 was 13,654, in 2024 as many as 17,594. Pukesmas Bandar Khalifah District Percut Sei Tuan Deli Serdang Regency Plenary Accreditation. The data shows an increase in the number of outpatient visits at the Bandar Khalifah Health Center health service facility, Percut Sei Tuan District, Deli Serdang Regency, but the increase in the number of visits was only 50% in 2020 and 2023, therefore from the data it explains that the visits are increasing, so that pa. To determine the relationship between the quality of health services and the level of satisfaction of outpatients at the Bandar Khalifah Health Center, Percut Sei Tuan District, Deli Serdang Regency, North Sumatra.

METHOD

This type of research is quantitative to obtain data with specific purposes and uses. Thus, the type of research used in this study is analytic with a cross sectional approach with univariate and bivariate analysis, data collection with spss application. The population of this study is the entire object of research or the object to be studied. The object in this case is all outpatients as many as 368 / month people who visit the Bandar Khalifah Health Center, Percut Sei Tua District, Deli Serdang Regency using health services at the time of the study. The sample used in this study was 55 people using purposive sampling test, namely samples taken based on outpatients visiting at the time of the study. Sampling in this study using the lemeshow formula, we get a sample size of 55 respondents, namely outpatients at the Bandar Khalifah Health Center, Percut Sei Tuan District, North Sumatra Regency. The sampling technique in this study was non-probability sampling using accidental sampling technique.

RESULTS

Characteristics of Respondents

Table 1.
Age and Education Data

Variable	f	%
Age		
18-28	10	18.2
29-30	2	3.6
31-40	16	29.1
41-50	12	21.8
51-60	14	25.5
Education		
elementary school	9	15.8
Junior High School	12	21.1
Senior High School	32	56.1
Bachelor	2	3.5

The results of age show that there are 55 respondents, where 18-28 years are 3.6% and 31-40% are 29.1%, 41-50 years are 21.8%, while 51-60 years are 25.5%. While education shows that there are 55 respondents where elementary school is 15.8%, junior high school is 56.1% and high school is 3.5%. So it is stated that the majority of high school respondents who visit the Bandar khalifah health center.

Univariate Analysis

In the quality of health services is divided into 5 dimensions, namely: 1. Tangible (physical evidence), 2 Reliability (reliability), 3.Responsiveness (responsiveness), 4. Assurance (guarantee) 5. Patient Satisfaction Satisfaction. Below will be discussed one by one Frequency Distribution of Respondents based on each dimension.

Table 2.
Physica Evidence (X1)

Gender	Patient satisfaction		Total
	No	Yes	
Women	2	30	32
Male	2	21	23

Table 1, the physical evidence of women amounted to 32 and men amounted to 2, so the total respondents were 55 people. So thus it is stated that the majority of respondents are female.

Table 3.
(Reliability X2)

Reliability	Patient satisfaction		Total
	No	Yes	
Medium	4	6	10
High	0	45	45

Table 2, it shows that patient satisfaction regarding moderate attendance amounted to 10 people, while 45 people were high.

Table 4.
Responsiveness (X3)

Power Responsiveness Patient Satisfaction	Patient Satisfaction		Total
	Yes	NO	
Low	1	0	1
Medium	3	6	9
High	0	45	45

Table 3 above, the responsiveness of patient satisfaction shows that low is 1 person, moderate is 9 people, high is 45 people.

Table 5.
Responsive

Responsiveness	F	%
Low	1	1.8
Medium	9	16.4
High	45	81.8

Based on the results of the table above, it shows that Low 1.8%, Medium 16.4%, High 81.8%. meaning the correlation is strong and positive.

Table 4.
Assurance x4

Guarantee	f	%
Medium	9	16.4
High	46	83.9

Based on the results of the table 4 above, it shows that about the guarantee at the Bandar Khalifah Health Center, Percut Sei Tuan District, Deli Serdang Regency, Moderate Bahwah 16.4%, and High 83.6%. It means that the guarantee at the Bandar Khalifah health center shows high service with a value of 83.6%.

Patient Satisfaction (y)

Table 5.
Patient Satisfaction

Patient Satisfaction	f	%
Yes	4	7.3
No	51	92.7

Based on the results of the table 5 above, it shows that about patient satisfaction at the Bandar Khalifah Health Center, percut sei tuan sub-district, deli serdang district Yes 7.3%, No 92.7%.

Bivariate Analysis

The relationship between the quality of health services and the level of satisfaction of outpatients at the Bandar Khalifah Health Center, Percut Sei Tuan District, Deli Serdang Regency, North Sumatra. The relationship between Tangibles (Physical Evidence) with the level of patient satisfaction at the Bandar Khalifah Health Center, Percut Sei Tuan District, Deli Serdang Regency.

Table 6.
Age and patient satisfaction

Age	Patient Satisfaction		Total
	Yes	No	
18-28	0	10	10
29-30	0	2	2
31-40	1	15	16
41-50	2	10	12
51-60	1	13	14

Based on the results of the table 6, it shows that about patient satisfaction with age that the highest value is at the age of 31-40 at 16%.

Table 7.
of Gender with Patient Satisfaction

Gender	Patient Satisfaction		Total
	No	Yes	
Female	2	30	32
Male	2	21	23

Table 7 regarding patient satisfaction with gender at the Bandar khalifah health center, the highest value is female at 32%.

Table 8.
Education with Patient Satisfaction

Last Education	Patient Satisfaction		Total
	No	Yes	
elementary school	1	9	10
Junior High School	0	11	11
Senior High School	3	29	32
Bachelor	0	2	2

Table 8 about patient satisfaction with the level of education at the puskesmas bandar khalifah with high school education worth 32%. The relationship between reliability and the level of

satisfaction of outpatients at the Bandar Khalifah Health Center, percut sei tuan sub-district, deli serdang district, North Sumatra as follows.

Table 9.
Reliability with patient satisfaction

Reliability	Patient Satisfaction		Total
	Yes	No	
Medium	4	6	10
High	0	45	45

The relationship between Responsiveness with the level of satisfaction of outpatients at the Bandar Khalifah Health Center, percut sei tuan district, deli serdang district, North Sumatra as follows:

Table 10.
of Responsiveness with Patient Satisfaction

Responsiveness	Patient Satisfaction		Total
	No	Yes	
Low	1	0	1
Medium	3	6	9
High	0	45	45

The relationship between Assurance and the level of satisfaction of outpatients at the Bandar khalifah Health Center, percut sei tuan sub-district, deli serdang district as follows.

Table 11.
Assurance with Patient Satisfaction

Guarantee	Patient Satisfaction		Total
	No	Yes	
Medium	4	5	9
High	0	46	49

Based on the results of the table 6 above that the guarantee with patient satisfaction the highest value is 55%. Means there is a relationship about the guarantee with the level of satisfaction at the Bandar Khalifah health center Patient satisfaction (y)

Table 12.
patient satisfaction

Patient satisfaction	f	%
No	4	7.3
Yes	51	92.7

Based on the results of the table above, patient satisfaction at the health center in Bandar Khalifah is 100.0%, meaning that the level of satisfaction at the Bandar Khalifah health center is tied to.

DISCUSSION

Tangible

The results of the study using the chisquare test and obtained pValues <0.05 with a value of p=0.00 which means that there is a significant relationship between Tangible (Physical Evidence) with outpatient satisfaction at the Puskesmas bandar khalifah. According to the researcher's assumption that there is a relationship between Tangible (Physical Evidence) with outpatient satisfaction at the Bandar Khalifah Health Center, percut sei tuan sub-district, deli serdang district, because the atmosphere of the Puskesmas building is not adequate, spacious and comfortable and the waiting room at the Puskesmas is not sufficient and uncomfortable, causing respondents to feel dissatisfied with health services at the Bandar khalifah Health

Center. According to Iqbal Muhammad Tangibles is a form that can be seen directly service which includes physical appearance, facilities, equipment, facilities, information, officers. mentioned some important points of the tangibles dimension, namely: equipment and facilities look attractive, workers look neat and professional, service support elements look good, this realization is closely related to patient satisfaction both in hospitals and in health centers because this realization includes all patient expectations for health workers. The results of statistical analysis with the Chi-square test obtained a value of $p = 0.00$. Because the p value $< \alpha = 0.05$, the alternative hypothesis is accepted. This indicates that there is a significant relationship between embodiment and outpatient satisfaction (Habibi et al., 2019).

Realibility

The results of the study using the chisquare test and obtained pValues < 0.05 with a value of $p = 0.00$ which means there is a significant relationship between reliability and outpatient satisfaction at the Bandar khalifah Health Center. The researcher's assumption that there is a relationship between reliability and outpatient satisfaction at the Bandar khalifah Health Center because health workers at the Puskesmas are not quick to respond to patient complaints and do not provide good service procedures to patients, causing respondents to feel dissatisfied with health services at the Bandar Khalifah Health Center, Percut Sei Tuan District, Deli Serdang Regency. The results showed that there was a relationship between reliability services and outpatient satisfaction. The results of this study indicate that the reliability variable has a positive and significant effect on patient satisfaction. This can be interpreted that the more reliable health workers provide health services to patients, the more patient satisfaction will increase. Based on the analysis of reliability (reliability) related to patient satisfaction is that the nurse tells the type of disease in full, tells how to treat and how to take medicine. While reliability is not related to patient satisfaction due to medical personnel not explaining the actions to be taken because of the queue to use the poly room by other specialists.(Gultom dkk., 2021).

Responsiveness

The results of the study using the chisquare test and obtained pValues < 0.05 with a value of $p = 0.00$ which means that there is a significant relationship between Responsiveness (Responsiveness) with outpatient satisfaction at the Biromaru Health Center. Researchers' assumptions that there is a relationship between Responsiveness (Responsiveness) with Outpatient satisfaction at the Bandar khalifah Health Center, percut sei tuan district, deli serdang because health workers are not friendly and polite to patients, causing respondents to feel dissatisfied with the services provided by health workers at the Bandar khalifah Health Center, percut sei tuan district, deli serdang. Responsiveness in this study relates to the attitude of dexterous employees, health information/communication, patience and readiness of employees in handling complaints. The results showed that respondents who expressed satisfaction with the quality of service at RSDI Banjarbaru City by 50.0% considered that the responsiveness of the facility was good. Research conducted by Robert and Prevost The results showed that there was a significant relationship between service responsiveness and patient satisfaction p value = 0.000 ($p < 0.05$), in other words service responsiveness affects patient satisfaction. The higher the responsiveness, the higher the level of patient satisfaction.(Saputra & Ariani, 2019).

Assurance

The results of the study using the chisquare test and obtained pValues < 0.05 with a value of $p = 0.00$ which means that there is a significant relationship between Assurance (Guarantee) with outpatient satisfaction at Puskesmas Bandar khalifah kecamatan percut sei tuan deli

serdang district. The researcher's assumption that there is a relationship between Assurance (Guarantee) with outpatient satisfaction at the Bandar Khalifah health center, Percut Sei Tuan sub-district, Deli Serdang district, because health workers do not provide comfort to patients and the unavailability of specialists at the Bandar Khalifah health center, Percut Sei Tuan sub-district, Deli Serdang district, so that respondents feel dissatisfied with the health services provided by health workers at the Bandar Khalifah health center, Percut Sei Tuan sub-district, Deli Serdang district. The results of the analysis from Solichah Supartiningsih show that the assurance variable has a positive and significant effect on patient satisfaction at Sarila Husada Sragen Hospital for outpatients. This can be interpreted that if the trustworthy nature of the employees increases, the patient satisfaction of the Sarila Husada Sragen hospital for outpatients will also increase. (Supartiningsih, 2017).

Patient Satisfaction Level (Empathy)

Thus it can be concluded that the Empathy dimension (Attention) which includes special attention, attention to patient complaints, understanding of medical personnel's needs and communication of medical personnel to patients can affect patient satisfaction. The good and bad dimensions of Empathy (Attention) can affect the high and low levels of patient satisfaction. The results of statistical analysis with the Chi-square test obtained a value of $p = 0.00$. Because the p value $< \alpha = 0.05$, the alternative hypothesis is accepted. This indicates a significant relationship between empathy and outpatient satisfaction. Dari output Empathy, dapat diperoleh angka koefisien sebesar $0,600^{**}$. Ini artinya, tingkat kekuatan hubungan atau korelasi antara variabel mutu dengan kepuasan adalah sebesar $0,600$ atau bisa dikatakan kuat. Tanda bintang artinya korelasi bernilai signifikan pada tingkat signifikansi sebesar 5% atau $0,05$. Based on the results of this study Yulina from bivariate analysis using the chi-square test obtained a p value $= 0.015$ (p value < 0.05) meaning H_0 is rejected, this shows that there is a significant relationship between empathy and outpatient satisfaction at the Belawan Health Center in 2019. Based on observations and interviews, it shows that respondents are less satisfied with doctors who provide adequate service to patients. This can be seen from the answers of respondents who were dissatisfied with the doctor who only provided brief information tied to the patient's illness, even though the patient expected the doctor to provide complete information about the patient's illness. This means that empathy needs to be improved by Health Officers such as doctors, nurses and others. so that patients who seek treatment at the Belawan Health Center are satisfied with empathy services. (Ginting, 2019)

CONCLUSION

There is a relationship between reliability and the level of satisfaction of outpatients at the Bandar Khalifah Health Center, Percut sub-district, Deli Serdang Regency. There is a relationship between Responsiveness with the level of satisfaction of outpatients at the Bandar Khalifah Health Center, Percut sub-district, Deli Serdang district. There is a relationship between assurance and the level of satisfaction of outpatients at the Bandar Khalifah Health Center, Percut sub-district, Deli Serdang Regency. There is a relationship between empathy with the level of satisfaction of outpatients at the Bandar Khalifah Health Center, Percut sub-district, Deli Serdang district.

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