

The Relationship between BPJS Patient Satisfaction Level and Service Quality in Hospitals

¹*Muslih Dahlan, ²Bagoes Widjanarko, ³Sutopo Patria Jati

^{1,2,3}Magister Public Health, Faculty of Public Health, Diponegoro University, Semarang, Indonesia

Corresponding author: Muslih Dahlan, e-mail: muslihdahlan31@gmail.com

Co-author : BW: e-mail: bagoes62@gmail.com,, SPJ: e-mail: spjati@gmail.com

Submitted: 10/11/2022 **Revised:** 26/11/2022 **Accepted:** 18/02/2023 **Published online:** 18/04/2023

doi: <https://doi.org/10.35308/j-kesmas.v7i2.7279>. **How to cite this article:** Dahlan, M., Widjanarko, B., & Jti, S.P. (2023). The Relationship between BPJS Patient Satisfaction Level and Service Quality in Hospitals. *J-Kesmas: Jurnal Fakultas Kesehatan Masyarakat (The Indonesian Journal of Public Health)*. 10(1): 6-10

Abstract

Hospital is a health service institution that provides comprehensive personal health services, including medical services, medical rehabilitation and maintenance services. These services are carried out through the emergency department, outpatient unit and inpatient unit. Specialists and subspecialist doctors in hospitals provide outpatient services. By reviewing published works in 10 journals from 2015 to 2022, we examine the relationship between BPJS patient satisfaction level and service quality with the keywords service satisfaction journal search, BPJS, and Hospitals. The analytical tool used was PICO. The results of the study found that based on satisfaction indicators, there were seven dissatisfied journals (66.7%) on all the hands described (Tangibility, Reliability, Responsiveness, Assurance and Empathy) from 9 journals (90%) dissatisfied with BPJS services in hospitals. Patient satisfaction will impact the quality of service in a hospital.

Keywords: Patient Satisfaction; Hospital; BPJS

Introduction

Hospitals are health service institutions that provide comprehensive personal health services, medical rehabilitation and services maintenance (Putro, Rahmanita, and Isnaniyah 2017). These services are carried out through the emergency department, outpatient unit and inpatient unit. (Andriani et al. 2018) Outpatient services are outpatient health services in hospitals organised by specialist and subspecialist doctors (Kementerian Kesehatan RI 2016).

The hospital, as a community service institution, must provide quality health services. In regulating health problems, a body is explicitly needed responsible for administering the guarantee of health, the agency must provide quality services to achieve patient satisfaction. (Meara et al. 2015).

According to Pohan (2007) in Toliasso et al. (2018), quality health services are health services that can meet patient expectations, so that patients will feel satisfied, comfortable and very grateful because everything expected is in accordance with what he wants (Sisilia Toliasso, K.F. Mandagi, and K. Kolibu 2018) (Nursalam, 2014) Research conducted by Suryawati et al. (2006) in Widadi Fretty (2020), (Fretty, 2020) the quality of hospital services can be assessed from three things, namely: 1) structure, which includes: physical facilities, equipment, funds, health workers, support and patients;

2) process, which includes hospital management both interpersonal and technical which is reflected in medical and non-medical actions to patients; 3) outcomes, which include services that can provide patient satisfaction. (5) With BPJS Kesehatan, the quality of service will improve given that patients have been determined, and there are differences in contributions that distinguish health services provided to BPJS participants by the membership. These factors can affect patient satisfaction among BPJS Health participants (Firwan Firdaus & Dewi, 2020). Quality health services are one aspect of health services and a factor that is important for achieving patient satisfaction. Patient satisfaction is a feeling of pleasure or disappointment for someone who appears after comparing the performance results on the product that is thought of as the performance of the expected results. Service quality cannot be separated from customer satisfaction. (Baan 2020). According to Nursalam (2014), factors affecting patient satisfaction are product or service quality, price, emotion, performance, aesthetics, product characteristics, service, location, facilities, communication, atmosphere and visual design (Nursalam, 2014).

Every patient wants good health services because healthcare is a basic need for everyone. Everyone wants to be treated fairly and receive quality healthcare services. In fact, in providing health services in Indonesia, there are often

differences between one patient and another (Wardani & Efendi, 2019). From the description above, this study aims to analyse the satisfaction of BPJS patients with services in hospitals.

satisfaction journals, BPJS, and Hospitals using Google Scholar and found ten journals out of 7,830—research analysis using PICO analysis to analyse patient satisfaction and patient satisfaction indicators.

Methods

The research method used a literature review. The journal population was ten journals from 2015 to 2022 with the keywords searching for service

Results

The results of the literature review conducted on ten articles are as follows:

Table 1. Analysis of Patient Satisfaction with BPJS Services in Hospitals

Journals	Result	Interpretation (Not Satisfied > 10 %)
Siti Kurnia Widi Hastuti, dkk (2017)	Tangibility = 57.1 % less good Reliability = 67.5 % less good Responsiveness = 65 % less good Assurance = 62.6 % less good Empathy = 58.6 % less good Quality of service = 59.6 % less good Patient Satisfaction = 63.1 % less satisfied	Disgruntled (on all indicators)
Nurul Amalina R, dkk (2021)	Tangibility = 56 % puas Reliability = 77 % puas Responsiveness = 65 % puas Assurance = 88 % puas Empathy = 78 % puas Kepuasan Pasien = 70% puas	Disgruntled (on all indicators)
Jihan Natassa, dkk (2019)	Tangibility = 72,9 % memadai Reliability = 81,3 % handal Responsiveness = 77,1 % tanggap Assurance = 57,3 % terjamin Empathy = 61,5 % berempati Kepuasan Pasien = 57,3% kurang puas	Disgruntled (on all indicators)
Diki Muhammad, dkk (2020)	Tangibility = 73,1 % puas Reliability = 71,3 % puas Responsiveness = 75,1 % puas Assurance = 72,3 % puas Empathy = 80,3 % puas Kepuasan Pasien = 74,4% puas	Disgruntled (on all indicators)
Niken Kusuma Astuti, dkk (2018)	Tangibility = 94,24 % puas Reliability = 94,80 % puas Responsiveness = 95,70 % puas Assurance = 91,11 % puas Empathy = 93,96 % puas Kepuasan Pasien = > 90 % puas	Satisfied
Prahena Yudanisa, dkk (2019)	Tangibility = 69,90 % puas Reliability = 76,15 % puas Responsiveness = 55,78 % puas Assurance = 73,61 % puas Empathy = 77,43 % puas Kepuasan Pasien = 78 % puas	Disgruntled (on all indicators)
Yusra (2020)	P = 41,9 % TP = 58,1 %	Unsatisfied
Romaji, Latifatun Nasihah (2018)	P = 80 % TP = 20 %	Unsatisfied
Rita Juniarni Gultom, dkk (2021)	Tangibility = 67,2 % baik	Disgruntled (on all indicators)

	Reliability = 67,2 % baik Responsiveness = 76,1 % baik Assurance = 62,7 % baik Empathy = 65,7 % baik Kepuasan Pasien = 65,7 % baik	
Deden Nurjaman, Dede Rukasa (2019)	P = 50,6 % TP = 49,4 %	Unsatisfied

Table 1 Based on satisfaction indicators, there are seven dissatisfied journals (66.7%) on all indicators outlined from 9 journals (90%) dissatisfied with BPJS services in hospitals.

Discussion

The results of the analysis of 10 journals showed there were nine journals (90%) of patients dissatisfied with BPJS services in hospitals. This was found in the journals of Siti Kurnia Widi Hastuti et al. (2017), Nurul Amalina R et al. (2021), Jihan Natassa et al. (2019), Diki Muhammad et al. (2020), Niken Kusuma Astuti et al. (2018), Prahena Yudanisa, et al. (2019), Yusra (2020), Romaji, Latifatun Nasihah (2018), Rita Juniarni Gultom, et al. (2021), Deden Nurjaman, Dede Rukasa (2019). (Romaji and Nasihah 2018; Yusra 2020)

Patient satisfaction is evidence of the patient's expression towards health services by comparing what is expected according to the reality received in a hospital health order (Kotler et al., 2009). There is a concept of service quality related to patient satisfaction where using this concept can know how satisfied patients are with health services. The concept is determined by five elements known as "SERVQUAL" service quality which consists of the dimensions of responsiveness, assurance, tangible, empathy and reliability (Nursalam, 2014).

The results of the analysis of 7 journals dissatisfied with satisfaction indicators obtained all dissatisfied indicators, namely Tangibility, Reliability, Responsiveness, Assurance and Empathy. This is found in the journals of Siti Kurnia Widi Hastuti et al. (2017), Nurul Amalina R et al. (2021), Jihan Natassa et al. (2019), Diki Muhammad et al. (2020), Prahena Yudanisa, et al. (2019), Rita Juniarni Gultom, et al. (2021). (Gultom et al. 2021; Rifai et al. 2022)

Patient satisfaction indicators are those that can be used to determine the quality of service, according to Parasuraman Theory, namely as actual dimensions (physical evidence), including physical facilities, equipment, employees, and communication facilities, reliability, namely the ability to provide the promised service immediately, accurately, and satisfactorily, responsiveness namely the desire of staff to help customers and provide services responsively, assurance

includes knowledge, ability, decency, and trustworthiness, free from harm, risk or doubt, and empathy includes ease of relationships, good communication, personal attention, and understanding the needs of customers (Zeithaml, and Berry in Tjiptono (2011:174-175).

Measuring service quality According to Tjiptono (2006), determining what you want to measure is the first step to assessing quality. Then you are asked how to measure it, according to several experts who put forward the dimensions of service quality to be measured from the aspects of output, process and company image (result and process-oriented).

In the journal Diki Muhammad et al. (2020), reliability is the lowest result among other indicators because patients feel satisfied with service, officer skills, and service procedures. However, at the speed of drug service, patients feel pretty satisfied. Thus, the patient is delighted with this dimension because an average percentage score of 71.3% is obtained (Muhammad, Almasyhuri, and Setiani, 2020). Categorized with a Likert scale, patients are satisfied with pharmaceutical services on the dimension of reliability obtained at Sekarwangi Hospital, in contrast to the journal Jihan Natassa et al. (2019), which is precisely the highest result because this reliability is a benchmark for the success of a service provided and must be paid more attention to by the Tengku Rafi'an Hospital, Siak Regency, the reliability of officers who provide satisfaction to patients can make the quality of service at Tengku Rafi'an Hospital, especially in the inpatient unit in the eyes of suitable patients and has high quality (Natassa & Dwijayanti, 2019). Similarly, the journal Siti Kurnia Widi Hastuti et al. (2017) consider that services in the reliability dimension are not good, so consumers feel dissatisfied with the services provided because the services provided are not fast and convoluted, and doctors arrive not time. A good level of hospital service can provide services immediately, precisely (accurately) and satisfactorily, reflecting consistency and reliability (Kurnia Widi Hastuti et al. 2017).

According to the journal by Nurul Amalina R et al. (2021) that assurance indicators are the main ones because officers are friendly and polite to all patients are very important even in line with the vision and mission of the hospital, one of which is customer satisfaction by

striving for professional, quality services and a family approach (Amalina et al., 2021). The head of the unit evaluates the officer is kind of on the services provided. In contrast to the journal, Jihan Natassa et al (2019) showed assurance indicators with low results because there were still patients who felt insecure with the services provided by health workers; moreover, there were cases at that time there were patients who were given services, infuses paired by officers did not enter so that patients experienced a lack of fluids which was fatal (Natassa & Dwijayanti, 2019). Therefore, the researcher concluded that health workers, while providing services with knowledge, skills and guarantees, will impact patient trust in health workers and return to treatment at Tengku Rafi'an Hospital, Siak Regency.

Intangible indicators, patients assessed that they were satisfied with the clean condition of the dispensary environment, good room arrangement, and could make respondents feel comfortable while waiting for drugs, which led to satisfaction with this dimension in the journal Prahena Yudanisa et al. (2019), different in the journal Siti Kurnia Widi Hastuti, et al. (2017) which obtained fewer results because most patients were not satisfied with the quality of services related to the environment and waiting rooms that had not yet comfortable.

Journal of Prahena Yudanisa et al. (2019) On the indicator of Responsiveness, officers provide fast and precise service. However, there are still dissatisfied because the number of officers is not proportional to the number of patient visits (Yudanisa et al., 2019). In the journal Siti Kurnia Widi Hastuti et al. (2017), Responsiveness obtained poor results because patients were dissatisfied with the services provided; this was because the officers were not quick in responding to the patient's wishes. The responsiveness in this study is the perception of respondents' or patients' assessment of service satisfaction.

In the Empathy Indicator, there are three indicators with the highest proportion of satisfaction, namely officers providing services as needed, using good Indonesian and not distinguished from each other when providing services. Always conduct periodic evaluations, provide a suggestion box, how to resolve complaints, perform services according to standard operating procedures that the hospital already has in the journal Nurul Amalina R et al. (2021) and even patient complaints are accommodated properly in order to continue to improve the quality of service based on these suggestions.

Recommendations

Conducting training and simulation of excellent

services, socialising BPJS Kesehatan related to tiered referral systems, equipping medical and non-medical equipment, improving infrastructure, and standardising according to the assessment of accreditation guidelines.

Conclusion

In the Empathy Indicator, there are three indicators with the highest proportion of satisfaction, namely officers providing services as needed, using good Indonesian and not distinguished from each other when providing services. Always conduct periodic evaluations, provide a suggestion box, how to resolve complaints, perform services according to standard operating procedures that the hospital already has in the journal Nurul Amalina R et al. (2021) and even patient complaints are accommodated properly in order to continue to improve the quality of service based on these suggestions.

Acknowledgement

This research can be carried out well thanks to the help of various parties. Thank you to the FKM UNDIP.

Author Contribution and Competing Interest

Contributing authors for this research are interested in collecting and analysing data and compiling the manuscript.

References

- Amalina, Nurul, Gisely Vionalita, Erlina Puspitaloka, and Erna Veronika. 2021. "Analisis Kepuasan Pasien Peserta Bpjs Kesehatan Terhadap Pelayanan Rawat Jalan Di Rumah Sakit Umum Daerah Kota Bogor Tahun 2021." *Journal of Hospital Management ISSN 4(02):2615–8337*.
- Andriani, Marlina, Alda Andriani, Nentien Destri, and Felmi Dwi Annur. 2018. "HUBUNGAN KUALITAS PELAYANAN KESEHATAN DENGAN KEPUASAN PASIEN BPJS DI RUANG RAWAT INAP INTERNE DAN BEDAH RSI IBNU SINA BUKITINGGI TAHUN 2021." *Jurnal Kesehatan Medika Sainika* 10(2):11–24.
- Baan, Roy Rocky Suprpto. 2020. "Analisis Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pasien Rawat Inap Pada RS. Bahagia Makassar." *Ekombis Sains: Jurnal Ekonomi, Keuangan Dan Bisnis* 5(1):45–52. doi: 10.24967/ekombis.v5i1.591.
- Firwan Firdaus, Fidela, and Arlina Dewi. 2020. "Evaluasi Kualitas Pelayanan Terhadap Kepuasan Pasien Rawat Jalan Peserta BPJS Si RSUD Panembahan Senopati Bantul." 21(1):1–9.

- Fretty, Widadi. 2020. "Upaya Menuju Implementasi Green Hospital Dan Dampaknya Bagi Rumah Sakit Dan Kepuasan Pelanggan: Studi Kasus Pada Rumah Sakit Panti Rapih Yogyakarta."
- Gultom, Rita Juniarni, Donal Nababan, Rosetty Sipayung, Lukman Hakim, and Frida Lina Tarigan. 2021. "Hubungan Kualitas Pelayanan Rawat Jalan Dengan Kepuasan Pasien BPJS Di Rumah Sakit Bhayangkara TK III Tebing Tinggi." *Journal of Healthcare Technology and Medicine* 7(2):1281–98.
- Kementerian Kesehatan RI. 2016. *Peraturan Menteri Kesehatan Republik Indonesia Nomor 11 Tahun 2016 Tentang Penyelenggaraan Pelayanan Rawat Jalan Eksekutif Di Rumah Sakit*.
- Kotler, Philip, Benyamin Molan, Bambang Sarwiji, and Kevin Lane. 2009. *Manajemen Pemasaran*.
- Kurnia Widi Hastuti, Siti, Ahmad Ahid Mudayana, Arum Puteri Nurdhila, and Deskha Hadiyatma. 2017. "Hubungan Mutu Pelayanan Dengan Kepuasan Pasien Peserta BPJS Di Rumah Sakit Umum Daerah Yogyakarta." *Jurnal Fakultas Kesehatan Masyarakat* 11(2):161–68.
- Meara, John G., Andrew J. M. Leather, Lars Hagander, Blake C. Alkire, Nivaldo Alonso, Emmanuel A. Ameh, Stephen W. Bickler, Lesong Conteh, Anna J. Dare, Justine Davies, Eunice Dérivois Mérisier, Shenaaz El-Halabi, Paul E. Farmer, Atul Gawande, Rowan Gillies, Sarah L. M. Greenberg, Caris E. Grimes, Russell L. Gruen, Edna Adan Ismail, Thaim Buya Kamara, Chris Lavy, Ganbold Lundeg, Nyengo C. Mkandawire, Nakul P. Raykar, Johanna N. Riesel, Edgar Rodas, John Rose, Nobhojit Roy, Mark G. Shrimme, Richard Sullivan, Stéphane Verguet, David Watters, Thomas G. Weiser, Iain H. Wilson, Gavin Yamey, and Winnie Yip. (2015). "Global Surgery 2030: Evidence and Solutions for Achieving Health, Welfare, and Economic Development." *The Lancet* 386(9993):569–624. doi: 10.1016/S0140-6736(15)60160-X.
- Muhammad, Diki, Almasyhuri Almasyhuri, and Lusi Agus Setiani. 2020. "Evaluasi Tingkat Kepuasan Pasien Terhadap Pelayanan Kefarmasian Di Rumah Sakit Sekarwangi Cibadak Kabupaten Sukabumi." *Jurnal Ilmiah Ilmu Terapan Universitas Jambi/JIITUJ/* 4(2):174–86. doi: 10.22437/jiituj.v4i2.11606.
- Natassa, Jihan, and Silvia Sri Dwijayanti. 2019. "Hubungan Mutu Pelayanan Dengan Kepuasan Pasien BPJS Kesehatan Di Unit Rawat Inap RSUD Tengku Rafi'an Kabupaten Siak." *Jurnal Kesehatan* 8(2):14.
- Nursalam. 2014. *Manajemen Keperawatan Aplikasi Dalam Praktik Keperawatan Profesional*.
- Putro, Sigit Susanto, Eza Rahmanita, and R. Siti Isnaniyah. 2017. "Implementasi Metode Servqual Dan Saw Untuk Analisa Kepuasan Pasien Berdasarkan Kualitas Pelayanan Poli Rawat Jalan." *Jurnal Komunika : Jurnal Komunikasi, Media Dan Informatika* 6(2):1–9. doi: 10.31504/komunika.v6i2.1119.
- Rifai, Muhammad, Muhammad Syafar, Sekolah KM Tinggi Ilmu kesehatan Tamalatea Makassar Jl Perintis Kemerdekaan No, Kota Makassar, Sulawesi Selatan, Jl Perintis Kemerdekaan NoKM, Tamalanrea Indah, Kec Tamalanrea, and Sulawesi Selatan Indonesia. 2022. "Analysis Relationship Quality of Service With Hospitality Patients Satisfaction of Inco Sorowako Hospital in East Luwu District." *Jurnal Kesehatan Masyarakat* 9(1):45–48.
- Romaji, and Latifatun Nasihah. 2018. "Analisis Kepuasan Pasien Terhadap Pelayanan Kesehatan Pada Peserta Bpjs (Badan Penyelenggara Jaminan Sosial) Dan Non Bpjs Di Rsud Gambiran Kediri Jawa Timur." *Preventia : The Indonesian Journal of Public Health* 3(2):143. doi: 10.17977/um044v3i2p143-147.
- Sisilia Toliaso, Cynthia, Chreisy K.F. Mandagi, and Febi K. Kolibu. 2018. "HUBUNGAN MUTU PELAYANAN KESEHATAN DENGAN KEPUASAN PASIEN DI PUSKESMAS BAHU KOTA MANADO." *KESMAS* 7(4):1–10.
- Wardani, Beny Mutiara, and Efendi Efendi. 2019. "Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Dari Sudut Pandang Pasien Dan Pendamping Pasien (Studi Kasus Di Rs Medistra, Jakarta)." *Jurnal Manajemen* 11(1):1–12. doi: 10.25170/jm.v11i1.829.
- Yudanisa, Prahena, Ami Rachmi, Amri Yunus, Nurul Romadhona, and Yuli Susanti. 2019. "Tingkat Kepuasan Pasien Peserta Badan Penyelenggara Jaminan Sosial Terhadap Mutu Pelayanan Farmasi Di Instalasi Rawat Jalan The Level of BPJS Participant on the Quality of Pharmaceutical Services in Outpatient Installation." *Jurnal Integrasi Kesehatan & Sains (JIKS)* 1(20):174–78.
- Yusra. 2020. "Hubungan Kualitas Pelayanan Terhadap Tingkat Kepuasan Pasien BPJS The Relationship of Service Quality to the Satisfaction Level of Insurance and Social Security (ISS) Patients." *Jurnal SAGO Gizi Dan Kesehatan* 1(2):201–6.
