

THE EFFECT OF SERVICE QUALITY, INFRASTRUCTURE, AND HUMAN RESOURCES PROFESSIONALISM TOWARD SATISFACTION OF PUSKESMAS KABUPATEN MADIUN PATIENTS

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ABSTRACT

The result of this research generally can be concluded that service quality of Puskesmas have an effect on patient satisfaction of BPJS participant registered at Puskesmas that exist in Madiun District, Infrastructure Facility as second variable also influence to Patient Satisfaction of BPJS registered at Puskesmas in Madiun District, while HR Professionalism affect the satisfaction of patients participating BPJS registered at the existing Puskesmas in Madiun District.

Keywords: BPJS, Service Quality, Profesionalism, and patients participating

1. INTRODUCTION

Health services are one of the basic rights of the society whose provision must be administered by the government in which it has been mandated in Undang-undang Dasar 1945 pasal 28 H ayat (1) "Every person has the right to live physically and spiritually well, to live, and to get a good and healthy environment and entitled to receive health services" and Pasal 34 ayat (3) "The country is responsible for the provision of appropriate health care facilities and public service facilities". Health services mean any efforts that are carried out individually or collectively in an organization to maintain and improve health, prevent and cure diseases and restore the health of individuals, families, groups or communities (Azwar, 1997).

A common problem faced by puskesmas and hospitals is that they have not been able to provide something that service users really hope. The main factor is because the service provided are of low quality so that they cannot produce the service as what patients expected. According to National Standards, good referral ratios are 7% -10%, the ratio below 7%, and above 10% is included into bad criteria (Wintera dan Hendrartini, 2005). The health care system and the government issued policies are external influences for the social contract. This is proved by the fact showed in field that currently available. Poor system of health services provided by a health institution will affect public opinion toward the institution because Service Quality is an

important component in consumer perception. It is also very important in its effect on Patient Satisfaction to nurture the values of the social Professionalism of society that is reinforced by the media as of public opinion maker (Levey and Loomba in Azwar, 1996 : 35).

2. LITERATURE REVIEWS AND HYPOTHESIS

2.1 Theory of Consumer Behavior and Health Behaviour

The theoretical reviews used in this study is the theories and approaches that already exist about the variables will be discussed, those are: Service Quality, Facilities and Infrastructure, Human Resources Professionalism and Patient Satisfaction. In macro, the grand theory of this research variables are Consumer Behavior and Health Behavior.

2.2 Consumer Behaviour

Schiffman and Kanuk (2008:6) argues that the study of consumer behavior is a study of how an individual makes the decision to allocate the available resources (time, money, effort, and energy). Consumer has an interesting diversity to learn because it covers all individuals of different ages, cultural backgrounds, education, and other socioeconomic circumstances.

2.3 Service Quality

Customer assess service quality based on their perceptions of the technical results provided as the process by which results are delivered. Parasuraman (in Kheng et al. 2010) states that service means the degree of difference arising from the service process and the interaction between the service provider and the consumer. Rahadi Fitra Nova (2010), in his research entitled "Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pasien Rawat Inap Pada Rumah Sakit PKU Muhammadiyah Surakarta" simultaneously have a positive and significant effect on the Satisfaction of inpatients of RS PKU Muhammadiyah Surakarta. The result shows that R^2 value is 0,789. It means that 78,9 % variable of Patient Satisfaction can be explained by Service Quality, reliability, responsiveness, confidence, manifestation and empathy and the rest is 21,1 % is explained by other variables which is not included in the research model. From the description above, the hypothesis to be tested in this study is as follows:

H₁ : Service Quality positively effects toward Patient Satisfaction.

2.4 Facility and Infrastructure

Moerir (1992 : 119) argued that the facility is all kinds of equipment, work equipment and improvements that serve as the main tool assistant in the implementation of work, and also in

the framework of interests that are associated with the organization of work. Gilang Gumilang Dawous (2013), in his research entitled “Pengaruh Manajemen Sarana Prasarana Terhadap Mutu Layanan Sarana Prasarana Diklat Di Pusat Pendidikan Dan Pelatihan (Pusdiklat) Geologi Bandung” shows that there is a positive and significant effect between the management of facilities and infrastructure toward the quality of service facilities and infrastructure training in Education And Training Center of Geology. This is shown by the result of the correlation coefficient value which interprets that relation between the management of facilities and infrastructure toward the quality of service facilities and infrastructure training is included into strong category. The quality of education facilities and infrastructure is also influenced by the management of facilities and infrastructure 33,06%. This recommendation is an information and data that can be useful to the field parties. Recommendations for the management of Education And Training Center of Geology, from the results of research that has been implemented, the results of the infrastructure management process is quite good according to training participants. From the description above, the hypothesis will be tested in this study is as follows:

H₂ : Facility and Infrastructure positively effects toward Patient Satisfaction.

2.5 Human Resource Professionalism

People who join a group of professions will have knowledge and skills that most people do not have. Members of this profession are governed by a code of ethics and express a commitment to ability, integrity and morals, altruism, and support for the welfare of society (Cruess S.R & Cruess R.L., 2012). Parasuraman, Valarie A. Zeithaml, dan Leonard L. Berry (1985), in their research entitled "A Conceptual Model of Service Quality and Its Implications for Future Research" published in the Journal of Marketing stated that metode was then revised again by them in 1988 through research entitled “SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality” published in the Journal of Retailing. Quality of service, according to them, is the comparison between Expectation and Performance. From the description above, the hypothesis will be tested in this study is as follows :

H₃ : Professionalism positively effects toward Patient Satisfaction.

3. POPULATION AND SAMPLE

(a). Population

Sugiyono (2008:115), defines the population as a generalization region consisting of objects our subjects that have certain qualities and characteristics set by the researchers to be studied and

then drawn conclusions. The population in this research were all registered participants in the health center in Madiun district amounted to 292. This population is minimized by selecting only frequent participant of BPJS those are 64 participants. Then reduced in the target population with the consideration of researchers ie those who visit 2-3 times in 6 to *Puskesmas*. So the number of target population in this study are 30 participants.

(b). Sample

Sugiyono (2005 : 115), stated that the sample is part of the number and characteristics possessed by the population. Sample taken from the population must be representative because the research analysis is based on the sample data while the conclusions will be applied to the population. Samples that are representative are obtained by using sampling technique.

In this research sampling is done by using proportional random sampling, asampling technique of sample members of the population that randomly generated proportion of the members present in the population. Referring to some of the available sampling technique put forward by experts, then the sampling technique is done by using *proportional random sampling* using the formula put forward by Slovin in Umar (1999) as follows :

$$n = \frac{N}{1 + N.e^2} , \text{ with}$$

Description :

N = the minimum number of samples taken

N = the number of research target population

e = evel of sampling error tolerance (precision value determined by 5%)

$$n = \frac{30}{1 + 30.(0,05)^2} = 14 \text{ respondent}$$

4. RESULTS AND ANALYSIS

Validity test is done by comparing values of $r_{\text{calculate}}$ and r_{table} . If the value of $r_{\text{calculate}}$ (for each item can be seen the calculation result of product moment correlation on Pearson Correlation column). Based on output of SPSS, then the value of $r_{\text{calculate}}$ is obtained as in Table I :

Variable Item	Value of $r_{\text{calculate}}$	Value of $r_{\text{table}} = 0,170$	Description
X _{1.1}	0,438	$r_{\text{calculate}} > r_{\text{table}}$	Valid
X _{1.2}	0,507	$r_{\text{calculate}} > r_{\text{table}}$	Valid
X _{1.3}	0,596	$r_{\text{calculate}} > r_{\text{table}}$	Valid
X _{2.1}	0,601	$r_{\text{calculate}} > r_{\text{table}}$	Valid
X _{2.2}	0,505	$r_{\text{calculate}} > r_{\text{table}}$	Valid
X _{2.3}	0,402	$r_{\text{calculate}} > r_{\text{table}}$	Valid
X _{3.1}	0,627	$r_{\text{calculate}} > r_{\text{table}}$	Valid
X _{3.2}	0,581	$r_{\text{calculate}} > r_{\text{table}}$	Valid
X _{3.3}	0,521	$r_{\text{calculate}} > r_{\text{table}}$	Valid
Y.1	0,631	$r_{\text{calculate}} > r_{\text{table}}$	Valid

Source : Output of SPSS

Based on the value of $r_{\text{calculate}}$ that is obtained, it can be seen that overall statement items for the Independent variable *Service Quality*, question items number 1 to 3 have value of $r_{\text{calculate}}$ that bigger than r_{table} (0,170) which means that overall question items used has eligible validity. For Facility and Infrastructure, the value of $r_{\text{calculate}}$ of question items number 1 to 3 also bigger than r_{table} (0,170), which means that overall question items used has eligible validity. Then, for Human Resource Professionalism, question items number 1 to 3 have value of $r_{\text{calculate}}$ that bigger than r_{table} (0,170) which means that overall question items used has eligible validity. As same as independent variable, dependent variable. Patient Satisfaction, question items number 1 to 3 have value of $r_{\text{calculate}}$ that bigger than r_{table} (0,170) which means that overall question items used has eligible validity.

While the reliability in this study as in Table II in which a questionnaire is said to be reliable if the respondent's answers are consistent and statistical tests *cronbach alpha* > 0.70 (nunally, 1994). The result of reliability calculation is as follows :

Variable	Value of Alpha Calculate	Cronba ch Alpha	Description
Service Quality (X ₁)	8,68	0,70	Reliable
Facility and Infrastructure (X ₂)	8,28	0,70	Reliable
Human Resource Professionalism (X ₃)	8,10	0,70	Reliable
Patient Satisfaction (Y)	8,52	0,70	Reliable

Source : Output of SPSS

T test results are used to test partially whether each independent variable independent Service Quality (X_1), Facility and Infrastructure (X_2), Human Resource Professionalism (X_3) significantly effect towards Patient Satisfaction (Y). The way to compare between $t_{calculate}$ with t_{table} can be seen in Table III below :

Variabel	Keterangan	$t_{calculate}$	T_{table}	Sig.
X_1	Service Quality (X_1)	2,301	2,042	0,000
X_2	Facility and Infrastructure (X_2)	0,339	2,042	0,053
X_3	Human Resource Professionalism (X_3)	2,299	2,042	0,000

Source : Output of SPSS

(a). Partial test results obtained the value of $t_{calculate} = 2,301$ while $t_{table} = 2,042$. It means that $t_{calculate} > t_{table}$ or value of significance $0,000 < 0,05$ so H_0 is rejected or H_a accepted. From those result, it is proved that variable X_1 (Service Quality) significantly, effects Patient Satisfaction (Y). The result of significant causality test between Service Quality towards Patient Satisfaction is shown with p-value of $0.000 < 0,05$. The amount of Service Quality effect on Patient Satisfaction is only 2,301 which shows that good Service Quality of Puskesmas is very guarantee in giving satisfaction to patient. Based on this result, the hypothesis of research which states that Facility and Infrastructure have a significant effect on Patient of Puskesmas in Madiun Distric Satisfaction is acceptable. The result of this research is in line with Parasuraman *et al.* (1985) who explained that Service Quality is a measure of how well a service meets a match with customer expectations. Carrying out service quality means compromising with an expectation that customers meet consistent procedures.

(b). Partial test results obtained the value of $t_{calculate} = 0,339$ while $t_{table} = 2,042$. It means that $t_{calculate} < t_{table}$ or value of significance $0,053 < 0,05$ so H_0 is accepted or H_a is rejected or in the other words, it is proved that variable X_2 (Facility and Infrastructure) has no significant effect on Patient Satisfaction (Y). The result of no significant causality test between Facility and Infrastructure towards Patient Satisfaction is shown with p-value of $0.054 > 0.05$. The amount of infrastructure facilities effect on patient satisfaction is only 0.339, which indicates that facilities and infrastructure of Puskesmas are in complete guarantee in giving Patient Satisfaction. Based on this result, the hypothesis of research which states that Facility and Infrastructure have a significant effect on atient of Puskesmas in Madiun District satisfaction is rejected. The result of this research is in line with Widiastuti (2015) who stated that the types of health facilities at the first level does not effect the Patient Satisfaction.

(c). Partial test results obtained the value of $t_{\text{calculate}} = 2,299$ while $t_{\text{table}} = 2,042$ It means that $t_{\text{calculate}} < t_{\text{table}}$ or value of significance $0,000 < 0,05$ so H_0 is rejected or H_a is accepted or in the other words, it is proved that variable X_3 (Human Resource Professionalism) have a significant effect on Patient Satisfaction (Y). The result of significant causality test between Human Resource Professionalism towards Patient Satisfaction is shown with p-value $0,000 < 0,05$. The amount of Human Resource Professionalism effect to Patient Satisfaction is only 2,299, which shows that good Human Resource Professionalism of Puskesmas is very guarantee in giving satisfaction to patient. With this result, the hypothesis of research which states that Human Resource Professionalism have a significant effect on Patient of Puskesmas in Madiun District Satisfaction is acceptable. The result of this research is in line with Amry (2012) which shows that the competence of the medical record officer is related to performance achievement, the need for additional insight through training or workshop to improve officer knowledge, attitude improvement, motivation improvement, and monitoring ability. Budiawan (2015) added that competence is part of Human Resource Professionalism that is needed by a health officer as an encouragement to increase the passion or work motivation to be able to provide excellent service to patients. These excellent services arise as an effective or emotional response to the work tasks performed by the officers, so that the knowledge and skills aspects play a very important role in influencing the performance of officers in serving the patients.

5. CONCLUSION AND SUGGESTION

The results of this study, in general, it can be concluded that Service Quality of Puskesmas affects Patient Satisfaction of patients who registered as BPJS participant at the existing Puskesmas in Madiun District, Facility and Infrastructure as the second variable also affects Patient Satisfaction of patients who registered as BPJS participant at the existing Puskesmas in Madiun District, while Human Resource Professionalism also affects Patient Satisfaction of patients who registered as BPJS participant at the existing Puskesmas in Madiun District.

The results of this study support a unidirectional theory with previous research which states that Service Quality of Puskesmas affects the quality of Patient Satisfaction, Facility and Infrastructure toward Patient Satisfaction is known to have no effect, while Human Resource Professionalism effect toward Patient Satisfaction.

6. RECOMMENDATION

It is such a need to do further researchs about other variables that also affect Patient Satisfaction outside the variables studied in order to improve the model developed of this research, or using a conceptual model in this research to be conducted in other sectors. It also can do by improving the research model with not including of a path that proved not significant.

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