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The Influence of Service Quality on Patient Satisfaction at Community Health Centers Salomekko, Bone Regency

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Article Info

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Abstract

This study aims to determine the effect of service quality on patient satisfaction at the Salomekko Health Center, Bone Regency. This study uses a quantitative approach. The subjects of this study were patients who came for treatment at the Salomekko Health Center, Bone Regency, and a sample of 50 people was taken. The data collection method used a questionnaire. The data analysis technique used is Simple Linear Regression Analysis using statistical calculations through the Statistical Package for the Social Science (SPSS) application. The results showed that Service Quality (X) had a positive and significant effect on Patient Satisfaction (Y), as seen from the results of t count> t table ((2.332.>1.676) and a significant value = 0.24 <0.05. This finding indicates that improving service quality at Salomekko Health Center is directly correlated with increasing patient satisfaction. The implications of this study emphasize the importance of continuous efforts in improving service quality in primary health facilities such as puskesmas. Improvements in aspects such as reliability, responsiveness, assurance, empathy, and physical evidence of service can significantly contribute to increased patient satisfaction. In addition, the results of this study can serve as a reference for the management of Puskesmas Salomekko and other health agencies in designing strategies to improve service quality that are more effective and oriented to patient needs.

1. Introduction

Human resources (HR) are an important element that cannot be separated from the existence of an organization, either a company or an institution, this happens because human resources are a parameter or benchmark that determines the development of an institution or company and is an important capital and wealth of every human activity. Human Resource Management (HRM). According to Hasibuan (in Susan, 2019), human resource management is an art and science that regulates the role of labor and related relationships between them to realize company goals effectively and efficiently.

Public Health Center (puskesmas) is a functional health organization that is the center of public health development that also fosters community participation in addition to providing comprehensive and integrated services to the community in its working area in the form of main activities. Puskesmas have the authority and responsibility for the maintenance of public health in their working area without neglecting the quality of service to individuals (Dinata, 2018).

Puskesmas is a health care facility that organizes public health efforts and first-level individual health efforts, by prioritizing promotive and preventive efforts, to achieve the highest degree of public health in its working area (PERMANKES RI, 2019). According to (Anggraeni, 2019, p.29) the definition of puskesmas is a functional organizational unit that directly provides comprehensive services to the community in a certain working area in the form of basic health efforts. Puskesmas as the backbone of the implementation of basic health care efforts for the community in its working area plays a role in organizing health efforts to increase awareness, willingness, and ability to live healthy for each population in order to obtain optimal health status so that to carry out health efforts both first-level public health efforts and first-level individual health efforts, Puskesmas management is needed which is carried out in an integrated and sustainable manner in order to produce Puskesmas performance which is carried out in an integrated and sustainable manner in order

to produce effective and efficient Puskesmas performance. (Ministry of Health of the Republic of Indonesia, 2020).

Health service is one that is held together in a health organization to maintain and improve health, prevent, and cure diseases, and restore the health of individuals, families, groups or communities. The quality of health services needs to be improved because of the needs of the community or individuals for health by standards with reasonable utilization of resources' efficient, effective within the limited capabilities of the Government and society, and organized safely and satisfactorily by good ethics so that the community feels satisfied with the services provided. The creation of service quality will certainly create satisfaction for service users. This service quality can ultimately provide several benefits including the establishment of a harmonious relationship between the provider of goods and services and customers, providing a good basis for the creation of customer loyalty, and forming a word-of-mouth recommendation that is used for service providers (Gurnier, 2018).

The quality of service levels toward patient satisfaction is a complete process, so it will involve the management of the health center as a whole. The concept of Puskesmas needs to be constantly updated and refined, so that quality, effective, and efficient health services can be realized and sustainable. So that it can provide quality services. The creation of quality services at the Puskesmas will certainly create patient satisfaction. This service quality can ultimately provide several benefits, including the establishment of a harmonious relationship between the provider of goods and services and customers, providing a good basis for the creation of customer loyalty, and forming a word-of-mouth recommendation (word of mouth) that is beneficial to the service provider.

Quality is a standard measure desired by consumers, if a company is said to be of high quality, it means that it meets the standards of consumer desires and even exceeds the expectations of consumers. Meanwhile, according to Lupiyoadi (2014: 212), quality is a combination of properties and characteristics that determine the extent to which the output can meet the requirements of customer needs, so customers determine and assess how far these properties and characteristics meet their needs. Service quality is one of the important factors in increasing competitiveness. The expectations of customers are always changing so the quality of service provided must also be adjusted. Customers will assess the services provided by another similar company, and also by comparing the services received with the services they expect. Service quality is a condition associated with how far the service provider can provide a form of service that is by the expectations of its customers.

Service can be defined as the activities of a person, group, or organization either directly or indirectly to meet needs. According to Monir in Larasati Lallo (2015: 7) Service is an activity carried out by a person or group of people based on material factors through a system of procedures and with certain methods to fulfill the interests of others by their rights.

The technical executor of the Bone Regency Health Service located in Salomekko Subdistrict, Pancaitan Village is the Salomekko Health Center which provides various services and facilities, but it has not yet provided maximum results in other words, it is not satisfactory. Based on initial observations made by researchers, some issues are often complained about by patients or families of patients, namely the waiting time is quite long, the toilets are not clean and sometimes clogged, and some of the officers are less friendly, as well as the Ambulance drivers are not always standby in place sometimes some patients want to be referred to the Hospital (RS) cannot be delivered using the Puskesmas ambulance so that the patient must arrange a car to take the patient.

The existence of complaints related to the lack of friendliness of Puskesmas Salomekko Bone Regency officers in providing services, the lack of empathy of officers towards patients, and the mismatch of patient expectations of the services provided are problems that must be overcome. Workers must prioritize the

interests of the community over their interests. A positive image of a health center can be formed quickly if Puskesmas Salomekko Bone Regency can create satisfaction for clients/patients and communicate this to the community.

This is what encourages the author to examine the problem of service quality associated with patient satisfaction with the thought of how efforts to improve service quality to achieve patient satisfaction. Based on the brief description above, the author is interested in researching and discussing this as an object of research, while the title that the author proposes is "**The Effect of Service Quality on Patient Satisfaction at the Salomekko Health Center, Bone Regency**".

2 Research Methodology

This study used quantitative methods with a descriptive approach. The research location was at Puskesmas Salomekko, Bone Regency, which was conducted from December 2023 to January 2024. The study population was all people who had received treatment at the Salomekko Health Center, with a sample of 50 people taken using an accidental sampling technique. Data collection was carried out through a questionnaire with a Likert scale, direct observation, and documentation studies. The variables studied were service quality as the independent variable (X) and patient satisfaction as the dependent variable (Y).

Data analysis uses descriptive and inferential methods. Descriptive analysis was used to describe the characteristics of respondents and research variables. Data quality tests include validity and reliability tests. Inferential analysis uses simple linear regression to test the effect of service quality on patient satisfaction. Hypothesis testing is done with the t-test, while the coefficient of determination (R^2) is used to measure how far the model's ability to explain variations in the dependent variable. All statistical analyses were conducted using SPSS software version 25.00 for Windows.

3. Results and Discussion

3.1 Result Research

The type of data used in this study is quantitative data in the form of information from the Puskesmas through the distribution of questionnaires directly to patients who come for treatment at the Salomekko Health Center, Bone Regency, and the data obtained in the form of numbers that can be calculated from the total number of patients who come for treatment.

4.1.1 Descriptive Analysis

a. Descriptive of Respondents

Based on the results of research conducted at the Salomekko Health Center, Bone Regency which is addressed to patients as many as 50 respondents, the identity of respondents will be described based on age, gender, occupation, and latest education.

1) Respondents by Age

Based on data collected from 50 respondents, it was found that there were respondents aged 19 to 72 years. More information about the age of respondents can be seen in Table 3.1

Table 3.1
Characteristics of Respondents by Age

NO	Age Range	N	Percentage (%)
1.	<30	17	34.0
2.	30-39	9	18.0
3.	40-49	9	18.0
4.	50-59	8	16.0
5.	60-69	4	8.0
6.	>69	3	6.0
	Total	**50**	**100.0**

(Source: Primary Data Processing, 2024)

Based on Table 3.1 above, it can be seen that the respondents aged <30 years were the most, namely 17 respondents with a percentage of 34.0%, while the least were respondents aged> 69 years, namely 3 respondents with a percentage of 6.0%, the data above shows that most of the patients who came for treatment to the Salomekko Health

Center, Bone Regency, were <30 years old with the following description: respondents aged 30-39 years were 9 respondents with a percentage of 18.0%, respondents aged 40-49 years were 9 respondents with a percentage of 18.0%. And respondents aged 60-69 years were 4 respondents with a percentage of 8.0%.

2) Respondents based on gender

Based on the data collected from 50 respondents, it is found that there are respondents with the complete gender which can be seen in Table 3.2.

Table 3.2
Characteristics of Respondents based on gender

No.	Gender	N	Percentage (%)
1.	Female	34	68.0
2	Male	16	32.0
	Total	**50**	**100.0**

(Source: Primary Data Processing, 2024)

Based on Table 3.2 above, it can be seen that the most female respondents were 34 respondents with a percentage of 68.0%, while male respondents were 16 respondents with a percentage of 32.0%. This shows that patients who come for treatment to the Slomekko Health Center, Bone Regency, are predominantly female.

3) Respondents by occupation

Based on data collected from 50 respondents, information was obtained that there were respondents with complete occupations which can be seen in Table 3.3.

Table 3.3
Characteristics of Respondents by Occupation

No	Job	N	Percentage (%)
1.	Housewife	25	50.0
2.	Farmer	10	19.2
3.	Teacher	5	9.6
4.	Entrepreneurs	6	11.5
5.	Students	4	7.7
	Total	**50**	**100.0**

(Source: Primary Data Processing, 2024)

Based on Table 3.3 above, it can be seen that most respondents work as housewives, namely 27 respondents with a percentage of 51.0%, and the least respondents are students, 4 respondents with a percentage of 7.7%. This shows that patients who come for treatment to the Salomekko Health Center, Bone Regency, who are more dominant work as housewives.

4) Respondents based on last education

Based on data collected from 50 respondents, information was obtained that there were respondents with the latest education, which can be seen in Table 3.4.

Table 3.4
Characteristics of Respondents based on Latest Education

No	Latest Education	N	Percentage (%)
1.	Primary School	8	16.0
2.	Junior High School	15	30.0
3.	Senior High School	20	40.0
4.	Strata 1	7	14.0
	Total	**50**	**100.0**

(Source: Primary Data Processing, 2024)

Based on Table 3.4 above, the respondents who had the most recent high school education were 20 respondents with a percentage of 40.0%, while the least recent education was S1, namely 7 respondents with a percentage of 14.0%. The data above shows that most of the patients who come for treatment at the Salomekko Health Center, Bone Regency, have the latest high school education, with the following description SD as many as 8 respondents with a percentage of 16.0%, respondents with the latest junior high school education as many as 15 respondents with 30.0%.

b. Variable Description

This research variable consists of 2 variables consisting of the independent variable, namely service quality (X), and the dependent variable, namely patient satisfaction (Y). This survey uses a Likert scale

measurement scale with the highest weight of each statement being 5 and the lowest weight being 1 with a total of 50 respondents. Where each statement item is measured based on the average research standard category in the following table.

Description of respondents' answers regarding the effect of service quality on patient satisfaction at the Salomekko Health Center, Bone Regency, namely an analysis that describes or describes respondents' answers regarding the effect of service quality on patient satisfaction.

Respondents' responses regarding the quality of service at the Salomekko Health Center are shown in Table 3.5 as follows:

Table 3.5
Respondents' Responses Regarding Service Quality

Question/ Statements	Respondents' Responses										Total Value	Range
	SS (5)		S (4)		N (3)		TS (2)		STS (1)			
	F	N	F	N	F	N	F	N	F	N		
X1.1	3	15	5	20	16	48	18	36	8	8	127	2.54
X1.2	4	20	7	28	20	60	17	34	2	2	144	2.88
X1.3	5	25	4	16	16	48	19	38	6	6	133	2.66
X1.4	3	15	9	36	15	45	18	36	5	5	137	2.74
X1.5	3	15	10	40	15	45	18	36	4	4	140	2.80
X1.6	3	15	6	24	18	54	18	36	5	5	134	2.68
X1.7	3	15	3	12	15	45	24	48	5	5	125	2.50
X1.8	4	20	9	36	15	45	17	34	5	5	140	2.80
X1.9	5	20	4	16	18	54	17	34	6	6	135	2.70
X1.10	4	20	9	36	15	45	18	36	4	4	141	2.82
X1.11	2	10	11	44	16	48	15	30	6	6	138	2.76
X1.12	4	20	6	24	16	48	18	36	6	6	134	2.68
X1.13	4	20	5	20	16	48	18	36	7	7	131	2.62
X1.14	3	15	4	16	16	48	18	36	9	9	124	2.48
X.15	3	15	5	20	17	51	18	36	7	7	129	2.58
Average Service Quality Variable (X)											2.012	2,68

(Source: SPSS Data Processing Results, 2024)

Based on Table 3.5 above, the average respondent's answer regarding the service quality variable is 2.68 out of 15 statements, the highest respondent's answer is X1.2 = 2.88 and the lowest answer is X1.14 = 2.48. Respondents' responses regarding patient

satisfaction at the Salomekko Health Center, Bone Regency are shown in Table 3.6 as follows:

Table 3.6 Respondents' Responses Regarding Patient Satisfaction

Question/Statement	Respondents' Responses										Total Value	Range
	SS (5)		S (4)		N (3)		TS (2)		STS (1)			
	F	N	F	N	F	N	F	N	F	N		
y.1	2	10	18	72	8	18	22	44	-	-	150	3.00
y.2	8	40	3	12	16	48	18	36	5	5	141	2.82
y.3	3	15	15	60	12	36	19	38	1	1	150	3.00
y.4	4	20	8	32	16	48	20	40	2	2	142	2.84
y.5	4	20	12	48	14	42	15	30	5	5	145	2.90
y.6	4	20	17	68	8	24	19	38	2	2	152	3.04
y.7	2	10	13	52	17	51	13	26	5	5	144	2.88
y.8	4	20	11	44	11	33	20	40	4	4	141	2.82
y.9	3	15	14	56	14	42	15	30	4	4	147	2.94
y.10	5	25	14	56	11	33	18	36	2	2	152	3.04
y.11	2	10	19	76	6	18	23	46	-	-	150	3.00
Average Patient Satisfaction Variable (Y)											1614	2,93

(Source: SPSS Data Processing Results, 2024)

Based on Table 3.6, the respondent's response regarding patient satisfaction at the Puskesmas of Salomekko District, Bone Regency is 2.93 out of 11 statements, the highest respondent's answer is: Y6 = 3.04 Y10 = 3.04 and the lowest answers are: Y2 = 2.82, Y4 = 2.84, Y8 = 2.82.

4.1.2 Data Quality Test

a. Validity Test

The validity test is a tool to measure whether a questionnaire is valid or not, (Gonzali. 2018: 51). An instrument or questionnaire is said to be valid if the statement can use something that will be measured by the questionnaire. To find out whether the research is valid or not, decision-making techniques are used.

1) If $r_{count} > r_{table}$, then the statement is declared valid.
2) If $r_{count} < r_{table}$, then the statement is declared invalid.

Table 3.7
Validity Test Results of Service Quality and Patient Satisfaction

No.	Variable	Question/Statement Item	R Calculated	R Standard	Description
1.	Service Quality	X1.1	0,920	0.2353	Valid
		X1.2	0.519	0,2353	Valid
		X1.3	0.780	0.2353	Valid
		X1.4	0.509	0.2353	Valid
		X1.5	0.350	0.2353	Valid
		X1.6	0.873	0.2353	Valid
		X1.7	0.374	0.2353	Valid
		X1.8	0.730	0.2353	Valid
		X1.9	0.815	0.2353	Valid
		X1.10	0.433	0.2353	Valid
		X1.11	0.720	0.2353	Valid
		X1.12	0.634	0.2353	Valid
		X1.13	0.909	0.2353	Valid
		X1.14	0.793	0.2353	Valid
		X1.15	0.952	0.2353	Valid
2.	Satisfaction Patient	Y1.1	0.848	0.2353	Valid
		Y1.2	0.280	0.2353	Valid
		Y1.3	0.561	0.2353	Valid
		Y1.4	0.324	0.2353	Valid
		Y1.5	0.479	0.2353	Valid
		Y1.6	0.731	0.2353	Valid
		Y1.7	0.280	0.2353	Valid
		Y1.8	0.484	0.2353	Valid
		Y1.9	0.516	0.2353	Valid
		Y1.10	0.561	0.2353	Valid
		Y1.11	0.756	0.2353	Valid

(Source: SPSS Data Processing Results, 2024)

From the table above, it can be seen that all indicators used in this research variable have a value greater than for a sample of 50 with a significance level of 0.05 or 5%, it is obtained at 0.2353. Based on the results of the validity test, all measurement indicators in the questionnaire are valid, so they can be used as research instruments.

b. Reliability test

The reliability test is used to measure the extent to which the results of a study can be trusted. To find out whether the questionnaire is reliable (reliable), a reliability test is carried out on the questionnaire. The lowest limit used so that the question statement item can be declared reliable is 0.6. The following are the results of the instrument reliability test:

Table 3.8
Reliability Test Results of Service Quality and Patient Satisfaction

No	Variable	Reability Coefficient	Standardized R Value	Description
1.	Service Quality (X)	0.921	0,6	Realiabel
2.	Patient Satisfaction (Y)	0.735	0,6	Realiabel

(Source: SPSS Data Processing Results, 2024)

Based on the reliability test results in table 3.8, the reliability coefficient value of the service quality questionnaire is 0.921 and patient satisfaction is 0.735. Based on the reliability coefficient value, it can be concluded that all questionnaires in this study are reliable or consistent, so they can be used as research instruments.

3.1.3 Simple Linear Regression

Analysis Simple regression analysis is a linear relationship between one independent variable (X) and the dependent variable (Y). This analysis is used to determine the direction of the relationship between the independent and dependent variables, whether positive or negative. The results of the simple regression are shown in Table 3.9 below:

Table 3.9
Simple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std.Error	Beta		
(Constant)	25.066	3.205		7.821	0.000
1. Service Quality	0.179	0.077	0.319	2.332	0.024

(Source: SPSS Data Processing Results, 2024)

a. Dependent Variable: Patient Satisfaction

Based on the results of the calculation of the simple regression coefficient above, it shows that the constant coefficient value is 25.066, the coefficient of the independent variable (X) is 0.179. The coefficient value of variable X is 0.179, which means that if variable X increases by one unit, variable Y Patient Satisfaction increases by 0.179. Based on the above equation, it is known that the cost value is 25,066 and the X regression coefficient of 0.179 states that every 1% increase in quality value, the satisfaction value increases by 0.179.

The regression coefficient is positive, so it can be said that the direction of the influence of variable X on Y is positive.

Table 3.10
Anova Significance Value Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	191,573	1	191,573	5,440	.024b
	Residual	1690,507	48	35,219		
	Total	1882,080	49			

(Source: SPSS Data Processing Results, 2024)

a. Predictors: (Constant), Service Quality

The significance test table above is used to determine the significance level or linearity of the regression. From the table above it is known that fcount = 5.440. The criteria are determined based on the significance value test (Sig) with the provisions if the sih value <0.05. Based on the table above, the sig value is obtained = <0.24. Thus the regression equation model meets the criteria.

3.1.4 Hypothesis Test

a. T Test

Hypothesis testing using the T-test is to partially test the independent variable on the dependent variable. The results of the T-test in this study can be seen in Table 3.11 as follows:

Table 3.11
T Test Results Coefficients

Model		Untandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	25,066	3,205		7,821	0,000
	Total	0,179	0,077	0,319	2,332	0,024

(Source: SPSS Data Processing Results, 2024)

a. Dependent Variable: Public Satisfaction

Based on the significance value of the coefficients table, the significance value of 0.24 is smaller than the standard value of 0.05, and the calculated t value = 2.332, while the t table value is 1.676. Therefore, from these results, it can be concluded that the Service Quality variable has a positive and significant effect on community satisfaction at the Salomekko Health Center, Bone Regency.

b. Coefficient of Determination (R2)

The Coefficient of Determination (R2) is carried out to see whether there is a perfect relationship or not, which is done whether changes in the independent variable will be followed by the dependent variable in the same proportion. The type of relationship between variables can be seen in Table 3.12 as follows:

Table 3.12
Analysis of the
Coefficient of Determination (R2)

Model	R	R Squared	Adjusted R Square	Std. Error of the Estimate
1	0.319[a]	0.102	0.083	5.935

(Source: SPSS Data Processing Results, 2024)

From the table above, it is known that the R-value in Table 4.15 is 0.319 which indicates that there is an influence of the Service Quality variable (X) on Patient Satisfaction (Y) of 31.9%. quality variable has a positive and significant effect on patient satisfaction. This means that when service quality is improved, it will have an impact on patient satisfaction.

4.1 Research Discussion

Based on testing indicators using the validity test and reliability test on respondents' answers, the results show that Service Quality affects Patient Satisfaction at the Salomekko Health Center, Bone Regency. This is evidenced by the t test determined that $_{tcount>}$ table (2.332.>1.676). Statistically significant. From the results of the research obtained and associated with previous research which is used as reference and comparison material, the results of this study run with the results of research conducted by Miska, 2018 which examines "The effect of service quality on patient satisfaction of health BPJS users at the Unhas Makassar teaching hospital" based on the results of the study indicate that there is a positive and significant effect of service quality on patient satisfaction of health BPJS users at the Makassar Unhas Teaching Hospital.

The better the quality of service provided to patients, the higher the level of service satisfaction received by patients. Patient trust will be higher if the patient gets good service and feels satisfied with the service provided, this means, if the service or service is received as expected, the quality of service or service is perceived as good and satisfying, otherwise if the service or service received is lower than expected, the quality or service is perceived as poor. So patient satisfaction can be created if service quality can be applied according to applicable rules and regulations. So that service quality has an influence on patient satisfaction.

5. Closing

5.1 Conclusion

Based on the results of research and discussion, it can be concluded that the service

5.2 Suggestion

Based on the results of research on the effect of service quality on patient satisfaction at the Salomekko Health Center, Bone Regency, the authors suggest the following:

a. Puskesmas Saomekko Bone Regency needs to improve health equipment.
b. Puskesmas Salomekko Bone Regency officers must further improve the guarantee of being on time in providing services to patients.
c. Puskesmas Salomekko Bone Regency needs to increase the number of seats in the waiting room.
d. Puskesmas Salomekko Bone Regency officers must be more regular in providing meals, medicines, temperature measurements, etc.
e. Puskesmas Salomekko Bone Regency needs to improve cleanliness, freshness of the room and lighting.

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