

The Influence of Posyandu Service Quality on Patient Satisfaction at Kumbe Health Center, Bima City

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Abstract

This study examines the impact of Posyandu service quality on patient satisfaction at the Kumbe Health Center in Bima City. Using an associative research design, the study gathered data through questionnaires distributed to patients who had previously used Posyandu services at the health center. The study utilized a sample of 75 respondents, chosen based on specific characteristics relevant to the research objective, with the analysis conducted using simple linear regression via SPSS software. Findings indicate that service quality significantly influences patient satisfaction, with a correlation coefficient of 0.690, denoting a strong relationship. The coefficient of determination shows that service quality accounts for 65.2% of the variance in patient satisfaction, with the remaining 34.8% influenced by other factors. Furthermore, the regression analysis revealed that every unit increase in service quality results in a 0.773 increase in patient satisfaction, highlighting the importance of enhancing service quality to improve patient satisfaction. Reliability tests confirmed that the research instrument was consistent, and all questionnaire items were valid. These findings emphasize the role of high-quality services in fostering patient satisfaction and support the need for continuous improvement in service delivery at health centers like Kumbe to meet community health expectations and needs effectively.

1. Introduction

Since the enactment of Law Number 22 of 1999 concerning regional autonomy, health issues have become the responsibility of regional governments, in this case district/city governments. Simultaneously with the delegation of responsibilities, regional or city governments are required to independently initiate all matters relating to planning, strategic policies and health service development programs in their regions. In fact, Article 16 paragraph (1a) of Law Number 32 of 2004 concerning Regional Government states that Regional Governments are expected to make a real, broad contribution to improving services to the community, namely that: "the government has the responsibility and authority to determine minimum services."

The level of service satisfaction is closely related to the quality of a product (either in the form of goods or services) so that the level of satisfaction or a product is measured. It is closely related to the quality of the product. Customers are satisfied, they will buy more and

more often, they will recommend it to their relatives and friends. Apart from that, patients who are satisfied will comply with treatment and will want to come back for treatment (Misngadi, Sugiarto and Dewi 2018). Service quality refers to the level of perfection of health services in meeting the needs and demands of each patient. The more perfect the fulfillment of these needs, the better the quality of health services (Saputra A. 2019).

Service is an activity or series of activities that are invisible (cannot be touched) which occur as a result of interactions between consumers and employees or other things provided by service providers which are intended for service providers which are intended to solve consumer problems or customer. Services are closely related to society. So that service is better known as public service. Public comes from the English language Public which means the general public and the State, the word public in Indonesian is interpreted as a large and crowded general public. According to

Sinambela (2016), public service is the fulfillment of the desires and needs of the community by state officials. Another opinion regarding public services expressed by Moenir (2015) is: "Activities carried out by a person or group of people based on material factors, through certain systems, procedures and methods in the context of an effort to fulfill the interests of other people in accordance with their rights"

Service quality is a way to compare the perception of service received by customers with the service that customers actually expect (Parasuraman et.al, 2014). If the service that the customer expects is greater than the service that the customer actually receives then it can be said that the service is of poor quality, whereas if the service that the customer expects is lower than the service that the customer actually receives, then it can be said that the service is of quality, and if the service received is the same as the expected service, then the service is said to be satisfactory. Thus, service quality is a way to find out how far the difference is between customers' expectations and reality regarding the services they receive (Parasuraman et.al, 2014).

Quality of puskesmas health services in order to fulfill them. The need for public health services is determined by two factors. The first is the health center factor which is related to quality health services and patient satisfaction levels. That is, as long as it is quality health services meet patient satisfaction, then the level of conformity will be high and community health centers are needed. The meaning of suitability that is, there are similarities in goals, the community health center can provide good service to the community and the community accepts it service according to expectations. On the contrary, as long as the quality of service health does not meet the level of patient satisfaction, then the level suitability will be low, resulting in community health centers being abandoned public. Second is the factor of demographic change epidemiology, socio-economics and the critical values and attitudes of society will creating direneeds for health

services complex and diverse. Thus, the position and role of quality Community health center services are very important to implement, (Dewi, 2016)

According to Zeithaml-Pasasuraman-Berry (Hendriani, 2006) to find out the quality of service that is actually felt by consumers, there are indicators measuring consumer satisfaction which lie in five dimensions of service quality. These five dimensions are, namely, Reliability, Tangibles, Responsiveness, Assurance, Emphaty (Anggraini N, 2021). Customer satisfaction is a level at which the needs, desires and expectations of customers can be met. The most important factor for creating customer satisfaction is the performance and quality of the service provided by an organization or company. There are five main indicators of service quality, namely: reliability, responsiveness, assurance, empathy and tangible evidence (Misngadi, Sugiarto and Dewi 2018)

In general, so far the public considers that the services provided by public organizations are not of high quality, namely slow service, unfriendly officers, difficult to get information/information from officers and so on. This can be judged from the large number of public complaints directed at services at the community health center. Public complaints about this service include, apart from slow times, also the arrogance and unfriendly behavior of employees and additional fees charged to patients outside of established regulations (Simorangkir et al., 2014).

Based on community complaints, this means that services at the community health center as a provider of health services can be indicated to be of poor quality even though Health Operational Assistance (BOK) has been provided. Puskesmas as a public organization must also play a role in creating good governance which should be able to provide good services to the community. To realize this, it is necessary to provide service efforts that comply with professional standards and provide quality service that satisfies customers. The demand to improve service

capabilities must be faced by every regional government, all of this shows how important it is to provide quality and satisfying services in order to achieve goals (Tumija & Permatasari, 2018).

Community Health Centers (Puskesmas) are one of the most important public health service facilities in Indonesia. Puskesmas is a technical implementation unit of district/city services which is responsible for carrying out health development in a work area. The definition of a community health center is a functional implementation unit that functions as a center for health development, a center for fostering community participation in the health sector as well as a first-level health service center that carries out its activities in a comprehensive, integrated and sustainable manner for a community residing in a certain area (Dinata A, 2018).

Kumbe Community Health Center is a community health center in the Bima City area. Kumbe Community Health Center is one of the health service facilities with basic service standards which currently still has intermediate status. The mission description of the Kumbe Community Health Center is to provide quality basic health services that are evenly distributed and affordable to the community as well as increasing community participation by fostering empowerment and sustainable partnerships to encourage the realization of independent, healthy living. Kumbe Community Health Center is one of the health services for the community, especially in the Kumbe sub-district area. This puskesmas is one of the newly inaugurated puskesmas so research needs to be carried out regarding service quality and patient satisfaction. Based on initial observations of the lack of facilities and infrastructure, the posyandu does not carry out predetermined activities such as immunization and family planning activities, posyandu activities only focus on weighing babies and toddlers

2. Research Methods

The type of research that will be used in this research is associative, namely research that aims to determine and analyze the influence of Posyandu Service Quality on Patient Satisfaction at the Kumbe Community Health Center, Bima City.

In this research, to measure the independent and dependent variables, the research instrument used was a questionnaire with a Likert scale. namely using Strongly Agree (SS), Agree (S), Neutral (N), Disagree (TS), Strongly Disagree (STS).

The population used is the entire community or patients who received posyandu services, the number of which is not known for certain, so the sample was taken from 75 people who had received posyandu services at the Kumbe Community Health Center, with the sampling technique used, namely purposive sampling, where the research determines sampling by determining the characteristics of Specific characteristics that relate to the research objectives so that they can answer the problems being studied are respondents who are over 19 years old and have received posyandu services at the Kumbe Community Health Center, Bima City.

Data collection techniques are the most vital thing in research, therefore there are several techniques used in data collection. The researchers' methods for obtaining the data needed in this research include: Observation, questionnaire, Literature study, Interview. Validity test. Data Analysis Techniques, Reliability test, Simple linear regression, Simple correlation coefficient, Determination test, t test.

3. Results and Discussion

3.1 Research Result

a. Data Quality Test

1) Validity test

This test was carried out by looking at the coordinates of the r table $N = 50$ for a significance level of 5% so that an r table of 0.300 was obtained. The complete validity test results can be seen as follows.

Validity Test Results Table

Variables with indicators	Indicator	R Count	R Table	Information
Kualitas Pelayanan (X)	X1.1	0,472	0,300	Valid
	X1.2	0,499	0,300	Valid
	X1.3	0,395	0,300	Valid
	X1.4	0,684	0,300	Valid
	X1.5	0,747	0,300	Valid
	X1.6	0,651	0,300	Valid
	X1.7	0,638	0,300	Valid
	X1.8	0,723	0,300	Valid
	X1.9	0,681	0,300	Valid
Kepuasan Pasien (Y)	Y1.1	0,614	0,300	Valid
	Y1.2	0,334	0,300	Valid
	Y1.3	0,603	0,300	Valid
	Y1.4	0,547	0,300	Valid
	Y1.5	0,632	0,300	Valid

The results of testing the validity of the Service Quality (X1) and Patient Satisfaction (Y) variables in table 1 above, show that the calculated r value for each statement item is greater than the r table, so it can be concluded that all questionnaire items in the HR Development variable (X1) and Employee

Performance (Y) in this research is "valid".

2) Reliability Test

This is done by comparing the Cronbach's alpha value and the reliability standard > 0.60 in full as in table below:

Reliability Test Results Table

Variabel	Cronbach's Alpha	Standar Reliabilitas	Information
Kualitas Pelayanan	0,732	> 0,60	Reliabel
Kepuasan Pasien	0,736	> 0,60	Reliabel

Based on the results of the analysis in table 2 above, it can be concluded that the research instrument for each variable is declared "reliable", because the Cronbach Alpha (a) value is more than 0.60. This means that the question items in the questionnaire have consistency in measuring the variables.

3) Simple Linear Regression

Simple linear regression analysis was chosen to analyze the proposed hypothesis in this research

Simple Linier Regresion

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	36,626	4,886		7,495	,000
Kualitas Pelayanan	,773	,214	,390	3,614	,001

a. Dependent Variable: Patient Satisfaction

From the results of the regression analysis, it can be seen that the simple regression equation is as follows:

$$Y = 36.626 + 0.773$$

Based on this equation, it can be explained as follows:

- A constant value of 36.626 can be interpreted as if the Service Quality variable is considered zero, then Patient Satisfaction increases by 36.626.
- The beta coefficient value for the Service Quality variable is 0.773, meaning that every change in the Service Quality

variable (X) by one unit will result in a change in Patient Satisfaction (Y) of 0.773 units, assuming the other assumptions are constant. A one unit increase in the Service Quality variable will increase Patient Satisfaction by 0.773 units.

4) Correlation and Determination Efficient

Correlation and Determination Efficient
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,690 ^a	,652	,140	4,108

a. Predictors: (Constant), Kualitas Pelayanan

The correlation coefficient value is 0.690, meaning that the level of closeness of the relationship between Service Quality and Patient Satisfaction at Posyandu Services at the Kumbe Community Health Center, Bima City is said to be Strong.

The coefficient of determination value is 0.652 or 65.2%. This means that the influence of Service Quality on Patient Satisfaction in the Kumbe Health Center Posyandu service in Bima City is 65.2%, while the remaining 34.8% is influenced by other variables which were not

examined in this study.

5) T Test Analysis

T test analysis (Persial test) is used to determine the significant level or impact of the influence of the environment and work culture on employee performance.

- if $T_{count} > T_{table}$ then variable X has a significant relationship with variable Y.
- if $T_{count} < T_{table}$ then variable X does not have a significant relationship with variable Y.

T Test Results Table
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	36,626	4,886		7,495	,000
Kualitas Pelayanan	,773	,214	,390	3,614	,001

a. Dependent Variable: Kepuasan Pasien

Based on table 5 above, the result t value is 3.614 with a t table value of 1.701 (3,614 >

1.701) with a significant value of 0.001, smaller than 0.05 (0.001 < 0.05), meaning there is a

significant influence between Service Quality and Satisfaction Patients from Posyandu services at the Kumbe Community Health Center, Bima City are accepted. The better the quality of service provided by the Community Health Center, the better the satisfaction will be. The results of this research are in line with research by Najib et al, 2022 which shows that service quality influences patient satisfaction.

4. Closing

4.1 Conclusion

This research shows that the quality of Posyandu services has a significant influence on patient satisfaction at the Kumbe Community Health Center, Bima City. Simple regression analysis shows that improving service quality will have a positive impact on patient satisfaction levels. With a coefficient of determination of 65.2%, service quality has a strong influence on patient satisfaction, while the rest is influenced by other factors outside this research. These results emphasize that better services can increase patient satisfaction, which is important for community health centers in meeting community health expectations and needs.

4.2 Suggestion

To increase patient satisfaction, it is recommended that the Kumbe Community Health Center improve the quality of services through improving facilities and training for medical personnel to be more responsive and friendly in serving patients. Periodic service evaluations need to be carried out to understand the growing needs of the community. Adopting a patient-focused approach, including strengthening supporting facilities and improving service procedures, will increase patients' positive perceptions of puskesmas services, which in turn can increase their loyalty and satisfaction with the health services provided.

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