

Analysis Effect Service Quality of BPJS Program to Patient Satisfaction Mediated by Medical Performance

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Analysis Effect Service Quality of BPJS Program to Patient Satisfaction Mediated by Medical Performance

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ABSTRACT

The quality of hospital services is an important element in health care services. Patient satisfaction is considered as one of the most important dimensions of quality and is one of the main indicators of the standard of a health facility which is the result of influence on health services delivered by the hospital and this is what makes measuring patient satisfaction as an important component. Objective is to analyze the effect on service quality of BPJS program toward patient satisfaction mediated by medical performance at Jambi. This research was quantitative with cross sectional study design. Whole patients using BPJS service in Jambi were 12,000 people. The sample of this study was 108 people with sampling technique of purposive sampling. Structural Equation Modeling (SEM) was used to analysis. Results are The quality of BPJS program services has a positive and significant effect on patient satisfaction. The quality of BPJS program services has a positive and significant effect on medical performance. The medical performance has a positive and significant effect on patient satisfaction. BPJS program service quality has a positive and significant effect on patient satisfaction mediated by medical performance.

KEYWORDS: Quality of service; medical performance; patient satisfaction;

I. INTRODUCTION

Health services are any effort that is carried out individually or collectively in an organization to maintain and improve health, prevent and cure disease and restore the health of individuals, families, groups or communities. Hospitals are health service facilities expected to provide effective services, efficient and provide appropriate health information for the community, which is influenced by technological advances and socio-economic life of general public. A hospital is required to provide quality services based on predefined and affordable standards by community. Patients want a fast, ready, convenient and responsive service to patients who complain of the disease.¹

Quality of hospital services is an important element in health care services. Hospitals are required to provide the best quality services, to become health service providers who play an active role and also support the goal of health development in the National Health System (SKN). In fulfilling desire and increase satisfaction of services provided, hospitals are required to always maintain confidence of patient by improving quality of service to increase patient satisfaction. One patient of health service users is participant of Social Security Administrator (BPJS).²

Everyone is entitled to social security in order to fulfill their basic needs in accordance with the provisions contained in Law no. 40 of 2004 on the National Social Security System.³ One of these basic needs is the need for health, so that every citizen is entitled to access quality and affordable health services, without any discrimination and the right to self-determination of the necessary health services for himself, accordingly with Law no. 36 of 2009 on Health.⁴

Therefore, the right to healthy living of every citizen becomes the obligation and responsibility of the government which is then rationalized through health insurance for all citizens. The health insurance program is organized by a public legal entity directly responsible to the President, the Social Security Administrator or commonly referred to as BPJS. The National Health Insurance Program (JKN) by BPJS that has been running for more than two years is still experiencing some obstacles.⁵

Existing social security programs are considered to be unsuccessful in their aims to provide considerable benefits to beneficiaries, as the number of beneficiaries, the value of benefits, and the return on investment of social security funds is considered relatively small, and the governance of social security funds is also deemed to be not good. Many complaints submitted by the public through

several newspapers or other mass media. Problems of this problem include: discriminatory treatment and services, inadequate infrastructure, self-paying patients, poor patient refusal by the hospital, and others concerning low patient satisfaction.

Patient satisfaction is considered as one of the most important dimensions of quality and is one of the main indicators of a health facility standard which is the result of health services influence delivered by hospitals and this is what makes measuring patient satisfaction an important component. Asking patients for their concerns and care is an important step in ensuring that health services meet the needs of patients.⁶

Patient satisfaction as service user is one indicator in assessing service quality in hospital. High satisfaction will show the success of hospital in providing quality health services. Provision of quality health services affects patients in terms of receiving care. Patients will tend to obey the advice, loyal and obedient to the agreed treatment plan.

Some patients are still confused about the referral system set out in BPJS Health. Likewise, patients who complain about health costs that were once completely detailed in the form of PT Jamsostek, now many are not detailed after changed into BPJS.⁷ This problem may arise in relation to BPJS tariffs that have been set in accordance to the Regulation of the Minister of Health of the Republic of Indonesia Number 69 year of 2013 on Health Service Tariff Standards At First Level Health Facilities and Advanced Health Facilities in the Implementation of the Health Insurance Program.⁸

Some cases are due to the absence of National Medical Service Standard (SPM). National SPM is intended for hospital does not make the standard of each, because it is known there are various service in each Hospital to patients BPJS participants. Further things that can affect satisfaction of patients BPJS is performance of medical personnel both doctors, nurses, medical record officers, registration of patients and others.

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Patient satisfaction is a dimension that is considered very important and one of the main indicators of the quality of health facilities. Patients assess their level of satisfaction or dissatisfaction after using hospital services and using hospital services and use this information to update their perceptions of the quality of care provided by the nurses at the hospital.

Measure patient patient satisfaction, there are four aspects that can be measured that are comfort, patient relationship with health worker, technical competence of officers, and cost⁹.

The quality of service according to Supranto is a word that for service providers to doing something that must

be done well. Service quality can be achieved by establishing and controlling service quality characteristics¹⁰.

Factors or attributes that become the preference model of BPJS participants on the quality of service in 2015 are Reliability, Responsiveness, Assurance, Emphaty, and Tangible²

According to the behavioral approach in management, performance is the quantity or quality of something produced or services provided by someone who does the work¹¹. Performance is associated with work and behavior. As a behavior, performance is an activity that is charged to humans associated with the implementation of the program organization. Beal argues that there is no consensus on the most feasible performance measures in a study and the measures of the Performance objectives that have been used in many studies are still many shortcomings¹².

Firm performance is defined as the current performance of the company relative to other companies' industries in the context of product and service quality, employee morale, employee skill, productivity, labor efficiency, and the level of profit used to increase profits or revenues generated from sales of products and services.

Employee performance indicators by Kiron are quantity, quality, reliability, presence, and team work¹³.

III. MATERIALS AND METHODS

This research was quantitative with cross sectional study design. Whole patients using BPJS service in Jambiare 12,000 people. The sample of this study were 108 people with sampling technique that was purposive sampling. Structural Equation Modeling (SEM) analysis.

IV. RESULTS

A. Respondent's Characteristic

Characteristics of respondents are described in table 4.1.

Table 4.1 Characteristics of Respondents

Characteristics of Respondents	F	%
Gender		
a. Male	53	49,1
b. Women	55	50,9
Age (years old)		
a. < 30	38	35,2
b. 25 – 35	16	14,8
c. 35 – 45	23	21,3
d. 45 – 55	31	28,7
Total	108	100,0

Based on the above table shows that of 108 respondents of the study, the majority of respondents with female sex are 55 (50.9%) people and male gender are 53 (49.1%). Respondents with age <30 years are 38 (35.2%) people and 16 people (14.8%) are 31-40 years old. It shows that the majority of respondents are <30 years old.

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B. Research Variables

1. Quality Of Service

The results of standardized service studies are described in Table 4.2.

Table 4.2 Frequency Distribution of Service Quality

Criterion	F	%
Good	81	75,0
Sufficient	27	25,0
Less	0	0
	108	100,0

From 108 respondents, service quality is mostly in good category as much as 81 respondents (75,0%) and enough category as many as 27 respondents (25,0%). These results can be concluded that the quality of service is good.

2. Medical Performance

The frequency distribution of variable quality of service is in the table:

Table 4.3. Frequency Distribution of Medical Performance

Criterion	F	%
High	4	3,7
Medium	66	61,1
Low	38	35,2
	108	100,0

From 108 respondents, medical performance mostly in medium category is 66 respondents (61,1%), high category is 38 respondents (35,2%), and high category is 4 respondents (3,7%). These results can be concluded that the medical performance is medium.

3. Patient Satisfaction

Frequency distribution for patient satisfaction variable can be seen in table 4.4 below:

Table 4.4 Frequency Distribution of Patient Satisfaction

Criterion	F	%
High	15	0
Medium	76	24,0
Low	17	73,0
	108	100,0

From 108 respondents, patient satisfaction mostly in medium category is 76 respondents (70,4%), low category is 17 respondents (15,7%), and in high category is 15 respondents (13,9%). These results can be concluded that patient satisfaction is medium.

C. Results of Data Analysis

The hypothesis of the research is the relationship between the variables tested by looking at the partial test of each variable, to accept the alternative hypothesis that there is influence of independent variable to the dependent variable can be judged from CR value Alternative hypothesis

accepted if the value of $CR \geq 2$ or $P \leq 0,05$. Summary of the research hypothesis test results can be seen as follows.

Table 4.5 Hypothesis Testing

Hypothesis	CR	P	
Medical Performance ← Quality if service	12,017	0,000	Accepted
Patient Satisfaction ← Quality if service	2,711	0,007	Accepted
Patient Satisfaction ← Medical Performance	4,269	0,000	Accepted

Explanation of t-test results (CR) to determine the effect between each variable is as follows:

1. Service Quality Has A Positive And Significant Effect On Medical Performance

The results of t test statistic (CR) in table 4.5 to determine the effect of service quality on medical performance is obtained CR value of 12,017 and t table 1,660 (df = 100, p = 0,05) with significance value of 0,000, because $CR > t$ table (12,017 > 1,660), and the significance value is less than 0.05 ($p < 0,05$), and the coefficient has a positive value hence the hypothesis that "Quality of service has positive and significant effect on medical performance" is accepted.

2. Service Quality Has A Positive And Significant Effect On Patient Satisfaction

Result of t test statistic (CR) in table 4.5 to know the influence of service quality to patient satisfaction is obtained CR value of 2,711 and t table of 1,660 (df = 100, p = 0,05) with significance value of 0,007, because $CR > t$ table (2,711 > 1,660), and the significance value less than 0.05 ($p < 0,05$), and the coefficient has a positive value then the hypothesis that "Quality of service has a positive and significant effect on patient satisfaction" is accepted.

3. Medical Performance Has An Effect On Patient Satisfaction

The result of t test statistic (CR) in table 4.5 to know the effect of medical performance on patient satisfaction is obtained CR value of 4,269 and t table of 1,660 (df = 100, p = 0,05) with significance value of 0,000, because $CR > t$ table (1,974 > 1,660), and the significance value is less than 0.05 ($p < 0,05$), and the coefficient has a positive value hence the hypothesis "The medical performance has a positive and significant effect on patient satisfaction" is accepted.

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4. **Service Quality Has A Positive And Significant Effect On Patient Satisfaction mediated by medical performance**

Table 4.6 Test of Influence of Moderator Variables

Interaction	Value	Description
Quality of service – medical performance	0,980	Direct influence
Quality of service – patient satisfaction	0,363	Direct influence
Medical performance– patient satisfaction	0,543	Direct influence
Quality of service – patient satisfaction	0,532	Indirect influence
Conclusion	Direct influence < indirect effect Variable of service quality directly and indirectly has influence to patient satisfaction	

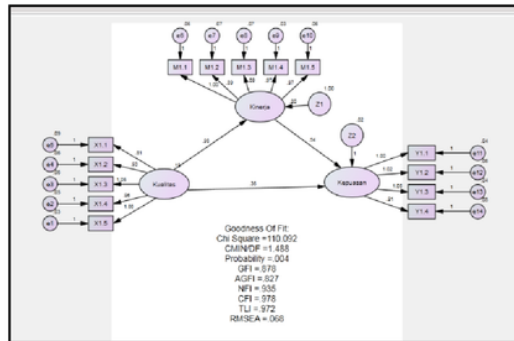


Figure 4.4 Testing Results Research Model

Based on Table 4.6 and figure 4.4 Testing Results Research Model, it is known that the service quality of BPJS program directly and indirectly has influence in improving patient satisfaction in Jambi. The results of the analysis support the hypothesis that the medical performance is synergistic or able to mediate the effect of the service quality on the patient satisfaction in Jambi.

V. DISCUSSION

1. **The Quality Of Service Program BPJS Have A Positive And Significant Impact On Medical Performance In Jambi.**

Quality of service influence on medical performance is obtained significant value, then the quality of BPJS program services has a positive and significant impact on the medical performance in Jambi. The study, in accordance with research conducted by Amelia and Rodhiyah, showing that service quality had a significant and positive effect on performance²³. Additional supporting results was conducted by Adepoju et.al indicating that service quality had an effect on performance.²⁴

Community service can be said to be good (professionalism) if the community can easily get service and with the quick, cheap cost, fast time procedure, and almost no complaints. These conditions can be realized if public organizations are supported by qualified human resources both of quality and quantity, in addition to the resources that can always improve performance.²⁵

Quality of service is one of key factors of success of a company, especially a hospital. It is undeniable in today's business world that nothing is more important to a company than putting customer satisfaction through its service. For hospitals that fail to understand the importance of providing customer satisfaction slowly may decline.²⁶

Quality of service is an effort to provide appropriate services to patients in a technically competent manner, with good communication, shared decision making and cultural sensitivity. Quality is the extent to which health services for individuals and populations can increase the likelihood of desired health outcomes and consistent with professional knowledge that impact on the performance of employees, especially medical staff at the Hospital.²¹ As a behavior, performance is an activity of medical personnel who is directed to the implementation of the tasks of the organization charged to him that is a task that is closely related to customer service, especially patients in Jambi.

2. **The Quality Of BPJS Service Program Has Positive And Significant Impact On Patient Satisfaction In Jambi.**

Quality of service influence on patient satisfaction is obtained significant value hence service quality of BPJS program have positive and significant effect to patient satisfaction in Jambi. The result of research states that there is a positive and significant relationship which shows that the higher service quality of BPJS program given to the patient, the higher the level of patient satisfaction of Jambi.

The findings of this study is in accordance with research conducted by Ochir showing that there is a significant and positive influence of service quality on patient satisfaction.¹⁴ In addition, research conducted by Patawayati et.al and Suma also showing the same results that the service quality has a positive and significant impact on patient satisfaction.^{15 16} Other supporting researches are researches conducted by Irfan et.al, Masqood et.al, Khasanah and Pertiwi, and Mulyawan showing that service quality influences satisfaction.^{17 18 19 20}

Quality of service is directly related to customer satisfaction. If customers are satisfied with the quality of services provided by an organization then this can benefit the organization in retaining customers, earning customer trust, financial performance and competitive advantage.

According to Mosadeghrad and Lohr the quality of patient care is providing patients with appropriate services in a technically competent manner, with good communication, shared decision making and cultural sensitivity” For Lohr, quality is “the degree to which

healthcare services for individuals and population increases the likelihood of desired healthcare outcomes and is consistent with the current professional knowledge.²¹ Hospital is an organization that sells services, then a quality service is a demand that must be met. If the patient does not find satisfaction from the quality of service provided, the patient tends to take the decision not to re-visit the hospital.²²

Patient satisfaction at Jambi is considered as one of the most important dimensions of quality and is one of the main indicators of the standard of a health facility. Quality of hospital services is an important element in health care services. Patients assess their level of satisfaction or dissatisfaction after using hospital services and using hospital service³ and using this information to update their perceptions of the quality of care provided by the nurses at the hospital.

Based on the theory and the results of previous research can be concluded that the quality of service programs BPJS has positive and significant impact on patient satisfaction. The higher the quality of BPJS program services provided to the patients, the higher the level of patient satisfaction Jambi.

3. Medical Performance Has Positive And Significant Effect To Patient Satisfaction At Jambi.

Medical performance has significant effect on patient satisfaction, the quality of service of BPJS program has positive and significant effect on medical performance at Jambi. The study is in accordance with research conducted by Hafid showing that the performance had a significant and positive effect on patient satisfaction.²⁷

Kotler and Keller point out that generally happy or upset is that they compare the perceived performance of the product (or outcome) to their expectations.²⁸ Patients will be dissatisfied if performance fails to meet their expectations. Performance that matches expectations, then the patient will feel satisfied. Patients often form more pleasurable perceptions of the health services they consider positive. The patient's behavior will result in a satisfied or dissatisfied attitude toward the patient, so patient satisfaction is a function of the patient's expectation of services with perceived performance.

Satisfied satisfaction of Jambi patient is the level of one's satisfaction after comparing the performance of medical personnel or perceived results compared with expectations. So satisfaction or dissatisfaction is the conclusion of the interaction between expectations and experience after using the services or services provided. A service is considered satisfactory if the service can meet the needs and expectations of patients. Patient satisfaction is determined by the patient's perception or performance in meeting the patient's expectations, the patient is satisfied if the expectations are met or will be very satisfied if the patient's expectations are exceeded.

4. The quality of service program BPJS has positive and significant impact on the patient satisfaction mediated by the medical performance in Jambi.

The quality of service program BPJS showed a positive and significant impact on patient satisfaction mediated by medical performance in Jambi. The results of this study is in accordance with research conducted by Djati showing that the performance of employees consisting of perceptions of service quality, satisfaction and customer confidence has a significant and positive impact on customer loyalty.²⁹

Health is a basic human need to live a decent and productive life, for it is necessary to provide health services controlled of cost and quality. Therefore, individuals, families and communities are entitled to their protection and health care well. Patient satisfaction is a reflection of the quality of health services that patients receive. The quality of health services demands on the level of perfection of health services in generating a sense of satisfaction in each patient. The more perfect the satisfaction, the better the quality of health services.³⁰

Patient satisfaction is considered as one of the most important dimensions of quality and is one of the main indicators of the standard of a health facility which is the result of the influence of medical services from medical personnel submitted to the hospital and this is what makes measuring patient satisfaction an important component. Asking patients for their concerns and care is an important step in ensuring that health services meet the needs of patients.⁶ Surydana's research results, titled "Service Quality, Customer Value and Patient Satisfaction on Public Hospital in Bandung District, Indonesia", indicating that optimal hospital services will lead to patient satisfaction.³¹

Research conducted by Octavia in the implementation of public service tasks at RSUD Raden Mattaher shows that there are still public complaints that lead to the lack of public services. Therefore, in improving patient satisfaction is required performance of skilled medical personnel.²⁵ Quality of service and supported by the good and optimal performance of medical then the patient will feel the service meet their expectations and reality. Quality of service will show a positive thing so it gives the effect of patient satisfaction and will be better. Medical performance synergizes or is able to mediate the influence of service quality on patient satisfaction in Jambi.

VI. CONCLUSION

Based on the results of research and discussion, the following conclusions can be drawn:

1. The quality of BPJS service program has positive and significant impact on patient satisfaction in Jambi.
2. The quality of service program BPJS have a positive and significant impact on medical performance in Jambi.

3. Medical performance has positive and significant effect to patient satisfaction at Jambi.
4. The quality of service program BPJS has positive and significant impact on the patient satisfaction mediated by the medical performance in Jambi.

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