

Analysis Of Patient Satisfaction Quality Service Against Medical Clinic (BP) General Public Health Center At Pesantren I Kediri

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Abstract: Patient dissatisfaction about health services are strongly influenced by the perception of the patient against the quality of service providers so that the quality of service is still a problem that should be immediately addressed the management of public health center. This research used the correlation design using the cross-sectional approach and instruments/collection of data in the form of a questionnaire, the population of the whole outpatient treatment in the public health center pesantren I Kediri, large sample is the whole outpatient treatment Hall using simple random sampling. The independent variable in this study was patient satisfaction while the dependent variable is the quality of service the medical clinic. From the results of data analysis using Linear Regression statistical tests of 11 aspects of the obtained 2 aspect that is healing and the availability of the medicine with the result of the p: 0.007 that dominant aspects influencing patient satisfaction level towards the quality of service medical clinic (BP) General Public Health Center At Pesantren I Kediri is an aspect of healing and aspects of drug availability.

Key words: degree of patient satisfaction and quality of service

1 INTRODUCTION

In the era of globalization with the increasing development of the times, customer service is a very important factor. By because the provider should be able to provide satisfaction to its customers, for example by providing better quality products, cheaper and better services. A product is said to be qualified if it can meet the needs of its customers. Therefore, knowledge of the needs and satisfaction of customers (customer requirements) is very important. Nature of the service should pay attention to several indicators, among others, a simple, open, easy to measure, clear, and accountable, attention to the linkages with other fields can be monitored and evaluated by the government more on setting up facilities and officials to accept complaints concerned with the rights and obligations of the client prepare a competency officer (knowledge, have the skills / expertise, skills, discipline, attitude polite and friendly) to set conditions of service were comfortable, orderly, organized, clean and healthy. Parasuraman, Zeithaml and Berry identify the gap between consumer perception and the perception of healthcare provider that resulted in the failure of the delivery of quality services. The first step to overcome the gap between the patient's perception and the perception of healthcare provider / health is to identify or recognize the patient's needs and the factors that influence the quality of service received. By knowing this it will give you a better understanding of the quality of service that has been accepted by patients so that health centers can finally understand how the image of patient satisfaction with the services rendered. It must be realized that with the development of health care held by either private medical center (BP) as well as private practice physician is a competitor of the health center at the present time. Without the increased quality of services of the health center, in the long run to upper-income will leverage private BP, while health centers will increasingly shunned. If the residents' income improved then people tend to use private care facilities. PHC management is also trying to get as much information either from the patient or his family about the complaints, opinions and suggestions obtained through interviews. Based on data about the complaints of the patient / family / visitors gathered at the

Recording and Reporting (R / R) Health Center Pesantren I Kediri City obtained a number of 29 patients who leave comments about the service, including 29 patients targeted the general poly\ Patient dissatisfaction of health care services is strongly influenced by the patient's perception of the quality of the service provider so that the service quality remains a problem that must be addressed first boarding school health center management Kediri. Patient dissatisfaction if not treated immediately and sustainable in the long term, will result in reduced number of patient visits Polyclinics (BP) General and poor patient perception of the quality of health center services. This study aimed to analyze the factors that influence the level of patient satisfaction with the quality services Polyclinics (BP) General Puskesmas Pesantren I Kediri.

2 RESEARCH METHODS

The research method is the way to solve the problem according to the scientific method (Nursalam, 2003; 135). This type of research is correlational analytical research methods and to obtain the desired objectives by means of *Cross Sectional* The independent variable in this study is the level of satisfaction p a patient while the dependent variable is the quality of service. The Operational Definition as shown in Table 1 below:

Table 1 Operational Definition

Variable	Definition	Indicator	Measuring instrument	Scale	Score
Dependent					
quality of service	Which has the best quality of service	Satisfaction with the service 1. Reliability (reliability) 2. Responsiveness (responsiveness) 3. Assurance (collateral) 4. Empathy (Empathy) 5. Tangibles (direct evidence)	questionnaires	ordinal	Very satisfy especially (76-100%) Quite satisfy especially (56-75%) Unsatisfactory (40-55%) Not satisfy especially A (≤40%) (Nursalam, 2003)
Independent					
The level of patient satisfaction	consumers' feelings after receiving something hoped				
Recovery	consumers' feelings after receiving the service he exped	Patients were satisfied with the treatment given by medical personnel	questionnaires	ordinal	Very satisfy especially (76-100%) Quite satisfy especially (56-75%) Unsatisfactory (40-55%) Not satisfy especially A (≤40%) (Nursalam, 2003)
Availability of drugs	Drugs already exist when patients need it	Drugs given as required	questionnaires	ordinal	Very satisfy especially (76-100%) Quite satisfy especially (56-75%) Unsatisfactory (40-55%) Not satisfy especially A (≤40%) (Nursalam, 2003)
Or the patient's personal discretion	Freedom express something	The patient may reveal the situation without fear	questionnaires	ordinal	Very satisfy especially (76-100%)

3 POPULATION AND SAMPLE RESEARCH

The population in this study were all outpatient medical center (BP) Public Health Center Pesantren I Kediri. The sampling technique in this study using *simple random sampling*, which is a technique sampling by selecting samples with each element are selected at random (random) (Nursalam, 2003; 97). Data collection instruments used in this study is a questionnaire that collected data formally to the subjects to answer a question in writing (Nursalam, 2003; 113). In this study sample taken from outpatient medical center (BP) Public Health Center Pesantren I Kediri. Location and Time Research in Medical Clinic (BP) General Health Center Pesantren I Kediri City and held in July - October 2011.

4 DISCUSSION

Based on the statistical result of research obtained the data that the most dominant factor influencing patient satisfaction with health services at the Medical Center (BP) General Health Center Pesantren I of Kediri is the aspect of healing and the availability of drugs in which the results of the calculation SPSS p value = 0.007. It can be seen at table 2 below:

Table 2 Satisfaction Respondents most dominant aspect in Polyclinics (BP) General Health Center Pesantren I Kediri City

coefficients ^a					
Model	unstandardized Coefficients	standardized Coefficients	t	Sig.	
	B	Std. Error	beta		
(Constant)	.968	.340		2,851	.006
1. Recovery	.202	.073	.273	2,756	.007
2. availability of drugs	.172	.062	.267	2,788	.007
3. privacy	.114	.079	.138	1,441	.154
4. cleanliness	.108	.067	.139	1604	.113
5. get information	.158	.080	.208	1,965	.053
6. get answers	.111	.084	.139	1319	.191
7. opportunity to ask	-.032	.089	-.041	-.361	.719
8. continuity	.061	.070	.091	.872	.386
9. waiting time	.013	.073	.020	.183	.855
10. toilet	-.035	.053	-.059	-.666	.507
11. cost	-.075	.072	-.093	-.1043	.301

5 CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Based on the results of the study it can be concluded that the healing aspects influence the level of patient satisfaction with the quality of service in the Medical Clinic (BP) General Health Center Pesantren I Kediri City with $p = 0.007$. Aspects of the availability of drugs affect the level of patient satisfaction with the quality of service in the Medical Clinic (BP) General Health Center Pesantren I Kediri City with $p = 0,007$. Aspek flexibility or privacy does not affect the level of patient satisfaction with the quality of service in the Medical Clinic (BP) Boarding School of Public Health Center I Kediri city, with $p = 0.154$. Hygiene aspects do not affect the level of patient satisfaction with the quality of service in the Medical Clinic (BP) General Health Center Pesantren I Kediri City with $p = 0.113$. Aspects obtain thorough information does not affect the level of patient satisfaction with the quality of service in the Medical Clinic (BP) General Health Center Pesantren I Kediri City with $p = 0.053$. Aspects got an answer that understandably does not affect the level of patient satisfaction with the quality of service in the Medical Clinic (BP) General Health Center Pesantren I Kediri City with $p = 0.191$. Aspect provides an opportunity to ask not affect the level of patient satisfaction with the quality of service in the Medical Clinic (BP) General Health Center Pesantren I Kediri City with $p = 0.719$. Aspects of sustainability officer did not affect the level of patient satisfaction with the quality of service in the Medical Clinic (BP) General Health Center Pesantren I Kediri City with $p = 0.386$. Aspects of the waiting time does not affect the level of patient satisfaction with the quality of service in the Medical Clinic (BP) General Health Center Pesantren I Kediri City with $p = 0.855$. Aspects of the availability of toilet does not affect the level of patient satisfaction with the quality of service in the Medical Clinic (BP) General Health Center Pesantren I Kediri City with $p = 0.507$. Aspects of the service charge does not affect the level of patient satisfaction with the quality of service

in the Medical Clinic (BP) General Health Center Pesantren I Kediri City with $p = 0.301$. Aspects of the most dominant influence the level of patient satisfaction with the quality of service in the Medical Clinic (BP) General Health Center of Kediri boarding school I was healing aspects and facets availability drugs with a value of $p = 0.007$.

5.2 Suggestions

Based on the research results, suggestions from research to officers further improve health services to the patients so that the patients were very satisfied with the services provided by the officers, to the institution is expected to maintain or even improve the quality of health services for the customers of patients with attention to the satisfaction received by customers patients so with patient satisfaction may also increase the number of users of health services in General Health Center Pesantren I Kediri.

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