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ANALYSIS OF HEALHCARE SERVICES ON INPATIENT SATISFACTION OF BPJS KESEHATAN MEMBERS AT BELLEZA KEDATON GENERAL HOSPITAL

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ABSTRACT

Based on medical record data at Beleza Kedaton General Hospital, the Bed Occupancy Rate (BOR) in 2024 increased every month. The results of the National Quality Indicator (INM) measurements at Belleza General Hospital related to patient satisfaction in January 2025 showed an achievement of 76%, which means that patient satisfaction is below the target of ≥80%. The objective of this study is to analyze the satisfaction of inpatient BPJS participants towards healthcare services at Belleza Kedaton General Hospital in Bandar Lampung in 2025. The research was conducted using a Cross Sectional design. The population consisted of 356 inpatient BPJS patients at the time of the study at Belleza Kedaton General Hospital, with a sample of 79 respondents taken through simple random sampling. Data collection was carried out using a questionnaire. Data analysis was conducted univariately, bivariately, and multivariately. The research results indicate that there is a relationship between Responsiveness (p-value = 0.013), Assurance (p-value = 0.006), Reliability (p-value = 0.001), Empathy (p-value = 0.007), and Tangibility (p-value = 0.007) with the satisfaction of BPJS patient participants. The Reliability variable is the dominant factor with a p-value of 0.005 and an OR value of 26.491. Recommendations for Belleza Hospital include improving the discipline of doctors' visiting hours in the inpatient rooms and enhancing the cleanliness of bathrooms in the inpatient area so that BPJS inpatient patients at Belleza General Hospital can achieve a higher level of satisfaction with the health services provided.

Keywords: assurance; empathy; patient satisfaction of bpjs participants; responsiveness; reliability; tangibility

INTRODUCTION

Patient satisfaction is defined as a new patient's satisfaction when the service performance they receive matches or exceeds their expectations. Conversely, dissatisfaction or disappointment will arise if the healthcare service performance falls short of their expectations. Therefore, accurate patient satisfaction levels are essential for improving the quality of healthcare services. Measuring patient satisfaction levels needs to be done periodically, regularly, accurately, and continuously (Husada and Rosita 2018).

Satisfaction can generally be defined as the difference between expectations and perceived performance. Parasuraman et al. describe five quality variables used to evaluate customer satisfaction in the service sector: tangibles, service reliability, staff responsiveness, assurance, and empathy (Mirarti, 2019). Tangible satisfaction refers to the company's ability to provide facilities and infrastructure to support service delivery. Reliability refers to the company's ability to deliver promised services to customers, thus meeting their expectations. Responsiveness refers to the prompt and appropriate response and clear and accurate information provided to customers. Assurance refers to a way to foster customer loyalty, demonstrated by reliable and professional employees. Components of this assurance variable include communication, credibility, security, competence, and courtesy. Empathy refers to the company's approach to providing personalized

attention to its customers, demonstrating that the company understands their specific needs and utilizes its knowledge (S. M. Sari, 2021).

The National Quality Indicator (NIM) measurement results at Belleza General Hospital regarding patient satisfaction in January 2025 showed a score of 76%, indicating patient satisfaction was below the target of 80% or more. Currently, Belleza General Hospital does not have a separate cluster system for each type of disease or patient. Consequently, Belleza General Hospital lacks an effective cluster system. This results in patients with different conditions being treated in the same room.

Results of an initial survey of 10 patients who had been hospitalized at Belleza Hospital, Kedaton, showed that four respondents were satisfied with the hospital's services. Four respondents reported being dissatisfied with the healthcare services in terms of empathy and responsiveness, and two respondents reported being dissatisfied with tangibility. This data was obtained through interviews with patients who had been treated at Belleza Hospital, Kedaton.
Patient satisfaction is defined as a new patient's satisfaction when the service performance meets or exceeds their expectations. Conversely, dissatisfaction or disappointment arises when the service performance falls short of expectations. Therefore, accurate patient satisfaction is crucial for improving the quality of healthcare services. Patient satisfaction measurement needs to be conducted periodically, regularly, accurately, and continuously (Husada and Rosita 2018).

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METHODS

This research method uses a quantitative analysis method with a Cross Sectional approach. The variables to be studied are the quality of service as an independent variable and inpatient satisfaction as a dependent variable. The population is 356 inpatient BPJS patients during the study at RSU Belleza Kedaton. Research with a cross sectional survey approach is a type of survey that observes a research object, either one or several variables, by collecting data at the same time. The study was conducted at the Belleza Kedaton General Hospital (RSU) in Bandar Lampung City. on February 15 to March 17, 2025. Data collection was carried out through in-depth interviews, observations, and document reviews. The instruments used in this study were interview guidelines, questionnaires, and checklists. This study also conducted validity tests, univariate, biavariate, and multivariate analysis.

RESULTS AND DISCUSSION

Analyzing the respondents' responses to the Responsiveness variable, the question regarding timely doctor visits in the inpatient ward of Belleza Hospital was the one with the highest number of very poor responses, with 7 respondents. According to the researchers, delays in doctor visits can be caused by several crucial factors, such as excessive doctor workloads, a surge in patient numbers during certain clinic schedules, and an ineffective scheduling system. Another contributing factor is the complex working conditions of doctors, such as dual workloads in hospitals and independent practices, which can contribute to delays. Therefore, evaluating and improving the healthcare system is crucial to increase efficiency and quality of service, thereby significantly improving patient satisfaction. To achieve this, other healthcare workers can play an active role by reminding doctors about scheduled visits and conducting a comprehensive evaluation of the clinic system at Belleza Hospital, Kedaton, to identify areas for improvement and optimize the service process.

In contrast, the punctuality of doctor visits received the highest number of very poor responses. Question number 1, regarding the responsiveness of nurses in the inpatient ward at Belleza Kedaton Hospital to patient complaints, received the highest number of very positive responses, with 40 respondents. According to researchers, the adequacy of the number of nursing human resources (HR) at Belleza Hospital is one factor influencing nurses' responsiveness in handling patient complaints. With an adequate number of nurses, the nurses' workload can be distributed evenly, allowing them to provide more focused and responsive attention to patient needs. This ultimately improves the quality of care and patient satisfaction. Therefore, an adequate number of nursing human resources is a crucial aspect in improving nurse performance and the quality of care at the hospital.

Responsiveness is a crucial aspect of healthcare services that can influence BPJS patient satisfaction at Belleza Hospital. Responsiveness encompasses the ability of healthcare workers to respond quickly and appropriately to patient needs, as well as a willingness to help and provide excellent service. By demonstrating good responsiveness, patients can feel more satisfied and confident that their needs are prioritized. Good responsiveness can also increase patient trust in hospitals and healthcare providers, resulting in greater patient comfort and satisfaction with the services provided. Therefore, responsiveness is a crucial component in improving BPJS patient satisfaction.

Based on the research results,it was found that of the 79 respondents, 2 (2.5%) rated the Responsiveness variable as very poor, 4 (5.1%) stated that it was poor, 56 (70.9%) rated it as good, and 17 (21.5%) stated that it was very good.

Judging from the respondents' answers regarding the responsiveness factor, question 3, concerning timely doctor visits in the inpatient wards of Belleza Hospital, is a factor that requires further attention. This is because 17 respondents (21.5%) considered the inpatient doctor's visit time at Belleza Hospital to be inadequate.

Doctor visit time is a crucial aspect of healthcare services that can influence patient satisfaction and treatment outcomes. Research by Dugdale et al. (2018) shows that longer doctor visit times can increase patient satisfaction and improve treatment outcomes. This is because longer doctor visits allow doctors to provide more comprehensive information, answer patient questions, and

build better relationships with patients. Therefore, paying attention to doctor visit times is crucial in efforts to improve the quality of healthcare services and increase patient satisfaction. This way, hospitals and doctors can improve the quality of healthcare services and provide a better patient experience.

The study revealed that of the 79 respondents, two (2.5%) rated patient satisfaction as very dissatisfied, five (6.3%) as dissatisfied, 37 (46.8%) rated patient satisfaction as somewhat satisfied, and 35 (44.3%) as very satisfied.

According to Sabarguna, several aspects influence patient satisfaction, including: Comfort, including the location of the healthcare facility, cleanliness, comfort of the room, the food consumed, and the equipment available in the room. Aspects of the patient's relationship with hospital staff, including the friendliness of staff, especially nurses, information provided by staff, communication, responsiveness, support, and efficiency in serving patients. Aspects of competence, including courage to act, experience, degrees, and reputation. Aspects of cost, including the affordability of services for patients, and the availability of concessions.

Patient satisfaction is an important indicator in evaluating the quality of healthcare services. According to the theory proposed by Donabedian (1988) and further developed by other researchers, patient satisfaction is influenced by three aspects: the structure, process, and outcomes of healthcare services. Research by Doyle et al. (2019) shows that patient satisfaction is related to effective communication between patients and healthcare providers, as well as the quality of care provided. Therefore, improving patient satisfaction requires attention to these aspects to improve the quality of healthcare services.

CONCLUSIONS

Based on the research results: There is a relationship between Reliability and patient satisfaction in the inpatient ward of Belleza Kedaton Hospital, Bandar Lampung City. There is a relationship between Responsiveness and patient satisfaction in the inpatient ward of Belleza Kedaton Hospital, Bandar Lampung City. There is a relationship between Tangible Evidence and patient satisfaction in the inpatient ward of Belleza Kedaton Hospital, Bandar Lampung City. There is a relationship between Empathy and patient satisfaction in the inpatient ward of Belleza Kedaton Hospital, Bandar Lampung City. There is a relationship between Assurance and patient satisfaction in the inpatient ward of Belleza Kedaton Hospital, Bandar Lampung City. The most influential factor in patient satisfaction in the inpatient ward is Reliability at Belleza Kedaton Hospital, Bandar Lampung City.

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