

QUALITY OF HEALTH SERVICES AND OUTPATIENT SATISFACTION IN PUBLIC HEALTH CENTER

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<i>Article Info</i>	<i>Abstract</i>
DOI : https://doi.org/10.26751/ijp.v9i1.2515	<p><i>Services in the health sector have a vital role and have profound impacts. Patient satisfaction is an evaluation or assessment after using a service that the service that has been chosen has at least met or exceeded expectations. The quality of health services is receiving more attention, especially the public stigma towards health services for patients using BPJS, which is different from independent patient services. Patient satisfaction is also essential to assessing the quality of the service. This research aims to analyze the relationship between the quality of health services and the satisfaction of outpatient BPJS patients at the Pecangaan Jepara Community Health Center. This type of research is quantitative research with a sectional study approach. The independent variable in this study is the quality of health services, and the dependent variable is patient satisfaction. Location at Pecangaan Jepara Health Center. The sample in this study consisted of 100 respondents using the accidental sampling technique. The instrument used in this research uses the theory of Parasuraman, Berry, and Zeithaml. Statistical tests using tests chi-square with a significance level of 5% (0.05). There is a significant relationship between the Reliability variable and the level of satisfaction of outpatient BPJS patients in the work area of the Pecangaan District Health Center. Jepara, where the p-value = 0.000 and the a value 0.05 (0.000 < 0.05). Service quality is related to the level of satisfaction of outpatient BPJS patients at the Pecangaan Jepara Community Health Center. It is hoped that health service users will maintain the health centre environment as clean and orderly as well as expedite health service activities.</i></p>
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I. INTRODUCTION

Service quality is a dynamic condition related to products, services, people, processes, and environments that meet or exceed expectations. Service quality is the best service a person, group, or institution provides customer satisfaction (Rizal et al., 2021). Customer satisfaction is an essential basis for measuring service quality. The level of patient satisfaction is very dependent on service delivery performance. If performance is below expectations, customers will be disappointed. If performance exceeds

expectations, customers will be delighted. (Tonis & Wiranata, 2020).

The phenomenon regarding the quality of health services is currently receiving more attention, especially the public stigma towards BPJS patient health services, which is different from independent patient services; patient satisfaction is also an essential aspect for assessing the quality of whether the service deserves to be said to be good or not, especially in administrative procedures and communication services effective as well as providing less than optimal measures which

currently significantly contribute to health services, especially those who use BPJS, not only looking at the final results which provide healing, but they also assess the results seen and felt during the treatment process (Rizal et al., 2021).

Patient satisfaction is an evaluation or assessment after using a service that the service that has been chosen has at least met or exceeded expectations. Patient satisfaction is one factor closely related to the excellent and impaired quality of service. Knowing patient satisfaction is essential for a service agency, notably a health centre, as satisfied customers will use the service again. It is also possible to tell and invite others (Rizal et al., 2021). Customer satisfaction is an essential basis for measuring service quality. The level of patient satisfaction is very dependent on service delivery performance. If performance is below expectations, customers will be disappointed. If performance exceeds expectations, customers will be delighted. (Tonis & Wiranata, 2020).

Based on IKM and SPM data as well as initial data collection carried out at the Pecangaan Community Health Center for 20 respondents, 10 of whom were BPJS patients and ten independent patients, data was obtained that 3 BPJS patients were satisfied with the service at the Pecangaan Community Health Center. In contrast, 7 BPJS patients were unhappy with the Pecangaan Health Center service. Satisfaction measurements were also carried out for independent outpatients, and the results showed that four patients were satisfied and six patients were dissatisfied with the services at the Pecangaan Jepara Health Center.

The tangible dimension is the reliable appearance and capability of physical facilities and infrastructure. Tangibles include the comfort of inpatient rooms, environmental cleanliness, medical personnel's appearance, and service facilities' completeness (Ayuningrum et al., 2018). Improvements in physical elements can increase patient satisfaction. Otherwise, a decrease in physical condition will also cause a reduction in patient satisfaction.

Based on this data collection, several things could be improved regarding dissatisfaction from BPJS and Mandiri patients. These problems concern community health centre officers who could be more friendly. These service hours are not on time; for example, service hours should open at 08.00, but sometimes they only open at 08.30, fees that are not appropriate and not notified from the start so that it is quite burdensome for the patient, examinations that do not meet the patient's expectations, for example, incomplete laboratory examinations, complicated registration so that the elderly are sometimes confused about registering at the health centre.

The effectiveness and efficiency of the service will be compromised if a consumer is not satisfied. For public services in particular, this is crucial (Puskesmas). Community Health Centers (Puskesmas), as the suppliers of health services, are under constant pressure to consistently enhance the quality of their services due to intense competition and more discerning and aware users. It is necessary to ascertain whether the services thus far rendered to patients or consumers have fulfilled their expectations before improving the quality of care. (Wiranata & Tonis, 2020).

Patient's expectations of quality health service include good physical facilities and infrastructure, the ability to provide health services, not discriminating, speed in providing services, guarantees, certainty, and Empathy to patients to create patient satisfaction. In contrast, patients need more speed in providing services, friendly service staff, Empathy, and inappropriate cost guarantees (Tonis & Wiranata, 2020).

As the background information above suggests, researchers are eager to do out study. This section discusses the impact of direct evidence, or testing using Servqual's five-dimensional methodologies. Dimensions of the method In particular, the physical evidence dimension of health workers to improve health service satisfaction aims to determine the relationship between service quality and BPJS patient satisfaction by prioritizing speed, responsiveness to complaints and questions, and does not

differentiate treatment of outpatients at the Pecangaan Jepara Health Center. Servqual, which is, Tangible (physical evidence), Reliability (Reliability), Responsiveness (Responsiveness), Assurance (Guarantee), and Empathy (Empathy), where the direct impact on science adds much insight into new findings and increases commitment to service to the community. This study aims to analyze the relationship between the quality of health services and the satisfaction of outpatient BPJS patients at the Pecangaan Community Health Center.

II. RESEARCH METHODS

This research type is quantitative research with a *cross-sectional* study approach to determine the relationship between the independent variable (X) and the dependent variable (Y). The independent variable (X) in this study is the quality of health services, while the dependent variable (Y) is the satisfaction of outpatient BPJS patients. Cross-sectional research uses an observational data collection or technique to study the correlation dynamics between risk factors and consequences. In cross-sectional research, subject variables are measured at the time of the study and observations are made just once (Notoatmodjo, 2010).

The measuring instrument questionnaire is a Likert scale that is used to assess attitudes, views, and perceptions of a group of individuals regarding social phenomena. It makes use of the theory of Parasuraman, Berry, and Zeithaml on service quality utilizing the Scoring Technique utilized in this research. This study uses Techniques of Accidental Sampling, a non-probability sampling methodology. This method uses respondents who are willing to participate in a sample determination process and who just so happen to be present or found at the Pecangaan Jepara Community Health Center. Between June and December of 2022, 134 individuals in the population and 100 responders in the sample participated in the study. The chi-square test was used to analyze the study data.

III. RESULTS AND DISCUSSION

Respondent Characteristics

Table 1. Characteristics of respondents (n=100)

Gender		
	f	%
Man	14	14.0
Woman	86	86.0
Total	100	100.0
Age		
16-20	3	3.0
21-30	36	36.0
31-40	32	32.0
41-50	22	22.0
51-60	5	5.0
61-70	2	2.0
Total	100	100.0
Work		
Housewife	42	42.0
Self-employed	30	30.0
Laborer	10	10.0
Farmer	3	3.0
Trader	3	3.0
Pins	4	4.0
Teacher	3	3.0
Other Other	5	5.0
Total	100	100.0

Source: Primary Data 2022

Based on the table above, it can be seen that 86% are female. Thus, most of the respondents in this study were women. Judging from the age table above, it can be stated that the number of respondents aged 21-30 was 36 people or around 36%. Based on the table above, the employment data shows that most people are housewives, namely 42 people, or 42%.

Description *Tangible* (X1), *Reliability* (X2), *Responsiveness* (X3), *Assurance* (X4), *Empathy* (X5) and *Satisfaction* (Y)

Table 2. Description of physical evidence, Reliability, Responsiveness, guarantee, Empathy, and satisfaction (n=100)

<i>Tangible</i>		
	f	%
Less Good	8	8.0
Pretty good	66	66.0
Good	26	26.0
Total	100	100.0
<i>Reliability</i>		
	Frequency	Per cent
Less Good	6	6.0
Pretty good	64	64.0

	Frequency	Per cent
Good	30	30.0
Total	100	100.0
Responsiveness		
	Frequency	Per cent
Less Good	9	9.0
Pretty good	59	59.0
Good	32	32.0
Total	100	100.0
Assurance		
	Frequency	Per cent
Less Good	10	10.0
Pretty good	63	63.0
Good	27	27.0
Total	100	100.0
Empathy		
	Frequency	Per cent
Less Good	9	9.0
Pretty good	61	61.0
Good	30	30.0
Total	100	100.0
Satisfaction		
	Frequency	Per cent
Less satisfied	11	11.0
Quite Satisfied	65	65.0
What?	24	24.0

	Total	Value
Total	100	100.0

Source: Primary Data 2022

Based on the table above, the respondents who stated that the quality of service was quite good were 66 people (66%). At the same time, the variable *Reliability* results were obtained quite well, with as many as 64 people or 64%. The results regarding dimensional data *responsiveness* were quite good for 59 people (59%). There are dimensions of *Assurance*. The results obtained were quite good for 63 people (63%). On dimensions, *Empathy* also obtained quite good results, with 61 people (61%), and in the satisfaction dimension, it can be seen that 65 people (65%) stated that the quality of service was entirely satisfactory.

Variable Relationships *Tangible (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), Empathy (X5)* with Patient Satisfaction (Y)

Table 3. Relationship between physical evidence, Reliability, Responsiveness, Assurance, Empathy, and patient satisfaction

	Satisfaction			Total	Value
<i>Tangible</i>	Less satisfied	Quite Satisfied	What?		
Less Good	5	3	0	8	0.000
Pretty good	6	49	11	66	
Good	0	13	13	26	
Total	11	65	24	100	
	Satisfaction			Total	Value
<i>Reliability</i>	Less satisfied	Quite Satisfied	What?		
Less Good	4	2	0	6	0.000
Pretty good	7	46	11	64	
Good	0	17	13	30	
Total	11	65	24	100	
	Satisfaction			Total	Value
<i>Responsiveness</i>	Less satisfied	Quite Satisfied	What?		
Less Good	4	5	0	9	0.001
Pretty good	7	41	11	59	
Good	0	19	13	32	
Total	11	65	24	100	
	Satisfaction			Total	Value
<i>Assurance</i>	Less satisfied	Quite Satisfied	What?		
Less Good	6	4	0	10	0.000
Pretty good	5	45	13	63	
Good	0	16	11	27	
Total	11	65	24	100	

<i>Empathy</i>	Satisfaction			Total	Value
	Less satisfied	Quite Satisfied	What?		
Less Good	5	4	0	9	0.000
Pretty good	6	43	12	61	
Good	0	18	12	30	
Total	11	65	24	100	

Source: Primary Data 2022

Table shows a statistically significant relationship between physical evidence, Reliability, Responsiveness, Assurance, and Empathy with patient satisfaction, with a value of $p=0.000$ ($p<0.05$) for each variable.

1. *Tangible (X1)*

This dimension can be seen based on Direct Evidence indicators such as the facilities and environment of the Pecangaan Community Health Center relating to the physical things at the Pecangaan Community Health Center, such as the comfort and cleanliness of the waiting room, the appearance or neatness of health workers in providing services and ease of access to health services. Based on the research results, the quality of service at the Pecangaan Community Health Center is based on the Tangible/Direct Evidence dimension (*Tangible*). It has been implemented well, where the health centre environment is clean and comfortable and can support the implementation service health and ease of providing health services, can be seen from the results of distributing questionnaires which were filled in directly by respondents eight people (8%) in the poor category, 66 people (66%) answered quite well, and 26 people answered well. (26%). In general, someone will initially initially perceive a potential place based on their physical condition. With clean, neat, and orderly conditions, people will suspect that the hospital will perform its functions well. In this study, physical evidence is one indicator of service quality that influences patient satisfaction. (Concerned Ethics, 2022).

2. *Reliability (X2)*

The quality of service at the Pecangaan Community Health Center is based on the

Reliability dimension (*Reliability*) has been implemented quite well in that health workers have provided health services that are in line with community expectations, which can be seen from the results of distributing questionnaires which were filled in directly by respondents in the not good category as many as six people (6%), who answered quite well as many as 64 people (64%), and 30 people (30%) answered well. According to research by Rizal, Marwati, and Solikhah (2021), Reliability positively and significantly affects customer satisfaction. Reliability is essential for all service providers. Still, it substantially impacts service healthcare, where health workers' clinical skills and competencies are critical to providing effective and trustworthy care to patients.

3. *Responsiveness (X3)*

The quality of service at the Pecangaan Community Health Center is based on the dimension of Responsiveness (*Responsiveness*) has been implemented well in that health workers have provided health services that are in line with community expectations, which can be seen from the results of distributing questionnaires filled in directly by respondents in the poor service category, nine people (9%), 59 people answered quite well. (59%), Moreover, 32 people (32%) responded well. According to the respondents' assessment, the officers working at the Pecangaan Community Health Center understand, recognize, and are skilled in providing services so that they can respond quickly.

When officers find patients needing immediate help, they will respond quickly and quickly to patient complaints. The speed with which officers provide services based on the order of registration numbers and without discriminating between patients causes the

services provided to be faster. In line with research by Rizal, Marwati, Solikhah (2021) shows that Responsiveness has a positive and significant effect on patient satisfaction, where Responsiveness has the highest value, with a particular focus on health worker communication that is always appropriate when handling patient needs and complaints.

4. Assurance (X4)

The quality of service at the Pecangaan Community Health Center is based on the assurance/confidence dimension (*Assurance/guarantee*) has been implemented well in that health workers have provided health services that are in line with community expectations, which can be seen from the results of distributing questionnaires filled in directly by respondents in the not good category as many as ten people (10%), who answered quite well as many as 63 people (63%), and 27 people (27%) answered well. Results. This is in line with research by Rizal et al. (2021), which shows that the guarantee dimension (*Assurance*) significantly affects patient satisfaction; the better and easier the guarantee service, the more satisfied the patient's service is.

5. Empathy (X5)

The quality of service at the Pecangaan Community Health Center is based on the Empathy dimension (*Empathy*) has been implemented well in that health workers have provided health services that are in line with community expectations and created harmony between patients and health workers and ease of delivering health services, can be seen from the results of the distribution of questionnaires filled in directly by respondents with nine poor categories. People (9%) who answered quite well were 61 people (61%), and those who responded well were 30 people (30%). According to research conducted by Kosnan (2020), Empathy has a positive and significant effect on patient satisfaction. This dimension is reflected in how the hospital convinces its customers that they are unique and memorable by giving personal attention to their needs and complaints. Patients generally want to be

treated with care and attention; hospitals can increase their trust by providing this.

6. Satisfaction

The level of patient satisfaction with the quality of service at the Puskesmas Pecangaan Based on five dimensions of health service quality, namely *Tangible* (Physical Evidence), *Reliability* (Reliability), *Responsiveness* (Responsiveness), *Assurance* (guarantee) and *Empathy* (Empathy), out of 100 respondents stated that they were pretty satisfied with the services provided by health workers at the Pecangaan Community Health Center, which can be seen from the results of the distribution of questionnaires filled in directly by respondents with 11 people (11%) in the less satisfied category, 65 of whom answered quite happy. People (65%) and 24 (24%) responded that they were satisfied. Patient satisfaction is essential in evaluating service quality by measuring the extent of the patient's response after receiving Puskesmas services. Good service quality will create patient satisfaction, which has a strong positive relationship with interest in repeat visits to the Community Health Center. Fatima, Malik & Shabbir Study (2018)

Relationship between Service Quality and Patient Satisfaction Level

There is a significant relationship between the variables *Tangible* (physical evidence) and the level of satisfaction of outpatient BPJS patients in the work area of Pecangaan District Health Center. Jepara, where the p-value = 0.000 and the α value 0.05 ($0.000 < 0.05$). The partial correlation value in this study was 0.489, meaning the significance level was quite strong. This is consistent with research (F. Malahayati, 2020) that examined the relationship between inpatients' satisfaction with BPJS at RSUD Madani, Medan City, and the quality of health services provided. The study found that there is a relationship between the two, with a value of ($p = 0.0001$) indicating that inpatients' satisfaction with BPJS. According to research (Tambunan, 2021), there is a significant correlation ($p = 0.023$) between the physical evidence variables and the degree of

satisfaction of outpatient patients in the Aek Batu Community Health Center's work area in South Labuhanbatu Regency. Because there is a correlation between the level of satisfaction among outpatients and the quality of care as determined by physical evidence variables, H_a is accepted and H_o is denied.

There is a significant relationship between the variables *Reliability* on, Reliability, and satisfaction of outpatient BPJS patients in the work area of the Pecangaan District Health Center, Jepara, where the p -value = 0.000 and the α value 0.05 ($0.000 < 0.05$). The partial correlation value in this study was 0.437, meaning the significance level was quite strong. This study is consistent with that of (Ilahi, 2019), who found a strong correlation between patient satisfaction and the dependability dimension. Nagrak Sukabumi at the health center got a p -value of 0.002. Research (Tambunan, 2021) provides additional evidence for this study, indicating a significant correlation ($p = 0.001$) between the reliability variable and the degree of outpatient satisfaction in the Aek Batu Community Health Center's operational area in South Labuhanbatu Regency. Because there is a correlation between outpatient satisfaction in the Pecangaan Community Health Center's working environment and service quality as measured by the Reliability variable, H_a is thus accepted and H_o is rejected.

There is a significant relationship between the variables of *Responsiveness* (Responsiveness) and the level of satisfaction of outpatient BPJS patients in the work area of the Pecangaan District Health Center, Jepara, where the p -value = 0.001 and the α value 0.05 ($0.001 < 0.05$). The partial correlation value in this study was 0.406, meaning the significance level was quite strong. That matter is supported by research conducted by (Ilahi, 2019), which states that there is a significant relationship between patient satisfaction with BPJS and non-BPJS users on the dimensions of Responsiveness at the health centre Nagrak Sukabumi with p -value = 0.004. Tambunan's (2021) research provides additional support for this study, as it demonstrates a significant correlation ($p <$

0.000) between the responsiveness variable and the satisfaction level of outpatient patients in the Aek Batu Community Health Center's work area in South Labuhanbatu Regency. Because there is a correlation between the level of satisfaction of outpatients in the Pecangaan Community Health Center operating area and service quality as measured by the responsiveness variable, H_a is thus accepted whereas H_o is denied.

There is a significant relationship between the variables of *Assurance* (guarantee) and the level of satisfaction of outpatient BPJS patients in the Pecangaan District Health Center's work area, Jepara, where the p -value = 0.000 and the α value 0.05 ($0.000 < 0.05$). The partial correlation value in this study was 0.439, meaning the significance level was quite strong. This research aligns with research (Sulistyo, 2016), where there is a relationship between the quality of health services and the level of satisfaction of BPJS patients at the Delanggu Community Health Center, Klaten Regency, where $\rho = 0.002$. This research is supported by research conducted (Tambunan, 2021), which states that there is a significant relationship between insurance variables and the level of outpatient satisfaction in the work area of the Aek Batu Community Health Center, South Labuhanbatu Regency, where the value $p = 0.000$. Thus, H_a is accepted, and H_o is rejected because there is a relationship between the quality of service through the assurance variable and the level of satisfaction of outpatients in the Pecangaan Community Health Center working area.

Based on the test results *chi-square*, there is a significant relationship between the variables *Empathy* (Empathy) and the level of satisfaction of outpatient BPJS patients in the work area of the Pecangaan District Health Center, Jepara, where the p -value = 0.000 and the α value 0.05 ($0.000 < 0.05$). The partial correlation value in this study was 0.420, meaning the significance level was quite strong. This research aligns with (Ilahi, 2019) that there is a significant relationship between patient satisfaction with BPJS and non-BPJS users on the empathy dimension. At the health

centre Nagrak Sukabumi with p -value = 0.000. Tambunan's (2021) research provides support for this study. It indicates a significant correlation between the empathy variable and the satisfaction level of outpatient patients in the Aek Batu Community Health Center's work area in South Labuhanbatu Regency, with a p -value of 0.000. Because there is a correlation between the level of satisfaction of outpatients in the Pecangaan Community Health Center operating area and service quality as measured by the Emphaty variable, H_a is thus approved while H_o is denied.

In this instance, the significance of tangible proof in service quality is discussed and how it affects patient satisfaction, reliability, and quality service dimensions. The test results demonstrate that Puskesmas patient happiness is positively and significantly impacted by service quality dependability; the greater the reliability dimension offered, the better the patient satisfaction. In order to satisfy patients, this aspect of reliability is crucial. According to Dewi et al. (2021) the primary factor impacting customer satisfaction is likewise the reliability dimensions. The results of this study support other studies' findings that physical evidence affects patient satisfaction (Kosnan, 2020). Patient satisfaction is positively and significantly impacted by reliability. Dimensions of the drug information service's quality Patient satisfaction is greatly impacted by reliability (Arditama & Lestari, 2020).

The study's findings demonstrate that Puskesmas patient satisfaction is positively and strongly impacted by the reliability factor. The more important the reliability offered and the higher the level of patient satisfaction, the higher the dimensions. In order to achieve patient pleasure, this aspect of reliability is essential. Reliability is the lowest dimension that affects patient happiness. Prior studies have demonstrated the impact of responsiveness on patient satisfaction. Yasmin, Princess (2023).

According to Putri Yasmin (2023), responsiveness and empathy have a favorable impact and are important for patient satisfaction. Patient satisfaction is significantly impacted by the quality-

dimensional medication information services responsiveness; responsiveness has the least amount of an impact (Engkus, 2019b). Fourth, how patient happiness is affected by aspects of quality service assurance. The test results demonstrate that patient satisfaction at the Banja Loweh Community Health Center in Limapuluh Kota Regency is positively and significantly impacted by the dimensions of service quality assurance. It results in increased patient satisfaction and improved assurance. Comfort and safety of patients receiving care at the Community Health Center are determined by guarantees.

The results of this study, which indicate that promises affect patient satisfaction, are supported by earlier studies. (2020, Nurmiwiyati). The availability of medications has a big impact on how satisfied outpatients are. (2020, Nurmiwiyati). Fifth, how patient happiness is impacted by the empathy component of service excellence. The test results demonstrate that patient satisfaction at the Pecangaan Community Health Center is positively and significantly impacted by the aspects of service quality empathy. This implies that the management health center's customer happiness will increase with the amount of empathy it offers.

People who are unwell or receiving treatment want empathy, therefore if it is given inappropriately, the patient won't use the health center's services or refer others to them. Previous research has demonstrated that physical evidence affects patient satisfaction, which is consistent with the study's findings (Rosalia & Retired, 2018). (Site & Ali, 2019) Empathy is the aspect of service excellence that has the biggest impact on patient happiness. Patient satisfaction is significantly influenced by the patient empathy dimension (Mayefis et al., 2015; Shabbir et al., 2016). Mayefis & associates, 2015 Dimensions of the drug information service's quality Patient satisfaction is greatly impacted by empathy. The assurance dimension is the aspect of service quality that has the biggest influence on patient satisfaction.

The empathy factor is frequently viewed by nurses as less significant (Engkus, 2019b; Kosnan, 2020). For patients from particular

groups, nonetheless, this component is crucial (middle to upper class). They believe that in front of a large audience, their ego, status, and reputation are upheld or consistently enhanced.

IV. CONCLUSION

Based on the research results, physical evidence, Reliability, Responsiveness, Assurance, and Empathy are related to patient satisfaction. The quality of service at the Pecangaan Health Centre needs to be maintained and continuously improved in terms of physical facilities, completeness of medical equipment, and the friendliness and skills of the staff must be improved for patient comfort. BPJS Patient Satisfaction at the Pecangaan Community Health Center, Jepara Regency, needs to be continuously improved. They recommend excellent BPJS user service at the Pecangaan Community Health Center.

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