

A review on patient satisfaction level on BPJS participants who come in outpatient room with SERVQUAL method, encourage medical education institution simulate empathy attitude in learning process

dr.Rospita A. Siregar, MH.Kes*, Merien Stephanie Siregar**

* Doctoral program of Law University of Borobudur, Jakarta - INDONESIA

**Medical student Universitas Kristen Indonesia, Jakarta - INDONESIA

ABSTRACT

Background: BPJS as a public legal entity which is directly responsible to the previous president named ASKES (Health Insurance). Law No. 24 in 2011 on the Social Security Administering Board stipulates that the National Social Security will be organized by BPJS, which consists of two main program; BPJS for Health and BPJS for Employment. Especially for the National Health Insurance (JKN) will be held by BPJS for Health which implementation begins January 1, 2014. BPJS performance and reputation is often a concern, patient dissatisfaction of the service in the facility became the biggest complaint in the community. By 2019 the number of participants BPJS Health is targeted to reach 99 percent of the total population of Indonesia or reach 254.8 million participants. Applying a sense of empathy in the learning process for prospective doctors, later on whether to increase the participation BPJS.

Methods: Quantitative research, with descriptive correlation design, using cross sectional approach using 60 BPJS participants who went to outpatient room in Private Hospital in East Jakarta area, based on the dimensions of Reliability, Assurance, responsiveness, and Empathy.

Results: Patient Satisfaction Level of BPJS on the quality of health service based on Empathy dimension is quite low, as much as (56,7%) dissatisfied with attitude of medic in giving service to patient BPJS, lack of attention of the medic to know requirement and to handle the complaint of BPJS patients, which distinguishes services to patients BPJS and non BPJS. The data were analyzed using chi-square test. The bivariate test showed that there was a significant relationship between patient satisfaction of BPJS user on the quality of health service with p value of 0.000 (p value less than 0.05) significant between patient satisfaction BPJS toward service quality dimension (tangible, assurance, responsiveness, empathy, and reliability).

Keywords: Patient satisfaction, quality of service, BPJS, SERVQUAL

contact: mapituki@yahoo.co.id

INTRODUCTION

One indicator of the success of health services that must be considered by the hospital is patients' satisfaction (MOH, 2010). Through the measurement of the level of satisfaction, it can be seen how far the dimensions of the quality of health services that have been held has met the expectations of patients. Patient satisfaction is the rate at which a person expresses the results of the comparison of the performance received with the expected. Patient

satisfaction will be achieved when balanced between effort and patient outcomes from health services, taking care of patients and their families, such as paying attention to complaints, physical environment conditions, and always responsive to meet patient needs.

According to Hartono (2010) patient satisfaction is a situation that patients feel after experiencing an action or outcome and meet expectations. Meanwhile, according to Pohan¹ patient satisfaction

is a level of patient feeling that arise as a result of health care performance obtained after the patient compares it with what is expected.

Law No. 36 of 2009 on health emphasizes the importance of efforts to improve the quality of health services. Quality is the extent to which health services are provided in accordance with standard operating procedures or medical fixed procedures (Gufran, 2007). Azrul² states that the quality of health services is the degree of fulfillment of the community or individual to health care in accordance with good professional standards with the utilization of resources reasonably, efficiently, effectively in limitations safely and satisfy customers in accordance with good norms and ethics.

According to Parasuraman, Zeithmal, Berry³ suggest that the concept of service quality related to patient satisfaction is determined by five elements known as quality of SERVQUAL service (tangible, assurance, responsiveness, empathy, reliability/reliability). Quality of health services shows the level of perfection of health services in causing a sense of satisfaction in each patient. The more perfect the satisfaction, the better the quality of health services (Moh, 2010).

After the implementation of the Social Security Administering Agency (BPJS) program in 2014 based on the Law of the Republic of Indonesia Number 24 in 2011 from the government, people can be easier using health services, ranging from people with low economic status to high-status society. BPJS Kesehatan (Public Health Insurance Implementing Board) is a Public Legal Entity that is directly responsible to the President and has the duty to organize National Health insurance for all Indonesian people, especially for civil servant, pensioner of civil servant and national army and national police of Indonesia, veterans, pioneers of Independence along with his family and other business entities or common people.

BPJS for health together with BPJS for employment (formerly Jamsostek) is a government program in National Health Insurance (JKN) unity which was inaugurated on December 31, 2013. For BPJS Health start operation since January 1, 2014. BPJS Health previously named Askes (Health Insurance) which is managed by *PT Askes Indonesia (Persero)*, but according to Law no. 24 in 2011 on BPJS, *PT. Askes Indonesia* changed to BPJS for Health since January

1 in 2014. The target members of BPJS in 2019 reached 99 percent of the total population of Indonesia or reached 254.8 million participants.

The result of research on "Patient Satisfaction Relationship of BPJS to Quality of Health Service in Polyclinic of Internal Medicine of RSU UKI" conducted in Polyclinic of RSU UKI from December 2017 to February 2018 is as much (56,7%) from 60 respondents feel dissatisfied with quality service of empathy dimension.

Empathy has many definitions depending on the context, when used in the general sense and outside of the medical profession. The empathy is the ability to understand the experiences of others, to communicate and confirm that understanding with others and then act in a useful way (Buckman, Tulskey, & Rodin, 2011). Regarding the use of empathy in health settings, the Society for General Internal Medicine defines empathy as "the right act of acknowledging the emotional state of others without experiencing the state itself.

According to Zoll and Enz (2012) empathy can be interpreted as the ability and the tendency of a person ("observer") to understand what other people ("target") think and feel in certain situations. According to the Center for Medical Humanities, Compassionate Care and Bioethics at Stoney Brook University in the United States-research shows that patients who feel treated well by doctors tend to feel more satisfied with their care. The fewer doctors who pour out the affections face less malpractice claims.

RESEARCH METHODOLOGY

The research method used in this study is quantitative, with descriptive correlation research design, using cross sectional approach. The researchers conducted sampling of a population using a questionnaire as a data collection tool.

Primary data collection related to the spread of questionnaires conducted by researchers at Poly Disease Inside RSU UKI. Against research data will use the applied statistical science tailored to the objectives to be analyzed. This research is an analytic research, so the analysis used inferential statistics (drawing conclusion) is statistics which is used to infer parameter (population) based on statistic (sample) or better known as generalization and

inferential process. Univariate analysis serves to summarize the measurement data collection in such a way that the data set is transformed into useful information and data processing only one variable only (sujarweni, 2014). Univariate analysis aims to explain or describe the characteristics of each research variable, which includes the calculation of mean and standard deviation of each variable (Notoatmodjo, 2010).

Analysis of two variables suspected of correlation or correlation (Notoatmodjo, 2005). This analysis is done to see there is correlation of independent variable that is health service quality at Poly Disease In RSU UKI with dependent variable of patient satisfaction level of BPJS. The analysis technique is done by using Chi Square Test, so if the value of P (p value) <0,05 means the result of statistical

calculation significant (significant) or show there is relationship between independent variable with dependent variable, and if p value > 0,05 the result of static calculation is not significant or there is no relation between independent variable with dependent variable .

RESULT

Result of Univariate Analysis

From Table 1 below, There are 26 people (43.3%) are satisfied with the quality of health services in the poly disease in RSU UKI and there are 34 people (56.7%) are not satisfied with the quality of health services in poly disease in RSU UKI

Table 1 Patient Satisfaction Level BPJS on health service quality based on Empathy dimension

| Patient Satisfaction Levels Dimension of Empathy | Frequency | % |
|---|------------------|--------------|
| satisfied | 26 | 43.3 |
| not satisfied | 34 | 56.7 |
| Total | 60 | 100.0 |

Results of Bivariate Analysis

Table 2 Relationship Level Satisfaction of BPJS patient on Quality of Health Service based on Empathy dimension

| QUALITY | Satisfaction | | | | amount | | Asymp. Sig. (2-sided) |
|----------------|---------------------|-------------|---------------------|-------------|---------------|--------------|------------------------------|
| | Satisfied | | Un satisfied | | n | % | |
| | N | % | N | % | | | |
| Less | 0 | 0.0 | 34 | 56.7 | 34 | 56.7 | 0.000 |
| Enough | 11 | 18.3 | 0 | 0.0 | 11 | 18.3 | |
| Good | 15 | 25.0 | 0 | 0.0 | 15 | 25.0 | |
| Total | 26 | 43.3 | 34 | 56.7 | 60 | 100.0 | |

Based on table 2 above, it can be seen that from 60 respondents 20 people feel dissatisfied with the quality of the less, 15 people are satisfied with enough quality, and 25 people feel satisfied with the good quality.

Based on the results of analysis using chi square test obtained p value of 0.000 (p value smaller than 0.05).

This means there is a relationship between the level of patient satisfaction BPJS on the quality of health services in the poly disease in RSU UKI based on the dimensions of empathy.

DISCUSSION

The level of patient satisfaction BPJS on the quality of health services dimension empathy is still low, the results obtained from the research most Most respondents 34 people (56.7%) are not satisfied with the quality of empathy services provided Hospital and as many as 26 people (43.3%) are satisfied with the quality of health services based on the empathy dimension.

CONCLUSION

Empowering skills module as an integrated module of communication science with other health sciences, application of module in medical education process, packaged in expert lecture and skill. Students are trained with trigger scenarios, then simulate by sharing roles among students achieving learning outcomes such as:

1. Be able to feel what is felt by the patient so that later become a sensitive doctor
2. Able to express empathy through verbal and non verbal channels such as: Active involvement through appropriate facial expressions and movements, concentrated concentration, including eye contact, an attentive posture, physical closeness, touch (proper caress)
3. Able to control the intonation, volume, rhythm and speed of sound that describes the natural feelings
4. Reflecting back to the patient, the feeling (and intensity) that the doctor is experiencing (sad, happy, angry, frustrated, frustrated and so on)
5. Conduct self-disclosure related to the person's events and feelings to communicate the understanding and understanding of what is being experienced by the person. Example: I can feel your sadness

SUGGESTION

The value of patient satisfaction will be high if the doctor in doing services by implementing professionalism where the greatest point is the doctor has empathy, reflected in communicate able to reflect behind the feeling of the patient, so as to create a sense of flavor, focus on emotions and cognition, because Empathy is the basic skills of hanging out, an empathic person will be better able to capture

hidden social signals that indicate what is needed or desired by others. Empathy also means reacting to the feelings of others with the same emotional response to the response of others

REFERENCE

1. Pohan, Imballo. 2006. Jaminan Mutu Layanan Kesehatan :Dasar-dasar Pengertian dan Penerapan. Jakarta : EGC,
2. Azwar, Azrul. 2000. Menjaga Mutu Pelayanan Kesehatan. Jakarta: SinarHarapan.
3. Zeithaml A, Valerie A, Parasuraman, Leonard LB. 1990. Delivering Quality Service Balancing Customer Perceptions and Expectations. New York, The Free Press. Diakses 10 November 2017, dari <http://dinkes.jogjaprovo.go.id/layanan-pengaduan-masyarakat>.
4. BPJS Kesehatan, 2014. PanduanPraktisPelayananKesehatan. Jakarta
5. KementerianKesehatanRepublik Indonesia, (2013).BukuSaku FAQ (Frequently Asked Questions) BPJS Kesehatan; Jakarta.
6. Calisir, F., C.A Gumussory, A.E. 2012. Bayraktaroglu and B. Kaya. Effects of Service Quality Dimensions on Customer Satisfaction and Return Intention in Different Hospital Types. Proceedings of the 2012 International Conference on Industrial Engineering and Operations Management,
7. Wijono. 2008. ManajemenMutuRumahSakitdanKepuasanPasien. Surabaya: CV Duta Prima Airlangga.