



Relationship Between Service Quality And BPJS Patient Satisfaction Level At The Semuli Raya Inpatient Health Center In North Lampung

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ABSTRACT

The quality of healthcare services provided by a hospital can be assessed based on the level of patient satisfaction with the service. The purpose of this study is to determine the relationship between nursing service quality and BPJS patient satisfaction at the Semuli Raya Inpatient Health Center in North Lampung in 2025. This study used a cross-sectional design. The subjects/population were all patients seeking treatment at the Semuli Raya Community Health Center is 50 patients. This study conducted at the Semuli Raya Inpatient Health Center in North Lampung in January 2026. The total population was used as the sample, resulting in a total of 50 respondents. Data analysis used a chi-square test, and statistical software was used to process the data.

The data analysis revealed that the majority of respondents (85.3%) had a positive perception of service quality and were satisfied with the service. The α value was 0.014 (α value <0.05), indicating a significant relationship between service quality and BPJS patient satisfaction at the Semuli Raya Inpatient Community Health Center in North Lampung in 2025.

Introduction

The quality of healthcare services provided by a hospital can be assessed based on the level of patient satisfaction with the service they receive. Patient satisfaction (whether satisfied or dissatisfied) remains a key focus for all levels of healthcare management in Indonesia (Prajitno, 2021). Patients experiencing dissatisfaction upon first arrival at the hospital include the initial care received, the attitude of nurses and doctors in treating patients, the availability of facilities and

infrastructure, the availability of medications, and hospital cleanliness (Ariga, 2020). Patients also frequently complain about the unsatisfactory quality of hospital services, not only related to the hospital's equipment, the physical facilities of the hospital building, and the availability of specialist doctors, but also to the communication between hospital staff and patients, which contributes to a patient's sense of comfort and quality of care (Jalilah & Prapitasari, 2020).

The quality of services at community health centers (Puskesmas) is still suboptimal, as measured by speed and punctuality, a shortage of healthcare workers, both doctors and nurses, and a lack of work experience. Users of these services perceive services that do not meet community expectations, leading to dissatisfaction. Dissatisfaction with healthcare services stems from service quality, fair service delivery, and the responsiveness of staff. Good healthcare facilities will increase repeat visits to the Puskesmas (Kandou, 2016). The lack of supporting medical facilities and infrastructure is another factor affecting the quality of healthcare services. Another factor is the limited number of nursing staff, which can hinder the quality of nursing services (Prasastin & Rahmah, 2025).

Unsatisfactory service results in negative public perceptions of service quality. Public assessment of the quality of nursing services is based on meeting community needs, which is perceived as high-quality nursing care. Satisfaction with services arises when services are of high quality, defined in terms of the environment, facilities, medical services, and nursing services. Anticipation to increase public satisfaction is to improve service quality in terms of facilities and infrastructure, healthcare services, costs, time efficiency, and service safety (Prajitno, 2021).

Research conducted by Fernandes & Nurvita (2022), entitled "The Relationship between Healthcare Service Quality and Patient Satisfaction Levels at Lospalos City Hospital in 2022," found a relationship between service quality and patient satisfaction. The novelty in this study that differentiates it from previous studies is the focus on BPJS patient satisfaction with Community Health Center services. Based on secondary data, the average number of BPJS patient visits is 50 per

day. This data is constant, indicating a tendency to utilize BPJS facilities at the Semuli Raya Community Health Center. Based on data from BPJS patient complaints through the suggestion box at the Semuli Raya Inpatient Community Health Center, it shows that there are several issues of dissatisfaction from patients regarding the services provided by the community health center, such as unfriendly staff, uncomfortable waiting rooms, long queues for general polyclinic patients, both in terms of examinations and drug intake, as well as the punctuality of opening and closing times for services. This issue was raised not to find fault, but to find the best solution for improving services in the future. Therefore, the researcher is interested in taking the title of the relationship between service quality and the level of BPJS patient satisfaction at the Semuli Raya Inpatient Community Health Center, North Lampung in 2025.

Method

This study used a cross-sectional design. The subjects/population were all patients seeking treatment at the Semuli Raya Community Health Center (Puskesmas Rawat Semuli Raya, 50 visits per day). This study conducted at the Semuli Raya Inpatient Health Center in North Lampung in January 2026. The total population was used as the sample, resulting in a total of 50 respondents. Data analysis used a chi-square test, and statistical software was used to process the data. with a significance level of 95% using the SPSS statistical application.

Based on data analysis, it was found that the majority of respondents (34 respondents) had a positive perception of satisfaction with the quality of service at the Semuli Raya Community Health Center (68%).

Results and Discussion

Univariate Analysis Frequency Distribution Table of Service Quality at Semuli Raya Community Health Center, North Lampung

Service Quality	n	%
Good	37	74.0
Less good	13	26.0
Total	50	100.0

Based on the table above, the data shows that the majority of respondents (37 respondents) have a positive perception of the quality of service at the Semuli Raya Community Health Center (Puskesmas), with 74% of the respondents having a positive perception

Table: Frequency Distribution of BPJS Patient Satisfaction at the Semuli Raya Community Health Center, North Lampung

Satisfaction	n	%
satisfied	34	68.0
Not satisfied	16	32.0
Total	50	100.0

Based on table 4.2, data shows that the majority of respondents have a good perception of satisfaction with the quality of service at the Semuli Raya Health Center, namely 34 respondents (68%).

Bivariate Analysis

Table of the Relationship between Service Quality and BPJS Patient Satisfaction Levels at the Semuli Raya Inpatient Community Health Center, North Lampung, in 2025.

Satisfaction Levels	Service Quality				Total		p value	Odd ratio
	Good		Less					
	N	%	N	%	N	%		
satisfied	29	85.3	5	14.7	34	100	0,014	5.800
Not satisfied	8	50.	8	50.	16	100		
Total	37	74	13	26.	50	100		

Based on the table, it can be seen that most of the respondents have a good perception of service quality and are satisfied with the service, namely 29 respondents (85.3%). p value of 0.014 p value <0.05 is obtained, so it can be stated that there is a significant relationship between service quality and BPJS patient satisfaction at the Semuli Raya Inpatient Health Center, North Lampung in 2025. The Odd Ratio value is 5.800, which means that respondents who have a good perception of the health center service have a 5.800 times greater chance of being satisfied compared to respondents who have a less good perception of the health center service.

Discussion

Based on data analysis, it can be seen that the majority of respondents (29 respondents, 85.3%) had a positive perception of service quality and were satisfied with the service. A p-value of 0.014 (p-value <0.05) indicates a significant relationship between service quality and BPJS patient satisfaction at the Semuli Raya Inpatient Community Health Center in North Lampung in 2025. The odds ratio was 5.800, indicating that respondents with a positive perception of the Community Health Center's services were 5.800 times more likely to be satisfied than those with a negative perception.

Researchers assume that service quality can be measured by comparing the customer's perception of expected service with the service received and perceived service. Quality is highly subjective, depending on the perception, value system, social background, education, economics, culture, and many other factors within the community or individual involved in the company's services.

Quality is central to the survival of an institution. The quality revolution

movement through an integrated management approach is a requirement that cannot be ignored if an institution wishes to thrive. Increasingly fierce competition demands that service providers prioritize customers by providing the best possible service. Quality has also been viewed broadly, not only in terms of results but also in terms of processes, the environment, and people (Idrus, 2019). Service quality is the service we provide to every consumer or patient. No product is quality without quality service. Customers will be disappointed if an institution experiences poor service. Likewise, patients who receive exceptional service will be of no use if it is not matched by a quality product and a price that meets customer expectations (Azam et al., 2025).

The measurement of service quality is not solely determined by the service provider, but is more directly determined by those served. They are the ones who experience the service and can measure service quality based on expectations and satisfaction. Service quality refers to customer assessments of the core of the service, namely the service provider itself or the entire service organization (Azam et al., 2025). The quality of healthcare services is a combination of two words: "quality" and "health service." The quality of healthcare services is frequently questioned, but discussions are often incomplete, resulting in varying perceptions regarding the meaning of quality. For healthcare users, good quality is associated with recovery from illness, improved health, speed of service, good facilities and infrastructure, and perceived reasonable rates. Each individual assesses the quality of healthcare services based on different standards and criteria. These differences are due, among other things, to each customer's

educational background, knowledge, occupation, experience, environment, and interests (Salfiyadi & Rasidah, 2024).

Services are intangible products that involve human effort and the use of equipment. Services are an intangible activity or series of activities that occur as a result of interactions between consumers and employees or other entities provided by the company providing the service, intended to solve consumer/customer problems (Nurfitriani et al., 2024). Healthcare is any effort carried out individually or in groups within an organization to maintain and improve health, prevent and cure disease, and restore the health of individuals, families, and/or communities (Husaini et al., 2024).

Based on the discussion above, the researcher assumes that patient satisfaction is the primary goal, in addition to patient recovery. This is because healthcare workers have been trained from the outset to view humans as unique biopsychosocial-spiritual beings. Therefore, the passion for improving service quality must also be a focus for medical personnel, in addition to patient recovery. Medical personnel also likely will one day become patients who require good service and treatment to recover from their illnesses. Sixteen respondents were dissatisfied with the health center's services. Researcher assumes that respondents' assessments are subjective and may change over time. Nevertheless, excellent service must be maintained and improved.

Conclusion

Based on data analysis, it was found that the majority of respondents (37 respondents) had a positive perception of the quality of service at the Semuli Raya Community Health Center (74%).

Based on data analysis, it was found that the majority of respondents (29 respondents) had a positive perception of service quality and were satisfied with the service. The α value was 0.014 (α value <0.05), indicating a significant relationship between service quality and BPJS patient satisfaction at the Semuli Raya Inpatient Community Health Center in North Lampung in 2025.

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