

# THE EFFECT OF QUALITY OF SERVICE ON PATIENTS SATISFACTION AND TRUST IN HEALTH SERVICES IN THE TAMALATE COMMUNITY HEALTH CENTER, MAKASAR CITY, 2020

**Haeruddin, Arman & Amirah Maritsa S.**

Public Health Masters Study Program

Postgraduate Program at the Muslim University of Indonesia, INDONESIA

## ABSTRACT

Health services in Indonesia are not well implemented. One of the causes is the ratio of health service is not balance and inadequate facilities and infrastructure. Therefore, the main thing that must be done is to provide quality service to create patient satisfaction. The purpose of this study was to determine the impact of service quality on patients' satisfaction and trust in health service in Tamalate public health centers. The study was analytic research with a cross-sectional design. The population in this research is Papua's college student at Makassar city. This study uses a sample of the total population, as many as 99 respondents. Methods of data collection using primary data and secondary data using a questionnaire. Data were analyzed using path analysis at the level of 95% ( $\alpha = 0.05$ ). Results of the study impact of service quality on patients satisfaction and trust in health service in Tamalate public health center views with by value  $p = 0.001$  ( $p < 0.05$ ) variables showed a significant association quality of service with the patient's satisfaction and trust in health service. The conclusion from this research there is the impact of service quality on patients satisfaction and trust in health service in Tamalate public health center.

**Keywords:** Quality of service, patient satisfaction and trust.

## INTRODUCTION

Patients as customers are the main focus in public health services because without customers a public service cannot get profit to run their business (Holman & Lorig, 2000). The main thing that must be done is to provide quality services so that customer satisfaction is created. Quality services are services that are economically profitable and procedurally easy and pleasant so that they can create satisfaction (Grigoroudis & Siskos, 2009).

Indonesia is the fourth most populous country in the world with a population of 255,461,686 people, this large population will undoubtedly cause complex problems, one of which is the problem of health services for a large population (BPS, 2019).

Health services in Indonesia are not well implemented. One of the reasons is the ratio of health service providers and the public who are served is not balanced, the ideal ratio between doctors and a good population should be 1 in 1000 people under, nurses, midwives, and other health workers. The problem of the low quality of other services is exacerbated by the lack of available health facilities in Indonesia. According to data from the Central Statistics Agency, Indonesia selected a total of 55,543 health facilities consisting of hospitals, Puskesmas (Community Health Centers), Posyandu (Integrated Service Centers), and other health facilities. The distribution of health facilities in Indonesia is very uneven where most of the health facilities in Indonesia are only concentrated in certain areas such as the islands of Java and Sumatra,

while the eastern part of Indonesia only gets a few health facilities, for example, Maluku Province which only has 43 hospitals. units compared to other provinces that have hospitals over 100 units. (Ministry of Health, 2018; BPS, 2019).

The results of previous research found that the service system at Tamalate Public Health Center still used manual services such as management and processing of medical record data, the process of searching for data, the naming system and numbering of medical record files were not effective yet scattered data or irregular data archiving, accumulation of patient data. , polyclinic data, outpatient data so that medical record employees sometimes make mistakes in processing data (Maliang et al., 2019).

According to Ladhari et al (2011), satisfaction is defined as an overall assessment of the cumulative level of services received by customers, Kotler (2007) identifies five dimensions of SERVQUAL, namely: tangibles, reliability, responsiveness, assurance and empathy. The five aspects of service quality when applied together will be able to build excellent and satisfying quality services.

Customer trust is the customer's willingness to depend on other parties involved in the exchange because the customer has confidence in other parties (Moorman, 1993)

Puskesmas Tamalate is a health service unit that has received the title of Plenary but in terms of service system services at Puskesmas Tamalate still use manual services such as managing and processing medical record data, the process of searching for data, the naming system and numbering of medical record files are not yet effective. or irregular data archiving, accumulation of patient data, polyclinic data, outpatient data so that medical record staff sometimes make mistakes in processing data. (Maliang et al., 2019)

The impact of the manualization of the service system causes the queuing system for services at the Puskesmas (Community Health Service) to be long and less effective, resulting in less patient confidence and an impact on decreasing the level of patient satisfaction as customers of the Tamalate Health Center. Based on the results of the initial survey conducted by researchers, it was found that the number of patient visits at the Tamalate Puskesmas polyclinic per day was an average of 45 people. From 2018 to 2019 the number of visits has decreased from 10,437 visits to dental cases to 10,103 visits.

## **METHODS**

This type of research is a quantitative study using a cross-sectional design. This research was conducted at Puskesmas Tamalete Makassar. This research was conducted in May 2020. The number of samples in this study were 99 samples, using the sampling method, namely accidental sampling.

The data collection method used in this study was through a questionnaire or questionnaire, which was distributed to patients who visited the Tamalate Community Health Center. The data obtained were analyzed by univariate and bivariate statistics, and multivariate, namely by regression test and path analysis. To determine the effect of service quality on patient satisfaction and confidence in health services at Puskesmas Tamalate Makassar.

**RESULTS AND DISCUSSION**

Based on the research results, the effect of service quality on patient satisfaction and trust in health services at Puskesmas Tamalate Makassar, the characteristics of respondents can be presented as in the following tables:

**Characteristics of Patients at Puskesmas Tamalate Makassar**

Table 1. Characteristics of patients at Puskesmas Tamalate Makassar

<b>Respondent Characteristics</b>	<b>N</b>	<b>(%)</b>
<b>Sex</b>		
Male	37	37,4
Female	62	62,6
<b>Age</b>		
<20 Years old	13	13,1
20-40 Years old	28	28,3
41-50 Years old	40	40,4
>50 Years old	18	18,2
<20 Years old	13	13,1
<b>Latest Education</b>		
Elementary School	17	17,2
High School	54	54,5
Higher Education	28	28,3

Source: primary data, 2020

Based on table 1 shows the characteristics of respondents based on gender, dominated by female respondents as much as 62 (62.6%). Characteristics of respondents based on the age of the respondents were dominated by the age of 41-50 years, amounting to 40 people (40.4%). Characteristics of respondents based on education level are more than 54 respondents with secondary education (54.4%)

**Univariate Analysis of Service Quality Variables**

Table 2. Univariate Analysis of Service Quality Variables

<b>Service Quality</b>	<b>N</b>	<b>(%)</b>
Good	77	77,8
Poor	22	22,2
Total	99	100,0

Based on table 2 above, it shows that the quality of service who said well was 68 people (68.7%) while the respondents who said it was less were 31 people (31.3%).

**Patient Satisfaction Variables in Health Services**

Table 3. Variables of Patient Satisfaction in Health Services

<b>Satisfaction</b>	<b>N</b>	<b>(%)</b>
Satisfied	80	80,8
Less satisfied	19	19,2
Total	99	100,0

Source: primary data, 2020

Based on table 3 above, it shows that the perception of respondents who said they were satisfied was 80 people (80.8%) while the respondents who said they were not satisfied were 19 people (19.2%).

### Patient Trust Variables in Health Services

Table 4. Variables of Patient Trust in Health Services

Trust	N	(%)
High	58	58,6
Low	41	41,4
Total	99	100,0

Source: primary data, 2020

Based on table 4 of the 99 respondents studied, it shows that the perception of respondents is more in the high trust category of 58 people (58.6%).

### The Influence of Service Quality on Patient Satisfaction at Puskesmas (Community Health Center) Tamalate

Table 5. The Effect of Service Quality on Patient Satisfaction at Puskesmas Tamalate

Service Quality	Patient Satisfaction				total		p-value
	Satisfied		Not Satisfied		N	%	
	N	%	n	%			
Good	63	63,64	14	14,14	77	77,8	0.00
Poor	17	17,17	5	5,05	22	22,2	
Total	80	80,81	19	19,19	99	100	

Source: primary data, 2020

Based on table 5 shows that from a total of 99 respondents (100%) studied, more respondents rated the quality of service at the Puskesmas Tamalate in the good category with 63 people (63.64%) of the satisfaction level in the "satisfied" category. The results of statistical tests showed that the value of  $p$  value = 0.000 < 0.05. it means that there is a significant effect of service quality on patient satisfaction.

### The Influence of Service Quality on Patient Satisfaction at Puskesmas (Community Health Center) Tamalate

Table 6. Effect of Service Quality on Patient Satisfaction at Puskesmas Tamalate

Service Quality	Trust				Total		p-value
	High		Low		N	%	
	N	%	N	%			
Good	52	52,52	25	25,25	77	77,8	0,000
Poor	8	8,08	16	16,16	24	24,2	
Total	58	58,58	41	41,41	99	100	

Source: primary data, 2020

Based on table 6 shows that from a total of 99 respondents (100%) studied, more respondents rated the quality of service at the Puskesmas Tamalate in the good category with the level of confidence in the "high" category as many as 52 people (52.52%). The results of statistical tests

showed that the value of  $\rho$  value = 0.000 < 0.05. it means that there is a significant effect of service quality on patient trust

### The Effect of Satisfaction on Patient Trust in Puskesmas (Community Health Center) Tamalate

Table 7. The Effect of Satisfaction on Patient Trust in Puskesmas Tamalate

Patient Satisfaction	Trust				Total		p-value
	High		Low		N	%	
	N	%	N	%			
Satisfied	50	50,51	30	30,30	80	88,9	0,000
Not Satisfied	8	8,08	11	11,11	19	19,2	
Total	58	58,59	41	41,41	99	100	

Source: primary data, 2020

Based on table 7, it shows that of the total 99 respondents (100%) studied, more respondents who were categorized as Satisfied with the service at the Puskesmas Tamalate with a high level of trust were 50 people (50.51%). The variable test results obtained the value  $\rho$  value = 0.000 < 0.05. This means that there is a significant effect of patient satisfaction on patient trust in services at the Tamalate Health Center.

### Analysis of Variables that Have a Strong Effect on Satisfaction

Table 8. Analysis of Variables with Highly Influence on Satisfaction

Hypothesis	Coefficient t B	Standardized coefficient Beta	T	Sig	Description
Service Quality → satisfaction	0,825	0, 530	6,155	0,000	<b>Significant</b>
Satisfaction → Trust	0,615	0, 669	8,857	0,000	<b>Significant</b>
Service Quality → Trustworthiness	0,890	7,832	7,832	0,000	<b>Significant</b>

Based on table 8 above, the hypothesis testing in this study can be explained as follows: The direct effect of service quality on patient satisfaction can be seen with the regression coefficient (B) of 0.825 with a significance of 0.000. This means that the coefficient value is positive and has a significance value of 0.000 < 0.05. The coefficient indicates that service quality has a positive and significant effect on patient satisfaction. This means that if the quality of service is good, the patient will feel satisfied with the service. So hypothesis 1 which states that service quality has a positive and significant effect on patient satisfaction at Puskesmas Tamalate Makassar, is proven. Direct effect of service quality on patient confidence, with a coefficient of 0.890 with a significance of 0.000. This means that the coefficient value is positive and has a significance value of 0.000 < 0.05. This coefficient shows that service quality has a positive and significant effect on patient confidence. This means that if the quality of service is good, patient confidence is high. So that the second hypothesis which states that service quality has a positive and significant effect on patient trust in Puskesmas Tamalate Makassar, is proven.

The direct effect of patient satisfaction on patient trust in Tamalate Health Center services, with a coefficient of 0.615 with a significance of 0.000. This means that the coefficient value is positive and has a significance value of  $0.000 < 0.05$ . The coefficient shows that patient satisfaction has a positive and significant effect on patient trust in services at Tamalate Health Center. This means that the higher the level of patient satisfaction, the higher the patient's trust. So that hypothesis 3 which states that patient satisfaction has a positive and significant effect on patient trust in Puskesmas Tamalate Makassar, is proven.

### The Influence of Service Quality on Patient Trust through Patient Satisfaction in Services at Puskesmas (Community Health Center) Tamalate Makassar

Table 9. The Effect of Service Quality on Patient Trust through Patient Satisfaction in Services at Puskesmas Tamalate

Hypothesis	Coefficient B	Standardized coefficient Beta	t	Sig	Description
Kualitas Pelayanan → kepuasan → Kepercayaan Pasien	0,022	0,726	10,395	0,00	<b>Significant</b>

Source: primary data, 2020.

Based on table 9, it shows each coefficient value of the indirect effect of the dimensions of service quality on patient confidence through the level of patient satisfaction with the result that each dimension of health service quality has a positive and significant effect on patient confidence through the level of patient satisfaction with a value (coefficient 0.022;  $p = 0.000$ ).

### The Effect of Total Service Quality on Patient Satisfaction and Trust in Health Services at Puskesmas (Community Health Center) Tamalate

Table 10. The Effect of Total Service Quality on Patient Satisfaction and Trust in Health Services at Puskesmas Tamalate

	Coefficient B	T	sig	Description
Service Quality → satisfaction → Patient trust	0,835	2,228	0,000	<b>Significant</b>

Based on table 10 above, the hypothesis testing in this study can be explained as follows: The effect of total service quality on patient trust through patient satisfaction can be seen with a coefficient of 0.835 with a significance of 0.000. This means that the coefficient value is positive and has a significance value of  $0.000 < 0.05$ . This coefficient indicates that service quality has a positive and significant effect on patient confidence through patient satisfaction. This means that if the quality of service is good, the patient will feel satisfied with the service so that the patient has confidence in the health services at the Puskesmas Tamalate Makassar. So hypothesis 4 which states that there is a positive and significant effect on service quality on patient trust through patient satisfaction at Puskesmas Tamalate Makassar, is proven.

The results of this study were about Service Quality on Patient Satisfaction and Trust in Health Services at Puskesmas Tamalate. Service quality has a positive and significant effect on patient

satisfaction in health services at the Tamalate Health Center, which is indicated by a B value of service quality of 0.749 with a positive sign and a sig value of  $0.00 < \alpha$  at the 0.05 level. In line with research Anief (2000) argues that. "A service is considered satisfactory if the service can meet customer needs and expectations. Measuring customer satisfaction is an important element in providing better, more efficient, and more effective service. If the customer is dissatisfied with a service provided, it can be ascertained that the service is ineffective and inefficient. This is especially important for public services.

Service quality has a positive and significant effect on patient trust in health services at Tamalate Health Center, which is indicated by a B value of service quality of 0.385 with a positive sign and a sig value of  $0.00 < \alpha$  at the 0.05 level. The results of this study are in line with the research of Brahma et al (2017) which proves that service quality has a positive and significant effect on patient confidence. In line with this research, trust is a very important factor in service, especially in building and maintaining long-term relationships with consumers. Chauduri & Hoolbrook (2001) and Sidershmukh et al (2002), according to him, patient trust in puskesmas (Community Health Center) services is a factor that needs to be maintained by the puskesmas (Community Health Center) as a health service provider. This is in accordance with the theory that in service companies, satisfaction is important to create trust in the hearts of customers about a product being offered. Bai et al (2008) proved that service quality affects customer satisfaction and customer satisfaction will provide motivation to shop.

Patient Satisfaction has a positive and significant effect on patient trust in health services at the Tamalate Health Center; which is indicated by the value of B service quality of 0.298 with a positive sign and a sig value of  $0.00 < \alpha$  at the 0.05 level. The results of this study are in line with research (Brahma et al., 2017) which proves that patient satisfaction has a positive and significant effect on patient trust in health services. Likewise, research (Irawati, 2018) concluded that there is an effect of satisfaction on trust and its implications for patient loyalty.

In line with the description above, research conducted by Bloemer & Odekerken-Schröder (2002) found that the trust built by customers is a mediator or intermediary for the relationship between customer satisfaction and customer loyalty. This study shows that satisfaction positively strengthens customer trust and leads them to ultimately increase customer loyalty in the form of word of mouth, purchase intention, and price insensitivity is the consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided (or providing) a pleasurable level of consumption related to fulfillment, including levels of under or over fulfillment.

Quality of Health Services on Trust through patient satisfaction at health services at Puskesmas Tamalate has a positive and significant effect which shows a value with a coefficient of 0.835 with a significance of 0.000. This means that the coefficient value is positive and has a significance value of  $0.000 < 0.05$ , which means that there is a mediation effect. So the hypothesis of Service Quality has a positive and significant effect on trust through patient satisfaction in health services at Tamalate Health Center, proven. The results of this study are in line with research (Brahma et al., 2017) that the effect of patient satisfaction mediates between service quality and patient trust as well as research by Alrubaiee & Alkaa'ida (2011) which found that service quality has a positive effect on patient satisfaction and trust, and trust. patient as a variable that mediates service quality and trust.

The basis of pure trust is based on customer satisfaction, where service quality is a key input factor. Highly satisfied or pleasing patients are more likely to trust the puskesmas (Community

Health Center), combining their visits with spreading positive word of mouth. On the other hand, dissatisfaction encourages patients to stay away and is a key factor that causes health centers to be reluctant to be glanced at (Brahma et al., 2017).

## CONCLUSION

Based on the results of the research on Service Quality on Patient Satisfaction and Trust in Health Services at the Tamalate Makassar Health Center in 2020, where Service Quality has a positive and significant effect on Patient Satisfaction and Trust in Health Services at Puskesmas Tamalate Makassar which shows significant results ( $p < 0.05$ ).

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