

Analysis Of The Quality Of Services Of The Bpjs Program With The Level Of Satisfaction Of Husbands In Material Patients At Alita Medika Balongbendo Clinic Sidoarjo Year 2020

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ABSTRACT

Quality is a dynamic condition that affects service products, people, processes and the environment that meet or exceed expectations. So that the definition of service quality can be interpreted as an effort to fulfill the needs and desires of consumers and the accuracy of their delivery in balancing consumer expectations (Tjiptono, 2015 in Dr. Oscarius Y.A. Wijaya, M.H., M.M., 2020). Based on the results of an initial study conducted by researchers using a questionnaire in February 2020 at the Alita Medika Clinic Balongbendo Sidoarjo on 10 husbands of maternity patients using the BPJS program, it shows that there are still many patient husbands who are dissatisfied. The research design in this study was correlational with a cross-sectional approach. The population in this study were all husbands of childbirth patients who came using the BPJS program to deliver their wives at the Alita Medika Clinic Balongbendo Sidoarjo in 2020. Samples were taken using a total Accidental technique, totaling 23 respondents. The independent variable in this study was Quality with an Ordinal scale. , and the dependent variable is Satisfaction with Ordinal scale. The research was conducted in May - June 2020 at the Alita Medika Clinic Balongbendo Sidoarjo in 2020. How to collect data using questionnaire interviews and MCH books which were processed by editing, coding, scoring, tabulating, data entry and cleaning. Data were analyzed using the Spearman rank test. From the results of the Spearman Rank test above, it shows a significance value of 0.006 which means that there is a relationship between x and y because <0.05 , the correlation coefficient above is positive, namely 0.551, so it can be said that the relationship between the two variables is unidirectional. Thus it can be interpreted that the higher the quality of BPJS services, the greater the satisfaction of the husband and mother giving birth. The conclusion is that the relationship between the quality of BPJS services and the satisfaction of husbands and mothers in giving birth is quite strong. According to Budiastuti's opinion (2002 in Nirmala Arum, 2020) suggests that patients in evaluating satisfaction with the services received refer to several factors, one of which is the quality of service factor. In general, it is stated that what is meant by quality health services is health services that can satisfy every user of health services in accordance with the average level of satisfaction of the population, and whose implementation is in accordance with the established code of ethics and professional service standards.

Keywords: Husband's Satisfaction, Mother Giving Birth, Service Quality Of The BPJS Program

BACKGROUND

Quality is a dynamic condition that affects service products, people, processes and the environment that meet or exceed expectations. So that the definition of service quality can be interpreted as an effort to fulfill consumer needs and desires as well as the accuracy of delivery in balancing consumer expectations (Tjiptono, 2015 in Dr. Oscarius Y.A. Wijaya, M.H., M.M., 2020). One way to attract customers at the hospital is by collaborating with service providers such as the Social Security Administration Agency (BPJS). The Social Security Administering Body (BPJS) is a legal entity formed by law to administer social security programs (UU No. 40 of 2004 Article 1 point 6 UU). With this BPJS program, it will ease the burden on the patient's family as the person in charge of hospital payments when the patient recovers later. Judging from the large number of BPJS participants and the quality of hospital or health care services that work with BPJS, it is hoped that it will be able to reduce the Maternal Mortality Rate (MMR) and Infant Mortality Rate (IMR) which are caused by not giving birth to existing health workers or due to other factors. cost.

Based on the results of an initial study conducted by researchers using a questionnaire from 5 to 8 February 2020 at the Alita Medika Balongbendo Sidoarjo Clinic for 10 husbands of maternity patients using the BPJS program, 10 (100%) husbands of maternity patients assessed the service quality of the BPJS program in the good category, 3 (30%) husbands of maternity patients said they were satisfied with the BPJS program, and 7 (70%) husbands of maternity patients said they were not satisfied with the BPJS program. There is no assessment of service quality in the category of quite good and not good enough. This shows that there are still many husbands of patients who are dissatisfied with the BPJS program even though the service quality is in the good category. There are still husbands of mothers who give birth who express dissatisfaction with BPJS services caused by wrong perceptions about BPJS, expectations that are too high for BPJS.

To overcome this problem, counseling can be carried out to mothers and families about the importance of ANC visits for early detection of pregnancy and early prevention of pregnancy complications so that mothers and children are healthy and about the importance of BPJS to provide health insurance to mothers when carrying out ANC visits.

METHOD

The research design in this study is Correlational (studying the relationship between variables) with a Cross-Sectional approach. Cross-Sectional. The population in this study were all husbands of maternity patients who came using the BPJS program to give birth to their wives at the Alita Medika Balongbendo Sidoarjo Clinic in 2020. Samples were taken using the Accidental Sampling technique, totaling 23 respondents. The independent variable in this study was Quality with an Ordinal scale. , and the dependent variable is Satisfaction with Ordinal scale. The research was conducted in May - June 2020 at the Alita Medika Balongbendo Sidoarjo Clinic in 2020. The method of data collection was using interview questionnaires and the MCH book which was processed by editing, coding, scoring, tabulating, data entry and cleaning. The data were analyzed using the Spearman rank test with its interpretation. If the p value > level of significance (0.05), the conclusion is that Ho is accepted and H1 is rejected, meaning that there is no relationship between the service quality of the BPJS program and the satisfaction level of husbands of maternity patients at the Alita Medika Balongbendo Sidoarjo clinic. 2020 and if the p value < level of significance (0.05) then the conclusion is that Ho is rejected and H1 is accepted, meaning that there is a relationship between the service quality of the BPJS program and the satisfaction level of husbands of maternity patients at the Alita Medika Balongbendo Sidoarjo clinic in 2020.

RESULT

- **Service quality**

Table 1 Frequency distribution of Service Quality

No	Service quality	Frekuensi (f)	Persentase (%)
1.	Very Not Good	0	0
2.	Not good	2	8,7
3.	Well	8	34,8
4.	Very good	13	56,5
	Amount	23	100

Sumber : Data primer penelitian 2020

Based on table 1 above, it shows that of the 23 respondents, more than half of the respondents (56.5%) considered the quality of BPJS services to be very good, namely as many as 13 respondents

- **Satisfaction**

Table 2 Distribution of Satisfaction

No	Kepuasan	Frekuensi (f)	Persentase (%)
1	Very Dissatisfied	1	4,3
2	Not satisfied	1	4,3
3	Satisfied	15	65,2
4	Very satisfied	6	26,1
	Amount	23	100

Sumber : Data primer penelitian 2020

Based on table 2 above, it shows that of the 23 respondents, more than half of the respondents (65.2%) were satisfied with the quality, namely as many as 15 respondents.

- **Relationship between Service Quality and Satisfaction**

Table 3 Relationship between Service Quality and Satisfaction

Quality	Satisfaction								Total	
	Very Dissatisfied		Not satisfied		Satisfied		Very Satisfied			
	F	%	F	%	F	%	F	%		
Very Good	0	0	0	0	0	0	0	0	0	0
Not good	1	4,3	1	4,3	0	0	0	0	0	8,6
Well	0	0	0	0	7	30,5	1	4,3	8	34,8
Very good	0	0	0	0	8	34,6	5	22	13	56,6
Total	1	4,3	1	4,3	15	65,1	6	26,3	23	100
	$\alpha = 0,05$						$\beta = 0,02 <$			
	0,05									

The table above shows that most of the respondents felt that the quality of BPJS services was very good and they were satisfied, namely 8 respondents (34.6%). From the results of the

Spearman Rank test above, it shows a significance value of 0.006, which means there is a relationship between x and y because <0.05 , the correlation coefficient above is positive, namely 0.551, so it can be said that the relationship between the two variables is unidirectional. Thus it can be interpreted that the higher the quality of BPJS services, the greater the satisfaction of husbands and mothers giving birth. The conclusion is that there is a strong relationship between BPJS service quality and maternity husband satisfaction.

DISCUSSION

Service quality

Based on table 1 above, it shows that of the 23 respondents, more than half of the respondents (56.5%) considered the quality of BPJS services to be very good, namely as many as 13 respondents. Service quality is a very important factor in an effort to create satisfaction felt by patients as users of hospital services. Quality service at the hospital is to provide services to patients based on quality standards to meet the needs and desires of patients so that satisfaction is obtained which can ultimately increase patient trust in the hospital (Sabarguna, 2014).

Parasuraman, Zeithaml and Berry (1988) in Cristina, 2011 define five dimensions of service quality, namely: 1. Direct Evidence (Tangible); 2. Dimensions of Reliability; 3. Responsiveness Dimension; 4. Warranty Dimensions; 5. The Empathy Dimension. Thus the service quality category obtained in this study is the quality measured based on the dimensions of service quality in accordance with the standards that have been determined above.

Presidential Regulation Number 12 of 2013 concerning Health Insurance (State Gazette of the Republic of Indonesia of 2013 Number 29) as amended by Presidential Regulation Number 111 of 2013 concerning Amendments to Presidential Regulation Number 12 of 2013 concerning Health Insurance (State Gazette of the Republic of Indonesia of 2013 Number 255) decided that health insurance in Indonesia is the Social Security Administrative Body. Health Insurance is a guarantee in the form of health protection so that participants receive the benefits of health care and protection in meeting basic health needs that are given to everyone who has paid contributions or whose contributions have been paid by the government. Health Social Security Administering Body, hereinafter referred to as Health BPJS, is a legal entity established to administer the Health Insurance program. This Health Social Security Administering Body Regulation comes into force on January 1, 2014. So that everyone is aware, it is ordered to promulgate this Health Social Security Administering Body Regulation by placing it in the State Gazette of the Republic of Indonesia (BPJS Regulation No. 1 of 2014). After the establishment of the BPJS program by the government, service quality standards were formed in the BPJS program regarding the involvement of related hospitals that cooperate with BPJS.

From the data and theory it can be said that the service quality of the BPJS program is indeed very influential for the survival of patients who use it. Just imagine if the entire population in Indonesia used the BPJS program, the welfare of the Indonesian people regarding health would improve every year because the costs borne by the community were assisted by the government through the BPJS program. As in the initial data and final data obtained by the patient's husband, they said that the quality of the BPJS program was very good, their statement was not only supported by their opinion but from the evidence they felt because the BPJS program was carried out according to procedures even though the BPJS program had its own controversy in the eyes of the public. However, it can be concluded that from the five dimensions and from government policies there is a similar treatment as an increase in the service quality of a product or service, including the BPJS program.

Based on table 2 above, it shows that of the 23 respondents, more than half of the respondents (65.2%) were satisfied with the quality, namely as many as 15 respondents.

Satisfaction is the result of a comparison between product expectations and product performance, so there are two things that must be discussed, namely expected quality and perceived quality (Kotler, 2008 in Ahmad Rizal, 2020).

According to Budiastuti's opinion (2002 in Nirmala Arum, 2020) suggests that patients in evaluating satisfaction with the services received refer to several factors, including product or service quality, service quality, emotional factors, price, cost.

BPJS claims that the satisfaction level of participants with services reaches 86%, this percentage is far above the government's target of 75%. Nonetheless, the participants' families often complained of dissatisfaction with the health services they received. They assume that patients who are BPJS participants receive services and treatment that are different from other patients in several clinics, especially maternity patients.

From these data it can be said that the patient's husband who feels the impact of the BPJS program services is affected by social and environmental life so that the results obtained are very different. The initial data obtained were that many of the patient's husbands said they were not satisfied, but after research, the patient's husbands said they were satisfied with the quality of the BPJS program services provided by the related clinics. Researchers were surprised by the phenomenon that occurred, after asking each respondent they admitted that they only followed the answers from one respondent to another. Of the factors that influence satisfaction also explained one of them is the emotional factor. So the community assesses satisfaction not only based on what is felt but also what is seen and heard by the respondents.

Table 3 above shows that most of the respondents felt that the quality of BPJS services was very good and they were satisfied, namely 8 respondents (34.6%). From the results of the Spearman Rank test above, it shows a significance value of 0.006, which means there is a relationship between x and y because <0.05 , the correlation coefficient above is positive, namely 0.551, so it can be said that the relationship between the two variables is unidirectional. Thus it can be interpreted that the higher the quality of BPJS services, the greater the satisfaction of husbands and mothers giving birth. The conclusion is that there is a strong relationship between BPJS service quality and maternity husband satisfaction.

Secondary education includes SMA/K, MA and equivalent education. This education is held to continue and expand basic education and prepare students to become members of society who have the ability to establish reciprocal relations with the social environment, natural culture around them, and to be able to develop further capabilities in the world of work or higher education.

Based on the data and theory above, it can be said that patients in hospitals who choose to use BPJS are secondary educated, they immediately work and get married. This may be due to the cost factor that affects them so they choose to use the BPJS program. Of course it is stated in the Government Decree Law No. 11 that BPJS is used for the welfare of Indonesian health. In assessing the quality of service and the level of satisfaction, it is also necessary to note that secondary education is very representative of all existing respondents.

In Budiastuti's opinion (2002 in Nirmala Arum, 2020) suggests that patients in evaluating satisfaction with the services received refer to several factors, one of which is the service quality factor. In general, it is stated that what is meant by quality health services are health services that can satisfy every user of health services according to the level of satisfaction of the average population, and whose implementation is in accordance with the established code of ethics and professional service standards.

According to Simamora (2011), a satisfied customer will tell two other people about his satisfaction, while a disappointed customer will tell ten other people about his disappointment. People are very responsive to other people's disappointments. For example,

the impact of disappointment contained in a reader's letter is very large. Thousands of other consumers and potential customers will be affected. If a friend tells you about the bad brand he bought, then you will think twice about buying the same brand unless you have to, or if you don't believe the friend's story.

From all the data and theory above, it shows that the factors that can influence the satisfaction of husbands in maternity patients are the quality of services provided by BPJS and hospitals that work with the BPJS program. So that the response given is harmony between perceived satisfaction and a big influence in realizing better service quality from the BPJS program.

The last education and age of the husband greatly influence the attitude of the patient's husband to use the BPJS program. This BPJS program aims to help any Indonesian citizen who wants to register himself and is able to pay the determined dues. The higher the treatment class, the higher the premium paid to BPJS.

It is our hope that as health workers can provide information and motivation to the husbands of maternity patients as the person in charge of delivery costs in connection with the increasing economic need to comply more with obligations as BPJS participants so that the quality of service provided by BPJS can be felt more easily by its users.

CONCLUSION

Based on table 1 above, it shows that of the 23 respondents, more than half of the respondents (56.5%) considered the quality of BPJS services to be very good, namely as many as 13 respondents. Based on table 2 above, it shows that of the 23 respondents, more than half of the respondents (65.2%) were satisfied with the quality, namely as many as 15 respondents. Table 3 above shows that most of the respondents felt that the quality of BPJS services was very good and they were satisfied, namely 8 respondents (34.6%). From the results of the Spearman Rank test above, it shows a significance value of 0.006, which means there is a relationship between x and y because <0.05 , the correlation coefficient above is positive, namely 0.551, so it can be said that the relationship between the two variables is unidirectional. Thus it can be interpreted that the higher the quality of BPJS services, the greater the satisfaction of husbands and mothers giving birth. The conclusion is that there is a strong relationship between BPJS service quality and maternity husband satisfaction.

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