



## Factors of Affecting The Quality of Achieving Health Centers on Patient Satisfaction at UPTD Langsa Baro Health Center in 2021

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### ABSTRACT

*Achievement health centers are health centers that have succeeded in achieving achievements including high performance in accordance with the function of the health center. The purpose of this study was to determine the factors that influence the quality of health centers with achievement on patient satisfaction. The research design used in this study was an analytical survey with a cross sectional approach. The population of this study were 25,559 patients with a sample using accidental sampling technique of 100 people. Data collection methods are primary data, secondary and tertiary data. Analysis of the data used is a binary logistic regression test. The results showed that the physical evidence had a sig-p value of  $0.042 < 0.05$  and a sig-p reliability of  $0.017 < 0.05$ , which means that it has an influence on the quality of achieving health centers, while guarantees, care and responsiveness are sig-p  $> 0.05$  which means meaning that it does not have an effect on the quality of achieving health centers. It is hoped that it can be a reference for the community and for cadres at the Puskesmas to better understand the importance of service quality in accordance with the regulations of the ministry of health in order to improve the health services provided to patients to the maximum.*

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## 1. INTRODUCTION

Achievement health centers are health centers that have succeeded in achieving achievements including high performance in accordance with the function of the health center, meeting the predetermined program standard criteria, making efforts to improve quality, having development efforts, getting recognition from the community and having good environmental management. The assessment is aimed at obtaining Puskesmas that carry out services, especially

promotive and preventive activities, as well as community empowerment well, and have innovations according to existing problems and resources (1).

The assessment given by the community to the determination of achieving puskesmas is that it has several indicators of outstanding health centers related to services such as physical evidence, reliability, assurance, empathy and responsiveness factors. The assessment of the Outstanding Health Center is an effort to assess the performance of the Puskesmas which includes activities, work results and innovations carried out by the Puskesmas in its working area, especially in carrying out promotive and preventive activities as well as efforts to increase community participation (1).

To maintain the quality of health services, many efforts can be made. These efforts, if carried out in a directed and planned manner, are called quality maintenance programs. The quality maintenance program is a continuous, systematic and objective effort in monitoring and assessing the services provided in comparison to the established standards, as well as resolving problems found to improve service quality (2).

Significant improvement in service quality will also increase the number of customers, besides that it will also be able to shape the image of the company so that customers who already have a positive assessment of the company tend to have a loyal attitude due to feelings of satisfaction from the service received. Patient satisfaction with the services received, encourages the creation of word of mouth recommendations that foster good opinion for the community which greatly benefits the service provider (3). Health services, whether at puskesmas, hospitals, or other health care institutions, are a system consisting of various interrelated, interdependent, and mutually influencing components. The quality of health services in puskesmas and hospitals is the end product of complex interactions and dependencies between various components or aspects of service (4).

The level of satisfaction is a function of the difference between perceived performance and expectations. If performance is below expectations, the customer will be disappointed. If the performance matches expectations, the customer will be satisfied. Performance exceeds expectations, customers will be very satisfied. Customer expectations can be shaped by past experiences, comments from relatives and promises and information from various media. Satisfied customers are loyal longer, are less price sensitive and leave favorable comments about the company. Factors that influence patient satisfaction related to health care services include satisfaction with service access, satisfaction with service quality, satisfaction with the health service process and satisfaction with the health care system (5).

Based on research conducted by Mardani in Factors Affecting Patient Satisfaction with Interest in Using Jamkesmas Services in the Inpatient Room of the Minasatene Health Center, Minasatene District, Pangkep Regency, it showed that the results of bivariate analysis showed that there was an influence between health workers and patient satisfaction ( $p < 0.006 < 0.05$ ), the effect of inpatient services with patient satisfaction ( $p < 0.004 < 0.05$ ) and there is an influence between puskesmas facilities and patient satisfaction ( $p < 0.003 < 0.05$ ). The conclusion of this study is that there is an influence between health workers, inpatient services and puskesmas facilities with Jamkesmas patient satisfaction in the inpatient ward of the Minasatene Health Center, Kec. Minasatene Kab. Pangkep (6).

According to research conducted by Radito in 2014 on the Analysis of the Effect of Quality of Health Services and Facilities on Patient Satisfaction at the Puskesmas, it showed that the quality of services and health facilities had an effect on patient satisfaction. R Square value of 0.391 indicates that the two factors of service quality and health facilities have an effect of 39.1%

while the remaining 60.9% is influenced by other factors. This means that the independent variable can explain the dependent variable only 39.1%, while 60.9% is explained by other factors. These other possible factors are: a close and easily accessible location, cheap medical costs, the presence of doctors/midwives, compatibility with midwives and Puskesmas drugs, product quality, quality of nursing services, patient perceptions, nurse skills, communication, attitudes, or price, and emotional factors (7).

Based on the initial survey that I conducted with direct interviews about the services of the Outstanding Health Center to 10 patients, it showed that 7 patients stated that the Puskesmas services had been maximized or were satisfied with the services provided. The results of this survey are in line with the UPTD Langsa Baro Health Center which received the achievement predicate, where this puskesmas provides services to patients on time when needed, doctors are always there when needed, communication made by all health workers is good, clear and competent, and the fast response of health workers in providing services to patient complaints. Furthermore, the management of the puskesmas that was made was in accordance with the expectations of the patients. This is what causes patients who visit the UPTD of the Langsa Baro Health Center to still feel satisfied with the quality of the achieving health center. However, even so, there are still some patients who are dissatisfied with the services provided, such as the relationship between waiting times, the number of officers who are still not enough compared to patients who come and the registration flow is always queuing up. Based on the description above, the researcher is interested in conducting research on the Factors Affecting the Quality of the Achieving Health Center on Patient Satisfaction at the UPTD Langsa Baro Health Center in 2020.

## 2. RESEARCH METHODE

Multivariate data analysis was carried out by binary logistic regression test, which aims to determine the effect of independent variables on the dependent variable, multivariate data analysis using binary logistic regression test.

## 3. RESULT AND ANALYSIS

### 1. Logistics Regression Test

Table 4.20. Logistics Regression Test Step 1

	Variable	B	Sig.	Exp(B)
Step 1 <sup>a</sup>	Physical Evidence	2,061	0,046	7,854
	Reliability	2,429	0,018	11,342
	Guarantee	0,450	0,680	1,568
	Concern	-0,298	0,885	0,743
	response	-0,224	0,913	0,799
	Constant	-0,888	0,595	0,411

Based on table 4.20. above the Step 1 logistic regression test conducted in this study using = 0.05, the independent variable (independent) which has a significant effect on the dependent variable is as follows:

1. If Sig < (0.05) then there is an influence between the independent variable on the dependent variable.

2. If  $\text{Sig} > (0.05)$  then there is no influence between the independent variables on the dependent variable. In the relationship of each independent variable.
  - a) Physical evidence has a sig-p value of  $0.046 < 0.05$ , meaning that physical evidence has a significant influence on patient satisfaction at the Langsa Baro Health Center UPTD in 2020.
  - b) Reliability has a sig-p value of  $0.018 < 0.05$ , meaning that reliability has a significant influence on patient satisfaction at the UPTD Langsa Baro Health Center in 2020.
  - c) The guarantee has a sig-p value of  $0.680 > 0.05$ , meaning that the guarantee does not have a significant effect on patient satisfaction at the Langsa Baro Health Center UPTD in 2020.
  - d) Care has a sig-p value of  $0.885 > 0.05$ , meaning that caring does not have a significant effect on patient satisfaction at the UPTD Langsa Baro Health Center in 2020.
  - e) Responsiveness has a sig-p value of  $0.913 > 0.05$ , meaning that responsiveness has no significant effect on patient satisfaction at the UPTD Langsa Baro Health Center in 2020.

The results of this test indicate that factors (physical evidence and reliability) have a significant effect on patient satisfaction, while factors (assurance, care and responsiveness) do not have a significant effect on patient satisfaction.

Table 4.21. Logistics Regression Test Step 2

	Variable	B	Sig.	Exp(B)
Step 2 <sup>a</sup>	Physical Evidence	2,064	0,046	7,878
	Reliability	2,431	0,018	11,373
	Guarantee	0,436	0,686	1,547
	Concern	-0,468	0,732	0,626
	Constant	-0,928	0,570	0,396

Based on table 4.21. above the results of the Step 2 logistic regression test carried out in the study are as follows:

1. Physical evidence has a sig-p value of  $0.046 < 0.05$ , meaning that physical evidence has a significant influence on patient satisfaction at the Langsa Baro Health Center UPTD in 2020.
2. Reliability has a sig-p value of  $0.018 < 0.05$ , meaning that reliability has a significant influence on patient satisfaction at the UPTD Langsa Baro Health Center in 2020.
3. The guarantee has a sig-p value of  $0.686 > 0.05$ , meaning that the guarantee does not have a significant effect on patient satisfaction at the Langsa Baro Health Center UPTD in 2020.
4. Care has a sig-p value of  $0.732 > 0.05$ , meaning that caring does not have a significant effect on patient satisfaction at the UPTD Langsa Baro Health Center in 2020.

The results of this test indicate that factors (physical evidence and reliability) have a significant effect on patient satisfaction, while factors (assurance and care) do not have a significant effect on patient satisfaction.

Table 4.22. Logistics Regression Test Step 3

	<b>Variable</b>	<b>B</b>	<b>Sig.</b>	<b>Exp(B)</b>
Step 3 <sup>a</sup>	Physical Evidence	2,092	0,045	8,101
	Reliability	2,455	0,018	11,652
	Guarantee	0,403	0,704	1,497
	Constant	-1,340	0,214	0,262

Based on table 4.22. above the results of the Step 3 logistic regression test carried out in the study are as follows:

1. Physical evidence has a sig-p value of 0.045 < 0.05, meaning that physical evidence has a significant influence on patient satisfaction at the Langsa Baro Health Center UPTD in 2020.
2. Reliability has a sig-p value of 0.018 < 0.05, meaning that reliability has a significant influence on patient satisfaction at the Langsa Baro Health Center UPTD in 2020.
3. The guarantee has a sig-p value of 0.704 > 0.05, meaning that the guarantee does not have a significant effect on patient satisfaction at the Langsa Baro Health Center UPTD in 2020.

The results of this test indicate that the factor (physical evidence and reliability) has a significant effect on patient satisfaction, while the factor (guarantee) has no significant effect on patient satisfaction.

Table 4.23. Logistics Regression Test Step 4

	<b>Variable</b>	<b>B</b>	<b>Sig.</b>	<b>Exp(B)</b>
Step 4 <sup>a</sup>	Physical Evidence	2,084	0,042	8,033
	Reliability	2,453	0,017	11,618
	Constant	-1,002	0,082	0,367

Based on table 4.23. above the results of the Step 4 logistic regression test carried out in the study are as follows:

1. Physical evidence has a sig-p value of 0.042 < 0.05, meaning that physical evidence has a significant influence on patient satisfaction at the Langsa Baro Health Center UPTD in 2020.
2. Reliability has a sig-p value of 0.017 < 0.05, meaning that reliability has a significant influence on patient satisfaction at the UPTD Langsa Baro Health Center in 2020.

The results of this test indicate that all factors (physical evidence and reliability) have a significant influence on patient satisfaction at the Langsa Baro Health Center UPTD in 2020.

The magnitude of the effect is indicated by the value of EXP (B) or also called the Odds Ratio (OR) in the logistic regression test can be seen in table 4.23.

1. The result of the OR value on the physical evidence variable is indicated by an OR value of 8.033. This means that good physical evidence tends to have an influence on patient satisfaction 8 times. Value B = Natural Logarithm of 8.033 = 2.084. Because the B value is positive, physical evidence has a positive influence on patient satisfaction.
2. The results of the OR value on the reliability variable are indicated by the OR value of 11,618. This means that good reliability tends to have a 12-fold effect on patient

satisfaction. Value  $B = \text{Natural Logarithm of } 11,618 = 2.453$ . Because the value of  $B$  is positive, reliability has a positive effect on patient satisfaction.

### **The Effect of Physical Evidence on Patient Satisfaction at the Langsa Baro Health Center UPTD in 2020**

The results showed that the physical evidence variable had a sig-p value of  $0.042 < 0.05$ , meaning that physical evidence had a significant influence on patient satisfaction at the Langsa Baro Health Center UPTD in 2020. The OR results for the physical evidence variable showed the OR value for the physical evidence variable as indicated by OR value 8.033. This means that good physical evidence tends to have an influence on patient satisfaction 8 times. Value  $B = \text{Natural Logarithm of } 8.033 = 2.084$ . Because the  $B$  value is positive, physical evidence has a positive influence on patient satisfaction.

In line with the research conducted by Jacobis, R in 2013 about the Factors of Service Quality and Their Influence on Satisfaction of Inpatients of Jamkesmas Participants at BLU Prof. RSUP. Dr. R.D. Kandou Manado, shows the results that reliability, responsiveness, and empathy, while guarantees and physical facilities have no effect on inpatient satisfaction. To increase patient satisfaction, the hospital should pay attention in the form of improving services to patients in providing maximum service and giving confidence to patients (8).

Physical evidence is anything that can be directly felt and enjoyed by clients through their sense of sight when they become consumers of health services. Chunlaka, stated that the higher the age, the higher the perception of the actual situation so that it can lead to both good and bad perceptions, this is supported by their experience in getting health services because older people tend to use health services more than younger people. (9).

Physical evidence on the quality of health services at the Puskesmas is very important to support the recovery of patients because the physical condition provides clues about the quality of services, the better the facilities provided by the Puskesmas will lead to satisfaction. The results of the description of respondents' answers in this study, components that need to be improved on the physical condition of health services at the Puskesmas are a clean, neat, comfortable room, and a bed that has been prepared in a neat and clean state. The cleanliness and comfort of the room can be directly felt by the patient from the time the patient is treated until he leaves the Puskesmas because patients also need clean and comfortable Puskesmas facilities and infrastructure. Aspects in the structural component of health services related to the category of quality health service assessment are facilities, namely service comfort and a neat and clean room felt by the patient, as well as complete equipment (10).

Direct evidence is physical facilities, personnel and equipment, and appearance of personnel. Physical evidence includes waiting rooms, service rooms, equipment and written materials. If a Puskesmas has inadequate physical facilities, this will hamper patient activities in the service room. This of course will cause disappointment for the patient or the patient's family who made the visit. The results showed that the completeness of the facilities at the Langsa Baro Health Center showed that most of the respondents stated that the completeness of equipment was available at this health center so that patients felt that services related to physical evidence were in a good category.

According to the researcher's assumption, the physical evidence in this study has an influence on the quality of health services. Physical evidence at the Puskesmas shows that some respondents stated that the Puskesmas building was clean, the waiting chairs available in the Puskesmas area were sufficient and adequate, the patient waiting room was very clean, the

bathroom did not smell and the Puskesmas room was neatly arranged. These are some of the things that make most patients satisfied with the quality of services provided by the Puskesmas. However, even though it is in the good category, the Puskesmas still strives to always maintain the cleanliness and tidiness of every room in the Puskesmas in order to maintain the title as an outstanding Puskesmas.

Although the physical evidence at the Langsa Baro Health Center is in good condition, the physical evidence, which includes physical facilities, equipment, employees, and communication facilities, must always be improved considering that the Langsa Baro Health Center is an outstanding health center. This can include improving the appearance of physical facilities, such as front office buildings and rooms, availability of parking spaces, success, neatness and comfort of the room, completeness of communication equipment, and appearance of health workers. The appearance and ability of the Puskesmas' physical facilities and infrastructure that can be relied on to the surrounding environment is clear evidence of the services provided by health workers. This includes physical facilities (buildings), equipment and equipment used and the appearance of health workers.

### **The Effect of Reliability on Patient Satisfaction at UPTD Langsa Baro Health Center in 2020**

The results showed that the reliability variable had a sig-p value of  $0.017 < 0.05$ , meaning that reliability had a significant influence on patient satisfaction at the Langsa Baro Health Center UPTD in 2020. The OR results for the reliability variable showed an OR value of 11.618. This means that good reliability tends to have a 12-fold effect on patient satisfaction. Value  $B = \text{Natural Logarithm of } 11,618 = 2.453$ . Because the value of B is positive, reliability has a positive effect on patient satisfaction.

In line with research conducted by Abidin in 2016 regarding the Effect of BPJS Health Service Quality on Patient Satisfaction at the Cempae Health Center in Parepare City, it showed that there was an effect of reliability ( $p=0.004$ ), responsiveness ( $p=0.002$ ) and empathy ( $p=0.006$ ) on satisfaction BPJS participants for inpatients at the Cempae Health Center, Parepare City. The conclusion from the research is that there is an effect of reliability, responsiveness and empathy on the satisfaction of BPJS participants for inpatients at the Cempae Health Center, Parepare City (11).

Furthermore, it is not in line with research conducted by Meilana, D in 2017 concerning the Effect of Service Quality on Patient Satisfaction at the Tanjung Mas Makmur Inpatient Health Center, Mesuji Regency, Lampung Province, showing that simultaneously the service quality variables consisting of physical evidence, reliability, responsiveness, assurance, and empathy have a positive effect on patient satisfaction. The independent variable that has the greatest influence is reliability (X2) with a value of  $\beta = 0.264$ . The contribution of service quality variables consisting of physical evidence (X1), reliability (X2), responsiveness (X3), assurance (X4) and empathy (X5) in influencing the Y variable (Patient satisfaction) of 54.3%, the rest is influenced by another variable (12).

The reliability dimension is the ability to provide appropriate and trusted services. Trusted service is consistent and competent service. This assessment of perceived reliability is part of the dimension of Reliability with the Servqual (Service Quality) method developed by Parasuraman, Zeithaml and Malholtra (2005), which is the ability to provide accurate services and according to promises (13).

The assessments carried out on the perception of reliability research include the procedure for receiving patients to be served quickly and precisely without being complicated, the readiness of health workers to serve patients at any time, health workers reporting in detail changes in

patients during visits, health workers always giving patients medication according to drug administration procedures. Based on the indicators of the perceived reliability assessment above, most of the respondents or patients still feel that they are getting poor service. The procedure for receiving patients has not been served quickly and precisely and is convoluted and the health workers are unprepared to serve patients all the time.

Reliability is the ability of the puskesmas to provide services as promised accurately and reliably. Performance must be in accordance with customer expectations which means timeliness, the same service for all customers without errors, a sympathetic attitude, and with high accuracy. Reliability is the ability to provide services appropriately and accurately. The company can provide services as promised both in terms of delivery, service provision, problem solving and price (14).

Reliability or reliability here can be for example in shipping companies. They show their reliability by how the performance of the company's equipment shows its best quality to consumers, starting from how reliable the employees are in rejecting their skills regarding cars and so on. From there, consumers will feel that the car dealer they visit is worthy of their professionalism. Reliability is expected to have the ability to provide appropriate services accurately and reliably, sympathetically and with high accuracy to customers (14).

The services in hospitals, especially to patients, are seen from how prepared health workers are in providing services, this shows that care readiness is the main task in providing optimal service to patients. If the service is less than optimal for the patient, the patient will complain about the treatment at the puskesmas. For example, the readiness of officers who are less precise and taking a long time to treat patients will make patients feel dissatisfied and lead to a poor public health center assessment in the eyes of the community.

According to the researcher's assumptions, the reliability that needs to be increased at the Puskesmas based on the results of the description of the respondents' answers in this study is the procedure for receiving patients to be served quickly and accurately, without being complicated and the readiness of health workers to serve patients at any time. Reliability or service reliability will be provided if it can be trusted by customers including services that must be consistent, besides that convoluted services and the length of the patient's waiting period can determine the quality of health services because it makes patients feel that they are not being served properly so that this can lead to dissatisfaction.

Some of the descriptions above must always need to be improved because reliability is one of the most important factors in the assessment of outstanding health centers, because reliability is useful for helping the patient's healing process accurately and reliably so that they can provide quality and satisfying services. Efforts that must be made to improve the reliability of a health worker include serving patients quickly and not taking time, not letting patients wait long for their health checks, providing friendly and courteous service so that patients feel comfortable and happy with the services provided.

### **The Effect of Guarantee on Patient Satisfaction at the Langsa Baro Health Center UPTD in 2020**

The results showed that the guarantee variable had a sig-p value of  $0.704 > 0.05$ , meaning that the guarantee did not have a significant effect on patient satisfaction at the Langsa Baro Health Center UPTD in 2020.

In line with the research conducted by Astuti in 2014 concerning Analysis of Satisfaction of Inpatients for Services at the Sragen Regency General Hospital. The results showed that the



variables of assurance, attention and appearance partially had no significant effect on patient satisfaction. The results of data analysis obtained: Multiple Linear Regression Analysis, namely  $Y = 0.429 + 0.577X + 0.151 + 0.009X + 0.093 + 0.148X^5 + e$  (15).

Research conducted by Rani in 2020 on the Effect of Service Quality on Inpatient Patient Satisfaction in the Private Care Center (PCC) Dr. RSUP. Wahidin Sudirohusodo Makassar. The results showed that physical evidence (tangibles) and responsiveness (responsiveness) had a positive and significant effect on inpatient satisfaction in the Private Care Center (PCC) ward of Dr. RSUP. Wahidin Sudirohusodo Makassar, while reliability, assurance and empathy did not have a positive effect on the satisfaction of inpatients in the Private Care Center (PCC) of Dr. Wahidin Sudirohusodo Makassar (16).

Assurance is the knowledge, courtesy, and ability of puskesmas officers to foster customer trust in the company. This includes several components including communication, credibility, security, competence and courtesy (40). According to Zeithaml, assurance is a guarantee to customers that includes the ability, courtesy and trustworthiness of the staff, free from danger or risk of doubt (17).

According to the researcher's assumption, it shows that the guarantee has no effect on patient satisfaction. These results are in line with the theory of quality assurance which means convincing people, securing or maintaining and giving fairness to patients by using techniques according to procedures to improve patient care. The dimension of insurance is very important because the recovery of a patient is in the hands of health workers who handle the patient while he is being treated, so that the knowledge possessed by a health worker must be in accordance with the knowledge they have learned and follow the existing procedures in providing health services because patients need health services. healing properly and safely.

In this study, guarantees or certainty can be given reliably by customers including consistent service, besides that the service is not complicated and the patient waiting period is not long so that it can determine the quality of health services because it makes patients feel well served so that this creates satisfaction. patient. For this reason, this needs to be improved because guarantees are very important in helping the patient's healing process accurately and reliably so that they can provide quality and satisfactory services, according to the results of this study, guarantees have no effect on patient satisfaction.

### **The Effect of Concern on Patient Satisfaction at the Langsa Baro Health Center UPTD in 2020**

The results showed that the concern variable had a sig-p value of  $0.732 > 0.05$ , meaning that caring did not have a significant effect on patient satisfaction at the UPTD Langsa Baro Health Center in 2020.

This is in line with the research conducted by Hermansyah in 2019 regarding the Analysis of Factors Affecting the Quality of Health Services with the Servqual Method at the Puskesmas in the Work Area of the East Aceh Health Service. The results showed that the physical condition had a sig-p value of  $0.007 < 0.05$ , reliability sig-p  $0.008 < 0.05$ , responsiveness sig-p  $0.011 < 0.05$  and guarantee sig-p  $0.034 < 0.05$  which means that the physical condition, reliability, responsiveness and assurance have an influence on the quality of health services, while caring has no influence on the quality of health services because it has a sig-p value of  $0.325 > 0.05$  (18).

Research conducted by Rani in 2020 on the Effect of Service Quality on Inpatient Patient Satisfaction in the Private Care Center (PCC) Dr. RSUP. Wahidin Sudirohusodo Makassar. The results showed that physical evidence (tangibles) and responsiveness (responsiveness) had a positive and significant effect on inpatient satisfaction in the Private Care Center (PCC) ward of

Dr. RSUP. Wahidin Sudirohusodo Makassar, while reliability, assurance and empathy did not have a positive effect on the satisfaction of inpatients in the Private Care Center (PCC) of Dr. Wahidin Sudirohusodo Makassar (16).

Caring is a patient's perception that is judged based on the courtesy and friendliness of individual service delivery with full attention and understanding of the patient's needs as a customer and acting in the patient's interest and always helping the patient even if not asked. Caring is also an effort to give sincere and individual or personal attention given to patients by trying to understand consumer desires. Where a puskesmas is expected to have understanding and knowledge about patients, understand the patient's specific needs, and have a comfortable operating time for patients (14).

According to the researcher's assumption that caring in this study has no effect on patient satisfaction, it can be concluded that patient satisfaction and dissatisfaction have no effect on patient satisfaction because the empathy given by health workers can be felt directly by patients from the beginning of service to the end of service. Basically every patient wants to be treated individually or specifically, thus the empathy of officers in providing health care care is the main tool in meeting patient expectations for preferential treatment, so that patient satisfaction with the health services they receive is realized. However, this study shows that caring has no effect on patient satisfaction because according to patients good care does not guarantee patient satisfaction.

Respondents revealed that what patients want is service from friendly, polite and trained health workers, as well as facilities provided by the puskesmas so that patients feel confident that the complaints they experience will be cured quickly. Based on this description, it can be seen that the concern in this study is not really needed in increasing patient satisfaction.

### **The Effect of Response on Patient Satisfaction at the Langsa Baro Health Center UPTD in 2020**

The results showed that the responsiveness variable had a sig-p value of  $0.913 > 0.05$ , meaning that responsiveness had no significant effect on patient satisfaction at the Langsa Baro Health Center UPTD in 2020.

In line with research conducted by Nasyrh in 2017 about the Analysis of the Effect of Service Quality Dimensions on Inpatient Patient Satisfaction at Bhayangkara Hospital Makassar. The results showed that the quality of service in the form of reliability, certainty/guarantee, caring and real evidence together had a positive and significant effect on patient satisfaction, while responsiveness had no effect on satisfaction of inpatients at Bhayangkara Hospital Makassar (19).

Research conducted by Utami in 2020 on the Effect of Responsiveness and Reliability on Population Administration Service Satisfaction at the Sendang Sari Village Office, Pajangan District, Bantul Regency. The results showed that responsiveness had no significant effect ( $p = 0.074$ ) on community satisfaction, which means that the higher the responsiveness, the higher the community satisfaction (20).

Responsiveness is a policy to help and provide fast (responsive) and appropriate services to patients, with clear information delivery. In addition, responsiveness itself relates to the willingness and ability of health workers to help patients and respond to their requests in a responsive manner, as well as inform services appropriately. Responsiveness is the ability to provide the promised service immediately, accurately and satisfactorily. This means the company provides its services right from the first moment. In the service industry, companies do

rely on customer needs that are inconsistent and tend to be abstract. Therefore, there is no opportunity for service companies to separate right and wrong services (21).

One of the efforts to improve responsiveness in service quality is to pay attention to the timeliness and speed of employees in providing services. In connection with that view, then to be able to maintain the quality of service. So that responsiveness in a company must really be considered so that consumers feel so appreciated by the company because if consumers are comfortable with a service then the price is not so problematic (22).

If the 5 dimensions mentioned above have been fulfilled, the personal relationship between the patient/customer and the service provider will be good and the patient will certainly feel comfortable with the services that have been provided. This will give a deep impression to the patient / customer in the form of satisfaction with the service that has been provided by an agency. Quality health services are health services that can satisfy every user of health services in accordance with the level of satisfaction of the average population and its implementation in accordance with the existing code of ethics and professional service standards (14).

According to the researcher's assumption, it shows that responsiveness has no effect on patient satisfaction. Responsiveness has no effect because even though the responsiveness is in the good category, there are still patients who feel dissatisfied, and vice versa if the response is not good, there are still patients who are satisfied with the services provided. This is because the information on service management provided by health workers is clear and health workers have responded to every complaint experienced by patients but patients feel that responsiveness does not really affect the satisfaction felt by patients considering that as patients they only hope to be provided with services by trained and reliable officers and they do not care about other factors.

Patients revealed that they only needed a Puskesmas with complete facilities and guaranteed to provide the best service to patients, so based on these results, good or bad responses may not necessarily affect patient satisfaction completely. Many factors can affect patient satisfaction, one of which is a guarantee factor and also physical evidence.

#### 4. CONCLUSION

There is an effect of physical evidence and responsiveness on patient satisfaction at the UPTD Puskesmas Langsa Baro. It is hoped that the Puskesmas will further improve physical conditions for the better such as keeping the Puskesmas environment clean and tidy, maintaining the tidiness of health workers, increasing the number of waiting chairs for visiting patients, providing sufficient trash cans, always maintaining the cleanliness of the toilets and taking care of the beauty of the Puskesmas buildings. . Improving the reliability of health workers such as providing services to patients quickly and accurately, not letting patients wait too long to get treatment and giving medicine to patients according to their illness.

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