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The Impact of Dental Poly Patients' Satisfaction With Service Quality at Kampala Public Health Centre Sinjai Regency

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HIGHLIGHTS

- The results of simultaneous testing or F test showed that the significance value was 0.000, the coefficient of determination R^2 was 0.681, and the t test or partial measurement obtained a calculated t value of reliability of 0.543, responsiveness of 2.454, assurance of -2.261, empathy of 0.967, and tangibility of 3.060. There is an Influence of Service Quality on General Patient Satisfaction at the Kampala Public Health

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A B S T R A C T / A B S T R A K

The problem of dissatisfaction felt by patients often occurs in health service organizations, especially in community health centers. Public Health Center is the main level of service in the community. Kampala Health Center is the health center with the highest number of patient visits in 2022. There are complaints from patients regarding the services experienced at the Kampala Health Center dental clinic regarding service facilities, so researchers are interested in conducting research related to service quality on general patient satisfaction at the Kampala Public Health Center dental clinic. This study aims to determine the effect of service quality on general patient satisfaction at the Kampala Public Health Center dental clinic. This type of quantitative descriptive research with a research design using a cross sectional approach. The number of samples taken was 54 respondents using the purposive sampling method. Data collection uses a questionnaire. Data analysis uses univariate, bivariate, multivariate analysis or multiple linear regression. The results of simultaneous testing or F test showed that the significance value was 0.000, the coefficient of determination R^2 was 0.681, and the t test or partial measurement obtained a calculated t value of reliability of 0.543, responsiveness of 2.454, assurance of -2.261, empathy of 0.967, and tangibility of 3.060. There is an Influence of Service Quality on General Patient Satisfaction at the Kampala Public Health Center Dental Clinic

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1. INTRODUCTION

Health services have the function of providing complete services using health prevention and recovery efforts that are implemented in a harmonious and integrated manner (Herlambang, 2015). One of the health service installations is the Community Health Service Center (Puskesmas). Puskesmas is a technical implementation unit of the District/City Health Service which is responsible for carrying out health development in a work area (Ministry of Health, 2013).

Several factors that can influence the perception of someone who uses health services are the activities carried out in health services, such as: the performance of health workers who carry out services, the facilities used in treatment and care, medical services and medical support ranging from diagnosis to treatment and care. , as well as administrative services. (Pohan, 2015).

According to Zeithaml and Berry (1998) quoted by Tjiptono (2012) there are 5 dimensions used to measure service quality, namely reliability, responsiveness, assurance, empathy and physical evidence. Meanwhile, other experts' methods of measuring service quality are also included in the 5 service quality indicators proposed by Parasuraman: tangible evidence, reliability, responsiveness, assurance and consensus. Service quality indicators can be measured based on patient satisfaction with the services provided. Patient satisfaction is an evaluation of various service dimensions. Patient satisfaction is a very subjective thing, difficult to measure, can change, and there are many factors that influence as many dimensions in human life (Satrianegara, 2014).

Sinjai Regency has 16 Community Health Centers, there are three Plenary Accredited Community Health Centers from different districts which have a working area covering more than five villages, namely the Kampala Community Health Center in East Sinjai District, the Bulupoddo Community Health Center in North Sinjai District, and the Manimpahoi Community Health Center in Central Sinjai District (Dinas Sinjai District Health, 2022). Based on profile data from the Sinjai District Health Service in 2022, the number of outpatient visits to the Kampala Health Center health service facility was 9,924 visits in 2022, ranking first with the number of visits by patients (Sinjai District Health Office, 2022).

Based on a research study conducted by researchers at the Kampala Community Health Center on August 19 2023, data was obtained on patient visits at the Kampala Community Health Center for the second semester, namely from July to December 2022, the most visits were at general polyclinics with an average of ± 150 patient visits per day. Meanwhile, the fewest visits were at the dental clinic with an average of ± 10 to 20 patient visits per day. From these data, the focus of the research location was the dental clinic. The scope of the research object is general patients who visit the Kampala Community Health Center Dental Clinic.

2. MATERIALS AND METHOD

This type of research uses quantitative research methods with a research design using a cross sectional approach. Measuring using a questionnaire. Research informants using proportional sampling. Research variables include, Reliability, Responsiveness, Assurance, Empathy and Tangible. Next, the results of the questionnaire are processed using statistical formulas and univariate, bivariate and multivariate analysis or multiple linear regression is carried out to see the relationship between the variables studied.

3. RESULTS AND DISCUSSION

This research aims to determine the effect of service quality on general patient satisfaction at the Kampala Health Center dental clinic by looking at the 5

dimensions of service quality on patient satisfaction. This is measured using a questionnaire instrument with Likert scale calculations.

This research was conducted on general patients at the Kampala Community Health Center dental clinic. A total of 54 respondents were obtained based on inclusion and exclusion criteria.

1. Respondents' Assessment of Service Quality and Patient Satisfaction
    a. Service quality
       1) Reliability
          Distribution of service quality regarding general patient satisfaction at the dental clinic at the Kampala Community Health Center from the dimension of reliability, for fast and timely service from dental clinic staff as many as 45 people (83.3%) in the agree category. In this study, patients felt that they agreed with the fast and timely service of the dental clinic staff, both in the actions carried out for dental and oral care and in providing follow-up examinations for the care of dental and oral patients. Reliability is related to the ability of the community health center to deliver the promised services accurately from the first time (Tjiptono, 2011).
       2) Responsivennes
          The distribution of service quality on patient satisfaction in terms of the dimension of responsiveness, for officers who always offer help to patients who look confused, 48 people (85.2%) are in the agree category. In this study, patients agreed with the actions taken by the staff who always offered help to patients who looked confused, such as when they wanted to do a dental and oral examination, some patients looked confused regarding the procedures in the service at the dental clinic, so the staff provided clear procedures related to the service. The patient underwent dental and oral surgery so that in this case the patient felt satisfied.

          Likewise, 48 (88.9%) patients were satisfied with the officers who were very responsive and responded quickly when patients needed further examinations. In the case of this research, officers who are very responsive and respond quickly to patients when patients require further examination, such as patients who need further examination or referrals, officers are responsive and respond quickly to patients so that they agree with the statement. Responsiveness is related to the willingness and ability of service providers to help customers and respond to their requests quickly (Tjiptono, 2012).
       3) Assurance
          Judging from the assurance dimension of the service quality variable on general patient satisfaction at the dental clinic at the Kampala Community Health Center, the staff always try to maintain patient comfort and safety during the examination, as many as 46 people (85.2%) of the patients agree. In this study, the staff always tried to maintain the patient's comfort and safety during the examination. In this situation, the dental clinic staff always asked the patient what they felt during the examination so that the staff could take action in which the patient felt comfortable and the staff would maintain security during the examination. In this case the patient agrees.

          Guarantee (assurance) is related to the knowledge and abilities and politeness of employees as well as their ability to foster a sense of trust and confidence in customers (Tjiptono, 2011).
       4) Empathy
          The distribution of service quality towards general patient satisfaction at the dental clinic at the Kampala Community Health Center is seen from the empathy dimension of the staff who always give patients the opportunity to

ask questions, 47 people (87.0%) answered in the affirmative. In this study, staff always gave patients the opportunity to ask questions regarding treatment methods or ask for advice regarding dental and oral care.

Empathy means that the community health center understands customer problems and acts in the interests of customers, as well as providing personal attention to customers and having comfortable operating hours (Tjiptono, 2012).

5) Tangible

The distribution of service quality regarding general patient satisfaction at the dental polyclinic at the Kampala Community Health Center was seen from the tangibility dimension in a clean, neat and comfortable service room, 48 people (88.9%) of patients answered in the affirmative. In research, there is evidence or physical evidence that the dental clinic room is clean, neat and comfortable so that the patient agrees with this statement.

Likewise, the medical equipment used was clean and complete, as many as 48 people (88.9%) answered in the affirmative. In this study, complete and clean medical equipment was used in treating patients or dental and oral care carried out by dental staff during the examination, so that the patient agreed with this statement.

Tangibility is related to the appearance of service facilities, equipment or supplies (Tjiptono, 2012).

b. Patient Satisfaction

Judging from the overall variables of service quality (reliability, responsiveness, assurance, empathy, tangible) on patient satisfaction, in this case satisfaction with the staff's ability to help and serve quickly, 50 people (92.6%) answered that they were satisfied. In the research, patients felt satisfied with the staff who were able to help and serve quickly when the patient needed immediate treatment or examination. The staff were able to help and serve the patient with the staff's abilities.

Based on the responsiveness indicators, there are several indicators consisting of responsiveness indicators consisting of dental clinic staff who are fast and punctual and staff who are very responsive and respond quickly to patients who need further examinations. Azwar stated that the service provided by officers (doctors) is one of the supports for successful service to patients who are undergoing treatment.

2. Regresi Linear Berganda

Tabel 1. Hasil Regresi Linear Berganda

	Model	Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.915	1.382		2.109	.040
	Reliability	.067	.123	.085	.543	.590
	Responsivenes	.521	.212	.518	2.454	.018
	Assurance	-.241	.106	-.288	-2.261	.028
	Empathy	.175	.179	.164	.976	.334
	Tangible	.349	.114	.377	3.060	.004

Coefficients[a]

3. T Test

The following is an analysis of the t test results from questionnaire survey data obtained from 54 respondents.

Table 1. Distribusion Summary of Data Analysis t Test

No	Independent Variable	T count	T table	Standart	Description
1	*Reliability*	0,543	1,674	t count< t table	Hα rejected
2	*Responsivenes*	2,454	1,674	t count > t table	Hα appceted
3	*Assurance*	-2,261	1,674	t count < t table	Hα rejected
4	*Empathy*	0,976	1,674	t count < t table	Hα rejected
5	*Tangible*	3,060	1,674	t count > t table	Hα appceted

From the t test data analysis table, it is known that the calculated t value between the variables of reliability and empathy is < t table so it can be said that there is no significant influence between reliability and empathy on patient satisfaction. The calculated t value of guarantee is < t table but there is a significant influence between guarantee on patient satisfaction, while the t calculated value of responsiveness and tangibility is > t table and there is a significant influence between responsiveness and tangibility on patient satisfaction. Judging from the magnitude of the t count, the

variable that has the biggest influence on patient satisfaction is tangibility, which is 3.060.

This test is used to test whether there is an influence of the independent variable (service quality) individually on the dependent variable (general patient satisfaction of the dental clinic). Testing via the t test is comparing the calculated t with a significant value of 0.05. When drawing conclusions, use standard.

If t test > t table or if the probability is less than 5% or the sig value < sig value 0.05 then H0 is rejected and Ha is accepted which means there is a significant influence between the independent variable quality of service on the dependent variable general patient satisfaction at the dental clinic and so does on the contrary. In carrying out testing, first create a hypothesis, the hypothesis in this research is:

a. H0 = there is no significant influence between reliability, responsiveness, assurance, empathy, or tangibles on general patient satisfaction at the Kampala Public Health Center dental clinic.

b. Ha = there is a significant influence between reliability, responsiveness, assurance, empathy, or tangibles on general patient satisfaction at the Kampala Public Health Center dental clinic.

4. CONCLUSION

From the results of research conducted on 23 October–24 November 2023 at the Kampala Community Health Center, it was concluded that:

1. There is a Tangible influence on general patient satisfaction at the Kampala Community Health Center dental clinic as shown by the partial regression coefficient (t test). Amounting to 3.060 with a significant value of 0.004. T test > t table (3.060> 1.674).

2. There is no influence of the quality of service dimension Reliability (reliability) on general patient satisfaction at the dental clinic at the Kampala Community Health Center as indicated by the value of the partial regression coefficient (t test). Amounting to 0.543 with a significant value of 0.590 T test < t table (0.543 <1.674).

3. There is an influence of the Responsiveness service quality dimension on general patient satisfaction at the dental clinic at the Kampala Community Health Center, shown by the regression coefficient value (t test). Amounting to 2.454 with a significant value of 0.18 T test > t table (2.454> 1.674).

4. There is an influence of the Assurance service quality dimension on the general patient satisfaction of dental polyclinics in Kampala as shown by the correlation coefficient value of the regression (t test). Amounting to -2.641 with a significant value of 0.28 T test > t table (-2.641> 1.674).

5. There is no influence of the Empathy (empathy) service quality dimension on general patient satisfaction at the dental clinic at the Kampala Community Health Center as indicated by the correlation coefficient value (t test). Amounting to 0.976 with a significant value of 0.334 T test < t table (0.976 <1.674).

6. There is an influence of service quality on general patient satisfaction at the dental clinic at the Kampala Community Health Center. This can be seen from the calculation results of the multiple linear regression test with an F value of 20.528 and a significant value of 0.000<0.05.

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