

OVERVIEW OF PATIENTS SATISFACTION LEVEL AT DENTAL CLINIC CIMAHI TENGAH HEALTH CENTER INDONESIA

(GAMBARAN TINGKAT KEPUASAN PASIEN DI KLINIK GIGI PUSKESMAS CIMAHI TENGAH INDONESIA)

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ABSTRACT

Puskesmas represents the functional organization unit that runs health efforts accepted and affordable by the entire community with society's active role. Puskesmas must have a good quality of health service to provide the satisfaction of the patients. Patient satisfaction is one of the leading indicators of health facilities and has become a standard measure of quality-of-service customer satisfaction. The general objectives of the study are to evaluate the level of satisfaction of patients at the Dental Clinic of Puskesmas Cimahi Tengah, Cimahi City, based on tangible, reliability, responsiveness, assurance, and empathy. This study used a descriptive study method through a questionnaire about patient satisfaction toward services at the dental clinic of Puskesmas Cimahi Tengah. The sample size used in this study were all patients who came to the dental clinic of Puskesmas Cimahi Tengah. The study results are based on the five dimensions analyzed, namely tangibles, reliability, responsiveness, assurance, and empathy, which refer to the SERVQUAL model developed by Parasuraman. The service quality of the dental clinic at Puskesmas Cimahi Tengah on the dimensions of tangibles, reliability, responsiveness, assurance, empathy was very satisfying. The conclusion based

on the analysis of the respondents' responses on patient satisfaction at the dental clinic at the Central Cimahi Center was very gratifying.

Keywords: *patient satisfaction; puskesmas; servqual*

ABSTRAK

Puskesmas merupakan kesatuan organisasi fungsional yang menyelenggarakan upaya kesehatan yang dapat diterima dan terjangkau oleh seluruh kalangan masyarakat dengan peran serta aktif masyarakat. Puskesmas harus memiliki mutu pelayanan kesehatan yang baik dan berkualitas guna memberikan kepuasan pasien. Kepuasan pasien merupakan indikator utama dari standar fasilitas kesehatan dan menjadi suatu ukuran mutu pelayanan kepuasan pelanggan. Tujuan dari penelitian adalah untuk mengevaluasi tingkat kepuasan pasien terhadap pelayanan poli gigi di Puskesmas Cimahi Tengah Kota Cimahi berdasarkan variabel tangible (bukti fisik), reliability (kehandalan), responsiveness (daya tanggap), assurance (jaminan), dan empathy (empati). Penelitian ini menggunakan metode penelitian deskriptif melalui kuisisioner tentang tingkat kepuasan pasien terhadap pelayanan di Poli gigi Puskesmas Cimahi Tengah. Ukuran sampel yang digunakan dalam penelitian ini adalah seluruh pasien yang datang ke Poli gigi Puskesmas Cimahi Tengah. Hasil penelitian berdasarkan lima dimensi yang dianalisis yaitu tangibles, reliability, responsiveness, assurance, dan empathy yang mengacu pada model SERVQUAL yang dikembangkan oleh Parasuraman. Kualitas pelayanan Poli Gigi Puskesmas Cimahi Tengah pada dimensi tangibles, reliability, responsiveness, assurance, empathy sangat memuaskan. Simpulan berdasarkan analisa jawaban responden mengenai penelitian tingkat kepuasan pasien di Poli Gigi Puskesmas Cimahi Tengah dapat dikatakan sangat memuaskan.

Kata kunci: *kepuasan pasien; puskesmas; servqual*

INTRODUCTION

Health is a state of well-being of body, soul, and social that allows everyone to live productively socially and economically, based on Health Law no. 23 of 1992. In the

Indonesian National Development Program, health development aims to create a healthy Indonesia by 2020. To achieve this goal, an integrated and equitable, comprehensive health effort is made that

can be accepted and reached by all levels of society with an active role from the community, including dental health. In contrast, dental and oral health efforts are carried out by increasing public awareness of the importance of dental care.^{1,2} Oral health, according to the World Health Organization (WHO), is a condition free from mouth and face disease and throat cancer, infections and sores in the mouth, gum and periodontal tissue disease, and disorders that limit an individual's capacity to chew, bite, smile, talking and psychosocial well-being. Most people sometimes ignore oral health, while teeth and mouth are the main routes for bacteria and germs to enter the body. Dental and oral care treat sore and problem teeth and improve the appearance of the teeth to create a high level of self-confidence. By the time, increasing awareness of the importance of oral health will lead to satisfaction in each patient.^{3,4}

The government has to consider the availability of quality health services for the community to develop the health sector that aims to form a healthy society. Puskesmas is a functional organization unit that organizes comprehensive, integrated, accepted, and affordable health by the community. With active community participation and using the results of appropriate science and technology development, the government and the community can bear the cost to achieve optimal health status without neglecting the quality of

service to individuals. Puskesmas is the spearhead in the health service system. Initially, the Puskesmas only served outpatients, and if patients needed further treatment, they would be referred to the hospital. Along with the times and the community's demands, besides serving outpatients, there is also a Puskesmas that serves inpatients. All programs carried out by the Puskesmas are to improve services to achieve community and individual satisfaction as patients.⁴⁻⁶ Satisfaction is a level of patient feeling that arises as a result of the performance of health services after they compare with what is expected. The community will perceive satisfaction if the quality of service provided is good, thus affecting patient satisfaction, resulting in the patients' satisfaction toward the services. It will give positive values and will be sustainable in the future. The interests of patients for the services offered by Puskesmas are variably different; something that is felt good at this time is not necessarily good for the future. For this reason, Puskesmas have to pay attention to their patient; if there is a gap in that interest, it is necessary to change or evaluate and improve the services according to what they wish and need.

Quality service is not limited to friendly smiles from the officers. Five main dimensions are relevant to explain service quality, known as service quality (SERVQUAL), including tangible, reliability, responsiveness, assurance, and empathy. The five dimensions of service quality are the primary keys to increasing patient satisfaction.^{6,8} Tangible is defined as the appearance of equipment facilities and officers who provide services because a service cannot

be seen, smelled, touched or heard, so the tangible aspect becomes vital as a measure of service. It is necessary to measure patient (customers) satisfaction to determine the success of providing health services.⁶ Reliability is a dimension that measures the reliability of usefulness to consumers. Reliability is defined as the ability to provide services as promised accurately and reliably.^{6,7} Responsiveness is the ability to help and provide assistance quickly to consumers. The dimension of responsiveness is the most dynamic. It is affected by technological development factors. One example of the responsiveness aspect of service is speed.^{6,8} Assurance is a service quality dimension related to the ability to instil trust and confidence in consumers. Assurance includes the ability of the workforce to know about products, including the ability of employees and politeness in providing services, skills in providing security in utilizing the services offered and the ability to instil consumer confidence in the services.^{6,8} Empathy is the willingness to care and give sincere and personal attention to consumers (service users). Empathy is a dimension that provides an excellent opportunity to create surprise services that are not expected by the service user but provided by the service provider.⁸⁻¹¹ Based on the literature study above, the authors are interested in evaluating the level of patient satisfaction toward dental clinic services at Puskesmas Cimahi Tengah, Cimahi City, in maintaining and assessing the quality of services at Puskesmas.

METHOD

This study is a descriptive categorical study that describes the object or the variables of the study. This observational study was conducted using a questionnaire about the level of patient satisfaction toward services at the Dental Clinic of Puskesmas Cimahi Tengah from November to mid-December using the service quality method (SERVQUAL). The SERVQUAL scale includes five dimensions of service quality: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Each size has several questions and responses on a scale of 1 to 4, where there are statements of hope and reality with a total of 43 queries.

1. Expectation = 1 (Very important), 2 (Important), 3 (Less important), 4 (Not important).
2. Reality = 1 (Strongly agree), 2 (Agree), 3 (Disagree), 4 (Disagree).

The following is an explanation of the 5 dimensions above:

1. Tangibles, describing the physical facilities, equipment, and appearance of personnel and the presence of users.
2. Reliability refers to the ability to provide the promised service accurately and reliably.
3. Responsiveness refers to the willingness to help customers and give proper attention.

4. Assurance is a polite and knowledgeable employee who gives a sense of trust and confidence.
5. Empathy includes care and individual attention to users.

RESULT

The study was conducted at the Dental Clinic of Puskesmas Cimahi Tengah. The object of the study was taken from primary data by using a questionnaire about the level of patient satisfaction toward services at the Dental Clinic of Puskesmas Cimahi Tengah. Based on the results study that meets the study criteria, a total sample of 46 people was obtained with the characteristics of the respondents, which can be seen in Table 1.1

Table 1. Characteristics of respondent

No	Characteristics of Respondents
1	A patient who previously had dental and oral care at the Dental Clinic of Puskesmas Cimahi Tengah
2	Patients who are willing to fill out the questionnaire

The overview of patient satisfaction at the dental clinic of Puskesmas Cimahi Tengah can be seen in Figure 1. As seen from the five dimensions, the overall level of patient satisfaction was 1.2% unsatisfactory, while those who stated it were very satisfying were 48.5%.



Figure 1. Overview of patient satisfaction

The frequency chart on the tangibles dimension can be seen in Figure 2. The level of patient satisfaction on the tangibles dimension, which was stated to be very satisfying, was 49%, while those who said it was not satisfactory were 1.2%.

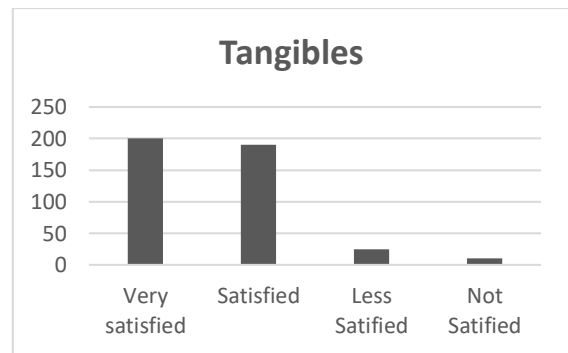


Figure 2. Overview of patient's satisfaction based on tangibles dimension.

The overview of the level of satisfaction at the dental clinic of Puskesmas Cimahi Tengah, seen from the dimension of reliability, can be seen in Figure 3. The level of patient satisfaction on the reliability dimension was stated to be very satisfying at 51%, while those who said it is unsatisfactory were 5.6%.

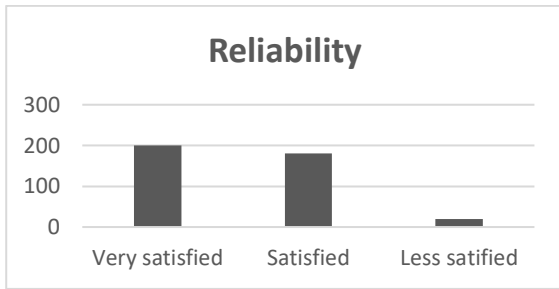


Figure 3. Overview of patient's satisfaction based on reliability dimension.

The overview of the level of satisfaction at the dental clinic of



Puskesmas Cimahi Tengah, seen from the responsiveness dimension, can be seen in Figure 4. Figure 4 shows that the level of patient satisfaction on the responsiveness dimension was stated to be very satisfying (50%), while those who said it is unsatisfactory were 3.1%.

Figure 4. Overview of patient's satisfaction Based on responsiveness dimension.

The overview of the level of satisfaction at the dental clinic of Puskesmas Cimahi Tengah is seen from the assurance dimension. The frequency chart on the assurance dimension can be seen in Figure 5. Figure 5 shows that the level of patient satisfaction on the assurance dimension was stated to be very satisfying

46.5%, while those who said it was not satisfactory were 2.4%.



Figure 5. Overview of patient's satisfaction based on assurance dimension.

The overview of the level of satisfaction at the dental clinic of Puskesmas Cimahi Tengah, seen from the empathy dimension, can be seen in Figure 6. Figure 6 shows that the level of patient satisfaction in the empathy dimension was stated to be very satisfying (46.3%), while those who said it was not satisfactory was 2.0%.

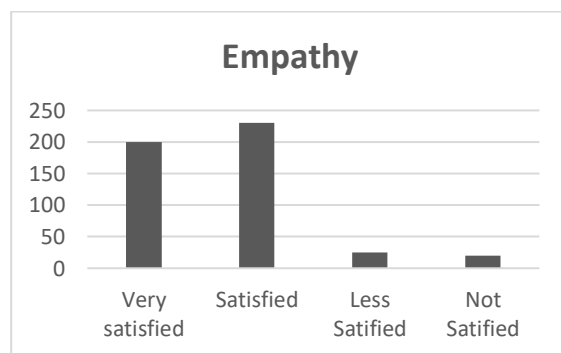


Figure 6. Overview of patient's satisfaction based on empathy dimension.

DISCUSSION

Satisfaction is a feeling of pleasure and disappointment by comparing the service received with what is expected. If the

service is far from expectations, the customer will be disappointed. If the service is in line with expectations, the customer will feel satisfied. If the service far exceeds expectations, the customer will feel delighted.^{11,12} Patient satisfaction is the level of patient feelings arising from the performance of health services obtained after comparing it with the expected benefit.¹³

Patient satisfaction is the primary indicator of the healthcare facilities standards and a measure of the quality of service customer satisfaction. If the patient is not satisfied (low satisfaction results), it will impact the number of patient visits. Thus it can affect the profitability of the healthcare facility. In addition, employee attitudes towards customers will also impact customer satisfaction, where customer needs will increase from time to time. Thus the demands for the quality of services provided will also increase.¹⁴

Health services are said to be good quality health services if they can apply professional standards and codes of ethics; thus, they can satisfy patients. The measures include the relationship between health workers and patients, service comfort, freedom of choice, technical knowledge and competence, service provider performance and service effectiveness, and safety in acting.¹⁵

Overview of Patient Satisfaction

Based on the SERVQUAL concept, according to Parasuraman, generally, it can be seen from the study results on the level of patient satisfaction at dental clinic Puskesmas Cimahi Tengah, respondents showed their delight. Some overviews of patient satisfaction can be seen from the dimensions based on the SERVQUAL theory, which will be described in detail below, including:

Overview of Patient Satisfaction based on Tangibles Dimension

The overview of the level of satisfaction in the tangibles dimension at the dental clinic of the Puskesmas Cimahi Tengah is seen from patient satisfaction with the quality of service. The most service received by patients at the dental clinic of Puskesmas Cimahi Tengah is pulp treatment. This study examines respondents' responses to perceived service and expectations of expected service. The frequency chart on the tangibles dimension can be seen in Figure 2. The level of patient satisfaction on the tangibles dimension, which was stated to be very satisfying, was 49%. Patient satisfaction on this dimension is good and needs to be maintained. In a study conducted by Purba in 2014 at Puskesmas Huta Rakyat, Sidikalang District, Dairi Regency, the tangibles dimension service at Puskesmas was 75%,

while the study by Candrawati in 2015 at Puskesmas Iso and Non-Iso in Denpasar City, services on the tangibles dimension at Puskesmas were also found satisfactory with a percentage of 97.32%.^{9,10} Patient satisfaction with health personnel services at Puskesmas Tanjung Priok District, North Jakarta, also has high tangibles and empathy dimensions with a presentation of 88.9%.^{9,10,12}

The results of this study were compared with the results of previous studies regarding the overview of patient satisfaction levels at Puskesmas in Indonesia. According to patient perceptions, the tangibles items at Puskesmas Cimahi Tengah, Puskesmas Huta Rakyat, Puskesmas Iso and Non-Iso are very satisfying. It indicates that most patients are satisfied with the facilities provided by Puskesmas.^{9,10}

Overview of Patient Satisfaction based on the Reliability Dimension

According to Tjitono in 2007, the dimension of reliability shows the company's ability to provide services or services that are expected in a convincing, fast, accurate, reliable, and consistent manner. In a previous study at Puskesmas Kretek Bantul Yogyakarta, some respondents expressed satisfaction (62%), 29% said they were delighted, and 9% said they were pretty satisfied. This study

contrasts with a study conducted at Puskesmas Sindangjawa in Cirebon City, which stated that most patients were not happy with the reliability dimension (62%).¹⁰

The study result is compared with a previous study on the overview of the level of patient satisfaction at Puskesmas in Indonesia. According to patient perceptions, it can be concluded that the item reliability at Puskesmas Cimahi Tengah and Puskesmas Kretek Bantul Yogyakarta is very satisfying. The patients' satisfaction in this dimension is due to various factors, such as fast service, timely service, and never giving excessive promises. Thus, it can be concluded that most patients believe in the reliability and accuracy of services provided by officers. In addition to the reliability of officers, officers can act reasonably in providing services to patients without distinguishing social status or other factors (not discriminating).

Overview of Patient Satisfaction based on Responsiveness Dimension

The responsiveness dimension shows the willingness of service providers, especially their staff, to help and provide appropriate services according to consumer needs. This dimension emphasizes the attitude of service providers who are attentive and responsive in providing

services, including fulfilling customer requests, questions, complaints and problems by delivering clear information. In a previous study at Puskesmas Kretek Bantul, Yogyakarta, most respondents said 63% of persons were satisfied, 25% said they were delighted, and 12% of respondents said they were pretty satisfied. There were no respondents who stated that they were dissatisfied and very dissatisfied with the services at the outpatient registration unit. This study contrasts with a study conducted at Puskesmas Sindangjawa in Cirebon City, which stated that most patients were not satisfied with the reliability dimension (80%). It indicates that the services provided at Puskesmas Cimahi Tengah have been carried out quickly and accurately.⁹⁻¹¹

Suppose the results of this study are compared with the results of previous study on the overview of patient satisfaction levels at Puskesmas in Indonesia. In that case, it can be concluded that the responsiveness items at Puskesmas Cimahi Tengah and Puskesmas Kretek Bantul Yogyakarta, according to patient perceptions, are very satisfying. Most patients believe in officers' in helping patients when they have problems, the responsiveness and ability of officers to help patients solve their problems, and the responsiveness of officers in providing

clear information on services.

Overview of Patient Satisfaction based on the Assurance Dimension

This assurance dimension emphasizes the service provider's ability to generate consumer confidence that service providers, especially employees, can meet the needs of their customers and provide services with certainty and free from doubt. Based on the results of data analysis on the assurance dimension, it can be seen that the patient satisfaction at the outpatient registration unit of Puskesmas Kretek Bantul Yogyakarta, most of the respondents expressed satisfaction (54%). 26% of respondents said they were delighted, 18% said they were pretty satisfied, and 2% said they were not happy. It is also following the study conducted at Puskesmas Sindangjawa in Cirebon City, which stated that they were satisfied with the assurance dimension (54%). It indicates that Puskesmas provides fast service to patients.⁹⁻¹¹

Suppose the results of this study are compared with the results of previous study on the overview of patient satisfaction levels at Puskesmas in Indonesia. In that case, according to patient perceptions, the assurance items at Puskesmas Cimahi Tengah and Puskesmas Kretek Bantul Yogyakarta are very satisfying. So it can be interpreted that most patients feel confident and believe in the ability of officers to serve

patients well. In addition, patients are not waiting too long without certainty when they get services at the dental clinic.

Overview of Patient Satisfaction based on Empathy Dimension

The empathy dimension shows the ability of service providers to give sincere and individual attention to consumers by trying to understand their desires. This dimension is the ability of service providers to treat consumers as particular individuals.¹² Based on the results of a previous study on the empathy dimension, it can be seen that patient satisfaction at the outpatient registration unit at Puskesmas Kretek Bantul Yogyakarta, most of the respondents said they were satisfied (67%). 17% of respondents said they were delighted, and 17% said they were pretty happy. It is also following a study conducted at Puskesmas Sindangjawa in Cirebon City, which stated that they were satisfied with the empathy dimension (56%), while those who expressed dissatisfaction were 13%. If the results of this study are compared with the results of the previous research on the overview of patient satisfaction levels at Puskesmas in Indonesia, it can be concluded that the empathy items at Puskesmas Cimahi Tengah, Puskesmas Kretek Bantul Yogyakarta, and Puskesmas Sindangjawa Cirebon, according to patient perceptions

are very satisfying. It explains that the patient feels cared for and given wholehearted service by the doctor.¹¹⁻¹⁵

CONCLUSION

The conclusions from this study are as follows: Based on the analysis of the responses from the respondents related to the survey on the level of patient satisfaction at the dental clinic of Puskesmas Cimahi Tengah, it can be said to be very satisfying with a percentage of 48.5%. Measuring the percentage level of patient satisfaction on the tangibles dimension is very satisfying (49%). The reliability dimension is very satisfying (51%), the responsiveness dimension is very satisfying (50%), the assurance dimension is very satisfying (46.5%), and the empathy dimension is very satisfying (46.3%).

CONFLICT OF INTEREST

We declare that there is no conflict of interest in the scientific articles

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