



Patient Satisfaction BPJS on Pharmaceutical Services in Bekasi Hospital

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Abstract

The higher the awareness regarding health, the higher the human need for health services. As a health service center, hospitals have the task of providing complete individual health services, providing inpatient, outpatient and emergency services. Social security provided by the Indonesian state is implemented by the *Badan Penyelenggara Jaminan Sosial* (BPJS) to ensure the certainty of equitable health services. This research is a quantitative descriptive study with an observational method to determine the description of satisfaction of BPJS outpatients regarding pharmaceutical services at Bekasi Hospital using Proportional Random Sampling sampling techniques with sample criteria of BPJS patients aged 17 - 65 years, who receive pharmaceutical services from the Pharmacy Installation Hospital at least 2 times. Based on the data provided, the highest overall satisfaction category is "Satisfied" while the lowest category is "Not Satisfied". These results show that the majority of patients feel a very high level of satisfaction with the services they receive. Based on the results of research conducted at the Bekasi Hospital Pharmacy Installation with 3 hospitals as research objects, it can be concluded that 51% of respondents feel satisfied with the pharmacy services at the hospital.

Keywords: Bekasi, Patients, Pharmaceutical Services, Satisfaction.

1. INTRODUCTION

As awareness regarding health and treatment increases, people's need for health services increases. As a health service center, hospitals have the task of providing complete individual health services, providing inpatient, outpatient and emergency services.

Indonesia implements a National Health Insurance system (JKN) which enable every citizen to receive equal health services using a mutual cooperation system. Social security provided by the Indonesian state is implemented by the Social Security Administering Body (BPJS) to ensure the organization and certainty of equitable health services. Health services provided can be provided at first level health facilities or advanced health facilities, including pharmacies, clinics and hospitals.

According to data from the West Java Province Central Statistics Agency (BPS), in 2023 Bekasi Regency has 54 hospitals with details of 50 general hospitals and 4 special hospitals. Meanwhile, Bekasi City has 47 hospitals consisting of 45 general hospitals and 3 special hospitals. Based on this data, there are 47 hospitals that are members of BPJS in the city of Bekasi and 49 hospitals in Bekasi Regency.

In providing complete individual health services, hospitals must always improve the quality of service on an ongoing basis and ensure patient protection and safety. Apart from that, hospitals must also support and make government programs a success. Hospital health

services include medical and medical support services, nursing services and non-medical services including pharmaceutical services. With the many services provided by hospitals, service standards are needed that are useful to provide satisfaction for hospital patients. Satisfaction is the hope that will be obtained from patient expectations when receiving hospital services, especially pharmaceutical services. Patients who are satisfied with the service will have an impact on their loyalty to the hospital.

Based on this problem, it is necessary to carry out activities to obtain an overview of patient satisfaction in hospitals, especially in the Bekasi area. Apart from that, this research was conducted because there are differences in the services provided by each hospital.

2. LITERATURE REVIEW

Patient satisfaction is a condition felt by a person (client/patient) after he experiences an action or the result of an action that meets his expectations. Patient satisfaction is defined as the customer's response to the discrepancy between the previous level of interest and the actual performance felt after use. Patient/customer satisfaction is the core of patient/customer oriented marketing.

In their development, Berry, Parasuraman and Zeithamal simplified the ten dimensions into five dominant factors related to the dimensions satisfaction. These five factors consist of:

a. Reliability

It is the company's ability to provide services as promised accurately and reliably. Service reliability includes fast and precise patient reception procedures, service procedures that do not inconvenience patients, fast and timely service, and staff providing error-free service.

b. Responsiveness

Is a willingness to help and provide customers with waiting without a clear reason, it causes a negative perception of service quality. Responsiveness is the staff's desire to help customers and provide responsive service.

c. Assurance

Is the knowledge, politeness and ability of company employees foster customers' sense of trust in the company, including the knowledge, abilities, politeness and trustworthiness of staff, free from danger, risk and doubt.

d. Empathy

Is caring to give individual attention to customers, understanding customer needs and ease of contact.

e. Tangible

It is the ability of a company to demonstrate its existence to external parties. Office and employee appearance. The capabilities of the company's physical facilities and infrastructure (including communication facilities), as well as the surrounding environment are clear evidence of the services provided by service buyers. The appearance of services is not only limited to the magnificent physical appearance of the building but also the appearance of the staff and the availability of supporting facilities and infrastructure.

Based on the definition found Lovelock, dkk Satisfaction can be defined as an attitude-like judgement following a purchase act or series of consumer product interactions. Satisfaction is a function of positively disconfirmed expectations (better than expected) and positive affect.(11) So satisfaction is a person's feeling or response to something that is considered good or adequate and enjoyable or something that is disappointing that comes from consuming a product or service after comparing the expectations they have for the product or service with what they receive from the product or service.

No.	Author	Title	Method	Result	Source
1	Prasojo Pribadi, et al. 2023	Antecedents and consequence of patients' satisfaction with pharmaceutical service in hospitals: A multidimensional approach	The investigation was carried out using a cross-sectional survey method with purposive sampling, and the questionnaire was designed based on a scientific literature review. The valid data obtained from 301 respondents were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM)	The results showed that the greatest antecedent to patient satisfaction was drug efficacy, followed by drug education, personnel quality, and financial-health coverage (all significant at $p < 0.05$). Patient satisfaction positively influenced trust in the pharmacy ($p < 0.05$).	https://www.sciencedirect.com/org/science/article/pii/S0428029623001099

No.	Author	Title	Method	Result	Source
2	Andi Rizani, et al. 2021	Patient satisfaction towards healthcare quality in Indonesian Public Hospital	A quantitative design with observational analytic was used in this study to evaluate patient satisfaction towards healthcare services in Indonesian public hospital. The data were obtained using a Press Ganey inpatient survey that has been modified and translated into the Indonesian language using cross-cultural adaptation. Some steps of adaptation and translation were implemented in this study included forward translation, forward review translation, and expert panel	This study concluded that patient satisfaction towards healthcare quality varied across inpatient class wards. This finding provides the opportunity for healthcare managers and hospital policymakers to obtain a better understanding of patients' views and perceptions and to apply the patient evaluation for healthcare quality improvement.	https://www.sciencedirect.com/science/article/abs/pii/S1130862121001960
3	Diah Mutiara sari, et al. 2021	Patient satisfaction: Public vs. private hospital in Central Sulawesi, Indonesia	This was an analytical observational study with a cross-sectional approach. This research was conducted in 10 hospitals in Central Sulawesi. There were 1070 samples, which were 107 patients in each hospital. The level of patient satisfaction was measured using the Community Satisfaction Index (CSI) Questionnaire, which comprises of 38 closed questions.	The average overall satisfaction level was 75.99 (± 11.28), which fell into category B for service quality and "Good" for service performance. The highest level of satisfaction was in competencies, reaching 78.25 (± 13.48) and the lowest was in Handling Complaints, Suggestions and Feedback, reaching 73.90 (± 14.01). In all categories, the level of satisfaction fell into category B for service quality and "Good" for service performance.	https://www.sciencedirect.com/science/article/pii/S021391112100203X

3. METHODS

This research is a quantitative descriptive study with an observational method to determine the description of satisfaction of BPJS outpatients regarding pharmaceutical services at Bekasi Hospital using Proportional Random Sampling sampling techniques with sample criteria of BPJS patients aged 17 - 65 years, who receive pharmaceutical services from the Pharmacy Installation Hospital at least 2 times. The number of samples used is:

No	Type of Hospital	Location	Samples
1	Private Hospital	Bekasi Regency	341
2	Private Hospital	Bekasi City	271
3	Level D Regional General Hospital	Bekasi City	181

The research was conducted cross-sectionally using a questionnaire with 25 statements which had been validated before use. The scoring uses a 5 Likert scale, namely Very dissatisfied (1) Not satisfied (2) Quite satisfied (3) Satisfied (4) Very satisfied (5) with the following satisfaction categories

No	Assesment	Scale
1	Very satisfied	85% - 100%
2	Satisfied	69% - 84%
3	Quite Satisfied	53% - 68%
4	Not Satisfied	37% - 52%
5	Very Dissatisfied	20% - 36%

4. RESULTS

A. Validity Test

At ($n=30$, and $\alpha= 5\%$), the r -table is 0.361. Testing the validity of the questionnaire shows that r - count $>$ r -table from all parts of the question, it can be concluded that the research is valid.

B. Reliability Test

An instrument is said to be reliable if the Cronbach's alpha value is > 0.6 . The results of the reliability test in this study were declared reliable because they received a Cronbach's alpha value of 0.960, which means greater than 0.6.

C. Respondents Characteristic

Characteristic	Level D Hospital	Bekasi City Hospital	Bekasi Regency Hospital
Age			
1. 17 - 25 years	38	70	96
2. 26 - 35 years	43	68	63
3. 36 - 45 years	48	66	90
4. 46 - 55 years	30	39	63
5. 56 - 65 years	22	28	29
Total	181	271	341
Sex			
1 Male	73	99	115
2 Female	108	172	226
Total	181	271	341
Education			
1. Elementary	6	5	4
2. Junior High School	21	44	54
3. Senior High School	64	148	169
4. College	90	74	114
Total	181	271	341

In this study, the results showed that the majority of respondents were aged 17-25 years and 36-45 years with the majority gender being female with the majority's educational history being high school or equivalent.

D. Respondent Satisfaction

1. Satisfaction of each dimension

Dimension	Level D Hospital	Bekasi City Hospital	Bekasi Regency Hospital
Reliability			
Very Dissatisfied	0%	0%	0%
Dissatisfied	1%	3%	0,87%
Quite Satisfied	6%	14%	12,90%
Satisfied	38%	46%	42,83%
Very Satisfied	56%	37%	43,40%
Responsiveness			
Very Dissatisfied	0%	1%	0%
Dissatisfied	1%	6%	0,87%
Quite Satisfied	4%	19%	12,90%
Satisfied	28%	52%	42,83%
Very Satisfied	67%	22%	43,40%
Assurance			
Very Dissatisfied	0%	1%	0,29%
Dissatisfied	0%	6%	2,34%
Quite Satisfied	3%	16%	12,02%
Satisfied	33%	53%	50,73%
Very Satisfied	64%	24%	34,62%
Emphaty			
Very Dissatisfied	0%	0%	0%
Dissatisfied	2%	2%	0,58%
Quite Satisfied	3%	15%	10,55%
Satisfied	32%	59%	43,71%
Very Satisfied	63%	24%	45,16%
Tangibles			
Very Dissatisfied	0%	0%	0%
Dissatisfied	0%	2%	1,17%
Quite Satisfied	1,65%	16%	12,31%
Satisfied	32,60%	51%	45,45%
Very Satisfied	65,75%	31%	40,53%

Results showed that patient satisfaction data on dimension of reliability in hospital showed varying results, with highest average results in “very satisfied ” category, and lowest results in “dissatisfied”category. Patient satisfaction on this dimension of reliability illustrates that most patients are satisfied or very satisfied with services they receive. This suggests that hospital managed to meet expectations of patients in terms of reliability of Service.

Responsiveness dimension in health care describes how quickly and effectively service workers respond to patient needs and complaints. In results of study, patient satisfaction data on dimension of responsiveness showed a very positive distribution. Satisfaction with responsiveness is directly related to how pharmacists handle patient requests and complaints quickly and effectively.

Dimension of assurance in pharmaceutical services refers to confidence given by health workers to patients through their knowledge, courtesy, and ability to provide safe and reliable services. Based on data provided on respondents' satisfaction with assurance dimension, results showed that highest level of satisfaction was in category of “very satisfied”.

Dimension of empathy in Pharmaceutical Services focuses on extent to which officers provide individual attention, understand needs of patients, and ease of contact. In this study, satisfaction data of respondents to dimension of empathy showed that highest level of satisfaction is in category of “very satisfied” with percentage.

Based on data obtained, majority of respondents showed a very high level of satisfaction with physical evidence of pharmaceutical services in hospitals. Largest results from table show that feel very satisfied with this dimension.

2. Satisfied Level Total

Satisfied Level Total	Level D Hospital	Bekasi City Hospital	Bekasi Regency Hospital
Very Dissatisfied	0%	0%	0%
Dissatisfied	2%	2%	0,87%
Quite Satisfied	3%	15%	12,31%
Satisfied	43%	59%	49,56%
Very Satisfied	52%	24%	37,26%
Total	100%	100%	100%

Based on data provided, highest overall satisfaction category is “satisfied” while lowest category is “dissatisfied”. These results show that most patients feel a very high level of satisfaction with services they receive.

5. DISCUSSION

Based on results obtained based on patient satisfaction in pharmaceutical services in Regional General Hospital Level D, highest satisfaction category is very satisfied. Hospitals in Bekasi overall respondents were satisfied with pharmaceutical services. Of five dimensions of physical evidence, reliability, responsiveness, assurance, and empathy, highest percentage of satisfaction is found empathy dimension with a total percentage (85%), while highest dissatisfaction value is found assurance dimension with a total percentage (7%). While in Bekasi regency hospital overall respondents were satisfied with pharmaceutical services.

These results indicate that most patients feel a very high level of satisfaction with services they receive at this hospital pharmaceutical installation. Patient satisfaction is a key indicator of quality of care and effectiveness of Health Services. This satisfaction not only

reflects how well service meets patient expectations but also serves as a measure of overall quality of interaction between patient and healthcare provider. A high percentage of satisfied patients, indicating that services provided have met or even exceeded patient expectations in many aspects.

Low satisfaction can be related to several factors such as deficiencies in aspects of service or dissatisfaction with facilities provided. For example, if there are technical problems or inadequate service at any given time, this can affect overall patient experience.

Low patient satisfaction is often associated with negative impacts such as a decrease in number of visits or even switching to another health facility. Therefore, it is important for hospitals to understand and deal with reasons behind such dissatisfaction, even if it is a small percentage, to ensure that all patients experience satisfactory service.

In addition, respondent characteristics such as age, gender, and recent education can influence their perception of Service. For example, patients of different age groups may have different expectations and experiences. By understanding these characteristics, hospitals can tailor their services to meet specific needs of different groups of patients.

High satisfaction hospital's pharmaceutical installation can be seen as an indicator that hospital's pharmaceutical services have been successful in several important aspects. These include reliability in service, responsiveness to patient needs, and adequate facilities. However, although majority of patients feel very satisfied, it is important to constantly monitor and improve these aspects of service to address any potential dissatisfaction that may arise future.

Overall, results showing that more than half of respondents were satisfied are a positive indication of quality of service in hospital pharmaceutical installations. However, it is still important to pay attention to and respond to feedback from less satisfied patients to ensure that service standards remain high and equitable for all patients.

6. CONCLUSION

Based results of research conducted in Bekasi hospital pharmaceutical installation with 3 hospitals as object of research, it can be concluded that 51% of respondents were satisfied with pharmaceutical services in hospitals .

7. LIMITATION

limitations of this study are mainly in hospital access which is a difficult Research Reference. In addition, willingness of hospitals to display name of hospital as a form of

anticipation of hospital's image is another limitation. In addition, breadth of research area also became one of obstacles and limitations of researchers in providing comprehensive data and widely used in general conclusions on satisfaction of pharmaceutical services in Bekasi Regional Hospital.

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