



THE RELATIONSHIP OF THE IMPLEMENTATION OF SERVICE STANDARDS WITH THE LEVEL OF PATIENT SATISFACTION IN THE SUSUA HEALTH CENTER, NIAS SELATAN DISTRICT, 2024

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ABSTRACT

Health service standards are health service guidelines for officers in providing the best service according to the expected level of performance. The aim of the research is to analyze the relationship between the implementation of health service standards and the level of patient satisfaction. The type of research is quantitative research with a cross-sectional research design approach. The research was conducted at the Susua Health Center, South Nias Regency from December 2023 to June 2024. The research population was 38 people who visited the Susua Health Center, South Nias Regency on average per month. The number of samples was determined by a total sampling of 38 people. Primary data collection was carried out directly through questionnaires and observation and secondary data collection were obtained from the Susua Health Center, South Nias Regency. Data analysis was carried out univariate and bivariate. Univariate analysis was carried out to obtain a description of the research variables and bivariate analysis was carried out to test the hypothesis of the relationship between the implementation of service standards (registration, general clinic and pharmacy) with the level of patient satisfaction. Test the hypothesis using the Chi-square test. The results of the hypothesis test show that there is a significant relationship between the application of registration service standards and the level of patient satisfaction obtained by a p-value of $0.000 < 0.05$, there is a significant relationship between the application of general poly service standards and the level of patient satisfaction obtained by a p-value of $0.004 < 0.05$ and there is a significant relationship between the implementation of pharmaceutical service standards and the level of patient satisfaction obtained by a p-value of $0.027 < 0.05$. This research provides recommendations for improving the quality of registration services, general polyclinic services and pharmaceutical services through training, implementing good standard operational procedures and adequate facilities and infrastructure to increase patient satisfaction at Susua health centers.

Keywords: *Implementation of Registration Service Standards, General Poly, Pharmacy and Satisfaction Level.*

INTRODUCTION

Health is closely related to health services provided by health workers. Health services are very important because excellent service will provide health

protection for the community. This is in line with the increasing public demand for health services. The public sees quality health services as health services that can meet felt needs and are carried out in a manner that is courteous and courteous,



timely, responsive, able to cure complaints and prevent disease from developing (Dewi, 2021).

National standards for patient satisfaction with health services are set by the Ministry of Health. According to the 2016 Regulation of the Ministry of Health of the Republic of Indonesia, the minimum service standard for patient satisfaction is above 95%. If the level of patient satisfaction shows that health services are below the 95% standard, then the service is considered not of high quality and the services provided to patients do not meet the minimum standards (Poetra, 2021).

According to Pohan, quoted by Anggriani (2019), patient satisfaction is the patient's expectations that arise from the actions of health workers as a result of the performance of health services during the process of interacting in an effort to provide services.

To improve the quality of health services at Community Health Centers, implementing service standards is a very relevant solution. Service standards are a set of guidelines and procedures used to implement quality health services (Eristiani, 2020).

Based on WHO (World Health Organization) data across the United States and Europe, consumer satisfaction plays an increasingly important role in the quality of care and health reform. Over the past 10 years, there has been a proliferation of surveys that focus on patient experience, namely experiences of care such as waiting times, basic quality of facilities, and

communication with health care providers, all of which help identify real priorities for improving the quality of health care (WHO 2014). The Center for Public Health Communication (2013) explains that the Service Satisfaction Index shows that the Ministry of Health's Integrated Service Unit shows a satisfaction level of 70.58% (Fanny, 2019).

The level of patient satisfaction at hospitals and community health centers in Indonesia is still said to be not good, because they have not been able to reach the minimum standard of patient satisfaction according to the Ministry of Health. The patient satisfaction rate in Indonesia is 42.8%. Likewise in the province of North Sumatra, one of which is the Deli Serdang Regional Hospital, where the patient satisfaction rate is 5.6% (Sembiring, 2019). Data from the Indonesian Ministry of Health in 2018 stated that around 60% of hospitals in Indonesia have not met the need for efficient services and have not implemented service standards that are acceptable and accessible to every community (Andi Yusuf, 2021).

This is proven by various research results which show that the level of patient satisfaction regarding health services is still low. Research conducted by Hidayat (2022) shows that the level of relationship between service quality (x) and patient satisfaction level (y) is quite strong with a value of $r_{xy} = 0.540$. Ranti Research. MD (2020) reports that the relationship between service standards and patient satisfaction levels shows good results. And research

conducted by Engkus (2019) also shows a strong relationship between service quality and patient satisfaction with a high determination value (59.6%).

In the initial survey conducted by researchers at the Susua Community Health Center, it was discovered that of the 10 respondents interviewed, 3 of them said they were satisfied with the service standards implemented at the Susua Community Health Center, one of which was the application of registration service standards and 7 of them said they were not satisfied. Patients are less satisfied with the long waiting time for completion of services and less satisfied with the infrastructure (equipment at the registration counter/waiting room is not complete). This can be seen from the lack of visits from people coming to the Susua Health Center. Based on data obtained by researchers from health workers at the Susua Health Center, the average number of visits to the health center per month will only reach 38 people in 2023, whereas in 2022 the average will be 40 people per month.

Based on the data above, the author is interested in conducting research with the title "The Relationship between the Implementation of Service Standards and the Level of Patient Satisfaction at the Susua Community Health Center, South Nias Regency in 2024". This research aims to analyze the relationship between the

implementation of service standards (registration, general clinic and pharmacy) with the level of patient satisfaction at the Susua Community Health Center, South Nias Regency.

METHOD

The type of research used in this research is analytical descriptive research with a cross-sectional design, where the independent variable and dependent variable are observed at the same time. This research was conducted at the UPTD of the Susua Health Center, South Nias Regency, starting from December 2023 to June 2024. The population was patients who visited the Susua Health Center with an average of 38 visits per month, so the sample size was determined according to the average visits were 38 people. Data was collected through interviews with the help of questionnaires and observation. Data analysis was carried out univariately to describe the frequency distribution of each variable. Bivariate analysis was carried out using the Pearson Chi-Square test at a confidence level of 95% with $\alpha < 0.05$.

RESULTS AND DISCUSSION

Respondent Characteristics

Respondent characteristics consist of gender, age and education, as presented in table 1.

Table 1. Characteristics of Respondents

No	Respondent Characteristics	f	%
Gender			
1	Man	12	31.6
2	Woman	26	68.4
Total		38	100.0
Age			
1	<18 Years	5	13.2
2	18-25 Years	10	26.3
3	26-32 Years	9	23.7
4	33-39 Years	8	21.1
5	>39 Years	6	15.8
Total		38	100.0
Education			
1	Finished elementary school	10	26.3
2	Finished middle school	5	13.2
3	Finished high school	8	21.1
4	Academy/PT	8	21.1
5	Other	7	18.4
Total		38	100.0

Based on table 1. above, it can be seen that the gender category of respondents at the Susua Community Health Center, South Nias Regency was 26 people (68.4%) female and 12 people (31.6%) male. In the age category of respondents <18 years, there were 5 people (13.2%), 18-25 years old, 10 people (26.3%), 9 people aged 26-32 years (23.7%), 33-39 years old. as many as 8 people (21.1%) and over 39 years as many as 6 people (15.8%). In the type of education category, 10 people completed elementary school (26.3%), 5 people completed junior high school (13.2%), 8 people completed high school education

(21.1%) and 8 people completed college/PT education (21.1%) and others 7 people (18.4%).

Univariate Analysis

Univariate analysis presents the frequency distribution of the variables registration service standards, general poly service standards and pharmacy service standards.

Registration Service Standards

The results of research on registration service standards are presented in table 2.

Table 2. Frequency Distribution of Registration Service Standards

No	Registration Service Standards	Amount	
		F	%
1	Not good	21	55.3
2	Good	17	44.7
Total		38	100.0

Based on table 2. above, it is known that of the 38 respondents studied, 21 respondents (55.3%) said that the standard of registration service at the Susua health center was not good, and 17 respondents said it was good (44.7%).

General Poly Service Standards

The results of research on general poly service standards are presented in table 3.

Table 3. Frequency Distribution of General Poly Service Standards

No	General Poly Service Standards	Amount	
		f	%
1	Not good	20	52.6
2	Good	18	47.4
Total		38	100.0

Based on table 3. above, it is known that of the 38 respondents studied, 20 respondents said that the standard of service at the general clinic at the Susua Health Center was not good (52.6%), and 18 respondents said it was good (47.4%).

Pharmacy Service Standards

The results of research on pharmaceutical service standards are presented in table 4.

Table 4. Frequency Distribution of Pharmaceutical Service Standards

No	Pharmacy Service Standards	Amount	
		f	%
1	Not good	22	57.9
2	Good	16	42.1
Total		38	100.0

Based on table 4. above, it is known that of the 38 respondents studied, 22 people (57.9%) said that the standard of pharmaceutical services at the Susua health center was not good and 16 people (42.1%) said it was good.

Patient Satisfaction Level

The results of research on registration service standards are presented in table 5.

Table 5. Frequency Distribution of Patient Satisfaction Levels

No	Patient Satisfaction	Amount	
		f	%
1	Less satisfied	20	52.6
2	Satisfied	18	47.4
	Total	38	100.0

Based on table 5. above, it can be seen that of the 38 respondents, 24 people (52.6%) felt less satisfied with the pharmaceutical services at Puskesmas Susua and only 14 people (47.4%) felt satisfied.

polyclinics and pharmacy and patient satisfaction levels.

Bivariate Analysis

Bivariate analysis presents research results regarding the relationship between registration service standards, general

The Relationship between Implementation of Registration Service Standards and Patient Satisfaction Levels

The relationship between registration service standards and patient satisfaction is presented in table 6.

Table 6. Relationship Implementation of Registration Service Standards with Patient Satisfaction Levels at the Susua Community Health Center, South Nias Regency

No	Service standardRegistration	Satisfaction Level				Amount		p value
		Less satisfied		Satisfied		f	%	
		f	%	f	%			
1	Not good	19	90.5	2	9.5	21	100.0	0,000
2	Good	1	5.9	16	94.1	17	100.0	
	Amount	20		18		38		

Based on table 6, it shows that of the 21 people who said the registration service standard was in the good category, some

respondents felt less satisfied (90.5%) and of the 17 people who were in the good

category, the majority (94.1%) of the respondents felt satisfied.

The results of statistical tests using the chi-square test obtained a p-value of $0.000 < 0.05$, meaning there is a significant relationship between the implementation of registration service standards and the level of patient satisfaction at the Susua Community Health Center, South Nias Regency.

This is in line with research conducted by Fatrida D and Saputra D (2019) that registration service standards implemented in accordance with the SOP will make patients feel good, one of which is not waiting in long queues. On the other hand, poor standards applied make patients feel that they are not receiving good service or are not satisfied.

This is also proven by research conducted by Agustina R (2020), it is known that there is a tendency that a fast waiting time for registration will make

patients satisfied with the service, or a long waiting time for registration will make patients dissatisfied with the service. It was proven by the research results that the Chi Square test results had a p value of $0.000 < 0.05$, which means that H_0 was rejected, so there was a significant relationship between waiting time for registration and patient satisfaction at TPPRJ Satui Nursing Health Center. The OR (Odd Ratio) value obtained was 15.944, which means that a long waiting time for registration has a risk of patient dissatisfaction 15.944 times compared to patients with a fast waiting time.

The Relationship between Implementation of General Poly Service Standards and Patient Satisfaction Levels

The relationship between general polyclinic service standards and patient satisfaction is presented in table 7.

Table 7. Relationship Implementation of General Poly Service Standards with Patient Satisfaction Levels at the Susua Community Health Center, South Nias Regency

No	Service standard	Satisfaction Level				Amount	p value
		Less satisfied		Satisfied			
	General Poly	f	%	f	%	f	%
1	Not good	15	75.0	5	25.0	20	100.0
2	Good	5	27.8	13	72.2	18	100.0
Amount		19		19		38	

Based on table 7, it shows that the 20 people who rated the standard of general polyclinic services as being in the poor category, most of them (75.0%) said they were satisfied and of the 18 people who

were in the good category, (72.2%) said they were satisfied.

The results of statistical tests using the chi-square test obtained a p-value of $0.004 < 0.05$, meaning there is a significant

relationship between the implementation of general poly service standards and the level of patient satisfaction at the Susua Community Health Center, South Nias Regency.

From the statements of respondents who said that the service standards at the general clinic were not good, it was stated that the general dipoly officers sometimes did not provide services that were in line with patient needs. This is also due to the lack of facilities available at the health center so that sometimes the patient's needs are not met.

According to research by Burhanuddin (2016) regarding the relationship between health service quality and patient satisfaction as seen from the physical evidence dimension, there is a

significant relationship with a value of $P=0.000$. The dimensions of physical evidence of the services provided by health care facilities to patients such as physical facilities, equipment, friendliness of health workers will influence the level of patient satisfaction. The more consumers feel the value of physical evidence provided by health services, the more patient satisfaction increases (Suparta, et al, 2018).

The Relationship between Implementation of Pharmaceutical Service Standards and Patient Satisfaction Levels

The relationship between pharmaceutical service standards and patient satisfaction is presented in table 8.

Table 8. Relationship Implementation of Pharmaceutical Service Standards with Patient Satisfaction Levels at the Susua Community Health Center, South Nias Regency

No	Service standardPharmacy	Satisfaction Level				Amount		p value
		Less satisfied		Satisfied				
		f	%	f	%	f	%	
1	Not good	15	68.2	7	31.8	22	100.0	0.027
2	Good	5	31.3	11	68.8	16	100.0	
Amount		24		14		38		

Based on table 8, it shows that 22 people fall into the category of poor service standards in the pharmacy, most of whom (68.2%) said they were not satisfied with the standard of pharmacy service. And of the 16 people in the good category, the majority (68.8%) stated they were satisfied with the standard of pharmaceutical service.

The results of statistical tests using the chi-square test obtained a p-value of $0.027 < 0.05$, meaning there is a significant relationship between the implementation of pharmaceutical service standards and the level of patient satisfaction at the Susua Community Health Center, South Nias Regency.

Drug information services are an activity to provide accurate and objective drug information services in relation to patient care. Drug information services are very important in efforts to support a culture of rational drug management and use (Khoirin, 2022).

The results of this research are in line with research conducted by HD Djamal (2020) regarding the relationship between providing drug information and patient satisfaction at the Kalibalangan Health Center, South Abung District, North Lampung Regency, stating that there is a relationship between providing drug information and patient satisfaction at the Kalibalangan Health Center, South Abung District, Lampung Regency. North with a p-value of 0.024 or p-value <0.05.

From the research and discussions that have been carried out, researchers assume that there is a relationship between drug information services and respondent satisfaction, the better the drug information provided by pharmacy staff, the greater patient satisfaction will be, however patient satisfaction can also be influenced by the facilities provided. provide a comfortable waiting room, enough chairs, and adequate pharmacy staff.

CONCLUSION

Seeing the relationship between service quality in three types of services (registration services, general poly services and pharmacy services) with the level of patient satisfaction, it is necessary to make various efforts to improve the quality of

service through training efforts, implementation of standard operational procedures and infrastructure facilities to increase satisfaction. patients at the Susua Health Center.

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