



## Analysis of Differences in Service Quality in Social Security Administrator Patients and General Patients on Patient Satisfaction (Study at Health Center Alasa, North Nias, Indonesia)

Jovani Christian Susanti Tobing; Ermi Girsang; Sri Lestari Ramadhani Nasution

Master of Public Health, Universitas Prima Indonesia, Indonesia

E-mail: [jovanitobing570@gmail.com](mailto:jovanitobing570@gmail.com)

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### **Abstract**

This research was conducted at the Health Center Alasa, North Nias Regency. The purpose of this study was to analyze the differences in perceptions of service quality between Social Security Administrator patients and general patients at the Health Center Alasa, North Nias Regency. This type of research is quantitative with a cross sectional approach. The population of this study was the average patient visit in the last three months, namely October -December 2022 as many as 135 patients. The sample size was 100 patients consisting of 50 Social Security Administrator patients and 50 general patients. The results showed that Social Security Administrator patients had a perception of good service quality as many as 18 respondents (18%) and not good as many as 32 respondents (64%). While general patients have a perception of good service quality as many as 24 respondents (52%) and unfavorable service as many as 26 respondents (52%). The results of statistical tests using the Independent T-test test obtained a significance value (p value) of  $0.042 < 0.05$ , this means that there are differences in perceptions of the quality of service of Social Security Administrator patients and general patients at the Health Center Alasa, North Nias Regency.

**Keywords:** *Patient Perception; Service Quality*

### **Introduction**

In this era, people are starting to realize the importance of maintaining health. Not only because of the effects of diseases that can be dangerous but people are now starting to pay attention to the costs that will be incurred to come to a health facility if someone contracts an illness, or experiences an unexpected event such as an accident. The state has the responsibility to improve the welfare of the community, one of which is in the health sector. Higher health costs make it difficult for people to obtain health services, one method that can be used to ease the burden of health financing by using insurance.

The government finally realized its responsibility by issuing Law No. 40 of 2004 concerning the National Social Security System (SJSN), Article 5 of the Law states that the existing social security organizing agencies, namely: PT Jamostek, PT. Asuransi Kesehatan Indonesia (Askes), and PT Asabri are declared as social security organizing bodies. If another Social Security agency is needed, it can be formed by law. Furthermore, through Law No. 24 of 2011, the Social Security Organizing Agency (Social Security Administrator) was formed, consisting of: 1) Social security administrator Employment organizes: Work Accident Insurance (JKK), Old Age Insurance (JHT), Death Insurance (JKM), and Pension Insurance (JP); 2) Social security administrator for Health: organizes the Health Insurance program.

Health centers are health facilities that organize health services by providing inpatient, outpatient and emergency department (ER) facilities. Therefore, health centers have an important role in achieving the objectives of the National Health Insurance (JKN) which are expected to provide efficient, effective services, and are required to provide appropriate health information and produce accurate data in health services. The Health Center of Alasa Nias is a public health center owned by the government and is one of the basic health centers which is the first level health facility for social security administrator health in North Nias Regency. which has a vision to become a superior health center in the fields of health services, education and health research and development by prioritizing the interests of public health.

### ***Literature Review***

Based on Indonesian Law Number 44 of 2009, Health Center is a health service institution that organizes individual health services in a plenary manner that provides inpatient, outpatient, and emergency services. Health Center as one of the health service subsystems provides two types of services to the community, namely health services and administrative services. Health services include medical services, medical support services and nursing services (Azwar, 2007).

Patient satisfaction is something that is very important for health service providers or health centers. If health centers want to survive in global competition, government-owned health centers or privately owned health centers must increasingly compete competitively to increase customer satisfaction (Yuniarti, 2015). The applied health service quality assurance approach positions patient satisfaction as an integral and comprehensive part of health service quality assurance activities. This means that measuring the level of patient satisfaction becomes inseparable from measuring the quality of health services. The consequence of such a mindset is that patient satisfaction becomes one of the important dimensions of health service quality (Pohan, 2007). Patient satisfaction is the level of feeling that arises after a patient gets health services and compares it with what is expected (Pohan, 2007).

Health services that are of high quality using the company's main strategy of competition, which is oriented towards patient satisfaction, will be able to survive in the midst of increasingly strong global competition. Quality is an important word for service providers, which is an action that must be done well. The application of quality as the nature of product appearance or performance is a major part of the company's strategy in order to achieve a sustainable advantage, either as a market leader or as a strategy to continue to grow (Kotler, 2009).

In accordance with the focus of the problem to measure the quality of service for social security administrator Health and Nonsocial security administrator Health participants at the Alasa Health Center using 5 main dimensions that become the community's assessment of service quality, namely tangibles, reliability, responsiveness, Assurance, Empathy (in Sadhana 2012: 143).

**Method**

**Sample Description**

This research used a cross sectional research design. The population in this study were all patients who underwent hospitalization in the last 3 months at the Alasa Health Center, namely in October-December 2022. There was an average of 135 patients who underwent hospitalization during the last 3 months, so the population in this study was 135 patients.

**Data Collection**

Results of Frequency Distribution of Perceptions of social security administrator Patients on Service Quality at Health Center ALASA in North Nias Regency in 2022.

No	Perception category	Sum	percentage (%)
1	Good	18	36 %
2	Not Good	32	64 %
	Total	50	100

It shows that 18 people (36%) Social Security Administrator respondents stated that the perception of service quality was good and 32 people (64%) stated that the perception of service quality was not good. General Patients' Perceptions of Service Quality at the Health Center ALASA, North Nias Regency.

No	Perception category	Sum	Percentage (%)
1	Good	23	46%
2	Not Good	27	54 %
	Total	50	100 %

It shows that 23 people (46%) of general respondents stated that the perception of service quality was good and 27 people (54%) stated that the perception of service quality was not good. Social Security Administrator Patients' Perceptions of Service Quality at the Health Center ALASA, North Nias Regency.

Variabel	N	X	Std. Deviasi
Social Security Administratorpatient perceptions of service quality.	50	97,30	4,017

The total Social Security Administrator respondents were 50 people. Using the SPSS version 25, the mean result is 97.30; standard deviation 4.017. General Patients' Perceptions of Service Quality at the Health Center ALASA, North Nias Regency.

Variabel	N	X	Std. Deviasi
Non social security administrator patient's perception of service quality.	50	87,48	2,564

It shows that the total respondents of general patients are 50 people. Using the SPSS version 25, the mean result is 87.48; standard deviation 2.564. Perceptual differences in service quality between social security administrator patients and general patients at the Health Center ALASA, North Nias Regency.

		Social security administrator patient	Nonsocial security administrator patient
<i>Independent Sample Test</i>	T	-2,061	-2,061
	Sig. (2-tailed)	0,042	0,042
	N	50	50

Based on the results of statistical tests using the Independent T-test test, the significance value ( $\rho$  value) is  $0.042 < \alpha 0.05$ , so H1 is accepted or H0 is rejected, meaning that there are differences in perceptions of service quality between social security administrator patients and general patients at the Health Center ALASA, North Nias Regency.

### **Result and Discussion**

#### **Perceptions of Social Security Administrator Patients On Service Quality at Health Center Alasa, North Nias Regency**

Based on research that has been conducted on social security administrator patients at the Health Center Alasa, North Nias Regency regarding perceptions of service quality using five dimensions, namely responsiveness, reliability, assurance, empathy and Tangibles, it can be seen from 50 social security administrator patients who have perceptions of service quality in the good category as many as 18 respondents (36%) and service quality in the bad category as many as 32 respondents (60%). Analysis of Differences in Perceptions of social security administrator Patients and General Patients on Service Quality at Health Center Alasa, North Nias Regency.

From the results of research conducted on social security administrator patients and general patients at the Health Center Alasa, North Nias Regency, it is known that out of 50 social security administrator patients have a perception of good service quality as many as 18 respondents (36%) and service quality in the bad category as many as 32 respondents (64%). Meanwhile, out of 50 general patients, 23 respondents (46%) had a perception of good service quality and 27 respondents (54%) did not.

Based on the results of statistical tests using the Independent T-test test, the significance value ( $\rho$  value) is  $0.042 < \alpha 0.05$ , so H1 is accepted, meaning that there are differences in perceptions of service quality between social security administrator patients and general patients at the Health Center Alasa North Nias. The results of the perception analysis per group obtained data on the mean perception of the social security administrator group was 97.30 and the mean perception of the general patient group was 87.48. From this data it can be seen that there is a mean difference between the two groups. Social security administrator patients' perceptions of service quality in the inpatient room of the UPTD Health Center Alasa, North Nias Regency are mostly good. Perceptions of Nonsocial security administrator patients on the quality of service in the inpatient room Health Center Alasa North Nias Regency are mostly not good. There are differences in perceptions of service quality in the inpatient room of the Health Center Alasa, North Nias Regency, namely the perception of social security administrator patients is better than the perception of Nonsocial security administrator patients.

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