



Kepuasan Pasien BPJS Pada Pelayanan Kefarmasian di Rumah Sakit Bekasi

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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 Social Security Administering Body (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 *satisfaction, patients, pharmaceutical services, Bekasi*

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. (1)(2)

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. (3)

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.(4)(5)

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. (6)(7)

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.

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. (8) 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. (9)

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(10) :

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
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

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No.	Author	Title	Method	Result	Source
3	Diah Mutiarasari, 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



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%

RESULTS

A. Uji Validitas

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. Uji Reliabilitas

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. Karakteristik Responden

Karakteristik	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

Dimensi	RSUD Tingkat D	RS Kota Bekasi	RS Kabupaten Bekasi
<i>Reliability</i>			
Sangat Tidak Puas	0%	0%	0%
Tidak Puas	1%	3%	0,87%
Cukup Puas	6%	14%	12,90%
Puas	38%	46%	42,83%
Sangat Puas	56%	37%	43,40%
<i>Responsiveness</i>			
Sangat Tidak Puas	0%	1%	0%
Tidak Puas	1%	6%	0,87%
Cukup Puas	4%	19%	12,90%
Puas	28%	52%	42,83%
Sangat Puas	67%	22%	43,40%
<i>Assurance</i>			
Sangat Tidak Puas	0%	1%	0,29%
Tidak Puas	0%	6%	2,34%
Cukup Puas	3%	16%	12,02%
Puas	33%	53%	50,73%
Sangat Puas	64%	24%	34,62%
<i>Emphaty</i>			
Sangat Tidak Puas	0%	0%	0%
Tidak Puas	2%	2%	0,58%
Cukup Puas	3%	15%	10,55%
Puas	32%	59%	43,71%
Sangat Puas	63%	24%	45,16%
<i>Tangibles</i>			
Sangat Tidak Puas	0%	0%	0%
Tidak Puas	0%	2%	1,17%
Cukup Puas	1,65%	16%	12,31%
Puas	32,60%	51%	45,45%
Sangat Puas	65,75%	31%	40,53%

Hasil penelitian menunjukkan bahwa data kepuasan pasien terhadap dimensi kehandalan di Rumah Sakit menunjukkan hasil yang bervariasi, dengan hasil tertinggi rata-rata berada pada kategori “Sangat Puas”, dan hasil terendah pada kategori “Tidak Puas”. Kepuasan pasien terhadap dimensi kehandalan ini menggambarkan bahwa sebagian besar pasien merasa puas atau sangat puas dengan pelayanan yang mereka

terima. Ini menunjukkan bahwa Rumah Sakit berhasil memenuhi harapan pasien dalam hal kehandalan pelayanan.

Dimensi responsiveness atau ketanggapan dalam pelayanan kesehatan menggambarkan seberapa cepat dan efektif petugas pelayanan merespons kebutuhan dan keluhan pasien. Pada hasil penelitian, data kepuasan pasien terhadap dimensi responsiveness menunjukkan distribusi yang sangat positif. Kepuasan terhadap responsiveness berhubungan langsung dengan bagaimana petugas farmasi menangani permintaan dan keluhan pasien secara cepat dan efektif.

Dimensi assurance (jaminan) dalam pelayanan kefarmasian merujuk pada keyakinan yang diberikan oleh tenaga kesehatan kepada pasien melalui pengetahuan, kesopansantunan, dan kemampuan mereka dalam memberikan pelayanan yang aman dan dapat dipercaya. Berdasarkan data yang diberikan mengenai kepuasan responden terhadap dimensi assurance, hasil menunjukkan bahwa tingkat kepuasan tertinggi berada pada kategori “Sangat Puas”.

Dimensi empati dalam pelayanan kefarmasian berfokus pada sejauh mana petugas memberikan perhatian secara individual, memahami kebutuhan pasien, serta kemudahan untuk dihubungi. Pada penelitian ini, data kepuasan responden terhadap dimensi empati menunjukkan bahwa tingkat kepuasan tertinggi adalah pada kategori “Sangat Puas” dengan persentase.

Berdasarkan data yang diperoleh, mayoritas responden menunjukkan tingkat kepuasan yang sangat tinggi terhadap bukti fisik layanan kefarmasian di Rumah Sakit. Hasil terbesar dari tabel menunjukkan bahwa merasa sangat puas dengan dimensi ini.

2. Kepuasan secara keseluruhan

Tingkat Kepuasan Keseluruhan	RSUD Tingkat D	RS Kota Bekasi	RS Kabupaten Bekasi
Sangat Tidak Puas	0%	0%	0%
Tidak Puas	2%	2%	0,87%
Cukup Puas	3%	15%	12,31%
Puas	43%	59%	49,56%
Sangat Puas	52%	24%	37,26%
Total	100%	100%	100%

Berdasarkan data yang disediakan, kategori kepuasan secara menyeluruh tertinggi adalah “Puas” sedangkan kategori terendah adalah “Tidak Puas”. Hasil ini menunjukkan bahwa sebagian besar pasien merasakan tingkat kepuasan yang sangat tinggi terhadap pelayanan yang mereka terima.

DISCUSSION

Berdasarkan hasil yang diperoleh berdasarkan kepuasan pasien pada pelayanan kefarmasian di Rumah Sakit Umum Daerah tingkat D, kategori kepuasan tertinggi adalah Sangat Puas. Rumah Sakit di Kota Bekasi responden secara keseluruhan merasa Puas pada pelayanan kefarmasian. Dari kelima dimensi bukti fisik, kehandalan, ketanggapan, jaminan, dan empati persentase kepuasan tertinggi terdapat pada dimensi empati dengan total persentase (85%), sedangkan nilai ketidakpuasan tertinggi terdapat pada dimensi jaminan dengan total persentase (7%). Sedangkan pada Rumah Sakit Kabupaten Bekasi responden secara keseluruhan merasa Puas pada pelayanan kefarmasian.

Hasil ini menunjukkan bahwa sebagian besar pasien merasakan tingkat kepuasan yang sangat tinggi terhadap pelayanan yang mereka terima di instalasi farmasi rumah sakit ini. Kepuasan pasien adalah indikator utama dari kualitas pelayanan dan efektivitas layanan kesehatan. Kepuasan ini tidak hanya mencerminkan seberapa baik layanan memenuhi harapan pasien tetapi juga berfungsi sebagai ukuran kualitas keseluruhan dari interaksi antara pasien dan penyedia layanan kesehatan.(8) Tingginya persentase pasien yang puas, menunjukkan bahwa pelayanan yang diberikan telah memenuhi atau bahkan melampaui harapan pasien dalam banyak aspek.

Kepuasan yang rendah dapat dihubungkan dengan beberapa faktor seperti kekurangan dalam aspek pelayanan atau ketidakpuasan terhadap fasilitas yang disediakan. Misalnya, jika terdapat masalah teknis atau pelayanan yang tidak memadai pada waktu tertentu, hal ini dapat mempengaruhi pengalaman pasien secara keseluruhan.(12)

Kepuasan pasien yang rendah sering kali berhubungan dengan dampak negatif seperti penurunan jumlah kunjungan atau bahkan beralih ke fasilitas kesehatan lain .(13) Oleh karena itu, penting bagi rumah sakit untuk memahami dan menangani alasan di balik

ketidakpuasan tersebut, meskipun persentasenya kecil, untuk memastikan bahwa semua pasien merasakan layanan yang memuaskan.

Selain itu, karakteristik responden seperti usia, jenis kelamin, dan pendidikan terakhir dapat memengaruhi persepsi mereka terhadap pelayanan. Misalnya, pasien dari kelompok usia yang berbeda mungkin memiliki ekspektasi dan pengalaman yang berbeda. Dengan memahami karakteristik ini, rumah sakit dapat menyesuaikan layanan mereka untuk memenuhi kebutuhan spesifik dari berbagai kelompok pasien.(14)

Kepuasan yang tinggi di Instalasi Farmasi Rumah Sakit dapat dilihat sebagai indikator bahwa pelayanan farmasi di rumah sakit ini telah berhasil dalam beberapa aspek penting. Ini termasuk keandalan dalam pelayanan, responsif terhadap kebutuhan pasien, dan fasilitas yang memadai. Namun, meskipun mayoritas pasien merasa sangat puas, penting untuk terus memantau dan meningkatkan aspek-aspek pelayanan untuk mengatasi setiap potensi ketidakpuasan yang mungkin timbul di masa depan.(8)

Secara keseluruhan, hasil yang menunjukkan bahwa lebih dari separuh responden merasa puas merupakan indikasi positif tentang kualitas pelayanan di Instalasi Farmasi Rumah Sakit. Namun, tetap penting untuk memperhatikan dan menanggapi umpan balik dari pasien yang kurang puas untuk memastikan bahwa standar pelayanan tetap tinggi dan merata untuk semua pasien.

CONCLUSION

Berdasarkan hasil penelitian yang dilakukan di Instalasi Farmasi Rumah Sakit Bekasi dengan 3 Rumah Sakit sebagai objek penelitian dapat disimpulkan bahwa responden 51% merasa Puas pada pelayanan Kefarmasian di rumah Sakit .

LIMITATION

Keterbatasan pada penelitian ini terutama pada akses Rumah Sakit yang menjadi rujukan penelitian yang sulit dilakukan. Selain itu, kesediaan Rumah Sakit dalam menampilkan nama Rumah Sakit sebagai wujud antisipasi citra Rumah Sakitnya merupakan keterbatasan yang lain. Selain itu luasnya daerah penelitian juga ikut menjadi salah satu hambatan dan keterbatasan peneliti dalam memberikan data yang komprehensif

dan secara luas digunakan pada kesimpulan umum kepuasan pada pelayanan kefarmasian di Rumah Sakit daerah Bekasi.

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