**Analysis Of Factors Influencing The Level Of Patient Satisfaction In Online Registration At Ngancar Community Health Center, Kediri District**

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**ABSTRACT**

Patient assessment of health care services is based on patient experience. The aspect of patient experience can be interpreted as a treatment or action from a nurse that is or has been undergone, felt and borne by someone who uses health services. The purpose of this study was to analyze the influence of service quality and perception on the level of patient satisfaction in registering online at the Ngancar Health Center, Kediri Regency.The design of this research is observational quantitative research.with a *cross-sectional approach* with the focus of the research directed to analyze the influence of service quality and perception on the level of patient satisfaction in registering online at the Ngancar Health Center, Kediri Regency with a population of 72 respondents and a sample of 53 respondents taken using the *Accidental Sampling technique.* The findings showed that most respondents had a good category of service quality, as many as 27 respondents (50.9%). Most respondents had a good category of perception, as many as 28 respondents (52.8%). Most respondents had a satisfied category of satisfaction. as many as 30 respondents (56.6%). The results of the study using *the Test* *Logistic Regression* shows that with a *p-value* <0.05 then H 1 is accepted so it is concluded that simultaneously there is an influence of service quality and perception on the level of patient satisfaction in registering online at the Ngancar Health Center, Kediri Regency. Respondents are expected to provide input and constructive criticism so that the online registration service provided can be in accordance with expectations.

**Keywords :** Perception, Satisfaction, Service Quality

**INTRODUCTION**

Patient assessment of health care services is based on patient experience. The aspect of patient experience can be interpreted as a treatment or action from a nurse that is or has been undergone, felt and borne by someone who uses health services (Jatmiko, 2013). The assessment can start from the patient registering either online or in person.

With the large number of patients and to compete with other health facilities, health service providers have made a breakthrough by accepting patient registration through an online system. However, this type of registration can cause many responses from the public. Online registration at health facilities is expected to be a solution for patients whose homes are far away and so that they do not have to wait long at the registration section until waiting before being given service (Wilunto, 2015).

Based on the results of a preliminary study conducted by researchers on March 14, 2020 at the Ngancar Health Center, Kediri Regency, to 10 patients who registered through the online system, it was found that 7 respondents (70%) considered that the online service system could help the patient registration process a little, but there were still many shortcomings. These shortcomings are very much felt by patients where online registration services are sometimes responded to quite slowly, even for hours. In addition, patients when they arrive at the health center also have to queue for a length that is not much different from those who register conventionally, although slightly different, online registration also makes patients wait a long time. So that patient satisfaction is not yet felt enough with online registration. Meanwhile, 3 respondents (30%) said that the online registration program really helps patients so that they have less waiting time and are more focused on queuing when waiting for a call for care.

The Community Health Center is a functional health organization unit that is a center for developing public health that also fosters community participation in addition to providing comprehensive and integrated services to the community in its working area in the form of main activities. In other words, the Community Health Center has the authority and responsibility for maintaining public health in its working area, (Satrianegara 2014).

Health services are an important factor in improving the health and welfare of every person throughout the world. According to Law No. 36 article 19 of 2009 concerning health, it explains that everyone has the right to obtain health services and the government is responsible for the availability of all forms of quality, safe, efficient, and affordable health efforts for all levels of society. One of these efforts is by increasing the availability and distribution of basic health facilities such as health centers in each region ( Bappenas, 2013 ) .

Service quality can be known by comparing consumers' perceptions of the services they receive with the services they actually expect to the service attributes of a company. Service quality is perceived as good and satisfying if the service received or felt (perceived service) is in accordance with what is expected, if the service received exceeds consumer expectations, then the service quality is perceived as very good and of high quality. Service quality is perceived as bad if the service received is lower than expected (Amrizal, 2014). The quality of health services refers to the level of perfection of the appearance of health services that can satisfy every user of health services in accordance with the average level of satisfaction of the population, the procedures for its implementation are in accordance with the standards and code of ethics of the profession that have been set.

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Understanding the needs and desires of patients is an important factor that affects patient satisfaction. Satisfied patients are a very valuable asset because if patients are satisfied they will continue to use the services of their choice, but if patients are dissatisfied they will tell others twice as much about their bad experiences. To create patient satisfaction, hospitals must create and manage a system to acquire more patients and the ability to retain their patients.

Based on the above conditions, the researcher is interested in researching the analysis of factors that influence the level of patient satisfaction in registering online at the Ngancar Health Center, Kediri Regency.

**METHODS**

In this study, the researcher used an analytical quantitative design.with a *cross-sectional* approach , namely a study to study the dynamics of the correlation between risk factors and effects, by means of an approach, observation or data collection at once at one time ( *point time approach* ), meaning that each research subject is only observed once and measurements are made on the character status or subject variables at the time of examination. This does not mean that all research subjects are observed at the same time (Soekidjo, 2012). This study will analyze the influence of service quality and perception on level of patient satisfaction in registering online at the Ngancar Health Center, Kediri Regency with a population of 72 respondents and a sample of 53 respondents taken using the *Accidental Sampling technique.*

**RESULTS**

Table 1 Results of *logistic regression* analysis Analysis of factors influencing the level of patient satisfaction in online registration at the Ngancar Health Center, Kediri Regency, which was carried out on August 13-27 2020 with a total of 53 respondents.

|  |  |  |  |
| --- | --- | --- | --- |
| No | Variables | Exp | Sig |
| 1 | Quality of Service | 82,615 | 0.048 |
| 2 | Perception | 12,635 | 0.023 |
| 3 | Constant | 0,000 | 0.025 |

1. The Influence of Service Quality on Satisfaction

Based on the results of the *Logistic Regression analysis* , it shows that the *p-value is* 0.048 <0.05, so H1 is accepted, so it is concluded that partially there is an influence of service quality on the level of patient satisfaction in registering online at the Ngancar Health Center, Kediri Regency.

1. The Influence of Perception on Satisfaction

Based on the results of the *Logistic Regression analysis* , it shows that the *p-value is* 0.023 < 0.05, so H0 is rejected and H1 is accepted, so it is concluded that partially there is an influence of perception on the level of patient satisfaction in registering online at the Ngancar Health Center, Kediri Regency.

**DISCUSSION**

1. **Quality of Service for Health Workers at the Ngancar Community Health Center, Kediri Regency**

The results of the study showed that Most respondents have a good category of service quality, as many as 27 respondents (50.9%). While 26 respondents (49.1%) have a poor category of service quality.

Service is an activity or series of tools that are invisible (cannot be touched), which occurs as a result of interactions between consumers and employees or other things provided by the service provider company which are intended to solve consumer problems (Winarsih, 2015).

Society as consumers certainly wants quality service. Service quality is defined as the level of excellence expected and control over the level of excellence to meet customer desires. Service quality can be interpreted as an effort to fulfill consumer needs and desires and the accuracy of its delivery in balancing consumer expectations (Oktafani, 2014).

One of the services that is widely utilized by the community is health services. Utilization of health services by using the service facilities provided either in the form of outpatient, inpatient, home visits by health workers or other forms of activities from the utilization of these services which are based on the availability and continuity of services, community acceptance and fairness, easily accessible by the community, affordable and quality (Anwar, 2014).

Good service is health service that is available in the community (acceptable) and sustainable. This means that all types of health services needed by the community are found and their existence in the community is there whenever needed. Health services must be appropriate and acceptable to the community. This means that health services can overcome the health problems faced, do not conflict with customs, culture, beliefs and beliefs of the community, and are unreasonable, not a state of good health service.

The location angle is easily accessible by the community, so that the distribution of health facilities becomes very important. The reach of supporting facilities to determine effective demand. If the facility is easily accessible using available transportation, then this facility will be widely used. Past user rates and trends are the best indicators of long-term and short-term changes in future demand .

The services provided are affordable by the community, where the cost of the service is attempted to be in accordance with the economic capabilities of the community. Expensive health services can only be enjoyed by a portion of the community. And shows the level of perfection of the health services provided (quality) and shows the healing of diseases and the safety of actions that can satisfy users of service services that are in accordance with the standards that have been set.

According to researchers, health services must have various basic requirements, namely basic requirements that influence the community in determining their choice of using health services. The quality of service for patients who register online is expected to be better than patients who register conventionally, this increase in service quality is expected in terms of patient waiting time. For other service quality indicators, it is expected to be the same . Because basically patients register online because they want to get health services faster without having to waste a long time waiting.

1. **Patient Perceptions Regarding Online Registration at the Ngancar Community Health Center, Kediri Regency**

The results of the study showed that most respondents had a good category perception of 28 respondents (52.8%). While 25 respondents (47.2%) had a less category perception.

Service is an activity or series of tools that are invisible (cannot be touched), which occurs as a result of interactions between consumers and employees or other things provided by the service provider company which are intended to solve consumer problems (Ratminto and Winarsih, 2015).

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With the large number of patients and to compete with other health facilities, health service providers have made a breakthrough by accepting patient registration through an online system. However, this type of registration can cause many responses from the public. Online registration at health facilities is expected to be a solution for patients whose homes are far away and so that they do not have to wait long at the registration section until waiting before being given service (Wilunto, 2015).

Based on the results of the study, many respondents had perceptions in the less category. Where this is caused by the inconsistency of patient expectations with the reality of online registration services provided by health workers. According to respondents, several things that must be improved are the responsiveness of health workers to respond to patients who want to register online by using a more sensitive computer system. In addition, patients who register online or register conventionally must wait almost the same time . In addition, it is related to patient trust in the abilities of health workers, where most respondents do not believe in the abilities of health workers.

1. **Patient Satisfaction in Online Registration at Ngancar Health Center, Kediri Regency**

The results of the study showed that most respondents were in the satisfied category. as many as 30 respondents (56.6%). While 23 respondents (43.4%) have a dissatisfied satisfaction category.

Understanding the needs and desires of patients is an important thing that affects patient satisfaction. Satisfied patients are very valuable assets because if patients are satisfied they will continue to use the services of their choice, but if patients are dissatisfied they will tell twice as much to others about their bad experiences. To create patient satisfaction, health facilities must create and manage a system to obtain more patients and the ability to retain their patients (Hendrawan, 2015).

Patients are sick people who are treated by doctors and other health workers at their practice (Yuwono, 2017). Meanwhile, satisfaction is a person's feeling of pleasure that comes from comparing the pleasure of an activity and a product with their expectations (Nursalam, 2016). Nursalam (2016) states that satisfaction is a person's feeling of pleasure or disappointment that arises after comparing their perception or impression of the performance or results of a product and their expectations. Tjiptono (2014) argues that customer satisfaction is an emotional response to experiences related to certain products or services purchased, retail outlets, or even behavioral patterns (such as shopping behavior and buyer behavior), and the market as a whole.

According to Yamit (2017), customer satisfaction is the result (outcome) felt from the use of products and services, equal to or exceeding desired expectations. Meanwhile, Pohan (2014) stated that patient satisfaction is the level of patient feelings that arise as a result of the performance of the health services they receive, after the patient compares it with what they expect. Another opinion of Mamik (2015) is that patient satisfaction is an evaluation or assessment after using a service, that the service chosen at least meets or exceeds expectations.

According to Wijono (2014), several things that influence patient satisfaction are the approach and behavior of officers, especially during the first visit, the quality of information provided, appointment procedures, waiting times, health checks and taking medication, public facilities at health facilities and the results of the treatment received.

Patient satisfaction is a benchmark that the service provided by health workers is good or not. Patient satisfaction is influenced by various things, namely the suitability between patient expectations and the reality that patients encounter in the field, the second form of service during the service process provided by health workers, the personal behavior of health workers to patients, the atmosphere and physical conditions of the environment arranged by health center officers, the costs or prices that must be paid by patients and promotions or advertisements that are in accordance with reality. Patient dissatisfaction is caused by the inconsistency of patient expectations with reality where patients hope more with online registration can reduce waiting time when queuing at the health center, but in reality the waiting time experienced by patients is not much different between those who register online and conventional registration.

1. **The Influence of Service Quality and Perception on Patient Satisfaction in Online Registration at Ngancar Health Center, Kediri Regency**

Based on the results of the *Logistic Regression analysis* , it shows that the *p-value is* 0.048 <0.05, so H1 is accepted, so it is concluded that partially there is an influence of service quality on the level of patient satisfaction in registering online at the Ngancar Health Center, Kediri Regency. Based on the results of the *Logistic Regression analysis* , it shows that the *p-value is* 0.023 < 0.05, so H0 is rejected and H1 is accepted, so it is concluded that partially there is an influence of perception on the level of patient satisfaction in registering online at the Ngancar Health Center, Kediri Regency.

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Researchers argue that understanding the needs and desires of patients is an important factor that affects patient satisfaction. Satisfied patients are a very valuable asset because if patients are satisfied they will continue to use the services of their choice, but if patients are dissatisfied they will tell others twice as much about their bad experiences. To create patient satisfaction, health centers must create and manage a system to obtain more patients and the ability to retain their patients. With good organization, health centers can provide services with accurate time accuracy and are able to provide good service even though there are a lot of patients coming. So that patients who come to the health center will feel comfortable and satisfied with the services provided at the health center.

Patient satisfaction is a benchmark that the service provided by health workers is good or not. In patient satisfaction is influenced by various things, namely the suitability between patient expectations (perception) and the reality that patients encounter in the field, the second form of service during the service process provided by health workers, the personal behavior of health workers to patients, the atmosphere and physical conditions of the environment arranged by health center officers, the costs or prices that must be paid by patients and promotions or advertisements that are in accordance with reality.

**CONCLUSION**

1. In terms of service quality, it was found that the majority of respondents had good service quality, namely 27 respondents (50.9%).
2. In terms of perception, it was found that the majority of respondents had a good perception category, namely 28 respondents (52.8%).
3. In terms of satisfaction, it was found that the majority of respondents were in the satisfied category. as many as 30 respondents (56.6%).
4. There is an influence of service quality and perception on the level of patient satisfaction in carrying out online registration at the Ngancar Health Center, Kediri Regency.

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