

THE RELATIONSHIP BETWEEN QUALITY OF HEALTH SERVICES AND INTEREST IN PATIENT REVISIT AT TANJUNGSARI INPATIENT HEALTH CENTER IN 2022

Sutisna¹, Herawati²

Public Health Science Study Program
Faculty of Health Science, Sebelas April University
sutisna@unsap.ac.id

Article Info

Article history:

Received April 12, 2022

Revised Mei 20, 2022

Accepted Mei 26, 2022

Keywords:

Tangible,
Reliability,
Responsiveness, Assurance,
Empathy,
Visit Interest

ABSTRACT (10 PT)

Interest in repeat visits is an attitude that arises in response to an object that shows the patient's desire to make a repurchase. During the last two months in 2022, visits to Tanjungsari Health Center were 2,641 in March and 2,142 in April, resulting in a difference of 449 visits. This study aims to determine the relationship between the quality of health services with interest in visits. The type of research used is descriptive quantitative research with a cross-sectional study approach. The sampling technique was carried out by accidental sampling technique. The sample of this study amounted to 96 patients who seek treatment at the Puskesmas. Data analysis performed was univariate and bivariate with Spearman rank test. The results of univariate analysis showed that patients who had good quality perceptions on tangible indicators (physical evidence) were 91.7%, reliability (reliability) 92.7%, responsiveness (responsiveness) 88.5%, assurance (94.8%), and empathy (empathy) 87.5% and as many as 78.1% of patients expressed interest in making a repeat visit. Then the results of the bivariate analysis showed the relationship between tangible (physical evidence) with the patient's interest in repeat visits (p value = 0.020), the relationship between reliability (reliability) and the interest in repeat visits of patients with (p value = 0.006), the relationship between responsiveness (responsiveness) with the patient's interest in repeat visits (p value = 0.001), the relationship between assurance (assurance) and the patient's interest in repeat visits with a value (p = 0.000), and the relationship between empathy (empathy) and the patient's interest in repeat visits with a value (p = 0.000). Thus, it can be concluded that there is a relationship between the quality of health services and the interest in patient return visits at the Tanjungsari Inpatient Health Center UPTD. Therefore, it is hoped that all stake holders can work together in improving the quality of health services at the Puskesmas.



Copyright © 2022 PHSAJ. All rights reserved.

Corresponding Author:

Sutisna,
Public Health Study Program,
Faculty of Health Science, Sebelas April University
Jalan Cipadung No 54 Sumedang
Email: sutisna@unsap.ac.id

1. INTRODUCTION

Health services are every effort that is carried out alone or jointly in an organization to maintain and improve the health of a person, family, group and or community. A good service must have basic requirements, namely; available and sustainable, acceptable and reasonable, easily accessible, accessible, and of high quality. Good service quality will provide satisfaction to customers which ultimately customers

will reuse and recommend these health services to the people around them. So that it affects repurchase decisions which will later affect consumers about the services provided. Mabow 2009 in (Kunik Afifah 2017), explains that quality service at the Puskesmas means providing services to patients based on quality standards to meet the needs and desires of the community, so that they can obtain satisfaction with increasing patient trust and loyalty to the Puskesmas. To achieve quality and affordable health services, it is necessary to carry out service efforts in accordance with professional standards, namely tangible (physical evidence), reliability (reliability), responsiveness (responsiveness), assurance (guarantee) and empathy (empathy). Revisit interest is a behavior that appears in response to an object that shows the customer's desire to repurchase a product that has been previously purchased. Customers consciously and unconsciously evaluate transactions that have been made. consciously and unconsciously evaluate the transactions that have been made. Interest in patient visits is patient satisfaction to keep visiting certain health facilities and even recommending it to others. The level of consumer satisfaction or dissatisfaction that will affect their behavior (Hamidiyah, 2013 in Azizatul Hamidiah 2013).

The search results and data requests from Open Data Jabar, West Java Province, which consists of 17 regencies and 9 cities show the number of visits by Puskesmas patients with large numbers. 6 Visits consisting of Outpatient, Inpatient and Mental Disorders in 2019 reached 24,928,218 visits. However, in 2020, there was a significant decrease of 5,856,054 so that the number of visits became 19,072,164. According to the data analysis that has been carried out, the decline in the number of visits is influenced by the occurrence of data gaps in several districts/cities so that it affects the annual visit rate. The Sumedang District Health Office consists of 27 sub-districts, each sub-district has one or even two health centers. The number of Puskesmas in Sumedang Regency is 35 Puskesmas. In 2020, according to a search that was also carried out in the West Java Open Data, it showed that the total number of visits to the Puskesmas in Sumedang Regency was 590,918. Tanjungsari Health Center which covers 7 villages as its working area, has health services including general poly, inpatient care, emergency room services, MCH services and basic immunization, dental services, KIP/K services, and pharmacy services. In the last two years, the number of patient visits at the Tanjungsari Health Center has decreased. In 2020, the total number of patient visits was 27,560 visits, while in 2021 the total number of visits was 24,175 visits, so there is a difference of 3,385 visits. Likewise with 2022, in the last two months, namely March and April, the number of patient visits at the Tanjungsari Health Center UPTD decreased by 7. In March, the total monthly patient visits amounted to 2,641 visits while in April it showed 2,142 visits so that there was a difference in the numbers of 449 visits.

A preliminary survey of 10 respondents who had received services at the Tanjungsari Inpatient Health Center UPTD, as many as 2 people said they preferred not to return for treatment when visiting, because respondents considered the distance from their residence to the location of the Puskesmas to be far enough so that respondents preferred to seek treatment at the Poskesdes. or the closest midwife, in addition 1 person considered that the services provided were difficult to flow so that respondents preferred to go to the clinic for treatment and 3 other respondents said that the friendliness of the officers was lacking. However, even so, 4 respondents chose to seek treatment and make return visits because the services are relatively cheap and easy.

2. METHOD

This study uses descriptive quantitative research using a Cross Sectional Study approach, which is an approach that is momentary in nature and is not followed continuously within a certain period of time, and with the aim of knowing the relationship between the independent and dependent variables. This study uses frequency distribution table analysis for univariate analysis and Spearman's rank test for bivariate analysis

3. RESULTS AND DISCUSSION

3.1. Results

Table 1. Tangible

Tangible	Frekuensi	Percent (%)
Good	88	91,7
Enough	8	8,3
Total	96	100

The results showed that the perception of respondents or patients on services in physical form with the highest assessment was in the good category with a total frequency of 88 respondents and a percentage (91.7%) of 96 total respondents.

Table 2. Reliability

Reliability	Frekuensi	Percent (%)
Good	89	92,7
Enough	7	7,3
Total	96	100

The results showed that the respondent's or patient's perception of the service in the form of the reliability of health workers with the highest assessment was in the good category with a total frequency of 89 respondents and a percentage (92.7%) of 96 total respondents.

Table 3. Responsiveness

Responsiveness	Frekuensi	Percent (%)
Good	85	88,5
Enough	9	9,4
Not Enough	2	2,1
Total	96	100

The results showed that the respondent's or patient's perception of services in the form of responsiveness of health workers to services to patients with the lowest assessment was in the unfavorable category with a total frequency of 2 respondents and a percentage (2.1%) of 96 total respondents.

Table 4. Assurance

Assurance	Frekuensi	Percent (%)
Good	91	94,8
Enough	5	5,2
Total	96	100

The results showed that the respondents' or patients' perceptions of services with guaranteed safety provided by health workers for services to patients with the lowest assessment were the sufficient category with a total frequency of 5 respondents and a percentage (5.2%) of 96 total respondents.

Table 5. Emphaty

Emphaty	Frekuensi	Percent (%)
Good	84	87,5
Enough	12	12,5
Total	96	100

The results showed that the respondent's or patient's perception of services in the form of physical empathy for patients with the highest assessment was in the good category with a total frequency of 84 respondents and a percentage (87.5%) of 96 total respondents.

Table 6. Revisit Interest

Revisit Interest	Frekuensi	Percent (%)
Interesd	75	78.1
Not Interesd	21	21,9
Total	96	100

The results showed that the respondent's or patient's perception of services in the form of physical empathy for patients with the highest assessment was in the good category with a total frequency of 84 respondents and a percentage (87.5%) of 96 total respondents.

Table 7. Tangible Relationship with Patient Revisit Interest

Tangible	Revisit Interest		Total	Statistic
	Interest	Not Interest		

	N	%	N	%	N	%	
Good	69	78,4	19	21,6	88	100	p=0,020
Enough	6	75	2	25	8	100	
Total	75	78,1	21	21,9	96	100	

shows that the results obtained by patients with good tangible perception (physical evidence) are the variables that show the highest visiting interest rate, namely 69 respondents with a percentage of 78.4% of the total number of 96 respondents.

In this study, the test used the Spearman rank test so that the p value = 0.020 was obtained. So H0 is rejected ($p < 0.05$) and Ha is accepted, so it can be concluded that there is a significant relationship between tangibles (Physical Evidence) and the interest in repeat visits of patients at the Tanjungsari Inpatient Health Center UPTD. The correlation between the two variables is weak with a positive correlation coefficient number so that the relationship between the independent variable and the dependent variable is in the same direction.

Table 8. Reliability Relationship with Patient Revisit Interest

Reliability	Revisit Interest				Total		Statistic
	Interest		Not Interest		N	%	
	N	%	N	%			
Baik	72	80,9	17	19,1	89	100	p=0,006
Cukup	3	42,9	4	57,1	7	100	
Total	75	78,1	21	21,9	96	100	

shows that the results obtained by patients with good perceptions of reliability are the variables that show the highest visiting interest rate, as many as 72 respondents with a percentage of 80.9% of the total number of 96 respondents. In this study, the test used the Spearman rank test so that the p value = 0.006. So H0 is rejected ($p < 0.05$) and Ha is accepted, so it can be concluded that there is a significant relationship between reliability (reliability) and the patient's interest in repeat visits at the Tanjungsari Inpatient Health Center UPTD. The correlation between the two variables is sufficient with a positive correlation coefficient number so that the relationship between the independent variable and the dependent variable is unidirectional.

Table 9. Responsiveness Relationship with Patient Revisit Interest

Responsiveness	Revisit Interest				Total		Statistic
	Interest		Not Interest		N	%	
	N	%	N	%			
Good	69	82,1	15	17,9	84	100	p=0,001
Enough	4	40	6	60	10	100	
Not Enough	2	100	0	0	2	100	
Total	75	78,1	21	21,9	96	100	

shows that the results obtained by patients with poor perception of responsiveness are variables that show the lowest number of uninterested visits, namely 2 respondents with a percentage of 100% of the total number of 96 respondents.

In this study, the test used the Spearman rank test so that the p value = 0.001 was obtained. So H0 is rejected ($p < 0.05$) and Ha is accepted, so it can be concluded that there is a significant relationship between responsiveness (responsiveness) and the patient's interest in repeat visits at the Tanjungsari Inpatient Health Center UPTD. The correlation between the two variables is sufficient with a positive correlation coefficient number so that the relationship between the independent variable and the dependent variable is unidirectional.

Table 10. Assurance Relationship with Patient Revisit Interest

Assurance	Revisit Interest				Total		Statistic
	Interest		Not Interest		N	%	
	N	%	N	%			
Good	72	79,1	19	20,9	91	100	p=0,000
Enough	3	60	2	40	5	100	

Total	75	78,1	21	21,9	96	100
--------------	-----------	-------------	-----------	-------------	-----------	------------

shows that the results obtained by patients with good assurance perception are the variables that show the highest number of uninterested visits, namely 72 respondents with a percentage of 79.1% of the total number of 96 respondents.

In this study, the test used the Spearman rank test so that the p value = 0.000 was obtained. So H₀ is rejected (p<0.05) and H_a is accepted, so it can be concluded that there is a significant relationship between assurance (guarantee) and the interest in repeat visits of patients at the Tanjungsari Inpatient Health Center UPTD. The correlation between the two variables is sufficient with a positive correlation coefficient number so that the relationship between the independent variable and the dependent variable is unidirectional.

Table. 11 Relationship with Patien Revisit Interest

Empathy	Revisit Interest				Total		Statistic
	Interest		Not Interest		N	%	
	N	%	N	%			
Good	71	84,5	13	15,5	84	100	p=0,000
Enough	4	33,3	8	66,7	12	100	
Total	75	78,1	21	21,9	96	100	

The results obtained by patients with good perception of empathy are variables that show the highest interest in visiting, namely 71 respondents with a percentage of 84.5% of the total number of 96 respondents. In this study, the test used the Spearman rank test so that the p value = 0.000 was obtained. So H₀ is rejected (p<0.05) and H_a is accepted, so it can be concluded that there is a significant relationship between empathy (Empathy) and the patient's interest in repeat visits at the Tanjungsari Inpatient Health Center UPTD. The correlation between the two variables is sufficient with a positive correlation coefficient number so that the relationship between the independent variable and the dependent variable is unidirectional.

3.2. Discussion

In this study, the discussion is presented in the form of a narrative from the research conducted by the researcher. The discussion is adjusted to the research objective, namely knowing the relationship between tangible (physical evidence), reliability (reliability), responsiveness (responsiveness), assurance (guarantee), and empathy (empathy) with the interest of patient re-visit at UPTD Puskesmas Inpatient Tanjungsari in 2022. Based on the results of the analysis that has been carried out in this study, there is a positive or unidirectional and significant relationship between tangible (physical evidence) and the patient's interest in repeat visits with a p-value of 0.020. Tangible (physical evidence) is a matter related to physical facilities that are health facilities. This physical facility is certainly one of the factors that influence the patient's interest to reuse health services at the Tanjungsari Inpatient Health Center UPTD. This means that an increase in physical facilities will be followed by an increase in the number of patient visits, and vice versa, a decrease in physical facilities will be followed by a decrease in patient visits. Of course, in addition to physical evidence, there are also several factors that can influence the interest in patient visits, namely incomplete drugs or severe illness so that they have to go to more adequate health facilities. Based on the results of the analysis that has been carried out in this study, there is a positive or unidirectional and significant relationship between reliability (reliability) and the patient's interest in repeat visits with a p-value of 0.006. Reliability is one of the factors that influence the patient's interest to reuse health services at the Tanjungsari Inpatient Health Center UPTD. This means that an increase in reliability will be followed by an increase in the number of patient visits, and conversely a decrease in reliability will be followed by a decrease in patient visits. Therefore, reliability is very important in an effort to improve the quality of service so that it will encourage patients to visit again. Based on the results of the analysis that has been carried out in this study, there is a positive or unidirectional and significant relationship between Responsiveness (Responsiveness) and the patient's interest in repeat visits with a p-value of 0.001. Thus, sensitivity to patients is an important factor in improving the quality of health services. This is because the attention given by health workers to patients will create a sense of comfort and encourage patients to reuse health services at the Tanjungsari Inpatient Health Center UPTD. Based on the results of the analysis that has been carried out in this study, there is a positive or unidirectional and significant relationship between assurance (guarantee)

and patient re-visit interest of 0.000. A sense of security must of course be owned by patients when seeking treatment at health facilities starting from the examination room which is kept private until the treatment provided by health workers can also convince and give a sense of trust that the treatment that has been received by the patient will not cause problems in the future. That way it can encourage patients to use the services at the Tanjungsari Health Center UPTD repeatedly and even make it possible to recommend them to others. Based on the results of the analysis that has been done in this study, there is a positive or unidirectional and significant relationship between empathy (empathy) and the patient's interest in repeat visits with a p-value of 0.000. The greater the attention, showing the seriousness during treatment will increase the sense of satisfaction with health services so that it can encourage patients to make repeat visits and the number of visits will increase.

4. CONCLUSION (10 pt)

Based on the results of research at the Tanjungsari Inpatient Health Center UPTD regarding the relationship between the quality of health services and the interest in patient repeat visits, the following conclusions can be drawn:

1. Patients who have good quality perceptions on tangible indicators (physical evidence) 91.7%, reliability (reliability) 92.7%, responsiveness (responsiveness) 88.5%, assurance (94.8%), and empathy (empathy) 87.5%.
2. Patients who chose to return to the UPTD of the Tanjungsari Inpatient Health Center were 75 patients or 78.1%.
3. There is a relationship between tangibles (physical evidence) and the interest in repeat visits of patients at the Tanjungsari Inpatient Health Center UPTD, which obtained a p value of 0.020.
4. There is a relationship between reliability (reliability) and the interest in repeat visits of patients at the Tanjungsari Inpatient Health Center UPTD, which obtained a p value of 0.006.
5. There is a relationship between responsiveness (responsiveness) and the interest in repeat visits of patients at the Tanjungsari Inpatient Health Center UPTD, which obtained a p value of 0.001.
6. There is a relationship between assurance (guarantee) and the interest in repeat visits of patients at the UPTD of the Tanjungsari Inpatient Health Center, which obtained a p value of 0.000.
7. There is a relationship between empathy (empathy) and the interest in repeat visits of patients at the Tanjungsari Inpatient Health Center UPTD, which obtained a p value of 0.000.

REFERENCES

- Asari, A., Toloh, B. H., & Sangari, J. R. R. (2018). Pengembangan Ekowisata Bahari Berbasis Masyarakat di Desa Bahoi, Kecamatan Likupang Barat, Kabupaten Minahasa Utara. *Jurnal Ilmiah Platak*, 6(1), 29–41.
- Dewi, L., & Nathania, S. (2018). Pengukuran Aspek Kepuasan Konsumen Le Fluffy Dessert. *Jurnal Bisnis Terapan*, 2(01), 61–72. <https://doi.org/10.24123/jbt.v2i01.1087>
- Dinas Kesehatan Jawa Barat. (2020). *Jumlah Kunjungan Pasien di Fasilitas Pelayanan Kesehatan Tingkat Pertama (Puskesmas) Berdasarkan Kategori Kunjungan di Jawa Barat*. 022.
- Djuwa, A. S. S., Sinaga, M., & Dodo, D. O. (2020). *Media Kesehatan Masyarakat Media Kesehatan Masyarakat*. 2(2), 24–32.
- drg. Oscar Primadi, M. (n.d.). *Profil Kesehatan Indonesia Tahun 2020*.
- Ginting, T., Chairul, M., Pane, P. Y., & Rizal, M. (2021). *Mutu pelayanan dan minat kunjungan ulang pasien rawat jalan di Rumah Sakit X*. 3(2), 60–67. <https://doi.org/10.34012/jpms.v3i2.2031>
- Hairil Akbar, Heriyana Amir, Suci Rahayu Ningsih, W. A. (2020). Hubungan Mutu Pelayanan Petugas Kesehatan Terhadap Minat Kunjungan Ulang Pasien Rawat Jalan di Puskesmas X. *PENA MEDIKA*, 10(2), 8–14.
- Hamidiyah, A. (2016). *Persepsi Tentang Kualitas Pelayanan dengan Minat Kunjungan Ulang*. VII, 121–130.
- Idham Maulana Yusuf. (2018). *IMPLEMENTASI MODIFIKASI PERMAINAN BOLABASKET TERHADAP HASIL BELAJAR SISWA*. 29–38.
- Imas Masturoh, N. A. T. (2018). Metodologi Penelitian Kesehatan. *Bahan Ajar Rekam Medis dan Informasi Kesehatan*.
- Istiqomah, N. U. R. F. (2016). *Hubungan Mutu Pelayanan terhadap Minat Kunjungan Ulang Pasien Rawat Inap Puskesmas II Tambak Kabupaten Banyuman 2015*.

- Kudus, S. (2014). Faktor-Faktor Yang Berhubungan Dengan Minat Kunjungan Ulang PelayananAntenatal Di Poliklinik Kebidanan Rs Islam Sunan Kudus. *Faktor-Faktor Yang Berhubungan Dengan Minat Kunjungan Ulang Pelayanan Antenatal Di Poliklinik Kebidanan Rs Islam Sunan Kudus*, 2(2), 1–15.
- Ningtyas, K & Apriyanto D. (2022). *Kuantifikasi Deteksi Alternatif Model Pelayanan Publik*. ScopindoMedia Pustaka. Google Books
- Nurmalasari. (2014). Pengaruh Kualitas Pelayanan dan Citra terhadap kepuasan mahasiswa pada akademi kebidanan aisyiyah Pontianak. 2(2), 184–197.
- Oscar, B., & Sumirah, D. (2019). Pengaruh Grooming Pada Customer Relations Coordinator (CRC) Terhadap Kepuasan Pelanggan di PT Astra international TBK Toyota Sales Operation (Auto2000) Pasteur. *Jurnal Bisnis dan Pemasaran*, 9(1), 1–11.
- PERATURAN MENTERI KESEHATAN REPUBLIK INDONESIA NOMOR 4 TAHUN 2019 TENTANG STANDAR TEKNIS PEMENUHAN MUTU PELAYANAN DASAR PADA STANDAR PELAYANAN MINIMAL BIDANG KESEHATAN. (2019).
- PERATURAN MENTERI KESEHATAN REPUBLIK INDONESIA NOMOR 74 TAHUN 2016 TENTANG STANDAR PELAYANAN KEFARMASIAN DI PUSKESMAS. (2016).
- PERATURAN PEMERINTAH REPUBLIK INDONESIA NOMOR 32 TAHUN 1996 TENTANG TENAGA KESEHATAN. (1996).
- Permana, M. A. (2018). Pengaruh Mutu pelayanan kesehatan terhadap minat kunjungan ulang pasien ke puskesmas kota medan.
- Prapitasari, R & Hidayatun, N . J (2020) . *Konsep Dayar Mutu Pelayanan Kesehatan*. Indramayu:CV. Adanu Abimata. Google Books
- Purwanto, N. (2019). Variabel Dalam Penelitian Pendidikan. *Jurnal Teknodik*, 6115, 196–215. <https://doi.org/10.32550/teknodik.v0i0.554>
- Qomaryah, A. A. A. (2017). Pengaruh Customer Value terhadap Minat Kunjungan Ulang Pasien RawatJalan di Klinik Spesialis Obstetri Ginekologi Rumah Sakit Islam Siti Aisyah Madiun Tahun 2017.