

The Analysis of Service Quality's Dimensional Based on Pasuraman Servqual Theory on JKN KIS Participant Satisfaction at Rolas Medika Clinic, Jember

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Abstract:- The aims of study were to analyze the effect of service quality as measured by physical evidence, reliability, responsiveness, guarantee and service guarantee on patient satisfaction of JKN KIS participants at the Rolas Medika Jember Clinic partially and simultaneously, analyze the level of satisfaction of JKN KIS participants at the Rolas Medika Jember Clinic and analyze the factors that most influence the satisfaction of JKN KIS participants at the Rolas Medika Jember Clinic. The approach used in this research is a quantitative approach. This research was conducted at the Rolas Medika Clinic, located at Jalan Gajah Mada No.15 Kaliwates District, Jember Regency. The population of research were BPJS JKN KIS patients in 2021 as many as 16,105 patients. The sampling technique used multistage random sampling with random clusters. The results showed that the quality of service as measured by physical evidence, reliability, responsiveness, guarantee and service guarantee had a significant effect on patient satisfaction of JKN KIS participants at the Rolas Medika Jember Clinic simultaneously. Partially shows that physical evidence and assurance have no significant effect on patient satisfaction while reliability, responsiveness and assurance have a significant effect on patient satisfaction.

Keywords:- *Physical Evidence, Reliability, Responsiveness, Guarantee and Guarantee of Service and Satisfaction.*

I. INTRODUCTION

The health services received. Service quality is centered on efforts to fulfill needs and desires as well as the accuracy of delivery to balance patient expectations. Quality must start from consumer needs and end at patient perception. This means that a good quality image is not based on the point of view or perception of the service provider but based on the patient's point of view or perception. Good or bad service quality is the responsibility of all parts of the agency/company organization. Even though it is often considered to be closely related to service quality, it turns out that satisfaction is different from that.

Service quality is the overall evaluation of a service, while satisfaction is related to certain emotional reactions to satisfaction (Moreira and Silva, 2014). This research uses developed theory the SERVQUAL (Service Quality) model developed by Parasuraman, Zeithaml, and Berry (1990). SERVQUAL is an empirical method that can be used by service companies to improve the quality of their services (services). SERVQUAL is built on the comparison of two main factors, namely the customer's perception of the service received by the customer (perceived service) with the expected or desired service (expected service).

SERVQUAL theory or Rater by Parasuraman, Zeithaml, and Berry (1990) was developed in this study because the quality of existing services as everything that focuses on efforts to meet consumer needs and desires accompanied by accuracy in delivering it, so as to create a balanced suitability with consumer expectations. The SERVQUAL or Rater theory has the advantage that the service quality model created by Parasuraman, Zeithaml, and Berry (1990) identifies the reasons for the creation of a gap between consumer perceptions and expectations. In addition, the advantages of the SERVQUAL theory are aimed at consumer assessments conceptualized as the gap between what consumers expect from a service that is considered quality and the evaluation provided by consumers based on the perceived real service.

Contrary to theory Hierarchical Service Quality Model or Hierarchical Service Quality Model. The model consists of three main dimensions, namely the quality of interaction, the quality of the physical environment, and the quality of the results. Then in each of these three dimensions it is divided into several sub-dimensions (Brady and Cronin, 2001). Hierarchical Service Quality Model or Hierarchical Service Quality Model. The model consists of three main dimensions: 1). The quality of interaction is a quality that is closely related to how the service process is delivered, it can be seen from the interaction process of service provider staff with their customers, 2). The quality of the physical environment is a quality that exists in the environment where the service process occurs, and 3). The quality of the result is what the customer gets,

According to Khan *et al.* (2014), evaluation of patient satisfaction is an important benchmark for measuring satisfaction of a particular health care system as well as for influencing patient satisfaction. Wibowo and Junaidi (2019) explained that Service quality has a positive effect on patient satisfaction, and trust in positive word of mouth (WOM) of Dental Clinic Patients. Dahyanto and Arofiati (2018) explain that optimal service will be able to increase patient satisfaction.

This study has several updates where there are differences with subsequent research. Mosadeghrad (2014), Yulisetiari (2014), and Nugraheni *et al* (2015) found that service quality affects satisfaction. Likewise, Firdaus and Dewi (2015), Antina (2016), Abuosi (2015) and Dewi (2016) also found that service quality affects the satisfaction of patients who use health insurance. The difference in this study lies in the satisfaction theory used is the Expectancy Disconfirmation Theory (EDT). The object of research is taking JKN Kiss patients so that they become the target of satisfaction.

This research was conducted at the Rolas Medika Pratama Clinic which has a one-stop service for primary health services. The clinic already has general medical personnel, dental medical personnel, midwives, nurses, pharmacists, and pharmacists who are competent in their fields. The services provided at this clinic have collaborated with a network of laboratories and pharmacies to provide additional other services, including with BPJS Health and BPJS Employment, so that the Rolas Medika Pratama Clinic is used as an outpatient clinic that provides complete basic medical services (Makrup, 2018),

First-level health facilities, as stated in the Minister of Health Regulation No. 514 of 2015 concerning Guidelines for the Practice of Medical Personnel, are required to be able to complete 144 case diagnoses according to the competence of general medical personnel encountered in patients, while the obstacles faced include time and repeated visits for treatment and no recovery visits (time), the age of the patient at the time of treatment (age), the comorbidities of the patient being examined (comorbid) and the condition of the complication of the disease suffered by the patient during treatment (complication). The limited health infrastructure is also an obstacle to the implementation of individual health activities in several clinics.

The quality of service at the Rolas Medika Clinic greatly contributes to patient and family satisfaction, especially as a measure of the success of the national JKN KIS program in primary care facilities. The gap is a mismatch between the perceived service and the expected service. The gap is caused by the manager's ignorance of the service expected by customers. Therefore, to find out the gap, the researcher theoretically uses the model developed by Parasuraman, namely SERVQUAL which consists of five dimensions including reliability, responsiveness, assurance, empathy and tangibles (Supartiningsih, 2017:10). The results of the study were able to determine the level of patient/family satisfaction as customers of Rolas Medika Clinic,

Satisfied customers will have an emotional bond with the product or service used and tend to be loyal to the company (Kotler, 2016). Initial purchases can be created through low prices for products or services, or effective promotions, but repeat buying as the basis for marketing success, relies heavily on experience with the preferred product or service. Knowledge with the level of customer satisfaction at the Rolas Medika Clinic is expected to be able to approach consumers in their entirety and at the same time be able to bind consumers to be loyal and make repeat purchases (repeat buying). Based on the capitation of the number of JKN KIS participants in 2021, it is explained that 2020 Rolas Medika Jember Clinic will become a clinic with a capitation of 16,1005 people with the second largest number after Dr M Suherman Unmuh of 19. 198 souls. In addition to being an outpatient clinic with the largest capitation in Jember Regency, Rolas Medika Clinic is the first clinic on the island of Java that has been accredited PARIPURNA based on the decision letter of the FKTP accreditation commission of the Ministry of Health in 2017, so that it becomes the background for researchers to conduct research on customer satisfaction with health services at the Clinic. Rolas Medika Jember. This is in line with the Vision of Rolas Medika Jember Clinic "To Become a Leading Clinic in Jember Regency". Similar studies on satisfaction or quality of health services have been carried out very much, but there are still few specific researches on non-government FKTP services, especially research that combines customer satisfaction with the quality of health services in FKTP. In addition to being an outpatient clinic with the largest capitation in Jember Regency, Rolas Medika Clinic is the first clinic on the island of Java that has been accredited PARIPURNA based on the decision letter of the FKTP accreditation commission of the Ministry of Health in 2017, so that it becomes the background for researchers to conduct research on customer satisfaction with health services at the Clinic. Rolas Medika Jember. This is in line with the Vision of Rolas Medika Jember Clinic "To Become a Leading Clinic in Jember Regency". Similar studies on satisfaction or quality of health services have been carried out very much, but there are still few specific researches on non-government FKTP services, especially research that combines customer satisfaction with the quality of health services in FKTP. In addition to being an outpatient clinic with the largest capitation in Jember Regency, Rolas Medika Clinic is the first clinic on the island of Java that has been accredited PARIPURNA based on the decision letter of the FKTP accreditation commission of the Ministry of Health in 2017, so that it becomes the background for researchers to conduct research on customer satisfaction with health services at the Clinic. Rolas Medika Jember. This is in line with the Vision of Rolas Medika Jember Clinic "To Become a Leading Clinic in Jember Regency". Similar studies on satisfaction or quality of health services have been carried out very much, but there are still few specific researches on non-government FKTP services, especially research that combines customer satisfaction with the quality of health services in FKTP.

The purpose of this study is to analyze the effect of service quality as measured by physical evidence, reliability, responsiveness, guarantee and service guarantee on the

satisfaction of JKN KIS participants at the Rolas Medika Jember Clinic partially and simultaneously.

II. LITERATURE REVIEW AND HYPOTHESES

The Influence Physical Evidence of JKN KIS Patient Satisfaction

Physical is the availability of physical facilities and facilities that can be directly felt by consumers. Provide a sense of security and comfort for the patient. Physical evidence is a form of physical reality which includes facilities, equipment, appearance of officers, facilities and information. Physical evidence can provide an overview of the quality of clinical services and in some cases will greatly influence patients in assessing the quality of these services (Pasasuraman *et al*, 2015).

Physical evidence (tangible) has an effect on patient satisfaction where physical has a positive and significant effect on patient satisfaction. The better the patient's perception of physical evidence, the higher the patient's satisfaction. If the patient's perception of physical evidence is getting worse, the patient's satisfaction will be lower. Research conducted by Mosadeghrad (2014), Antina (2016) and Dewi (2016) stated that the physical evidence variable (tangible) had a positive effect on patient satisfaction. Based on this description, the hypothesis can be explained as follows. H1: Physical evidence affects JKN KIS patient satisfaction

The Influence Reliability on JKN KIS Patient satisfaction

Reliability is the ability of officers to provide services to consumers appropriately. In Puskesmas services, it is the patient's assessment of timeliness, professional and practical services that are easily understood by patients. Reliability is a dimension that measures the reliability of a service to consumers (Pasasuraman *et al*, 2015). Reliability affects patient satisfaction where physical has a positive and significant effect on patient satisfaction. The better the patient's perception of reliability, the higher the patient's satisfaction. If the patient's perception of reliability is getting worse, the patient's satisfaction will be lower. Research conducted by Yulisetiarini (2014) and Nugraheni *et al* (2015) states that the reliability variable has a positive effect on patient satisfaction. Based on this description, the hypothesis can be explained as follows.

H2: Reliability affect the satisfaction of JKN KIS patients

The Influence Response to JKN KIS Patient Satisfaction

Responsiveness is the ability of officers to provide services to quickly provide action, overcome and make decisions, which are taken but still with polite and friendly ethics. Responsiveness has an effect on patient satisfaction where physical has a positive and significant effect on patient satisfaction. The better the patient's perception of the response, the higher the patient's satisfaction. If the patient's perception of responsiveness is getting worse, then the patient's satisfaction will be lower. Research conducted by Mosadeghrad (2014), Antina (2016) and Dewi (2016) states that the responsiveness variable has a positive effect

on patient satisfaction. Based on this description, the hypothesis can be explained as follows.

H3: Responsiveness affects JKN KIS patient satisfaction

The Influence Empathy for JKN KIS Patient satisfaction

Guarantee is pKnowledge of politeness and trustworthiness by consumers, giving rise to confidence in the truth that the products or goods produced are of high quality. Assurance has an effect on patient satisfaction where physical has a positive and significant influence on patient satisfaction. The better the patient's perception of the guarantee, the higher the patient's satisfaction. If the patient's perception of the guarantee is getting worse, the patient's satisfaction will be lower. Research conducted by Mosadeghrad (2014), Antina (2016) and Dewi (2016) stated that the guarantee variable had a positive effect on patient satisfaction. Based on this description, the hypothesis can be explained as follows.

H4: Guarantees affect JKN KIS patient satisfaction

Influence Guarantee for JKN KIS Patient satisfaction

Guarantees for services provided by BPJS JKN KIS patients are largely determined by performance or service satisfaction, so it is believed that these BPJS JKN KIS patients are able to provide reliable, independent and professional services that have an impact on service satisfaction received. Apart from this performance, the guarantee of a service is also determined by the existence of a strong organizational responsiveness, which recommends that every BPJS JKN KIS patient provide services seriously and seriously to satisfy the people being served.

Peresearch conducted by Firdaus and the Goddess (2015), Antina (2016) and Dewi (2016) stated that the guarantee variable had a positive effect on patient satisfaction. Based on this description, the hypothesis can be explained as follows.

H5: Guarantees affect JKN KIS patient satisfaction

III. METHODS

The approach used in this research is a quantitative approach. This type of research includes analytical observational research, namely research that explains the relationship between variables through hypothesis testing (Notoatmodjo, 2012). This study examines the effect of service quality variables with service satisfaction variables at Rolas Medika Clinic. This study uses a cross sectional design, which is a type of research that emphasizes the time of measuring or observing data once at a time which is carried out on the dependent variable and the independent variable. The quality variable asks questions related to the 5 dimensions of service quality while satisfaction asks about the level of patient satisfaction as service users at the Rolas Medika Clinic (Notoatmodjo, 2012).

This research was conducted at the Rolas Medika Clinic, located at Jalan Gajah Mada No.15 Kaliwates District, Jember Regency. This research was conducted from June-December 2020. The population of this study was BPJS JKN KIS patients in 2021 as many as 16,1005 patients. This study

was a Multistage random sampling technique with random clusters by determining samples based on general poly, dental and MCH groups, then Systematic Random Sampling was carried out. . The independent variable in this study consisted of physical evidence (X1), reliability (X2), responsiveness (X3), guarantee (X4) and service guarantee (X5). The dependent variable in this study is the satisfaction of BPJS participants. The data analysis method used multiple linear regression analysis, t test and F test.

IV. RESULT

The results of the Multiple Linear Regression analysis and hypothesis testing are described in Table 1.

Table 1. Multiple Regression Model

Variable	Unstandardized Coefficients	t-count	p-value	Information
Constant	0.162	-	-	-
Physical evidence (infrastructure)	0.019	0.189	0.850	Not significant
Service reliability	0.167	2,505	0.014	significant
Responsiveness	0.080	3.103	0.027	significant
Assurance (guarantee)	-0.142	-1,863	0.066	Not significant
Empathy	0.682	8,631	0.000	significant

Equation can be explained.

$$Y = 0.162 + 0.019X_1 + 0.167X_2 + 0.080X_3 - 0.142X_4 + 0.682X_5 + 3\epsilon$$

Based on the results of linear regression coefficient of 0.019 is the intercept of X1 which is physical evidence (infrastructure) meaning that if the physical evidence variable (infrastructure) has increased then satisfaction increased by 0.019. Testing the first hypothesis is seen from the beta coefficient (β) of 0.019 with an p-value of 0.078 Hypothesis one is not proven to be accepted because the p-value > α or 0.078 > 0.05. This shows that the hypothesis that the physical evidence factor (infrastructure) has a significant effect on satisfaction is rejected.

Testing the effect of service reliability factors on satisfaction is indicated by a beta coefficient (β) of 0.167 with an p-value of 0.002. Because the value of p-value < α or 0.002 < 0.05, then H2 is accepted. Thus the hypothesis that the service reliability factor has a significant effect on satisfaction is accepted. Testing the effect of responsiveness on satisfaction seen from the beta coefficient (β) of 0.080, with an p-value of 0.000. The p-value is less than 0.05 then H3 is accepted. It means that the hypothesis which states that responsiveness has a significant effect on BPJS JKN KIS patient satisfaction is accepted.

Testing the effect of empathy on satisfaction seen from the beta coefficient (β) of 0.682, with an p-value of 0.000. The p-value is less than 0.05 then H3 is accepted. It means

that the hypothesis that empathy has a significant effect on BPJS JKN KIS patient satisfaction is accepted.

Based on data analysis, it is known that the significance of calculated F is 0.000 less from the 5% significance level (0.000 < 0.05) then accept Ho and reject Ha. It means b physical evidence, service reliability, service responsiveness, assurance (guarantee), patient empathy effect on satisfaction simultaneously.

V. DISCUSSION

The Effect of Service Quality Measured by Physical Evidence, Reliability, Responsiveness, Guarantee and Service Guarantee on Patient Satisfaction of JKN KIS Participants at Rolas Medika Clinic Jember Simultaneously

The general objective of this study is the effect of service quality as measured by physical evidence, reliability, responsiveness, guarantee and service guarantee on the satisfaction of JKN KIS participants at the Rolas Medika Jember Clinic simultaneously based on the results of hypothesis testing F.

Hypothesis testing is done with the F test is intended to determine the effect of the variable physical evidence, service reliability, service responsiveness, assurance (guarantee), patient empathy to the dependent variable of satisfaction simultaneously. Based on data analysis, it is known that the significance of calculated F is 0.000 less from the 5% significance level (0.000 < 0.05) then accept Ho and reject Ha. It means b physical evidence, service reliability, service responsiveness, assurance (guarantee), patient empathy effect on satisfaction simultaneously.

Service quality is one of the factors forming the perception of patient satisfaction. Kotler (2000:122) states that satisfaction is a person's feeling of pleasure or disappointment that comes from the comparison between his impression of the performance (result) of a service and his expectations. Satisfaction is a kind of comparison step between experience and evaluation results, can produce something that is spiritually comfortable, not just comfortable because it is imagined or expected.

The results of the regression coefficient test indicate that the quality of service has a significant effect on patient satisfaction. Service quality consisting of service reliability, service responsiveness, assurance (guarantee) proved significant. While physical evidence and guarantees have no effect on patient satisfaction. Based on the characteristics of the respondents, it shows that most of the respondents who use BPJS are old and have jobs as entrepreneurs. Patients who have these characteristics are patients who tend to have high expectations about good service quality (especially BPJS Health users) as users of health facilities.

The service quality of Rolas Medika Jember Clinic is the end product of complex interactions and dependencies between various components or aspects of health facilities as a system. The quality of health care is the degree to which

good professional standards are met in patient care and the realization of expected final results concerning care, diagnosis, action, and technical problem solving. Understanding the concept of service quality is tied to the patient satisfaction factor, although patient satisfaction is not always the same as quality service.

The quality of good health services is basically if the services are available and affordable, appropriate to the needs, appropriate to the purpose, appropriate to the resources, appropriate to professional standards, reasonable and safe, satisfying for the patients served. According to Oliver (in Barnes, 2003: 64) "satisfaction is the customer's response to the fulfillment of needs", while Kotler (2000: 36) suggests that the level of satisfaction is: "Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations." That is, satisfaction is a person's feelings of pleasure or disappointment that arise after comparing his perceptions/impressions of the performance (or results) of a product and his expectations. It is difficult to measure the level of patient satisfaction, because it involves behavior that is very subjective. A person's satisfaction with an object varies from the level of very satisfied, satisfied, quite satisfied, less satisfied, very dissatisfied.

If the patient or consumer is satisfied with the service provided in the sense that it is in accordance with what is expected, it is likely that this consumer will return on another, more important occasion, the patient or consumer will tell his friends about the satisfaction he has received. For this reason, clinics need to always maintain relationships with patients who have used clinical services.

Service quality is the expected level of excellence and control over the level of excellence to meet consumer desires. This is in accordance with the opinion of Tjiptono (2006:76), consumer satisfaction is the level of consumer feelings obtained after consumers do/enjoy something. Consumer satisfaction is the fulfillment of consumer needs, where customer satisfaction has been achieved if the services provided have met or exceeded consumer expectations.

Based on the respondent's assessment and the reasons for service quality indicators, it can be said that if the quality of service is not optimally provided to BPJS Health users, there is no response / good assessment from patients which will be the basis for increasing patient satisfaction. The creation of satisfied patients starts from the creation of good service quality, and finally patients will feel satisfied after using a service.

The Effect of Physical Evidence of JKN KIS Patient Satisfaction

Testing the first hypothesis is seen from the beta coefficient (β) of 0.019 with an *p-value* of 0.078 Hypothesis one is not proven to be accepted because the *p-value* $>$ α or $0.078 > 0.05$. This shows that the hypothesis that the physical evidence factor (infrastructure) has a significant effect on satisfaction is rejected. Physical evidence has no effect on satisfaction.

Proof Physical is the availability of physical facilities and facilities that can be directly felt by consumers. Provide a sense of security and comfort for the patient. Physical evidence is a form of physical reality which includes facilities, equipment, appearance of officers, facilities and information. Physical evidence can provide an overview of the quality of clinical services and in some cases will greatly influence patients in assessing the quality of these services (Pasaruman *et al*, 2015).

Intangible service products make it difficult for consumers to evaluate service offerings, especially quality and value for money, before buying. In addition, this intangible nature can make it difficult for marketers to position new service product offerings (Ameur *et al.*, 2015). Marketers often need a 'tangible' service offering through how to manage the physical evidence that accompanies the service. Physical evidence includes such aspects as the building/facility of the service provider and the appearance of the staff. Other aspects such as cleanliness and comfort (Othman *et al*, 2019). Consumers use to determine correctly or inaccurately such as quality of service.

According to Tjiptono (2014: 282) physical evidence (tangible) is tangible evidence or attributes regarding physical appearance, equipment, personnel, and communication materials. Another definition expressed by Rosalia and Purnawati (2018: 2447) in their research reveals how the agency displays the ability of reliable physical facilities and infrastructure. Lupiyoadi and Hamdani (2006: 183) reveal physical evidence as the ability of a company in show eperistence to party eexternal. The appearance and ability of the company's physical facilities and infrastructure that are reliable state environment seircle is Proof hista from service yang given by giver services.

Physical evidence (tangible) has no effect on patient satisfaction where physical has a positive and significant effect on patient satisfaction. The better the patient's perception of physical evidence, the higher the patient's satisfaction. If the patient's perception of physical evidence is getting worse, the patient's satisfaction will be lower. This study is consistent with Yusuf *et al.* (2020) which shows that physical evidence has no effect on service quality. MeeSala and Paul (2020) also found that physical evidence had no effect on patient satisfaction. But research is inconsistent Mosadeghrad (2014), Antina (2016) and Dewi (2016) mestated that the physical evidence variable (tangible) had a positive effect on patient satisfaction.

The Effect of Reliability on JKN KIS Patient Satisfaction

Testing the effect of service reliability factors on satisfaction is indicated by a beta coefficient (β) of 0.167 with an *p-value* of 0.002. Because the value of *p-value* $<$ α or $0.002 < 0.05$, then H2 is accepted. Thus the hypothesis that the service reliability factor has a significant effect on satisfaction is accepted. This is related to the human resource development program which is the main work program at the PT Rolas Nusantara Medika Clinic, one of the implementations of the program implementation is that all health professionals working at the clinic are competent and

have a practice license (SIP) and have competence according to their midwives, doctors, pharmacists, nurses and even most of them attend seminars and additional training regularly to improve competence, this is a form of management support by allocating special funds in the company's annual budget activity plan (RKAP).

Reliability is the ability of officers to provide services to consumers appropriately. In Puskesmas services, it is the patient's assessment of timeliness, professional and practical services that are easily understood by patients. Reliability is a dimension that measures the reliability of a service to consumers (Pasasuraman *et al*, 2015). Reliability has a positive and significant effect on customer satisfaction. Customer satisfaction will increase if reliability. With an increase in reliability and customer satisfaction, it will support organizational goals.

Reliability is the ability of the service provider to provide the promised service promptly, accurately and satisfactorily. The same definition is also expressed by Rosalia and Purnawati (2018: 2447) that how is the company's ability to provide services according to what is promised accurately and reliably which is reflected in timeliness, the same service for all consumers without errors, sympathetic attitude, and accuracy. high. Meanwhile, according to Supriyanto and Ernawaty (2010: 302) consists of the ability of service providers to provide the expected service accurately as promised.

In the dimensions of reliability with the timeliness of medical personnel in starting to provide services, the seriousness of medical personnel in dealing with patients, the accuracy and accuracy of medical personnel in conducting examinations, explanations and diagnoses of medical personnel about diseases, skills of medical personnel at work, the ability of medical personnel to provide comprehensive attention specifically to patients, the readiness of medical personnel to serve patients at any time, the speed of medical personnel in providing treatment services, medical personnel quickly and able to adapt to patients. In the dimension of assurance with punctuality when medical personnel conduct examinations, delivery of medical personnel to patients regarding the schedule for the next visit, medical personnel conduct regular checks, the behavior of medical personnel creates a sense of security,

In the dimension of concern with explanations of medical personnel for the treatment to be carried out, explanations of medical personnel about the drugs to be taken, medical personnel trying to calm the patient's anxiety about the disease he is suffering from, medical personnel's concern for each patient's complaint, medical personnel provide sufficient service time to the patient. patients, self-introduction of medical personnel to newly known patients, medical personnel providing guidance/consultation about disease and its prevention to patients, communication between medical personnel and patients is going well, medical personnel listen to patient complaints attentively and want to help. Dimensions of direct evidence with good-looking medical personnel, friendliness of medical personnel

to patients, language used by medical personnel, special attention from medical personnel to each patient,

Reliability affects patient satisfaction where reliability has a positive and significant effect on patient satisfaction. The better the patient's perception of reliability, the higher the patient's satisfaction. If the patient's perception of reliability is getting worse, the patient's satisfaction will be lower. Research conducted by Yulisetiari (2014) and Nugraheni *et al* (2015) states that the reliability variable has a positive effect on patient satisfaction. These results are also consistent with research O'Loughlin and Germa (2002), Freeman *et al*. (2011) and Abuosi (2015) find that reliability has an effect on satisfaction.

The Effect of Response on JKN KIS Patient Satisfaction

Testing the effect of responsiveness on satisfaction seen from the beta coefficient (β) of 0.080, with a *p-value* of 0.000. The *p-value* is less than 0.05 then H3 is accepted. It means that the hypothesis which states that responsiveness has a significant effect on BPJS JKN KIS patient satisfaction is accepted.

Lupiyoadi and Hamdani (2006: 182) a policy to assist and provide fast (responsive) and appropriate service to customers, with clear information delivery. Leaving consumers waiting for negative perceptions of service quality. Responsiveness is the ability of officers to provide services to quickly provide action, overcome and make decisions, which are taken but still with polite and friendly ethics.

In the dimension of responsiveness, the services provided by officers (medical personnel) are one of the supporting factors for the success of services to patients who are undergoing treatment and care, especially inpatients. Service behavior is shown by the attitude of medical personnel in serving patients. The attitude shown by the behavior should meet the norms desired by the community, especially by the patient and the patient's family.

Patients will feel safe and comfortable receiving the services provided. This is in accordance with the opinion of Bowers (1994) which states that in looking at the quality of health services, it is stated that the factors that determine the quality of services, namely the ability, skills and knowledge of officers must be in accordance with service providers and well-trained medical personnel. The role of medical personnel as implementing personnel is required to better protect the community in relation to their professionalism and dedication, so that they can fulfill the community's desire for a quality service.

Responsiveness has an effect on patient satisfaction where physical has a positive and significant effect on patient satisfaction. The better the patient's perception of the response, the higher the patient's satisfaction. If the patient's perception of responsiveness is getting worse, then the patient's satisfaction will be lower. Research consistent with O'Loughlin and Germa (2002), Freeman *et al*. (2011) and Abuosi (2015), Mosadeghrad (2014), Antina (2016) and Dewi

(2016) states that the responsiveness variable has a positive effect on patient satisfaction.

The Effect of Guarantee on JKN KIS Patient Satisfaction

Guarantee is pKnowledge of politeness and trustworthiness by consumers, giving rise to confidence in the truth that the products or goods produced are of high quality. Assurance has an effect on patient satisfaction where physical has a positive and significant influence on patient satisfaction. The better the patient's perception of the guarantee, the higher the patient's satisfaction. If the patient's perception of the guarantee is getting worse, then the patient's satisfaction will be lower.

The guarantees measured in this study include timeliness when conducting examinations, delivery of medical personnel to patients regarding the schedule for the next visit, medical personnel conducting regular checks, the behavior of medical personnel creates a sense of security, guarantees the patient's recovery, medical personnel serve with a convincing attitude. so that patients feel safe, have confidence in the accuracy of diagnosing diseases, have confidence in the ability of medical personnel to provide therapy or treatment, medical personnel serve without regard to social status.

Assurance includes knowledge, ability, courtesy and trustworthiness by staff or employees, free from danger, risk, or doubt. Assurance is the ability of service providers to create customer confidence in the services offered. Meanwhile, according to Tjiptono (2014: 282) assurance includes the knowledge, competence, courtesy, and trustworthiness of the staff, free from danger, risk or doubt. Peconsistent research OWusu *et al.* (2018), Meesala and Paul (2018) show that vaassurance variable has a positive effect on patient satisfaction.

The Effect of Empathy on JKN KIS Patient Satisfaction

Testing the effect of empathy on satisfaction seen from the beta coefficient (β) of 0.080, with an *p-value* of 0.000. The *p-value* is less than 0.05 then H3 is accepted. It means that the hypothesis that empathy has a significant effect on BPJS JKN KIS patient satisfaction is accepted.

Health care reform has begun to be discussed in the era of globalization. Health service facilities such as clinics are also developing with increasing competition between health service providers. This is because the mindset of the community is increasingly advanced, so that people are starting to be critical of the quality of services that will be provided by the clinic. Therefore, it is necessary to reorient the goals of health care organizations and reposition the relationship between patients, medical personnel and other health care professions so that they are more focused on the interests of patients. As a health care profession, health services must provide the best health services to all patients,

Rolas Medika Nusantara clinic always pay attention to patients while being treated for the five dimensions of service quality, namely responsiveness, reliability, assurance, care, and direct evidence. And ask for explanations from medical

personnel about the treatment that will be carried out by patients, the accuracy of medical personnel in examining patients, responses from medical personnel about the patient's illness, the timeliness of medical personnel examining patients.

The attention given by BPJS JKN KIS patients is largely determined by performance or service satisfaction, so it is believed that these BPJS JKN KIS patients are able to provide reliable, independent and professional services that have an impact on service satisfaction received. Apart from this performance, the guarantee of a service is also determined by the existence of a strong organizational responsiveness, which recommends that every BPJS JKN KIS patient provide services seriously and seriously to satisfy the people being served. Peresearch conducted by Firdaus and the Goddess (2015), Antina (2016) and Dewi (2016) states that the empathy variable has a positive effect on patient satisfaction.

The Most Influential Factors in Patient Satisfaction of JKN KIS Participants at Rolas Medika Clinic Jember

Based on the beta value indicates that empathy has a Beta value, then 0.682 is the dominant variable that affects job satisfaction. Patients are a valuable asset for the clinic, if the patient is satisfied, he will use the services of his choice repeatedly (repeat buying). Jannah (2016: 56) argues that patient satisfaction is a person's feeling of pleasure that arises after comparing his perceptions or impressions of the performance or results of a service and his expectations. Clinics that fail to provide services to their patients will face complex problems.

Generally, patients who are dissatisfied will share their bad experiences with others, if this happens the clinic will experience financial losses and will not regain the patient's trust. In preventing unwanted things, every clinic is obliged to plan, organize, implement, and control the quality system in such a way that the services provided by the clinic can satisfy its patients.

Empathy is a form of concern for officers for their patients by understanding the patient's needs, making good communication and paying attention to the patient, so it can be understood that employees care about patients, understand what is needed and try to fulfill it, prioritize good communication, both personally or non-personally, giving deep attention to patients will be able to increase patient satisfaction.

Patient satisfaction is a condition where patient expectations are met through the speed of response of officers and the provision of good quality services. Patient satisfaction will be very easy to achieve if employees are serious about providing empathy, able to feel what other people feel, because that is where the elements of patient satisfaction are created.

VI. CONCLUSIONS AND RECOMENDATION

Based on the results of data analysis, the things that can be concluded are 1) Service quality as measured by physical evidence, reliability, responsiveness, guarantee and service guarantee has a significant effect on patient satisfaction of JKN KIS participants at Rolas Medika Jember Clinic simultaneously; 2) Physical evidence has no significant effect on the satisfaction of JKN KIS patients at the Rolas Medika Jember Clinic directly. It shows that physical evidence cannot increase patient satisfaction; 3) Reliability directly affects the satisfaction of JKN KIS participants at the Rolas Medika Jember Clinic. The better the reliability, the higher the satisfaction; 4) Responsiveness directly affects the satisfaction of JKN KIS participants at the Rolas Medika Clinic in Jember. The better the response, the higher the patient's satisfaction; 5) The guarantee does not directly affect the satisfaction of the JKN KIS participants at the Rolas Medika Clinic, Jember. This shows that the guarantee cannot increase the number of patients; 6) Empathy directly affects the satisfaction of JKN KIS participants at the Rolas Medika Jember Clinic. The better the empathy, the higher the job satisfaction and 7) The empathy factor that most influences the satisfaction of JKN KIS patients at the Rolas Medika Clinic, Jember. Empathy is the factor that best influences job satisfaction. The better the empathy, the higher the job satisfaction and 7) The empathy factor that most influences the satisfaction of JKN KIS patients at the Rolas Medika Clinic, Jember. Empathy is the factor that best influences job satisfaction. The better the empathy, the higher the job satisfaction and 7) The empathy factor that most influences the satisfaction of JKN KIS patients at the Rolas Medika Clinic, Jember. Empathy is the factor that best influences job satisfaction.

Based on the results and discussion of the research, suggestions that can be submitted are as follows a) For the management of Rolas Medika Jember Clinic among others msynergize the internal clinical system with BPJS health. The service implementation system will run well, not only measured from one aspect of service but also various aspects of continuous medical services related to running the JKN KIS system optimally according to current procedures; 2) the clinic increases the expansion of the waiting room for patients; 3) The clinic provides a special pic (public relations) which is the contact person for JKN KIS patients; 4) Improving the performance of health services, especially in health services to JKN KIS participants at Rolas Medika Jember Clinic by conducting periodic monitoring and evaluation of the implementation of services provided; For patient i.e. patient carry out examinations in accordance with established rules and according to JKN KIS procedures and often consult with clinics in conducting examinations with JKN KIS. For the next researchers, among others, the next research uses the method of analysis with the Structural Equation Model (SEM) so that it can accommodate more complete and many indicators; Subsequent studies use the population not only clinics but also clinics as a comparison of research results that are more generalized.

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