

Factors of Service Quality with Patient Satisfaction Using Social Security Administreating Agency (BPJS) Health in Hospital Inpatient Rooms

Romliyadi¹

¹Lecturer, Nursing Study Program

Bina Husada College of Health Sciences

Address: Jl. Syech Abdul Somad No.28,22 Ilir Subdistrict, Bukit Kecil District, Palembang City

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Abstract: **Background:** Healthcare is a crucial sector for all members of society. Good service quality will impact patient satisfaction. Monitoring patient satisfaction in the healthcare context is crucial because it reflects the standard of care at a healthcare facility. Understanding patient satisfaction levels is valuable for relevant institutions in assessing ongoing programs and identifying areas for improvement **Objective:** To determine the factors of service quality with patient satisfaction of BPJS health users. **Method:** This study is a quantitative analytical approach with a cross-sectional research design that aims to identify the relationship between patient characteristics and service quality to patient satisfaction. By involving 58 respondents as a sample, the data collection method was through a questionnaire. Data management used SPSS for univariate and bivariate analysis with a research period of September-December 2025.. **Results:** The results of the frequency distribution regarding patient satisfaction with services from 58 respondents showed that 72.4% were female, 60.3% were in the young age group, 65.5% rated the quality of service as good, 65.5% were satisfied, and there was a relationship between service quality and patient satisfaction (P Value 0.001). **Suggestion:** After conducting the research and obtaining the results, it is hoped that health officers/workers can improve their responsiveness, namely the ability of officers to provide services quickly and agilely to patient needs. In addition, it is recommended to provide communication training and superior service for health officers, strengthen the service monitoring system, and add officers during peak hours so that services become faster, friendlier, and more responsive to patient needs.

Keywords: *Service Quality, Patient Satisfaction, BPJS Health.*

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I. INTRODUCTION

According to the World Health Organization (Raiyan et al., 2023), a health system encompasses all actions taken to improve and maintain health, including both formal and informal health services. For a health care system to operate effectively, it requires a financing mechanism, a trained and adequately compensated workforce, and well-maintained facilities. The availability of health care facilities depends heavily on the health workers who provide services, provide information, and encourage people to visit facilities to obtain services, as well as on health care programs that are tailored to the community's needs.

According to Kotler, service can be defined as any action or activity provided by one party to another, which is essentially intangible and does not result in any ownership. Healthcare is a highly complex system, operating within a

service sector involving various professions with varying educational backgrounds and life experiences, (Handayani, 2021).

To improve service quality, organizations need to plan their human resources (HR) with the aim of maintaining and strengthening their capabilities in achieving future goals and contributions. HR planning is a crucial factor for organizations that want to survive and thrive. This allows organizations to adapt to changes in the environment, both internal and external, to obtain the workforce needed in every situation. Building reliable human resources is no easy matter; this can only be achieved through careful, rational, adaptive, and sustainable resource management, in order to provide client satisfaction, (Irma Yuliani, 2023).

Customer satisfaction is a state of being pleased or dissatisfied with the treatment they receive. Satisfaction results from the fulfillment of expectations and desires from a service provider's performance. When a service provider delivers good service and clearly explains the service to customers, they can see that the service they received has met their expectations and is considered high-quality, meeting the expected service standards, (Alifariki et al., 2023).

Nursing service quality is a measure of the level of quality in nursing care, encompassing the biological, psychological, social, and spiritual aspects of individuals experiencing illness, implemented based on nursing standards. High-quality nursing care is the primary foundation of hospital services, ensuring high-quality nursing care and professional nursing in community service, (Bayhakki, 2023).

Research (Ida Fatidah, 2020) where the results of the statistical test obtained a P Value of 0.000. This shows that the P Value <0.05 , it can be concluded that there is a difference in the proportion of patient satisfaction levels between patients who feel the quality of service is poor, good enough, and very good or there is a significant relationship between service quality and patient satisfaction levels. Meanwhile, according to (Renna Youfristiya Sari, 2024) there is a relationship between service quality and patient satisfaction where from 58 respondents a statistical test P Value of 0.018 was obtained, meaning there is a significant relationship. However, according to (Yura, 2020) statistically there is a relationship between service quality and patient satisfaction obtained a P value = 0.001 <0.005 meaning there is a significant relationship between service quality and patient satisfaction.

Based on the background explanation above, the researcher wants to conduct research with the title of factors of service quality with patient satisfaction of BPJS Health Inpatient Installation of Hospital.

II. RESEARCH METHODS

This research uses a quantitative analytical approach using a cross-sectional design. The aim is to analyze the interactions between various factors and their impacts through direct methods, observation, and data collection. Data will be analyzed using univariate and bivariate methods, and the results will then be interpreted (Sugiyono, 2018). The focus population of this study is all patients receiving healthcare services in inpatient wards. The sampling process was conducted using the Selovin formula, resulting in a total sample size of 58.

The sample selection criteria for this study stated that respondents were willing, from inpatient care institutions,

communicative, cooperative, and registered as patients in the inpatient ward. This study took place from September to November 2025.

➤ Research Ethics

In conducting the research, the researcher introduced himself to the participants, explained the purpose of the research, and stated that the information collected would not be shared with any party other than for the purposes of this study. Furthermore, the researcher also informed them that once the data was recorded, the completed questionnaire would be destroyed. The researcher then asked the participants about their willingness to participate, and if they agreed, they were given a consent form, which they had to sign before continuing with the questionnaire.

➤ Data Processing Techniques

In this study, data management must be carried out to evaluate the completeness of the questionnaires received from participants. There are several methods used by researchers in the data processing process, namely *Editing*, which involves re-examining the contents of the questionnaire with a thorough, clear, relevant, and consistent analysis. *Coding*, which is the process of converting data that was originally in the form of letters into numbers to facilitate entry into a computer or SPSS. *Processing*, which is the step of processing data from the questionnaire into software using computer assistance with entry through the SPSS formula program. *Cleaning*, which is the process of cleaning data by re-examining data entries on the computer to identify missing data, variations and consistency.

➤ Data Analysis Techniques

The data was analyzed using two methods, namely Univariate analysis which utilizes descriptive statistics by displaying the frequency distribution of respondent characteristics, as well as Bivariate Analysis which was carried out to observe two variables which were considered to have differences, so that the relationship between the dependent variable and the independent variable became clear.

III. RESULTS

A. Univariate Analysis

The results of the statistical test of the frequency distribution of respondent characteristics regarding the service quality factor and BPJS health patient satisfaction are as follows:

➤ The Statistical Results of the Frequency Distribution of Respondent Characteristics (Age, Gender,) Service Quality Factors with Patient Satisfaction are as Follows:

Tabel 1 Characteristics (Age, Gender,) of Service Quality Factors with Patient Satisfaction in the Inpatient Ward of a Hospital (n=58)

(n=58)				
No	Characteristics	Category	Frequency	Persent (%)
1	Age	Young	35	60,3
		Old	23	39,7
2	Gender	1. Male	16	27,6
		2. Female	48	72,4
Total			58	100

From the table above, we can interpret the characteristics of the respondents, where the age characteristics are 60.3% young and the gender is mostly female, 72.4% of the total number of 58 samples.

➤ *The Distribution of Service Quality and BPJS Kesehatan Patient Satisfaction in Inpatient Settings is Known. For Further Details, this will be Explained in the Following Table :*

Tabel 2 Frequency Distribution of Respondents Based on Service Quality with BPJS Health Patient Satisfaction in the Hospital Inpatient Room (n=58)

No	Quality of Service	Amount	Persent (%)
1	Not Good	20	34,5
2	Good	38	65,5
Total		58	100

Based on the table above, it can be interpreted that the results of the frequency distribution of patient satisfaction with the quality of service from a total of 58 respondents, 65.5% of whom said the quality of service was good.

➤ *The Relationship Between Service Quality and Patient Satisfaction Among BPJS Health Users in Hospital Inpatient Wards is Known. Further Details are Presented in the Following Table:*

Tabel 3 The Relationship Between Service Quality and BPJS Health Patient Satisfaction in the Inpatient Room of the Hospital (n=58)

No	Quality of Service	Patient Satisfaction				Amount		<i>p Value</i>	<i>OR</i> (CI-95%)
		Not Satisfied		Satisfied					
		N	%	N	%	N	%		
1	Not Good	13	65,0	7	35,0	20	100	0,001	8,224 (2,400-28,184)
2	Good	7	18,4	31	81,6	38	100		
Total		20	34.5	38	65.5	58	100		

From the table above, it can be interpreted that there were 38 respondents analyzed, where 7 people (18.4%) felt dissatisfied with the quality of service, while 31 people (81.6%) felt satisfied. The results of the statistical analysis showed a p-value of 0.001, which indicates a relationship between service quality and patient satisfaction in the inpatient room.

declines within an individual's body, including a decline in molecular and physiological functions that can lead to an increased risk of death and a reduced ability to reproduce, (Sunarno, 2016).

The results of the study (Fanny Meylita Sihalo, 2022) obtained the characteristics of young age from 64 respondents, 57.8% were young, while in terms of gender, 50% were male and female. Meanwhile, the results of the study (Renna Youfristiya Sari, 2024) from a sample of 165, where the distribution of gender was mostly female with a figure of 57%, while at age 57% were adults aged 19-44.

Based on the research results, theories, and related studies, the researcher assumes that the characteristics of respondents regarding service quality and BPJS Health patient satisfaction, with the highest female gender, indicate that the current gender is predominantly female. Meanwhile, the highest age group is young, as people at this age are highly curious about things, especially regarding service issues when receiving treatment in the service room.

IV. DISCUSSION

➤ *Frequency Distribution of Respondent Characteristics of Service Quality Factors with BPJS Health Patient Satisfaction (Age and Gender)*

From the table above, we can interpret the characteristics of the respondents, where the age characteristics are 60.3% young and the gender is mostly female, 72.4% of the total number of 58 samples.

Gender is the biological difference between men and women which is related to variations in reproductive organs and their functions, (Siti Azisah, 2016). Everyone experiences aging, but each person experiences it differently. This is usually influenced by hereditary factors, environmental stress, and neglect of physical health. Aging also encompasses

➤ *To Determine the Characteristics of Respondents Regarding BPJS Health Patient Satisfaction with the Quality of Service at the Hospital Inpatient Installation.*

Based on the table above, it can be interpreted that the results of the frequency distribution of patient satisfaction with the quality of service from a total of 58 respondents, 65.5% of whom said the quality of service was good.

Satisfaction is a crucial component needed to analyze and improve the quality of services offered. One way to understand patients' perspectives is to evaluate how they perceive the value or benefits they receive by calculating the costs they incur. In service situations, staff often face the challenge of providing quality care while keeping costs low, allowing them to feel satisfied with the service they receive even if their expenses are not high, (Rosmanely, 2025).

Service quality is a crucial element in accelerating the progress of high-quality services, with the goal of improving service quality for the public and creating a sense of satisfaction. This provision reflects accuracy and scientific, clinical, technical, interpersonal, and cognitive relevance to deliver optimal service for customer satisfaction, (Leavina Juwita, 2022).

Healthcare is essential for every individual. Everyone wants to feel valued, treated well, and be treated on an equal footing with other customers. However, quality healthcare is often only available to those who can afford it and have the means. Conversely, individuals who lack sufficient funds often do not receive fair and professional care, (Rosidin Calundu, 2018).

The results of this study are in line with research by (Renna Youfristiya Sari, 2024)) which found that 57.6% of patients perceived good service quality. Meanwhile, research by (Yura, 2020) found that 46.5% perceived poor service quality. Research by (Fanny Meylita Sihalo, 2022) found that 59.4% of patients perceived poor service quality. Research by (Riska Meilinawati, 2023) found that 68.1% perceived moderate service quality.

From the results of research and related theories and research, researchers assume that when someone feels and interprets the service given to them spontaneously, they perceive whether the service they feel is of good quality or not, so that it can give rise to a perception of satisfaction within themselves.

➤ *To Determine the Relationship Between Service Quality and BPJS Health Patient Satisfaction in the Hospital Inpatient Installation.*

From the table above, it can be interpreted that there were 38 respondents analyzed, where 7 people (18.4%) felt dissatisfied with the quality of service, while 31 people (81.6%) felt satisfied. The results of the statistical analysis showed a p-value of 0.001, which indicates a relationship between service quality and patient satisfaction.

Customer satisfaction reflects the extent to which a customer's expectations and needs are met through the service

provided. In today's marketing world, the challenge of intense competition forces companies to develop a competitive advantage to outperform their competitors. This is done with the hope that after receiving the service provided, customers will return, (Leni susanti, 2024)

Service is an activity that occurs directly between the service provider and the consumer to create satisfaction. Service is defined as an individual who helps prepare or organize everything needed. Service is essentially an activity carried out through a regular and ongoing process that encompasses all consumer needs in obtaining the service offered, (gemy Nastity Handayani, 2020).

Quality management in healthcare plays a crucial role in ensuring that services meet established criteria and deliver optimal results for users. As consumer expectations for service quality and safety increase, the implementation of an efficient quality management system is becoming increasingly vital in today's healthcare landscape, (Syamsul Arifin, 2024).

The results of the study (Ida Fatidah, 2020) where the quality of service with patient satisfaction in the statistical test results P Value 0.000, as well as research (Riska Meilinawati, 2023) the results of the statistical test obtained P = 0.000 meaning > 0.05 . Research (Fanny Meylita Sihalo, 2022) the figures obtained the quality of service with patient satisfaction P Value 0.004 there is a significant relationship. Research (Yura, 2020) P value 0.001. While research (Renna Youfristiya Sari, 2024) statistical test results P value 0.018 there is a relationship between the quality of service with patient satisfaction.

Based on research, theory and related studies, researchers assume that when the quality of service is in accordance with science and standards in providing services and is perceived as providing good service, it will certainly give rise to people individually perceiving the quality of service they receive when providing services.

V. CONCLUSION

The conclusion of the service quality factor with BPJS health patient satisfaction can be concluded as follows:

- The table above can be interpreted as showing the characteristics of the respondents, with 60.3% being young and 72.4% predominantly female, out of a total of 58 samples.
- The table above shows the frequency distribution of patient satisfaction with service quality. Of the 58 respondents, 65.5% rated the service quality as good.
- The table above shows that of the 38 respondents analyzed, 7 (18.4%) were dissatisfied with the service quality, while 31 (81.6%) were satisfied. The statistical analysis showed a p-value of 0.001, indicating a relationship between service quality and patient satisfaction.

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