



## The Effect of Patients' Perceptions on the Quality of Health Services on the Reuse of Health Services in the Work Area of the Health Services of West Langsa

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### Abstract

The purpose of the study was to determine and analyze the effect of perceptions of responsiveness, reliability, assurance, empathy, tangible and dominant factors on the reuse of health services in the work area of Langsa Health Center. West. The research method uses an analytical survey with a cross sectional approach. The population in the study was 5.5362 people. The sampling technique used the Slovin formula and accidental sampling, so that 99 people were obtained. Data analysis used univariate, bivariate with chi-square test and multivariate with logistic regression test. The results showed that the multivariate sig value of perceived responsiveness (0.000), perceived reliability (0.214), perceived assurance (0.040), perception of empathy (0.017), perception of real evidence (0.195). The conclusion is that there is an influence of perception of responsiveness, assurance, empathy, there is no influence of perception of reliability and direct evidence on the reuse of health services, while the dominant factor of reuse of health services is the perception of responsiveness. For this reason, it is recommended for the Puskesmas to further improve the quality of its services related to communication of doctors' schedules so that they come on schedule, explain the provisions on the use of generic drugs for JKN patients, and doctors use the principles of smile, greet and touch to serve patients.

## Introduction

The quality of health services is a performance that shows the level of perfection of health services, not only which can lead to satisfaction for patients in accordance with the satisfaction of the average population but also according to the standards of the professional code of ethics that have been set (Muninjaya, 2019). This shows that the quality of health services is not judged by the performance of health services and the achievement of the standard indicators that are set, but the assessment of the consumer aspect in this case is the patient. The patient's view is very important because patient satisfaction will affect adherence to treatment and come for treatment or visit again or in this case increase trust and loyalty for treatment (Ahmad & Musa, 2017; Naidu, 2009). Health services at the Puskesmas face challenges, including meeting community expectations for the quality of health services and the capacity of Puskesmas services. This is due to various factors that are driving the importance of the quality of Puskesmas services, including the development of science and technology, especially in the medical field which can result in more expensive service costs, limited resources of Puskesmas so that efforts are needed to make services more effective and efficient. with active regulations, standardization of service standards, demands from third parties.

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Conformity between the patient's expectations and reality can lead to perceptions arising from the process of health service activities received by objects based on experience and knowledge relevant to these activities that are connected to the mind to conclude information and interpret it according to object observations (Tongue et al., 2005). In this case, patient perceptions differ in concluding the quality of health services depending on the level of expectations the patient wants or the characteristics of the quality of health services, causing feelings of satisfaction or dissatisfaction and the impact is that the repurchase decision is continuous in nature to purchase the same service and will affect consumer remarks to outsiders or others about the products or services produced (Muninjaya, 2019).

## Methods

The type of research used is an analytical survey. What is meant by analytical survey is research that tries to explore how and why this phenomenon occurs. Then analyze the dynamics of the correlation between phenomena, both between risk factors and effect factors. In this study using a cross sectional approach, which is a research design by taking measurements at the same time (Mann, 2003).

## Population and Sample

The population in this study were all patients who visited the Langsa Barat Health Center with the number of patients in 2020 as many as 5,5362 people. The sampling technique was based on accidental sampling as many as 100 people carried out at the Langsa Barat Health Center.

## Results and Discussion

### Characteristics of Respondents

Based on the results of research conducted in the working area of the Langsa Barat Health Center in 2021, it can be seen the characteristics of the respondents in the table below:

Table 1. Frequency Distribution of Respondents' Characteristics in the Work Area of the Langsa Barat Health Center 2021

No	Respondent Characteristics	Total (f)	Percentage (%)
	<b>Sex</b>		
1	Male	51	
2	Female	49	
	<b>Total</b>	<b>100</b>	<b>100,0</b>
	<b>Age</b>		
1	17-22 Years	4	4
2	23-28 Years	16	16
3	29-34 Years	32	32
4	35-40 Years	22	22
5	47-52 Years	10	10
6	47-52 Years	9	9
7	53-58 Years	4	4
8	59-66 Years	3	3

	<b>Total</b>	<b>100</b>	<b>100,0</b>
	<b>Education</b>		
1	Junior School	5	5
2	High School	79	79
3	Higher Education	16	16
	<b>Total</b>	<b>100</b>	<b>100,0</b>
	<b>Profession</b>		
1	Farm workers	1	1
2	Trader/Entrepreneur	32	32
3	Private employees	11	11
4	Civil Servant/Army, Police Officer	14	14
5	Other	42	42
	<b>Total</b>	<b>100</b>	<b>100,0</b>

The results showed that the frequency distribution of respondents' characteristics in the working area of the Langsa Barat Health Center in 2021 based on gender was 51 people (51%) and 49 women (49%). Based on age, 4 people were 17-22 years old (4%), 21-28 years old were 16 people (16%), 29-34 years old were 32 people (32%), 35-40 years old were 22 people (22%), 41-46 years as many as 10 people (10%), 47-52 years as many as 9 people (9%), 53-58 years as many as 4 people, and 59-66 years as many as 3 people (3%). Based on education, there are 5 junior high school students (5%), 79 senior high school students (79%) and 16 students (16%). Based on occupation, 1 person (1%), traders/entrepreneurs 32 people (32%), private employees 11 people, civil servants/TNI/Polri 14 people (14%) and 42 people (42%).

### Univariate Analysis

#### *Perception Responsiveness (responsiveness)*

Based on the results of research conducted in the working area of the Langsa Barat Health Center in 2021, it was found that the frequency distribution of responsiveness perception was as follows:

Table 2. Frequency Distribution of Responsiveness Perception (responsiveness) in the Work Area of the Langsa Barat Health Center in 2021

No	Perception of Responsiveness	f	%
1	Less	43	43
2	Good	57	57
	<b>Total</b>	<b>100</b>	<b>100,0</b>

The results of table 2. show that the frequency distribution of responsiveness perception is less as many as 43 people (43%) and good as many as 57 people (57%).

#### *Perceived Reliability*

Based on the results of research conducted in the working area of the Langsa Barat Health Center in 2021, it was found that the frequency distribution of perceived reliability (reliability) is as follows:

Table 3. Frequency Distribution of Perceived Reliability in the Work Area of the Langsa Barat Health Center in 2021

No	Perception of Reliability	f	%
1	Less	35	35
2	Good	65	65
	<b>Total</b>	<b>100</b>	<b>100,0</b>

The results of table 3. show that the frequency distribution of perceived reliability is less as many as 35 people (35%) and good as many as 65 people (65%).

### ***Perception Assurance***

Based on the results of research conducted in the working area of the Langsa Barat Health Center in 2021, it was found that the distribution of the frequency of perception of assurance (guarantee) is as follows:

Table 4. Distribution of Perceived Assurance Frequency in the Work Area of the Langsa Barat Health Center in 2021

<b>No</b>	<b>Perception of Assurance</b>	<b>f</b>	<b>%</b>
1	Less	40	40
2	Good	60	60
	<b>Total</b>	<b>100</b>	<b>100,0</b>

The results of table 4. show that the frequency distribution of assurance perceptions is less by 40 people (40%) and good by 60 people (60%).

### ***Perception Assurance***

Based on the results of research conducted in the working area of the Langsa Barat Health Center in 2021, it was found that the distribution of the frequency of perception of assurance (guarantee) is as follows:

Table 5. Distribution of Perceived Assurance Frequency (guarantee) in the Work Area of the Langsa Barat Health Center in 2021

<b>No</b>	<b>Perception of Reliability</b>	<b>f</b>	<b>%</b>
1	Less	35	35
2	Good	65	65
	<b>Total</b>	<b>100</b>	<b>100,0</b>

Table 5 results. Shows that the frequency distribution of perceived realibility is less as many as 35 people (35%) and good as many as 65 people (65%).

### ***Empathy Perception***

Based on the results of research conducted in the working area of the Langsa Barat Health Center in 2021, it was found that the distribution of the frequency of perception of empathy (empathy) is as follows:

Table 6. Distribution of Empathy Perception Frequency in the Work Area of Langsa Barat Health Center, year 2021

<b>No</b>	<b>Perception of Reliability</b>	<b>f</b>	<b>%</b>
1	Less	41	41
2	Good	59	59
	<b>Total</b>	<b>100</b>	<b>100,0</b>

The results of table 6. show that the frequency distribution of empathy perception is less by 41 people (41%) and good by 59 people (59%).

### ***Tangible Perception (direct evidence)***

Based on the results of research conducted in the working area of the Langsa Barat Health Center in 2021, it was found that the tangible frequency distribution (direct evidence) is as follows:

Table 7. Distribution of Tangible Perception Frequency (direct evidence) in the Work Area of the Langsa Barat Health Center in 2021

No	Tangible Perception	f	%
1	Less	25	25
2	Good	75	75
	<b>Total</b>	<b>100</b>	<b>100,0</b>

The results of table 7. show that the frequency distribution of tangible perceptions is less than 25 people (25%) and good as many as 75 people (75%).

### Bivariate Analysis

#### *Perception of responsiveness*

Based on the results of research conducted in the working area of the West Langsa Health Center in 2021, it was found that the relationship between perceptions of responsiveness (responsiveness) to the reuse of health services in the working area of the West Langsa Health Center was as follows:

Table 8. Cross-tabulation of the Perception of Responsiveness (Responsiveness) to Reuse of Health Services in the Work Area of the Langsa Barat Health Center in 2021

No	Responsiveness Perception	Reuse of health services				Total		P-Value
		No		Yes		f	%	
		f	%	f	%			
1	Fairly	34	34	9	9	43	43	0,000
2	Good	8	8	49	49	57	57	
	<b>Total</b>	<b>42</b>	<b>42</b>	<b>58</b>	<b>58</b>	<b>100</b>	<b>100</b>	

The results of statistical tests using the chi-square test showed that the p value was  $0.000 < 0.005$ , which means that there is a relationship between perceptions of responsiveness (responsiveness) to the reuse of health services in the work area of the West Langsa Public Health Center, so that  $H_a$  is accepted and  $H_o$  is rejected.

#### *Perceived Reliability*

Based on the results of research conducted in the working area of the Langsa Barat Health Center in 2021, it was found that the relationship between perceived reliability (reliability) on the reuse of health services in the working area of the West Langsa Health Center was as follows:

Table 9. Cross-tabulation of the Relationship between Perceived Realibility (reliability) on Reutilization of Health Services in the Work Area of the Langsa Barat Health Center in 2021

No	Reliability Perception	Reuse of health services				Total		P-Value
		No		Yes		f	%	
		f	%	f	%			
1	Fairly	19	19	16	16	35	35	0,106
2	Good	23	23	42	42	65	65	
	<b>Total</b>	<b>42</b>	<b>42</b>	<b>58</b>	<b>58</b>	<b>100</b>	<b>100</b>	

The results of statistical tests using the chi-square test show that the p value is  $0.106 > 0.005$ , which means that there is no relationship between perceived reliability (reliability) on the reuse of health services in the work area of the West Langsa Public Health Center, so  $H_o$  is accepted and  $H_a$  is rejected.

### **Perception Assurance**

Based on the results of research conducted in the working area of the West Langsa Health Center in 2021, it was found that the relationship between assurance perceptions (guarantee) on the reuse of health services in the working area of the West Langsa Health Center is as follows:

Table 10. Cross-tabulation of the relationship between perceptions of assurance (guarantee) on the reuse of health services in the work area of the Langsa Barat Health Center in 2021

No	Assurance Perception	Reuse of health services				Total		P-Value
		No		Yes		f	%	
		f	%	f	%			
1	Fairly	25	25	15	15	40	40	0,001
2	Good	17	17	43	43	60	60	
	Total	42	42	58	58	100	100	

The results of statistical tests using the chi-square test showed that the p value was  $0.001 < 0.005$ , which means that there is a relationship between the perception of assurance (guarantee) on the reuse of health services in the work area of the West Langsa Public Health Center, so that  $H_a$  is accepted and  $H_o$  is rejected.

### **Empathy Perception**

Based on the results of research conducted in the working area of the Langsa Barat Health Center in 2021, it was found that the relationship between perceptions of empathy (empathy) on the reuse of health services in the working area of the West Langsa Health Center was as follows:

Table 11. Cross Tabulation of the Relationship between Empathy Perceptions (empathy) on Reuse of Health Services in the Work Area of the Langsa Barat Health Center in 2021

No	Empathy Perception	Reuse of health services				Total		P-Value
		No		Yes		f	%	
		f	%	f	%			
1	Fairly	24	24	17	17	41	41	0,01
2	Good	18	18	41	41	59	59	
	Total	42	42	58	58	100	100	

The results of statistical tests using the chi-square test showed that the p value was  $0.01 < 0.005$ , which means that there is a relationship between perceptions of empathy (empathy) on the reuse of health services in the work area of the West Langsa Public Health Center, so that  $H_a$  is accepted and  $H_o$  is rejected.

### **Tangible Perception (direct evidence)**

Based on the results of research conducted in the working area of the Langsa Barat Health Center in 2021, it was found that the relationship between tangible perceptions (direct evidence) on the reuse of health services in the working area of the West Langsa Health Center was as follows:

Table 12. Cross-tabulation of Tangible Perceptions (direct evidence) to Reuse of Health Services in the Work Area of the Langsa Barat Health Center in 2021

No	Tangible Perception	Reuse of health services				Total		P-Value
		No		Yes		f	%	
		f	%	F	%			

1	Fairly	17	13	8	12	25	25	0,153
2	Good	25	25	50	50	75	75	
	Total	42	42	58	58	100	100	

The results of statistical tests using the chi-square test showed that the p value was  $0.153 < 0.005$ , which means that there is no tangible perception relationship (direct evidence) on the reuse of health services in the work area of the West Langsa Health Center, so  $H_0$  is accepted and  $H_a$  is rejected.

The buying process is formed after the post-purchase stage. In the buying cycle, it shows that there are two things that influence a customer to make a repeat purchase, namely post-purchase evaluation and the decision to repurchase. Customers consciously and unconsciously in the after-purchase stage will evaluate the transactions made. The level of consumer satisfaction or dissatisfaction that will affect their behavior. If consumers are satisfied because of the good quality of service, they will show great opportunities to make repeat purchases, and satisfied customers will also tend to say good things about the health care organization to others (Kotler & Keller, 2009).

Perception arises as a result of a stimulus or stimulation from the environment through the senses and enters the mind to form a final conclusion from the stimulus he gets. In her research, Setyawati views that patients or the public see or perceive quality health services as being able to meet their perceived needs and the process of administering it in a polite and courteous manner, on time, responsive and able to heal their complaints and prevent disease progression. This view of the patient / community is very important because patients who are satisfied will comply with treatment and want to come back for treatment. Dimensions of health service quality related to patient satisfaction can affect public health and community welfare (Garcia-Lacalle & Martin, 2010). A person's perception is strongly influenced by several factors both from within himself and from his environment. A person who has a high educational background will perceive the service he receives will be higher as a result of his understanding of health information (Seven et al., 2021). Nanza said that the demands of people with higher education on health services will be better, so the tendency to be dissatisfied is greater if the services provided are not as expected. Education represents the level of a person's ability to understand and analyze health information (Nutbeam, 2000). It is assumed that the high level of education of a person will affect the level of understanding of the health information obtained (Putra & Putri, 2017).

Perception has a big influence on the purchase of services or it can be said as consumer behavior to show how good the service he receives. The easiest basis for understanding how satisfied patients are with services is with patients coming back to take advantage of health services at the puskesmas. According to Kotler's theory that the buyer's or patient's decision to repurchase is due to the way the patient evaluates the services he receives based on his point of view. Based on the patient's view according to the theory in the form of the patient's perception of receiving the service. In the service process until the end of the service, the patient will observe, understand and learn a symbol, message, object in the cognitive process so that he is able to understand the conditions around him and himself and the relationship between the two so that it ultimately affects the patient's perception of being satisfied or dissatisfied with the service. which he received.

Perception of responsiveness is a patient's opinion about the service he feels about the attitudes and actions of health workers to be able to help customers and the level of readiness to serve according to applicable procedures and of course to be able to meet customer expectations by instilling trust and credibility through the attitude of officers to respect, maintain confidentiality. , respect the rights of clients, give sufficient attention, listen to complaints and communicate effectively. This can be seen from 100 respondents with a good perception of

responsiveness as many as 57 people (57%) by reusing health services as many as 51 people (49%). Patients' perceptions of the ease with which patients register, doctors listen to patient complaints, ease of examination and pharmacy staff are very communicative in conveying explanations of waiting times for drugs. This condition makes patients feel that the responsiveness of health workers is in accordance with their needs.

Perception of reliability (reliability) is a patient's opinion about the ability of officers to provide the promised service appropriately and accurately. Reliability relates to services provided through standard operating procedures without errors, so health workers must have the competence and desire to provide services based on standard operating procedures or rules according to policies at the puskesmas. This is in accordance with Sunyoto's statement that reliability in providing services is in accordance with the level of knowledge, skill level, work experience and mastery of technology. The results showed that from 100 respondents with a good perception of reliability as many as 65 people (65%) reused health services as many as 42 people (42%). This is due to the influence of the services provided by officers who are competent in their fields, so that it has an impact on the speed and skills of officers to speed up the service process whether carried out by doctors, midwives and nurses so that patients feel satisfied with these health services. This will increase the reliability of services so that patients perceive the speed with which officers provide services in accordance with their expectations, so that patients continue to reuse health services at the puskesmas (Community Health Center).

Perception of assurance is related to the patient's opinion in drawing conclusions about the safety of the action, trust in services and the ability of health workers to minimize and reduce all risks of the impact of the services provided to patients. Based on the results of the study showed that from 60 people (60%) perceived good insurance by reusing health services as many as 43 people (43%). This shows that the more confident the patient will be about the actions given, such as the doctor providing courteous service and the therapy provided makes the patient feel healed, even the nurse/midwife health workers show good skills, thereby increasing trust and doubt about the services they receive.

Empathy perception is the patient's opinion about what he feels related to care, sincerity and concern for complaints, suggestions and expectations and even the patient's desire to get health services. Empathy is very easily felt by patients because it is related to physical and psychological contact through smiling, greeting, touching a health worker in providing health services. Patients who feel this kind of treatment causes psychological conditions to increase and affect the patient's physical condition, so that he feels he is almost healed before being given other therapies, such as drugs and this encourages patients to reuse health services at the hospital.

Perception of direct evidence is the patient's opinion about the physical condition of the resources available at the puskesmas in supporting each health service they receive. The patient will evaluate the physical condition from the first entry, namely the parking area to accommodate all means of patient transportation, the condition of the puskesmas building, the cleanliness around the puskesmas environment until entering the puskesmas, seeing the condition of the waiting room, the condition of the examination place and medical examination equipment and whether the appearance of the officer is in accordance with the norms of decency. and media to support patient suggestions and complaints. The condition of direct evidence will have an impact on the comfort of patients to carry out health services at the puskesmas so that patients continue to reuse these health services

## **Conclusion**

There is an effect of perceived service quality based on responsiveness, assurance and empathy, while the effect of perceived reliability and direct evidence has no effect on reuse of health services. This illustrates that the perception of responsiveness is able to meet patient needs

related to the condition of patients who are sick by being given speed and responsiveness to patient needs by hearing their complaints will reduce the impact of the pain.

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