# The Influence of Service Quality on Community Satisfaction at The Batumandi Public Health Center (UPT Puskesmas) in Balangan District

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| Sections Info | ABSTRACT |
|---|---|
| *Article history:*<br>Submitted: November 09, 2024<br>Final Revised: November 25, 2024<br>Accepted: December 12, 2024<br>Published: December 30, 2024<br><br>*Keywords:*<br>Service Quality<br>Community Satisfaction<br>Public Health Center | *Objective:* *This study aims to assess the influence of service quality on community satisfaction at the Batumandi Public Health Center (UPT Puskesmas) in Balangan Regency, Indonesia. It also investigates the factors that affect community satisfaction.* *Method:* *The research uses a quantitative descriptive approach, collecting data through questionnaires, observations, and documentation. A total of 96 patients from the 2,267 people who visited in 2021 were sampled using the Slovin formula. The data were analyzed using SPSS 25 for validity, reliability tests, and regression analysis.* *Results:* *The study found that service quality dimensions—Tangible, Reliability, Responsiveness, Assurance, and Empathy—affected community satisfaction. Among these, Tangibles and Reliability showed the highest satisfaction rates. The regression analysis revealed a strong correlation (R = 0.949) and confirmed that service quality significantly impacts community satisfaction, with a determination coefficient of 90%. Factors like inadequate facilities and insufficient socialization of the online registration system were identified as key influencers.* *Novelty:* *This research provides valuable insights into the service quality factors at a rural health facility and offers practical recommendations for improving healthcare services in Indonesia's community health centers* |

## INTRODUCTION
### Background

Health is one of the elements of well-being in life and is one of the aspects of human rights that must be realized in accordance with the ideals of the Indonesian nation as mandated in Pancasila and the 1945 Constitution. In Pancasila, the fifth principle states social justice for all Indonesian people, and Article 27 paragraph 2 of the 1945 Constitution states that every citizen has the right to work and a decent standard of living for humanity [1], [2]. This means that Indonesian society has equal rights in obtaining social justice, both in terms of getting a job and a decent standard of living. Development in the health sector in Indonesia aims to achieve a society capable of realizing a healthy state both physically and spiritually. Satisfaction is defined as an expression of public sentiment that arises after comparing perceptions of a product's performance. One indicator of successful healthcare service is community satisfaction with the healthcare received [3], [4], [5]. According to Parasuraman, Zeithmal et al., in Nurdin Ismail, 2019, service quality can be measured by 5 dimensions: Tangible Physical Evidence, Reliability Dependability, Responsiveness Promptness, Assurance Guaranty, and Empathy. Community health centers (Puskesmas) are one component of the community health system. Puskesmas provide comprehensive services thru curative, rehabilitative,

promotive, and preventive efforts. As the primary healthcare facility, Puskesmas are responsible for delivering high-quality healthcare services at a cost affordable to the community. To increase community visits to Puskesmas, the facility must be able to showcase and provide high-quality healthcare services that satisfy the community (Permenkes No. 75, 2014). The Batumandi Community Health Center is located in Hamparaya Village, Batumandi District, Balangan Regency. It covers a working area of 104 km², serves 12 villages, and has a population of 13 within its jurisdiction [6], [7], [8].

Based on the initial observation results found by the author directly in the field, the author found several healthcare service issues at the Batumandi Public Health Center Unit (UPT Puskesmas Batumandi), namely the service staff at the Batumandi Public Health Center Unit were still not friendly toward the community as service recipients. The author found several important issues to support this research, including those related to the friendliness of the service staff. Some members of the community are still unaware of the online registration system due to insufficient socialization of the online registration system available at the Puskesmas, causing confusion and long wait times for the community because the online registration system has an earlier queue number. Additionally, online registration is open from 4 pm to 9 pm, and the link sometimes errors when accessed, causing people to sometimes forget about the online registration available at the Batumandi Puskesmas. Based on the above description, the author is interested in conducting research titled "THE INFLUENCE OF SERVICE QUALITY ON COMMUNITY SATISFACTION AT THE BATUMANDI PUBLIC HEALTH CENTER UNIT, BALANGAN REGENCY (CASE STUDY OF THE BATUMANDI PUBLIC HEALTH CENTER UNIT)". It is hoped that this research can be used as an effort to improve service quality at the Batumandi Public Health Center Unit.

**Problem Statement**

1. Does the Community Satisfaction Index affect services at the Batumandi Public Health Center Unit (UPT Puskesmas) in Balangan Regency? 2. What factors influence community satisfaction with the Batumandi Public Health Center (UPT Puskesmas)?

**Research Objectives**

1. To determine whether the Community Satisfaction Index (IKM) influences the quality of service at the Batumandi Public Health Center Unit (UPT Puskesmas) in Balangan Regency. Service quality according to Zeithaml1, Parasuraman et al. includes (tangibles, reliability, responsiveness, assurance, and empathy). 2. To determine which factors of service quality have a dominant influence on community satisfaction at the Batumandi Public Health Center Unit (UPT Puskesmas) in Balangan Regency, according to the Regulation of the Minister of Administrative and Bureaucratic Reform No. 14 of 2017.

**Literature Review**

A. Theoretical Review 1. Public Service a. Definition of Public Service Public service is needed by society to support its various needs. Because essentially, society needs services every day. Service is any beneficial activity within a group or unit that

offers satisfaction, even if the outcome is not tied to a physical product. According to Lijan Poltak, the term "public" comes from the English word "public," which means general, community, or state. Based on the above definitions of service and public, public service can be defined as a beneficial activity in society that offers satisfaction and whose results are not tied to a specific product. Based on the explanation of the definition of public service, it can be concluded that public service is any service activity provided by the government to the 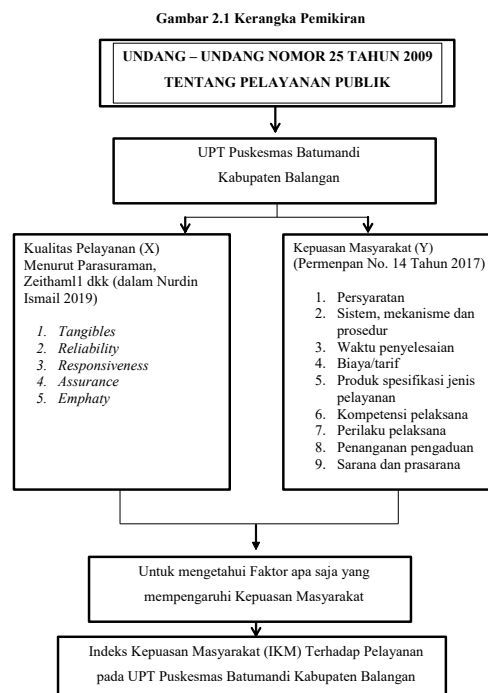community, including both public goods and public services. b. Dimensions of Public Service Quality According to Zeithaml1, Parasuraman et al, Service Quality can be measured by 5 dimensions, namely: Tangible (Physical Evidence), Reliability, Responsiveness, Assurance, and Empathy. Each dimension has the following indicators: Service Quality by Parasuraman, Zeithmal1 et al., in (Nurdin Ismail, 2019) includes: 1) Tangible (Physical Evidence or Direct Evidence) 2) Reliability 3) Responsiveness 4) Assurance 5) Empathy 2. Community Satisfaction Index The provisions in the Minister of Administrative Reform Regulation Number 14 of 2017 regarding guidelines for compiling community satisfaction surveys on the provision of public services are divided into 9 elements, consisting of: a. Requirements, namely the conditions that must be met in processing a type of service, both technical and administrative requirements. b. Systems, mechanisms, and procedures. That is, the procedures for service delivery carried out for both the service provider and the recipient. c. Completion time, which is the period required to complete the entire service process for each type of service. d. Cost/tariff, which is the fee charged to service recipients for processing or obtaining services. e. Service type product specifications, which are the service results provided and received in accordance with established regulations. This service product is the result of each service type specification. f. Executor competence, which is the ability that executors must possess, including knowledge, expertise, skills, and experience. g. Executor behavior, which is the attitude of officers in providing service. h. Complaint Handling: Complaint handling is done to follow up on an issue obtained thru suggestions and input from the parties served. i. Facilities and infrastructure: Facilities are anything that can be used as a tool to achieve a purpose or goal. Infrastructure, on the other hand, is anything that is the main support for the implementation of a process (effort, development, project). 3. Community Health Center One form of health sector reform is the issuance of the Decree of the Minister of Health of the Republic of Indonesia No. 128MenkesSKII2004 concerning the basic policy of community health centers (Puskesmas). A community health center is one of the healthcare facilities that serves as the cornerstone or benchmark for health development, a means of community involvement, and the comprehensive primary care center for a region.

## Framework

**Gambar 2.1 Kerangka Pemikiran**



UNDANG – UNDANG NOMOR 25 TAHUN 2009
TENTANG PELAYANAN PUBLIK

UPT Puskesmas Batumandi
Kabupaten Balangan

Kualitas Pelayanan (X)
Menurut Parasuraman,
Zeithaml dkk (dalam Nurdin
Ismail 2019)

1. Tangibles
2. Reliability
3. Responsiveness
4. Assurance
5. Emphaty

Kepuasan Masyarakat (Y)
(Permenpan No. 14 Tahun 2017)

1. Persyaratan
2. Sistem, mekanisme dan prosedur
3. Waktu penyelesaian
4. Biaya/tarif
5. Produk spesifikasi jenis pelayanan
6. Kompetensi pelaksana
7. Perilaku pelaksana
8. Penanganan pengaduan
9. Sarana dan prasarana

Untuk mengetahui Faktor apa saja yang
mempengaruhi Kepuasan Masyarakat

Indeks Kepuasan Masyarakat (IKM) Terhadap Pelayanan
pada UPT Puskesmas Batumandi Kabupaten Balangan

## Hypothesis

A hypothesis is a temporary answer to a research question, a tentative assumption or proposition whose truth will be proven in this study. Based on the problem formulation and research objectives, the research hypothesis can be determined as follows: 1. Null Hypothesis (Ho) There is no relationship between the aspects and the Community Satisfaction Index (IKM) at the Batumandi Public Health Center Unit (UPT) in Balangan Regency. 2. Alternative Hypothesis (Ha) There is a relationship between the aspects and the Community Satisfaction Index (IKM) at the Batumandi Public Health Center Unit (UPT) in Balangan Regency.

## RESEARCH METHOD

### Research Approach

The type of data used in this study is quantitative research with a quantitative approach. The descriptive method is a research method used to create a picture of a situation or event, so this method aims to periodically accumulate basic data.

### Research Type

In this study, the researcher used a descriptive quantitative research type. This research is called quantitative descriptive research because the researcher describes the research findings in numbers, and it is not impossible for there to be narrative sentences in the form of qualitative explanations.

### Population and Sample

1. Population Population is the entire research object or the object being studied. The population in this study is all community members who visited the Batumandi Public Health Center in Balangan Regency in 2021, totaling 2,267 people. 2. Sample A

sample is a portion of the population taken from the entire object being studied and is considered representative of the entire population. 3. Sampling Techniques In this study, the researcher used a Nonprobability Sampling technique with Accidental Sampling for data collection. Accidental Sampling is the selection of samples based on chance, meaning the samples (respondents) who happen to be at the Batumandi Health Center in Balangan Regency, with the following sample criteria: a. People receiving services at the Batumandi Health Center b. Willing to be respondents c. Adult community members aged at least 17 years

**Data Collection Techniques**

1. Questionnaire A questionnaire is also often referred to as a kuesioner. According to Sugiyono, a questionnaire is a data collection technique carried out by providing a set of questions to respondents for them to answer. Based on the above definition, it can be concluded that a questionnaire is one of the data collection tools in research, providing several questions to respondents with the aim of obtaining complete data and information regarding a problem. 2. Observation Observation was conducted at the research location by identifying service quality and community satisfaction at the Batumandi Public Health Center (UPT Puskesmas Batumandi). This involved observing what was happening regarding the quality of public services, which was one of the objects studied at the office. 3. Documentation According to Arikunto, documentation is the process of searching for data regarding things or variables in the form of notes, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, ledgers, agendas, and so on.

**Validity and Reliability Testing**

1. Validity Validity is the degree to which a research instrument can reveal data in accordance with the problem it is intended to uncover. In other words, validity indicates the extent to which a measuring instrument measures what it is intended to measure. 2. Reliability Test A reliability test is needed to first ensure whether the data obtained is relatively free from bias or inaccuracy, resulting from unclear questions on the questionnaire. Is there consistency in the answers if the questionnaire is used again in the same (repeated) study? According to Azwar, a measuring instrument is considered reliable if the measurement results obtained from that instrument are relatively consistent when re-measured on the same subject [9], [10].

**Data Analysis Techniques**

Data analysis is a part of a study where the purpose of this data analysis is to arrive at a conclusion about the research problem. In this stage, the data is processed and analyzed using computer programs thru the following steps: 1. Univariate Analysis Univariate analysis is performed to obtain an overview of each variable, with the data presented in the form of a frequency distribution table for each variable to be studied. The dependent variable is outpatient satisfaction, while the independent variables include Service Quality (Reliability, Responsiveness, Assurance, Empathy, and Tangibles). 2. Simple Linear Regression Analysis To determine the magnitude of the

influence of service quality on public satisfaction, the researcher used simple linear regression analysis, which can be formulated as follows: 3. t-test (Partial Test) This test is used to determine whether the independent variable (X) significantly affects the dependent variable (Y). Significant means that the effect that occurs can be applied to the population (can be generalized). Where t-calculated > t-table, H1 is accepted and H0 is rejected, and similarly, if t-calculated < t-table, then H0 is accepted and H1 is rejected.

## RESULTS AND DISCUSSION
## Instrument Analysis Results
1. Validity Test
a. Validity of Service Quality Variable (X)

**Hasil Uji Validitas Variabel Kualitas Pelayanan**

| No item | R hitung | R table | Keterangan |
|---|---|---|---|
| 1 | 0,738 | 0,201 | VALID |
| 2 | 0,626 | 0,201 | VALID |
| 3 | 0,693 | 0,201 | VALID |
| 4 | 0,692 | 0,201 | VALID |
| 5 | 0,750 | 0,201 | VALID |
| 6 | 0,650 | 0,201 | VALID |
| 7 | 0,485 | 0,201 | VALID |
| 8 | 0,540 | 0,201 | VALID |
| 9 | 0,446 | 0,201 | VALID |
| 10 | 0,585 | 0,201 | VALID |
| 11 | 0,703 | 0,201 | VALID |
| 12 | 0,764 | 0,201 | VALID |
| 13 | 0,798 | 0,201 | VALID |
| 14 | 0,772 | 0,201 | VALID |
| 15 | 0,701 | 0,201 | VALID |
| 16 | 0,724 | 0,201 | VALID |
| 17 | 0,587 | 0,201 | VALID |
| 18 | 0,732 | 0,201 | VALID |
| 19 | 0,592 | 0,201 | VALID |
| 20 | 0,582 | 0,201 | VALID |

*Sumber : hasil olah data SPSS 25*

b. Validity of the Community Satisfaction Variable (Y)

**Hasil Uji Validitas Variabel Kepuasan Masyarakat**

| No item | t hitung | t table | Keterangan |
|---|---|---|---|
| 1 | 0,712 | 0,201 | VALID |
| 2 | 0,644 | 0,201 | VALID |
| 3 | 0,703 | 0,201 | VALID |
| 4 | 0,708 | 0,201 | VALID |
| 5 | 0,767 | 0,201 | VALID |
| 6 | 0,658 | 0,201 | VALID |
| 7 | 0,522 | 0,201 | VALID |
| 8 | 0,559 | 0,201 | VALID |
| 9 | 0,469 | 0,201 | VALID |
| 10 | 0,571 | 0,201 | VALID |
| 11 | 0,686 | 0,201 | VALID |
| 12 | 0,761 | 0,201 | VALID |
| 13 | 0,782 | 0,201 | VALID |
| 14 | 0,741 | 0,201 | VALID |
| 15 | 0,285 | 0,201 | VALID |
| 16 | 0,726 | 0,201 | VALID |
| 17 | 0,554 | 0,201 | VALID |
| 18 | 0,641 | 0,201 | VALID |

*Sumber : Hasil olah data SPSS 25*

## Reliability Test of Research Variables

**Hasil Uji Reliabilitas**

| Variable | Cronbach's Alpha | Cronbach's Alpha yang di isyaratkan | Keterangan |
|---|---|---|---|
| Kualitas Pelayanan | 0,93 | 0,60 | RELIABEL |
| Kepuasan Masyarakat | 0.91 | 0,60 | RELIABEL |

*Sumber : hasil olah data SPSS 25*

A variable is considered reliable if the Cronbach's Alpha value is > 0.60. From the analysis results above, it can be seen that the Cronbach's Alpha values for the service quality variable (X) and the community satisfaction variable (Y). Therefore, it can be concluded that all instruments for both variables are reliable.

## Normality Test

**Hasil Uji Normalitas**
**One-Sample Kolmogorov-Smirnov Test**

| | | Unstandardized Residual |
|---|---|---|
| N | | 96 |
| Normal Parameters[a,b] | Mean | ,0000000 |
| | Std. Deviation | 1,91481197 |
| Most Extreme Differences | Absolute | ,074 |
| | Positive | ,047 |
| | Negative | -,074 |
| Test Statistic | | ,074 |
| Asymp. Sig. (2-tailed) | | ,200[c] |

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

*Sumber : hasil olah data SPSS 25*

The data in the table above shows that in the Kolmogorov-Smirnov column, the significance value Asymp. Sig. (2-Tailed) is greater than 0.05, which is 0.200. Therefore, it can be concluded that the research data follows a normal distribution.

## Results of Simple Linear Regression Test

**Koefisien Korelasi**
**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | ,974[a] | ,949 | ,948 | 2,234 |

a. Predictors: (Constant), KUALITAS PELAYANAN
b. Dependent Variable: KEPUASAN MASYARAKAT

*Sumber : Hasil olah data SPSS 25*

The table above shows R, which is the symbol for the correlation coefficient. The correlation value is 0.949. This value can be interpreted as indicating a very strong correlation between the two research variables.

**Hasil Uji Regresi Linear Sederhana**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 5,853 | 1,387 | | 4,220 | ,000 |
| | Kualitas Pelayanan | ,820 | ,020 | ,974 | 41,665 | ,000 |

*Sumber : hasil olah data 2022*

It is known that the value of the Constant (a) is 5.853, while the value of service quality (b/regression coefficient) is 0.820. The equation can be translated: 1. A constant of 5.853. This means that the consistent value of the service quality variable is 5.853. 2. The regression coefficient for X, which is 0.974, indicates that for every 1% increase in service quality, public satisfaction increases by 0.974. The regression coefficient is positive, so it can be said that the direction of the influence of variable X on Y is positive. Decision-making in simple regression testing: a. Based on the significance value: from the Coefficients table, the significance value is 0.000 < 0.05, so it can be concluded that the service quality variable (X) affects the community satisfaction variable (Y). b. Based on the t-value: it is known that the calculated t-value is 41.665 > t-table 1.985, so it can be concluded that the service quality variable (X) affects the community satisfaction variable (Y). From the analysis, it was found that for 96 respondents, the correlation value was 0.949.

**T-test**

**Hasil Uji Regresi Linear Sederhana**
**Coefficiens^a**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 5,853 | 1,387 | | 4,220 | ,000 |
| | Kualitas Pelayanan | ,820 | ,020 | ,974 | 41,665 | ,000 |

*Sumber : hasil olah data 2022*

1. Hypothesis Formulation, Ho: There is no influence between service quality and community satisfaction. Ha: There is an influence between service quality and community satisfaction. 2. Determining the Criteria The value of ttabel is obtained by finding the value of df = n – 2 = 96 – 2 = 94, and the significance level is 0.05, so the significance level for N=96 (df = 96-2 for N = 94) is 1.661. 3. Results of t-statistic The t-statistic results were obtained using SPSS 25, which is 41.665. 4. Decision Making If the t-statistic is greater than the ttabel, then Ha is accepted and H0 is rejected. From the calculation results, the t-statistic is 41.665, which is greater than the ttabel (df=94) of 1.661 with a significance level of 0.05, so t-statistic > ttabel, then Ha is accepted and H0 is rejected. In other words, rejecting the null hypothesis (H0) and accepting the alternative hypothesis (Ha) for testing two variables.

## Coefficient of Determination (R2 Test)

**Model Summary**[b]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | ,974[a] | ,949 | ,948 | 2,234 |

a. Predictors: (Constant), KUALITAS PELAYANAN

b. Dependent Variable: KEPUASAN MASYARAKAT

*Sumber : hasil olah data 2022*

After the correlation is found to be 0.949, the next step is to determine the percentage of influence of variable X on variable Y using the coefficient of determination ($R^2$), which is expressed as a percentage.

**Discussion**

Based on the research results, the majority of respondents stated they were satisfied with Tangibles (physical evidence), with 51 respondents (53%) saying they were satisfied. Regarding Reliability (dependability), 52 respondents (54%) stated they were satisfied. For Responsiveness (promptness), 52 respondents (54%) said they were satisfied. Regarding Assurance (guarantee), 43 respondents (45%) stated they were satisfied, and for Empathy (caring), 31 respondents (32%) felt less satisfied with the service provided by the officers. Therefore, it can be concluded that a portion of the respondents were less satisfied with the quality of service provided to the public, with 31 respondents or 33% expressing dissatisfaction with the facilities and infrastructure provided by the officers to the public. Based on the research results above regarding service quality and community satisfaction at the Batumandi Public Health Center in Balangan Regency, it is known that the calculated t-value is 41.665 > the t-table value of 1.661. Therefore, it can be concluded that the service quality variable (X) has an effect on the community satisfaction variable (Y). And based on the research results above, out of 96 respondents, the value obtained is 0.000 < 0.05, so Ho is rejected and Ha is accepted. This means there is a significant relationship between service quality and community satisfaction at the Batumandi Public Health Center. Therefore, it can be concluded that there is a significant relationship between service quality and community satisfaction. Additionally, the correlation analysis yielded an R value of 0.949. With a coefficient of determination of 90%, this also indicates a strong influence between Variable (X) Service Quality and Variable (Y) Community Satisfaction [11], [12], [13], [14], [15].

1. Based on what factors affect community satisfaction? There are factors that influence satisfaction, such as the lack of facilities and infrastructure for services because the Batumandi health center recently moved to a new location, resulting in a shortage of available facilities, especially waiting rooms that are still outdoors, causing complaints of heat. The parking area is inadequate, leading to parking in unauthorized places. Service rooms are still outdoors with limited tables, requiring queuing for registration. There is a lack of service flow or room directions, causing confusion about where to go, and

insufficient socialization of the online registration system to the community, as well as the absence of Wi-Fi facilities.

## CONCLUSION

**Fundamental Finding** : This study concludes that the quality of service at the Batumandi Public Health Center in Balangan Regency has a significant positive relationship with community satisfaction. The service quality, particularly in the dimensions of Tangibles, Reliability, and Responsiveness, shows a substantial influence on public satisfaction, though dissatisfaction persists regarding infrastructure and facilities. **Implication** : These findings suggest that improving service quality, especially staff friendliness and physical infrastructure, is essential for enhancing public satisfaction in healthcare services. The study also highlights the importance of addressing operational inefficiencies, such as the online registration system, to ensure greater accessibility and user experience. **Limitation** : The study is limited by its focus on a single health center in Balangan Regency, which may not reflect broader patterns across different regions with varying healthcare infrastructures and service management practices. **Future Research** : Future research should incorporate a comparative analysis of multiple healthcare centers, exploring the influence of digital health systems and infrastructure readiness on community satisfaction, and examine the long-term impact of service quality improvements on health outcomes.

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