



Research Paper

Analysis of BPJS Service Quality on Patient Satisfaction At Puskesmas Sebamban 1

Norbaiti and Widya Hafsari
(STIE Indonesia Banjarmasin, Indonesia)
Corresponding Author: Norbaiti

ABSTRACT: *This study aims: (1) To analyze the effect of service satisfaction dimensions such as tangible, reliability, responsiveness, assurance and empathy, simultaneously or together on patient satisfaction at Puskesmas Sebamban 1, (2) To analyze the influence of service satisfaction dimensions such as tangible, reliability, responsiveness, assurance and empathy, partially (respectively) on patient satisfaction at Puskesmas Sebamban 1. This research uses the type of research with a quantitative approach. The population in this study were all patients at the Sebamban 1 Public Health Center. The sampling technique used in this study was incidental. The sampling technique used the slovin approach. The number of samples in this study was 100 people. By using a questionnaire as a research tool. The source of data from this study used primary data, namely data based on answers from puskesmas patients. Data analysis in this study used multiple linear regression. The results of this study indicate that: (1) Tangibles, reliability, responsiveness, assurance, empathy have a simultaneous effect on BPJS patient satisfaction at the Puskesmas Sebamban 1. (2) Tangibles, reliability, responsiveness, assurance, empathy partially affect BPJS patient satisfaction in Puskesmas Sebamban 1.*

KEYWORDS: *service, patient satisfaction*

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I. INTRODUCTION

Public services are actions taken by the government in the context of its responsibilities to the public, whether provided directly or through partnerships with the private sector and the community, based on the type and intensity of community needs, community capabilities, and the market. Public services are in the form of goods and services carried out by both the central government and local governments. And the public service itself has been regulated in the Regulation of the Minister for Empowerment of State Apparatus Number: 14 of 2017 concerning guidelines for the preparation of a public satisfaction survey for public service delivery units.

Public services are all forms of services carried out by government agencies at the center, in the regions, and within the State-Owned Enterprises or Regional-Owned Enterprises in the form of goods and services, both in the context of efforts to meet the needs of the community and in the context of implementing the provisions of laws and regulations. -invitation. Based on the Decree of the Minister of State Apparatus Empowerment Number 63 of 2003 (in Hardiyansyah, 2011:11) and one of the forms of public services carried out by the government is the fulfillment of public health needs. In the 1945 Constitution Article 28 H paragraph (1) "Everyone has the right to live in physical and spiritual prosperity, to have a place to live, and obtain a good and healthy living environment and have the right to obtain health services" and Article 34 paragraph (3) "The state is responsible for providing health care facilities and proper public service facilities". This is also followed by Law No. 36 of 2009 concerning health, which stipulates that everyone has the right to obtain health services and obtain health services that are safe, quality, and affordable. Therefore, every individual has the right to obtain health protection and the state is obliged to arrange for the fulfillment of the right to a healthy life for the community. Likewise, every activity in an effort to maintain and improve the level of public health is carried out based on non-discriminatory, participatory and sustainable principles in the context of the formation of Indonesian human resources,

One way for the government to meet the needs and provide health services to the community is to establish a puskesmas. The Puskesmas is the health service center closest to the community and is also part of the implementation of the National Health Insurance (JKN) program which must be guaranteed by the Social

Security Administering Body (BPJS). The main purpose of having a puskesmas is to provide quality health services at a relatively affordable cost for the community, especially people with middle to lower economic class.

The problem that is often faced in general by the puskesmas is the inability of the puskesmas to provide something that is really expected by service users. The main factor is because the services provided are of low quality so that they have not been able to produce the services expected by patients. Puskesmas is an organization that sells services, so quality service is a demand that must be met. If the patient does not find satisfaction from the quality of service provided, the patient tends to make the decision not to make a repeat visit to the puskesmas. Patient satisfaction as service users is one of the indicators in assessing the quality of service at the Puskesmas. High satisfaction will indicate the success of the Puskesmas in providing quality health services.

The following are several types of services at the PuskesmasSebamban 1:

Table 1. Types of services provided by PuskesmasSebamban 1

No	Kind of service	Sub Service
1	Individual Health Services	<ul style="list-style-type: none"> - General poly - Poly IMCI (for toddlers and the elderly) - KIA Poli - IVA - Laboratory - Immunization - Dental clinic - 24 hour emergency room (emergency and delivery) - KIR (health letter and sick letter)
2	Public Health Service	<ul style="list-style-type: none"> - Promkes - Posbindu - KIA Posyandu - Elderly Posyandu

Source: PuskesmasSebamban 1

Health Social Security Administering Body, hereinafter referred to as BPJS Health, is a legal entity established to administer the Health Insurance program. There are two participants, namely participants who are not PBI (Not Contribution Assistance Recipients) or non-poor people, the premium is paid by the participants and PBI participants (Recipients of Contribution Assistance), the premium is paid by the government, meaning poor people or people who can't afford it. According to the Regulation of the Health Social Security Administering Body No.1 of 2014 explains that health services for BPJS participants consist of first-level health facilities and advanced health facilities.

First-level health facilities consisting of a puskesmas or equivalent, a doctor's practice, a dentist's practice, a pratama clinic or the equivalent including a first-level health facility belonging to the TNI/Polri, and a primary class D hospital or equivalent. Meanwhile, advanced health facilities are referrals that have been chosen by the patients themselves after being registered as BPJS participants. Advanced health facilities consist of hospitals and health centers. One of the health services that cooperates with BPJS Kesehatan is the puskesmas, where the puskesmas is the first level health facility.

In order to achieve the satisfaction of BPJS Health participants, it is necessary to increase standards in maintaining service quality which refers to the quality of services and health facilities in order to meet patient or community satisfaction (Juliana, 2008).

New patients feel satisfied if the performance of the health services they get is in line with their expectations. So it can be concluded that patient satisfaction is a level of patient feeling that arises due to the results of comparing the performance of the health services he receives with what he expects (Imbalo, 2006).

Dimensions of Service Quality, The quality of a product or service will determine the satisfaction of the patient. Quality is a dynamic condition associated with products, services, people, processes, and the environment that meet or exceed expectations. The quality produced by a company is equal to the value provided in order to improve the quality of life of the patients. The higher the value given, the greater the patient satisfaction. According to RambatLupiyoadi in one of the studies on Service Quality by Parasuraman et al. (1988) concluded that there are five dimensions of Service Quality as follows (Parasuraman et al., 1998).

- (a) tangible
- (b) reliability
- (c) responsiveness
- (d) assurance
- (e) empathy

Patient satisfaction at the Puskesmas Sebamban 1 is the hope of the community who has received the services of the Sebamban 1 Public Health Center so far, this is related to the working hours of the Puskesmas service unit according to the schedule, maximum Puskesmas services and professional staff performance.

Based on the initial observations made by the author, it can be seen that the Puskesmas services do not support BPJS Health participants, so many patients must be referred to the hospital. This problem occurs because of a lack of responsiveness or enthusiasm from within that arises to provide the best service to the community.

II. LITERATURE REVIEW

2.1. Service quality

In Sulastiyono (2011:35-36) explains that service quality is a complex thing, and guests will assess service quality through five principles of service dimensions as a measure, which are as follows:

- 1) Reliability is the ability to provide exactly and correctly the type of service that has been promised to guests.
- 2) Responsiveness, namely awareness or desire to act quickly to help guests and provide timely service.
- 3) Assurance, is the knowledge and courtesy and confidence of employees. This dimension has the following characteristics: competence to provide service, courtesy and respect for guests.
- 4) Empathy, paying special attention to individual guests. This dimension has the following characteristics: a willingness to approach, provide protection and an effort to understand the wishes, needs and feelings of guests.
- 5) Tangible, which is something that is visible or tangible, namely the appearance of employees, and other physical facilities such as equipment and supplies that support the implementation.

2.2. Customer and Patient Satisfaction

Basically the purpose of a business is to create satisfaction for consumers. Satisfaction is an emotional reaction to the perceived service quality and is an overall opinion or attitude related to the priority of service. In other words, patient satisfaction is the quality of service that is seen from the interests of the patient.

New patient will feel satisfied if the performance of the health service he gets is the same or exceeds his expectations and vice versa, dissatisfaction or feeling disappointed by the patient will arise if the performance of the health service he gets is not in accordance with his expectations. Based on what was mentioned above. Patient satisfaction is the result of the patient's assessment of health services by comparing what is expected in accordance with the reality of health services received in a hospital health setting.

Actually the concept of satisfaction is abstract. Achieving satisfaction can be a simple process, or complex and complicated. To be able to know the level of patient satisfaction better, it is also necessary to understand the causes of satisfaction.

1. Day, stated that patient satisfaction or dissatisfaction is the patient's response to the evaluation of the perceived discrepancy between previous expectations or other performance norms and the actual performance of the product that is felt after its use.
2. Engel, revealed that patient satisfaction is a post-purchase evaluation where the chosen alternative at least gives the same or exceeds the patient's expectations, while dissatisfaction arises when the results obtained do not meet the patient's expectations.
3. According to Kotler, patient satisfaction is the level of a person's feelings after comparing the performance or results he feels compared to his expectations.
4. Oliver, states that patient satisfaction is defined as a buyer's evaluation, where the perception of the performance of the selected product/service alternative meets or exceeds expectations before purchase. If the perception of performance can not meet expectations, then what happens is dissatisfaction.

From the several definitions of satisfaction above, the writer concludes that satisfaction is a state felt by a person which is the result of the use of services that are felt in relation to one's expectations. There are three levels of satisfaction, namely if the implementation is less than expectations, the patient is not satisfied, if the implementation is comparable to expectations, the patient is satisfied. If implementation exceeds expectations, the patient is very satisfied or happy.

2.3. Hypothesis

1. It is suspected that the dimensions of service satisfaction: tangible, reliability, responsiveness, assurance and empathy, have a simultaneous or joint effect on patient satisfaction at the Puskesmas Sebamban 1
2. It is suspected that the dimensions of service satisfaction: tangible, reliability, responsiveness, assurance and empathy, have a partial (respective) effect on patient satisfaction at the Puskesmas Sebamban 1

III. RESEARCH METHODS

3.1. Research design

This research uses the type of research with a quantitative approach. Quantitative research methods, as stated by (Sugiyono 2012:28) are: "research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments of quantitative or statistical data analysis, with the aim of testing hypotheses. which have been set".

3.2. Population and Sample

The population in this study were all patients at the Sebamban 1 Public Health Center, totaling 12,927 people. The sampling technique used the slovin approach, so that the number of samples obtained was 100 people.

3.3. Definition of Operational Variable

The operational definitions contained in this study are:

1. Tangible (X1)
 - a. The waiting room for the health center is clean and comfortable
 - b. The facilities, facilities and equipment available are functioning properly
 - c. The toilets available in the waiting room are clean and comfortable
2. Reliability (X2)
 - a. The registration officer serves well and precisely
 - b. The registrar is capable of precisely the type of service that the patient expects
 - c. The registration officer conveys information accurately and clearly
3. Responsiveness (X3)
 - a. Registrar is responsive to patient complaints
 - b. The registrar is able to handle patient complaints properly and appropriately
 - c. The registration officer provides services according to existing regulations
4. Assurance (X4)
 - a. The registration officer is consistently polite and courteous
 - b. The registration clerk always greets with a smile
 - c. The registrar is able to provide answers to the patient's doubts
5. Empathy (X5)
 - a. The registrar is patient in understanding the wishes and needs of the patients
 - b. The registrar always offers help when the patient is confused
 - c. The registration officer provides services regardless of the patient's social status

3.4. Data Analysis Technique

Multiple linear regression analysis was used to test the truth of the hypothesis proposed in this study, as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + b_5 X_5 + e$$

Information:

Y	=	patient satisfaction
a	=	constant
b ₁	=	regression coefficient for X ₁
b ₂	=	regression coefficient for X ₂
b ₃	=	regression coefficient for X ₃
b ₄	=	regression coefficient for X ₄
b ₅	=	regression coefficient for X ₅
X ₁	=	Tangible
X ₂	=	Reliability
X ₃	=	Responsiveness
X ₄	=	Assurance
X ₅	=	Empathy
e	=	error term

IV. RESULTS AND DISCUSSION

4.1. Multiple Linear Regression Results

The purpose of this study is to find empirical evidence that service quality variables (tangibles, reliability, responsiveness, assurance, empathy) affect BPJS patient satisfaction at the Puskesmas Sebamban 1. Based on the analytical tool used in this study, using multiple linear regression, it is necessary to do tests attached to the analysis tool. The analysis for this assessment is that the first hypothesis (H1) will be tested using a simultaneous test (F test) and hypotheses two to six (H2-6) will be tested using a partial correlation coefficient (t test). The data processing is with the help of SPSS, the results of which are shown in table 2 below.

Table 2. Results of Multiple Linear Regression Analysis

Symbol	Variable	Coefficient Regression	Beta Coefficient	t-count	Prob./ Sig.
Constant = 1.195					
X1	Tangibles	0.334	0.414	5.535	0.000
X2	Reliability	0.120	0.173	2.232	0.028
X3	Responsiveness	0.245	0.242	3.326	0.001
X4	Assurance	0.133	0.149	2.013	0.047
X5	Empathy	0.200	0.351	4.857	0.000
Multiple R = 0.732					
R Squared = 0.536					
F Count = 21,728					
Sig. = 0.000					
n = 100					

Source: Primary Data processed, 2021

Based on the results of the analysis in Table 4.21 above, the resulting regression equation is:

$$Y = 1.195 + 0.334.X1 + 0.120.X2 + 0.245.X3 + 0.133.X4 + 0.200.X5 + e$$

The regression equation above can be explained as follows:

1. The constant (a) of 1.195 indicates the level of satisfaction of BPJS patients at the Puskesmas Sebamban 1 if the tangibles, reliability, responsiveness, assurance, empathy variables are constant or zero.
2. Tangibles regression coefficient (b1) has a positive value of 0.097 with a significance level of 0.000. It means that the better the quality of service in terms of tangibles, the better the satisfaction of BPJS patients at the Puskesmas Sebamban 1.
3. The reliability regression coefficient (b2) has a positive value of 0.120 with a significance level of 0.028. This means that the better the quality of service in terms of the reliability variable, the better the satisfaction of BPJS patients at the Puskesmas Sebamban 1.
4. The responsiveness regression coefficient (b3) has a positive value of 0.245 with a significance level of 0.001. It means that the better the quality of service in terms of the responsiveness variable, the better the satisfaction of BPJS patients at the Puskesmas Sebamban 1.
5. The assurance regression coefficient (b4) has a positive value of 0.133 with a significance level of 0.047. It means that the better the quality of service in terms of the assurance variable, the better the satisfaction of BPJS patients at the Puskesmas Sebamban 1.
6. The empathy regression coefficient (b5) has a positive value of 0.200 with a significance level of 0.000. It means that the better the quality of service in terms of the empathy variable, the better the satisfaction of BPJS patients at the Puskesmas Sebamban 1.
7. The amount of Multiple Regression (R) = 0.732 indicates that tangibles, reliability, responsiveness, assurance, empathy have a strong influence on BPJS patient satisfaction at the Puskesmas Sebamban 1. This result is in accordance with Sugiyono's opinion (2015: 231) if the correlation coefficient (Multiple Regression) between 0.600 - 0.779, then the influence of the independent variable on the dependent variable is strong.
8. The magnitude of the coefficient of determination (R²) = 0.536 is the result of R² = 0.7322 which shows that tangibles, reliability, responsiveness, assurance, empathy together contribute 53.6% to BPJS patient satisfaction at the Puskesmas Sebamban 1, while the remaining 46.4% is a contribution / contribution of other variables not observed in this study.

4.2. Hypothesis Testing Results

1. Simultaneous Test Results (First Hypothesis)

Simultaneous testing (F test) is used to prove the first hypothesis, namely the variables tangibles, reliability, responsiveness, assurance, empathy simultaneously affect BPJS patient satisfaction at the Puskesmas Sebamban 1 with an error/significance rate of 5%. The results of the F test can be seen in table 3 below:

Table 3. F Test Results (Simultaneous Test) Anova

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	344,248	5	68,850	21,728	0.000a
	Residual	297,862	94	3,169		
	Total	642.110	99			

Source: Primary Data processed, 2021

Based on the F test that the variables tangibles, reliability, responsiveness, assurance, empathy simultaneously have a significant effect on BPJS patient satisfaction at the PuskesmasSebamban 1 with a significance level of 5%, it means that the hypothesis simultaneously (H1) is proven to be accepted. It is proven that the calculated F value (21.728) is greater than F table (2.311) or sig.F = 0.000 is smaller than = 0.05. The explanation is in accordance with the criteria for testing the first hypothesis, if the calculated F is greater than F table then the independent variable has a significant influence on the dependent variable, or the BPJS patient satisfaction variable at the PuskesmasSebamban 1 is influenced by the service quality variable (tangibles, reliability, responsiveness, assurance, empathy).

2. Partial Test Results (Second Hypothesis)

The t-statistical test shows how far one independent variable individually explains the variation of the dependent variable (Ghozali, 2016). The individual parameter significance test (t test) in this study used a significance level of = (0.05). If the significance of t arithmetic < (0.05) then H2 is accepted and if the significance of t arithmetic > (0.05) then H2 is rejected. The results of the regression analysis test are known to have the significance value of t count as follows:

Table 4. Results of t test analysis

Variable	t-count	Sig. t	Decision
Tangibles	5.535	0.000	Significant
Reliability	2,232	0.028	Significant
Responsiveness	3,326	0.001	Significant
Assurance	2.013	0.047	Significant
Empathy	4,857	0.000	Significant

Source: Primary data processed (2021)

Based on Table 4 above, the partial regression results can be explained as follows:

- a. The t value of the Tangibles variable (X1) is 5.535, this result is greater than the t-table at Alpha 5% (0.05) which is 1.661. Thus, the Tangibles variable partially affects the satisfaction of BPJS patients at the PuskesmasSebamban 1 with a variable error rate of 0.000 (smaller than 0.05) it is proven that H2 is accepted.
- b. The t value of the Reliability variable (X2) is 2.232, this result is greater than the t-table at Alpha 5% (0.05) which is 1.661. Thus, the reliability variable partially affects the satisfaction of BPJS patients at the PuskesmasSebamban 1 with a probability of the variable error rate of 0.028 (less than 0.05) it is proven that H2 is accepted.
- c. The t-count value of the Responsiveness variable (X3) is 3.326, this result is greater than the t-table at Alpha 5% (0.05) which is 1.661. Thus partially the Responsiveness variable has a significant effect on BPJS patient satisfaction at the PuskesmasSebamban 1 with a variable error rate of 0.001 (smaller than 0.05) it is proven that H2 is accepted.
- d. The t-value of the Assurance variable (X4) is 2.013, this result is greater than the t-table at Alpha 5% (0.05) which is 1.661. Thus partially the Assurance variable has a significant effect on BPJS patient satisfaction at the PuskesmasSebamban 1 with a probability or variable error rate of 0.047 (smaller than 0.05) it is proven that H2 is accepted.
- e. The t value of the Empathy variable (X5) is 4.857, this result is greater than the t-table at Alpha 5% (0.05) which is 1.661. Thus partially the Empathy variable has a significant effect on BPJS patient satisfaction at the PuskesmasSebamban 1 with a variable error rate of 0.000 (less than 0.05) proven that H2 is accepted.

4.1. Discussion

4.2.1. The Effect of Simultaneous Service Quality on Patient Satisfaction

Simultaneously the quality of service affects the satisfaction of BPJS patients at the PuskesmasSebamban 1. This means that increasing service quality will be able to have an impact on increasing BPJS patient satisfaction at the PuskesmasSebamban 1. Thus, if the quality of service increases, the satisfaction of

BPJS patients at the Puskesmas Sebamban 1 will increase. Conversely, if the quality of service decreases, the satisfaction of BPJS patients at the Puskesmas Sebamban 1 will also decrease. The quality of services provided by BPJS at the Puskesmas Sebamban 1 is considered good as a whole, judging from the tangibles, namely the Puskesmas which has a clean environment, seen from reliability, namely officers (admins, nurses and doctors) who always help patients, seen from responsiveness, namely providing certainty. service time provided, seen from assurance, namely officers who can be trusted, and seen from empathy, namely providing maximum service through nurses and doctors. The results of this study are in accordance with the research of Evidence (2016) and Rila (2016) which states that service quality has a simultaneous effect on patient satisfaction.

To determine the level of closeness of the relationship between service quality variables (tangibles, reliability, responsiveness, assurance, empathy) can be seen from the overall correlation value (Multiple R). Based on the results of the R value of 0.732, it shows that the relationship between the variables of service quality (tangibles, reliability, responsiveness, assurance, empathy) simultaneously with patient satisfaction can be said to be close / strong because the magnitude of the correlation coefficient (Multiple R) is almost close to one. If the coefficient reaches a value of 1 (one), then the relationship can be said to be perfect.

Furthermore, to see the coefficient of determination (R Square or R²), it will be known the degree of relationship between the independent variable and the dependent variable. Based on the value of the coefficient of determination (R²) of 0.536, it shows that the variation of service quality variables (tangibles, reliability, responsiveness, assurance, empathy) is simultaneously able to explain the variation of the dependent variable (BPJS patient satisfaction at the Puskesmas Sebamban 1) by 53.6%, while the rest 46.4% is influenced by other variables that are not included in this research model.

4.2.2. Partial Effect of Service Quality on Patient Satisfaction

The results of the analysis show that partially tangibles, reliability, responsiveness, assurance, empathy variables affect the satisfaction of BPJS patients at the Puskesmas Sebamban 1.

- 1) Tangibles variables affect the satisfaction of BPJS patients at the Puskesmas Sebamban 1. The results of this study are in line with the research of Evidence (2016) and Rila (2016) which states that tangibles have an effect on patient satisfaction. The tangibles variable regression coefficient shows a positive value of 0.334, which means that there is a positive or unidirectional influence between tangibles variables on BPJS patient satisfaction at the Puskesmas Sebamban 1. BPJS patients at the Puskesmas Sebamban 1 will decrease. The magnitude of the contribution of the Tangibles variable influence on patient satisfaction is 0.496 (partial correlation value) with the assumption that the values of other variables are considered constant. This means that the satisfaction of BPJS patients at the Puskesmas Sebamban 1 can be influenced by the tangibles variable of 49.6%. The quality of service from the tangibles dimension at the Sebamban 1 Public Health Center is having the Puskesmas environment look clean, the waiting room looks clean, the examination room is clean, the treatment room looks clean, eating and drinking utensils are clean and good, so this dimension can affect patient satisfaction.
- 2) Variable reliability take effect to BPJS patient satisfaction at the Puskesmas Sebamban 1. The results of this study are in line with the research of Evidence (2016) and Rila (2016) which states that reliability has an effect on patient satisfaction. The regression coefficient of the reliability variable shows a positive value of 0.120, which means that there is a positive or unidirectional effect between reliability on BPJS patient satisfaction at the Puskesmas Sebamban 1. This means that if reliability increases, patient satisfaction will increase and vice versa if reliability decreases, patient satisfaction will also decrease. The magnitude of the contribution of the influence of the reliability variable on patient satisfaction is 0.224 (partial correlation value) with the assumption that the values of other variables are considered constant. This means that the satisfaction of BPJS patients at the Puskesmas Sebamban 1 can be influenced by the reliability variable of 22.4%.
- 3) The responsiveness variable affects the satisfaction of BPJS patients at the Puskesmas Sebamban 1. The results of this study are in line with the research of Evidence (2016) and Rila (2016) which states that responsiveness has an effect on patient satisfaction. The regression coefficient of the responsiveness variable shows a positive value of 0.245, which can be interpreted as a positive or unidirectional effect between the Responsiveness variable on the satisfaction of BPJS patients at the Puskesmas Sebamban 1. BPJS patients at the Puskesmas Sebamban 1 will decrease. The magnitude of the contribution of the effect of the responsiveness variable on patient satisfaction is 0.324 (partial correlation value) with the assumption that the values of other variables are considered constant. This means that the satisfaction of BPJS patients at the Puskesmas Sebamban 1 can be influenced by the responsiveness variable of 32.4%. The quality of service from the responsiveness dimension at the Puskesmas Sebamban 1 includes patients not taking a long time to register, taking medication is not too long, patients do not need a long time to get doctor's services, doctors

always ask for patient complaints and nurses are friendly and polite, so that this variable is able to affect patient satisfaction.

- 4) The assurance variable has an effect on BPJS patient satisfaction at the Puskesmas Sebamban 1. The results of this study are in line with the research of Evidence (2016) and Rila (2016) which states that assurance has an effect on patient satisfaction. The regression coefficient of the assurance variable shows a positive value of 0.133, which means that there is a positive or unidirectional effect between Assurance on BPJS patient satisfaction at the Puskesmas Sebamban 1, meaning that if Assurance increases, BPJS patient satisfaction at Puskesmas Sebamban 1 will increase and vice versa if Assurance decreases, patient satisfaction BPJS at the Puskesmas Sebamban 1 will go down. The magnitude of the contribution of the influence of the assurance variable on patient satisfaction is 0.203 (partial correlation value) with the assumption that the values of other variables are considered constant. This means that the satisfaction of BPJS patients at the Puskesmas Sebamban 1 can be influenced by the assurance variable by 20.3%. The quality of service from the assurance dimension at the Puskesmas Sebamban 1 includes patients who come to be served well, doctors conduct examinations in a friendly manner, nurses provide courteous service, specialist doctors are available, and the Puskesmas provides guarantees for patient recovery, so that this dimension can affect patient satisfaction.
- 5) Empathy variable has an effect on BPJS patient satisfaction at the Puskesmas Sebamban 1. The results of this study are in line with the research of Evidence (2016) and Rila (2016) which states that empathy has an effect on patient satisfaction. The regression coefficient of the empathy variable shows a positive value of 0.200, which means that there is a positive or unidirectional influence between the Empathy variable on the satisfaction of BPJS patients at the Puskesmas Sebamban 1. BPJS patients at the Puskesmas Sebamban 1 will decrease. The magnitude of the contribution of the influence of the empathy variable on patient satisfaction is 0.448 (partial correlation value) with the assumption that the values of other variables are considered constant. It means that the satisfaction of BPJS patients at the Puskesmas Sebamban 1 can be influenced by the empathy variable of 44.8%. The quality of service from the empathy dimension at the Puskesmas Sebamban 1 includes the counter staff providing friendly service, nurses providing friendly service, doctors always giving explanations about the patient's illness, doctors trying to calm the patient's anxiety about the disease he is suffering from, doctors entertaining and encouraging patients to get well soon and pray for them, so that this variable can affect patient satisfaction.

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the results of the research that has been done, several conclusions were obtained as follows:

1. Tangibles, reliability, responsiveness, assurance, empathy partial effect on patient satisfaction BPJS in Puskesmas Sebamban 1. BPJS patient satisfaction at the Puskesmas Sebamban 1 can be influenced by the tangibles variable of 49.6%. BPJS patient satisfaction at the Puskesmas Sebamban 1 can be influenced by the reliability variable by 22.4%. BPJS patient satisfaction at the Puskesmas Sebamban 1 can be influenced by the responsiveness variable of 32.4%. BPJS patient satisfaction at the Puskesmas Sebamban 1 can be influenced by the assurance variable by 20.3%. BPJS patient satisfaction at the Puskesmas Sebamban 1 can be influenced by the empathy variable of 44.8%.
2. Tangibles, reliability, responsiveness, assurance, empathy have a simultaneous effect on BPJS patient satisfaction in Puskesmas Sebamban 1. The five service quality variables are able to explain the variation of the dependent variable (patient satisfaction) by 53.6%, while the remaining 46.4% is influenced by other variables not included in this research model.

2.4. Suggestion

Based on the results of the conclusions above, it can be identified what needs to be done Puskesmas Sebamban 1 in order to increase patient satisfaction.

1. Puskesmas Sebamban 1 also need to pay attention to individual service quality variables such as; tangibles, namely improving the physical and environmental conditions of the Puskesmas as a whole, reliability, namely being able to provide the promised service immediately and accurately and satisfactorily, responsiveness, namely being responsive and caring in providing services to patients, assurance, namely being able to provide certainty and guarantee in providing services for each patient. especially the results of medical records, equipment and appearance of officers in providing services, empathy, namely providing the latest information in health services, caring to understand the wishes and needs of patients.
2. Puskesmas Sebamban 1 it is necessary to make improvements in all lines, because with these improvements it is hoped that the satisfaction of BPJS patients who seek treatment can be increased.
3. To researcher Furthermore, it can be used as a reference and reference for health service facilities, both State General Hospitals and other Private General Hospitals.

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