

The Relationship between Nursing Service Quality and Patient Satisfaction among Patients Covered by Indonesia's National Health Insurance Scheme

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DOI: <https://doi.org/10.56359/qj.v6i2.618>



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ABSTRACT

Introduction: Nursing services are a key determinant of healthcare quality and significantly influence patient satisfaction, especially among BPJS (Indonesia's National Health Insurance) users. Inadequate nursing care has been associated with low satisfaction levels, impacting service utilization and hospital performance.

Objective: This study aimed to examine the relationship between nursing services and patient satisfaction among BPJS users in the polyclinic of Dr. A. Dadi Tjokrodipo Regional General Hospital, Bandar Lampung.

Method: A quantitative approach with a cross-sectional design was employed. The population included all BPJS patients in the polyclinic room in 2024. A purposive sampling technique was used to select 99 respondents who met the inclusion criteria. Data were collected using a validated structured questionnaire and analyzed using univariate and bivariate statistical methods, including the Chi-square test.

Result: The majority of respondents rated the nursing services as good and expressed satisfaction with the services received. Among those who perceived nursing services as good, most reported being satisfied. Conversely, patients who perceived the services as not good tended to be dissatisfied. A significant relationship was found between nursing services and patient satisfaction (p-value = 0.000).

Conclusion: There is a significant association between the quality of nursing services and the level of patient satisfaction among BPJS users. Improving nursing care is essential to enhance patient experiences and promote service utilization. Future studies should explore other contributing factors such as patient feedback, infrastructure, and facility availability to provide a more comprehensive understanding of healthcare quality determinants.

Keywords: BPJS, nursing services, patient satisfaction, polyclinic, healthcare quality

Introduction

Nursing services in hospitals play a pivotal role in determining the overall quality and image of healthcare institutions. Nurses, being the healthcare providers with the most direct and sustained contact with patients, significantly influence the perception of service quality. Due to their involvement in nearly all aspects of patient care, their appearance, communication, and performance directly reflect the quality of health services delivered (American Nurses Association, 2018 in Frida & Putri, 2019). Hospitals are now mandated to improve service delivery across all sectors, particularly by enhancing facilities and health insurance systems.

Hospitals, as health service institutions, are expected to provide both medical and non-medical services to promote community health. Law No. 25 of 2009 on Public Services emphasizes the right of every citizen to receive quality public services, including healthcare. In line with this, the World Health Organization (WHO) advocates for universal health coverage in all countries. Indonesia has established the Social Security Administration Agency (BPJS Kesehatan), aimed at safeguarding health access for its citizens (Indonesian BPJS Health Regulation, 2014).

However, hospital success is not solely determined by infrastructure or completeness of facilities, but rather by the quality of service interactions—especially from health personnel (Watak et al., 2023). The BPJS itself is a public legal entity that organizes the national health insurance program and serves two participant categories: Contribution Assistance Recipients (PBI) and non-PBI. Its primary goal is to ensure the fulfillment of essential health needs for all enrolled members (Gasong et al., 2023).

Patient satisfaction is closely linked to the quality of health services. Hospitals striving to improve service quality must evaluate their performance to determine whether their services meet patient expectations. Satisfaction occurs when healthcare delivery aligns with patient needs, enabling them to regain the benefits of treatment (Solihin, 2024). According to WHO (in Naurah et al., 2024), a hospital is a component of a broader health and social organization that provides both curative and preventive services. Article 1 of the Law of the Republic of Indonesia No. 17 of 2023 defines hospitals as healthcare institutions offering comprehensive individual care, including inpatient, outpatient, and emergency services.

In terms of global patient satisfaction, WHO (in Shilvira et al., 2022) reported that in 2021 the highest satisfaction levels were observed in Sweden (92.37%), followed by Finland (91.92%), Norway (90.75%), the USA (89.33%), and Denmark (89.29%). Conversely, the lowest satisfaction levels were recorded in Kenya (40.4%) and India (34.4%). In the Southeast Asian region, only about 35% of patients expressed satisfaction with healthcare services, while 55% were dissatisfied. Indonesia's patient satisfaction rate stood at 42.8% (Udani et al., 2024).

WHO defines health as a condition of complete physical, mental, and social well-being that allows individuals to lead socially and economically productive lives. This underscores the need for accessible healthcare services, including preventive measures, diagnostics, treatment, and maternal care. Access to quality health services is often a benchmark for national development success (Awalinda et al., 2019).

In Indonesia, patient satisfaction with nursing care remains suboptimal. Contributing factors include errors in patient identification, ineffective communication, incorrect medication administration, and safety risks such as patient falls. Studies show that 70% of patients in a regional hospital expressed dissatisfaction with nursing services. In contrast, a 2016 study from another ASEAN country reported a 79% satisfaction rate, still falling short of the >80% target, with 4–5 complaints per month (Klaipetch, 2016).

According to the Ministry of Health Regulation No. 741 of 2008 (in Widiyanti et al., 2019), the minimum service standard for inpatient satisfaction is set at $\geq 90\%$. Moreover, national standards dictate that patient satisfaction with healthcare services should exceed 95%; any figure below this benchmark is considered indicative of substandard care (Imelda et al., 2021). Therefore, improving nursing care satisfaction is essential to meet these minimum standards.

Despite these expectations, the BPJS Kesehatan system in Indonesia has faced criticism due to limited service options, delayed payments, and bureaucratic inefficiencies. Patients must adhere to a tiered referral system and are restricted to a single designated facility. Many complaints also center around out-of-pocket expenses not covered by BPJS (Nasional Kompas, 2017 in Frida & Putri, 2019).

At Dr. A. Dadi Tjokrodipo Regional General Hospital in Bandar Lampung, the number of BPJS patients in the polyclinic has steadily increased: 17,268 in 2022, 21,089 in 2023, and 24,211 in 2024. Monthly data from August to October 2024 shows fluctuations—2,459 patients in August, a decrease to 2,286 in September, and an increase to 2,627 in October. A pre-survey conducted on November 18, 2024, among 25 BPJS patients revealed that only 10 participants (40%) were satisfied with nursing services due to responsiveness and clear communication, whereas 15 participants (60%) expressed dissatisfaction citing an unhelpful online registration system and indifferent or unfriendly nursing behavior.

This situation highlights the pressing need to evaluate the relationship between nursing services and patient satisfaction, particularly among BPJS users, as a foundation for improving healthcare delivery at public hospitals.

Objective

This study aimed to examine the relationship between nursing services and patient satisfaction among BPJS users in the polyclinic of Dr. A. Dadi Tjokrodipo Regional General Hospital, Bandar Lampung.

Method

This study employed a quantitative research approach with a cross-sectional design to examine the relationship between nursing services and patient satisfaction among BPJS users. The population included all BPJS patients in the polyclinic room of Dr. A. Dadi Tjokrodipo Regional Hospital, Bandar Lampung, in 2024. A total of 99 respondents were selected using a purposive sampling technique based on specific inclusion criteria. Data were collected using a structured questionnaire consisting of validated items related to nursing service quality and patient satisfaction. The collected data were analyzed using univariate and bivariate statistical methods to describe respondent characteristics and to assess the relationship between the studied variables.

Result

Based on the table 1, of the 47 respondents who perceived the nursing services as good, 3 respondents (6.4%) were dissatisfied, 2 respondents (4.3%) were quite satisfied, and 42 respondents (89.4%) were satisfied. Among the 31 respondents who considered the services quite good, 10 respondents (32.3%) were dissatisfied, 15 respondents (48.4%) were quite satisfied, and 6 respondents (19.4%) were satisfied. Meanwhile, of the 21 respondents who rated the nursing services as not good, 13 respondents (61.9%) were dissatisfied, 8 respondents (38.1%) were quite satisfied, and none (0.0%) were satisfied.

Table 1. Patient Satisfaction by Nursing Service Quality

Nursing Services	Dissatisfied n (%)	Quite Satisfied n (%)	Satisfied n (%)	Total n (%)	P-value
Good	3 (6.4)	2 (4.3)	42 (89.4)	47 (100)	0.000
Quite Good	10 (32.3)	15 (48.4)	6 (19.4)	31 (100)	
Not Good	13 (61.9)	8 (38.1)	0 (0.0)	21 (100)	
Total	26 (26.3)	25 (25.3)	48 (48.5)	99 (100)	

Discussion

The results of this study indicate a significant relationship between nursing services and patient satisfaction among BPJS users in the polyclinic of RSD Dr. A. Dadi Tjokrodipo Bandar Lampung in 2024, with a p-value of 0.000. This finding is consistent with the study by Wulan Fitriani & Wulan Fitriani (STIKES Maharani Malang, 2020), which also revealed a significant relationship between service quality and patient satisfaction among BPJS users. Their research found that 73.36% of patients reported being satisfied, and the p-value of 0.000 ($p < 0.01$) confirmed a significant relationship between service quality and patient satisfaction in inpatient care at RS Baptis Batu. The study concluded that the higher the quality of services received, the higher the level of patient satisfaction.

Service quality plays a crucial role in shaping patient satisfaction. When high-quality services are delivered, patient satisfaction tends to increase. Conversely, poor service quality can lead to dissatisfaction. Hospitals, as comprehensive healthcare providers, are expected to contribute significantly to improving public health. When patients perceive hospital services as good, they are more likely to return when in need of healthcare services. A high number of returning patients is an indication of satisfaction and trust in the services provided. Patient satisfaction is also an important aspect of hospital marketing—satisfied patients often share their positive experiences with friends, family, and neighbors. Therefore, it is essential to maintain and improve service quality in hospitals such as RS Baptis Batu to ensure patient satisfaction.

This study is also in line with the findings of Watak et al. (2023), who examined the influence of nursing services on the satisfaction of inpatient BPJS patients. Their study found that 69.2% of respondents were in the satisfied category, and the hypothesis testing using the Chi-square test yielded a p-value of <0.001 . These results support the conclusion that there is a significant relationship between nursing services and patient satisfaction in the inpatient ward at RSU Gunung Maria Tomohon. It emphasizes the importance of nursing services in determining inpatient satisfaction.

Similarly, research conducted by Hersan Arifin & Suprayitno (2021) on the relationship between healthcare service quality and patient satisfaction among BPJS users at the Segiri Health Center in Samarinda City also found a significant relationship, with a p-value of 0.000. Since this value is lower than the significance threshold ($\alpha = 0.05$), it confirms that service quality is significantly associated with patient satisfaction.

The quality of services provided not only impacts clinical outcomes but also significantly affects patient satisfaction. When healthcare services meet or exceed patient expectations, patients are more likely to be cooperative and trusting during the treatment process. This sense of satisfaction indicates that their expectations have been fulfilled. Hence, higher quality services lead to greater patient satisfaction.

Furthermore, according to Fitriani (2020) in Gasong et al. (2023), there is a strong correlation between service quality and patient satisfaction. Increased nursing service quality leads to higher levels of patient satisfaction. Conversely, a decline in service quality results in decreased satisfaction. As hospitals are complex service institutions with an important role in promoting public health, it is essential that they continue to enhance the quality of nursing services. Good nursing care ensures that patients feel satisfied, which in turn encourages them to utilize hospital services in the future. Patient satisfaction is closely linked to hospital reputation and marketing, as satisfied patients are likely to recommend the hospital to others. Therefore, continuous efforts to improve nursing service quality, such as those at Salatiga Regional General Hospital, are critical to ensuring and sustaining high levels of patient satisfaction.

Conclusion

The results of this study indicate that most patients perceived the nursing services in the polyclinic of Dr. A. Dadi Tjokrodipo Hospital, Bandar Lampung, in 2024 to be of good quality, and a majority of BPJS users expressed satisfaction with the services they received. Furthermore, the analysis demonstrated a significant relationship between the quality of nursing services and patient satisfaction. This suggests that the quality of nursing care plays a crucial role in influencing how patients assess their overall experience within the healthcare facility. Given these findings, future researchers are encouraged to investigate other contributing factors to patient satisfaction, such as patient feedback, hospital infrastructure, and the availability of facilities. A broader scope of analysis may provide more comprehensive insights into improving service quality in healthcare settings.

Acknowledgement

Not applicable.

Authors' contribution

Each author contributed equally in all the parts of the research. All authors have critically reviewed and approved the final draft and are responsible for the content and similarity index of the manuscript.

Conflict of interest

The researchers stated that there is no conflict of interest related to the implementation and publication of the results of this research. The entire research process, from planning, data collection, analysis, to report preparation, was carried out independently without any influence or pressure from any third party. A commitment to research ethics is upheld throughout the research process, ensuring transparency, accuracy and honesty in reporting results. Respondents' participation was voluntary with informed consent, and their confidentiality and privacy were maintained in accordance with applicable research ethics standards. With this statement, researchers hope that the research results can be trusted and used as a valid reference for the development of science and health practices related to ethnomedicine and reproductive health.

Ethical consideration

Not applicable.

Funding

This research is not funded by any party and is not intended for any financial gain.

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