



Analysis of the effectiveness of handling complaints of inpatients bpjs health services at Rsu Royal Prima Medan in 2024

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Abstract

A complaint can be defined as a statement or expression of dissatisfaction with a product or service, either verbally or in writing, that comes from internal and external customers. This study evaluates the effectiveness of handling BPJS inpatient complaints at Royal Prima Medan Hospital in 2024. The research method used is quantitative with a cross-sectional design. The sample was determined using the Structural Equation Modeling (SEM) formula, with 200 respondents selected through purposive sampling. Data analysis involves univariate, bivariate, and multivariate approaches. Statistical results showed that the variables of empathy (0.000), speed (0.000), fairness (0.000), and convenience (0.000) were significantly associated with the effectiveness of handling patient complaints, with a p -value ≤ 0.05 . The conclusion of this study shows that the most influential variable is convenience, with an Odds Ratio value of 16.448. This means that the easier it is for patients to make complaints related to health services to the hospital, the more the effectiveness of handling patient complaints will increase by 16,448 times.

Keywords: Patient complaint handling, effectiveness of health services, Royal Prima Medan Hospital, BPJS health, empathy and speed of service

Introduction

Health services as a public right are organized by the government following the 1945 Constitution Article 28 H paragraph (1) and Article 34 paragraph (3) (Tumiwa, 2018). Quality health services measure patient satisfaction, influencing the desire to return to institutions that provide adequate services (Suhadi, 2019). Hospitals have a strategic role in improving the community's health status (Suhadi, 2019); (Millani, 2019). Patient complaint data can strengthen health organizations to detect systematic problems. Effective complaint handling is essential to improve service delivery, maintain long-term relationships, and avoid legal risks (Herman, 2019). A complaint expresses dissatisfaction with a service (Hayati, 2018). Following Law No. 8/1999 on Consumer Protection, identifying patient needs is essential in overcoming the perception gap between consumers and health service providers (Hayati, 2018). Quality services encourage customer trust, while improper complaints can harm the hospital (Herman, 2019); (Friele *et al.*, 2018). Conditions that indicate quality and effectiveness problems that exist in hospitals are complaints that are often heard from users of health services, which are usually targeted at the attitude and actions of doctors or nurses, the attitude of administrative staff, as well as inadequate facilities, service delays, drug supplies, health service rates, medical equipment and others (Budo *et al.*, 2020). Hospital and Community Health Service (HCHS) data for 2020-2021 shows an increase in patient complaints, affecting the quality of hospital services (Sujarwono, 2019). Hospital management must handle patient complaints seriously to improve service quality (Fatonah, 2021).

Patient complaints about health services at a hospital require management attention to be taken seriously. The number of patient complaints can be in the form of complaint recapitulation data, which can be processed into

information. Information obtained from patient complaint data can be used as a reference for improvement in health services at the hospital. (Musu, 2020) ^[1]. Based on the background description above, the researcher wants to research "The Effectiveness of Handling BPJS Inpatient Complaints for Health Services at Royal Prima Medan Hospital."

Research Methods

This type of research uses quantitative methods (Cross-Sectional). This research will be conducted at RSU Royal Prima Medan in January 2024. The population in this study was the average BPJS patient who came for treatment to the Royal Prima Medan Hospital Inpatient Installation in the last three months, totaling 1,231 patients. Sample determination using interpretation estimation with Structural Equation Modeling (SEM), according to Hair *et al.* (2018), the sample size in a study, if it is too large, will make it difficult for researchers to get a suitable research model. It is recommended that the appropriate sample size ranges from 100-200 respondents, so a sample of 200 samples was determined, with sample selection using a purposive sampling technique. Respondent inclusion criteria:

1. BPJS health patients
2. Non-emergency patients
3. Patient is conscious
4. Hospitalized patient
5. The length of the patient's treatment period is at least 1 x 24 hours
6. If the patient is a child, the respondent is the parent or family member who looks after the patient during treatment.
7. The patient can communicate well and can be understood by the researcher. If the patient cannot speak well, their family can represent them.

8. The patient is willing to be a respondent and is ready to complete the questionnaire.

The analysis was univariate, bivariate using the Chi-Square test, and multivariate analysis using multiple logistic regression analysis with a Sig level. 0.05.

Results

Table 1 illustrates the results of the evaluation of patient complaint handling based on four sub-categories: empathy, Speed, Fairness, and Ease. Regarding heart, 94% of respondents felt handling patient complaints was good, while 7% considered handling them ineffective. Similarly, in the Speed aspect, 63% of respondents were satisfied with good handling, but around 38% considered the handling less

effective. The Fairness category showed good results, with 89% of respondents feeling satisfied and only 12% feeling dissatisfied. Then, in the Ease aspect, 89% of respondents were satisfied with good complaint handling, while only 11% were dissatisfied.

The analysis showed a significant difference between the satisfied and dissatisfied groups in each sub-category, providing an essential insight into the quality of patient grievance handling. Statistical results using the Chi-Square test significantly showed that the variables of empathy (0.002), speed (0.012), fairness (0.000), and convenience (0.000) have a relationship with the effective handling of patient complaints with a p-value ≤ 0.05 and are suitable for multivariate test candidates.

Table 1: Chi-Square Test Table of Research Variables Analysis of the Effectiveness of Handling BPJS Inpatient Patient Complaints Health Services at Royal Prima Medan Hospital in 2024.

Category	Sub-Category	Handling Patient Complaints		Total	P-Value
		Effective	Ineffective		
Empathy	Good	177	10	187	0.002
		89%	5%	94%	
	Not good	8	5	13	
		4%	3%	7%	
Total	185	15	200		
Speed	Good	125	0	125	0.012
		63%	0%	63%	
	Not good	60	15	75	
		30%	8%	38%	
Total	185	15	200		
Fairness	Good	177	0	177	0.000
		89%	0%	89%	
	Not good	8	15	23	
		4%	8%	12%	
Total	185	15	200		
Ease	Good	178	0	178	0.000
		89%	0%	89%	
	Not good	7	15	22	
		4%	8%	11%	
Total	185	15	200		
		93%	8%	100%	

Data Source: Primary data processed in 2024

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Table 2: Multivariate test results Analysis of the Effectiveness of Handling BPJS Inpatient Patient Complaints Health Services at Royal Prima Medan Hospital in 2024.

Model		Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	95,0% Confidence Interval for B
		B	Std. Error	Beta				Lower Bound
1	(Constant)	0,200	0,055		3,565	0,000	0,125	0,344
	Empathy	0,136	0,043	0,129	3,085	0,002	0,074	0,235

	Speed	-0,12	0,0262	-0,007	-0,112	0,445	-0,125	0,121
	Fairness	0,032	0,189	0,011	0,125	0,612	-0,296	0,235
	Ease	0,657	0,032	0,780	8,445	0,000	0,566	0,714

Data Source: Primary data processed in 2024

Based on Table 2. shows the results of multivariate tests using the logistic regression entry method; variables that have a p-value ≤ 0.05 are the variables of empathy (0.002) and convenience (0.000). At the same time, two variables have a p-value ≥ 0.05 , namely the speed variable (0.445) and fairness (0.612). The variable that most influence the effectiveness of handling customer complaints is the convenience variable, with a p-value of 0.000 and a significant OR of 8.445. This means that the easier it is for patients to provide complaints about health services obtained from the hospital, it will increase the effectiveness of handling patient complaints by 8.445 times.

Discussion

Feedback complaints submitted by customers when using a product or service reflect an evaluation of the quality of the product or service (Alifatul Maklufah and Djunawan, 2023)^[2]; (Aksoy and Yilmaz, 2022)^[1]. The complaint can be interpreted as a sign of dissatisfaction or disappointment felt by the customer (Dinda Syafira, 2022)^[5]. Although patient complaints can be considered a valuable source of information that can be used to improve service quality, on the contrary, complaints can also be a trigger for potential problems or crises that can negatively affect the hospital's reputation in the long term (Padma and Ahn, 2020)^[13]. Therefore, handling and analyzing patient complaints has an important role (Nangi and Hardiana, 2020)^[12] in ensuring the sustainability and success of future health services (Indriyani and Mardiana, 2016)^[6].

In addition to the quality of health services, the initial stage of responding to patient complaints is also a key indicator in creating patient satisfaction and loyalty (Mengkuningtyas, 2020)^[10]. Fornell (2003), as cited by Budiarto (2018), emphasizes that companies that can respond appropriately to complaints have the potential to turn consumers who initially complained into loyal consumers. Thus, effective handling of patient complaints reflects a commitment to service quality and has a significant impact on long-term patient retention and loyalty (Budiarti, 2018)^[4]. According to Tjiptono (2018), there are four aspects of handling customer complaints or complaints, namely:

1. Empathy towards angry customers.

Grievance officers can listen to complaints and try to understand patients' situations to clarify problems and find optimal solutions.

2. Speed in handling complaints.

Patient complaints can be addressed/resolved promptly, and urgency is prioritized.

3. Obligation or fairness in solving problems or complaints.

The company must pay attention to fairness regarding costs and long-term performance. The expected result is a 'win-win' situation (fair, realistic, and proportional) where customers and companies benefit.

4. Ease for consumers to contact the company.

Patients can access the hospital to submit comments, suggestions, criticisms, questions, or complaints. Here, it is essential to have a tool, a communication system model that can make it easier for patients to submit complaints.

The results showed that the variable that had the most influence on the effectiveness of handling inpatient complaints at Royal Prima Medan Hospital, Meureuduadalah, was variable convenience. The convenience variable is the facilities and infrastructure the hospital provides to support handling complaints or complaints patients feel.

The results of the research analysis show that the facilities and infrastructure prepared by the hospital significantly facilitate patients in submitting complaints related to the perceived service quality. The placement of a suggestion and complaint box in a location that is easily visible and accessible to patients provides easy access to submit input. In addition, the hospital also provides various online media such as WhatsApp, website, and email for handling patient complaints. Patients can easily and quickly submit their complaints to these facilities, increasing accessibility and convenience in communicating with the hospital (Musu, Suryawati, and Warsono, 2020)^[11].

The officer in charge also experiences ease and speed in receiving and recapitulating complaints to be handled immediately and effectively (Maidin, Palutturi, and Bahar, 2019)^[9]. Using a technology-based complaint management system can assist financial institutions in tracking and managing customer complaints more efficiently (Dinda Syafira, 2022)^[5]. Handling patient complaints quickly and optimally is expected to increase the satisfaction and loyalty (Artanti and Ningsih, 2013)^[3] of patients who use inpatient health services at RSU Royal Prima Medan.

Apart from the convenience variable, the empathy variable is also one of the aspects that significantly influences the effectiveness of handling patient complaints. According to the researcher's assumption, the friendliness of officers in dealing with patients who complain and the existence of appropriate treatments and solutions can make patients feel valued and experience satisfaction with the health services received. According to Musu (2020)^[11], providing training to complaints handling officers is one strategy to hone one's ability to become more skilled and carry out tasks according to their fields (Musu, Suryawati, and Warsono, 2020)^[11].

The results showed that the hospital had allocated a particular budget for complaints management in handling inpatient complaints. Handling customer complaints is regulated by technical guidelines and applicable complaint-handling procedures so that the entire process, from receiving to handling patient complaints, follows established procedures. According to Kusumawati (2012)^[7], the public relations department should address service complaints, not the responsibility of the medical department, concerning applicable standards. Completeness of clear hospital standards and rules can be used to improve service quality in a hospital (Kusumawati Dewi, 2012)^[7]. Maharani *et al.* (2024) stated that improving complaint handling will

increase patient satisfaction and impact patient loyalty (Maharani *et al.*, 2024).

Conclusion

The results of the bivariate test show that the four independent variables (empathy, speed, fairness, and convenience) have a significant relationship with the effectiveness of handling patient complaints. The most influential variable in multivariate analysis is the convenience variable, with a significant OR of 8.445. This means that the easier it is for patients to provide health service complaints to the hospital, the more influential the hospital will be in handling them by 8.445 times.

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