EVALUATION OF QUALITY AND PATIENT EXPECTATIONS OF HEALTH SERVICES FOR THE UNIVERSAL HEALTH COVERAGE PROGRAM AT PUSKESMAS KETAPANG SAMPANG DISTRICT

Susmiati¹, Amirul Mustofa²*
Universitas Dr. Soetomo, Surabaya, Indonesia
E-mail: susmiatiamie@gmail.com¹, amirul.mustofa@unitomo.ac.id²*

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Health service quality evaluation; Patient expectations; Universal Health Coverage (UHC)

ABSTRACT
The purpose of this study was to analyze the satisfaction of universal health coverage (UHC) program patients with health services at the Ketapang health center in Sampang district. Puskesmas Ketapang is one of the puskesmas in sampang district which includes the largest number of people registered in the universal health coverage program. This research method is descriptive with a qualitative approach where data collection techniques are carried out through direct interviews with medical personnel and also patients who come to visit the Puskesmas, documentation, observation, and data analysis. The results showed that patients (UHC) were very satisfied with the services provided from the puskesmas seen from reliability, responsiveness, assurance, empathy, but there were still patients who were less satisfied with the physical evidence or facilities provided at the Puskesmas. The results of the study seen from the dimension 5 gap there are no triggers for the gap, this shows that the quality of service that has been provided from the health center is good and in accordance with patient expectations.

INTRODUCTION
The establishment of a government institution as a public health service delivery unit, community health center, or simply puskesmas, is one of the government’s efforts in providing health services to the community. The government must pay attention to the availability of high-quality health services as part of development in the health sector. The purpose of this health service is to form a healthy community. Puskesmas is a health service facility that is tasked with carrying out health initiatives in the work area that are preventive, curative, rehabilitative, and promotional in nature. Community health centers are very important for the development of the country because they organize health development (Ulumiyah, 2018). Puskesmas need to be managed properly starting from the resources used, the service process to service performance, according to the Minister of Health Regulation Number 46 of 2015 concerning Accreditation of Puskesmas, Primary Clinics, Independent Doctor Practice Places, and Independent Dentist Practice Places. This is because people want safe and quality health services.

One of the health centers located in the northern region of Sampang Regency is Ketapang Health Center, which has an average temperature of 27°C to 30°C and 150 mm of rainfall each
year. The operational area of Puskesmas Ketapang is 80% land, and 20% hills and mountains. The boundaries of the Ketapang health center area with an area of 55.26 Km2. The population in the working area of the Ketapang Health Center based on the target is: 57,000 people. The Ketapang community in Sampang district is facing a problem, namely the high rate of payment at the Ketapang puskesmas, which makes it burdensome for the community to carry out treatment, therefore the UHC program can help alleviate the Sampang community in carrying out treatment. In addition, the World Health Organization (WHO) provides health services and helps countries develop health payment systems in the form of UHC. WHO states that the state or in this case the government is responsible for the health of its citizens, therefore the state has an obligation to maintain the right of every citizen to health (UTORO, 2021).

Indonesia is one of the countries that is conducting the Universal Health Coverage / National Health Insurance (JKN) program, especially in the Sampang district. Operationally, the implementation of JKN is outlined in Government Regulations and Presidential Regulations, including: Government Regulation No. 101/2012 on Beneficiary Contributions (PBI); Presidential Regulation No. 12/2013 on Health Insurance; and the JKN Roadmap (National Health Insurance Roadmap) (Sabrina, 2015). It is explained that the UHC program is part of the JKN program to ensure that at least 95% of the population has access to health services. One of the factors that makes Sampang Regency eligible for UHC is the cooperation between the local government and BPJS Health to integrate Jamkesda into the JKN program. With this program the Sampang community now does not need to worry about large costs when they fall ill, especially for people who cannot afford and do not yet have health insurance, thanks to the UHC program in Sampang Regency, besides that it makes it easier to introduce existing programs at puskesmas to the community without burdening the community to make payments and then also to improve puskesmas services. This program has had a very positive impact, and since the existence of the UHC program the number of people coming to health services has increased rapidly. Sampang Regency is the first in Madura to implement the UHC program, this is one of the government’s efforts to ensure the health of people who previously did not have health insurance and were unable to seek treatment due to cost constraints.

Patient satisfaction is an expression of the emotions experienced by patients and the intensity of these emotions as a reaction to the input they receive from the health services they receive. If the actual service received by the patient matches his expectations, patient satisfaction will be achieved (Kareba, 2020). Patient satisfaction with the services provided is very influential on patients when seeking treatment, therefore the facilities and quality of service at the health center must always be considered. Service quality is also not only determined by the completeness of technology, luxury facilities, and physical appearance, but the attitude of employee behavior that shows professionalism and has a high commitment.

This study has several differences with previous journals in terms of location, the previous journal conducted research at Puskesmas Tuminting Manado, the methods used in the previous journal used descriptive research methods, the population used in the previous journal were all Universal Coverage patients who came to visit Puskesmas Tuminting Manado in October 2013 to November 2013. The results of the journal explain that the health services provided by Puskesmas Tuminting to Universal Coverage patients are in accordance with the
order that satisfies the most patients, namely assurance, physical evidence, attention, responsiveness, and reliability.

**Evaluation of UHC Program Services**

Program evaluation, according to Brikerhoff et al. (1983:2), is the process of determining the extent to which the goals and objectives of a project or program have been realized, offering data for decision making, comparing performance to standards or benchmarks to identify gaps, evaluating the price and quality of products, and conducting a methodical investigation into the value or quality of an item (Dr. Rusydi Ananda & Dr. Tien Rafida, 2017). The advantages of program assessment teach government organizations how to do better and implement better changes in the future (A. Anggraeni, 2022).

According to Stufflebeam & Shinkfield (2007), program evaluation is an effort to collect data on how government programs are run as a substitute for decision making. Program evaluation is also carried out to measure the effectiveness of each component to determine the effectiveness of a policy as a whole. The implementation of the program, whether it is in accordance with the plan that has been set, and whether the people of Ketapang Sampan District are aware of its presence, are the main topics of process evaluation. In addition, the assessment aims to determine whether the program has been successful or not. An organization that involves several groups of people in decision-making uses evaluation as a unit of activity to collect data and information on how ongoing policies are implemented (Novalinda et al., 2020).

Program evaluation serves as a tool to improve future program planning and implementation (Davik, 2016). According to Arikunto and Jabar (2009: 18), the purpose of conducting program evaluation is to ascertain whether program objectives have been achieved by understanding how program activities have been implemented (Munthe, 2015). Mulyatiningsih (2011: 114-115) states that the objectives to be achieved in the program evaluation process are as follows: (i) Describing how the program helps the organization achieve its goals. The findings of this evaluation are very important for creating similar initiatives elsewhere. (ii) Determine whether a program can be sustained and whether it should be discontinued, modified, or continued (Munthe, 2015).

Decision makers will decide whether to continue a program that is being or has been implemented based on input from program evaluation results, so evaluation activities are very helpful in assisting policy making and decisions for program continuation. On the other hand, program evaluation can improve the achievement of a goal or initiative, can identify whether a program is successful or not. The goal of the Universal Health Coverage initiative is to improve the health status of the Sampang community by offering free treatment. The government seeks to ensure that patients receive high-quality and cost-free health services to do this.

One of the strategic sectors in the SDGs (health sector), where the health sector is the main sector in achieving the Sustainable Development Goals, is Universal Health Coverage (UHC). Given that global health challenges currently transcend national borders, international cooperation in multilateral forums is needed to overcome these problems, including the willingness of countries to guarantee the health of their population (Hadiwijyo & Hergianasari, 2021). To ensure that at least 95% of the population has financial access to health services through self-registration or registration as JKN participants, BPJS Kesehatan oversees the coverage of the UHC program. Patient satisfaction is one of the goals achieved in the...
development of JKN. The JKN roadmap states that by 2014, at least 75% of patients will be satisfied with the services of health facilities working with BPJS, and by 2019, patient satisfaction will reach 85% (A. Mustofa, 2017).

The UHC program is only aimed at people who are native to Sampang. Conversely, this UHC program does not apply to people outside Sampang. The UHC program at Puskesmas Ketapang has been running since August 22, 2022. As long as the patient wants to be treated in the third class and has a KTP with original Sampang identity, it will be 100% free of charge. Before this program began, the community was given information in advance and socialization was carried out to the community so that the community did not arise questions with this program.

### Patient Health Services

Healthcare is an industry that cannot be separated from the current trend of globalization. People's lives are changing due to globalization, which also determines people's preferences, tragedies, tastes, and choices everywhere. If the weak are not prepared for it, the free, brutal, and cruel competition will destroy and abandon them (Anggraeny, 2013). By providing knowledge about health promotion based on societal factors, health education is a form of socialization activity (Alfaqih & Khayudin, 2022).

According to the Indonesian Ministry of Health in 2009 in the Health Law on health, health services are any efforts organized alone or jointly in an organization to maintain and improve health, prevent and cure diseases and restore health, individuals, families, groups or communities (Riswandi, 2020). Health services are any efforts organized alone or jointly in an organization to maintain and improve health, prevent and cure diseases and restore the health of individuals, families, groups and or communities (Handayani, 2016). Health is a human right that must be protected and considered by the government. Health is also one of the important indicators in determining the welfare of a nation in addition to economic and social (Kareba, 2020).

According to (Kemenkes RI., 2017), quality health services are assessed from the health services provided in accordance with patient expectations, meeting the level of need and in accordance with health service standards and improving officer performance (Selvy Afrioza, 2021). Teaching people to live healthy lives is an important component in the development of health services at Puskesmas, which is one of the public health services provided in Indonesia. In other words, Puskesmas has the authority and responsibility to maintain public health in its working area. significant changes in the health industry, especially the application of the healthy paradigm as a substitute for the health development paradigm. With this new paradigm, Puskesmas that previously emphasized curative and rehabilitative efforts will be encouraged to undergo a very fundamental concept change in health development. Specifically, they will focus more on preventive and promotive efforts while still prioritizing curative and rehabilitative efforts (Ainurrahmah, 2021). Health services to the community are an absolute necessity that must be and continue to be developed by health organizations in Indonesia such as: Hospitals, health centers, other health clinics managed by the government, private sector, and the community.

According to (Sri, 2016) states that the goal of public health in the fields of promotion, prevention, treatment, and rehabilitation is for every member of the community to obtain the
The best physical, mental, and social health and is expected to live a long life. Life (Hasnidar, 2020). The following four variables affect public health: (i) Environment. This environment consists of the socio-cultural environment (economy, education, employment, etc.) and the physical environment (both natural and artificial), such as waste, water, air, and housing. The second factor that affects public health is behavior, both individual and community lifestyles. This is because human behavior plays a major role in determining the health of individuals, families, and communities. In addition, behavior is influenced by habits, customs, beliefs, education, socioeconomic status, and other innate behaviors of a person. (iii) Health services: This is the third component that will have an impact on public health because the availability of health facilities is essential for disease prevention, nursing services, and recovery services.

METHOD RESEARCH

The method used in this research is a qualitative research method with a descriptive approach. Descriptive research is research conducted to determine the value of independent variables, either one or more variables (independent) without making comparisons, or connecting between one variable and another (Machali, 2021). Meanwhile, qualitative research is a type of research that produces findings that cannot be achieved using statistical procedures or in other quantitative ways. According to Strauss and Corbin (2007: 1) this qualitative research is research that can be used to examine community life, history, behavior, organizational functionalization, social movements, or kinship relationships. Meanwhile, according to Bogdan and Taylor (1992: 21), that qualitative research is a research procedure that is able to produce descriptive data in the form of speech, writing, and behavior of the people observed (Dr. Farida Nugrahani, 2014).

The type of research used in this research is descriptive qualitative where researchers try to bring out the social reality under study as a characteristic or description by describing, illustrating a condition, situation, and phenomenon that exists. The data collection technique is direct interviews with medical personnel and also with patients who come to visit the puskesmas. Informants in this study were patients who came to visit the Ketapang health center in Sampang Regency. The data analysis technique used is interactive analysis which includes data condensation, data presentation, conclusions, and data verification. The location of this research was conducted at the Ketapang health center in Sampang Regency. Before the researchers conducted a survey, the researchers first asked permission to conduct research at the puskesmas ketapang sampang district, and when the puskesmas gave permission, the researchers immediately conducted interviews with the medical staff at the puskesmas and patients. Researchers survey directly to the field in order to obtain relevant data, as for the data used for this study are primary data and secondary data where researchers can get this primary data by conducting direct interviews with medical parties at the health center and patients visiting the health center and also by direct observation in the field. The secondary data here is obtained from reports, documents obtained from the health center. This research is temporary, given the possibility of research developments that occur during the process in the field.
RESULTS AND DISCUSSION

Evaluation of Patient Satisfaction of the Universal Health Coverage (UHC) Program at Puskesmas

Patient satisfaction is a very influential reference for the successful running of this program, with this program the community can also get appropriate services. Good health services cause satisfaction in each patient in accordance with the average satisfaction level of the population, and the procedure for its implementation is in accordance with the code of ethics and professional service standards that have been set. Puskesmas in accordance with their functions (as a center for health-focused development, a center for community and family empowerment, and a center for basic health services) are obliged to strive for, provide, and organize quality services in meeting the community's need for quality health services in order to achieve national health development goals (S. Roekminiati, 2020). The fact that can be explained is that satisfaction is an overflow of emotions. For customers or consumers, emotions are an important factor that must be fulfilled by the seller, even though it is indirectly related to the product or service being traded (Jalaludin, 2021). Based on the research, the following data were obtained.

![Chart 1](https://joss.al-makkipublisher.com/index.php/js)

**Chart 1**

**Number of UHC Program Patients at Ketapang Health Center in percent**

(Source: processed by researchers in 2023)

Based on the data graph above, the implementation of the UHC program has increased from August 2022 to August 2023 by 11%. Since the existence of the UHC program, the community has more often sought treatment at the puskesmas, this program has many benefits for the community, especially for underprivileged people, with this program it can also improve public health, the community lives healthier and better. The process of fulfilling customer satisfaction does not only require quality products or services but also requires a good service system and optimal support. Good service quality can cause satisfaction and services in accordance with or exceeding the expectations received by the community, so the service is considered quality and satisfying, while the service can have a negative impact if the service provided is not optimal and not in accordance with expectations. According to Kotler, customer satisfaction is a feeling of pleasure or disappointment for someone who comes from
a comparison between his impression of the performance or results of a product and his expectations (Febriana, 2016). According to (Sangadji, 2013) explains that "customer satisfaction is a person's feeling of pleasure or disappointment in the comparison between consumer impressions of the level of performance of real or actual products and services with performance as expected" (Riyani et al., 2021).

Health services provided at the Ketapang Health Center are comprehensive, namely: curative services (treatment), preventive services (prevention efforts), Promotive services (health improvement) and rehabilitative services (health recovery). In general, patients want services that can effectively reduce symptoms and prevent disease, so that they and their families are healthy and can carry out their daily tasks without physical interference. At the Ketapang health center, every community that comes to visit the health center is definitely asked to fill out a satisfaction survey directly, this is done to find out whether the patient is satisfied with the services that have been obtained. Patients who have been treated at the Ketapang puskesmas from 22 August 2022-04 October 2023 totaled 4,734 people, the total population in the Ketapang sub-district of Sampang district is 57 thousand people and those who have been enrolled using the UHC program are 94%. With this program the number of people visiting the puskesmas has increased in 1 week there are 402 patients visiting the puskesmas and also the services obtained between UHC and non UHC patients are all the same there is no difference at all, for people who cannot come for treatment directly to the puskesmas it is not an obstacle because the puskesmas will visit the community's home, so far the services provided to patients are very good.

Patient satisfaction as a service user is one of the indicators in assessing the quality of service in the hospital. High satisfaction will show the success of the hospital in providing quality health services. Providing quality health services affects patients in terms of receiving care. Patients will tend to obey advice, be loyal and obedient to the agreed treatment plan (fidela firman firdaus, 2015). One of the factors that affect customer satisfaction is service quality (Saripudin et al., 2021). According to Philip Kotler, a customer satisfaction survey is the level of a person's perceived state which is the result of comparing the perceived product appearance or outcome in relation to one's expectations (Rosnania1, Afrida2, 2023). Patient satisfaction surveys at the puskesmas ketapang sampang district are conducted every month and the results are quite good, the patient's assessment of satisfaction is the feeling that the patient feels when getting services at the puskesmas and also from nurses who are professional in handling patients and also provide the best and quality service. In August, the satisfaction was 98%, indicating that almost all patients were satisfied with the services they had received from the puskesmas and also for diseases that could not be handled by the puskesmas, the puskesmas provided referral letters to hospitals that were higher and more complete medical equipment. The referral system is organized with the aim of providing quality health services, so that service objectives are achieved without having to use expensive costs (Rahmadani et al., 2020). The referral system is a health service delivery system that carries out reciprocal delegation of responsibility for a case of illness or health problem vertically in the sense that from a less capable unit to a more capable unit or horizontally in the sense between units of equal ability.

In this study describes some of the findings based on observations of events and events related to the focus of research. This study uses Parasuraman's theory by using five dimensions,
namely reliability, responsiveness, assurance, empathy, and physical evidence to see and five
gaps, to find out about the Evaluation of Quality and Patient Expectations of Health Services
for the Universal Health Coverage Program at the Ketapang Health Center in Sampang
Regency. The results of the interview can be analyzed in table 1. Below.

Table 1
Results of Research on Evaluation of UHC Program Services for Ketapang Health Center
patients

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Interview Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reliability</td>
<td>Nurses always look after and supervise and monitor the patient's health for 24 hours.</td>
</tr>
<tr>
<td>Responsiveness</td>
<td>Nurse responsiveness to patient complaints nurses have great sensitivity to patients being examined and before being given action nurses also meanamnesa patients first so that nursing problems are found.</td>
</tr>
<tr>
<td>Guarantee</td>
<td>efforts to improve the quality of its services related to providing a sense of security for the community</td>
</tr>
<tr>
<td>Empathy</td>
<td>The nurse always asks what the patient is complaining about by speaking softly, respectfully, and explaining the illness.</td>
</tr>
<tr>
<td>Physical Evidence</td>
<td>facilities and infrastructure have facilitated and patients are quite satisfied with the facilities and infrastructure at the health center.</td>
</tr>
</tbody>
</table>

(Source: processed by researchers in 2023)

Based on the research data in table 1. above can be analyzed as follows: Dimensions that measure the reliability of a service to consumers. Reliability is defined as the ability to provide services as promised accurately and reliably.

Based on data and interviews, the Ketapang health center is able to provide reliable services, the performance provided is in accordance with patient expectations without any errors, even if there are errors it does not happen often, the possibility of an error occurs once a year. Nurses also always look after and supervise and monitor the health of patients for 24 hours, the reliability of nurses in service is very necessary because in providing nursing care and other medical actions competent nurses are needed. Regarding reliability in handling any public complaints, it is reliable in terms of time and accuracy of the service process. The ability to help consumers and provide services quickly to consumers. The dimension of responsiveness is the most dynamic dimension. This is influenced by technological development factors. One example of an aspect of responsiveness in service is speed. Responsiveness or can be called the alertness of employees in handling patients and providing fast service and includes the alertness of employees in serving patients, the speed of employees in handling transactions.

Based on data and interviews, puskesmas ketapang sampang district in terms of this responsiveness, which is provided by nurses to patients is very satisfying because indeed the level of awareness and desire to help customers and in providing services is quite fast. This dimension appears when the nurse emphasizes attention and accuracy when dealing with
requests for fast service and handling problems or complaints well, even when the patient asks a question to the nurse, the nurse can respond quickly and likewise when the patient has a complaint. The responsiveness of nurses to patient complaints nurses have great sensitivity to patients who are examined and before being given action nurses also mean nurses patients first so that nursing problems are found, in terms of time and accuracy of the service process. The responsiveness of employees in terms of helping people who need services, especially people who are confused by services, has been seen between officers and visitors who communicate with each other. This is shown by officers who want to help the difficulties experienced by visitors. Dimensions of service quality related to the ability to instill trust and confidence in consumers. The guarantee dimension includes the ability of the workforce to knowledge of the product including the ability of employees and politeness in providing services, skills in providing security in utilizing the services offered and the ability to instill consumer confidence in the services offered.

Based on data and interviews, nurses communicate well with patients and the services provided to patients are very good. The ability of nurses to serve patients is very professional and does not discriminate against patients so that patients feel comfortable and cared for in terms of services and actions to be provided. Judging from the aspect of guarantees, especially security at the puskesmas ketapang sampang district, has shown efforts to improve the quality of its services related to providing a sense of security for the community, namely by placing parking attendants who participate in securing the situation in the parking lot. Then if there are items left in the service room, they will be stored by the officer until the owner picks them up. Willingness to care and provide genuine and personal attention to consumers (service users). The empathy dimension is a dimension that provides a great opportunity to create surprise services, namely something that service users do not expect but is actually provided by service providers.

Based on data and interviews, nurses always ask what patients complain about by speaking softly, respecting, and explaining the disease. Empathy given by nurses to patients is by providing education to patients, and providing visits to patients' families so that patients feel cared for. As the appearance of equipment facilities and officers who provide services because a service service cannot be seen, smelled, touched or heard, the tangible aspect becomes very important as a measure of service. To determine the level of success in providing health services, especially in health centers, it is necessary to measure the level of patient (customer) satisfaction. This physical evidence is one of the criteria that can be used to be able to assess a good quality of service and can show whether a quality of service is good or bad and of quality or not. So far, the facilities and infrastructure have facilitated and patients are quite satisfied with the facilities and infrastructure at the health center. The impact of the Uhc Program on patients, with the existence of this UHC program, patients do not need to pay financing to the puskesmas, but it is likely that the treatment provided is not very good. As for the impact on the puskesmas, it can be promoted and with this program, the puskesmas is increasingly known among the community. However, there may be a periodic decrease in income, and the compaction of services from the puskesmas to serve the community.
Table 2
Results of Research on Patient Expectations of the Ketapang Health Center UHC Program

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Interview Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient expectations and management perceptions</td>
<td>Some patients were quite satisfied with the services provided by the puskesmas,</td>
</tr>
<tr>
<td>Management's perception of service quality</td>
<td>Puskesmas Ketapang provides several medical devices to help with examination needs.</td>
</tr>
<tr>
<td>Service standards with service implementers' understanding</td>
<td>Patients feel comfortable when performing services, because the adequacy of performance does not make them wait long when performing treatment.</td>
</tr>
<tr>
<td>Between service delivery to patients</td>
<td>The puskesmas is very friendly in delivering services to patients, so patients quickly understand and understand.</td>
</tr>
<tr>
<td>Between patient expectations and what they get</td>
<td>Services at the Ketapang health center have worked well and correctly, and the health center is always careful in carrying out services.</td>
</tr>
</tbody>
</table>

(Source: processed by researchers in 2023)

Based on the results of the research that has been carried out, it can be seen from table 2. Above that of the five dimensions above, it can be seen from the quality of service that has been provided from the puskesmas that there is no trigger for a gap, it can be concluded that the service that has been received by the patient is in accordance with the procedure and patient expectations. The SERVQUAL scale proposed by Parasuraman, Zeithaml, and Berry in a series of studies of six service companies (1985, 1988, 1991, 1994) shows that the difference between consumer expectations regarding the performance of the company and consumer assessments of actual performance provides a consumer perception of service quality (Astuti, n.d.). Consumers' expectations of service are mostly influenced by their previous experiences. Consumers who do not have personal experience tend to have expectations based on what they see or hear such as advertisements or word of mouth (Tjong, 2013).

**CONCLUSION**

Based on the results of research on the Evaluation of Universal Health Coverage (UHC) Program Patient Satisfaction with Health Services at the Ketapang Health Center, Sampang Regency. Patients are satisfied with the access to services at the Puskesmas from the reliability of nurses when providing services to patients, patients are satisfied with services at the Puskesmas related to cost efficiency because currently patients are not charged any fees when conducting treatment, patients are satisfied with the dimensions of continuity of service at the Puskesmas, patients are satisfied with the dimensions of security at the Puskesmas seen, but there are still patients who feel the facilities provided at the Puskesmas are still lacking due to the limited facilities and infrastructure available at the Puskesmas at this time such as limited medical equipment, patients are satisfied with the services provided by the Puskesmas related to the comfort dimension. Judging from the dimensions of the 5 gaps above, the services provided from the health center are quite good, and are in accordance with patient expectations, patients are quite satisfied with the service. The services provided are also carried out in accordance with existing procedures. It can be concluded that patients are very satisfied with
the services at the puskesmas, patients are satisfied with the services at the puskesmas regarding the quick response of medical personnel, clear communication, and effective treatment, and patients feel valued while in the puskesmas.

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