

Dimensions Of Quality And Trust In Home Care Patient Satisfaction In The Covid-19 Pandemic Situation In The Work Area Of The Paccerrakkang Community Health Center, Makassar City, Indonesia

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Abstract

Home Care is a form of health service to the community that is implemented in Makassar City. Home Care is intended for all circles of society through a direct call program to 112. The purpose of this study was to analyze the effect of the dimensions of service quality on patient satisfaction, the influence of trust on patient satisfaction and the most dominant influence of the dimensions of quality and trust on patient satisfaction. This research is a quantitative research with a cross sectional approach. The total sample is 68 people with total sampling technique. The data analysis used Univariate Analysis, Bivariate Analysis and Multivariate Analysis. This research was conducted at the Paccerrakkang Health Center, Makassar City. The results showed that there was no influence between the dimensions of service quality on patient satisfaction, Reliability (sig = 0.447), Responsiveness (sig = 0.629), Assurance (sig = 0.985), Empathy (sig = 0.400). There is an influence between trust and patient satisfaction (sig = 0.004). Trust variable (OR 46.217) and Empathy (OR 10.210) are the most dominant variables on patient satisfaction. The results of this study are expected to be able to make the Community Health Center to strive to continue to improve the quality of services because Home Care patients prioritize quality to be satisfied with services both during the Covid-19 Pandemic and post-pandemic later. In addition, the Community Health Center also need to improve integrity, honesty and kindness in serving Home Care patients so that they can grow their trust in Community Health Center as health service providers.

Keywords: Home Care, Dimensions, Quality, Trust, Satisfaction.

Introduction

The World Health Organization (WHO) announced that Indonesia ranks 21st, as the country with the highest COVID-19 spread worldwide (WHO, 2020). Currently, the government has made efforts to reduce the spread of COVID-19 cases by vaccination. This is done by the government to prevent the spread of the virus. The rate of growth in the number of COVID-19 patients has an impact on ongoing health programs. Currently, many health programs are not running properly. One of them is the Home Care program which is implemented at the Community Health Center.

Home Care is a form of health service to the community which is implemented in several big cities in Indonesia [1]. Home Care is intended for the entire community through a direct call program to 112 with the aim of facilitating direct service to the community without having to heal patients who tend to have a faster recovery period if they feel comfortable and happy.

Based on Makassar Mayor Regulation Number 63 of 2015 concerning 24-Hour Home Care Services in Makassar City. In addition to regulations from the Mayor, Home Care is also the implementation of health programs guided by Law Number 36 of 2009 concerning Health. The basic purpose of implementing Home Care is to increase, maintain

or maximize the level of independence, and minimize the consequences of disease to achieve optimal individual abilities as long as possible which is carried out in a comprehensive and sustainable manner (Makassar City Health Office, 2015).

The Home Care program has been implemented since January 2015 by the Home Care team consisting of Doctors, Nurses, Physical Therapists, and Speech Pathologists. To date, there are 46 health centers that have collaborated with the Makassar City Health Office to make the Home Care program a success. However, the effectiveness of this program also depends on all the elements involved and support from the sub-district government, urban village and community leaders is needed so that it can run as it should (Makassar City Health Office, 2017).

The phenomenon that occurs in the field, the number of patient requests for the Home Care program in the work area of the Paccerakkang Health Center has increased during the Covid-19 Pandemic due to the fear of people visiting health facilities directly. This shows that the existence of the Home Care program is very important in serving the increasing needs of the community. However, patient demand is not proportional to the number of Home Care Patients, where the number of patient visits from Home Care tends to decrease. This indicates that the patient is not satisfied with the services provided by the Community Health Center. Based on data obtained from visit reports, there has been a decrease in the number of Home Care patient visits in the last three years.

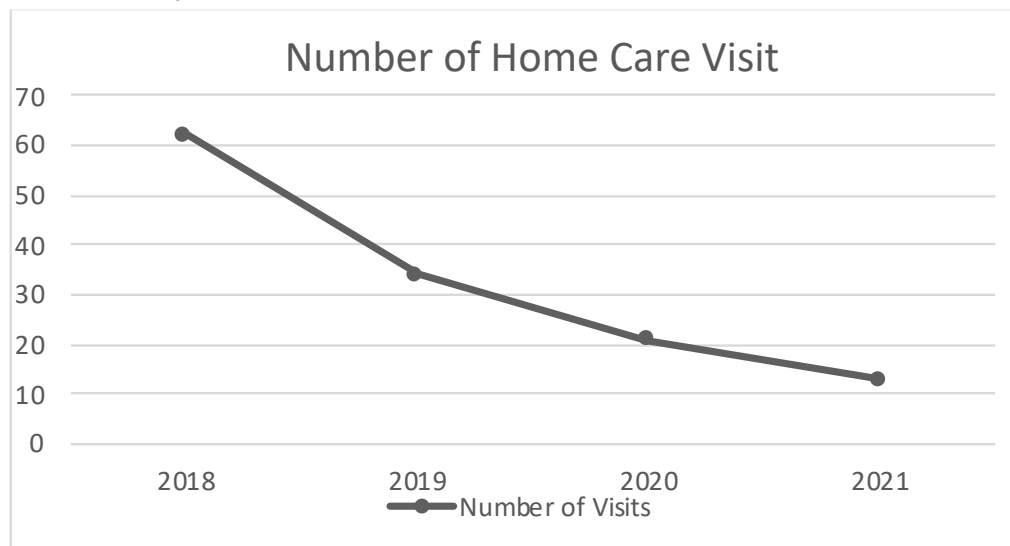


Figure 1. Graph of Number of Paccerakkang Home Care Visits Every Year from 2018-2021

Source: Data for Paccerakkang Health Center 2021

Based on the graph above, the Paccerakkang Health Center as one of the health service units under the Makassar City Health Office which is involved in implementing Home Care tends to experience a decrease in visits. Home Care Community Health Center Paccerakkang experienced a significant decrease in the number of patients. Several patients in the field complained about health service problems, especially Home Care during the Covid-19 Pandemic.

The quality of service can be known by comparing the perceptions of patients on the real services they receive with the services they actually expect from the services that have been provided by a company [2]. Assessment of service quality as a global consideration or attitude related to the superiority

of a service [3]. A high level of service performance is considered to increase patient satisfaction and trust [4]. Health services in improving the quality of services also need to build customer trust in the Community Health Center in addition to increasing patient satisfaction.

Therefore, based on the above phenomenon, the researcher drew the title of the study, namely the Influence of the Dimensions of Service Quality and Trust on Home Care Patient Satisfaction in the Covid-19 Pandemic Situation in the Paccerakkang Health Center Work Area, Makassar City.

Methods

The research used in this research is a qualitative research with a cross sectional approach. This type

of research is used to analyze the influence of the dimensions of service quality and trust on home care patient satisfaction in the Covid-19 pandemic situation in the Paccerrakkang Health Center Work Area, Makassar City. The sample used was 68 respondents using total sampling technique. This research was conducted by direct observation, interviews and distributing questionnaires to

related parties. The study used data analysis techniques for research instrument testing, univariate analysis, bivariate analysis and multivariate analysis.

Results and Discussion

Univariate Analysis

Table 1. Frequency Distribution of Respondent Characteristics

Variable	N	%
Gender		
Man	22	32,4
Woman	46	67,6
Age Group		
10-20	2	2,9
21-30	10	14,7
31-40	19	27,9
41-50	20	29,4
51-60	17	25,0
Education Level		
Graduated from elementary school	2	2,9
Graduated from junior high school	4	5,9
Finished High School	23	33,8
College	39	57,4
Work		
Not Working	32	47,1
Work	36	52,9
Family Relationships		
Patient's Child	26	38,2
Patient Brothers	15	22,1
Patient's Spouse	21	30,9
Patient's Grandchildren	4	5,9
Patient Sons and Daughters	2	2,9

Source: Primary Data 2022

Based on table 4.1. The distribution of frequency in the sex variable is mostly female, which is 46 people (67.6%). The most variable age group is the age category 41-50 years, which is 20 people (29.4%). The most variable level of education is the tertiary level, which is 39 people (57.4%). The

most variable of employment status was with working status as many as 36 people (52.9%). The most family relationship variables were the patient's children, as many as 26 people (38.2%).

Bivariate Analysis

Table 2. The Relationship of Reliability, Responsiveness, Assurance, Empathy, Tangible and Trust towards Patient Satisfaction

Variable	Satisfaction				Sum		P value
	Satisfied		Less Satisfied				
	n	%	n	%	N	%	
Reliability							0,011
Good	44	64,7	4	5,9	48	70,6	
Not Good Enough	13	19,1	7	10,3	20	29,4	
Responsiveness							0,003
Good	39	68,4	2	18,2	41	60,3	

Not Good Enough	18	31,6	9	81,8	27	39,7	
Assurance							
Good	54	79,4	7	10,3	61	89,7	0,011
Not Good Enough	3	4,4	4	5,9	7	10,3	
Empathy							
Good	53	77,9	5	7,4	58	85,3	0,001
Not Good Enough	4	5,9	6	8,8	10	14,7	
Tangible							
Good	53	77,9	8	11,8	61	89,7	0,078
Not Good Enough	4	5,9	3	4,4	7	10,3	
Belief							
Believe	56	82,4	5	7,4	61	89,7	0,000
Lack of Trust	1	1,5	6	8,8	7	10,3	

Source: Primary Data 2022

Based on Table 2, the results of the chi-square statistical test analysis between the quality and trust dimension variables on the satisfaction of home care patients in the Covid-19 pandemic situation in the working area of the Pacerakkang Public Health Center, Makassar City, obtained p value = $0.011 < (\alpha = 0.05)$ indicating that there is the relationship between reliability and satisfaction, p value = $0.003 < (\alpha = 0.05)$ indicates that there is a relationship between responsiveness

and satisfaction, p value = $0.011 < (\alpha = 0.05)$ indicates that there is a relationship between assurance and satisfaction, p value = $0.001 < (\alpha = 0.05)$ indicates that there is a relationship between Empathy and satisfaction, p value = $0.078 > (\alpha = 0.05)$ indicates that there is no relationship between Tangible and satisfaction, p value = $0.000 < (\alpha = 0.05)$ indicates that there is a relationship between trust and satisfaction.

Multivariate Analysis

Table 3. The Effect of Reliability, Responsiveness, Assurance, Empathy, Tangible and Trust on Patient Satisfaction

Variable	B	S.E	Wald	Df	Sig.	Exp(B)	Lower	Upper
Reliability	0,869	1,143	0,579	1	0,447	2,385	0,254	22,406
Responsiveness	0,589	1,218	0,234	1	0,629	1,802	0,165	19,636
Assurance	1,250	1,259	0,985	1	0,321	3,489	0,296	41,171
Empathy	1,050	1,247	0,708	1	0,400	2,857	0,248	32,940
Trust	3,737	1,312	8,114	1	0,004	41,962	3,208	548,906
Constant	-11,461	3,425	11,198	1	0,001	0,000	-	-

Source: Primary Data 2022

Based on the table above, it is known that the P-value of the Reliability variable (0.447) which shows Reliability does not affect Home Care patient satisfaction in the Covid-19 Pandemic Situation. The P-value of the Responsiveness variable (0.629) which shows that Responsiveness does not affect Home Care patient satisfaction in the Covid-19 Pandemic Situation. The P-value of the Assurance variable (0.321) which shows that

Assurance does not affect the satisfaction of Home Care patients in the Covid-19 Pandemic Situation. The P-value of the Empathy variable (0.400) which shows that Empathy does not affect the satisfaction of Home Care patients in the Covid-19 Pandemic Situation. The P-value of the Trust variable (0.004) which shows that trust can affect the satisfaction of Home Care patients in the Covid-19 Pandemic Situation.

Table 4. Variables That Have the Most Dominant Effect on Patient Satisfaction

Variable	B	S.E	Wald	Df	Sig.	Exp(B)	Lower	Upper
Empathy	2,323	0,986	5,558	1	0,018	10,210	1,480	70,457
Trust	3,833	1,262	9,221	1	0,002	46,217	3,893	548,729
Constant	-9407	3,045	9,543	1	0,002	0,000	-	-

Source: Primary Data 2022

Based on the table above, the results obtained are 2 (two) variables that have the most influence on satisfaction, namely the Trust variable with the lowest P-value of 0.002 and the Exp(B)/OR value of 46.217 and the Empathy Dimension with a p-value of 0.018 and the value of Exp(B).)/OR 10.210. This can be interpreted that trust has a 41 times chance of having an effect and the Empathy Dimension has a 10 times chance of influencing the satisfaction of Home Care services during the Covid-19 Pandemic.

The Effect of Service Quality Dimensions on Patient Satisfaction

Based on the analysis of variables, it can be seen the effect of Reliability, Responsiveness, Assurance, Empathy, and Tangible on Home Care Patient Satisfaction in the Covid-19 Pandemic Situation in the Paccerrakkang Health Center Work Area Makassar City with a total of 68 respondents.

Reliability is the ability of health workers to provide services promptly, accurately, and satisfactorily to patients [5]. Based on the results of the study indicate that the frequency distribution of service quality, namely Reliability (reliability) to satisfaction. The results showed that 48 (70.6%) respondents said reliability was good and 20 (29.4%) respondents said reliability was not good. The results of the chi-square statistical test on data processing using IBM SPSS Statistics version 24, it is known that respondents with categories who say good then feel satisfied as much as 64.7% and less satisfied as much as 5.9% while respondents with categories who say not good then feel satisfied as much as 19.1% and less satisfied as much as 7%, with a p-value of 0.011.

The effect of reliability on satisfaction the results of the multiple logistic regression analysis obtained a value ($p > 0.005$) where p count is greater than p table. So it can be concluded that there is no influence of reliability on the satisfaction of Home Care Patients in the Covid-19 Pandemic Situation in the Paccerrakkang Health Center Work Area, Makassar City.

Responsiveness is the alertness and desire of Home Care officers to assist in providing the best possible service to patients. The results showed that 41 (60.3%) respondents said Responsiveness was good and 27 (39.7%) respondents said Responsiveness was not good. The results of the chi-square statistical test on data processing using IBM SPSS Statistics version 24, it is known that respondents with categories who say good then feel satisfied as much as 68.4% and less satisfied

as much as 18.2% while respondents with categories who say not good then feel satisfied as much as 4.4% and less satisfied as much as 5.9%, with a p-value of 0.003.

The effect of responsiveness on satisfaction, the results of multiple logistic regression analysis obtained a value ($p > 0.005$) where p count is greater than p table. So it can be concluded that there is no effect of Responsiveness on Home Care Patient satisfaction in the Covid-19 Pandemic Situation in the Paccerrakkang Health Center Work Area, Makassar City.

Assurance is the ability of health workers to foster trust in patients, such as broad knowledge and friendliness that must be possessed by health workers. Based on the results of the study indicate that the frequency distribution of service quality, namely Assurance (Guarantee) on satisfaction. The results showed that 61 (89.7%) respondents said the assurance was good and 7 (10.3%) respondents said the assurance was not good. The results of the chi-square statistical test on data processing using IBM SPSS Statistics version 24, it is known that respondents with categories who say good then feel satisfied as much as 79.4% and less satisfied as much as 10.3% while respondents with categories who say not good then feel satisfied as much as 19.1% and less satisfied as much as 7%, with a p-value of 0.011.

Effect of Assurance on satisfaction The results of the analysis of multiple logistic regression obtained a value ($p > 0.005$) where the p count is greater than the p table. So it can be concluded that there is no effect of Assurance on the satisfaction of Home Care Patients in the Covid-19 Pandemic Situation in the Paccerrakkang Health Center Work Area, Makassar City.

Empathy is sincere and personal attention given to patients by trying to understand the patient's wishes [6]. The results showed that 58 (85.3%) respondents said Empathy was good and 10 (14.7%) respondents said Empathy was not good. The results of the chi-square statistical test on data processing using IBM SPSS Statistics version 24, it is known that respondents with categories who say good then feel satisfied as much as 77.9% and less satisfied as much as 7.4% while respondents with categories who say not good then feel satisfied as much as 5.9% and less satisfied as much as 8.8%, with a p-value of 0.001.

Effect of Empathy (Empathy) on satisfaction, the results of the analysis of multiple Logistics Regression obtained a value ($p > 0.005$) where the

p count is greater than the p table. So it can be concluded that there is no effect of Empathy on Home Care Patient satisfaction in the Covid-19 Pandemic Situation in the Paccerakkang Health Center Work Area, Makassar City.

The Effect of Trust on Patient Satisfaction

Trust is the belief shown by the patient when he is sure of the services provided [7]. Based on the results of the study, it shows that the distribution of the frequency of trust towards satisfaction. The results showed that 61 (89.7%) respondents believed and 7 (10.3%) respondents said they did not believe. The results of the chi-square statistical test on data processing using IBM SPSS Statistics version 24, it is known that respondents with categories who say they believe then feel satisfied are 82.4 and less satisfied are 7.4% while respondents with categories who say they don't believe then feel satisfied as much as 1.5% and less trust as much as 8.8%, with a p-value of 0.000.

The effect of trust on satisfaction The results of multiple logistic regression analysis obtained a value ($p < 0.005$) where p count is smaller than p table. So it can be concluded that there is an influence of trust on the satisfaction of Home Care Patients in the Covid-19 Pandemic Situation in the Paccerakkang Health Center Work Area, Makassar City.

The Most Dominant Variables Affect the Satisfaction of Home Care Patients

Multiple logistic regression analysis, namely the independent variable having $p < 0.05$ was maintained as the variable that was predicted to have the most dominant influence on the dependent variable and those with $p > 0.05$ were excluded [7].

The results showed that 2 (two) variables had the most influence on satisfaction, namely the Trust variable with the lowest P-value of 0.002 and the value of $\text{Exp(B)}/\text{OR}$ 46.217 and the Empathy Dimension with a p-value of 10.210. This can be interpreted that trust has a 41 times chance of being influential and the Empathy Dimension has a 10 times chance.

Conclusion

This study concluded that the dimensions of service quality consisting of Reliability, Responsiveness, Assurance, and Empathy showed a significance $p\text{-value} > 0.05$. This means that there is no effect on Home Care patient satisfaction in the Covid-19 pandemic situation seen from the

logistic regression test. The patient's confidence showed a significant p-value < 0.05 . This means that there is an influence on Home Care patient satisfaction in the Covid-19 Pandemic situation seen from the logistic regression test. Trust and Empathy are the most dominant variables affecting Home Care patient satisfaction in the Covid-19 Pandemic situation seen from the logistic regression test with $\text{Exp(B)}/\text{OR}$ 46.217 and $\text{Exp(B)}/\text{OR}$ 10.210. The results of this study are expected to be able to make the Community Health Center to strive to continue to improve the quality of services because Home Care patients prioritize quality to be satisfied with services both during the Covid-19 Pandemic and post-pandemic later. In addition, the Community Health Center also need to improve integrity, honesty and kindness in serving Home Care patients so that they can grow their trust in Community Health Center as health service providers.

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