

Analysis of the Influence of Dental and Oral Health Services on BPJS Patient Satisfaction at Kaliwungu Kendal Health Center

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Abstract: The Kaliwungu Kendal Community Health Center provides comprehensive dental services with competent dental professionals. However, the service is still not optimal due to several patient complaints, such as waiting to see the dentist, waiting even after the dentist has arrived, not receiving immediate attention, a limited number of visits, etc. Creating quality services will undoubtedly lead to satisfaction among health service users. This study aims to determine the quality of service toward the satisfaction of BPJS patients at the Kaliwungu Kendal Community Health Center. The method used in this research is a quantitative analytical survey method with a cross-sectional study design. Data was collected with a sample size of 80 BPJS patients selected through sampling. The variables used in this study include the independent variable, service quality (X), and patient satisfaction (Y) as the dependent variable. The statistical analysis used in this study included a chi-square test and logistic regression. The results of the study show that all variables in the quality of dental and oral health service, including physical appearance, reliability, responsiveness, assurance, and empathy, have a positive and significant effect on patient satisfaction at the Dental Polyclinic of the Kaliwungu Kendal Community Health Center, with a p-value < 0.05. The tangible dimension has the most dominant effect, with a significant influence (exp(B)OR 18.259), followed by empathy (exp(B)OR 11.102), reliability (exp(B)OR 7.627), and assurance (exp(B)OR 5.091). However, responsiveness obtained the lowest satisfaction percentage compared to the other dimensions, with a value of (exp (B) OR 4.474).

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Introduction

One of the government's programs in improving health status for all Indonesian people is by improving and equalizing health services in the community supported by adequate health facilities and infrastructure in each region. Health services are any efforts organized alone or jointly in an organization to maintain and improve the status of families, groups or communities, including dental and oral health services (Sudirman, 2023). Although dental and oral health is a small scope and people often overlook its existence, but actually dental and oral health is one of the most important parts of the health of the human body in general, because if our teeth hurt, our whole body also feels pain and the possibility of dental diseases is no longer mild but requires more complex treatment.

Based on Health Law No. 17 of 2023 article 4 (paragraph 1), it states that living a healthy life physically, mentally and socially is the right of everyone and is one of the elements of welfare that must be realized in accordance with the ideals of the Indonesian Nation as referred to in Pancasila and the 1945 Constitution of the Republic of Indonesia. In order to realize the highest degree of public health, everyone has the right to obtain safe, quality, affordable health services and the state is obliged to guarantee health for its citizens. Therefore, the state established social program institutions such as the National Health Insurance (JKN) through the Social Security Administration Agency (BPJS) to organize the social security program for all Indonesian people (Asih. 2014).

And based on Law Number 24 of 2011 article 5 paragraph (1). In order to improve the degree of public health, a legal entity of Social Security Administrators called the Social Security Administration Agency (BPJS) Kesehatan has been formed, as an effort to provide social protection to ensure that all people can meet the basic needs of a decent life. In addition, participants and/or their family members can benefit in health maintenance and protection in meeting basic health needs. Meanwhile, the Health Social Security Administration Agency (BPJS) itself is a legal entity formed to implement the National Social Security System (SJSN) which is based on the principles of humanity, benefits and social justice for all Indonesian people and aims to ensure that participants receive health maintenance benefits and protection in meeting basic health needs at affordable premiums and with wider outcomes for the entire community Indonesia.

In the implementation of the National Health Insurance (JKN), one of the elements of health service providers is the health center, which is one of the most important public health service facilities in Indonesia. Puskesmas is a technical implementing unit of the Regency/Municipality Office which is responsible for organizing health development in a quality work area and refers to the level of perfection of health services in causing satisfaction to patients. So the health center is a functional implementing unit that functions as a center for health development, a center for fostering community participation in the health sector and community participation in the health sector as well as a First-Level Health Service Center that carries out its activities comprehensively, integrated, and sustainable in a community that resides in a certain area (Ministry of Health of the Republic of Indonesia, 2019). If viewed from the Health Service System in Indonesia, the role and position of the health center is as the spearhead of the Health Service System in Indonesia and as a means of Public Health Services, also responsible for providing medical services.

According to Sulaiman, ES. (2019) in the implementation of providing health services, it is divided into two types, namely: 1. Individual health services (medical services) that have the main goal of curing diseases and restoring health whose main target is individuals or families and 2. Public health services have the goal of curing diseases, maintaining and improving health and preventing community diseases.

So what distinguishes between the two types of services is the way they are organized individually or individually or in groups in an organization.

Meanwhile, in Health Service Quality Assurance activities, patient satisfaction must be an integral and comprehensive part. This means that the level of patient satisfaction must be an inseparable activity in measuring the quality of health services. However, if it is not in accordance with the needs that are their interests or expectations, then what the patient feels is dissatisfaction. Reality shows that Health Service Quality Assurance in the health environment is widely neglected, the cause is a lack of knowledge about the meaning of Health Service Quality Assurance or its

implementation methods such as: indicators, lack of human resources and time, absence or little habit of conducting evaluations.

Patient satisfaction is the first indicator of a standard measure of Service Quality and is an important element in the provision of better services. efficient, and more effective. The level of public satisfaction with health services is an important factor in developing a service delivery system that is responsive to complaints, minimizes costs and time, and maximizes the impact of services on patients. Meanwhile, patient satisfaction with dental and oral health services is a comparison between the patient's perception of the dental and oral health services received, with the patient's expectations before receiving services. There are two components that will affect the level of patient satisfaction, namely: 1. Components of patient expectations and ; 2. Components of health service performance.

Measuring the level of patient satisfaction is not easy, the arena of efforts to obtain the information needed to measure the level of patient satisfaction will be faced with a cultural obstacle, namely there is a tendency of people who are reluctant or unwilling to criticize, especially against government-owned health service facilities such as health centers, If the patient's expectations are met, it means that the service has provided quality health services so that makes an extraordinary quality and will also cause high satisfaction.

Creating patient satisfaction is not something easy for health service managers, considering that one of the health services provided concerns the lives of their customers. Patient satisfaction as a consumer is not only determined by medical treatment, but also by other quality criteria such as aminitrative service, friendliness, responsiveness of medical and non-medical staff, convenience, speed and timeliness. Therefore, it is necessary to pay attention to the seriousness, accuracy and meticulousness of health workers who serve patients (Antonius, RV. 2022).

Service quality must start with good service performance so that people can get what they need and achieve the level of satisfaction they expect and a positive perception of the quality of the service. As a party that buys and consumes services, the satisfaction of the people who receive these services is a benchmark for the quality of services provided by the local government and the company providing the service.

According to Sudirman (2023) in the book entitled Health Service Quality Management, it is formulated that there are 5 (five) dimensions of Service Quality, namely: 1. Physical/tangible evidence, 2. Reliability, 3. Responsiveness, 4. Warranty/Certainty and 5. Empathy.

These five dimensions affect the satisfaction of participants of the Health Social Security Administration Agency (BPJS). In addition, patient satisfaction also depends on the quality of services provided. Something related to the good or bad of a form of service where it is the result of the patient's assessment of the service they get with the expected service. Satisfaction is a good response from patients who receive services from the beginning of the patient's registration for treatment until the patient leaves the health center.

The dimensions of the quality of the service in question are:

a) *Tangible* (tangible) is everything that includes the physical appearance of health services such as facilities, equipment, and communication tools of service personnel;

b) *Reliability* is the ability of service officers to carry out the promised services consistently and reliably,

c) *Responsiveness* (*quick response*) is the willingness of service officers to help and provide fast and appropriate services/services,

d) *Assurance* means everything that includes the knowledge and hospitality of the health care workers and their ability to generate trust and confidence, courtesy and trustworthiness of the health care workers,

e) *Empathy* (empathy) is everything that understands the attention of service officers individually, ease of communication, and understanding patient needs.

The Kaliwungu Health Center is a health center located in Kaliwungu Kendal District, Central Java Province, which is very strategic and can be used as a reference for other regional health centers, so the role of the Kaliwungu Health Center is very important in improving the health status in the work area of the Kaliwungu Health Center and other areas. The Kaliwungu Health Center, which has a vision of "Becoming a Health Center that is able to provide Excellent Service in creating a Healthy Community", always prioritizes promotive and preventive efforts to achieve an optimal degree of public health. The Health Effort is organized by emphasizing services for the wider community to achieve optimal health degrees, without neglecting the quality of services to individuals. The Kaliwungu Health Center is also one of the government agencies that plays a role in providing health services to the community, so the existence of the Kaliwungu Health Center is required to always improve the quality of performance in services to the community. The services provided must be able to meet the needs, desires, and expectations of the community and be able to provide satisfaction to the community as users.

One of the service efforts at the Kaliwungu Health Center that is often visited by the public is the Dental and Oral Health service. A person who visits the Dental and Oral Health service is a person who has dental and oral diseases. Dental and oral health is often ignored by the public. Low awareness in caring for oral health is one of the causes of dental and oral diseases in Indonesian society. A person can be said to be healthy if he has healthy teeth and mouth.

From the results of a study conducted by I Gusti Ayu Sri Wulan W (2019) which was contained in the Bali Dental Journal on 84 respondents with details of 42 general patients and 82 BPJS patients and data collection using questionnaires, it was revealed that the level of satisfaction of BPJS patients and general patients with services at the first level of dental polyclinics at Puskesmas IV South Denpasar based on five definitions of service quality, namely: the *Reliability* dimension is 88.10% in general patients while in BPJS patients it is 92.86%, in the *responsiveness* dimension 78.57% in general patients while in BPJS patients it is 64.29%, in BPJS patients it is 66.67% in general patients while in BPJS patients it is 59.52%, in BPJS patients it is 76.19% in general patients while in BPJS patients it is 35.71% and in the *Tangible* dimension(direct proof) 78.57% in general patients while in BPJS patients 95.57%.

Another relevant research is a study conducted by Abdullah (2018) with the research title "Patient Satisfaction Level with Dental and Oral Health Services at the Bangkala Health Center, Jeneponto Regency" The purpose of this research is to determine the level of patient satisfaction with dental and oral services at the Bangkala Health Center, Jeneponto Regency. The overall results of the study showed that the patients were satisfied with the services at the Bangkala Health Center, Jeneponto Regency. This is shown based on the answers of respondents from each dimension of service quality, including the category of very satisfied. namely *Reliability* (reliability) of 80%, *Tangible* (direct evidence) of 77%, *Empathy* (care) (85%), *Assurance* (guarantee) (guarantee) of 80% and *responsiveness* (responsiveness) of 74% (15).

The speed of providing services, assurance and certainty as well as empathy given to patients must be improved so that it can create patient satisfaction with dental and oral health services.

However, currently the contribution of health services, especially those who use BPJS, is not only looking at the final results that provide healing, but they also assess the results seen and felt during the treatment process. In relation to this problem, health service providers, especially in the field of dental and oral health, must be as good as possible so that patients feel satisfied with the services they provide (Ervianingsih, 2020), and must be able to create good trust, service and commitment for health service users so that it has an impact on satisfaction. Patient satisfaction can affect interest in returning to the same health center. This can also be a word-of-mouth promotion for prospective patients who are expected for the health center. The level of BPJS patient satisfaction can automatically increase the number of visitors and also have an impact on increasing the capitation of the health center. Through the background presentation of the research problems that the researcher has raised, the researcher wants to conduct an "Analysis of Dental and Oral Health Services on BPJS Patient Satisfaction at the Kaliwungu Kendal Health Center".

Research Method

Research design and Samples

The type of research used in this study is by using an analytical survey method with a *cross sectional design*. In this study, the author wants to find out the influence of dental and oral health services at the Kaliwungu Kendal Health Center on BPJS patient satisfaction. The population in this study is BPJS patients who visit the dental and oral health service section at the Kaliwungu Kendal Health Center from November to December 2023 with an average of 50 BPJS patients per month. From the calculation of the Slovin formula above, the number of samples to be used is 80 respondents which is expected to be sufficient to represent the number of patients visiting the Kaliwungu Kendal Health Center. The sample in this study uses the following criteria: 1) BPJS patients who visit and check their dental and oral health at the Kaliwungu Kendal Health Center in October-November 2023, 2) be willing to be a respondent, 3) BPJS patients with FKTP Kaliwungu Kendal Health Center.

The data collection technique used is a questionnaire, which is data collection by providing questionnaires directly to BPJS patients who check dental and oral health in the dental room of the Kaliwungu Kendal Health Center in order to provide the expected answers regarding the problems being researched so that later it will be processed with a statistical program so that it can answer the research hypothesis submitted.

Measurement

Table 1. Uestionnaire

Independent Variables						
1	Tangible	5	*Questionnaire Strongly Agree = 4 Agree = 3 Disagree = 2 strongly disagree = 1 Max score = 20	Score 10-20 Scores 1-10	a. Good (2) b. Less (1)	Ordinal

2	<i>Reliability</i>	5	*Questionnaire Strongly Agree = 4 Agree = 3 Disagree = 2 strongly disagree = 1 Max score = 20	Score 10-20 Scores 1-10	a. Good (2) b. Less (1)	Ordinal
3	<i>Responsiveness</i>	5	*Questionnaire Strongly Agree = 4 Agree = 3 Disagree = 2 strongly disagree = 1 Max score = 20	Score 10-20 Scores 1-10	a. Good (2) b. Less (1)	Ordinal
4	<i>Insurance</i>	5	*Questionnaire Strongly Agree = 4 Agree = 3 Disagree = 2 strongly disagree = 1 Max score = 20	Score 10-20 Scores 1-10	a. Good (2) b. Less (1)	Ordinal
5	<i>Emphaty</i>	5	*Questionnaire Strongly Agree = 4 Agree = 3 Disagree = 2 strongly disagree = 1 Max score = 20	Score 10-20 Scores 1-10	a. Good (2) b. Less (1)	Ordinal
Dependent Variables						
1.	Satisfaction Patient	10	*Questionnaire Strongly Agree = 4 Agree = 3 Disagree = 2 strongly disagree = 1 Max score = 40	Score 20-40 Score 1-20	a. Good (2) b. Less (1)	Ordinal

Data and Analysis

This stage of data processing is carried out preliminary activities and quantitative analysis by looking at the collected percentages and then processed by computerized means which include: Collecting Data, which is collecting data from questionnaires, questionnaires and observasion. Data editing (*editing*), which is the activity of researching or re-checking all the data that has been collected with the aim of checking whether there are deficiencies or errors in filling in or there is data damage so that it can be completed or corrected immediately. Data coding, which is the activity of marking each answer with certain codes in each research variable, so that it will make it easier to process data. Scoring data, which is the activity of giving scores in the form of numbers on questionnaire answers to obtain quantitative data. Data tabulating, which is the activity of entering

data that has been grouped into tables so that it is easy to understand, understand, and easily calculate in each group.

Result and Discussion

Based on the results of the research on the Analysis of Dental and Oral Health Services on BPJS Patient Satisfaction at the Kaliwungu Kendal Health Center which has been carried out, it shows that 80 respondents have participated and 5 aspects of service are asked in the form of a questionnaire as many as 25 questions and satisfaction aspects with 10 questions, here is the discussion.

The Effect of Tangible Dental and Oral Health Services on Patient Satisfaction at the Kaliwungu Kendal Health Center

The tangible aspect or physical appearance is the appearance and ability of physical facilities and infrastructure as well as the state of the surrounding environment is tangible evidence in providing dental and oral health services such as treatment rooms and waiting rooms must provide a comfortable and refreshing atmosphere, as well as in good condition and cleanliness. In addition, the equipment used by health workers for medical procedures must also be able to be used properly and smoothly. Physical facilities are the support and service products provided. If the physical facilities provided by the health center are in accordance with the patient's expectations, then patient satisfaction will increase.

Based on the results of the research in the dental and oral health room of the Kaliwungu Kendal Health Center, it is known that of the 80 respondents studied, most of the respondents, namely 63 (78.8%) respondents stated that they were good, while those who stated that they were poor, namely 17 (21.3%) respondents. Respondents who stated that it was possible to provide dental and oral health services, the room used looked clean and fragrant because it was always swept and mopped every day using a floor cleaner and also the room was given air freshener. The walls of the room are painted with an attractive and bright selection of wall colors so that it looks bright and comfortable. In addition, the room also looks bright because of the sufficient lighting from the windows in the room so that it adds comfort in the dental and oral health care room. In addition, the room used also provides a comfortable and refreshing atmosphere, because it is equipped with air conditioning with enough PK. Respondents who stated good may also be because the tools used by dental and oral health workers in providing dental and oral health care are quite good and smooth. The tools in question are dental units, tool cabinets, sterilizers, skeleton tools, adult tooth extraction equipment, children's tooth extraction equipment, citojet needles, mouth glass, sonde, tweezers, cement stirrers, jawbone smoothers, instrument plastics, nearbeken etc. Where the tools referred to above, all can be used properly and smoothly because they are always calibrated and always paid attention to in periodic service.

However, there are 17 (21.3%) respondents who stated that this aspect of form is lacking, perhaps because this dental and oral health care room, although it has a comfortable and refreshing space, is not too spacious. Moreover, compared to private dental clinics where all buildings have used new ceramics and have used interior design in building them, in addition, in terms of equipment at the Kaliwungu Kendal health center, there are indeed several modern tools that the health center does not have such as intraoral video equipment, tools for root canal treatment (endodontics) and dental photo X-ray equipment. Dental photo X-ray is a tool used to support the diagnosis of a dental and oral disease. Due to the unavailability of this dental photo X-ray tool, dentists have to refer

patients to the hospital to see abnormalities in dental and oral diseases such as: cysts, abscesses, tumors, and others. So when compared to private dental clinics, respondents will state that there is less in dental and oral health rooms with modern and technological equipment.

Tangible is a very important element for patients because tangibles are elements that can be directly felt by patients. The better the patient's perception of the tangible (tangible), the higher the patient's satisfaction will be. And if the patient's perception of the tangible form is poor, then the patient's satisfaction is lower. Tangibles are positively related to patient satisfaction. Convenience is related to health services that are not directly related to clinical effectiveness, but can affect patient satisfaction and willingness to return to the health facility to get the next waiter. Comfort is also important because it can affect patient confidence in health services. Comfort is closely related to a beautiful environment, room cleanliness, bathroom cleanliness, room fittings, medical equipment and food and beverage hygiene. Comfort is an important factor to attract patients who can ensure the continuity of treatment and the comfort of a form of service that cannot be seen and felt.

The results of this study are in line with the research conducted by Warwuru (2017), the results of the assessment of physical evidence show 67.7% which is generally in the good category. The appearance was considered good because the layout of the health center was easy to find by respondents, the services provided were quite satisfactory, and the atmosphere (temperature, noise) was quite comfortable. Facilities such as trash cans, waiting chairs and ATM machines are available (45).

According to Sudirman (2023), tangible includes the physical appearance of services such as physical facilities, tools or equipment and also the physical appearance of facilities, equipment, personnel, and materials used in communicating with consumers, which consists of several dimensions, namely: cleanliness, place, atmosphere, performance of services and locations. From the theory that has been presented, it can be concluded that tangible is one of the factors of 98 assessments for consumers based on physical appearance, both facilities, equipment, and cleanliness of the health center.

Some of the characteristics of service quality based on form according to Nasir are as follows: timeliness of service, accessibility and ease of obtaining services, accuracy of assistance/services provided, polite attitude of employees who provide services, adequacy of information provided to service users, condition and safety of facilities used by consumers, consumer satisfaction with certain characteristics or aspects of public services provided, consumer satisfaction with public services as a whole.

Kotler (2015) stated that the form (tangible) of services is the appearance of physical facilities, equipment and various communication materials that are good, attractive, related to the level of patient satisfaction. The form (tangible) of health workers is appearance, both physical and non-physical, which is able to reflect the confidence and credibility of other parties. A person's appearance is one of the first things to be noticed during interpersonal communication. The first impression arises within the first 20 seconds to 4 minutes and 84% of the impressions of a person are based on their appearance.

According to the researcher's assumption, in providing services, everyone who wants services can feel the importance of physical evidence shown by the health center, so that the services provided provide satisfaction. The form of physical evidence service is usually in the form of available service facilities and infrastructure, service technology used, service provider performance that is in accordance with the characteristics of the service provided in showing work performance that can be

provided in the form of physical services that can be seen. It is undeniable that in an organization always prioritizes the form of quality, physical condition that can give appreciation to the people who provide services.

Alamsyah (2015) stated that service quality in the form of physical condition is a form of real service quality that provides appreciation and forms a positive image for each individual it serves and becomes an assessment in determining the ability of the service developer, utilizing all his abilities to be seen physically, both in using service tools and equipment, the ability to innovate and adopt technology and show a Performance of a capable, authoritative display and has high integrity as a form of work achievement shown to people who receive services.

According to the researcher's assumption to create patient satisfaction in the tangible aspect of dental and oral health care, the Kaliwungu Kendal Health Center must be maintained and improved in terms of cleanliness and comfort of the room, both the dental and oral health examination room as well as the waiting room. Meanwhile, in terms of equipment used in providing dental and oral health services, it must always be considered in terms of calibration, so that it can always be used properly and smoothly. However, the Kaliwungu Kendal Health Center still does not have a dental photo X-ray device as a tool to support the diagnosis of a dental and oral disease, due to the unavailability of the dental photo X-ray device, causing dentists to refer patients to the hospital to see dental disease abnormalities such as cysts, abscesses, tumors, and others.

The Effect of Reliability of Dental and Oral Health Services on Patient Satisfaction at Kaliwungu Kendal Health Center

The reliability aspect of service is related to the reliability of the ability of health workers at the health center to provide optimal, fast and appropriate services in handling dental and oral disease complaints felt by patients and being able to provide good solutions to these diseases. In addition, officers also do not choose and do not look at the status of patients in providing health services. From the first time the patient comes, the health worker is obliged to do a service that is really accurate without making any mistakes, and satisfy the patient so that the patient is really confident in the ability of the health worker because the health worker seems skilled, responsible and able to provide information about the disease that the health worker complained about the action that will be carried out on the patient, for example by explaining the function of the action to the patient.

The reliability of health workers in providing services to patients at the Kaliwungu Kendal Health Center, in its implementation contains two main elements, namely the ability to provide services as promised and the accuracy of the services provided or how far health workers are able to minimize/prevent errors in the process of services provided.

Based on the results of research in the dental and oral health room of the Kaliwungu Kendal Health Center, it is known that of the 80 respondents studied, most of the respondents, namely 54 (67.5%) respondents stated that they were good, while those who stated that they were not good were 26 (32.5%) respondents. Respondents who stated that it was possible to provide dental and oral health services, dental and oral health workers were able to provide explanations about dental and oral diseases complained about by patients and explain the actions to be taken. The explanation referred to here is that health workers inform the patient, for example, that there is a rotten root residual tooth that must be extracted so as not to cause infection in the oral cavity, teeth with small cavities only hit the enamel and dentin immediately a dental filling, so that the hole does not widen and can cause pain, while those with large cavities and have reached the pulp must be treated for root canal. For wisdom teeth that grow abnormally (malposition), it is recommended to take dental X-rays

to see the anatomy of the teeth and the tooth must be removed surgically at the hospital so as not to press on the front teeth which certainly causes extraordinary pain. In addition, health workers at the Kaliwungu Kendal Health Center also provide information using language that is easy to understand and understood by patients about the actions to be taken, because the dentist tells completely and clearly about the disease complained of and tells what action to take next, for example giving an explanation about tartar that sticks to the teeth and gums, How is the process of tartar occurring, and what are the consequences if tartar is increasing.

However, there are also 26 (32.5%) respondents who stated that they lacked in this aspect of reliability, perhaps because the respondents who stated that they lacked hope that all dental and oral problems can be handled at the health center without going through a referral to the hospital, so that patients think that dental and oral health workers are less able to provide solutions to dental and oral diseases. In addition, patients also have to wait for a long time in the waiting room, because dental and oral actions take a long time, so patients have to queue according to the queue sequence number. Even though the patient who felt toothache and mouth pain really hoped to be treated immediately without queuing. In addition, according to patients, asking health workers to provide information to patients for only 5-10 minutes about their illness is considered not long, due to the large number of queues waiting. So the information from the health workers is still considered incomplete by patients.

According to Parasuraman in Sudirman (2023), the quality of service is divided into two, namely technical quality and functional quality. Technical quality refers to the competence of the service provider to provide reliable information with an acceptable level of risk so as to help the patient to achieve his or her goals. In this study, patients' expectations are met for technical quality, so they will have a greater perception of technical quality. According to some respondents, the service procedures in the dental and oral health room are not convoluted, for example, starting from registration, handling to taking medicines, patients do not experience confusion because everything has been arranged in accordance with the SOP and helped to explain by health workers.

Ibrahim (2018) research concluded that reliability has an influence on patient satisfaction. This means that the quality of service seen from reliability is one of the indicators that the service is provided on time, as well as the process of examination, treatment and treatment is carried out quickly, the information provided is also clear so that patients feel happy and satisfied.

Respondents at the Kaliwungu Kendal Health Center also stated that dentists will provide referrals if their diseases cannot be treated at the Health Center, for example, patients who need surgery will be referred to the hospital, patients who need dental root canal treatment will be referred to the hospital. Respondents also stated that health workers have the ability to handle patients responsively, so health workers provide fast and appropriate services and provide clear information regarding their dental diseases and provide education to patients. Health workers receive training in accordance with technological developments and community expectations, such as attending seminars on the development of dental and oral health at both regional and national seminars. Officers will always be careful in writing medical records of each patient who visits.

According to Kotler (2015), service reliability is the ability to provide services in accordance with what is promised to be reliable, accurate, and consistent and it is related to the level of patient satisfaction. Reliability of health workers is the reliability of health workers in serving patients at the health center, such as speed and accuracy in providing the best service. This is very important because if the complaint is not responded to immediately, dissatisfaction with the service will arise. Lack of reliability of health workers will interfere with service to patients.

Based on the results of research at the Kaliwungu Kendal Health Center, it shows that some patients who visit the Kaliwungu Kendal Health Center admit that health services meet their perceived needs and are organized in a fast and appropriate way, responsive and able to cure their complaints and prevent the development or spread of the disease. This is very important because patients who are satisfied will comply with the treatment and are willing to come back for treatment and become loyal consumers.

According to the researcher's assumption, in relation to the dimension of reliability of health workers in the dental and oral health room of the Kaliwungu Kendal Health Center is very important in the work dynamics of an organization. Reliability is a form of characteristic or characteristic of employees who have high achievements. Reliability in providing services can be seen from the reliability of providing services in accordance with the level of knowledge owned, reliability in mastering the field of work applied, reliability in mastering the field of work according to the work experience shown and reliability in using work technology.

In improving the reliability of health workers in the dental and oral health room of the Kaliwungu Kendal Health Center by conducting education and training to health workers on an ongoing basis so that they become health workers who are really able to provide reliable services while having a high awareness of the importance of reliable services. In addition, institutions also need to provide infrastructure that supports error-free programs. In the setting of health center services, reliable services mean services that are free from errors in assessment, diagnosis, or handling, no malpractice, and the services provided provide a guarantee of improvement in the condition of patients undergoing treatment.

The results of the questionnaire stated that the service procedures in the dental and oral health room were not fast. This is because patients have to wait in line according to the queue number when they want to check themselves at the health center before dental and oral care measures are taken. In addition, patients are also required to carry out physical examinations such as measuring height, weight, blood pressure checks and carrying out supporting examinations such as checking blood sugar levels if needed. All of these examination procedures are carried out so that the patient is safe so that the treatment goals will be achieved properly. However, by patients, all of the above procedures are considered convoluted, causing treatment time to be not fast and long.

The Effect of Responsiveness of Dental and Oral Health Services on Patient Satisfaction at the Kaliwungu Kendal Health Center

The aspect of accurate service ability is related to the Responsiveness of health workers at the health center to provide prompt, accurate services from the first time the patient comes, without making any mistakes, and satisfying the patient so that the patient is really confident in the ability of the health worker because the health worker seems good, skilled, responsible and always informs the health worker of the actions that will be taken to the patient. For example, by explaining the function of the action to the patient.

Based on the results of the research in the dental and oral health room of the Kaliwungu Kendal Health Center, it is known that of the 80 respondents studied, most of the respondents, namely 53 (66.25%) respondents stated that they were good, while those who stated that they were less were 27 (33.75%) respondents. Respondents who stated that it was as good as possible in providing dental and oral health services, dental and oral health workers were able to quickly respond to complaints submitted by patients and immediately take action in relation to the patient's complaints and provide prescriptions in accordance with the patient's complaints submitted.

Although health workers are quick to respond in carrying out services, not all respondents are satisfied with this, because they consider the officers to be too hasty towards the respondents so that the respondents feel less appreciated and consider the officers who serve to be less patient when performing services. The responsiveness of the staff to help patients and provide services quickly as well as to hear and address complaints from patients and this is related to the level of patient satisfaction in the dental and oral health room. According to Kotler, the responsiveness of the staff is the willingness of the health worker to help the patient and provide services quickly as well as to hear and address the patient's complaints and it is related to the level of patient satisfaction.

This is in line with Rahmawati's (2020) research that for the world of health, towards patient satisfaction, health workers are willing to listen to complaints, do not let patients wait, and as health workers are professionals who should be easily accessible to patients. Letting patients wait without a clear reason can lead to a negative perception of service quality.

Research conducted by Pratama (2017) with the finding that responsiveness has an influence on patient satisfaction, in other words, the higher the responsiveness, the higher the patient satisfaction and indicates that when patients get what they need, they will automatically feel satisfied with the services provided by health workers. Patients' expectations for responsiveness (quick response) of services can almost certainly change with an upward trend from time to time. Communication factors and the physical situation around the patient receiving services affect the patient's assessment. Communication to patients about the service process provided will form a more positive perception, one of which is alertness and sincerity in answering patient questions and requests.

Basically, a health worker is required to have responsiveness in order to produce performance that is in accordance with the patient's expectations which means responsiveness, the same service for all patients without errors, a sympathetic attitude, and with high accuracy so that later it will give birth to a sense of satisfaction in the patient himself. The better the patient's perception of reliability, the higher the patient's satisfaction. And if the patient's perception of reliability is poor, then patient satisfaction will be lower.

The results of this study are in accordance with the research conducted by Putri (2014), about the effect of inpatient service performance on the satisfaction of puskesmas patients. The results of the study showed that there was a direct influence of inpatient service performance on patient satisfaction, and there was an indirect influence of inpatient service performance on patient satisfaction.

Based on the results of the researchers' observations in the dental and oral health room at the Kaliwungu Kendal Health Center about responsiveness, it was found that the response of health workers was lacking and did not meet the expectations of respondents. It can be seen from the distribution of the frequency of respondents' answers about responsiveness, showing that almost all of the questions most respondents answered unsatisfactory. Patients complain of long queues to get medical treatment in dental and oral health rooms. This is because the medical procedure performed for one dental patient takes at least 20 minutes to complete the procedure. If the revocation action is difficult, it takes more than 30 minutes. Meanwhile, other patients are impatient to wait to get medical treatment.

According to the researcher's assumption, responsiveness is related to patient satisfaction in the dental and oral health room at the Kaliwungu Kendal Health Center. The responsiveness of health workers on duty must continue to be improved. The satisfaction felt by patients made them decide to continue using the services in the dental and oral health room at the Kaliwungu Kendal health center.

The Effect of Assurance of Dental and Oral Health Services on Patient Satisfaction at the Kaliwungu Kendal Health Center

The aspect of assurance includes education, knowledge and skills from health service workers and being able to keep the disease secret from their patients so that they can foster patient trust in the officer. In this case, health workers are expected to be able to provide a guarantee that when the patient is in his hands, the improvement will be obtained, thereby being able to foster patient trust in the officer who serves him. So that the patient feels that he is in the right hands and is confident in his choice in curing the disease he suffers from. Based on the results of the study between certainty and patient satisfaction, it is known that of the 80 respondents studied, most of the respondents said that health workers provide an influence of certainty with a good category as many as 61 (76.3%) respondents. Of the 61 (76.3%) respondents, there were 19 (23.75%) respondents who said it was lacking.

Based on the results of the respondents' answers, it is known that many respondents stated that there is a guarantee of privacy during the examination or consultation, as well as the dental and oral health room provides skilled health workers, has a good working style, and works in accordance with SOP procedures, is fully responsible in carrying out their duties and has extensive and good knowledge related to dental and oral problems, In addition, dental and oral health workers also have good quality because dentists in the dental and oral health room are graduates of S1 Dentistry and dental nurses in the dental and oral health room are graduates of D3 Dental Nursing.

This research is in line with the research conducted by Aulia, et al. (2017) with the research title "The Effect of Dental and Oral Health Service Quality on BPJS Patient Satisfaction in Banjarmasin Primary Services" The purpose of this study is to determine the influence of the quality of 112 oral health services on BPJS patient satisfaction in the dimensions of tangible, reliability, responsiveness, assurance and empathy have a significant effect on patients. The results of the study show that the quality of oral health services affects the satisfaction of BPJS patients in primary care. The results showed that the quality of oral health services consisting of tangible, reliability, responsiveness, assurance and empathy dimensions had a significant effect on patients (p Conclusion: There is a significant influence of oral health service quality on BPJS patient satisfaction in primary services. The responsive dimension has a dominant and very powerful every sequence for patient satisfaction. Better service quality will increase patient satisfaction. Patients who are more satisfied in receiving services can motivate them to revisit and reuse health services. Kotler states that service assurance is the ability of health workers to create confidence and confidence in the promises that have been made to consumers, and it is related to the level of patient satisfaction. In order to improve the quality of service and maintain patient safety, the Health Center implements "patient safety" in carrying out its services so that incoming patients will feel safe Professional public services, meaning public services that are characterized by accountability and accountability from effective service providers in achieving goals and objectives. If the perceived service is in accordance with expectations, then the quality of the perceived service/service is good and satisfactory. If the services received exceed the patient's expectations, then the quality of the service is perceived as the ideal quality.

On the other hand, if the service/service received is lower than expected, then the quality/service will be perceived poorly. Good service is the full right of the community which must be answered with our collective obligation to provide excellent service and help government

programs to ensure the health of the entire community. Certainty is related to patient satisfaction in the dental and oral health room of the Kaliwungu Kendal Health Center.

According to the researcher's assumption, the guarantee of services provided by health workers is highly determined by performance or service performance, so it is believed that the health workers are able to provide reliable, independent and professional services and have an impact on the satisfaction of the services received. Apart from this performance, the guarantee of a service is also determined by the strong organizational commitment that encourages that every health worker provides services seriously and earnestly to satisfy the people served, therefore work must be in accordance with SOP procedures. Another form of assurance is a guarantee for employees who have good behavior, personality (personality Behaviour) in providing services, of course, will be different from health workers who have a bad disposition or character in providing services. The good or bad quality of the Kaliwungu Kendal Health Center depends on the ability of the health center to meet patient expectations consistently. In addition, the image of good quality is not based on the perspective of the Kaliwungu Kendal Health Center but must be seen from the perspective or perception of all visitors. Assurance in this study is related to user patient satisfaction, but with the quality of service provided by the health center, patients still want to follow the referral recommendations and do not ask to move to other health facilities. The patient's complaints about the certainty of dental and oral health room services include: patients complain that they feel less because when their teeth hurt and they are treated in the dental and oral health room, it turns out that the dentist states that tooth extraction must be postponed and given medication first. This is done by the dentist because the tooth extraction action must be done after the dental disease infection has completely disappeared in accordance with the dental medical procedures that have been set, therefore it takes time for treatment first and then after the medicine is taken routinely and runs out, then the tooth extraction action can be carried out, This kind of thing is considered too troublesome by the patient because the patient must take his time to visit the health center again to do the act of extracting the tooth...

The Effect of Empathy (Empathy) of Dental and Oral Health Services on Patient Satisfaction in Health Centers

The empathy aspect (empathy) is the ease of conducting good communication relationships, personal attention and understanding the patient's needs as a customer and acting in the interests of the patient. Healthcare workers are expected to be able to understand each patient's personal difficulties and help them get out of their difficulties. Patients will feel cared for by health workers if what they need and complaints are responded to well by health workers, and the sincere and individualized attitudes that health workers give to patients such as the ease of contacting health workers, the ability of health workers to communicate with patients and their families. The better the perception of health workers towards empathy, the higher the patient's satisfaction will be. And if the patient's perception of empathy is poor, then the patient's satisfaction will be lower.

Based on the results of the study, it is known that of the 80 respondents studied, most of the respondents said that health workers have good empathy as many as 57 (71.25%) respondents. Of the 57 (71.25%) respondents, there were 23 (28.75%) respondents who said that health workers had a lack of empathy with services. This is likely that the officer in providing services is considered that the patient does not have enough time to listen to the disease complaints he submits because many patients are queuing. Indeed, here the officer feels a dilemma because if you listen to all the complaints of patients who are sometimes not in order, the patient queue is getting longer.

Meanwhile, respondents said that health workers have good empathy with services, perhaps officers in providing their services are able to communicate well and politely, dentists and dental nurses who care have good body gestures, and are skilled in doing their jobs and are able to provide motivation for the healing of the disease they suffer.

The results of this study are in line with Yulianti's (2021) research, about the relationship between service workers and patient satisfaction, the results of the study on officers showed a result of 62.5% which is generally in the good category. Based on the results of the chi-square test analysis, a result was obtained with a value of $p=0.000$ which means that there is a relationship between officers and patient satisfaction. The officer's service is considered good because the officers in their service are able to communicate well and politely.

Sudirman (2023) emphasized that functional quality is linked to the empathy (empathy) of service providers and service recipients and is assessed in very subjective terms. This is seen as a critical matter for the patient's perception of the overall quality of service. Especially when many service providers find it difficult to differentiate themselves only on core services and then become commodities as competition increases and the industry matures, then the functional quality dimension becomes increasingly important as a tool for creating a competitive advantage that can be supported. Therefore, it can be concluded that service is a form of a certain system, procedure or method given to others, with the expectations or desires of customers with their level of perception. The factors that cause the emergence of service are: the existence of love and affection, the belief that doing good to others.

Kotler (2015) states that the empathy of health workers in question is the willingness to care more about paying attention to patients. The attention given by health workers can be done by showing a caring attitude towards patients. In providing health care to patients, health workers use words that are gentle, touching, giving hope, always being by the patient's side when needed so that patients feel satisfied with the attention given by health workers. Satisfied patients will return to the health center if they need it again and argue that health workers have a unique contribution to the satisfaction of patients and their families. The service and behavior of health workers are factors that are very related to patient satisfaction. Increasing the priority of patient satisfaction is to improve the quality of service by distributing fair, friendly and polite services.

According to the researcher's assumption, empathy in a service is the attention, seriousness, understanding and involvement of parties interested in the service to develop and carry out service activities with the level of understanding and understanding of each party. The party providing the service must have empathy to understand the problems of the party who wants to be served. The person being served should understand the limitations and abilities of the person serving. So that the integration between the parties who serve and receive services has the same feeling. It means that in a work organization it is very important in providing a quality of service according to the work performance shown by a health worker. This empathy has the core, namely being able to understand the person being served with full attention, seriousness, sympathy, understanding and involvement in various problems faced by the person being served.

The thing that distinguishes the Kaliwungu Kendal Health Center from other health centers is to instill the values of the Kaliwungu Kendal Health Center to all health workers, namely smiles, greetings, greetings, politeness, and courtesy; Empathy; Comfortable; Skilled and trained; Optimistic; Simple; and Accountable. The psychological touch that can be conveyed by health workers, and other medical teams to patients will reduce the stress they experience during illness, and it turns out

that psychological fatigue contributes to the disease suffered by patients getting worse. Motivation from the medical team can reduce anxiety by providing emotional support in the form of patience, attention, and motivation so that patients will recover faster. Based on the observation results of patient data, it was found that repeat patients received more treatment compared to new patients. According to the researcher's assumption, this happens because there is a BPJS policy that every BPJS patient participating in BPJS is required to seek treatment at a first-level health facility that has been determined based on the area of residence. Actions related to tooth extraction, dental fillings, and others are carried out at the Health Center and if there are cases of surgery, root canal treatment, and other cases, they will be referred to the hospital.

This research has been tried and carried out in accordance with scientific procedures, but it still has limitations, namely: there are limitations of research using questionnaires, namely sometimes the answers given by respondents do not show the real situation. In addition, the education level of the respondents is different, so the researcher must be able to provide an explanation with an understanding that is easy for the respondents to understand, especially for respondents with basic education. In distributing the questionnaire to the respondents, the researcher was assisted by a dental nurse so that the explanation and understanding of the research questionnaire were different. Implications The results of this study show that there are 5 variables that affect patient satisfaction at the Kaliwungu Kendal Health Center, namely tangible, reliability, responsiveness, assurance, and empathy. This has implications so that in the future health workers in the dental and oral health room can pay attention to factors that can affect patient satisfaction by, improving the quality of health services by improving facilities and infrastructure, the friendliness of officers, improving the ability to handle patients in accordance with the development of science and technology, being quick in responding to patient complaints, and providing motivation and understanding of patient needs. Carry out planning for the fulfillment of facilities and infrastructure from medical devices at the Health Center and propose a plan that has been prepared to the District Health Office, based on the needs of services at the Health Center and refer to the standards listed in the Minister of Health Regulation number 43 of 2019 concerning Health Centers.

Conclusion

The findings of this study reveal that each dimension of service quality—reliability, responsiveness, assurance, empathy, and tangibles—positively and significantly influences patient satisfaction with dental and oral health services at the Kaliwungu Health Center, Kendal Regency. The tangible dimension highlights the importance of supporting physical facilities, such as medical equipment, cleanliness of practice rooms, and the comfort of the health center's environment, in enhancing patient experiences. Meanwhile, the reliability dimension emphasizes the necessity of accuracy and consistency in service delivery as a foundation for patient trust. Responsiveness serves as a critical indicator of the speed and readiness of health workers to address patient needs, significantly contributing to their satisfaction. The assurance dimension, encompassing competence, courtesy, and the sense of security provided by staff, strengthens the trust relationship between patients and service providers. Lastly, the empathy dimension reflects the personal approach and individual attention given to patients, which significantly enhances their perception of service quality. These findings underscore the importance of managing service quality holistically to enhance patient satisfaction.

Recommendation

Based on these findings, the Kaliwungu Health Center is advised to continuously improve the quality of its services across the five dimensions. First, investing in physical facilities and modern medical technology is essential to strengthen the tangible dimension. Second, enhancing training for healthcare workers to ensure reliability and responsiveness in service delivery should be a strategic priority. Third, adopting professional competence and effective communication training programs is crucial to support the assurance and empathy dimensions. Additionally, periodic measurement of patient satisfaction should be conducted to identify unmet needs and maintain service standards. Implementing a digital queue system can further expedite service processes and improve responsiveness. Finally, the health center should establish performance evaluation and reward programs for staff as motivation to consistently deliver high-quality services. These steps will help build patient trust and support the overall improvement of public health quality.

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