

EXCELLENT SERVICE STRATEGY AS AN EFFORT TO INCREASE BPJS PARTICIPANT SATISFACTION HEALTH RANTAUPRAPAT

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ABSTRACT

Public satisfaction with public services in a country has been regulated in Law Number 25 of 2009 concerning Public Services Article 1 which reads Public Services are a series of activities in the context of fulfilling services in accordance with statutory regulations for every citizen and resident for goods, services and / or administrative services provided by public service providers. The purpose of this study was to determine the direct effect of excellent service on public satisfaction and company image, as well as the direct effect of public satisfaction on company image. Determination of the author's sample using the concept of Lameshow's theory so that in this study the people who are BPJS Health Rantauprapat participants from June-July 2024 so that in determining the sample of 100 people with data analysis using SmartPLS. The results of the study Excellent service has a direct effect on community satisfaction, this can be seen from the t-statistic value of 30.686 which is greater than the value of 1.96 with a significance level of 0.000 less than 0.05. Thus the results of testing the first hypothesis are accepted. Excellent service has no direct effect on institutional image, this can be seen from the t-statistic value of 1.508 which is smaller than the value of 1.96 with a significance level of 0.132 greater than 0.05. Thus the results of testing the first hypothesis are rejected. Community satisfaction has a direct effect on institutional image, this can be seen from the t-statistic value of 2.706 which is greater than the value of 1.96 with a significance level of 0.000 less than 0.05. Thus the results of testing the first hypothesis are accepted.

Keywords: Excellent Service, Satisfaction, Image.

INTRODUCTION

Public satisfaction with public services in a country has been regulated in Law Number 25 of 2009 concerning Public Services Article 1 which reads Public Services are a series of activities in the context of fulfilling services in accordance with statutory regulations for every citizen and resident for goods, services and / or administrative services provided by public service providers. (Suandi, 2019). Explicitly the contents of the Law governing public services also imply that public services organized by the Government are closely related to community satisfaction.

Problems regarding public satisfaction with public services in Indonesia vary according to the needs felt by the community. One phenomenon that is often highlighted by the public is regarding public services related to the administrative services of the Health Social Security Organizing Agency (BPJS). According to data from the Ministry of Health of the Republic of Indonesia regarding public satisfaction responses to public services in 2024 based on criteria:

Table 1. Highest Public Satisfaction Response Based on Criteria

No.	Criteria	Score	Description
1	Requirements	65,93	Very suitable
2	Procedure	65,56	Very Easy
3	Completion Time	53,06	Very Fast
4	Cost	60,00	Free
5	Product specifications	60,56	Very suitable
6	Officer competency	64,72	Highly Capable
7	Officer behavior	66,11	Very Friendly
8	Complaints	87,22	Well managed
9	Quality of facilities and infrastructure	53,61	Very good
Total Average score		64.089	Medium

Source: (Health, 2024).

Based on the data in Table 1.1, it shows that the community's response to the nine criteria for public services sourced from the Ministry of Health of the Republic of Indonesia shows a relatively standard number or meets the requirements set by public service providers, but at point 8 criteria, namely complaints, has a fairly high or satisfactory value. However, this data is the basis for the author to prove public services again through this research.

Research (Ariyani, 2010) entitled "Implementation of Excellent Service as an Effort to Increase Customer Satisfaction at Politeknik Manufaktur Negeri Bandung". The results of POLMAN Bandung's research as a public institution always try to improve the quality of its service quality to increase customer satisfaction. According to (Rhamdani, 2021) entitled "Excellent Service as an Effort to Achieve Loyalty of Participants in the National Health Insurance Program". The results showed a positive response from participants with the highest dimension average value of 94% in the Empathy dimension. From the results of these measurements, it is hoped that in the future, through service improvement, loyal participants can be realized and research can be carried out. (Harmen, 2023) entitled "Hospital Health Service Excellence in Fulfilling Pasien Satisfaction". The results of his research say that the application of excellent service is a form of concern for customers or patients by providing the best service to facilitate the fulfillment of patient needs and achieve satisfaction.

Therefore, the purpose of this study is to determine the direct effect of excellent service on public satisfaction, to determine the direct effect of excellent service on company image, and the direct effect of public satisfaction on company image. Excellent service according to (Santos* et al., 2024) is the main need that must be given and delivered to the public so that the goals of the public and the organization are delivered properly in accordance with the applicable mechanism. The relationship between excellent service and satisfaction is the most dynamic topic studied by various academics because social research is an interesting thing to research or research development. This study chose the Rantaprapat Health Social Security Agency (BPJS) as a place of research while helping government programs in providing services to people in need according to the law with the title PRIMA SERVICE STRATEGY AS AN EFFORT TO INCREASE SATISFACTION OF RANTAPRAPAT HEALTH BPJS PARTICIPANTS.

LITERATURE REVIEW

Excellent Service

The concept of excellent service in Indonesia refers to Law Number 25 of 2009 concerning Public Services Article 1 which reads Public Service is a series of activities in order to fulfill services in accordance with statutory regulations for every citizen and resident for goods, services and / or administrative services provided by public service providers. (Suandi, 2019). According to (Al et al., 2018) that excellent service consists of two words, service means any activity that is intended and aimed at providing satisfaction through the services that someone provides satisfactorily. Meanwhile, prime means that something that is given has high quality and exceeds what is expected. Indicators of excellent service are ability, attitude, appearance, attention, and responsibility.

Community Satisfaction

Definition of community satisfaction according to (Tedjokusumo & Murhadi, 2023) is the result of customer encounters along the purchase journey, and has an important influence in shaping subsequent customer actions, such as online repurchases and loyalty. According to (Dewi, 2020) in satisfaction is influenced by three indicators, namely core quality, relationship quality and directly perceived value. So the quality of service will build a positive opinion in the form of an assessment based on what a person feels because the purpose of his needs is achieved. The indicators of community satisfaction about public services are human resource services, the content of services provided, **service access and public participation**. (Xie, 2022).

Research Framework

The framework in this study is a line of thought from the research in order to support the research conducted. The framework for thinking in this study is:

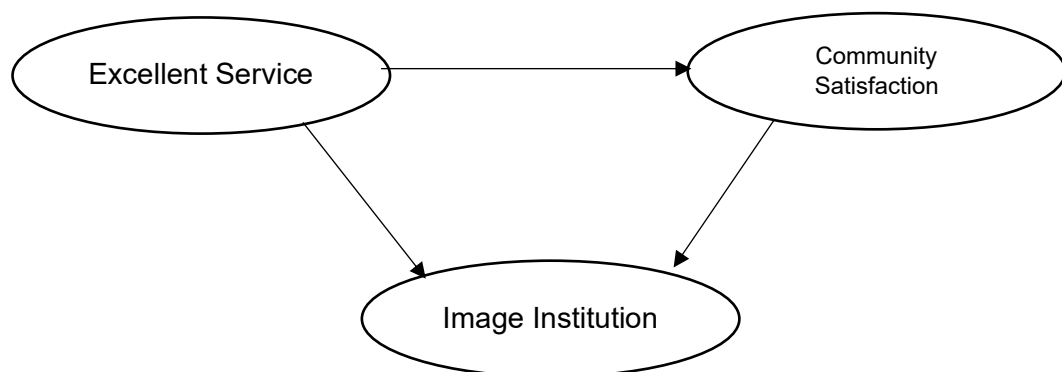


Figure 1. Research Framework

Research Hypothesis

Based on the literature review and framework, this research establishes a hypothesis:

1. Excellent service has a direct effect on community satisfaction.
2. Excellent service has a direct effect on institutional image.
3. Public satisfaction has a direct effect on institutional image.

RESEARCH METHOD

The research used in this research is descriptive research with a quantitative approach where the main source of this research is a data base to solve the phenomenon problems and hypotheses proposed. The sample in this study was the people of Labuhanbatu Regency, Rantauprapat city around who were BPJS Health participants who received services starting from June-July 2024 so that in determining the sample the author used the concept of Lameshow's theory according to (Ani et al., 2021) as follows:

$$n = \frac{z^2 1-\alpha/2 p(1-p)}{d^2}$$

$$n = \frac{1,96^2 \cdot 0.5(1-0.5)}{0.1^2}$$

$$n = \frac{3,8416^2 \cdot 0.25}{0.01}$$

$$n = 96,04$$

Therefore, in order for this research to be better, the authors rounded up to 100 people. The technique used in sampling is non probability sampling technique. Researchers use a purposive sampling type technique, namely the criteria for respondents who are BPJS Health Rantauprapat participants. While the primary data of this research is an online questionnaire and data analysis using SmartPLS.

RESULTS

Profile of Research Respondents

The following are the results of distributing research questionnaires regarding the profile of respondents, among others:

Table 2. Profile of Respondents Based on Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	64	64.0	64.0	64.0
	Woman	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

Source: SPSS Output Data, 2024

Based on Table 2. The profile of respondents based on gender shows that visitors or users of BPJS Health Rantauprapat office services are men totaling 64 people as much as 64.0%. This certainly illustrates that respondents or people who enjoy the services of the BPJS Kesehatan Rantauprapat office are male and female but are dominated by men whose purpose is health service administration.

Table 3. Profile of Respondents Based on Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25-35 years	29	29.0	29.0	29.0
	35-45 years	33	33.0	33.0	62.0
	46 years	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

Source: SPSS Output Data, 2024

Based on Table 3. The profile of respondents based on gender shows that visitors or users of BPJS Kesehatan Rantauprapat office services between the ages of 38 years as much as 38.0%. This certainly gives an idea that respondents or people who enjoy the services of the BPJS Kesehatan Rantauprapat office are adults whose purpose is health service administration.

Table 4. Profile of Respondents Based on Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor	72	72.0	72.0	72.0
	Diploma	10	10.0	10.0	82.0
	High school	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

Source: SPSS Output Data, 2024

Based on Table 4. The profile of respondents based on education shows that visitors or users of BPJS Health Rantauprapat office services are educated people so that it can be said that visitors or users of BPJS Health Rantauprapat office services already have good awareness and knowledge of the services provided by the government regarding health.

Outer Model Testing

Average Variance Extracted (AVE)

Average Variance Extracted (AVE) is the value used in testing convergent validity because the value is obtained from the *Convergent Validity* output. The expected *Average Variance Extracted (AVE)* value must be > 0.50 . The following *Average Variance Extracted (AVE)* values can be seen in Table:

Table 5. *Average Variance Extracted (AVE)* Output

	Average Variance Extracted (AVE)
Community Satisfaction	0.837
Institution Image	0.655
Excellent Service	0.891

Source: SmartPLS output, 2024

Based on Table 5 Output *Average Variance Extracted (AVE)* variables have an *Average Variance Extracted (AVE)* value greater than 0.50 so it can be concluded that the model has no problems with *Convergent Validity*.

Composite Reliability

The cut off point value limit for *composite reliability* and *Cronbach alpha* is 0.70. So you can see the *composite reliability* and *Cronbach alpha* values below:

Table 6. *Composite Reliability* and *Cronbach Alpha* Output

	Cronbach's Alpha	Composite Reliability
Community Satisfaction	0.935	0.953
Institution Image	0.874	0.904
Excellent Service	0.969	0.976

Source: SmartPLS output, 2024

Based on Table 6 above, it shows that all constructs have *Composite Reliability* and *Cronbach Alpha* values, all variables have values greater than 0.70. Thus, no undimensionality problems are found and the model is qualified.

Inner Model Testing

In this section, testing the inner model uses the coefficient of determination (R^2) as the final requirement for the specified model. Then the output value of the coefficient of determination (R^2) in this study includes:

Table 7. R-Square Output

	R Square
Community Satisfaction	0.807
Institution Image	0.624

Source: SmartPLS output, 2024

Based on Table 7, testing the inner model in general is enough to see the acquisition of the R-Square value of SmartPLS output, it is known that the R-Square value of the public satisfaction variable is 0.807 or 80.7% so that it can be categorized that the model used to measure is perceived as "very strong".

Hypothesis Testing

Based on the results of *bootstrapping* calculations on Smart-PLS software, a model is obtained as shown in Figure 2 below:

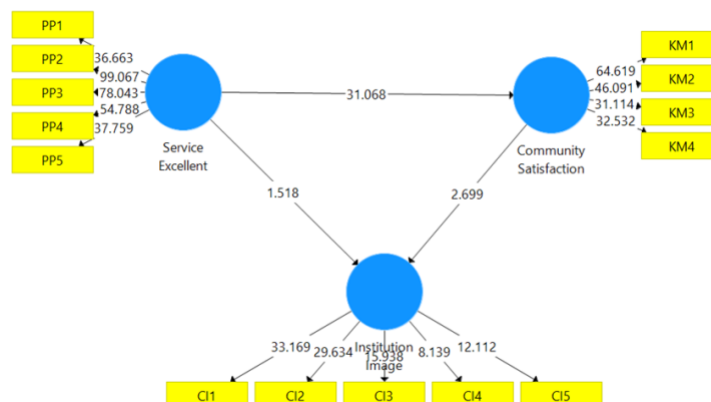


Figure 2. Bootstrapping Model
 Source: Data Processed, year 2024.

From the figure above, based on the *bootstrapping* results, the value of the *path coefficients* in the model can be seen as follows:

Table 8. Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Service Excellent -> Community Satisfaction	0.898	0.897	0.029	30.686	0.000
Service Excellent -> Institution Image	0.286	0.289	0.190	1.508	0.132
Community Satisfaction -> Institution Image	0.523	0.523	0.193	2.706	0.007

Source: SmartPLS output, 2024

Discussion

Furthermore, after testing the hypothesis, it is necessary to discuss based on the results of hypothesis testing which will be described as follows:

- 1) H_1 : Excellent service has a direct effect on community satisfaction, this can be seen from the t-statistic value of 30.686 which is greater than the value of 1.96 with a significance level of 0.000 less than 0.05 . Thus the results of testing the first hypothesis are accepted. Therefore, the excellent service implemented and owned by the BPJS Health Rantauprapat office is very good in accordance with procedures and legislation regarding public services using indicators of ability, attitude, appearance, attention, and responsibility. Research results (Febrianto & Wibawani, 2022) that his research shows that the effect of service quality on community satisfaction of Sidoarjo Regency Public Service Mall users provides a significance value of 0.000 and this value is smaller than 0.05. The same thing is also the p-value in this study below 0.05, meaning that an excellent service or service quality affects public satisfaction. So in the implementation of services by the government to the community in a country, it has been regulated in Law Number 25 of 2009 concerning Public Services Article 1 which reads Public Services are a series of activities in the context of fulfilling services in accordance with statutory regulations for every citizen and resident for goods. The emergence of public satisfaction with public services because according to (Fernando et al., 2023) there is a relationship between service experience and future customer commitment and intentions. It is important to know the customer experience through the service because it allows managers to develop appropriate strategies and actions to improve this experience and increase the level of commitment to the service, and consequently strengthen customer loyalty for a long time. According to (Jaakkola et al., 2022) that customer experience is now one of the key strategies that have been adopted by several industry leaders - including Marriott, Starbucks, Amazon, and Disney - and highlighted as a research priority in academic service research. Therefore, the excellent service presented by employee services at the BPJS Kesehatan Rantauprapat office is in accordance with leadership instructions based on regulations regarding public services, the purpose of organizing BPJS Kesehatan Rantauprapat public services is to provide comfort to the

public in enjoying all public services.

- 2) H₂ : Excellent service has no direct effect on institutional image, this can be seen from the t-statistic value of 1.508 which is smaller than the value of 1.96 with a significance level of 0.132 greater than 0.05. Thus, the results of testing the first hypothesis are rejected and the results of the study differ from research that an excellent service will have a good impact if someone in the community feels a sense of satisfaction that exceeds the expectations of what they receive (Duy, 2021). (Duy, 2021). Other research supports the results of this study according to (K. et al., 2017) that research findings reveal that student satisfaction plays a relatively small role in strengthening the institution's image on student retention. This is because the services provided have not exceeded the expectations of service users or in other words the services provided do not meet the service requirements that have not been properly regulated by the organizers. The same thing was conveyed (Marganda & Sh, 2017) As a result of the analysis, we found that there is a wrong perception or idea that assumes that the e-government system alone is the only key needed to achieve better public services. Public officials have not realized that such improvements also depend on other important factors such as financial support, technology maintenance, e-government management work culture, and other technical issues. So, the hindrance of excellent service to the institution's image is due to the government's own reluctance to focus and support public administration in accordance with the mandate of the 1945 law. In addition, it is necessary to develop research that focuses on the problem of implementing public administration by the Government of Indonesia as a control or supervision of the implementation of public services so that the wider community can feel the impact of public services, especially regarding health services, both procedurally administration does not need to inconvenience people who are classified as poor in a system called the community information database owned by Indonesia should have been integrated with population data, social data and data on the poor. If the government has a health e-service that has been integrated with central, regional and other community data, it will facilitate excellent service for the public, no longer complicated as it is today.
- 3) H₃ : Community satisfaction has a direct effect on institutional image, this can be seen from the t-statistic value of 2.706 which is greater than the value of 1.96 with a significance level of 0.000 smaller than 0.05. Thus the results of testing the first hypothesis are accepted. This research strongly supports the findings of (Rita et al., 2019) that company image has a positive effect on customer satisfaction. This means that good satisfaction in accordance with the objectives of organizational or management interests will provide a positive assessment of its users, otherwise it will build the company's image to be more professional in providing public services. BPJS Kesehatan Rantaprapat is one of the units assigned by the central government to provide administrative services to the community, which has explicitly carried out and implemented public services as stated in Law Number 25 of 2009 concerning Public Services Article 1 which reads Public Services are a series of activities in the context of fulfilling services in accordance with statutory regulations for every citizen and resident for goods, services and / or administrative services provided by public service providers. According to (Azoury et al., 2014) the results of empirical research conducted on a representative sample of 763 students located in 8 countries in the Middle East show that the cognitive component of the image is a precursor to the affective component. In turn, these two components influence the formation of the overall image of a university. However, both the affective image and the overall image statistically and significantly affect students' overall satisfaction with their

university. Therefore, it is very clear that corporate image in increasingly fierce business conditions needs to receive joint attention by academics and professionals through research in order to become social control and maintain the continuity of public services in the future. One of the studies (Lienata & Berlianto, 2023) This study reveals that to compete with competitors in the beauty clinic industry, revisit intention and patient loyalty must be strengthened. Practitioners in the aesthetic business are required to increase customer satisfaction by prioritizing health service quality factors and the overall image of the clinic.

CONCLUSION

The conclusion of this study is that the profile of respondents as visitors or users of BPJS Health Rantauprapat office services is male, totaling 64 people as much as 64.0%. The profile of respondents based on gender shows that visitors or users of BPJS Kesehatan Rantauprapat office services between the ages of 38 years as much as 38.0%. The profile of respondents based on education shows that visitors or users of BPJS Kesehatan Rantauprapat office services are educated people so that it can be said that visitors or users of BPJS Kesehatan Rantauprapat office services already have good awareness and knowledge of the services provided by the government regarding health. The results of quantitative research that excellent service has a direct effect on community satisfaction, this can be seen from the t-statistic value of 30.686 greater than the value of 1.96 with a significance level of 0.000 less than 0.05. Thus the results of testing the first hypothesis are accepted. Excellent service has no direct effect on institutional image, this can be seen from the t-statistic value of 1.508 which is smaller than the value of 1.96 with a significance level of 0.132 greater than 0.05. Thus the results of testing the first hypothesis are rejected. Community satisfaction has a direct effect on institutional image, this can be seen from the t-statistic value of 2.706 which is greater than the value of 1.96 with a significance level of 0.000 less than 0.05. Thus the results of testing the first hypothesis are accepted.

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