



OVERVIEW OF SERVICE QUALITY ON COMMITMENT PATIENT REVISIT DURING THE COVID-19 PANDEMIC AT THE DENTAL AND ORAL POLYCLINIC

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ABSTRACT

Puri Husadatama Hospital is the only private hospital in Mesuji Regency, to provide promotive, preventive, curative, and rehabilitative health services, one of which is through the dental and oral polyclinic. Providing quality services to patients is one way to increase repeat visits to the hospital's polyclinic. The data shows that 194 people visited the dental and oral polyclinic in 2020, and 509 people in 2021, which shows an increase in patient visits of 262.4%. This study aims to describe the dimensions of service quality on a commitment to repeat patient visits to dental and oral services at the dental and oral polyclinic of Puri Husadatama Hospital during the COVID-19 pandemic in 2021. This type of research is a descriptive study with a cross-sectional approach. Samples were selected randomly from 509 patients and 105 respondents were recruited. Due to the Covid-19 pandemic, data collection was carried out using a questionnaire with a google form. Descriptive data processing and analysis. The research was carried out in December 2021. The results showed that patients with repeat visits > 1 time 103 people (98.1%), tangible category good 84 people (80,0%), empathy good category 101 people (96.0%), reliability good category 103 people (98,0%), responsiveness in good category 101 people (96,0%), assurance in good category 103 people (98,0%). The conclusion is that patients who visit again have high confidence in the quality of the dental and oral-service polyclinic (94.0%), while from the 5 (five) quality dimensions, respondents gave a high score. Recommendations are put forward that the quality of services at the dental and oral polyclinic is maintained, which is supported by the commitment of the leaders of the polyclinic and Puri Husadatama hospital.

Keywords: covid-19 pandemic; quality of dental and oral services; repeat visits

INTRODUCTION

Coronavirus disease at the beginning of 2020, has become a health problem in every country or worldwide. The case of Coronavirus Disease began with information from the World Health Organization (WHO), on February 12, 2020, WHO officially designated this Coronavirus disease in humans as Coronavirus Disease (Covid-19). On March 2, 2020, Indonesia has reported 2 confirmed cases of Covid-19. On March 11, 2020, WHO has declared Covid-19 a pandemic. The Covid-19 pandemic has an impact on the continuity of public services including health services, so steps are needed to balance the need for handling and preventing the transmission of Covid-19. Likewise, it must maintain the continuity of quality health services and can be accessed by the community. To anticipate this, it is necessary to improve the quality of services and provide appropriate, fast, and complete health information so that people who need health services are not afraid to go to the hospital (Deliana et al., 2021).

Good service quality will provide satisfaction to the patient, which in the end the patient will reuse and recommend the health service to those around him. Interest in repeat visits is a behavior that appears in response to objects that indicate the patient's desire to repurchase products that have been previously purchased. . Patients consciously and unconsciously evaluate the transactions that have been made. Patient satisfaction can provide several benefits, including the harmonious relationship between the service provider institution and the patient, providing a good basis for reuse and the creation of interest in repeat visits, and forming a word

of mouth recommendation that is beneficial for the hospital. (Rahmiati et al., 2020). Quality service means providing services to patients based on quality standards to meet the needs and desires of the community, to obtain satisfaction with increasing patient trust. To achieve quality health services, it is necessary to provide services according to five quality dimensions, namely tangible (physical evidence), reliability (reliability), responsiveness (responsiveness), assurance (guarantee), and empathy (empathy) (Raharja et al., 2018)

The research by Suprayitno, (2021) on the commitment to revisit the ENT (ear nose throat) polyclinic at the Abdoel Moeloek Hospital in 2021, Lampung Province, showed that there were 106 repeat visits > 1 time (74.1%), tangible good category 116 people (81.1%), empathy good category 113 people (79.0), reliability good category 124 people (86.7%), responsiveness good category 123 people (86.0%), assurance good category 129 people (90.2%), service quality category both 112 people (78.3%) recommended that doctors explain the benefits and consequences of simple actions and service procedures. In addition, it continues to strive to improve and maintain the hospital's image, service quality, and patient satisfaction so that patient loyalty is always maintained and higher. Mahzalina et al., (2021) stated that the needs and expectations for fast and appropriate services, cheap medical costs, skilled medical personnel, and a friendly and communicative attitude are some of the demands of patients. However, only some health services can meet these demands. Satisfied patients are a very valuable asset because patients who are satisfied with the services received, then they will continue to choose to use the services of their choice, if patients are dissatisfied they will tell twice as much to others about their bad experiences.

The hospital as one of the public health services has the main task of providing community health development and health services. Currently, the distribution of hospitals as the spearhead of advanced health services has become more even with the existence of private hospitals. (Rahmiati et al., 2020). Puri Husadatama Hospital is the only private hospital in Mesuji Regency, Lampung Province, to provide promotive, preventive, curative, and rehabilitative health services, one of which is through the dental and oral polyclinic. Providing quality services to patients is one way to increase repeat visits to the hospital's polyclinic. The data shows that 194 people visited the dental and oral polyclinic in 2020, and 509 people in 2021, which shows an increase in patient visits of 262.4%. This is what underlies the need for this research to see a description of the patient's commitment to return visits to the quality of health services at the Dental and Oral Polyclinic, Puri Husadatama General Hospital. This study aims to describe the relationship between repeat visits and the quality of dental and oral health services at Puri Husadatama General Hospital.

METHOD

This research is an observational descriptive research with a cross-sectional design. The study was conducted in December 2021. The sample selection was carried out using a consecutive sampling technique, where all respondents who came sequentially and met the sample criteria were included in the study until the required number of respondents was met, namely 105 people obtained from the calculation of the minimum sample size (Sastroasmoro & Ismael, 2014). The criteria for the sample in this study were: patients who were willing to participate by agreeing to informed consent, patients with dental and oral complaints who had received treatment by dentists, and patients who did not experience mental disorders. The questionnaire used in this study using a google form consists of questions including age, gender, last education, number of visits, approval for filling out the questionnaire, as well as five dimensions of service quality as measured by a Likert measurement scale, and categorized as strongly disagree (score 1), disagree (score 2), agree (score 3) and strongly agree (score 4). The results

of data collection were then analyzed using univariate (descriptive) statistics, namely to determine the frequency and percentage of repeat visit commitments from the dimensions of service quality.

RESULTS

Puri Husadatama Hospital was established in 2017 which is located on Jl. Jendral Sudirman Simpang Mesuji District Simpang Pematang Mesuji Regency Postal Code 34698 Tel. (0726) 7758104 Fax. (0726) 7758104 email.puri.husadatama@gmail.com. Having a vision of realizing a quality, fair and professional hospital as the community's choice, which is the only class D private hospital which is also one of the places of service in the field of dental and oral health with the form of services provided including preventive, curative, and rehabilitative services for the general public, especially Mesuji district. Puri Husadatama Hospital is led by a doctor with a total of 74 employees. The available facilities include registration and medical records room, examination and treatment room (screening) with four specialized polyclinics, radiology room, laboratory room, sterilization room, operating room, pharmacy room, linen room, nutrition room, mortuary, waiting room, lactation room, emergency unit, inpatient unit with fifteen beds, management room, toilet, prayer room, and parking area, for the dental office, consisting of a dentist and dental nurse with facilities that meet service needs, especially during the Covid-19 pandemic. Based on the results of data collection, then analyzed by univariate obtained the following results:

Table 1. Characteristics of Respondents 2021

Variable	Kategori	f	%
Age	Minimum	5 years	
	Maximum	61 years	
	Average	33 years	
	Standard Deviation	39,6	
Sex	Male	42	40.0
	Female	63	60.0
Education	No School	3	2.9
	Primary School	20	19.0
	Junior High School	5	4.8
	Senior High School	37	35.2
	3-year diploma	8	7.6
	Bachelor degree/S1	32	30.,5
Commitment Re-Visit	Visit 1 time	2	1,9
	Visit >1 times	103	98.1

Table 1 above, it can be seen that the youngest age is 5 years and the oldest age is 61 years, with an average age of 33 years with a standard deviation of 39.6. From the gender variable, the female gender is 20% more than the female gender with each detail for 42 people (40.0%) and 63 women (60.0%). Furthermore, for the variable level of Edu, most respondents are high school educated as many as 37 people (35.3%). As for the commitment of repeat visits from respondents who visited the dental and oral polyclinic at Puri Husadatama Hospital, namely with visits > 1 time as many as 103 people (98.1%) and visits 1 time as many as 2 people (1.9%).

Results of Observations on Research Objects

The results of observations of patients visiting the Dental and Oral polyclinic at Puri Hudatama Hospital on each dimension are presented in the following tables:

Table 2.
 Frequency Distribution of Measurements of the Physical Tangible Dimensions 2021

No	Physical Tangibles Dimension	Rating Level							
		Strongly disagree		Do not Agree		Agree		Strongly Agree	
		f	%	f	%	f	%	f	%
1	The examination room is standard and comfortable (patient seat)?	0	0,0	0	0,0	21	20,0	84	80,0
2	Can each patient use the facilities in the waiting room?	0	0,0	1	1,0	15	14,3	89	84,8
3	Is the equipment for dental and oral examination?	0	0,0	0	0,0	5	4,8	100	95,2
4	Is the available equipment working properly?	0	0,0	0	0,0	4	3,8	101	96,2
5	A well-dressed dentist?	0	0,0	1	1,0	25	23,8	79	75,2

Table 2 shows that according to the tangibles dimension, all sub-dimensions the majority state strongly agree. Sub-dimension The available equipment can function properly, obtaining the highest criteria for strongly agreeing as much as 96.2%, and there is one respondent who disagrees on the sub-dimension, each patient can use the facilities in the waiting room and the dentist is neatly dressed for the tangibles dimension.

Tabel 3.
 Frequencycation Distribution of Measurement of the Empathy Dimension 2021

No	<i>Empathy Dimension</i>	Rating Level							
		Strongly disagree		Do not Agree		Agree		Strongly Agree	
		f	%	f	%	f	%	f	%
1	Dentists communicate easily with patients and families?	0	0,0	0	0,0	2	1,9	103	98,1
2	Dentists provide services to all patients regardless of social status?	0	0,0	0	0,0	1	1,0	104	99,0
3	Do dentists immediately examine the patient?	0	0,0	0	0,0	1	1,0	104	99,0
4	Dentists keep cellphone/mobile phones during the examination	1	1,0	0	0,0	13	12,4	91	86,7

Table 3 shows that according to the empathy dimension, all sub-dimensions of the majority state strongly agree. The highest sub-dimension of 99.0% is dentists provide services to all patients regardless of social status, and dentists immediately examine patients. There is one respondent who strongly disagrees with the sub-dimension. Dentists keep their cellphones/mobile phones during examination for the empathy dimension.

Table 4.
 Frequency Distribution of Measurement of the Reliability Dimension 2021

No	Reliability Dimension	Rating Level							
		Strongly disagree		Do not agree		Agree		Strongly Agree	
		f	%	f	%	f	%	f	%
1	Does the dentist come on time according to the service schedule?	0	0,0	0	0,0	5	4,8	100	95,2
2	Do dentists perform actions according to the established rules?	0	0,0	0	0,0	1	1,0	104	99,0
3	Dentists provide fast and appropriate services	0	0,0	0	0,0	2	1,9	103	98,1
4	Does the dentist explain the benefits and consequences of the procedure?	0	0,0	0	0,0	1	1,0	104	99,0
5	The service procedure is made simple and easy?	0	0,0	0	0,0	5	4,8	100	95,2

Table 4 shows that according to the reliability dimension, the majority stated strongly agree. The sub-dimension of inspection services, fast and precise care, as well as the sub-dimension of uncomplicated service procedures, each obtained the criteria of strongly agree > 95.0%, and there were no respondents who disagreed and strongly disagreed for the reliability dimension.

Table 5.
 Frequency Distribution of Measurement of the Responsiveness Dimension 2021

No	Dimension of Responsiveness	Rating Level							
		Strongly disagree		Do not agree		Agree		Strongly Agree	
		f	%	f	%	f	%	f	%
1	Does the dentist provide an opportunity to ask patient and family questions?	0,0	0,0	0,0	0,0	1	1,0	104	99,0
2	If there is a change in the practice schedule, will the dentist notify the waiting patiently?	0,0	0,0	0,0	0,0	3	2,9	102	97,1
3	The dentist explained in detail the next steps after the examination?	0,0	0,0	0,0	0,0	1	1,0	104	99,0

Table 5 shows that according to the responsiveness dimension, all sub-dimensions of the majority state strongly agree. The sub-dimension of the ability of doctors and nurses to respond quickly to patient complaints obtained the criteria for being very satisfied, agreeing > 97.0%, and there were no respondents who disagreed and strongly disagreed for the responsiveness dimension.

Table 6.
 Frequency Distribution of Measurement of the Assurance Dimension 2021

No	Dimensi of Assurance	Rating Level							
		Strongly disagree		Do not agree		Agree		Strongly Agree	
		f	%	f	%	f	%	f	%
1	The dentist is a professional in their field?	0,0	0,0	0,0	0,0	1	1,0	104	99,0
2	Are dentists able to create a sense of security for patients during examinations?	0,0	0,0	0,0	0,0	1	1,0	104	99,0
3	Dentists behave politely in providing services to patients?	0,0	0,0	0,0	0,0	1	1,0	104	99,0
4	Is the dentist able to maintain the confidentiality of the results of the patient's examination/diagnosis?	0,0	0,0	0,0	0,0	3	2,9	102	97,1

Table 6 shows that according to the assurance dimension, the majority of the sub-dimensions state strongly agree. The sub-dimension of professional doctor services, able to create a sense of security, politeness, obtained the criteria for strongly agreeing as much as 99.0%, and there were no respondents who disagreed and strongly disagreed for the assurance dimension.

Table 7.
 The Levels of Service Quality in terms of the Five Dimensions of Quality 2021

No	Dimensions of Services Quality	Rating Level					
		Good		Enough		Less	
		f	%	f	%	f	%
1	Tangibles	84	80,0	20	20,0	0,0	0,0
2	Empathy	101	96,0	4	4,0	0,0	0,0
3	Reliability	103	98,0	2	2,0	0,0	0,0
4	Responsiveness	101	96,0	4	4,0	0,0	0,0
5	Assurance	103	98,0	2	2,0	0,0	0,0

Table 7 shows the level of service quality according to the five dimensions, the majority said it was good. Dimensions of service quality reliability and assurance obtained the highest criteria as much as 98.0%.

DISCUSSION

Data analysis in this study used descriptive analysis. The results of data analysis were obtained in the form of a scoring category consisting of three categories for service quality variables, including good, sufficient, and less which apply to service quality variables. The results of the research from 105 respondents, resulted in a discussion of the five service quality indicators, including the following:

Tangibles Dimensions

According to the tangibles dimension, the majority of the sub-dimensions stated strongly agree. Sub-dimension The available equipment can function properly, obtaining the highest criteria for strongly agreeing as much as 96.2%, and there is one respondent who disagrees on the sub-dimension, each patient can use the facilities in the waiting room and the dentist is neatly dressed for the tangibles dimension. If you look at the factors that are included in the tangibles dimension, this may be due to the facilities available in prime condition, for example, the room

is clean, tidy, and comfortable, the exterior and interior of the room are well organized, the tools used are clean and ready to use. However, during the Covid-19 pandemic, the capacity of the waiting room in the dental and oral polyclinic room was reduced to maintain health protocols, as well as the appearance of officers wearing level three personal protection so that they looked like astronauts, causing some respondents to disagree with doctors and officers wearing clothes neat. The results of this study are by KEPMENPAN No.25/M/PAN/2/2004, concerning the community satisfaction index, which states that one of the supporting factors for patient satisfaction is the availability of good infrastructure, including environmental comfort, namely the condition of service facilities and infrastructure. clean, neat, and orderly, so that it can provide a sense of comfort to service recipients, as well as according to (Rangan, 2020). Without the facilities and infrastructure, the organization's goals can't be achieved, as is the case with the service room which is the place where service delivery activities take place, service providers should pay more attention to comfort for service users. If the place provided by service users is good, then service users will feel comfortable and provide positive value for service providers.

Empathy Dimension

According to the empathy dimension, the majority of the sub-dimensions stated strongly agree. The highest sub-dimension of 99.0% was dentists providing services to all patients regardless of social status, and dentists immediately examined patients. There is one respondent who strongly disagrees with the sub-dimension. Dentists keep their cellphones/mobile phones during examination for the empathy dimension. This may be because the dental health personnel on duty can give special attention to each patient, pay attention to the complaints of patients and their families, and provide services to all patients regardless of their social or economic status. The results of this study are in line with research (Gejir et al., 2021), which states that 90% of respondents who visit the Dental and Oral Polyclinic at Bali Dental Clinic 911 are very satisfied. This result is also supported by the opinion of Jayanti et al. 2017) if the service will run smoothly and with quality if every party with an interest in the service has a sense of empathy or concern, which means the waiter can provide services regardless of the social status of the visiting patient, besides that the waiter can give special attention when face to face with the patient.

Reliability Dimension

According to the reliability dimension, the majority stated strongly agree. The sub-dimension of inspection services, fast and precise care, as well as the sub-dimension of uncomplicated service procedures, each obtained the criteria of strongly agree > 95.0%, and there were no respondents who disagreed and strongly disagreed for the reliability dimension. This may be because the staff on duty at the Dental and Oral polyclinic already have admission and service procedures that support patient satisfaction when they first enter a health care facility. From the observations, it was also found that dentists also opened free consultation services through social media so that information on patient needs could be provided quickly to patients. The results of this study are supported by the opinion (Yanuarti et al., 2021) which states that the reliability and ability of health service providers to provide prompt and accurate services since identification and the first time without making any mistakes and satisfactorily are needed for patient satisfaction.

Responsiveness Dimensions

According to the responsiveness dimension, all sub-dimensions of the majority stated strongly agree. The sub-dimension of the ability of doctors and nurses to respond quickly to patient complaints obtained the criteria for being very satisfied, agreeing > 97.0%, and there were no

respondents who disagreed and strongly disagreed for the responsiveness dimension. This may be due to having SOPs that must be used as guidelines in dealing with patients, so that all dental health workers on duty have a responsive attitude in handling patient complaints, from observation to dentists providing explanations before and after the procedure through pictures/photo media of the condition of the teeth and mouth. the patient so that the patient understands what to do to maintain the health of his teeth and mouth. According to (Firdaus et al., 2021) in the results of his research stated that the responsiveness of service providers is related to the readiness and sensitivity of officers in meeting the patient's needs for the desired service. Responsiveness is sensitivity and promptness in providing care to patients, being responsive to patient complaints, and being able to provide information that is easily and clearly understood by patients.

Assurance Dimension

According to the assurance dimension, the majority of the sub-dimensions stated strongly agree. The sub-dimension of professional doctor services, able to create a sense of security, politeness, obtained the criteria for strongly agreeing as much as 99.0%, and there were no respondents who disagreed and strongly disagreed with the assurance dimension. This may be because doctors have the knowledge and ability to determine the patient's illness, doctors, nurses, and other officers are skilled in carrying out their duties, courteous and friendly service, and guaranteed service security and trust in services are factors that are included in assurance dimension. In addition, it is also possible that in recruiting professional staff, the management of the Puri Husadatama Hospital pays attention to the ability of the HR to be recruited to ensure the quality of services at the Puri Husadatama Hospital, especially the dental and oral polyclinic. The results of this study are supported by the opinion (Armada et al., 2020), that in research, good service quality will provide satisfaction to customers which in the end customers will reuse and recommend these health services to people around them, thereby influencing repeat purchase decisions. will affect consumer speech about the services provided.

Service Quality Level

The level of service quality according to the five dimensions of the majority stated well. Dimensions of service quality reliability and assurance obtained the highest criteria as much as 98.0%. This study also showed commitment to repeat visits to patients, namely with visits > 1 time as many as 103 people (98.1%) and visits 1 time as many as 2 people (1.9%). This can happen because of the possibility of integration between service providers and hospital management in this case the organizational leadership to achieve the goals or vision of the hospital in providing quality services to ensure patient satisfaction and safety. In line with the opinion (Suprayitno, 2021) in his research states that the high quality of service at the ENT Polyclinic of Abdoel Moeloek Hospital (RSUDAM Lampung Province) is due to the role of RSUDAM to always improve service quality by having quality control and training divisions. During the Covid-19 pandemic, the quality of service was maintained by maintaining the Covid-19 health protocol. This is done considering that Abdoel Moeloek Hospital is the largest referral hospital for Covid 19 treatment in Lampung. This is supported by the opinion of (Pasalli & Patattan, 2021) which states that there is a relationship between the quality of health services and patient satisfaction at the Fatima Makale Hospital in the new normal era. So the better the quality of health services provided by the hospital, the more patient satisfaction will increase and vice versa the lower the quality of services provided by the hospital, the lower the patient's satisfaction with the quality of services provided.

CONCLUSION

Based on the results of research on 105 respondents with 22 research question variables, it can be concluded as follows, Characteristics of respondents were the sex of the female as many as 63 people (60.0%), male as 42 people (40.0%). The education level of most respondents is high school education as many as 37 people (35.3%). Respondents repeated visits to the dental and oral polyclinic of Permahusasa Hospital with visits > 1 time as many as 103 people (98.1%) and visits 1 time as many as 2 people (1.9%). imensions of tangible service quality in good category 84 people (80.0%), empathy in good category 101 people (96.0%), reliability in good category 103 people (98.0%), responsiveness in good category 101 people (96.0 %), assurance good category 103 people (98.0%).

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