THE EFFECT OF COMPLAINT HANDLING, SERVICE FACILITIES AND SERVICE LOCATION ON CUSTOMER SATISFACTION AT PUBLIC HEALTH CENTERS

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ABSTRACT

Purpose of the study — This research is to find out and test the influence of complaint handling, service facilities and service location on customer satisfaction in Public Health Centers.

Research method — Study this is study quantitative with Regression. Study this use approach quantitative for see connection causality from a number of influencing factor _ to Satisfaction Customer . Population in study this is Patients at the Kramat Public Health Center, Tegal Regency, Central Java Province, totaling 95 respondents. Data collected with questionnaire and study document, after that's the data in the validity test as well as reliability.

Result— Research results show that Handling Complaints, Facilities Service, and Service Location take effect to Satisfaction Customer by simultaneous. From value data _ *adjusted R Square* of 0.533, this means by together effect of variable X_1 , X_2 , and X_3 is 53.3% against change Y or in other words influence variable free (Handling Complaints, Facilities Service , Service Location) to variable bound (Satisfaction customers) by 53.3 % while the rest that is 46.7 % caused by other variables that do not enter researched in framework research .With thereby factor handler Complaints, Facilities Service , Service Location must Keep going maintained and if need more upgraded again . So that service to Public in accordance with what is expected by the government and society as user service service health.

Conclusion— Based on results observation writer at health center District Kramat Tegal that from aspect handling complaint that is, the lack of clear information from officer health so that impact Public health center in Thing this no knowing what 's missing in To do Health services to society. Of the nine elements survey in questionnaire, that is, what is delivered to community / customer Public health center Kramat, District Tegal, there are element that gets highest SME score that is element cost affordable service. Meanwhile elements that are still many complain Public that is element Handling complaint.

Keywords : *Handling Complaints , Facilities Service , Service Location , Satisfaction Customer*

INTRODUCTION

Puskesmas is one of the health facilities to provide health services to the community and has a very important role in accelerating the improvement of public health status. This requires health service providers, namely the Puskesmas, to improve the quality of services to be better, not only services that are curative but also include services that are preventive in nature. Therefore, puskesmas are required to provide quality services in accordance with established standards and can reach all levels of society. they rarely use because they don't know. there are also those who say they have written suggestions but suggestions have been responded to/responded to or don't know yet.

Handling of complaints: Due to unclear information, lack of communication, between the Puskesmas and the community in receiving and managing all needs which include health services which often makes the information conveyed to the community seem less understood or understood by the community. (Vivian A.T.hal .7 2019). Complaint Handling in the last three years there has been no increase regarding the management of service complaints and on the contrary there has been a decrease, namely in 2020 compared to the previous two years, which was 0.5, based on survey data the authors finally raised the Complaint Handling variable. In the following, the author displays a table of Perceived Value, Interval Value, Conversion Interval Value, Service Quality and Service Unit Performance which originates from Regulation Men. Pan Dan teform at RI Bureaucracy no. 14 of 2017.

In practice, complaints from service users, communities and stakeholders need to be clarified based on certain types of complaints. Clarification of certain types of complaints include: complaints about delays in the service process, unfriendly officers and unclear information (Dyah Hariani, 2008). A health service facility is a place that is used to administer promotive, preventive, curative and rehabilitative health services carried out by the government, local government, and/or the community (Regulation of the minister of health n0 43 of 2019 "Puskesmas"). The distance between the customer and Remote service locations will also add inconvenience to customers, where customers will feel dissatisfied and will switch to closer service locations Quality health services are health services that can satisfy every service user according to the level of satisfaction of the average population and implementation in accordance with the code of ethics and service standards that have been set. Two important elements in efforts to improve health services are the level of patient satisfaction as service users and compliance with established service standards. This fact can be seen, that there are several things that can provide customer satisfaction, namely the total customer value consisting of product value, service value, personal value, image or image value, and total customer cost consisting of monetary costs, time costs, labor costs, and the cost of thought (Kotler, 2007).

As a health institution whose mission is to improve public health status, the Community Health Center has a very important role, namely to improve and maintain public health. With the development of time, science and technology which is developing very rapidly in the health sector, Puskesmas are required to improve their performance and quality in providing services to patients. Quality of service level on patient satisfaction is a complete process. A comprehensive satisfaction model with a main focus on the service of goods and services includes five dimensions of assessment, as follows: 1) Responsiveness (responsiveness. 2) Reliability (reliability), 3) Assurance (guarantee).), 4) Empathy (empathy), 5) Tangible (direct evidence), the function of service to the community is related to the government's role in regulating the fulfillment of community interests in the health sector at a relatively low cost through the Puskesmas so that people care about the importance of health. So that

consumers choose health center services that meet their expectations in getting satisfactory service. To get appreciation from consumers. The Tegal District Kramat Health Center must provide maximum service to patients seeking treatment such as the loyalty of the Puskesmas employees to patient complaints, responsiveness in serving patients seeking treatment.

Based on the results of the author's observations at the Kramat Health Center, Tegal Regency, in terms of handling complaints, namely, the lack of clear information from health workers so that the impact of the Puskesmas in this case is not knowing what is lacking in providing health services to the community. Of the nine survey elements in the questionnaire, which were conveyed to the community/customers of the Kramat Health Center, Tegal Regency, there was an element that received the highest IKM score, namely the element of affordable service costs. three years in a row. Building facilities that are no longer suitable because the building itself was built since 1976. Many damaged parts of the building are not in accordance with the facilities and infrastructure according to the Ministry of Health and it turns out that the building has never been renovated which is feared incidents will occur. unwanted. The location of health service facilities is far away, for example in the Kramat Health Center itself, there are several villages where the distance to the Health Center is about more than half an hour, using a motorcycle, especially when using public transportation, the time taken can be even longer. Of the 9 elements of the survey in the questionnaire , namely what was conveyed to the community/customers of the Kramat Health Center, Tegal Regency, there was an element that received the highest IKM score, namely the element of affordable service costs. Meanwhile, the element that people still complain about is the element of complaint handling.

METHOD

This type of research intends to test the hypothesis by justifying the assumptions that have been formulated and can support the theory. This research uses a type of quantitative research, because this research is presented with numbers and calculations using statistical methods. According to Sugiyono (2016: 28), quantitative data is data in the form of numbers or qualitative data that is scored (scoring). Research using descriptive and verification methods. According to Sugiyono (2015: 59) the definition of a descriptive approach is: "Research conducted to determine the existence of independent variable values, either one variable or more (independent) without making comparisons or connecting with other variables." The population in this study were 1099 customers at the UPTD Kramat Health Center in Tegal Regency. To determine the size of the sample taken from the research population using the formula proposed by Slovin in Mustafa (2010: 90) with a 90% confidence level with a value of e = 10% is as follows:

$$n = \frac{N}{1+Ne^2}$$

Where :

n = Number of Samples

N = Number of Population

e = error rate in selecting the tolerable sample members

by 10% of the sample that can still be tolerated or desired by 10%. So:

$$n = \frac{1990}{1 + 1990.(0.1)^2} = 95{,}2153 \approx 95$$

So it can be concluded, the sample in this study used 95 respondents.

The independent variables in this study are Complaint Handling (X1), Facilities (X2) and Service Location (X3).

1. Complaint Handling is feedback from customers shown to companies that tends to be negative. This feedback can be done in writing or orally. Bell & Luddington (2006).
2. Health facilities are means to launch and facilitate the implementation of functions. Facilities are individual components of the offering that are easy to grow or reduce as changing service quality and models. Bell & Luddington (2006)
3. Location is the company's various activities to make the products produced or sold affordable and available to the target, in this case related to how to deliver products or services to consumers and where the strategic location is. According to Kotler and Armstrong (2018; 51).

RESULTS AND DISCUSSION

Testing this instrument was carried out by distributing questionnaires to the General Hospital (RSU) Santa Maria Pemalang with a total of 89 respondents and the results of this instrument test were carried out by comparing the r_count value using the Corrected Item-Total Correla Correlation value with r_table for degree of freedom (df) = n –2 (Ghozali, 2016:53). In this study with a total sample of 95 people, it produces an r_table of 0.202.

Table 1. Research Variable Reliability Results

Variable	Crobach's alpha	Reliable Value	Note
Complaint Management	0.952		
Service Facilities	0.782	0,6	High Reliable
Service Location	0.813		
Customer satisfaction	0.672		

Based on table 1, it can be seen that all the variables in this study are reliable, this can be seen from the value of the alpha coefficient (Cronbach Alpha) which has a value of more than 0.60. The alpha coefficient value (Cronbach Alpha) of the Complaint Management, Service Facilities, Service Venue and Customer Satisfaction variables is close to 1, which means that it has high accuracy or reliability to be used as a variable in a study. The multicollinearity test used in this study looked at the tolerance value and variance inflation factor (VIF). The regression model is declared free of multicollinearity if the tolerance value is ≥ 0.10 or equal to the VIF value ≤ 10.

Table 2. Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	15.573	4.098		3.800	.000		
	Complaint Management	.273	.090	.298	3.047	.003	.629	1.589

Service Facilities	.454	.190	.237	2.385	.019	.611	1.637
Service Location	.806	.315	.265	2.558	.012	.563	1.777

a. Dependent Variable: Customer satisfactio

Table 2 shows the tolerance value of each independent variable (Complaint Management, Service Facilities, Service Location) is greater than 0.10. Then from the VIF value, it shows a value of less than 10. So it can be concluded that the regression model in research is free from multicollinearity problems. The normality test used in this study is statistical analysis, for the normality test itself the author uses the Kolmogrov Smirnov Normality Test if the Significance value is > 0.05 then the residual value is normally distributed, but if the significant value is <0.05 then the residual value is not normally distributed. The following are the results of the Normality Test:

Table 3. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		95
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	6.13171092
Most Extreme Differences	Absolute	.149
	Positive	.149
	Negative	-.132
Test Statistic		.149
Asymp. Sig. (2-tailed)		.349[c]

a. Test distribution is Normal.

Based on table 3 it shows that the results of the normality test show that the significance value is 0.349 which is greater than 0.05, so it can be concluded that the residual values are normally distributed.

Table 4. Heteroscedasticity Test Results

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	5.789	3.194		1.813	.073
	Complaint Management	-.068	.070	-.128	-.978	.331
	Service Facilities	.098	.148	.088	.660	.511
	Service Location	-.053	.245	-.030	-.218	.828

a. Dependent Variable: abs_rest

Based on the results of the heteroscedasticity test in table 4, the significance value (sig) between the independent variables with a residual absolute value is greater than 0.05. Complaint handling (0.331>0.05), service facilities (0.511>0.05) and service locations (0.828>0.05). So based on the test results above it can be concluded that all independent variables do not have heteroscedasticity problems.

Table 5. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	15.573	4.098		3.800	.000
	Complaint Management	.273	.090	.298	3.047	.003
	Service Facilities	.454	.190	.237	2.385	.019
	Service Location	.806	.315	.265	2.558	.012

a. Dependent Variable: Kepuasan Pelanggan

Based on table 5, the constant value is 15.573. The regression equation for predicting or predicting the effect of the Complaint Handling (X1), Service Facilities (X2) and Service Location (X3) variables simultaneously on the Customer satisfaction variable (Y) is as follows:

$$Y = a + ßX_1 + ßX_2 + ßX_{3 +} e$$
$$Y = 15,573 + 0,273X_1 + 0,454X_2 + 0,806X_3$$

It is known that the regression coefficient value of the Service Location variable affects Customer Satisfaction at the Tegal District Kramat Health Center of 0.806 or has a positive effect, meaning that if the Service Location Variable increases by 1 unit, then Customer Satisfaction will increase by 0.806 units, otherwise service facilities decrease by 1 unit, it will reduce Service Facilities by 0.806 unit. The t test is used to show how far the influence of one explanatory/independent variable individually explains the variation of the dependent variable. Does the independent variable (X1, X2,...X3) partially have a significant effect on the dependent variable in the regression model? If t_count < t_table with a significance level less than 0.05, then H0 is accepted and Ha is rejected, which means there is no effect between variable X and variable Y. If t_count > t_table, then H0 is rejected and Ha is accepted, which means there is influence between each each variable X with variable Y. (Imam Ghozali, 2013:98-99). Coefficients results through hypothesis testing and then compared with ttable, namely α=0.05 and n=number of samples (95), with the formula df=n-k, where n is an observation while k is the number of independent variables (k=3), f=95 -3 = 92 then we get a ttable of 1.986. So the results of the t test of each variable can be seen which variables have an effect on performance, namely as follows:

Effect of Complaint Handling (X1) on Customer Satisfaction (Y)

Based on Table 5 above, the coefficient of tcount is 3.047 while the value of ttable with degrees of freedom df = n-k (95-3=92) is 1.986. Based on these criteria, it shows that tcount 3.047 > ttable 1.986 indicating that the Complaint Handling variable (X1) has an effect on the **Customer Satisfaction variable (Y).**

Based on the significance criteria, Sig α <0.05 means that H0 is rejected and Ha is accepted, meaning that there is an influence between variable X on variable Y. Based on the coefficient table, the sig α value is 0.003 (0.003 <0.05) this shows that there is a significant influence . This shows that variable X1 (Handling Complaints) has a positive and significant effect on variable Y (Customer Satisfaction). For every α value of 15.573 there is a ttable value of X1 = 0.273, X2 = 0, X3 = 0. So it can be concluded that partially there is a positive and significant influence of the Complaint Handling variable on Customer Satisfaction at the Kramat Health Center, Tegal Regency.

Effect of Service Facilities (X2) on Y

Based on Table 5 above, the coefficient of tcount is 2.385 while the value of ttable with degrees of freedom df = n-k (95-3=92) is 1.986. Based on these criteria, it shows that tcount 2.385 > ttable 1.986 indicates that the Service Facility variable (X2) has an effect on the Customer Satisfaction variable (Y). Based on the significance criteria, Sig α <0.05 means that H0 is rejected and Ha is accepted, meaning that there is an influence between variable X on variable Y. Based on the coefficient table, the sig α value is 0.019 (0.019 <0.05) this shows that there is a significant influence . This shows that variable X2 (Service Facilities) has a positive and significant effect on variable Y (Customer Satisfaction). For every α value of 15.573 there is a ttable value of X1 = 0, X2 = 0.454, X3 = 0. So it can be concluded that partially there is a positive and significant influence of the Service Facility variable on Customer Satisfaction at the Kramat Health Center, Tegal Regency.

Effect of Service Location (X3) on Y

Based on Table 4.15 above, the coefficient of tcount is 2.558 while the value of ttable with degrees of freedom df = n-k (95-3=92) is 1.986. Based on these criteria, it shows that tcount 2.558 > ttable 1.986 indicates that the Service Location variable (X3) has an effect on the Customer Satisfaction variable (Y). Based on the significance criteria, Sig α <0.05 means that H0 is rejected and Ha is accepted, meaning that there is an influence between variable X on variable Y. Based on the coefficient table, the value of sig α is 0.012 (0.012 <0.05) this shows that there is a significant influence . This shows that the variable X2 (Service Location) has a positive and significant effect on the Y variable (Customer Satisfaction). For every α value of 15.573 there is a ttable value of X1 = 0, X2 = 0, X3 = 0.454. So it can be concluded that partially there is a positive and significant influence of the Service Facility variable on Customer Satisfaction at the Kramat Health Center, Tegal Regency.

Table 6. Results of the Analysis of the Coefficient of Determination (R^2)

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.871[a]	.551	.533	6.232	1.614

a. Predictors: (Constant), Service Locations, Complaint Management, Service Facilities

b. Dependent Variable: Customer satisfaction

Based on table 6, Adjusted R Square (R2) shows the coefficient of determination (KD). The R2 value of 0.533 means that the percentage contribution of the Complaint Handling variable (X1), Service Facilities (X2) and Service Location (X3) simultaneously to the Customer Satisfaction variable (Y) is 53.3%. While 46.7% is influenced by other factors.

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CONCLUSION

Based on data analysis and discussion of research data analysis on the influence of leadership, work attitudes and motivation on employee performance that has been described in the previous chapter, the following conclusions can be drawn:

1. Based on the results of the partial test (t test) the effect of Complaint Handling on Customer Satisfaction shows that tcount (3.047)> ttable (1.986) and sig value (0.003) <0.05 this shows that H1 is accepted and H0 is rejected, meaning that there is an influence partially, there is a positive and significant influence between the Complaint Management variable (X1) and the Customer Satisfaction Variable (Y) at the Kramat Health Center in Tegal Regency by 0.273 Units or by 27.3%.
2. Based on the results of the partial test (t test) the effect of Service Facilities on Customer Satisfaction shows that tcount (0.385) > ttable (1.986) and sig value (0.019) <0.05 this shows that H2 is accepted and H0 is rejected, meaning that there is an influence partially, there is a positive and significant influence between the Service Facility variable (X2) and the Customer Satisfaction Variable (Y) at the Kramat Health Center in Tegal Regency by 0.454 Units or by 54.4%.
3. Based on the results of the partial test (t test) the effect of Service Location on Customer Satisfaction shows that tcount (0.558)> ttable (1.986) and sig value (0.012) <0.05 this shows that H3 is accepted and H0 is rejected, meaning that there is an influence partially, there is a positive and significant influence between the Service Location variable (X3) and the Customer Satisfaction Variable (Y) at the Kramat Health Center in Tegal Regency of 0.806 Units or 80.6%.
4. Based on the results of the Simultaneous test (Test F) the effect of Complaint Handling, Service Facilities and Service Locations on Customer Satisfaction shows that Fcount (24.885) > ttable (2.70) and sig value (0.000) <0.05 this shows that H4 is accepted and H0 is rejected, meaning that there is a simultaneous (together) positive and significant influence between the Complaint Handling (X1), Service Facilities (X2) and Service Location (X3) variables with the Customer Satisfaction Variable (Y) at the Kramat District Health Center Tegal. And based on the results of the analysis of the coefficient of Determination R Square is worth 0.533 this shows that the influence of the independent (Independent) variable on the Dependent variable is 53.3%, the remaining 57.8% is influenced by other factors beyond the Complaint Handling factor, Service Facilities and Service Location Based on the classification of how much influence the independent variable has on the dependent variable, it is included in the moderate classification.

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