

ANALYSIS OF THE LEVEL OF COMMUNITY SATISFACTION WITH HEALTH SERVICES AT THE TEMAYANG HEALTH CENTER BOJONEGORO DISTRICT

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ABSTRACT

Quality health services are an important element in supporting public health status. This study aimed to analyze the level of community satisfaction with health services at Puskesmas Temayang and Bojonegoro Regency. The research method used was descriptive quantitative with 218 respondents selected through stratified random sampling. Data were collected through a standardized questionnaire based on Permenpan-RB Number 14 of 2017, with nine elements of the Community Satisfaction Survey indicator. The results showed that the Community Satisfaction Index (IKM) was in the good category. The dimensions of cost/tariff and complaint handling are at the highest value, while the facilities and infrastructure aspects have the lowest scores of other aspects. This shows that there is a need for improvement in physical facilities, both buildings, completeness of service support tools, and strengthening of the competence of health workers. This study is expected to be a strategic input for policymakers to improve the quality of health services, especially at the Puskesmas level.

Keywords: Community Satisfaction, Health Center, Health Services.

Introduction:

Public service providers are tasked with serving communities by continuously striving to improve the quality of public services. One of the efforts that must be made to improve public services is to conduct community satisfaction surveys with service users by measuring their community satisfaction as service users. Service is the key to success in various businesses or activities. Thus, the government and private institutions must strive to improve the quality of implementing good public services because it concerns the interests of the community as a whole as service users. Public service is defined as providing services (serving) to people or communities who have an interest in the organization in accordance with the main rules and procedures set.

The service user satisfaction survey is a comprehensive measurement of the level of service user satisfaction with the quality of services provided by public service providers. The result of the Community Satisfaction Survey was the Community Satisfaction Index (IKM). In its implementation, the community satisfaction survey is not only a means of evaluation but also an important foothold for public service providers in formulating strategies to improve service quality. By understanding people's perceptions and expectations of the services provided, government agencies can create various service innovations oriented towards the needs of the community. Therefore, community satisfaction survey activities must be conducted periodically, objectively, transparently, and accountably.

Health services are an important component of sustainable community development. Puskesmas (Community Health Center), as a primary health facility, has a strategic role as well as a spearhead in providing quality health services to the community. The existence of Puskesmas is expected to provide better and more equitable access to health at all levels of society. Puskesmas are expected to meet the basic health needs of the community in accordance with the mandate of Law Number 36 of 2009 concerning health.

Puskesmas Temayang, one of the health service units in Bojonegoro Regency, is responsible for providing quality health services to the community as service users. Thus, Puskesmas is a health service provider unit engaged in services that strives to provide the best service for the community, especially its service users. One of the

efforts that must be made to improve public services is to conduct a Community Satisfaction Survey of service users. Periodic surveys are conducted by public service providers on the public services provided to the community. This survey can be conducted on a regular basis over a certain period (period), for example, every three months (quarter), six months (semester), or one (one) year. Public service providers should conduct surveys at least once a year.

In the context of health services, the level of community satisfaction can be measured through various indicators such as service quality, waiting time, attitude of health workers, and available facilities. According to Nurdin et al. (2020), patient satisfaction has a positive correlation with patient loyalty and participation in health programs. One of the commonly used tools to measure public satisfaction is a questionnaire that covers various aspects of service. Sari and Rahmawati (2019) showed that standardized questionnaires can provide an accurate picture of the level of patient satisfaction.

Minister of Health Regulation Number 19 of 2024 mandates that Puskesmas must meet minimum service standards that include aspects of accessibility, quality, and patient satisfaction. However, based on the preliminary data obtained, there are indications that the level of community satisfaction with services at Puskesmas Temayang is still not optimal. This encourages the need for further research to analyze the factors that influence community satisfaction with services in Puskesmas Temayang and Bojonegoro Regency. Furthermore, this research is expected to make a significant contribution to efforts to improve the quality of health services at Temayang Health Center. The results of this study will not only be useful for the management of Puskesmas but also for the government and other stakeholders in formulating better policies in the health sector.

Literature Review:

In the context of public services, public satisfaction, refers to people's perceptions of the quality of services received compared to their expectations (Kotler & Keller, 2016). If the services provided exceed expectations, then the community will feel satisfied, but if they do, disappointment will arise. Satisfaction itself is the result of a perceived service experience and is highly dependent on service quality, speed, ease of process, and officer attitude (Zeithaml, Bitner, and Gremler, 2018).

In public services, public satisfaction is an indicator of the success of the government bureaucratic performance. Public service is a form of service provided by government agencies to people who are interested in these services, both in the form of services and administrative licensing (Hardiyansyah, 2011).

Law No. 25/2009 on Public Services emphasizes that public services must be implemented based on the principles of participation, transparency, accountability, and fairness. This indicates that the public has the right to obtain fast, precise, and professional services. Public services are intangible, cannot be stored, and highly dependent on interactions between service providers and recipients (Lovelock and Wirtz, 2011). Therefore, service quality is strongly influenced by the behavior of the implementer, service process, and the support system used.

Research by Rachmawati and Hidayati (2018) on the Puskesmas in Yogyakarta shows that the dimensions of empathy and responsiveness have the greatest influence on patient satisfaction. This shows that the attitude of health workers and their ability to respond to patients' needs greatly affect people's perceptions of the services provided.

In addition, research by Anwar et al. (2017) states that the quality of physical facilities at Puskesmas also affects community satisfaction. Adequate and comfortable facilities can improve the patient experience while visiting a health center. In the context of Puskesmas Temayang, it is important to evaluate the conditions of the existing facilities and how they contribute to community satisfaction.

In this study, it was also necessary to consider demographic factors that can affect community satisfaction, such as age, gender, and education. Setiawan (2016) showed that demographic factors have a significant influence on people's perceptions of health services. Therefore, the demographic analysis in this study will help to understand the characteristics of people who visit Temayang Health Center.

The Regulation of the Minister of Administrative Reform and Bureaucratic Reform No. 14 of 2017 concerning Guidelines for Preparing Community Satisfaction Surveys for Public Service Delivery Units states that there are 9 (nine) elements assessed in the implementation of the Community Satisfaction Survey. The elements of the Community Satisfaction Survey measure public satisfaction with public service deliveries. The elements of the Community Satisfaction Survey include the following.

1. Requirements. This requirement must be met in managing a type of service, both technical and

administrative.

2. System, Mechanism, and Procedure. The procedures are standardized service procedures for service providers and recipients, including complaints.
3. Completion Time. is the period required to complete the entire service process for each service type.
4. Cost/Tariff. Is the cost charged to service recipients in managing and / or obtaining services from organizers, the amount of which is determined based on an agreement between the organizer and the community.
5. Service-type specification products. The results of the services are provided and received in accordance with predetermined provisions. This service product is the result of each service type specification.
6. Executor Competence. The ability to be possessed by the executor, including knowledge, expertise, skills, and experience.
7. Executor Behavior. Is the attitude of the officer in providing services.
8. Handling Complaints, Suggestions and Feedback. This is a procedure for implementing complaint-handling and follow-up.
9. Facilities and infrastructure. Is everything that can be used as a tool to achieve the goals and objectives? Infrastructure is the main support for the implementation of a process (business, development, and project). These nine elements are indicators that reflect the dimensions of service quality, both administratively and through direct interactions between service providers and the community.

The Community Satisfaction Survey (SKM) according to the Regulation of the Minister of Administrative Reform and Bureaucratic Reform (Permenpan-RB) Number 14 of 2017 is a comprehensive measurement activity regarding the level of community satisfaction with the quality of services provided by public service providers. Public service units are work units or service offices in government agencies that directly or indirectly provide services to recipients. The public service unit in this study was Temayang Health Center, Bojonegoro Regency.

Methodology:

This research methodology uses quantitative and survey approaches. The study population included all people who had received health services at the Temayang Health Center in the May- June period of 2025. The study population comprised 474 people. The sample was randomly sampled using *stratified random sampling* technique to ensure the representativeness of various demographic groups. The determination of the sample size was based on the Slovin formula, with a confidence level of 95% and a *margin of error of 5%*, so that the sample obtained was 218 people. The collected data were then analyzed to calculate the numerical value of community satisfaction. To analyze the level of satisfaction of licensing service users, it was guided by Permenpan No. 16 of 2014 concerning Guidelines for Community Satisfaction Surveys on the Implementation of Public Services.

Table 1. Service Assessment

Value Perception	Internal Value	Interval Value Conversion	Quality Service	Service Unit Performance
1	1,00 - 2,5996	25,00 - 64,99	D	Not good
2	2,60 - 3,064	65,00 - 76,60	C	Not good
3	3,0644 - 3,532	76,61 - 88,30	B	Good
4	3,5324 - 4,00	88,31 - 100,0	A	Very good

To measure the research score on customer satisfaction using data processing techniques to analyze the Community Satisfaction Index (IKM) in accordance with Menpan-RB Regulation Number 14 of 2017 concerning Guidelines for Preparing Community Satisfaction Surveys for Public Service Delivery Units. There are 9 (Nine) elements were studied in the calculation of the Community Satisfaction Index (IKM); each service element had the same weight. The weight was determined using the following formula:

$$\text{Weighted average value} = \frac{\text{Total weight}}{\text{Number of elements}} = \frac{1}{9} = 0,111$$

To obtain the IKM value of the service element, a weighted average value (NRR) approach was used using the following formula:

$$\text{Weighted IKM} = \frac{\text{Total of perception values per element}}{\text{Total elements filled in}} \times \text{Weight value}$$

To facilitate the interpretation of the IKM assessment, which is between 25-100, the assessment results are converted to a base value of 25 using the following formula:

$$\frac{\text{Community Satisfaction Index X}}{25}$$

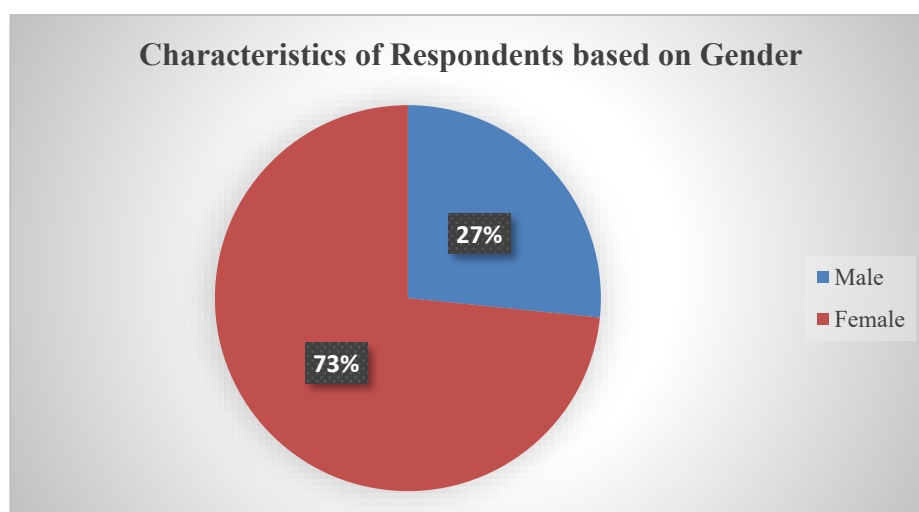
Given that service units have different characteristics, it is possible to add elements that are considered relevant and assign different weights to the 9 (Nine) elements that are dominant in the service unit, provided that the total weight of all the elements remains 1.

Research Results and Discussion:

a. Characteristics of Respondents

The identification of respondent characteristics specifically aimed to explore the identity of respondents based on the type of service user. The following diagram shows the characteristics of the respondents based on gender:

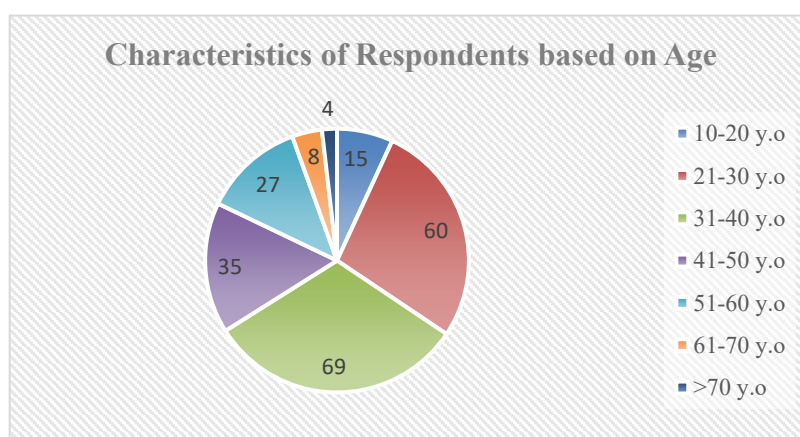
Diagram 1. Characteristics of Respondents by Gender



Of the 218 respondents, 160 (73%) were women, while the remaining 58 (27%) were men. This reflects the demographics of the community that utilizes health services at the Temayang Health Center.

The distribution of Respondents of the Community Satisfaction Survey at the Temayang Health Center based on the Age Category is shown in Figure 2.

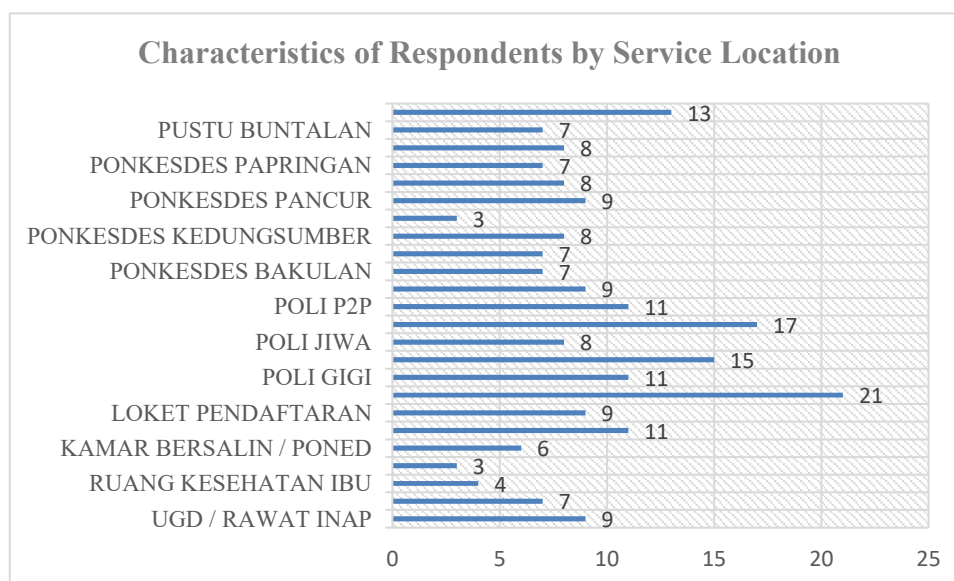
Diagram 2. Characteristics of Respondents by Age



Most respondents were age range 31-40 years as many with 69 respondents. This is followed by the second most from the age range of 21-30 years as many as 60 respondents reflecting productive age. While people who utilize health services at the Temayang Health Center are the least at the age of > 70 years, only four people and the age range of 61-70 years as many as eight respondents.

The research activities were carried out at Puskesmas Temayang, Bojonegoro Regency, which was spread across the ER, several examination rooms, Outpatient Poly, Polindes, Ponkesdes, and Puskesmas Pembantu, which are the health service networks of Puskesmas Temayang. Table 1 describes the number of respondents at each service site.

Chart 1. Characteristics of Respondents by Service Location



Most respondents utilized services at the Child and Adolescent Poly at 21 people, the second most at the Family Planning Poly at 17 people. The lowest service user respondents in Pharmacy Poly were as many as three respondents. The service user community is more comfortable taking satisfaction surveys when service checks are conducted.

b. Community Satisfaction Index (IKM) on Health Services at Temayang Health Center, Bojonegoro Regency.

Based on the results of the research on 9 (nine) indicators of the Community Satisfaction Survey and after tabulating the data, the value of the Community Satisfaction Index per service element is obtained as in the following table:

Table 2. Value of the Community Satisfaction Index for Health Services at the Temayang Community Health Center, Bojonegoro Regency in 2025

No	Service Aspect	NRR *	Weighted NRR*	IKM Value	Service Quality	Performance
1	Requirements	3,42	0,38	85,44	B	Good
2	Procedure	3,42	0,38	85,44	B	Good
3	Service Time	3,41	0,38	85,32	B	Good
4	Cost/Tariff	3,99	0,44	99,66	A	Very good
5	Product Specification Type of Service	3,42	0,38	85,55	B	Good
6	Executive Competence	3,45	0,38	86,35	B	Good
7	Executor Behavior	3,49	0,38	87,27	B	Good
8	Handling of Complaints, Suggestions and Feedback	3,91	0,43	97,71	A	Very Good
9	Infrastructure Facilities	3,33	0,37	83,37	B	Good
	IKM	3,50	0,39	87,57	B	Good

Based on Table 2, the value of the Community Satisfaction Index (IKM) of the health services of the Temayang Health Center is 87.57 with the category of service quality performance is Good. This figure is close to the Very Good category threshold according to Permenpan-RB No. 14 of 2017, which means that Temayang Health Center services have been relatively successful in meeting the basic expectations of the community. The highest IKM value is cost or tariff, with a value of 99.66, which means that there is satisfaction from service users with health services at the Temayang Health Center because almost all respondents stated that there was no charge for health services. Aspects that need attention to be improved regarding health services to the community are infrastructure facilities with the lowest IKM value of 83.37 compared to other aspects; therefore, improvements are needed in terms of completeness and comfort of facilities and infrastructure for the services provided.

These results are in line with Rachmawati and Hidayati's research (2018) at the Puskesmas in the Yogyakarta area, which emphasizes that tangible dimensions (physically seen and felt), such as the completeness of waiting room facilities, cleanliness, and building comfort, contribute significantly to the formation of positive patient perceptions. Limited infrastructure can be an obstacle, even though aspects of procedures, competence of health workers, and costs/tariffs have met expectations. This supports the results of research at Puskesmas Temayang that, although the cost/tariff element was rated very well (99.66) because the majority of services were provided without additional charges, the quality of the physical experience was still a concern.

In addition, the high score on handling complaints, suggestions, and feedback (97.71) also reinforces the importance of implementing responsiveness and empathy, as described in the SERVQUAL Model (Parasuraman et al., 1988). This dimension has been proven to have a strong influence on patient satisfaction, as also described by Nurdin et al. (2020), who found that the openness of officers to receiving complaints can increase patient loyalty. At Puskesmas Temayang, a well-functioning complaint facility shows the responsiveness of the institution to hearing the aspirations of the community.

From a demographic perspective, the dominance of service users by women (73%) and productive age groups (21-40 years) reflects the pattern of utilization of primary health facilities that are relevant to the characteristics of rural communities. Setiawan (2016) asserted that demographic variables, such as gender and age range, influence visit intensity and service preferences. Health service users at Puskesmas Temayang, the female group, are generally more active in utilizing the services of the Pediatric Clinic, Family Planning Clinic, and outpatient services, as illustrated by the distribution of users in service units. On the other hand, the implementer

behavior indicator, which scored 87.27, shows that health workers' interpersonal interactions with patients are quite good but can still be improved through effective communication training. This finding is relevant to the study by Anwar et al. (2017), which showed that the behavior of health workers, including empathy, friendliness, and clarity of information, are vital elements in building patient satisfaction, even when physical resources are limited.

The results indicate that *service improvement* should not only focus on administrative procedures or cost burden but should also emphasize physical experience and interpersonal relationships. These findings are consistent with the principles of *good governance* in the field of public services as stipulated in the Decree of the Minister of PAN No. 63/KEP/M. PAN/7/2003, emphasizing that public services must be adaptive, responsive, and accountable.

Practically, the results of this study also provide a basis for the management of the Temayang Health Center and the Bojonegoro Regency Government to formulate policies oriented towards *continuity of quality* improvement while still considering the dynamics of the evolving needs of the community.

Conclusions, Proposals, Recommendations:

The level of public satisfaction with health services at Temayang Health Center, Bojonegoro Regency is in the Good category. The cost/tariff and complaint-handling dimensions obtained the highest scores, indicating that the community was satisfied with the fee waiver policy and the openness of aspiration channels.

The facilities and infrastructure aspect obtained the lowest score compared to the other elements, so it needs to be the focus of future improvements. Factors such as executor behavior, health worker competence, and clarity of procedures also need to be maintained and improved to maintain service quality.

Based on the above conclusions, the author recommends the following:

1. Temayang Health Center needs to rearrange the waiting room, improve hygiene facilities, and increase the completeness of medical equipment to support patient comfort and safety.
2. Public satisfaction surveys should be conducted periodically to monitor fluctuations in satisfaction and to evaluate the effectiveness of improvement policies.
3. Puskesmas needs to optimize information media, both print and digital, to convey service procedures, costs, and complaint mechanisms so that the public can obtain better service certainty.

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