

## CHAPTER I

### INTRODUCTION

#### 1.1. Background of the Study

Noncommunicable diseases (NCDs), also known as chronic diseases, including cardiovascular diseases, cancers, chronic respiratory diseases, and diabetes, are responsible for 74% of global deaths, primarily in low- and middle-income countries (World Health Organization, 2023). In Indonesia, the Basic Health Research (Riskesdas) reports a sharp increase in NCDs prevalence from 2013 to 2018, with hypertension, diabetes, and stroke among the most rapidly growing conditions (Kementerian Kesehatan BKPK, 2024).

Patient satisfaction is widely recognized as a key indicator of healthcare quality, reflecting how well healthcare services meet patient expectations and needs (Ferreira et al., 2023). The satisfaction of NCDs patients is often shaped by factors such as accessibility, service timeliness, effective communication with healthcare providers, and the perceived success of treatments (Habbash et al., 2023). By improving these factors, digital health applications hold the potential to enhance the overall patient experience and satisfaction in primary care settings (Fitzpatrick, 2023).

For individuals with NCDs, primary healthcare (PHC) is essential to early detection, treatment, and continuous monitoring (Yifter et al.,

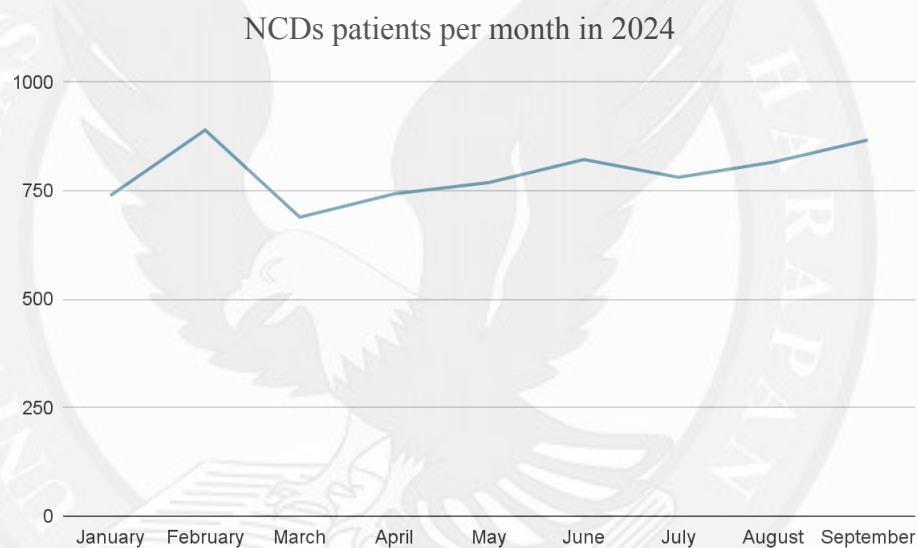
2021). Patients with NCDs frequently rely on PHC facilities for routine consultations, prescription refills, and specialist referral services (Kabir et al., 2022). In this case, maintaining high patient satisfaction is essential because it promotes treatment compliance, continuity of care, and patient participation in self-management practice (Ferreira et al., 2023).

The government-run healthcare program BPJS Kesehatan provides coverage for most Indonesians, especially those with noncommunicable diseases. Even while the program has made healthcare services more accessible, it is still challenging to deliver consistently high-quality care across PHC facilities (Maulana et al., 2022). However, existing studies have primarily focused on quantitative evaluations, leaving qualitative insights into the lived experiences of NCDs patients relatively unexplored. Given the critical role of patient satisfaction in healthcare delivery, this study aims to assess patient satisfaction among NCDs patients receiving care in Keluarga Clinic.

## **1.2. Research Problems**

Since its opening in 2000, Klinik Keluarga has been a private clinic offering services in general medicine, dentistry, oral surgery, pediatrics, laboratory work, and radiography. There are 7 general practitioners, 3 dentists, 3 specialists, and 37 nurses working at the facility. Klinik Keluarga has affiliations with several insurance companies, such as PLN, Reliance, InHealth, and the government's BPJS Kesehatan. There are

26.230 BPJS Kesehatan users at the clinic as of August 2024, with contact rate 4.730 patients in August 2024. Up to 300 patients can be examined at the clinic in a single day, with BPJS Kesehatan patients representing two thirds of the total. As of August 2024, there were about 3,253 noncommunicable disease (NCDs) patients registered at the clinic. About 800 NCDs patients come in for monthly check-ups on a regular basis. Usually, these NCDs patients visit the clinic to pick up their monthly prescriptions and letters of recommendation for specialized physicians.



**Figure 1.1. Number of NCDs patients per month in Keluarga Clinic (2024)**

Aside from internal surveys, the clinic's participation in internet reviews demonstrates its commitment to quality. The present Google Review rating of 3.4 (acceptable 4.0, mention) stars raises the possibility of a gap between internal and external impressions, despite the high satisfaction rate shown by the internal surveys. Investigating these Google

evaluations is invalid given the most recent clinic modifications, as Keluarga Clinic had remodeled the structure in March 2024. Compassionate treatment, effective service, and spotless facilities tend to be highlighted in positive evaluations. Unsuitable personnel reaction, operational scheduling, and health care delivery are frequently brought up in negative evaluations. Keluarga Clinic demonstrates their commitment to maintaining a solid reputation in the community by promptly responding to comments.

#### **1.2.1. Research Question**

1. What are the key factors contributing to patient satisfaction among noncommunicable disease (NCDs) patients at Keluarga Clinic?
2. How are the key factors impacting patient satisfaction among noncommunicable disease (NCDs) patients at Keluarga Clinic?

#### **1.3. Research Purposes**

This study aims to investigate patient satisfaction among noncommunicable disease (NCDs) patients at Keluarga Clinic and identify the key factors that contribute to their satisfaction. The findings will provide insights into areas that require improvement and inform strategies to enhance the quality of care for NCDs patients at Keluarga Clinic.