



QUALITY OF PRIMARY HEALTH SERVICES IN COASTAL SAMPANG: PATIENT AND HEALTH OFFICER PERSPECTIVES

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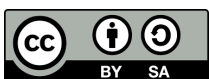
Abstract :

This study explores the quality of primary healthcare services in the coastal area of Sampang, Madura, focusing on both patients' and healthcare providers' perspectives. The unique geographical, social, and cultural characteristics of the region present considerable challenges that impact service delivery. Key issues identified include limited accessibility due to geographic distance and inadequate transportation infrastructure, shortages of trained and competent health personnel, and insufficient medical facilities and logistical support. These factors contribute to delays in service provision, lower service quality, and decreased patient satisfaction. Additionally, communication barriers stemming from language differences and cultural diversity hinder effective interactions between healthcare providers and the community, affecting trust and adherence to medical advice. The strain on healthcare workers, who often face high workloads and limited professional development opportunities, further exacerbates service gaps. From the patient's viewpoint, barriers such as difficult access, unclear medical information, and cultural misalignment diminish perceived service quality and health outcomes. Meanwhile, healthcare providers struggle with resource constraints and logistical difficulties, especially under adverse weather conditions and challenging terrains. The study underscores the importance of a holistic, culturally sensitive approach to enhancing healthcare delivery in remote coastal regions. Recommendations include strengthening infrastructure, increasing workforce capacity, fostering culturally appropriate communication, and improving logistical systems. Policies should prioritize integrated strategies that address geographic, social, and resource-related barriers to ensure equitable and high-quality primary healthcare services for coastal communities. Overall, addressing these multifaceted challenges is essential for improving health outcomes and achieving universal health coverage in underserved coastal areas.

Keywords: healthcare quality, primary healthcare, coastal region, healthcare access, health personnel, healthcare infrastructure, communication barriers, health services, Indonesia, Sampang

INTRODUCTION

Primary healthcare is the foundation of a country's healthcare system, playing a crucial role in disease prevention, health promotion, early treatment, and rehabilitation. The quality of primary healthcare services is directly correlated with life expectancy, reduced morbidity, and improved overall community well-being. (Rahman, 2025) In Indonesia, efforts to improve the quality of primary healthcare services continue to be encouraged, particularly through Community Health Centers (Puskesmas) as the frontline. However, the challenge of achieving equitable quality remains complex, particularly in



regions with unique geographic and socioeconomic characteristics. Coastal areas, such as Sampang Regency on Madura Island, East Java, present unique challenges in providing quality healthcare.(Winda & Susilawati, 2023). Isolated geographical characteristics, difficult accessibility to health facilities, diverse socio-economic conditions of the community (the majority earn their living as fishermen or fish farmers), as well as local cultural factors, often become significant obstacles.(Hasibuan & Susanti, 2024). Ministry of Health data in researchRamadhani & Susilawati (2022)Studies show that disparities in the quality of healthcare services persist between urban and rural/coastal areas, with coastal areas often facing limitations in infrastructure, medical personnel availability, and logistical support. This impacts the coverage and effectiveness of health programs.

The quality of health services is not only assessed from the aspect of the availability of facilities or the competence of staff, but also from the perception of service users.(Puji et al., 2022). The patient's perspective, as the direct beneficiary, provides a real picture of their experience, from ease of access, comfort, communication with staff, to satisfaction with the results of the service.(Weraman, 2024)Previous studies have shown that positive patient perceptions of service quality will increase treatment adherence, repeat visits, and participation in health programs.Armita et al. (2025), negative perceptions can lead to distrust, the search for alternative treatments, or even delays in medical treatment which can worsen health conditions.Agustina et al. (2024)The perspectives of healthcare workers, including doctors, nurses, midwives, and other healthcare professionals, are crucial for understanding the internal and external constraints in service delivery. Healthcare workers in coastal areas often face high workloads, limited resources (medications, medical devices), communication challenges with patients from diverse backgrounds, and limited professional development opportunities.(Zaini et al., 2022)A thorough understanding of the challenges faced by officers will pave the way for the formulation of more relevant policies and adequate support, so they can provide optimal service. Sampang Regency, as one of the coastal areas in Madura, has unique demographic and sociocultural characteristics.(Napirah et al., 2020). Its community, steeped in traditional values and dependent on the maritime sector, demands a sensitive and adaptive approach to healthcare services. There has been little comprehensive research specifically examining the quality of primary healthcare services in the coastal areas of Sampang Regency from a dual perspective: that of patients and healthcare workers.(Ahsan et al., 2023)This research is crucial for filling this knowledge gap. Analyzing the quality of primary healthcare services from these two perspectives will provide a holistic picture, identify gaps between expectations and reality, and formulate evidence-based recommendations for improving the healthcare system in the coastal areas of Sampang Regency, in order to achieve better public health.(Wahyuni & Ferial, 2023).

RESEARCH METHOD

This study uses a descriptive qualitative approach with the aim of describing in depth the perceptions and experiences of patients and health workers regarding the quality of primary health services in the coastal area of Sampang Regency, East Java.(Sugiyono, 2022). This approach was chosen because the focus of the research is to understand the meaning, views, and interpretations of the subjects towards the social phenomena they experience directly, especially in the context of health services in areas with certain geographical and social challenges. The research location was conducted in several Community Health Centers and primary health service areas located on the coast of Sampang Regency, such as Ketapang, Banyuates, and Sokobanah Districts.Sugiyono (2022)The location selection was conducted purposively based on the characteristics of coastal areas, low accessibility levels, and the diversity of social backgrounds of the community. The research subjects consisted of two main categories of patients, namely people who have or regularly access primary health services in the area. Health workers, including doctors, nurses, midwives, and other medical personnel who work at community health centers or village health posts in coastal areas. Data collection was conducted through in-depth interviews with patients and health workers using semi-structured interview guidelines. Questions covered aspects of accessibility, service availability, communication, satisfaction, as well as challenges and obstacles in service. Direct observation of the condition of health facilities, service processes, and interactions between officers and patients.

Informants were selected using purposive sampling techniques with inclusion criteria such as: patients who have received treatment at least twice in the last 6 months, and health workers who have worked in coastal areas for at least 1 year. The number of informants was determined by snowball sampling until the data reached saturation point (no new information emerged). Data were analyzed using thematic analysis methods, starting from interview data transcription, initial coding based on emerging themes, category grouping, and thematic conclusion drawing.(Sugiyono, 2022). The analysis process was carried out inductively, namely based on field data which was then developed into findings that were theoretically and practically meaningful. This research was conducted by paying attention to ethical aspects, including providing informed consent verbally or in writing, maintaining the confidentiality of informants' identities, and upholding the principles of voluntary and non-coercion.

FINDINGS AND DISCUSSION

Differences in Service Quality from a Patient Perspective in the Coastal Area of Sampang The quality of primary healthcare services is a key pillar in achieving optimal public health. However, in coastal areas such as Sampang Regency, Madura, East Java, patients' perceptions of service quality often show a stark difference between their ideal expectations and the reality they experience daily at Community Health Centers (Puskesmas).(Riyanti & Nina, 2022)These differences are not just minor variations, but significant gaps that impact access, utilization, and satisfaction with healthcare services. A thorough

analysis from the patient perspective identified several key areas where these quality differences are most pronounced. One of the most fundamental areas of disparity is service accessibility. For patients in the coastal areas of Sampang, reaching healthcare facilities is not easy. The long geographical distance between their homes and the Community Health Center (Puskesmas) is often the first obstacle. This situation is exacerbated by limited or damaged road infrastructure, especially in remote areas or during the rainy season, which makes travel difficult and time-consuming. Berhimpong et al. (2020) The limited and expensive modes of transportation, such as motorcycle taxis or chartered boats, add to the financial burden on patients. As a result, many patients delay seeking medical attention until their condition worsens, or even choose not to seek treatment at all unless it is urgent. This directly impacts the reliability dimension of service quality, as patients cannot consistently and easily access services that should be available. Long waiting times at community health centers (Puskesmas), from registration to seeing a staff member or doctor, are also a recurring complaint. This creates frustration and inconvenience, especially for the elderly, pregnant women, or those with small children.

Yani et al. (2022) The quality of interactions and communication with healthcare workers is crucial in shaping patient perceptions. Patients expect friendliness, empathy, and easy-to-understand explanations from healthcare workers. While many acknowledge the dedication of healthcare workers, some patients perceive unclear medical information. The use of complex medical jargon or rushed explanations by healthcare workers makes it difficult for patients to understand their health condition, diagnosis, or treatment regimen. This is often exacerbated by language barriers, where non-Madurese healthcare workers may lack fluency in the local language, making effective communication difficult. Patients' perceived lack of time to ask questions or share their concerns in detail also contributes to the perception that they are not being listened to or given personal attention. Empathy and assurance are crucial aspects of service quality; when patients feel incompletely understood or unsure about the information provided, their trust in the healthcare system can erode. This can potentially reduce adherence to medical advice and their intention to return to the Community Health Center (Puskesmas) in the future. Furthermore, the condition of the physical facilities and the availability of infrastructure at the Puskesmas also contribute to differences in patient experience. Despite improvements, some patients still complain of poor toilet hygiene, cramped waiting rooms, or limited equipment, which often necessitates referral to hospitals in the city. (Serewy & Winarti, 2024) The incomplete availability of medicines is also a concern, forcing patients to seek medication outside the community health center (Puskesmas) at additional cost. These differences, whether in accessibility, interaction, or facility conditions, cumulatively shape patients' perceptions of service quality. Understanding these differences from the patient perspective in the coastal area of Sampang is essential for formulating quality improvement strategies that are more targeted and centered on community needs.

TABLE 1 : Evaluation of Patient Perceptions of Primary Health Care Aspects in the Coastal Area of Sampang Regency

No	Assessment Aspects	Patient Perception	Causal Factors/Obstacles	Impact on Patients
1	Health services	Experienced fast and friendly service at certain facilities, but experienced shortcomings at others.	Variation in resources and competency of officers in several integrated health posts and community health centers	Differences in levels of comfort and trust in services
2	Drug Availability	Some medicines are fully available, but others are often empty or limited.	Procurement and distribution of drugs is not evenly distributed throughout the region	Patients have to look for medication elsewhere, extending the treatment time.
3	Quality of Medical Personnel	Some medical staff exhibit a friendly and professional demeanor, but not all.	Limited medical personnel and suboptimal training	Feelings of safety and comfort during treatment increased, but there was dissatisfaction in some others.
4	Safety and Cleanliness	Service areas in some facilities are quite clean, but some require repair.	Lack of operational funds and effective oversight	Causes patient concern and discomfort
5	Ease of Use of Information Systems	The online and manual registration and recording systems are not yet evenly distributed and are often slow.	Lack of technological infrastructure and officer training	Causing long queues and complaints from patients
6	Physical Condition of Facilities	Damaged and outdated facilities in some locations	Lack of funds for infrastructure maintenance and development	Reduce trust and negative perceptions of services
7	Patient Satisfaction Perception	Patients tend to be satisfied if they receive fast and friendly service.	Personal experience and satisfactory treatment results, as well as social factors	The level of trust in the service increases, and vice versa

(research source 2025)

Based on Table 1, which outlines aspects of healthcare service assessment from a patient perspective in the coastal region of Sampang, it can be concluded that patient perceptions and experiences are significantly influenced by variables such as medication availability, quality of medical personnel, facility cleanliness, ease of use of information systems, the physical condition of the facility, and perceived satisfaction. Positive perceptions are reflected in patients' satisfaction with prompt, friendly, and professional service from medical personnel and clean and comfortable facilities. Conversely, dissatisfaction arises

in locations experiencing resource shortages, such as frequently out-of-stock medications, damaged facilities, and slow and uneven administrative systems. Key constraints contributing to variability in service quality include limited human resources, insufficient operational funds, suboptimal drug procurement management, and ineffective infrastructure oversight. These conditions significantly impact patient experiences and perceptions. Patients who feel well-served tend to have high trust in the healthcare system, increasing their sense of security and comfort during treatment. Conversely, deficiencies in these aspects often trigger anxiety and dissatisfaction, which can lower levels of trust in healthcare services in the region. Social and personal variables also influence patient perceptions, such as their personal experiences and expectations regarding service quality. (Asmarasari & Astuti, 2025) Overall, the success of improving the quality of healthcare services in the coastal areas of Sampang depends heavily on efforts to strengthen resources, improve facilities, and manage them efficiently and transparently, thereby improving the overall patient experience and satisfaction.

However, Challenges for Health Care Workers and the Influence of Coastal Context on Service Quality The quality of primary health care services is not only influenced by the perspective of the beneficiaries but also depends heavily on the conditions and challenges faced by the service providers, namely health care workers. In coastal areas such as Sampang Regency, Madura, Community Health Center (Puskesmas) workers operate in a unique context that presents a series of significant obstacles, directly impacting their ability to provide optimal care. A thorough understanding of these challenges is essential for formulating a holistic and sustainable quality improvement strategy. (Sari & Besral, 2020) One of the most fundamental challenges facing healthcare workers is limited resources, both in terms of medical personnel and materials. Many community health centers (Puskesmas) in coastal areas operate with inadequate staffing, forcing doctors, nurses, and midwives to shoulder high workloads. Staff often have to juggle multiple tasks, ranging from clinical services and administration to promotional activities in the field. This excessive workload not only can trigger physical and mental exhaustion (burnout) but can also directly impact the quality of interactions with patients and the thoroughness of case management. Furthermore, the availability of inadequate or frequently damaged medical equipment, as well as the unstable supply of essential medicines, pose serious obstacles.

This situation often forces staff to refer patients to more comprehensive facilities (often remote and difficult to access) or ask patients to purchase medication outside, which certainly increases the financial and time burden on coastal communities. In addition to the constraints of internal community health center resources, the geographic and sociocultural context of coastal areas also complicates efforts to improve service quality. Isolated geographic characteristics, such as villages that can only be accessed by sea or have poor road conditions, make it difficult for staff to move around. Home visits, integrated health posts (Posyandu), or health education programs present their

own logistical challenges, especially during bad weather or high wave seasons. As a result, coverage of promotive and preventive services to the community is often suboptimal. (Katemba & Winarti, 2024) From a socio-cultural perspective, staff face varying levels of education and traditional beliefs in the community. Health education becomes more complex when the community is still deeply rooted in alternative medicine beliefs or practices that conflict with medical science. Staff must find appropriate and culturally sensitive ways to convey information, which requires time and specialized communication skills. Management support and professional development opportunities are also a concern. Staff often feel a lack of administrative support or bureaucratic delays in procuring community health center supplies. Opportunities for training, seminars, or continuing education are also limited, even though these are crucial for updating their medical knowledge and skills. Without continuous self-development, staff competency can stagnate, ultimately impacting service quality. Dewi et al. (2024), health workers in the coastal area of Sampang face multifactorial challenges ranging from internal limitations to external influences which demand comprehensive solutions so they can effectively carry out their vital role in improving public health.

TABLE 2: Determining Factors and Constraints of Health Services in Coastal Areas

No.	Main Aspects	Challenges Faced by Healthcare Workers	The Influence of Coastal Context on Service Quality	Brief Explanation
1	Service Access	Limited access to health facilities due to geographical factors	Long distances and difficult access cause service delays and less than optimal service.	Services are often delayed and difficult to access due to geographical location and inadequate infrastructure.
2	Human Resources (HR)	Shortage of trained and professional health workers in coastal areas	Limited manpower due to difficulties in distribution and training in remote areas	The lack of competent human resources reduces the quality of services provided to communities in coastal areas.
3	Infrastructure and Facilities	Incomplete, damaged, or inadequate facilities	Inadequate infrastructure affects the effectiveness and efficiency of services	This condition causes services to be less than optimal and makes it difficult to maintain service quality standards.
4	Logistics and Procurement	Procurement of medical equipment, drugs and materials is limited due to distance and transportation costs.	Logistical challenges reduce the availability and continuity of services	Logistical constraints hamper the rapid and timely distribution and provision of medical supplies.
5	Social and Cultural	Local cultural factors that influence patient	Low trust affects participation and	Public perception of lack of trust can lead to a decrease

	Conditions	perceptions and trust in services	adherence to treatment.	in visits and the quality of interactions between staff and patients.
6	Health Awareness and Education	Lack of effective health education for coastal communities	Low health literacy increases the risk of disease and limits the effectiveness of interventions.	Lack of education causes people to not understand the importance of prevention and early treatment.
7	Economy and Social Welfare	Low economic level and inability to afford medical expenses	Poverty reduces access to and regular use of health services.	Costs and financial inability make people reluctant to access health services, lowering the general level of health.
8	Information Systems and Technology	Lack of adequate information technology facilities to support digital services	The lack of use of technology slows down the administration and reporting processes.	Limited technology hampers service efficiency and service quality monitoring in coastal areas.

(research source 2025)

Based on Table 2, it can be concluded that the quality of primary healthcare services in the coastal areas of Sampang Regency is influenced by various interrelated factors. The main obstacles include limited access to services due to difficult geographic conditions and inadequate infrastructure, as well as a shortage of competent healthcare workers due to distribution and training challenges in remote areas.(Maharani et al., 2024)Inadequate infrastructure and facilities, as well as limited logistics, also impede service effectiveness. Furthermore, local social and cultural factors influence community trust and participation, while low levels of health education and low economic conditions present additional barriers to increasing awareness and access to services.(Misdayanti & Suwanti, 2025)The minimal use of information technology hampers administrative efficiency and service quality oversight. Therefore, efforts to improve service quality in coastal areas must include infrastructure improvements, increased health workforce, public education, and the application of technology that adapts to local conditions, so that services can be effective and meet the expectations of coastal communities in a sustainable manner.

CONCLUSION

Based on an analysis of the quality of primary healthcare services in the coastal areas of Sampang Regency, it can be concluded that the success of the healthcare system in the region is significantly influenced by various complex and interrelated factors. The main challenges faced include limited human and material resources, inadequate infrastructure, and communication barriers between healthcare workers and the community. Healthcare workers in coastal areas often face high workloads and a shortage of competent medical

personnel, which directly impacts the quality of care provided. Furthermore, geographical factors such as distance, road conditions, and extreme weather complicate accessibility to healthcare facilities, making it difficult for coastal residents to obtain prompt and adequate care. Patient perceptions of service quality are strongly influenced by accessibility, communication, staff friendliness, and the effectiveness of medication management and the available facilities. Patients appreciate friendly and prompt service, but are disappointed by long waiting times, inadequate facilities, and unclear medical information. Language and cultural barriers also hinder effective communication, which can foster mistrust and reduce adherence to medical advice. From the perspective of healthcare workers, challenges include resource shortages, limited training, and geographic and social challenges that must be addressed adaptively. This study emphasizes the urgent need for a holistic and culturally sensitive approach in formulating strategies to improve service quality to meet the needs of coastal communities. Relevant policies must consider local factors and strengthen resources and infrastructure, while enhancing communication and collaboration between healthcare workers and the community to sustainably improve the quality of healthcare services.

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