

Analysis Quality Service Hebeybhulu Health Public Center

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Abstract: *The quality of good health services will provide satisfaction to its visitors. The quality of puskesmas services is standardized based on the accreditation of puskesmas including the Hebeybhulu Health Center and every 3 years the accreditation is increased in order to improve the quality of service in increasing patient satisfaction.*

This type of research is descriptive qualitative research. The population is malaria sufferers and 10 informants. The data was obtained using a structured interview guide and analyzed qualitatively.

The results of Tangibles research (Physical Evidence) The quality of the environment at the Hebeybhulu Health Center is still not comfortable in the waiting room from the number of benches/chairs for air conditioning such as air conditioners or fans, infrastructure still has shortcomings such as manual equipment in the laboratory, and the unavailability of a suggestion box Reliability (Reliability)) all health workers, both officers and doctors at the Hebeybhulu Health Center, already have full responsibility and discipline. Responsiveness has been going well, but there are many complaints about the service at the registration counter. Assurance is quite good in providing guarantees of healing. Empathy (Empathy) is good, but still needs to be improved. Both doctors and employees are patient enough and serve patients sincerely, sincerely and wholeheartedly. Thus it can be said that the quality of service provided by the Hebeybhulu Health Center in Jayapura City is still not optimal and has not been able to meet customer satisfaction optimally. This can be seen through the dimensions of service quality that have not been implemented optimally, namely the dimensions of tangible, responsiveness, and assurance. The dimensions that support service quality are the dimensions of reliability and empathy.

Keyword: *Quality Service, Health Public Center*

I. INTRODUCTION

Community Health Center is a health service facility that organizes the first level of public health efforts, by prioritizing promotive and preventive efforts to achieve the highest level of community health in its working area (Permenkes No. 75 of 2014). The role and function of the puskesmas is to organize the first level of Community Health Efforts (UKM) and Individual Health Efforts (UKP) in their working areas. .

One of the marketing strategies that must be applied in the health service business is the problem of service quality. Service quality is one of the keys to success in order to be able to compete in increasingly fierce competition, so companies must be able to provide services in accordance with consumer desires and can satisfy consumers. Service quality is an important element in terms of service which includes variables of tangible, reliability, responsiveness, assurance, empathy (Mardhiana & Yudhyani, 2016).

In order for the quality of person and community services in carrying out the functions of the Puskesmas to run well and sustainably, the Puskesmas must refer to the Minister of Health Regulation Number 46 of 2015 concerning the accreditation of First Level Health Facilities. Permenkes Number 75 of 2014 article 29 paragraph 1 obliges Puskesmas to periodically accredit at least once every three years.

Hebeybhulu Public Health Center is located in Papua Province, Jayapura City, the characteristics of the health center service status are outpatient and 24-hour emergency services. The programs carried out are as follows: First-level SMEs include; essential SMEs and development SMEs. Essential SMEs consist of health promotion services, environmental health services, maternal, child and family planning health services, nutrition services, and disease prevention and control services. UKM development in the form of waiting house for delivery, School Health Efforts, Class for Pregnant Women, Class for Mothers Toddler, Sports Health, traditional medicinal plants, nutrition garden. UKP is carried out in the form of; Outpatient care, Emergency services, One Day Care, home care, and inpatient care are determined according to the consideration of health service needs, UKP is carried out in accordance with Operational Procedure standards .

The service quality of the Hebeybhulu Health Center has a fairly good performance with the achievements that have been obtained or achieved, both in terms of programs, and other services, this is proven by the existence of several charters, and certificates from program donors, and the first puskesmas in Jayapura City which won the title of "Main" level accreditation in 2019. The management cycle that is applied according to the Puskesmas Management standard which is a series of activities, the implementation of which is in the stages that have been regulated in the Minister of Health Regulation No. 44 of 2016 concerning Management Guidelines, this is proven by availability of related documents.

In 2022, the Hebeybhulu Health Center will proceed with the implementation of quality improvement, in order to get a second accreditation assessment. Assessment of the implementation of UKP services, SMEs will involve individuals, families, groups, and the general public with sick and non-ill status, and the implementation of the quality management concept applied by the Puskesmas in the stages of implementation (Permenkes no 44 of 2016) concerning Guidelines for Community Health Center Management namely Planning (P1), Movement and Implementation (P1), Supervision, Control, and Performance Monitoring (P3) where this assessment will involve cadres, shaman partners, and cross-sector and community leaders in the service area of the Puskesmas.

The results of initial observations showed that the Hebeybhulu health center carried out performance evaluations for improvement and quality improvement in UKP services, namely the suggestion box, satisfaction box in each service, UKP service box inside the building and outside the building, UKP services inside the building consisting of: services in service units (outpatient and emergency room) starting from the registration counter until the patient returns home or is referred, UKP services are also carried out outside the building, namely; Poslansia, Posbindu, home visits for patients

for case screening activities, discovery and treatment and evaluation of these activities are integrated with SME services.

From the results of helath person and health community performance evaluations as well as brief interviews conducted by researchers with patients and patients' families, it was found that there were still community complaints regarding services as follows: Service opening hours are slow, laboratory examination results are long, officers arrive late, ER rooms are narrow so that uncomfortable, the officers are not friendly in providing services and there is still dissatisfaction in receiving services, services to villages are still often not according to the agreed schedule.

Patient satisfaction is the level of one's feelings after comparing the perceived performance compared to expectations. Patient satisfaction will be fulfilled if the process of delivering services from service buyers to patients is in accordance with what customers expect (Cynthia, 2016). Perception of patient dissatisfaction occurs when the results received are not in accordance with patient expectations. Patient dissatisfaction can be felt from actions in providing nursing services carried out by medical personnel, both doctors and nurses or from pharmacists as drug services. Patient dissatisfaction also comes from existing systems such as patient registration procedures and payment methods as well as existing infrastructure.

Users of health services at the Puskesmas demand quality services not only regarding healing from physical illness but also regarding satisfaction with the attitudes, knowledge and skills of officers in providing services and the availability of adequate facilities and infrastructure that can provide comfort. With the increasing quality of service, the function of services at the Puskesmas needs to be improved so that it becomes more effective and efficient and provides satisfaction to patients and the community. The quality of quality services provided by the Puskesmas can also be known through efforts to overcome or reduce diseases that are often detected at the Puskesmas (Sulastri, 2021).

The results of research from Lontaan et al., (2018) show that there is a relationship between the quality of health services and patient satisfaction, namely about reliability, responsiveness, direct evidence, assurance and empathy for the services provided by health services at the Puskesmas. In line with Mus' research (2020) at the Manggeng Aceh Barat Daya Health Center that the perception of service to the community varies, namely some are dissatisfied and are still far from optimal service, this is due to incomplete facilities and the lack of friendliness of health workers in serving patients. This difference in perception is caused by several factors including knowledge, facilities, mood and experience. It is the hope of the community that in the implementation of quality health services as services that are in accordance with their expectations, both expressed and implied, such as hospitality, responsiveness, and speed of service, treatment progress, feeling of security, comfort, continuity of service, and others so as to create a sense of satisfaction for the community.

Research conducted by Sulastri (2021), that patients' expectations of the services they receive are still low. This is felt from the actions in providing nursing services carried out by medical personnel, both doctors and nurses or from

pharmacists as drug services. Patient dissatisfaction also comes from existing systems such as patient registration procedures and payment methods as well as existing infrastructure.

The results of the performance evaluation of the Hebebhulu Health Center illustrate the wishes and expectations of the community regarding improving the quality of services. Public perception is very much needed in the implementation of puskesmas in order to evaluate and improve the quality of services as well as community expectations regarding service and quality improvement, so public perceptions and expectations are needed to measure the extent to which the quality improvement of UKP and SME services and the implementation of puskesmas management are applied at the Puskesmas. Hebebhulu. The purpose of the study was to determine the analysis of the service quality of the Hebebhulu Health Center.

II. SUBJECT AND RESEARCH METHODS

This type of research is descriptive qualitative research. The population was malaria sufferers and 10 informants consisted of 4 people from puskesmas staff and 6 patients. Data were obtained using structured interview guidelines and analyzed qualitatively.

III. RESULTS AND DISCUSSION

A. QUALITY SERVICE BY TANGIBLE AT PUSKESMAS HEBEYBHULU JAYAPURA CITY

Tangible is a dimension related to the attractiveness of physical facilities, equipment, and materials used by service providers, as well as the appearance of employees. Good service will produce its own satisfaction for customers who in this case are patients and visitors to the Hebebhulu Public Health Center in Jayapura City. The physical appearance of a service is the first impression that will appear in the minds of customers. Therefore, it is very important to give a positive first impression about the physical appearance.

Thus direct evidence / form is one of the most concrete indicators. Tangibles can be measured from the comfort of the environment, the completeness of health care facilities and infrastructure, and the appearance of employees. Based on the results of interviews with several sources, the environmental comfort at the Hebebhulu Health Center is still not comfortable because of the Covid-19 pandemic so that the waiting room is not adequate even though there are spare seats available, but with the large number of patients and requires social distancing so the waiting room is not adequate. The waiting room is also provided with television and reading materials for visitors

For the completeness of service facilities and infrastructure at the Hebebhulu Health Center, it is still inadequate, such as laboratory equipment that is still manual and consumable medical materials that run out or are damaged, interfering with the results of service inspections. In addition, from observations, there is no lactation room

available to provide comfort and safety in exclusive breastfeeding for their babies. These incomplete service facilities create a bad image or impression in the eyes of patients so that patients feel less satisfied with the services provided.

However, judging by the appearance of the Hebebhulu Public Health Center employees, they are neat, polite and in accordance with the rules that have been set. This shows that the awareness factor of the puskesmas employees is good in accordance with the established rules.

Tangible dimension (appearance) is the main obstacle dimension in the service process. Derived from the comfort of the environment at the Hebebhulu Public Health Center, it is still not comfortable, then from the completeness of facilities and infrastructure there are still inadequate deficiencies such as equipment in the laboratory is still manual, unavailability and lactation room is not available.

B. QUALITY SERVICE BY RELIABILITY AT PUSKESMAS HEBEYBHULU JAYAPURA CITY

Reliability according to Zeithaml, Berry and Parasuraman (in Tjiptono 2016) is a dimension of service quality related to the ability of service providers to provide accurate and reliable services from the first time without making any mistakes in delivering their services according to the agreed time and being responsible for what promised.

This dimension relates to the responsibility of employees in serving patients for what is promised as well as discipline and alertness in service, handling complaints, proper service performance. full responsibility in providing health services according to their respective fields, and there are no employees who are lazy or leave without permission to leave the puskesmas during working hours.

While the level of discipline and alertness of employees in serving patients at the Hebebhulu Public Health Center is disciplined, as evidenced by disciplined employees coming on time according to working hours by officers who are always on stand-by and ready during their working hours, then employees are disciplined in clothing and are alert in taking action and providing service. However, the problem is the arrival of doctors who are half an hour or 1 hour late but can be handled properly because patients are in the registration process and patient queues. In addition, doctors who come immediately provide services.

This is also supported by the existence of training or coaching organized by the Health Office in order to make the alertness of employees in providing services to be even better and maximal. In addition, there is an evaluation held by the Hebebhulu Public Health Center if an employee is found violating the regulations to be given punishment in the form of an oral or written warning with the aim of making employees more disciplined.

The Reliability dimension is the first supporting dimension in the service process. In terms of responsibilities, all health workers, both officers and doctors at the Hebebhulu Public Health Center, already have full responsibility in providing health services according to their respective fields. In addition, in terms of discipline, the employees of the Hebebhulu Public Health Center are

disciplined, but must be improved again in order to provide maximum service.

C. QUALITY SERVICE BY RESPONSIVENESS AT PUSKESMAS HEBEYBHULU JAYAPURA CITY

People not only demand more efficient and satisfying public services, but also want more responsive public administration behavior. One of the dimensions of public services that must be carried out properly is the Responsiveness dimension. Responsiveness is the willingness and ability of employees to assist customers in providing timely services and responding to their requests.

The responsiveness given by health service providers is one of the important things in the implementation of quality health services. Employee responses are expected to be able to help patients from difficulties in getting services and get important information needed by patients. Responsiveness can be measured from the employee's response to patient complaints and the speed of service.

Based on the results of observations in the field and interviews with several sources, the response of employees to patient complaints has been good so that service delivery has been going well. However, there are still complaints about services at the registration counter, this is because there is only 1 counter employee and the absence of additional officers as information providers is still less responsive and takes too long to handle patient registration. Therefore it needs to be reviewed and improved, responsiveness is expected to be able to help patients obtain information or other things, such as complaints about illness, complaints of unsatisfactory services and other complaints.

Meanwhile, the speed of service at the Hebeybhulu Health Center in responding to patient complaints is still low and not in accordance with the service time standard that has been determined by the puskesmas. Services that are felt to be slow include registration counter services and laboratory services.

No wonder many patients feel annoyed with the service at the registration counter and laboratory because it is not in accordance with the promised service. The length of service at the registration counter is due to the fact that patient registration is carried out in 2 stages, first through SIMPUS (Puskesmas Management Information System) and through manual recording in the patient register book in case there is a problem with the SIMPUS system, so that the registration process takes time. For old laboratory services, because laboratory medical equipment does not support it manually, it takes a long time in the service process to patients.

The responsiveness dimension is the second inhibiting dimension in the service process. One of the important factors determining the quality of good service is the responsiveness of the health service provider employees and how to provide services quickly and precisely according to the time standard that has been set. The response of employees to patients at the Hebeybhulu Health Center has indeed been going well. However, there are still many complaints about the service at the registration counter. In addition, the speed of service at the Hebeybhulu Health Center in responding to patient complaints is still low and not in accordance with the service time

standard that has been determined by the puskesmas. Services that are felt to be slow include registration counter services and laboratory services.

D. QUALITY SERVICE BY ASSURANCE AT PUSKESMAS HEBEYBHULU JAYAPURA CITY

According to Zeithaml, Berry and Parasuraman (in Tjiptono 2012) Assurance is the attitude of employee behavior that is able to foster patient trust and confidence in service providers and can create a sense of security for its customers. In this case the guarantee also means that the puskesmas employees are always polite and in control

The assurance dimension is the third constraining dimension in the service process. Derived from politeness and friendliness is an important factor in the implementation of public services, because it can make people feel comfortable and appreciated in obtaining services. The politeness and friendliness of the employees of the Hebeybhulu Health Center is still lacking, it is still not good because there are still complaints because the officers at the registration counter are lacking and there is a lack of support from the informants in providing information on the needs of patients or visitors.

E. QUALITY SERVICE BY EMPATHY AT PUSKESMAS HEBEYBHULU JAYAPURA CITY

The knowledge and skills needed to deal with each patient's question or problem, it can lead to trust and confidence in the patient. This empathy dimension can be measured by the friendliness and courtesy of employees.

Friendliness and courtesy are important factors in the implementation of public services, because they can make people feel comfortable and valued in obtaining services. This can be seen through the attitude of the employees who do the 3S, namely smiling, greeting, greeting and polite language when communicating with patients.

Based on the results of field observations and interviews with several resource persons, the friendliness and courtesy of the employees at the Hebeybhulu Public Health Center towards patients are still not friendly because there are still some puskesmas employees, especially at the registration counter who do not show a friendly and polite attitude in providing services to patients. This is evidenced by the presence of patients who seek treatment often complain that employees at the registration counter are often less friendly and do not apply the 3S, namely smile, greet, and greet. However, some informants said some were friendly, especially the doctors at the Puskesmas who treated patients quite friendly and patiently, so that they would make patients feel happy and comfortable.

Empathy is a caring attitude that always pays attention to understanding customer problems and acting for the needs of customers, as well as providing personal attention to customers. This dimension includes giving individual attention to patients, employees who understand the specific needs of their patients. This Empathy dimension can be measured by employee attention to patients.

Personal attention in this case is the self-awareness of employees to empathize with patients who experience

difficulties in treatment. Because attention behavior is a combination of human behavior that is useful in improving health status in helping sick patients. Attentive behavior is very important in service because in addition to improving the quality of service, it also gives a feeling of comfort to the patient and gives satisfaction to the patient.

Based on the results of field observations and interviews with several sources, it is known that the personal attention of employees at the Hebebhulu Health Center is good, but still needs to be improved. So that it will help the patient to get his recovery.

The Empathy dimension is the second supporting dimension in the service process. In this case, the behavior of caring and caring for patients. Attentive behavior is very important in service because in addition to improving the quality of service, it also gives a feeling of comfort to the patient and gives satisfaction to the patient. In terms of personal attention, the employees of the Hebebhulu Public Health Center are good, doctors and employees are patient enough and serve patients sincerely, sincerely and wholeheartedly.

IV. CONCLUSIONS

From the results of research on the analysis of the service quality of the Hebebhulu Public Health Center, Jayapura City, it is known that there are 3 (three) inhibiting dimensions, namely Tangible (Physical Evidence), Responsiveness (Responsiveness) and Assurance and there are 2 (two) supporting dimensions, namely Reliability (Reliability) and Empathy. Thus, it can be concluded that the quality of service provided by the Hebebhulu Health Center in Jayapura City is still not optimal and has not been able to meet customer satisfaction optimally. This can be seen through the dimensions of service quality that have not been implemented optimally, namely the dimensions of tangible, responsiveness, and assurance. The dimensions that support service quality are the dimensions of reliability and empathy.

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