

Analysis of Community Satisfaction and Perception Index of Service Delivery at the Regional General Hospital (RSUD) Dr. Zainal Umar Siddiki (ZUS) North Gorontalo Regency *by Rauf Hatu*

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Analysis of Community Satisfaction and Perception Index of Service Delivery at the Regional General Hospital (RSUD) Dr. Zainal Umar Siddiki (ZUS) North Gorontalo Regency

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ABSTRACT

Efforts to improve the quality of public services in a sustainable manner, it is necessary to conduct research on public services, especially the implementation of the services of the Regional General Hospital (RSUD) Dr Zainal Umar Siddiki (ZUS) North Gorontalo Regency in order to improve service quality and customer satisfaction requires evaluation. This is one of the indicators to determine the performance of public services in providing quality services to the community, including health services at (RS) dr Zainal Umar Siddiki (ZUS) North Gorontalo Regency.

Based on the results of the study showed that first, in general, the quality of public service elements of the Zainal Umar Sidiki Regional General Hospital is perceived as not good with a Community Satisfaction Index of 75.79 with service quality C. Second, the average index value of public service elements of the Zainal Umar Sidiki Regional General Hospital is 3.03. this shows that the service recipients of the Zainal Umar Sidiki Regional General Hospital perceive that they are not satisfied with the services provided. Also strengthened with an index value of 4 elements of service Satisfaction with the unfavorable category. While the other 3 elements have a good category satisfaction index but have a low value, while only element 2 elements are in a good category with an average value, namely the behavior of medical personnel and costs/tariffs incurred by patients.

1 Introduction

There are still many deficiencies in the government's implementation of public services, so that when viewed from a quality perspective, it is still far from what the public expects. This is indicated by the emergence of various public complaints through the mass media. If the government does not respond to this condition, it will create a bad image of the government itself. Considering that the main function of the government is to serve the community, the government needs to continue to strive to improve the quality of service public. (Sarundajang 2011)

Peservice is the essential main task of the figure of the apparatus, as a servant of the state and a servant of society. This task has been clearly outlined in the fourth paragraph of the 1945 Constitution, which includes 4 (four) aspects of the main service of the apparatus to society, namely protecting the entire Indonesian nation and all of Indonesia's bloodshed, promoting public welfare, educating the nation's life and implementing world order based on independence, lastly peace and social justice.

In the conditions of society as described above, the public bureaucracy must be able to provide public services that are more professional, effective, simple, transparent, open, timely, responsive and adaptive and at the same time able to build human quality in the sense of increasing the capacity of individuals and communities to actively determine own future. The direction for developing human qualities is to empower human capacities in the sense of creating conditions that enable every member of society to develop their abilities and creativity to organize and determine their own future.

In addition, in the increasingly critical condition of society above, the public bureaucracy is required to be able to change its position and role (revitalization) in providing public services. From those who like to organize and govern, they change to those who like to serve, from those who like to use the power approach, they change to like to help towards a flexible, collaborative and dialogic direction and from sloganeering ways to pragmatic realistic ways of working. With the revitalization of the public bureaucracy (especially local

government apparatus), better and more professional public services in carrying out the duties and powers given to them can be realized. (Jamaludin, 2011)

Secara theoretically there are at least three main functions that must be carried out by government regardless of its level, namely the function of public service (public service function), development function (development function) and protection function (protection function). (Santoso, 2008) As an effort to improve the quality of public services in a sustainable manner, it is necessary to conduct research on public services, especially the service delivery of the Regional General Hospital (RSUD) Dr. Zainal Umar Siddiki (ZUS) North Gorontalo Regency in 2020-2021. According to the Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia number 14 of 2017, evaluation is needed to improve service quality and customer satisfaction. This regulation states that evaluation can be carried out with a Community Satisfaction Survey. The Community Satisfaction Survey is conducted periodically at least once a year.

That for this purpose, it is considered important to conduct research on the implementation of hospital services in North Gorontalo Regency, with the theme: "Analysis of Community Satisfaction and Perception Index of Service Delivery at the Regional General Hospital (RSUD) dr Zainal Umar Siddiki (ZUS) Gorontalo Regency North". As for the problem of this research as follows:

1. What is the Community Satisfaction Index for the Implementation of the Quality of Service at the Regional General Hospital (RSUD) Dr. Zainal Umar Siddiki (ZUS), North Gorontalo Regency?
2. What factors influence Community satisfaction with the Service Performance of the Regional General Hospital (RSUD) dr Zainal Umar Siddiki (ZUS) in North Gorontalo Regency?
3. What are the recommendations for improving the services of the Regional General Hospital (RSUD) Dr. Zainal Umar Siddiki (ZUS) in North Gorontalo Regency?

2 Study Of Community Services And Satisfaction

Services in every institution or organization serve a service needed by the community in all fields, community service activities are one of the duties and functions of the state administration. Santosa (2008) public service is the provision of services, either by the government or the private sector to the community, with or without payment to meet the needs or interests of the community. More than that, according to Ratminto, public services are all service activities carried out by public service providers as an effort to fulfill the needs of service recipients and implementers of statutory provisions. To be able to provide satisfactory service to service users, service delivery must comply with service principles. as follows: (Sinambela, 2011)

- a. Transparency
- b. Accountability
- c. Participatory
- d. Conditional
- e. Equal rights
- f. Balance of rights and obligations

According to Kotler and Keller (in Mulyadi, 2011) mention a number of service characteristics consisting of:

- a. *Intangibility* (non-material) that is, cannot be seen, touched, felt, heard, and smelled before a transaction is made. That is, the purchase cannot be known with certainty the results of a service before the service is consumed.
- b. *inseparability* (non-separable), meaning sold then production and consumption simultaneously because they cannot be separated. Therefore, consumers participate in producing services with the presence of consumers, so service providers will be more careful about the interactions that occur between providers and buyers.
- c. *Variability* (variable and varied). Various services are always changing so that the quality is always the same, but it depends on who provides it and when and where it is provided.
- d. *Perishability* (quickly lost and durable). Services cannot be stored and demand fluctuates. The durability of a service depends to a situation created by various factors.

According to Sedarmayanti, the community satisfaction index is data and information about the level of community satisfaction obtained from quantitative and qualitative measurement results of public opinion in obtaining services from public service providers by comparing their expectations of needs. According to Sedarmayanti customer satisfaction is the level of one's feelings after comparing the perceived performance (results) with their expectations. According to Engel, customer satisfaction is an after-purchase evaluation in which the

chosen alternative at least gives the same or exceeds customer expectations. According to Ratminto and Winarsih (2005) the community satisfaction index is the level of community satisfaction in obtaining services obtained from organizing and providing services according to the expectations and needs of the community. The target community satisfaction index is to find out:

- The level of achievement of agency service unit performance in providing services to the community.
- Set of systems, mechanisms and service procedures, so that services can be carried out with a higher quality, efficiency and efficiency.
- The growth of creativity, initiative and community participation in efforts to improve the quality of public services.

3 Community Satisfaction Level

Based on the results of the Community Satisfaction Survey (SKM) it will display the service quality of the ZUS Regional General Hospital based on the indicators in the Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning Guidelines for Community Satisfaction Surveys on the Implementation of Public Services, namely requirements, procedures, service costs/tariffs, product specifications for types of services, implementing competence, implementing behavior, handling complaints, suggestions and input as well as facilities and infrastructure.

The community satisfaction survey is used to find out how the service users respond to the services that have been provided to them. The results of this community satisfaction survey are used as a benchmark for service quality by looking at service quality in each service indicator/element. The results of the calculation of the Community Satisfaction Survey, the total value of each service unit is obtained from the total average value of each service element. The composite (combined) survey value for each service unit is the sum of the average values of each service element.

To find out the value of the public service survey, information management and documentation as outlined in the Community Satisfaction Index is calculated by converting the results of the assessment to produce perceptions, interval values, conversion interval values, service quality and service unit performance in the following way:

Table 1 Perception, Interval Value, Conversion Interval Value, Service Quality and Service Unit Performance

Mark Perception	Interval Value (NI)	Interval Value Conversion (NIK)	Quality Service (x)	Unit Performance Service (y)
1	1.00 – 2.59	25.00 – 64.99	D	Not good
2	2.60 – 3.05	65.00 – 76.60	C	Not good
3	3.06 – 3.53	76.61 – 88.30	B	Good
4	3.54 – 4.00	88.31 - 100.00	A	Very good

Based on table 1, it can be concluded that the quality of service for each element gets the following predicate:

**Table 2
Value of Each Service Element**

No	Service Elements	Interval Value	Conversion Interval Value	Service quality
1	Condition	2.95	73.81	Not good
2	Procedure	3.16	78.97	Good
3	Service Time	2.92	73.02	Not good

4	Fees/Tariffs	3.30	82.54	Good
5	Service Products	2.92	73.02	Not good
6	Medical Competency	3.10	77.38	Good
7	Media Force Behavior	3.21	80.16	Good
8	Facilities and infrastructure	2.63	65.87	Not good
9	Handling Complaints, Suggestions and Feedback	3.10	77.38	Good
SKM VALUE		3.03	75,79	Not good

Source: 2021 Processed Data

By using the results of the assessment of each element in Table 2, the results of the Community Satisfaction Survey are at Zainal Umas Sidiki Regional General Hospital (RSUD ZUS) North Gorontalo Regency in 2021 is included in the Poor category (C), namely with a weighted average value of 3.03.

4 Evaluation Of Community Satisfaction Survey

Based on the results of the implementation of the Public Satisfaction Survey on public services for information management and documentation, related to the existence of elements of service at the Zainal Umar Sidiki Regional General Hospital, then overall services still really need to be improved in order to improve the quality of public services, this is due to elements of service at home none of the ZUS hospitals have achieved very good grades. Table 2 shows the service elements that need to be improved based on the type of service element:

Table 3
Service elements that need to be improved

No	Service Elements	Information
1	Facilities and Infrastructure	There are still many deficiencies in the facilities and infrastructure at ZUS Hospital, so it is necessary to make maximum efforts to make up for any deficiencies in accordance with the needs analysis carried out by the hospital.
2	Service Time	Inconsistent service times can slow down services, especially doctors' services to patients are attempted to be more timely.
3	Service Products	The types of services available at the ZUS Hospital still really need to be improved, especially the availability of doctors for various other types of diseases.
4	Condition	The requirements at the ZUS Hospital are appropriate, but they still need to be fixed again, especially in terms of clarity regarding the conditions that need to be prepared before carrying out services.

5	Medical Competency	The competence of medical staff at ZUS Hospital is already in the good category, but it still needs to be improved, especially in adjusting work according to expertise.
6	Handling of service user complaints	There is a lack of complaint media or publication of existing complaint media so that they are less than optimal in handling complaints
7	Procedure	Service procedures at ZUS Hospital are in the good category, but there are respondents who state that the procedures are not easy and not easy, so an evaluation of service procedures is needed.
8	Media Force Behavior	The attitude of medical personnel or the way of communication of medical personnel is considered good, but there are still medical staff who are not polite and not friendly in providing services
9	Fees/Tariffs	The type of service that has the highest satisfaction score at ZUS Hospital is Cost/Tariff. However, there are still respondents who say that the fees/rates at ZUS Hospital are very expensive and quite expensive.

Based on the explanation in Table 3 above, it is necessary to evaluate the implementation of public service information management and documentation for:

- a. For hospital facilities and infrastructure, it is hoped that it can be completed and repaired again so that ZUS Hospital can be the main choice for the people of North Gorontalo Regency.
- b. Service elements in ZUS Hospitals such as service time, type of service, service requirements really need quality improvement
- c. Submission of the results of the Public Satisfaction Survey of public service management of information and documentation to Service Providers so as to provide input on the quality of the public services implemented.
- d. There needs to be an appropriate method to avoid respondents who tend to give normative answers when filling out the questionnaire.
- e. Publication of existing complaint media to the public makes it easier to convey criticism, suggestions and responses.

5 Respondent's Advice

Based on the processed results of the implementation of the community satisfaction index for hospital services, there were many suggestions, thoughts and opinions of informants. The following are suggestions of opinions conveyed by respondents mixed through the following table:

Table 4. Respondent's Suggestion

No	Suggestion	F	Percentage
1	Parking lot	31	57%
2	Provide TV	17	31%

4	Time for service and doctors to match working hours so that patients don't wait too long	12	22%
3	The whole room can use air conditioning/ fan	10	19%
6	The cleanliness of the bathroom and the availability of clean water	9	17%
5	Improve the Path to and in the Hospital	8	15%
7	Many hospital sinks and toilets were damaged	7	13%
8	Hospital yard layout	7	13%
9	Cleanliness of the hospital and room must be considered	5	9%
10	Lack of seats for patients	4	7%
11	Build a fence around the hospital	3	6%
12	Provide Mini Market and Hospital Kanting	3	6%
13	Add Hospital Facilities	2	4%
14	Add Hospital Staff	2	4%
15	Officers must speak good and polite words	2	4%
16	Free Wifi throughout the hospital	2	4%
17	Cleaning service can be made uniform	1	2%
18	Provide a queue number for outpatient care	1	2%
19	Provide a microphone to call patients	1	2%
20	Provide a sense of security and comfort to patients	1	2%
21	Space manager needed	1	2%
22	Lack of Toilet facilities	1	2%

Source: 2021 Processed Data

By looking at the suggestions from the respondents above, the hospital must be able to pay attention to several aspects, especially parking lots in the hospital area, providing TV for outpatients and inpatients, and Time for service and doctors to match working hours so that patients don't wait too long. In addition, all rooms can use air conditioning / fans so that patients don't overheat, both when queuing and when they are inpatients using the room. Apart from that, roads as access to the hospital and those inside the hospital also need to be repaired, which is accompanied by the arrangement of the hospital garden so that patients feel comfortable waiting in line. In general, the advice given is more about facilities that can be used by patients and their families in terms of utilizing the Zainal Umar Sidiki Regional Hospital, as a center for public services.

6.4 Closing

Based on the results of the analysis on the results of measurements of the Public Service Community Satisfaction Survey at Zainal Umar Sidiki Regional General Hospital, North Gorontalo Regency, several conclusions can be drawn as follows:

1. In general, the quality of the public service elements of the Zainal Umar Sidiki Regional General Hospital is perceived to be less good with a Community Satisfaction Index of 75.79 with service quality C.
2. The average index value of the public service elements of the Zainal Umar Sidiki Regional General Hospital is 3.03, this indicates that the service recipients of the Zainal Umar Sidiki Regional General Hospital perceive that they are not satisfied with the services provided. Also strengthened with an index value of 4 elements of service Satisfaction with the unfavorable category. While the other 3 elements have a good category satisfaction index but have a low score, while only element 2 elements are in a good category with an average value, namely the behavior of medical staff and costs/ tariffs at the hospital.

Furthermore, as previously explained that there are several service elements that need attention to improve the quality of service, so this survey suggests the following:

1. Improving the elements that get less good scores, especially regarding facilities and infrastructure, service time, service products and service requirements at the Zainal Umar Sidiki Regional General Hospital.
2. Follow up on suggestions made by respondents, especially regarding hospital facilities and infrastructure.
3. There is certainty in this case the maximum limit for completing services requested by stakeholders at the Zainal Umar Sidiki Regional General Hospital.

4. Increase socialization of service complaints massively through publication media managed by the Zainal Umar Sidiki Regional General Hospital to the public so that people can understand the procedures for service complaints.
5. Carry out coordination and evaluation of systems, mechanisms and procedures for service requests to all service delivery units in the Zainal Umar Sidiki Regional General Hospital.

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