

## **ANALYSIS OF PUBLIC SERVICES QUALITY IN THE GENERAL HOSPITAL AREA (RSUD) OF SAMPANG DISTRICT USING THE COMMUNITY SATISFACTION INDEX**

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### ***Abstract***

*This study is purposed to know the perception of health public services organized by the general hospital area (RSUD) of Sampang district using the community satisfaction index (IKM). This study was conducted in 2016 using survey method with 150 respondents from the users of health services in general hospital area of Sampang district. From this study reveals that the health services in general hospital area of Sampang district has an interval conversion value of IKM for amount 72,15 or conversed equal to the letter B. It is equivalent with the level services which good categorized.*

**Keywords:** *Community Satisfaction Index, Public Services, Public Participation*

## BACKGROUND OF STUDY

The regional autonomy has brought a positive impact widely, the main purpose of regional autonomy management is to improve the public services and to improve the regional economy. The regional autonomy has to attend the principles of democracy, public participants, equity and equality, and to attend the potency of various districts. So that, there are 3 missions of regional autonomy implementation, there are:

- 1) Improving the quality and the quantity of public services and public welfare.
- 2) Creating the efficiency and the effectiveness of local resources management
- 3) Empowering and creating opportunities for public to participate the development process

The agenda of public services development is new demands in the current government order, nowadays, it is in line with the paradigm of development. Bureaucracy paradigm which was once tent to be placed as “being served”, for now its statement must be changed “to serve”. This demand of change is naturally not an excessive statement if we see from the empirical phenomena of Bappenas research which confirmed that there are many non-maximal Bureaucracy services in many regions. On the other hand, there are many budgets for the public service sector which not adequately available in the regions.

Seeing through this reality and in line with the trend forward, for improving the public needs of qualified public services, the model of bureaucracy behavior tends to have an ability to change the condition applied with the current changing environment. At least, there are possibly two models applied and used to change the bureaucracy model, which are the first is bureaucracy model of urban patterned and the second is bureaucracy model of regional patterned. The bureaucracy model of urban patterned capable to leads the current to *market-oriented enabling authority* meanwhile the bureaucracy model of regional patterned is a bureaucracy which leads to *community-oriented enabling authority*. If the matter is on the reason above, so the public services in Sampang regional should be able to lead to *community-oriented enabling authority*, because the condition of social-nature in Sampang regional was still in friendly community which altruism mechanism is still running into provision of community needs.

There are many examples found that the education services, health services, transportations, social facilities, and another public services managed by the government was not satisfy the public but also got loss with the private services.

The shifting role of district government into the model of democracy demands the quality improvement of public services. Participating the local community under their own initiative become a very strategic system and determine the service quality improvement. Something to be understood here is that there are many different service qualities which can be done according to the condition of the public itself, because Indonesian societies is plural in both vertical and horizontal: whether it is based on their religions, races, languages, geographies, and their cultural. Because of the diverse local communities, local government and local autonomy are also various that lead to the several of devolution function which tends to be accommodated to the various aspiration of the local community. The decentralization brings up the political variety and structural variety to channel the local voice and the local choice.

Decentralization and de-concentration are the necessity in a continuum state organization, its mean that the application of decentralization does not need to leave centralization behind. While the public participation and their independence relate to the ability of government administration and its development which impact to the public welfare development. Decentralization actually act as the public autonomy which solve many problems in localities of public services for the welfare of the people concerned. Decentralization also said by the autonomization which the district autonomy is given to the public and not to the government of the area. Referring to the basic definition above, so the various reality of public services is a reflection of community self-reliance in the area concerned.

Seeing the thought above, the purpose of decentralization is to improve the public excellent services in the diagram of democracy model and to uphold the values of democracy and its independence which rooted from the public of its area. Through their delegations, the community can propose many criteria of the expected service quality in many sectors: education, health, transportation, economy, social culture, and so forth. The community can state the priority of public services and try to find out how to bring up the service into effectiveness and efficient. They also can present their needs and priority and many other categories. Because of it, the determination of its criteria in democracy model is depending on the community itself.

The important thing concerned with the development of district autonomy as such spoken above is, leading the development into the effort of service quality performance for the community and improving the regional government capacity as a whole in order to develop the organization system and the government apparatus in stimulant and integrated. Thus, the government capable to give an extra point in the process of its

progress. This development sector is very important because the composition of the government apparatus in Sampang district are mostly educated and graduated from Senior high school and junior high school.

The agenda of developing the capacity of professional and capable government and improving the quality of achieved public services through the development of regional autonomy is hoped to be able to improve the organization system and the readiness of apparatus to create a good and clean local governance.

The main duty of the government to its citizens is to give a good service in fulfilling their needs. The role of government is of course unstable according to the demands and the various need of the developing community. The concept of public services are still in a minimum quality and still not having a good performance that there are some public complaint of the public service which published in many media.

The service priority which conducted by the government is always getting the spotlights from the media that the government tends to give a good service in accordance with the standardization of minimum services.

These characteristics which are spoken above can be a basic form of how the government give a good service. The definition of service is widely delivered by Davidow in Sutopo (2003:9), that the service is whatever enhances customer satisfaction.

According to the decision of defense minister in number 81 year 1993, the public service is all forms of public services conducted by the central government service agency in BUMN/D environment which formed both goods and services, in both fulfilling the community needs and stating the provisions of the legislation. Thus, the services made by the government can be physical, non-physical and administration.

The effort that the defense minister takes to improve the public quality is, according to the law No 25 year 2009, the defense minister issued its decision about Community Satisfaction Index (IKM) as the benchmark of assessing the rate of public quality. Because the types of this services are very numerous, there are 48 elements to ease the assessment of public services include many various public services.

The principle of services as defined in Kep.25/M.PAN/2/2004 there are 14 elements as the minimum elements which are considered a valid service in measurement basis of community satisfaction Index (IKM).

The research, experiment and scientific studies are all the instruments or the ways used to find and measure the level of community satisfaction, the result of the research will become the basic references to make the next policy related to the public services.

Sampang district government and its various offices/agencies/offices is a government institution which service the public services to the community of Sampang district. There are 3 service function as stated in government function of public services, there are *environmental service*, *development service*, and *protective service* meanwhile the services types that Sampang government give are private good service and the service given to a public good as collective services.

There are always many complains from the community in giving the public services to the community as experienced by the officers/agencies of Sampang government. Those complains are such the slowness of service, the less responsive of employees, too complicated procedures, too expensive tariff, the unfriendly of employees and so on.

Actually, there are many various offices/agencies, sub-district and villages which are situated in Sampang district service their community in non-face to face services, or we can say that the service they give to their community is not in direct contact to them. The institutions which give the public services directly to the community are RSUD, PDAM, Disnaker and transmigration, community health center or puskesmas, sub-districts and so on.

Because of the complains they get, Sampang government try to review all the service systems which have given especially in the public direct services in its offices and agencies and also try to seek the scientific reviews of the public complains. Because it sometimes is the standard service that the government give, it just only that the community do not understand the views of it. There is a marketing principle which said that “the consumers are always hoping the services as their desire despite of beyond the reach of the company’s capabilities”.

According to the condition above, so this study is purposed to describe the community satisfaction in receiving the health service which managed by the general hospital are (RSUD) of Sampang district.

In order to know the level of the community satisfaction which is given by the general hospital (RSUD) of sampan district, the writer uses to reveal it by the Community Satisfaction Index (IKM).

### **Formulation of the Problem**

According to the background spoken above, the formulation of the problem are as follows:

What is the perception of community in public services such as the health service which are given by the general hospital area (RSUD) of Sampang district?

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### **Research Purposes**

The purpose of this study is to know the perception of the community in public services especially in the health services which are given by the general hospital area (RSUD) of Sampang district.

### **The Public Service Quality**

In literature study which developed by Prof. Lijan Poltak Sinambela (2011), states that there many requirements and indicators of the prime public service quality, this quality is reflected in 6 principles, they are:

1. Transparency, it is an easy accessed service and opened for the service users.
2. Accountability, it is a process and service product that is legally accountable and applicable.
3. Conditional, it is a system and service mechanism which suitable with special condition for the service users which are purposed to give the service by served fairly and humanely.
4. Participative, it is an opened system and organization of the community involvement for the service users. So that the service products are in line with the expectations of the service users community.
5. Equality of rights, it is a fair service and not in discriminative.
6. Balance of rights and obligations, it is a service that considers a sense of fairness between the users and the service provider.

The further explained that the public service quality also can be seen from the service products such as:

1. Performance
2. Reliability
3. Ease to use
4. Esthetic

Based on the principle of service as established by the minister for the utilization of the state apparatus which is written on KEP/25/M.PAN/2/2004 that there are 14 relevant, valid and reliable elements. These 14 elements are the must be elements for the basic minimum of measuring the community satisfaction index. These 14 elements are service procedure, service requirement, clarity of service personnel, discipline of service personnel, responsibility of service personnel, ability of service personnel, speed of service personnel, justice of getting service, courtesy and friendliness of the service personnel, fairness of service charge, certainty of service charge, certainty of service schedule, environment comfort and security service.

### **THE STUDY RESULT**

The result study of the public service quality analysis in the general hospital area (RSUD) of Sampang district use community satisfaction index or IKM as written on the decision of minister for the utilization of the state apparatus in KEP/25/M.PAN/2/2004 about the general guidelines in the preparation of public satisfaction index in government service unit is using 14 indicators.

Those indicators are (1) service procedure, which the ease of service stage given to the community seen from the simplicity of service flow; (2) service requirement, it is technique requirement and administrative needed for getting the service suitable with its kind of service; (3) clarity of service personnel, which is the existence and the certainty of the officer providing the service (name, position, the authority and the responsibility of the officer); (4) discipline of service officer, it is the seriousness of the officer in providing service especially in the consistency of working time in accordance with applicable regulations; (5) the

responsibility of service officer, it is a clarity of the authority and responsibility of officers in the implementation and completion of services; (6) the ability of service officer, it is the level of expertise and skill possessed by officers in providing/completing the services to the community; (7) the speed of the service, it is a target service time that can be completed with the specified time in the service delivery unit; (8) the justice of getting service, it is the implementation of services by not distinguish the class/status of the community served; (9) courtesy and friendliness of the service personnel, it is the attitude and the behavior of the officers in providing service to the community and a polite and friendly manner and respect each other; (10) The fairness of service charge, it is the affordability of the community to the amount of the fees set by the service unit; (11) The certainty of service charge, it is the conformity between the fees paid and the set costs; (12) the certainty of service schedule, it is the certainty of service time in accordance with the provisions that have been set; (13) the environment comfort, it is a condition of clean, tidy and orderly service facilities and infrastructure so as to give comfort to the service users; and (14) The security service, it is the level ensure of security within the unit of service providers or facilities used, so that the community feel easy and comfort to get service of the risks resulting from the implementation of services.

The calculations used in this study are as stipulated in the decision of the state apparatus empowerment minister number 25 of 2004 on the general guidelines for the preparation of community satisfaction index in the government service units. And it uses form as follows:

The Value of Community Satisfaction index or IKM is:

$$\text{WeightedAverage} - \text{WeightAverage} = \frac{\text{Numberofweight}}{\text{NumberofElement}} = \frac{1}{14} = 0,071$$

To find the value of community satisfaction index or IKM, use the form as follows:

$$IKM = \frac{\text{TotalOfPerceivedPerceptionValues}}{\text{TotalElementFilled}} \times \text{WeightingValue}$$



To find the value of community satisfaction index or IKM, use the form as follows:

To ease the interpretation of valuing the community satisfaction index (IKM) between 25-100 then the above valuation results are converted to a base of 25 within the following formula:

Service Unit IKM X 25

Because the service units have many different characteristics, so that every service unit is possibly do to:

- a. Add the relevant element
- b. Point the different weight to 14 elements which dominantly used in service unit by the noted of the stable elements from the total of whole weight

**Table 6.**

Perception value, IKM Interval, IKM Conversion, Service Quality and Service Unit Performance

Perception Value	Value of IKM Interval	Interval Value of IKM Conversion	Service Quality	Service Unit Performance
1	1.00 – 1.75	25 – 43.75	D	Not Good
2	1.76 – 2.50	43.76 – 62.50	C	Enough
3	2.51 – 3.25	62.51 – 81.25	B	Good
4	3.26 – 4.00	81.26 – 100.00	A	Very Good

After interviewing to 150 respondents, the study get the result for about 14 indicators related to the public service quality in general hospital area of Sampang district. Every element of service has the same weight that is 0.071 which can be seen from the number of weights divided by the number of elements.

Based on the data obtained, the 14 indicators have the element value among other, the service procedure has a value about 2.94, the service requirement has a value for about 2.91, the clarity of service officers get the point for about 2.9, the discipline of service officer valued 2.9, the responsibility of service officer has the element value for about 2.92, the ability of the service

officer valued 2.92, the speed of service get the point of element for about 2.927, the fairness of getting the service valued 2.927, the courtesy and friendliness of service valued 2.787, the fairness of service charge get the element value for about 2.86, the certainty of service charge valued 2.847, the certainty of service schedule get the point element of 2.887, the comfort environment valued 2.867 and the service security has an element value for about 3.04.

The whole index value are as follows:

$$\text{Index Values} = (2.94 \times 0,071) + (2.91 \times 0,071) + (2.9 \times 0,071) + (2.9 \times 0,071) + (2.92 \times 0,071) + (2.92 \times 0,071) + (2.927 \times 0,071) + (2.927 \times 0,071) + (2.787 \times 0,071) + (2.86 \times 0,071) + (2.847 \times 0,071) + (2.887 \times 0,071) + (2.867 \times 0,071) + (3.04 \times 0,071) = \mathbf{2.886}$$

For getting the value of community satisfaction index or IKM, the form should be used is as follows:

<b>IKM = Service Unit x 25</b>
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- a. IKM Value of this study is as follows = index values X weighing value  
=  $2.886 \times 25 = 72.15$
- b. After knowing the value of IKM for the public service in general hospital area of Sampang district which is 72.15, so this hospital IKM if be converted into the perception value, IKM Interval, IKM conversion, service quality and service unit performance will be stated as a **Good Service** facilitate or by the letter “**B**”

For further result, clearly it can be seen in the table as follows:

**Table: The result of Community Satisfaction Index in General Hospital Area of Sampang District**

No	Service Elements	Scoring	Respondents amount	Score Result divided by respondent amount	weighing	Score result divided into respondents amount time to
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						weighing
1	Easiness of Public Procedure	441	150	2.94	0.07	0.21
2	Suitability of service requirements with type of service	437	150	2.91	0.07	0.21
3	Clarity and Certainty of Officers Service	438	150	2.9	0.07	0.2
4	The Officer Discipline in Providing Service	434	150	2.9	0.07	0.2
5	The Responsibility of the Officers in Providing Service	438	150	2.92	0.07	0.21
6	The Ability of the Officers in Providing Service	438	150	2.92	0.07	0.207
7	The Speed of Service	439	150	2.927	0.07	0.208
8	The fairness of getting service	439	150	2.927	0.07	0.208
9	The Courtesy and friendliness in providing Service	418	150	2.787	0.07	0.198
10	The Fairness of Charge	429	150	2.86	0.07	0.203
11	The Suitability between the Charge paid and the applicable charge	427	150	2.847	0.07	0.202
12	The accuracy of implementation in service time schedule	433	150	2.887	0.07	0.205
13	The comfort of hospital environment	430	150	2.867	0.07	0.204
14	The security in the hospital	456	150	3.04	0.07	0.216
IKM Value of Service Unit						<b>2.886</b>
IKM Value of Service Unit multiplied by Base Value = <b>2.886 x 25 = 72,15</b>						
<b>The Value of IKM Conversion Interval = 72,15</b>						
<b>Service Quality = B</b>						
<b>Service Unit Performance = Good</b>						

## SUMMARY

Generally, the implementation of public services organized by general hospital area of Sampang district is already included into a good category as be seen in the result of IKM. But there are some elements of service that there are very week and need to be repaired are related to the courtesy and friendliness of the service officers in providing the service to the clients or to the service users. This service element has the lowest score compared with the other sore of elements. Many respondents considered that medical officers, nurses, nutritionists, doctors visiting and administrative procedure employees and also the cleaning services are not friendly into the patients and their family.

Another weakness is related to the cleanliness and comfort especially patient room, there has been no order for the families of patients who are noisy and smoking in the hospital area. This is certainly disturbing the comfort of the patient.

The rest of the elements, the respondents assess that the health service of general hospital area of Sampang district as already Good enough.

### **Suggestion**

The management of general hospital area of Sampang district must provide good character training to the medical officers, nurses, nutritionists, doctors visiting and administrative procedure employees and also the cleaning services, so that the patient receiving the health service feels comfortable in the hospital.

Improving of facilities and infrastructure and the updating of medical devices, so that the patients do not need to be referred to hospitals outside the district of Sampang.

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