

PUBLIC QUALITY SERVICE IN BAUBAU GENERAL HOSPITAL

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ABSTRACT

The study aims to describe the quality of public services at Baubau hospital, South East Sulawesi, Indonesia. The qualitative research used research design with descriptive approach. Data collection techniques using interview guidelines, and collecting data sourced from secondary data. The result of the research shows that the service quality at RPSA Baubau General Hospital is quite good, it can be seen from the certainty of service time, service accuracy, courtesy and hospitality, responsibility, completeness of service, ease of service, personal service, variation of service models, Supporters of service. To ensure the quality of service in Baubau General Hospital's is more optimal, it is necessary that the health officer must hold good service ethics will always actualize attitude and behavior in accordance with the values or norms that exist in the community in every implementation of its duties including in providing health services to the patient. Thus the existence of ethics in the provision of health services to patients manifested in a friendly attitude, fair, efficient, certain service, does not complicate the service will greatly affect the creation of adequate health services quality.

Keyword: *Quality, Service, Hospital*

1. INTRODUCTION

The hospital is one of the public sector organizations engaged in the field of health services that has the task of carrying out a health effort in an efficient and effective manner by prioritizing or prioritizing healing and recovery efforts that have been carried out harmoniously and integratedly by the hospital in an effort to improve and disease prevention and remedial measures (Decree of the Minister of Health of the Republic of Indonesia No.983 / Men.Kes / SK / XI / 1992).

Baubau City Hospital is one of the government business units (public sector) that has the obligation to provide health services to the community optimally without the purpose of making a profit. Optimal health services as expected, require considerable costs in planning, organizing, operating, and controlling well, which is preceded by the preparation of vision, mission, goals, targets, and indicators of success that are realized in the form of strategic plans.

The fact that the service quality has not been maximized at the City Hospital of Baubau can be seen in the case experienced by Mr. Saharuddin who explained that the family had moved the victim from Murhum Hospital to the City Hospital of Baubau, but upon arrival at the Hospital the hospital staff said that the victim could not surgery because the tools needed to dissect the victim are not available or incomplete, so the doctor who handled it recommended to be referred to a hospital in Makassar City and the family responded. He said the doctor here who was also a doctor at Siloam Hospital did not have the surgical instrument, so it would be better if he was referred to Makassar. If we go to Kendari, don't get us there, there are no more tools needed

2. THEORETICAL BASIS

2.1 The Concept of Public Services

Decree of the Minister of Administrative Reform (Men-PAN) Number 81 of 1993, states that public services are all forms of public service activities carried out by central government agencies, in regions and in the environment of State / Regional Government Enterprises in the form of goods and services, both in the context of meeting the needs of the community and in the context of implementing the provisions of the legislation.

Gronroos (1990: 203) sees service from the point of interaction between consumers and employees stating as follows service is an activity or series of activities that are invisible (intangible) that occurs as a result of the

interaction between consumers and employees or things - other things provided by the service provider company intended to solve the problems of the consumers / customers.

Public services are carried out in a series of integrated activities that are simple, open, smooth, precise, complete, reasonable, and affordable. Decree Number 81 of 1993 above also stated that public services contain the following elements:

- a. Rights and Obligations for the public service providers and recipients must be clear and clearly known by each party.
- b. The regulation of each form of public service must be adjusted to the conditions of the needs and ability of the community to pay based on the provisions of the applicable laws and regulations while still holding to efficiency and effectiveness.
- c. The quality, process and results of public services must be endeavored so that they can provide accountable security, comfort, smoothness and legal certainty.
- d. If public services provided by government agencies are forced to be expensive, the relevant government agencies are obliged to provide opportunities for the community to participate in accordance with applicable laws and regulations (Sedarmayanti, 2004: 193).

2.2 The Concept of Public Service Quality

The quality of service expected by the community according to Moenir (2010: 41-44) is as follows:

- a. Ease of managing interests with fast service in the sense of no barriers that are sometimes made up.
- b. Obtain reasonable services without complaining, satire or things that are not fair.
- c. Get the same treatment in service to the same interests, orderly, and indiscriminately.
- d. Honest and straightforward service, meaning that if there are obstacles due to an unavoidable problem, it should be notified, so people do not wait for something that is not clear.

Public service, community satisfaction is a determinant of quality, so every organization that provides public services is expected to be able to provide satisfaction to its customers, and to achieve that satisfaction requires excellent service quality that is reflected (Sinambela, 2010: 42-43):

- a. Transparency, namely services that are open, easy and can be accessed by all parties who need and are provided adequately and easily understood;
- b. Accountability, namely services that can be accounted for with the provisions of the legislation;
- c. Conditional, namely services that can be in accordance with the conditions and capabilities of service providers and recipients while still adhering to the principles of efficiency and effectiveness;
- d. Participatory, namely services that can encourage community participation in the delivery of public services by taking into account the aspirations, needs and expectations of the community;
- e. Equal rights, namely services that do not discriminate, are seen from any aspect, especially ethnicity, race, religion, class, social status, etc.
- f. Balance of rights and obligations, namely services that consider aspects of justice between the giver and recipient of public services.

Decree of the Minister of Administrative Reform No.63 of 2003, public services are divided into 3 groups, namely:

- a. Administrative Services Group, which is a form of service that produces a variety of official documents needed by the public or the public. For example citizenship status, ownership and others. These documents include KTP.
- b. Goods Services Group, namely services that produce various forms / types of goods used by the public. For example the supply of electricity, clean water, and others.
- c. Services Group, namely services that produce various forms of services needed by the public. For example education, services, health, organizing transportation and others.

More complete than the above opinion, According to Gasper (2011: 2), there are 10 characteristics or attributes that must be taken into account in improving service quality, including the following:

1. Certainty service time

The expected time is related to the processing or completion time, delivery, delivery, guarantee or guarantee, and responding to complaints.

2. Service accuracy

Service acculturation related to service reliability, free from mistakes.

3. Courtesy and friendliness

In providing service personnel who are at the forefront who interact directly with customers must be able to provide a pleasant personal touch. Pleasant personal touches are reflected through appearance, body language and language that is polite, friendly, agile and nimble.

4. Responsibility

Responsible for receiving messages or requests and handling external customer complaints.

5. Completeness

Completeness of services concerning the scope (scope) of the availability of supporting facilities services.

6. Ease of getting service

Ease of getting services related to the number of officers serving and supporting facilities.

7. Personal service

Personal services related to the space / place of service for ease, availability, data / information and instructions.

8. Variation of service models

Variation of service models related to innovation to provide a new pattern of service.

9. Convenience in obtaining services

Service convenience is related to waiting rooms / service places, ease, availability of data and information and directions.

10. Service support attributes

service supporting attributes in this case are facilities and infrastructure provided in the service process.

This research will look at the quality of service above only in six dimensions, namely: certainty of service time, service accuracy, courtesy and friendliness, responsibility, ease of service, and variations in service models.

3. RESEARCH METHOD

The design used in this study is a qualitative research design that aims to get a real picture of the quality of public services in the City Hospital of Baubau. This research uses a descriptive approach. This study focuses on the actual problems as they were when the research took place. Data collection techniques used were observations where this study was conducted by observing the quality of service in the City Hospital of Bauba by conducting interviews or direct question and answer to informants using interview guidelines . In addition, this research is supported by a documentation study that is conducting a document study of matters relating to the quality of service in the City Hospital of Baubau

This research will reveal the meaning of the data collected. From these data, conclusions that are tentative, vague, stiff and dubious will be obtained, so the conclusions need to be verified. Verification is done by looking back at the data reduction and data display so that the conclusions drawn are not distorted.

4. RESEARCH RESULTS

4.1. Certainty Service Time

The certainty of service time is clarity in providing services to patients both care and treatment during the City Hospital of Baubau, the waiting time in the certainty of delivery of information on services affects patient satisfaction, because the services provided by hospitals are services. Good service is to provide the best service in all aspects, starting from the patient coming and receiving services until he has finished getting service. Based on the Decree of the Minister of Health of the Republic of Indonesia No.129 of 2008 regarding minimum service standards, the minimum service standard regarding the speed of time in providing inpatient service information after being declared allowed to go home by a doctor until the billing information received by the patient is <2 hours.

‘..untuk prosedur pelayanan disini rata-rata pasien diberitahu tentang kapan pasien akan bisa keluar, kalau untuk biaya bagi pasien BPJS semuanya di tanggung oleh BPJS sendiri, tetapi untuk pasien untuk biayanya kita akan beritahu setelah pasien sembuh.. (hasil wawancara dengan Myd, Kepala Bidang Pelayanan pada RSUD Kota Baubau tanggal 15 Agustus 2018).

(‘. for the service procedure here the average patient is told about when the patient will be able to get out, if for BPJS patients everything is borne by the BPJS itself, but for patients for the costs we will inform after the patient has recovered .. [results of an interview with Myd , Head of Service at Baubau City Hospital on August 15, 2018]).

“belum jelas prosedurnya karena masih berbelit-belit” (hasil wawancara dengan Hdm, keluarga pasien pada RSUD Kota Baubau tanggal 20 Agustus 2018).

("The procedure is not yet clear because it is still convoluted" [results of an interview with Hdm, the patient's family at the Baubau City Hospital on August 20, 2018]).

Based on observations of the waiting time it can be seen that the average public patient who is returning home just gets information about the final bill after waiting for approximately 2 hours. The fastest time available during this study is 1 hour and the longest is 7 hours.

Based on the results of the study it was found that the certainty of service at the City Hospital of Baubau is quite good, for example in terms of medical or care costs while in hospital, some are borne by the state by providing BPJS cards to hospital officials and regular payments, in addition to services by providing satisfaction with patients is an obligation for the hospital to show the services provided by health workers satisfy patients.

"ya. pelayanan yang diberikan berdasarkan bukti permohonan dan kelengkapannya. (hasil wawancara dengan Myd, Kepala Bidang Pelayanan pada RSUD Kota Baubau tanggal 15 Agustus 2018).

("yes. the services provided are based on the evidence of the application and its completeness. [the results of an interview with Myd, Head of Service at the City Hospital of Baubau on August 15, 2018]).

"..pelayanan pada RSUD Kota Baubau sudah cukup baik, karena prosedur pelayanan sudah memenuhi syarat pelayanan minimal.." (hasil wawancara dengan SR, Kepala Seksi Pelayanan Medis pada RSUD Kota Baubau tanggal 15 Agustus 2018).

("... the service at Baubau City Hospital is quite good, because the service procedures have met the minimum service requirements ..." [results of an interview with SR, Head of Medical Services Section at the City Hospital of Baubau on August 15, 2018]).

Health and medical services, especially in hospitals and private practices, the role of recording Medical Records is very important and very closely attached to the ministry. Medical Record (RM) is the third person in health services. Such records will be useful to record and remind the doctor of the circumstances, examination results and treatment that have been given if the patient comes back for repeat treatment after a few days, months and even years.

In PERMENKES No. 749a / MenKes / XII / 89 about RM referred to the meaning of RM is a file containing records and documents about patient identity, examination, treatment, actions, and other services to patients at health care facilities. In hospitals there are 2 types of RM, namely: RM for outpatients and RM for inpatients.

4.2. Service Accuracy

Providing health services to the community there are a series of activities that must be carried out to be validated so that they will produce exactly what is needed and the procedures for providing health services to the community in accordance with those planned or designed in standard operational procedures.

Activities that have been determined must be integrated so that they are mutually supportive and focused in providing health services to the community. Each activity that has been determined in their respective fields according to their main tasks and functions must be carried out correctly and in a timely manner based on established standards.

Diagnosis is often done by doctors in the inpatient room that is by gathering information and doing analysis to determine a problem or cause of a problem / disease in the patient's body. Diagnosis by doctors is more to read the state of the body and find the right solution to achieve a healthy state. Doctors often diagnose the patient's body and then make the decision to provide adequate treatment or therapy, so mistakes in determining the diagnosis can lead to an action or making a wrong decision that can even be fatal which results in someone's death. Based on the results of interviews with informants said that:

"..untuk mendiagnosa pasien kadang hasil akurat, dan kadang juga tidak akurat, karena keluarga saya pernah periksa di sana katanya sakitnya maag (lambung), tetapi setelah periksa pada RSUD Kota Baubau katanya penyakitnya usus buntu.." (hasil wawancara dengan Myd, Kepala Bidang Pelayanan pada RSUD Kota Baubau tanggal 21 Agustus 2018).

("... to diagnose patients sometimes the results are accurate, and sometimes also inaccurate, because my family has examined there said that the stomach ulcers (stomach), but after checking at the City Hospital in Baubau said his appendicitis .." [results of an interview with Myd, Head of Services at Baubau City Hospital on August 21, 2018]).

"..tingkat keakurasian mengdiagnosa saya kira tergantung pada ketelitian dokternya dalam memeriksa pasien, dan pasien juga harus terbuka dengan keluhan yang dideritanya..untuk hasil pemeriksaan penyakit yang diderita pasien memang tidak semuanya tepat tetapi kebanyakan yang sesuai dengan hasil diagnosa, mungkin hanya 1 atau 2 orang saja yang mengeluh seperti itu.." (hasil wawancara dengan SR, Kepala Seksi Pelayanan Medis pada RSUD Kota Baubau tanggal 22 Agustus 2018).

("... the degree of accuracy of diagnosis I think depends on the accuracy of the doctor in examining the patient, and the patient must also be open to complaints he suffers for ... for the results of examination of the disease suffered by the patient it is not all right but most of which correspond to the results of the diagnosis, maybe only 1 or Just two people who complain like that ... "[results of an interview with SR, Section Head of Medical Services at the City Hospital of Baubau on August 22, 2018]).

"..akurat karena banyak masyarakat yang sembuh setelah melalui proses pemeriksaan dan pengobatan di rumah sakit ini". (hasil wawancara dengan Hrt, Kasubag. Keuangan pada RSUD Kota Baubau tanggal 22 Agustus 2018)

("... accurate because many people who recover after going through the process of examination and treatment at this hospital". [Results of an interview with Hrt, Kasubag. Finance at Baubau City Hospital on August 22, 2018])

Based on the results of the interview above, it can be explained that the results of diagnoses made by doctors at the City Hospital of Baubau tend to be good or appropriate so that patients can be prescribed according to complaints of the disease they suffer, although it must be admitted that there are still errors in diagnosing made by general practitioners, therefore required accuracy, and adequate facilities in diagnosing the patient's disease.

4.3. Courtesy and Hospitality

Providing frontline personnel who interact directly with patients must be able to provide a pleasant personal touch reflected through appearance, body language and polite, friendly, agile and agile speech.

Based on the observations of researchers it appears that the officials of the Baubau City Hospital showed politeness and friendliness to their patients. This was also justified by the head of the ministry, the family of the patient and the head of the medical service section (interview on 23 August 2018)

4.4. Responsible

The responsibility of health workers in the City Hospital of Baubau is their responsibility, especially on the acceptance of patients, requests and handling patient complaints. Researchers' observations of the responsibilities of health workers when receiving patients or requests and handling of patient complaints are generally good and this is also justified by the head of service, the head of the medical service section and the patient's family who said that health workers at the Baubau City Hospital were very responsible when patient admissions, requests and handling of patient complaints (interview on 22 August 2018)

4.5. Ease of Getting Service

The hospital needs to provide services in accordance with what the patient expects for services of a service can be fulfilled or even exceeded expectations, causing satisfaction in patients. Hospitals need to know how to serve patients effectively and quickly. Services have been patient-oriented because the measure of perceived quality is not in the view of the health care provider but lies in the patient. If the service received by the patient is as expected, the service can be said to be good. In achieving service goals oriented to patient satisfaction, it is necessary to consider things that play an important role in determining the perception of patient quality including facilities, doctors, medical personnel and nurses.

"..kami selalu memberikan kemudahan kepada pasien, bahkan kalau tidak tahu kami arahkan langsung sesuai dengan harapan mereka. (hasil wawancara dengan Myd, Kepala Bidang Pelayanan pada RSUD Kota Baubau tanggal 15 Agustus 2018).

("... we always provide convenience to patients, even if we don't know, we direct it according to their expectations. [the results of an interview with Myd, Head of Service at the City Hospital of Baubau on August 15, 2018]).

"..memberikan kemudahan kepada pasien perlu dilakukan untuk mempercepat proses penanganan, pengobatan dan penyembuhan kembali pasien, di rumah sakit ini cukup mudah diakses oleh keluarga pasien,

("... giving convenience to patients needs to be done to speed up the process of treatment, treatment and recovery of patients, in this hospital is quite easily accessible by the patient's family,...)

"sebagai aparatur pelayan masyarakat tentunya kami mengedepankan pelayanan yang mudah dan murah bagi masyarakat karena kita tahu bersama kan, banyak masyarakat yang masih miskin". (hasil wawancara dengan AR, perawat pada RSUD Kota Baubau tanggal 16 Agustus 2018).

("As a civil servant apparatus, of course we prioritize easy and inexpensive services for the community because we know together, many people are still poor". [results of an interview with AR, a nurse at the City Hospital of Baubau on August 16, 2018]).

Ease of access is the result of the patient's assessment of the ease of access in obtaining health services such as: ease of reaching the location of the hospital, ease in obtaining facilities and services, ease of reaching the tariff for services provided at the hospital, and ease in meeting health workers. This includes convenience for patients in obtaining good services in terms of meeting officers, working time, reaching facilities and health service locations.

4.6. Service Model Variations

One of the strategies carried out by hospital managers in maintaining or increasing consumer confidence is service. The demand for quality and comfortable services is increasing, in accordance with the increasing awareness of the meaning of healthy living. This situation is influenced by the level of education, socio-culture and socio-economic community that needs attention from the hospital manager.

"Pola pemberian makanan disini cukup variatif, dari makan pagi, siang, dan malam, seterusnya juga seperti itu sampai pasien tersebut sembuh". (hasil wawancara dengan Myd, Kepala Bidang Pelayanan pada RSUD Kota Baubau tanggal 20 Agustus 2018).

("The pattern of feeding here is quite varied, from breakfast, lunch, and dinner, so it goes like that until the patient is relaxed". [Results of an interview with Myd, Head of Service at the City Hospital of Baubau on August 20, 2018]).

"menurut saya sudah bagus dan sehat, tidak terlalu banyak variasinya palingan hanya pola makan dan nutrisi yang dibutuhkan oleh tubuh, itulah yang paling penting". (hasil wawancara dengan WOR, perawat pada RSUD Kota Baubau tanggal 21 Agustus 2018).

("In my opinion it is good and healthy, not too much variation, only the diet and nutrition needed by the body, that is the most important". [the results of an interview with WOR, a nurse at the City Hospital of Baubau on August 21, 2018]).

"jikalau dilihat dari makanan yang ada tidak terlalu mewah apalagi pasien BPJS yang diruang bangsal, kalau pasien VIP biasanya makanannya agak berkelas". (hasil wawancara dengan FP, keluarga pasien pada RSUD Kota Baubau tanggal 22 Agustus 2018).

("If seen from the food there is not too fancy especially BPJS patients in the ward room, if VIP patients usually the food is rather classy". [the results of an interview with FP, the patient's family at the Baubau City Hospital on August 22, 2018]).

In an effort to improve the quality of service to consumers, the hospital strives to have permanent skilled doctors, as well as employing time doctors and contract doctors. We can even find Emergency Services (ER) that are handled by permanent doctors and contract doctors. On the other hand, the City Hospital of Baubau has not yet provided complete facilities and facilities such as laboratories with analysts, radiologists and complete and adequate treatment facilities. Whereas for the doctors they take famous specialist doctors and hospital managers consider specialist doctors and patients as their "customers".

5. CONCLUSION

The quality of service at the City Hospital of Baubau is quite good, this can be seen in: 1) Lack of certainty in service time due to lack of promptness in doctor services and employee discipline that has not been good; 2) The

accuracy of the service of health workers to patients is not yet maximal, such as unclear service standards, lack of standard operating procedures in providing services to patients; 3) Courtesy and friendliness, which are polite and friendly attitude of health workers in treating patients and their families; 4) Responsibility, namely carrying out the task of providing services to patients, adequate service completeness such as beds, restrooms, comfortable rooms and others; 5) Ease of getting services, namely the process of managing patient files is easily resolved, patient comfort is felt good enough and supporting attributes that support services and personal services such as health data (diagnosis) of patients is quite accurate; 6) Variation of service models that are lacking because they are still fixed on the standard rules of service.

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