Quality of Public Service at Bara Permai Health Center, Palopo City

Syahiruddin Syah, Aldian Rhamadan, Kasmad Kamal
Department of Public Administration, Andi Djemma University, Palopo City, South Sulawesi, Indonesia
Email: ekosyahrir67@gmail.com

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ABSTRACT

The purpose of this study was to determine the quality of public services at the Bara Permai Health Center, Palopo City. To achieve this goal, qualitative methods are used with descriptive data elaboration. A data collection technique is carried out by observation, interviews and documentation using qualitative descriptive analysis techniques. The results of the research show that in terms of (1) Tangible Dimensions, the assessment of the quality of public services at the Bara Health Center in the tangible dimension shows that the quality of service is still low. This is caused by the inconvenience of the service place. The discomfort is caused by a fan that is still lacking. (2) Dimension of Reliability, the results of quality measurements carried out on the dimension of reliability show that the quality of service is good. This is due to the skill of employees in using service tools such as using computers. (3) Dimensions of Responsiveness, the assessment of service quality at the Bara Permai Health Center in the dimension of responsiveness shows that the officers in providing services have responded to all service users. The officers have also provided fast, precise, and careful service. (4) Dimension of Assurance, the assessment of service quality at Bara Permai Health Center in the dimension of assurance shows that officers in providing services have provided guarantees on time, cost and legality in services. (5) Dimensions of Empathy the assessment of service quality at the Bara Permai Health Center, the dimensions of empathy indicate that the quality of service is good. This is due to the friendliness of employees in serving the community, namely the empathetic attitude of service officers shown by giving smiles, greetings and greetings to the community when doing services.

Keywords: Public Service; Tangible; Reliability; Responsiveness; Assurance; Empathy

INTRODUCTION

Service activities cannot be separated from human life, because service is needed in all aspects of life (Haedar Akip & Ihsan, 2017; Daraba et al., 2018a; Denhardt & Denhardt, 2003; Hillemeier et al., 2005; Nahimana et al., 2015). Likewise with public services provided by the government (Batley & Mcloughlin, 2015; Budi et al., 2015; Daraba et al., 2018a, 2018b; Rengifurwarin et al., 2018). The implementation of public services is an effort by the state to fulfill the basic needs and civil rights of every citizen for goods, services and administrative
services provided by public service providers. Improving the quality of public services organized by government agencies is now increasingly prominent, even becoming a demand from the community (H. Akib et al., 2015; Andi et al., 2018; Saggaf et al., 2018; Salam et al., 2014).

Based on law number 25 of 2009 concerning public services, it is stated that: The state is obliged to serve every citizen and resident to fulfill their basic rights and needs within the framework of public services which is the mandate of the 1945 Constitution of the Republic of Indonesia, that builds public trust in services. Public services carried out by public service providers are activities that must be carried out in line with the expectations and demands of all citizens and residents regarding improving public services.

Furthermore, it is clarified by the Government Regulation Number 2 of 2018 concerning “Minimum Service Standards, hereinafter abbreviated as SPM, are provisions regarding the Type and Quality of Basic Services which are Mandatory Government Affairs which every citizen has the right to obtain at a minimum”. To create quality human beings, it is necessary to have an excellent human health degree, so that in this case it is absolutely necessary to develop health. To support the achievement of health development, the government has provided several health facilities/facilities and their health workers. One of the health facilities that is widely used by the community is the Puskesmas. As the spearhead of health services and development in Indonesia, Puskesmas need to get attention, especially with regard to the quality of Puskesmas health services, so that in this case, Puskesmas especially those equipped with inpatient units are required to always improve the professionalism of their employees and improve health facilities/facilities for provide satisfaction to the community who use health services.

Health development is an intervention that will support economic development, especially in poverty alleviation and overcoming the economic crisis. Gunnar Myrdal, a health economist, said “people are sick because they are poor. They become poorer because they are sick, and they become sicker because they are poorer”. Therefore, service to the user community, including the poor, must be an optimal service, meaning that the quality of service can be accounted for and in accordance with the needs and expectations of service users.

Health service institutions such as Puskesmas, which are the spearhead in direct service to the user community, have different characteristics from other institutions. According to Decree Number :1457/MENKES/SK/X/2003 (regarding minimum service standards in the health sector in districts/cities), Puskesmas is one of the public service facilities that can be directly felt by the user community, especially in individual health services, in contrast to public health services. other public health services have the following characteristics:

1. Health services are human rights and every resident has the right to get optimal services according to their needs regardless of their ability to pay.
2. The impact of health services is often irreversible, in the form of disability or death. Therefore the quality of service needs to be controlled to protect the community
3. The existence of asymmetric information, because there is a fairly wide gap in the mastery of science and technology in the health sector.

Based on these characteristics, individual health services and supporting administrative services must consider the three things above. These three characteristics emphasize the existence of justice in terms of obtaining services (equity and access), the quality of service for users so that the expected results (healing) are achieved. The construction of physical facilities has succeeded
in improving the availability of health services, although the number of primary health care facilities continues to increase and is the main choice for some residents, the level of equity is still relatively low. It is the group of poor people who make the least use of the available health service facilities. The application of Law No.32 of 2004 concerning Regional Government and Law No.33 of 2004 (regarding Financial Balance between the Central and Regional Governments) gives broad autonomy to districts or cities, so that local governments will be more flexible in determining development according to regional conditions. Therefore, regions must have the ability to identify problems, choose priorities for overcoming health problems that are in accordance with the capabilities and needs of the region, as well as sources of funds that can be used to support problem solving.

The Bara Permai Health Center, Bara District, Palopo City as a public service organization cannot be separated from the spotlight and assessment of its user community. The services provided to patients sometimes still contain complaints from the community, both in the form of medical services and facilities and infrastructure. Puskesmas Bara Permai as one of the providers of health services continues to strive to optimize its resources in the form of the capabilities of the existing apparatus and service facilities so that they can achieve good, quality health services, and prioritize satisfaction for every visitor.

Based on the results of observations made by the authors, they found that problems related to public services such as non-physical are adequate, but problems related to physical problems at the Bara Permai Health Center are still inadequate, especially at the air temperature, sometimes patients still feel hot in the room. In connection with this background, the research that will be carried out is "Quality of Public Services at the Bara Permai Health Center, Palopo City".

**METHOD**

This type of research is a qualitative descriptive research. Qualitative research is a research method based on the philosophy of positivism, used to examine the condition of natural objects, and the form of qualitative research is data in the form of words, schemes, and pictures. Research that describes phenomena related to the effectiveness of local governments in providing public services in the health sector.

This research was conducted at the Bara Permai Health Center located on Jalan HM. Yusuf, BTN Pepabri, Bara District, Palopo City. Meanwhile, the research time is from December 2020 to January 2021. The researcher chose the location of this research based on the problem described by the researcher in the background. Research informants are people who are used to provide information about the situation and condition of the research background (Moleong, 2010: 97). Informants in this study, namely: 1) Head of Puskesmas Bara Permai City of Palopo, 2) Staff of Puskesmas Bara Permai City of Palopo, 3) User of service/community.

Sources of data used in this study were obtained from: 1) Primary data, namely data obtained through direct observation or observation through interviews with respondents, in the form of answers or results from questionnaires distributed to community customers who were the sample in this study. 20 Secondary data is data obtained by the author by studying and analyzing and collecting reference books on theories related to company management information systems and by searching for many sources from the internet (Creswell & Clark, 2017; Creswell & Creswell, 2017).

To obtain relevant and complete data, this study uses several data collection techniques, such as: 1) Observation, namely data collection techniques by observing the object to be studied.
which is carried out directly, regularly and systematically. These observations include pre-research or post-research, 2) interviews, namely a method to obtain data by conducting questions and answers directly with the parties concerned in order to obtain data and information that support the analysis in research, and 3) Documentation, namely data obtained from various data related to the things studied, in the form of books and literature related to research.

The data analysis technique used in this research is interactive model analysis. Interactive model analysis allows qualitative data analysis to be carried out interactively and continuously until it is complete so that the data is saturated. The process of implementing data analysis is carried out through several stages (Miles et al., 2014).

RESULT AND DISCUSSION

The Bara Permai Health Center is the spearhead of health in Bara District, Palopo City as a place for people to get first aid in the health sector. In serving the community, the Bara Permai health center is also inseparable from problems related to the relatively unsatisfactory service conditions. Measurement of service quality is carried out using five indicators consisting of reliability, responsiveness, assurance, empathy and Tangible. With these service indicators, Puskesmas Bara Permai tries to provide services through the following steps:

**Dimensions of Reliability**

The reliability dimension is the ability to carry out the promised services appropriately, accurately, reliably, consistently and according to the service. To measure the dimensions of reliability in an effort to determine the quality of public services at the Bara Permai Health Center, it can be measured through: 1) Accuracy of officers in serving service users, 2) Having clear service standards, 3) Discipline of officers in carrying out the service process, 4) Ease of customer access in service request.

Accuracy of officers in the service process is very important for service users. If officers are not careful in serving service users, errors will occur and will create new jobs. For example, accuracy in prescribing drugs, if there is an error by service personnel in prescribing drugs, then it will be detrimental to service users in this case are patients. Because it can make the patient poisoned. Therefore, officers are required to be careful in carrying out their duties and responsibilities in order to create good service and can provide satisfaction to service users. Based on the research conducted, the Bara Permai Public Health Center officers are careful or thorough in serving the community.

Furthermore, the Bara Permai Health Center already has clear service standards. This SOP serves as a guideline in working both from work procedures to service procedures. However, when in the study there were people who did not know what and how the procedures were in service, it was only natural because information about service SOPs was only given to Puskesmas officials as service providers to the community or patients.

In carrying out their duties, officers need work discipline so that the service process can run smoothly. Discipline of officers will form the discipline of officers who are full of responsibility at work, so that it will create a conducive working atmosphere and support efforts to achieve goals, especially in the service process. Officers must prioritize service interests above
their personal interests, because service work is a job that prioritizes the public interest, in other words the interests of service users must be prioritized by service officers.

The ease of customer access in requesting services at the Bara Permai Health Center is currently visible from the 1 service counter in front and one service room. When service users arrive, they will go directly to the counter and will be asked about their intentions and goals. According to the researcher's assumption, it is necessary to pay attention to the ease of access to services, so that service users do not feel confused when they want to process applications in the sub-district. The assessment of service quality at the Bara Permai Health Center in the dimension of responsiveness shows that the officers in providing services have responded to all service users. The officers have also provided fast, precise, and careful service.

**Dimensions of Responsiveness**

The aspect of responsiveness that must be provided by a bureaucratic organization that serves the community is by providing a good, fast and responsive response in responding to every public complaint and providing maximum service in every service at the Bara Permai Health Center. This will create a sense of satisfaction to the community as service users. Service users will feel appreciated if the service officer can provide a good response. Responding to service users can have a positive effect on the quality of public services at the Bara Permai Health Center. The officer responds and is responsive to service users who want to get service by greeting and asking for the necessary needs. The provision of fast service is an important thing that must be done as a form of responsiveness to service users, so that service users are satisfied with the services provided at the Puskesmas.

Service users will feel happy if the service is done properly. The right service is a match between the services provided and the needs of service users so that the needs obtained by service users can be resolved properly and ultimately service user satisfaction can be achieved. Assessment of service quality at the Bara Permai Health Center in the dimension of assurance shows that the officers in providing services have provided guarantees on time, cost and legality in services.

**Dimension of Assurance**

This assurance dimension relates to the knowledge, ability, courtesy and trustworthiness of the officer, free from danger, risk and doubt. To measure the dimension of assurance in an effort to find out public services at the Bara Permai Health Center. Bara Health Center officers provide guarantees on time in service, if it can be completed on the spot. However, if it cannot be completed right away, the officer provides a time guarantee and provides proof of collection so that when the time period is finished it can be retrieved using the proof of collection that has been given to the customer. In addition, the guarantee of fees from service personnel, so service users do not worry if they have to pay for treatment at the Bara Permai Health Center, because it is free of charge.

Assurance for services provided by Puskesmas officers are largely determined by service performance, so it is believed that these officers are able to provide reliable, independent and professional services that have an impact on service satisfaction received. Guaranteed ease of customer access in service requests (Dong, 2015; Shafritz et al., 2017). Another guarantee is the ease of customer access in requesting services at the Bara Permai Health Center currently seen.
from 1 service counter in front and one service room. When service users arrive, they will go directly to the counter and will be asked about their intentions and goals. The ease of access to services really needs to be considered, so that service users do not feel confused when they want to process applications at the Puskesmas. Assessment of service quality at the Bara Permai Health Center in the dimension of assurance shows that the officers in providing services have provided guarantees on time, cost and legality in services.

**Dimension of Empathy**

This dimension relates to the friendliness and concern of officers in providing services. Friendly officers and good communication will be one of the supporting factors for service users to give a good assessment of the services provided. If hospitality and care have been given, a good relationship will be established between service officers and the community who provide services (Chirwa, 2015; Rasyidin et al., 2017; Saputro, 2016). To measure the dimensions of empathy in an effort to determine the quality of public services at the Bara Permai Health Center. In providing services, the interests of service users have been prioritized.

The main priority in a service is the satisfaction of service users. All the needs of service users related to services in the District must receive top priority and must be in accordance with what is required by service users. According to the researcher's assumption, prioritizing the interests of service users is indeed important because service users are the main priority of service officers. If service users do not feel prioritized, they will cause complaints and give a bad impression for service personnel.

In addition, friendliness is needed by officers in carrying out a service process. To be friendly means to be kind and polite. If the service officer is friendly, it will give a good assessment of service users. According to the researcher's assumptions, the friendliness provided by service personnel will add to the comfort of service users. Therefore every officer must be friendly to service users.

Other factors Parties who want service need a sense of concern for all forms of service management, one of which is politeness which is also needed in service. With the courtesy of service providers, it can avoid complaints from the public about the form of services provided. According to the researcher's assumptions, it is necessary to pay attention to politeness for service officers. It aims to make service users feel valued and respected.

The existing service system at the Puskesmas does not yet use a numbering system for every customer who requests service. However, service users can still queue up. According to the researcher's assumptions, those who provide services must have empathy for understanding the problems of those who want to be served. Service providers must not discriminate between one person and another because it can cause social jealousy.

The assessment of the quality of service at the Puskesmas Bara Permai with dimensions of empathy indicates that the quality of service is good. This is due to the friendliness of employees in serving the community, namely the empathetic attitude of service officers shown by giving smiles, greetings and greetings to the community when doing services.

**Dimensions of Tangible**
This tangible dimension relates to physical evidence of service, namely the appearance of officers/apparatus, comfort of the place, convenience in the service process, discipline of officers/apparatus in requesting services, ease of access of customers in requesting services, and the use of assistive devices in service. Based on the results of research conducted in an effort to determine the quality of public services at the Bara Permai Health Center, it shows that the appearance of officers is one of the indicators assessed in service quality. The appearance of officers is related to the use of attributes or uniforms. Cleanliness and tidiness of uniforms is something that deserves attention (Awan et al., 2018; Cameron, 1978; Shafritz et al., 2017). Officers have a clean and tidy appearance and have used uniforms in accordance with established rules. According to the researcher's assumptions, appearance can affect the service process. If the appearance of the officer is good, it will create a good impression, and vice versa. Service officers are expected to maximize their appearance for quality service.

Regarding the comfort in the service waiting room and service room, there is already a fan, but it turns out that the fan in the room is still lacking or limited. This was confirmed by the informant who stated that the comfort of the service area also affects the quality of service. Therefore, service providers must pay more attention to convenience for service users. If a good service place is available, service users will also feel comfortable.

According to the researcher's assumption, the convenience of the service place greatly affects the assessment of service users on the quality of public services. Therefore, the Puskesmas as a public service provider must provide a comfortable place for service users. Service providers must provide sufficient space so that service users do not feel cramped and hot in the room. In addition to the service room area, air conditioning (AC) should also be provided to increase the comfort of service users. During the day the condition of the room will feel hotter.

The Bara Permai Health Center has not maximized the convenience for service users. There are still people who do not know the required requirements so they have to go back and forth in fulfilling the required requirements. According to the researcher's assumptions, the ease in the service process is very necessary so that service users do not feel difficulty and confusion in the service so that the service process can run well.

In addition to ability, the expertise of officers in using assistive devices also needs to be considered, especially in the service process. This is intended when the service is busy with many service users who come by officers who are experts in the use of assistive devices in the service process such as loudspeakers, and who are on duty at the counter. According to the researcher's assumptions, service officers must have expertise in using assistive devices in order to assist the service process, so that the service process is faster and does not rely on only one person in using the tools. The results of quality measurements carried out on the reliability dimension show that the quality of service is good. This is due to the skill of employees in using service aids, for example using loudspeakers for calling patients and services at the counter.

The assessment of the quality of public services at the Bara Permai Health Center in the tangible dimension shows that the quality of service is still low. This is caused by the inconvenience of the service place. The discomfort is caused by a fan that is still lacking.

CONCLUSION

The assessment of the quality of public services at the Bara Health Center in the tangible dimension shows that the quality of service is still low. This is caused by the inconvenience of the service place. The discomfort is caused by a fan that is still lacking. The results of quality
measurements carried out on the reliability dimension show that the quality of service is good. This is due to the skill of employees in using service tools such as using computers. The assessment of service quality at the Bara Permai Health Center in the dimension of responsiveness shows that the officers in providing services have responded to all service users. The officers have also provided fast, precise, and careful service. Assessment of service quality at the Bara Permai Health Center in the dimension of assurance shows that the officers in providing services have provided guarantees on time, cost and legality in services. The assessment of the quality of service at the Puskesmas Bara Permai with dimensions of empathy indicates that the quality of service is good. This is due to the friendliness of employees in serving the community, namely the empathetic attitude of service officers shown by giving smiles, greetings and greetings to the community when doing services.

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