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Community Satisfaction on Health Services in Maternal and Child Health Units of Simolawang Public Health Center

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ABSTRACT

One of the efforts to be made in improving public services is to conduct a community satisfaction survey to service users. As the types of public services vary widely with different traits and characteristics, a community satisfaction survey can use appropriate survey methods and techniques. The purpose of this study was the satisfaction of the public on health services at maternal and child health unit Unit of Simolawang Community Health Center. This research used descriptive survey method. The study was conducted in April 2015 at the Maternal and Child Health Unit of Simolawang Community Health Center. The sample amounted to 50 respondents selected at random sampling. Data collected in this activity was primary data obtained through interviews. The completed questionnaires were then collected and processed quantitatively. From the results of the assessment of service satisfaction, it was found that service time was the lowest satisfaction element that was 2.94 but overall from nine elements of service from maternal and child health unit Unit of Simolawang Community Health Center has the value of Public Satisfaction Index (IKM) that was 74.20 which means the value of service quality of Simolawang Public Health Center Surabaya was Good. Public health center should prioritize service quality improvement on service speed indicator by speeding up service waiting time.

Keywords: Satisfaction, Health care center, Community, Health service

INTRODUCTION

Background

Along with technological advances and community demand in terms of service, the unit of public service providers are required to meet the expectations of the community in improving services. Public services undertaken by the current government apparatus have not met the expectations of the community. This can be known from the various public complaints submitted through mass media and social networks, thus providing adverse impacts on government services, resulting in public distrust⁽¹⁾.

One of the efforts to be made in improving public services is to conduct a community satisfaction survey to service users. As the types of public services vary widely with different traits and characteristics, a community satisfaction survey can use appropriate survey methods and techniques. So far the Public Satisfaction Survey uses the Decree of the Minister of Administrative Reform of the State Number: KEP/25/M.PAN/2/2004 on General Guidelines for Compilation of Public Satisfaction Index of Government Institution Service Unit. This decree does not refer to Law Number 25 of 2009 concerning Public Service and Law Number 12 Year 2011 on the Establishment of Laws and Regulations. Therefore, the Ministerial Decree, it is deemed necessary to be adjusted to the prevailing regulation of the Minister of Administrative Reform and Bureaucracy Reform Republic of Indonesia Number 16 Year 2014 About Guidelines of Public Satisfaction Survey on Public Service Provision⁽¹²⁾.

Public service is any service activities undertaken by public service providers as an effort to meet the needs of recipients of services, as well as in the implementation of the provisions of legislation⁽¹⁾. Simolawang Public health center is one of the public health centers in Surabaya which is included in the public service because it provides health services to the public. The health services may include outpatient care, inpatient services, dental services, maternal and child health services, laboratory services, drug services, and others. The purpose of this study is the satisfaction of the public on health services at Maternal and Child Health Units of Simolawang Public Health Center in Surabaya

METHODS

This research used descriptive survey method that aims to provide an overview or description of the satisfaction of the community in Maternal and Child Health Unit Simolawang of Public Health Center. The study was conducted in April 2015 at the Maternal and Child Health Unit of Simolawang Public Health Center. The sample of the research was 50 respondents selected at random sampling.

Data collected in this activity were primary data obtained through face to face interviews or using structured questionnaires. The IKM Questionnaire in accordance with the Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 16 of 2014 concerning Guidelines for Public Satisfaction Survey on Public Service Provision, was distributed at the time of service at Maternal and Child Health Units of Simolawang Public Health Center, when the community came to get health services then the service users will be welcome to fill in the questionnaire that has been provided and go to the respondents who have received service in April 2015.

Completed questionnaires were then collected and processed quantitatively using Excel applications. Process and data analysis in accordance with the instructions in MENPAN Decree No. KEP/25/M.PAN/2/2004, so as to be nationally standardized. In addition, this Satisfaction Index survey can also be adjusted to the specific conditions of the unit/service agency concerned.

RESULTS

Characteristics of Respondents

Characteristics of respondents in the preparation of IKM health service units in 2014 can be described as follows.

Table 1. Distribution of characteristics respondents at Simolawang Public Health Center

Number	Characteristics of Respondents	Total	
		n	%
1.	Age (Year)		
	≤ 19	5	10
	20-29	14	28
	30-39	13	26
	40-49	11	22
	50-59	5	10
	≥ 60	2	4
	Total	50	100
2.	Sex		
	Male	13	26
	Female	37	74
	Total	50	100
3.	Education		
	No School	2	4
	Primary school	23	46
	Junior high school	13	26
	Senior high school	11	22
	College	1	2
	Total	50	100
4.	Occupation		
	Trader	8	16
	Private employee / industrial laborer	5	10
	The Informal Sector	2	4
	Housewife	26	52
	Student	3	6
	Others	6	12
	Total	50	100

Based on the table can be concluded that 74% were female respondents. 28% between 20-29 years old, 52% of respondents work as housewives, and 46% of respondents were educated primary school.

Community Satisfaction Index

There were nine elements in the survey of community satisfaction, namely service requirements, service procedures, service costs, product specification type of service, service provider competence, service implementation behavior, service announcement, and complaint handling, suggestions and service feedback presented in the following table.

Table 2. Distribution of respondents answer based on the satisfaction survey of society satisfaction

Number	Satisfaction Elements	Assessment Category	Total	
			n	%
1.	Terms of Service	Inappropriate	0	0
		Less appropriate	1	2
		appropriate	49	98
		Very appropriate	0	0
		Total	50	100
2.	Service Procedures	Not easy	0	0
		Less easy	3	6
		Easy	43	86
		Very easy	4	8
		Total	50	100
3.	Service Time	Not fast	0	0
		Less fast	22	44
		fast	28	56
		Very fast	0	0
		Total	50	100
4.	Service fee	Unreachable	1	2
		Less affordable	1	2
		affordable	34	68
		Very affordable	14	28
		Total	50	100
5.	Product Services	Inappropriate	0	0
		Less appropriate	1	2
		appropriate	47	94
		Very appropriate	2	4
		Total	50	100
6.	Service Competence	Incompetent	0	0
		Less competent	2	4
		Competent	43	86
		Very competent	4	10
		Total	50	100
7.	Behavior Implementing Services	Not good	0	0
		fair	4	8
		good	42	84
		Very good	4	8
		Total	50	100
8.	Service Notices	Unable	0	0
		Less able	3	6
		Able	47	94
		Very capable	0	0
		Total	50	100
9.	Complaint Handling, Advice and Service Input	Not good	0	0
		fair	4	8
		good	45	90
		Very good	1	2
		Total	50	100

Based on Table 2, it can be concluded that there was 1 person (2%) stated the service requirement was less appropriate, 3 people (6%) stated the service procedure was less easy, 22 people (44%) stated service time less quickly, 1 person (2%) stated that the cost was less affordable, 1 person (2%) stated that the service product was

less suitable, 2 people (4%) stated that the competence of service was less competent, 4 people (8%) stated that the behavior of the implementer of service was less good, 6%) stated that the service announcement was less capable, and 4 people (8%) stated that the complaint handling, suggestion and service input was not good. Based on the results of data processing of IKM health center of mother and child in Simolawang Health Center Surabaya City 2014 which refers to the Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 16 Year 2014 About Guidelines of Public Satisfaction Survey on Public Service Provision, index per element of service includes requirements service, service procedure, service time, service cost, product specification of service type, service execution competence, behavior of service practitioner, service announcement, and handling of complaint, suggestion, and enter service were summarized in table 3 below.

Table 3. Level of Satisfaction of Respondents based on Nine Elements of Service at Simolawang Public Health Center

Number	Satisfaction Elements	Value of Service Elements
1	Terms of Service	2.98
2	Service Procedures	3.02
3	Service time	2.56
4	Service fee	3.22
5	Product Services	3.02
6	Service Competence	3.06
7	Behavior Implementing Services	3.00
8	Service Notices	2.94
9	Complaint Handling, Advice and Service Input	2.94
Index Value		2.97
IKM Value		74.20
Quality of Service		B
Service Unit Performance		Good

From the data Table 3 above can be seen that overall 9 elements of service from the Maternal and Child Health Unit of Simolawang Public Health Center, has an index value of 2.97. And after multiplied by the value of the conversion got the value of IKM is 74.20, this means that the value of service quality of Simolawang Public Health Center of Surabaya was B also means that the performance of Simolawang Public Health Center was Good. It mean that most customers were satisfied with Simolawang Public Health Center of Surabaya.

Cross tabulation between Respondent Characteristics and Satisfaction

The following is presented cross tabulation between respondent characteristics including age, gender, education, and job with satisfaction presented in table 4 below.

Table 4. Cross tabulation between Respondent Characteristics with Satisfaction

Characteristics	Satisfaction		Not good		Fair		good		Very good		Total	
	n	%	n	%	n	%	n	%	n	%	n	%
1 Age (Year)												
≤ 19	0	0	0	0	4	8	1	2	5	10		
20-29	0	0	0	0	14	28	0	0	14	28		
30-39	0	0	1	2	11	22	1	2	13	26		
40-49	0	0	0	0	9	18	2	4	11	22		
50-59	0	0	0	0	5	10	0	0	5	10		
≥ 60	0	0	0	0	2	4	0	0	2	4		
Total	0	0	1	2	45	90	4	8	50	100		
2 Sex												
Male	0	0	0	0	12	24	1	2	13	26		
Female	0	0	1	2	33	66	3	6	37	74		
Total	0	0	1	2	45	90	4	8	50	100		
3 Education												
No School	0	0	1	2	2	4	0	0	2	4		
Primary school	0	0	0	0	21	42	1	2	23	46		
Junior high school	0	0	0	0	13	26	0	0	13	26		

Characteristics	Satisfaction		Not good		Fair		good		Very good		Total	
	n	%	n	%	n	%	n	%	n	%	n	%
Senior high school	0	0	0	0	8	16	3	6	11	22		
College	0	0	0	0	1	2	0	0	1	2		
Total	0	0	1	2	45	90	4	8	50	100		
4 Occupation												
Trader	0	0	0	0	8	16	0	0	8	16		
Private employee/industrial laborer	0	0	0	0	4	8	1	2	5	10		
The Informal Sector	0	0	1	2	2	4	0	0	2	4		
Housewife	0	0	0	0	22	44	3	6	26	52		
Student	0	0	0	0	3	6	0	0	3	6		
Others	0	0	0	0	6	12	0	0	6	12		
Total	0	0	1	2	45	90	4	8	50	100		

Based on table 4, it can be concluded that to be able to increase the satisfaction, should be done at age 20-29 years (28%), female gender (74%), elementary education as many as (46%), and work as housewife (52 %).

DISCUSSION

Results showed that most of the respondents were women (74%), aged between 20-29 years (28%), working as housewives (52%), and the education completed was primary school (46%). Number of respondents female sex because the location of the survey is in the health center of mother and child. Maternal and Child Health Centers provide maternal and child health services in the form of pregnancy screening, KB injection, TT immunization, baby weighing, and counseling.

Overall, from nine elements of service from maternal and child health service unit Simolawang Public Health Center, IKM score of 74.0 and indicated that the quality of Simolawang Health Center Surabaya is B (Good). Index per element of health service at Simolawang Health Center Surabaya City with the lowest average value is the indicator of service speed and the highest average value is the cost/service tariff indicator.

Not satisfied people from the aspect of speed of service due to the number of patients who have to wait in a long time starting from registration to get the drug. The average waiting time for service based on survey officer's observation is two hours. The cost/service tariff indicator shows the highest value due to the large number of people based on the observation of the survey officer is the Jamkesmas user so that the society perceives the cost of affordable services for getting the assistance from the government.

Demographic factors distinguish the market into groups such as age, sex, education, and employment. Demographic information is the most cost-effective and easiest way to recognize a target market⁽¹⁰⁾. Marketers use demographic characteristics to better illustrate and understand the market about potential users of their products⁽¹¹⁾.

Customer satisfaction has a close relationship with quality. Quality provides an impetus to customers to forge strong bonds with the company. In the long term, such ties allow the company to understand carefully the expectations and needs of its customers. Thus, the company can increase customer satisfaction by maximizing a pleasant experience and minimizing or eliminating a less enjoyable customer experience⁽⁹⁾.

Another benefit that can be gained from customer satisfaction is being able to provide a good basis for repurchase and creation of customer loyalty, as well as forming a word of mouth recommendation that is profitable for the company. Satisfied customers will again take advantage of the same services, otherwise discontent consumers will tell others about the experience⁽²⁾.

Ultimately customer satisfaction can create loyalty or customer loyalty to the company. The company can also increase its market share by fulfilling customer-driven quality. This will give the price advantage and customer value. Customer value is a combination of benefits and sacrifices that occur when customers use a good or service to meet certain needs. When the quality is superior and the market share is great, then the profitability is assured. Thus, there is a strong link between quality and profitability⁽²⁾. In determining the level of satisfaction there are five main factors that must be considered by the company/hospital, namely:

- 1) Product Quality. Customers will be satisfied when the results of their evaluation indicate that the products they use are qualified.
- 2) Quality of service. Especially for the service industry, customers will feel satisfied if they get a good service or as expected.
- 3) Emotional. The customer will feel proud and gain confidence that others will be amazed by him when using products with a particular brand that are likely to have a higher level of satisfaction. Satisfaction earned is not due to the quality of the product but the social value or self esteem that makes the customer satisfied with a particular brand.

- 4) Price. Products that have the same quality but set a relatively cheap price will give a higher value to its customers.
- 5) Cost. Customers do not need to incur additional costs or do not need to waste time to get a product or service tend to be satisfied with the product or service.

A market can also be segmented based on consumer loyalty. Consumers can be loyal to brands, stores and companies. Buyers can be divided into groups according to their loyalty level. Some customers are really loyal, they always buy one brand. Other groups are rather loyal, they are loyal to two brands or more than one product or like one brand but sometimes buy another. Other buyers do not show any brand loyalty. They may want something new every time or they buy anything on sale.

CONCLUSION

Some of the respondents were women, aged between 20-29 years, working as housewives, and the education completed was primary school. Overall, from nine elements of service from maternal and child health service unit of Simolawang Public Health Center, IKM value is 74.20 and shows that the quality of Simolawang Health Center Surabaya was B (Good). Public health center should prioritize service quality improvement on service speed indicator by speeding up service waiting time.

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