

TICKET QUEUE SERVICES AT DR. SOETOMO SURABAYA, A PHENOMENA

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ABSTRACT

RSUD Dr. Soetomo is a government-owned hospital in East Java Province located in the city of Surabaya, which is one of the largest hospitals in Indonesia. As a type A hospital, hospital patients come from various regions and even from outside the island to East Indonesia. Due to the large number of patients who mostly use BPJS, the queue at the BPJS counter can reach hundreds of people per day. Even though the hospital has provided online services and several other conveniences, there are one thing or another that causes patients to have to queue manually. This is what makes the BPJS counter queue service appear. Even though it operates secretly, many patients use the services of these ticket queue service providers. This business is promising because the patients who go to RSUD Dr. Soetomo has to have regular check-ups every month and this can take years until they are declared cured. From the interview results it can be seen that these ticket queue service providers carry out their activities because they feel sorry for the patients and their families who have to queue from dawn to get BPJS tickets. The conclusion that can be drawn from this research is that with the service quality provided by these ticket queue service providers, they get free promotion by word of mouth so that many patients who need their services do not have to think long about using them.

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1. INTRODUCTION

At Dr. Soetomo Hospital has an Automatic Registration Pavilion (APMI) system. Through this system, patients can print service guarantees independently, simply by scanning or typing their JKN-KIS card number, then the Participant Eligibility Letter (SEP) will automatically be issued. With the number of outpatient visits at RSUD Dr. Soetomo is around two thousand, so these 5 APMI machines can help break up the queue even though there are already 16 counters in outpatient care.

As a referral center for hospitals in Eastern Indonesia, RSUD Dr. Soetomo needs to be appreciated for having developed an online and fingerprint queuing system, bearing in mind that hospitals are the centre of health services not only in the East Java region but also in Eastern Indonesia.

Even though queue number collection has been implemented through the Independent Registration Pavilion (APMI), there are still queues at the outpatient polyclinic at RSUD Dr. Soetomo was huddled. If you come at 06.00 in the morning, the queue number is already more than 300. This is what makes some people take advantage of the services provider to queue for BPJS counters. Where this makes it easier for those who come from outside Surabaya with a considerable distance. Remembering Dr. Soetomo is a Referral Hospital in Eastern Indonesia. Prospective patients must be patient in lining up to get a small queue number. Because if they come after sunrise be prepared to get a big queue number. As a result, they have to be prepared to wait a very, very long time to get a doctor's service. With the BPJS counter queuing service to issue SEPs, prospective patients or their families do not need to queue from midnight considering that patients are also not allowed to queue all day. They only need to pay approximately Rp. 50.000,- only to get a small queue number.

Because of this, researchers attracts to conduct research on the phenomenon of ticket queuing services at RSUD Dr. Soetomo. Even though it is forbidden, these ticket queue service providers are still

operating today. The existence of their services is spread by word of mouth by the patient's family who was helped by the existence of these ticket queue service providers.

The queue service actors in this study mostly women and they did it to increase their income to help their husbands improve family welfare.

The formulation of the problem in this study is how to queue the BPJS counter services at RSUD Dr. Soetomo uses word of mouth in marketing his services.

The purpose of this study was to find out how the BPJS counter queue service at RSUD Dr. Soetomo in using word of mouth in marketing his services.

In general, service quality is a global attitude or assessment of service excellence, although the true scope of this attitude is not uniformity of opinion. Parasuraman, et al in [1], has developed a measure of service quality called SERVQUAL (Service Quality), this SERVQUAL is a scale in many items with several questions that can be used to measure respondents' perceptions of service quality, namely: (1) Physical evidence (tangibles), including facilities, equipment, employees and means of communication. (2) Reliability, namely the ability of staff to provide the promised service and provide satisfactory service. (3) Responsiveness, namely the willingness of staff to help customers and provide responsive service. (4) Assurance, including knowledge, ability, courtesy, and friendliness of staff, free from danger, risk and doubt, and (5) Empathy, namely ease of contact, good communication, personal attention and customer needs.

Word of mouth (WOM) or word of mouth communication is any form of notification or information that contains a person's experience after purchasing a product, which is communicated to others individually or in groups. Word of mouth is an effective marketing strategy for reducing the cost of a company's promotion and distribution channels. Word of mouth can affect other people, images and thoughts. Word of mouth has an important role in influencing consumer behavior and consumer buying interest.

According to Rangkuti [2], word of mouth can market a product and service with viral marketing through conversations, promotions, recommendations from customers about products and services to others enthusiastically and voluntarily. Word of mouth can spread so quickly if the customer or individual who spreads it has a network.

According to Babin, Barry [3] word of mouth indicators are as follows:

1. The willingness of consumers to talk about positive things about the quality of service and products to others.
2. Recommend company services and products to others.
3. Encouragement of friends or relations to make purchases of company products and services.

Hughes [1] suggests that the types of word of mouth communication can be grouped into two types, namely:

1. Positive word of mouth, is the process of conveying information by word of mouth carried out by one individual to another based on positive experiences with a product, service, or company.
2. Negative word of mouth, is a process of word of mouth interaction based on negative experiences gained from one individual to another about a product, service or company.

The decision to use a service is one of the stages in the buying process prior to post-purchase behavior. In entering the decision stage of using the previous service, consumers have been faced with several alternative choices so that at this stage consumers will take action to decide to buy products based on the choices made.

According to Kotler and Armstrong [4] the decision to use services is part of consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires.

Kotler in Wibowo and Priansa [5] suggests that service use includes 5 stages, namely need recognition, information search, alternative evaluation, intention to use services and post service use behavior.

1. Recognition of needs

A buying process will begin with identifying a problem or need by the buyer. This need can arise from the existence of stimuli that are both internal and external. This stimulus then turns into an impulse that is in the buyer's self. The buyer will then seek known objects to be able to fulfill the urge.

2. Information search

To find out what to buy, what model, then someone looks for information from personal, commercial, public sources, past experiences that have used a product. A consumer who already has an interest will go through between 2 possibilities, namely actively searching for information, or looking for information to just be deposited in memory.

3. Evaluation of alternatives
 Evaluation of alternatives, in this case the evaluation of consumers is very different because it depends on the choice of product attributes, according to their wishes or not.
4. Intention to use the service
 When consumers make decisions, they will have a series of decisions regarding the type of product, brand, quality, model, time, price, method of payment. Sometimes in making this decision there are other parties who give the final influence, so that the original decision can be changed instantly.
5. Service usage behavior (Postpurchase Behavior)
 This postpurchase behavior is largely determined by the consumer's experience in consuming the product he buys. Whether he will be satisfied or disappointed depends on the distance between his expectations and the reality he is facing. If the quality of the product meets expectations, the consumer will be satisfied. If the product quality exceeds expectations, the consumer will be very satisfied. Conversely, if the quality of the product does not meet expectations, the consumer will be dissatisfied.

2. METHOD

This study aims to find out how Word of Mouth Marketing works for BPJS counter queue service providers at RSUD Dr. Sutomo Surabaya.

Therefore the research method used is a qualitative method. A qualitative method is a method used to explore and understand the meaning that a number of individuals or groups of people ascribe to social or humanitarian issues [6].

The qualitative method is a method that produces data in the form of descriptive data in the form of written or spoken words from the subject and from the observed behavior. Qualitative research conducted in this study is a case study type.

Case studies come from the translation in English "A Case Study" or "Case Studies". The word "case" is taken from the word "Case" which, according to the Oxford Advanced Learner's Dictionary of Current English [7], is defined as 1). "instance or example of the occurrence of sth., 2) "actual state of affairs: situation", and 3) "circumstances or special conditions relating to a person or thing". Sequentially the meaning is 1). An example of something happening, 2). The actual condition of the situation or situation, and 3) the environment or certain conditions about people or things.

From the elaboration of these definitions, it can be concluded that a case study is a series of scientific activities carried out intensively, in detail and in depth about a program, event and activity, both at the level of an individual, group of people, institution or organization to gain in-depth knowledge about the event. . Usually, the selected events, hereinafter referred to as cases, are real-life events that are currently taking place, not something that has already passed.

Researchers conducted in-depth interviews with BPJS counter queue service providers at RSUD Dr. Soetomo. The informants who will be interviewed are 3 people. The interviews were conducted in stages and the schedule was different for each person. Each interview session was conducted for 30 minutes. The interview was conducted from 09.00-11.00 after the BPJS counter queue service providers had finished their work.

The focus of this research is the BPJS counter queue service providers operating at RSUD Dr. Sutomo Surabaya.

The subjects in this study were BPJS counter queue service providers at RSUD Dr. Sutomo Surabaya.

The type of data used is secondary data, namely the type of data obtained through the processing of the second party from the results of field research and through library research, namely research through the library. The data used, obtained through the Central Statistics Agency (BPS).

3. RESULT AND DISCUSSION

The following table is the characteristics of the informants and their reasons for becoming BPJS counter queue service providers. The name of the informant was not mentioned for one reason or another.

Table 1. Characteristics and reasons for informants

Name	Informant Characteristics	The reason to become BPJS Counter queue service provider
Informant 1	- 27 years old - It has been 3 years as a BPJS counter queue service provider	- Looking for additional income - Because you have a lot of free time - Do not have savings at this age

	- Being a queue service provider is not the main job	
Informant 2	- 42 years old	- To increase income
	- Began to be a queue service provider since 2016	- Have free time
Informant 3	- Providing queuing services is not the main job	- Being a service provider as a side job
	- 35 years old	- Help husband
	- Becoming a queue service provider since Covid due to being laid off from work	- Networking

Table 2. Interview Results

Name	Interview result
Informant 1	In terms of service quality, this first informant was able to provide good service quality even though this job was not his main job. However, with the service he provides, he gets positive word of mouth from his customers.
Informant 2	In terms of service quality, this second informant provided service from the heart because he had been in the world of queuing services for a long time, so he already knew a lot of people who needed his services. He really understands what he is doing because he has a lot of flying hours. He also maintains a good relationship with his customers. And if there are new customers, he gives advice on what to do, what documents to prepare and what time they should come with patients. Because of these things, this second informant got positive word of mouth from his customers.
Informant 3	In terms of service quality, this third informant has also provided good service to his customers so he gets positive word of mouth from his customers. It's just that because he's new to this job, his customers aren't many and it's relatively new because he was in this profession when the Covid virus broke out and he lost his job. However, because he is a person who learns quickly and reads situations, he can compete with other informants in providing services.

Source: Results of interviews, 2022

Work is the most important thing to survive in today's increasingly advanced era, therefore a woman who has enough time can work to make money for herself or even for her family. One of the jobs that a woman can do today is to become a ticket queue service provider, which although not many people know about this job, this job is promising and long-term. This is because most patients who seek treatment spend years until it is stated that they can return to the first health facility where they received treatment before.

The whole reason for the informants in this study to pursue the profession as a queuing service provider is to make additional income. They become a ticket queue service provider and have a main job, in other words, being a ticket queue service provider is not their main job. Apart from increasing income, another reason is to increase relationships or friendships, and to do something useful on their spare time.

The results of the interviews that have been obtained by the researchers indicate that in terms of service quality, the informants have provided good service to their customers so that they give a positive response to what they get by giving positive word of mouth for the service they get so that new customers do not need to doubt the services provided by these informants.

4. CONCLUSION

The conclusion that can be drawn from this research is that with the service quality provided by these ticket queue service providers, they get free promotion by word of mouth so that many patients who need their services do not have to think long about using them.

In terms of service quality, they are already good in terms of tangibles aspects, these informants already have equipment that can support their work. From the aspect of reliability they can be said to have provided services as promised and satisfactory. From the aspect of responsiveness, the informants were very responsive to their customers, this proved that they could be contacted at any time by customers. From the guarantee aspect, these informants really understand what needs to be done and they can also give advice to customers about what they should do. And from the aspect of empathy, these informants really understand what customers need and they also have a good relationship with them. Because these customers don't only go to RSUD Dr. Soetomo, but usually for years they will be patients there and will definitely need the help of these queuing service providers.

With good service quality, these informants get free promotions from their customers through word of mouth because they cannot openly advertise the services they offer. And with positive word of mouth, many new patients immediately ask to be served.

The researcher hopes that this research can be useful for other researchers who are conducting similar research, and can continue research on the same topic in more detail. The researcher hopes that the topics and material that have been presented will generate curiosity to carry out further research, by conducting more in-depth interviews with related parties in order to obtain more information so that it can be conveyed to all parties..

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