

Factors Associated with Service Excellence for Officers in the Batunadua Health Center Service Room

Alprida Harahap¹, Owildan Wisudawan B², Ahmad Safii Hasibuan³

^{1*}Department of Public Health, Faculty of Health, Aufa Royhan University, Padangsidempuan, Indonesia

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Email :
liaalprida12@gmail.com

ABSTRACT

Excellent service can be carried out using various strategies, namely increasing human resources, analyzing people's ability to pay, availability of health facilities/means and analyzing the level of community demand for health services. The purpose of this study was to determine the relationship between education of health workers, service tenure, incentives for health workers and excellent service. This research was conducted in Batunadua Health Center. The type of research used is an analytic survey with a cross sectional study approach. The sample of this study were health workers in inpatients with exhaustive sampling with a total of 67 samples. The results showed that the education of health workers was related to excellent service with a p value $(0.031) < 0.05$, service tenure of officers was related to excellent service with a p value $(0.000) < 0.05$, health worker incentives were related to excellent service with a p value $(0.001) < 0.05$. The conclusion was obtained that the education of health workers, the length of service of the officers, the incentives of health workers were related to excellent service. It is recommended that in providing excellent service to patients, there needs to be fast, precise and pleasant actions without letting the patient wait long.

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1. INTRODUCTION

To achieve excellent service, the Puskesmas must have certain skills, including having a good and neat appearance, being friendly, showing passion for work and an attitude of always being ready to serve, calm at work, not arrogant because you feel needed, mastering his job and understanding and understanding customer sign language. and have the ability to handle customer complaints in a professional manner(1). Health centers in Indonesia show that there is a significant relationship between education, years of service, incentives and quality service, the longer a person's working period, the higher the commitment to the health center.(2). The longer a person works, the more skilled and loving his job will be so that he can create better service(3).

Based on several results of research conducted by the Ministry of Health of the Republic of Indonesia regarding the attitude of health workers in carrying out nursing actions in several Community Health Centers, it shows that the responsiveness and reliability of nurses has not been able to provide kindness to patients.(4), this is in accordance with interviews with 12,000 patients who gave responses that 8,500 said it was not good, 1,300 said it was good in terms of service quality and 2,200 said it was mediocre(5). The same thing also happened in several other regions in Indonesia, based on opinion polls conducted showing that only a small number of health institutions, especially hospitals, were able to offer satisfactory responses and actions in providing health services.(6).

Significant differences in satisfaction levels between BPJS patients and general patients on the quality dimensions of Reliability, Responsiveness, Assurance, Empathy, and Accessibility, where general patients have a better level of satisfaction than BPJS patients. In addition, no less important in the utilization of health services is the attitude of health workers(1,3,7,8). When serving patients, many patients complain of unfriendly health services from health workers, giving service that is smiling and satisfying seems only to people with money.(9).

Based on data on patient visits at the Batunadua Health Center in 2021 as many as 502 outpatients. The increasing number of poor people and an increasing number of people using health services, the quality of health services must be improved(10). The complexity of the problems in providing excellent service for patients, as well as the purpose of this study to analyze factors related to excellent service at the Batunadua Health Center.

2. METHOD

The type of research used is an analytic survey with a cross sectional study approach namely the independent variables (education, years of service and incentives) with the dependent variable (excellent service) observed at the same time period. This research will be carried out at the Batunadua Health Center and will be carried out in September 2021. The population in this study is all those who work in the Batunadua Health Center service room as many as 67 people. The sample in this study were all those on duty in the Batunadua Health Center service room, and sampling was carried out by exhaustive sampling (total sample) of 67 people. Secondary data was obtained from recording and reporting at the Batunadua Health Center. The primary data in this study were obtained by direct interviews with health workers using a questionnaire. Data processing is done using a computer program then the data that has been processed is presented in tabular form accompanied by an explanation.

3. RESULT AND DISCUSSION

Education is an activity to increase one's knowledge including increasing mastery of theory and skills to decide on issues related to activities to achieve goals. In this study, education is more related to formal education starting when a child enters elementary school through college(9,11). The results showed that of the 52 health workers who had adequate education, there were 80.8% who provided excellent service to patients as much as 80.8%. Meanwhile, of the 15 health workers who had less education, there were only 53.3% who provided excellent service. The results of statistical analysis obtained χ^2 count (4.628) > χ^2 table (3.841) and p value (0.031) < 0.05. This means that the education of health workers is related to excellent service.

The educational factor is also influential in increasing one's discipline and is important in one's life, this is because the higher the power of analysis so that one will eventually be able to solve the problems it faces. In other words, education is a prerequisite for an employee's ability to improve his quality, namely the quality to carry out his duties. Education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to have religious spiritual strength, personality self-control, noble moral intelligence, and the skills needed by themselves and society.(12). Education is an activity to increase one's knowledge including increasing mastery of theory and skills to decide on issues related to activities to achieve goals(4,13).

Working period is the length of time a health worker contributes to the hospital. Health workers who have worked for a certain company for a long time have had various experiences related to their respective fields, in carrying out their daily work health workers receive various inputs regarding the implementation of work and try to solve various problems that arise, so that in carrying out their work health workers Those who have worked for a long time are certainly more able to provide good service(3,4,7,13).

The results showed that of the 50 health workers who had enough years of service, 86.0% provided excellent service to patients. Meanwhile, of the 17 health workers who had less years of service, only 41.2% provided excellent service. The results of statistical analysis obtained χ^2 count (13.461) > χ^2 table (3.841) and p value (0.000) < 0.05. This means that the tenure of health workers relates to excellent service. The more a person's experience of technical abilities and practice in a field of work, the more achievement that person can have. The uniqueness of the length of service variable is that the length of service is determined by the time span, so that the length of service of employees is determined by the time when they start working(1).

This research was conducted in one of the government hospitals in Indonesia. The results showed that there was a significant relationship between years of service and quality service, the longer a person's working period, the higher the commitment to the hospital. The longer a person works, the

more he will love his job so that he can create better service(14). Incentives are compensation programs that link pay with productivity, the basic goal of all incentive programs is to increase employee productivity in order to achieve a competitive advantage. The service distribution system in the form of incentives is considered very valuable for health workers, so it will bring a positive perception of the service system provided by these health workers. Meanwhile, health workers will become less motivated to work because the incentive system they expect is not in accordance with the workload being carried out and it is likely that they will provide less than optimal service to patients. In this research the incentive in question is additional income in the form of money outside of the basic salary earned after or before work(14–16).

The results showed that of the 51 health workers who said they had received incentives, there were 84.3% of health workers who provided excellent service to patients. Meanwhile, of the 16 health workers who said they had never received incentives, only 43.8% provided excellent service. The results of statistical analysis obtained χ^2 count (10.583) > χ^2 table (3.841) and p value (0.001) < 0.05. This means that the incentives for health workers are related to excellent service.

The compensation that is felt for officers at this time is not very significant when viewed in terms of the workload they are doing, after this policy of free health services, the number of patients treated has doubled compared to before(17). The higher the productivity produced by employees in a certain time, the more compensation they get from the company, while policy makers are not at all wise in assessing and providing compensation according to the existing workload, the reality on the ground shows that there has been an increase in the number of patients being treated. inpatient pukesmas. Additional income outside of salary in the form of incentives is the main motivating factor for employees who are able to produce higher productivity(18).

4. CONCLUSION

The conclusion was obtained that the education of health workers, tenure of health workers, and incentives of health workers were related to excellent service. until I hope that the Puskesmas will recruit health workers who already have a higher level of education so that health workers can provide better service to patients.

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