

## Analysis Of Health Service Management Strategies On Patient Satisfaction At The Neighborhood Clinic

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### ABSTRACT

Public health plays a crucial role in determining the prosperity of a country. A high level of health reflects the government's success in organizing and implementing effective health policies. Optimal health services and community empowerment are important factors in creating a high level of health. In writing this article, a qualitative descriptive research method was used. This research was carried out by conducting in-depth interviews by interviewing research instruments (resources) in order to obtain the required information or data. The information obtained after conducting interviews is presented in the article using qualitative descriptive methods. In terms of service, the service provided at the Simpang Tuntungan clinic is a friendly welcome and listening to every complaint of patients who come for treatment. It has a suggestion box, which aims to enable patients who come for treatment to provide assessments, suggestions and also submit/complaints when seeking treatment here. Does not differentiate between general patients and BPJS patients. The Simpang Tuntungan clinic applies 5 qualities of service at the Simpang Tuntungan clinic: form/appearance (tangible), reliability, responsiveness, assurance and empathy. The health services provided by the Tuntungan Clinic are good and have a positive impact, namely patient satisfaction.

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## INTRODUCTION

Health determines the prosperity of a country. A healthy society reflects how the government regulates and makes policies. A high degree of health is created because the health services and health empowerment provided are optimal. Counseling is also carried out in order to improve health status. Health education is also a health strategy to remind people of the importance of maintaining health (Suprpto & Arda, 2021).

In Indonesia, public health is still an important problem that must be resolved immediately. Health problems in society are also caused by poor health services. High-quality health services are the main key to increasing health status. Quality health services create satisfaction for patients (society). Patient satisfaction arises from satisfactory health services and the professionalism applied by health workers in a health service (Setiawan et al, 2022).

The quality of health services is a health service standard that must be implemented in every health institution or organization. In measuring health services, it can be seen from 5 dimensions of quality, namely reliability , physical evidence , assurance , responsiveness and empathy . When patient expectations for good service are met, the patient's need for health services will increase (Patattan, 2021).

Patient satisfaction depends on the quality of service provided by the health service organization or institution. Service quality depends on 3 main keys, namely people, technology and systems. When the service quality provided by a health service organization is optimal, the patient will feel satisfaction after the health service is provided (Layli, 2022). For this reason, researchers are interested in examining how the strategies in health services implemented by the Tuntungan clinic increase patient satisfaction. Researchers also looked at whether the Tuntungan clinic implemented the five (5) dimensions of health service quality.

### METHOD

In writing this article, a qualitative descriptive research method was used. Qualitative research is research that describes research by conducting analysis (Mappasere & Suyuti, 2019). This research was carried out by conducting in-depth interviews by interviewing research instruments (resources) in order to obtain the required information or data. The information obtained after conducting interviews is presented in the article using qualitative descriptive methods.

### RESULTS AND DISCUSSION

Based on research conducted by researchers, four (4) sources were interviewed, namely as follows.

**Table 1.** Research Informants

Informant	Status	Method	Information
Head of Clinic	Main Informant	Interview	The head of the clinic was chosen to be the informant because the head of the clinic is responsible for all health center policies and strategies for patient satisfaction.
Clinic Staff	Expert Informant	Interview	Clinic staff were chosen to be informants because the entire range of health services, such as the strategy set by the Head of Clinic, is implemented by clinic staff
Patient	Supporting Informant	Interview	Patients were chosen to be research informants because patients who receive health services from the clinic can assess whether they are satisfactory or not
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The primary data required for the research was collected through interviews with the four informants as sources. The four informants were the Head of the Clinic, Clinic Staff, and two patients.

**Table 2.** Characteristics of Research Informants

Informant Code	Gender	Position	Age	Education
Informant-1	Man	Head of Clinic	55 Years	S2
Informant-2	Woman	Clinic Staff	41 Years	S1
Informant-3	Woman	Patient	40 Years	SENIOR HIGH SCHOOL
Informant-4	Woman	Patient	35 years old	SENIOR HIGH SCHOOL

In the table above, there are informants who have characteristics, namely the Head of the Clinic has a Master's educational background , the Clinic Staff has a Bachelor's educational background , and two patients have a high school educational background. In an effort to improve the quality of service and strategies to create satisfaction for patients who seek treatment at the Simpang Tuntungan Clinic, this clinic has made many improvements as explained by the following informant.

*The strategy implemented at this clinic to improve quality and patient satisfaction consists of 4 main points. The first is in terms of service, where the service carried out here is by welcoming them in a friendly manner and listening to every complaint of patients who come for treatment. Second is the suggestion box, in this clinic there is a suggestion box which aims to enable patients who come for treatment to provide assessments, suggestions and also submit/complaints when seeking treatment here. Third, there is no distinction between general patients and BPJS patients, both in queuing, providing services and treatment are all equalized at the Simpang Tuntungan Clinic. And the last thing is that this clinic is open 24 hours, there are 4 health workers who live in the clinic so that if there is an emergency patient who needs immediate help, this clinic is ready to serve (Informant-1).*

Patient satisfaction is created because health services are carried out based on the dimensions of health service quality. The quality dimensions at the Tuntungan Clinic have been implemented according to the rules of the Head of the Clinic as explained by the following informant.

*Everything said by the clinic leader has been implemented in this clinic, especially not distinguishing between general patients and BPJS patients. If at any time there is an emergency patient who needs immediate help, we will immediately confirm to the patient who has registered, if there is a patient who needs immediate help and asks permission to interrupt the queue because something urgent has happened. However, if there is no incident where the patient needs immediate help, the queue is carried out in the order in which they register without differentiating between general patients and BPJS patients (Informant-2).*

There are five main factors in determining service quality, namely: form/appearance (tangible), reliability, responsiveness, assurance and empathy. The quality of health services perceived by patients who receive health services is described by the following informants.

### **Patient Satisfaction Based on Reliability**

*Starting from health workers who are precise and fast in serving patients and are able to handle every complaint from patients. The health workers at this clinic are also careful in carrying out actions, both examination and treatment, and are agile in providing services, services from general practitioners, dentists and midwives (Informant-3 & Informant-4)*

### **Patient Satisfaction Based on Responsiveness**

*Health workers arrive on time when patients need help, respond quickly while in the inpatient room, handle patient complaints in a friendly manner, and doctors respond to every problem/complaint and answer every question from the patient (Informant-3 & Informant-4).*

### **Patient Satisfaction Based on Tangible Form**

*The facilities at this clinic are quite complete, the appearance of the health workers is clean so that patients are comfortable with the treatment services, the health workers use PPE when carrying out examinations and the medicines given to patients are in good packaging (Informant-3 & Informant-4) .*

### **Patient Satisfaction Based on Assurance**

*Experienced health workers are able to make patients believe in the services provided, honesty of health workers who provide information about the progress and development of health to patients, not providing different services to patients, registration administration that is clear and organized, health workers who friendly and always smiling to patients and doctors who are skilled in carrying out procedures (Informant-3 & Informant-4).*

### **Patient Satisfaction Based on Empathy (Empathy)**

*Health workers serve well and in a friendly manner, care about the patient's condition, communicate correctly and well, and are willing to listen to patient complaints and provide explanations regarding the patient's condition (Informant-3 & Informant-4).*

### **Discussion**

Tuntungan Clinic As a public service, the extent to which a public (public) facility provides services to the general public. Service quality is the service provided to customers in accordance with service standards that have been established as guidelines for providing services. The quality of public services in Indonesia, especially in the health sector, is going quite well, although there are still many reports that say that the public is still not satisfied with the public services in the health sector provided by one of the health agencies in Indonesia. Understanding patient needs and desires is an important thing that influences patient satisfaction. Satisfied patients are a very valuable asset because if patients are satisfied they will continue to use it for the service of your choice.

A good level of service will improve the quality of service, and improving quality is a key component in the health service industry. However, what is more important for patients is that the service at the Tuntungan Clinic does not take too long to wait, patients are served in a friendly manner, and the medicines provided are quite good and in accordance with first level health facility standards , and do not discriminate . between BPJS and non-BPJS patients According to Junadi in Fauziah (2012: 20), a concrete form for measuring clinic patient satisfaction suggests that there are four aspects that can be measured, namely:

- a. Comfort, this aspect is explained in questions about hospital location, cleanliness, room comfort, food and drink, room equipment, layout, lighting, toilet cleanliness, waste disposal, room freshness, etc.
- b. The relationship between patients and hospital staff can be explained by questions regarding friendliness, information provided, the extent of communication, responsiveness, support, how responsive doctors/nurses are in the emergency room, outpatient, inpatient, pharmacy, how easy it is for doctors/nurses to be contacted. , regularity of giving Meal, medicine, temperature measurement, etc.
- c. The technical competence of officers can be described in terms of speed of registration services, skills in using technology, experience of medical officers, medical degree held, reputation, and courage to take action.
- d. Costs can be explained in questions regarding the reasonableness of costs, clarity of cost components, service costs, comparison with other similar hospitals, the level of people receiving treatment, whether or not there is relief for the poor.

There are 5 dimensions to measure patient satisfaction with service quality including physical evidence (tangible), reliability, empathy, assurance and responsiveness.

1. Tangible is defined as the ability of a service provider to demonstrate its existence to the recipient of the service (consumer). Real evidence of the services provided by the service provider in the form of facilities, infrastructure and appearance.
2. Reliability (Reliability) The dimension of reliability is the ability of a service provider to provide services as promised, accurately and correctly. Performance is in accordance with what was promised in the form of punctuality and types of services available, services in accordance with quality standards and accuracy of service results.
3. Empathy (Empathy) The empathy dimension is the dimension where the service provider needs to provide sincere, caring attention and be willing to be contacted to solve customer problems and not discriminate between individuals. This dimension supports all other dimensions, because customers who receive attention from service providers will immediately feel that their needs are met.
4. Guarantee (Assurance) This dimension is that employee behavior is able to foster customer trust in the company and the company can create a sense of security for its customers. Guarantee also means that employees are always polite and have the knowledge and skills needed to handle any customer questions or problems
5. Responsiveness This dimension is the ability to convey clear information to help and provide fast (responsive), alert and precise service to customers. This dimension forms services that run effectively and efficiently so that customer perceptions will provide positive value to the company

## CONCLUSION

In terms of service, the service provided at the Simpang Tuntungan clinic is a friendly welcome and listening to every complaint of patients who come for treatment. It has a suggestion box, which aims to enable patients who come for treatment to provide assessments, suggestions and also submit/complaints when seeking treatment here. Does not differentiate between

general patients and BPJS patients. The Simpang Tuntungan clinic applies 5 qualities of service at the Simpang Tuntungan clinic: form/appearance (tangible), reliability, responsiveness, assurance and empathy. The health services provided by the Tuntungan Clinic are good and have a positive impact, namely patient satisfaction.

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