



## EVALUATION OF NATIONAL HEALTH ASSURANCE SERVICE QUALITY

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### ABSTRACT

Patient satisfaction is the response of patients to the suitability of the level of patient expectations before and after they receive the services. One way that can be done to measure community satisfaction with government services is to use a community satisfaction survey. This study aimed to determine the quality of JKN services in Demang Sepulau Raya Central Lampung Hospital. The type of research used was quantitative. The population in this study amounted to 764 respondents. These respondents were selected from the JKN data as a whole, then selected n (data) is active, the sample of this study was 96 respondents. Based on the data analysis and research results, the IKM value of JKN service quality in Demang Sepulau Raya Central Lampung Hospital according to the requirements element was 84.11% (Very Good), procedure was 79.43% (Good), implementation time was 79.69% (Good), cost/tariff was 78.65% (Good), product specifications was 77.08% (Good), implementing competence was 84.38% (Very Good), implementing behavior was 76.56% (Good), notice services was 78.65% (Good), and for all elements was 79.83% (Good). The quality of service that needs to be improved is an indicator of service competence, implementing and socializing the concept of an effective and responsive customer complaint handling system, so patients are not reluctant to submit their complaints because they know for sure that the complaint will be followed up.

**Keywords:** quality; satisfaction; service

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## INTRODUCTION

Public services are a bridge to how the state (bureaucratic apparatus) carries out its functions related to solving and fulfilling community needs. The demand for the characteristics of public services that the government must provide in accordance with the mandate of the law is excellent public service, which literally means excellent service or the best service. The implementation of this public service basically pays more attention to the demands of the community. This demand does not only concern the quantity but also the quality of the service so that the state apparatus is obliged to provide quality services to the community (Ishaq, 2013).

One of the efforts that must be made in an effort to improve the quality of public services is by measuring SMIs. IKM is one of the benchmarks for government agencies in evaluating the services provided to the community so that the services provided to the community remain prime. Measurement of the IKM includes nine indicators, namely: requirements, service procedures, service time, costs, product specifications for the type of service, competence of the executor, behavior of executors, handling of complaints and suggestions, and availability of infrastructure.

Analysis of the Community Satisfaction Index (IKM) must always be carried out periodically. This means that at any given time period, writing or calculation and analysis of community satisfaction with the services provided must be carried out. Improving the quality of public services is an effort that must be carried out continuously, sustainably and carried out by government officials. Public services are very important, both in the form of goods and services. Services in the form of public goods can be in the form of facilities that support community life such as roads, clean water and others. The higher the quality of service in the form of public goods, the better people's life will be. One of the efforts to improve the quality of public services is the need to formulate a Community Satisfaction Index (IKM) which is based on the type of work as a benchmark for assessing the level of service quality.

RSUD Demang Sepulau Raya Lampung Tengah is a regional general hospital with a total number of visits in 2017, namely 3,763 inpatients and 1,354 outpatients with a Bed Occupancy Ratio (BOR) value of 45.0%, for 2018 3,810 patients with a BOR value of 45, 5%, and in 2019 there were 3,144 patients with a BOR value of 43%. And the number of inpatients was 1,978 patients (62.9%), class II was 814 patients (25.9%) and class I was 352 patients (11.2%) with a percentage of JKN participants as much as 71%. The purpose of this study was to evaluate the quality of JKN services through a study of the Community Satisfaction Index (IKM) at Demang Sepulau Raya Hospital, Central Lampung.

## METHOD

This type of research is quantitative. The sampling technique used is simple random sampling. simple random sampling is done by lottery. Data collection is done by filling out questionnaires and obtained from notes, books, papers related to the research problem. Data analysis in this study used a family satisfaction survey. this survey is used as a measure of service quality. To determine the level of data satisfaction, it will be analyzed using *importance-performance analysis*. The population in this study amounted to 764 respondents. And the sample is patients who seek treatment and visit the demang hospital. Respondents were selected from the JKN data as a whole, then selected n (data) active, the sample of this study was 96 respondents.

## RESULTS

Tabel 1.  
Quadrant A

Element of Opinion	Satisfaction Average	IKM	Explanation
Service Procedurs	3,177	79,43%	Good
Service Completion time	3,188	79,69%	Good
Fees of service charges	3,146	78,65%	Good
Facilities and Infrastructure	3,146	78,65%	Good

Tabel 2.  
Quadrant B

Element of Opinion	Satisfaction Average	IKM	Explanation
Executive Competence	3,375	84,38%	Very Good
The Handling of complaints	3,198	79,95%	Good

Tabel 3.  
Quadrant C

Element of Opinion	Satisfaction Average	IKM	Explanation
Product or service result	3,083	77,08%	Good
Behaviour of officers	3,063	76,56%	Good

Tabel 4.  
Quadrant D

Element of Opinion	Satisfaction Average	IKM	Explanation
Term of service	3,365	84,11%	Very Good

The Relationship between IKM and Service Quality, IKM as one of the methods that can be used to determine the quality of public services. IKM data will be used as an assessment material for service elements that still need improvement and become a driving force for each service provider unit to improve the quality of its services. The conversion value of IKM at Demang Sepulau Raya Central Lampung Hospital in 2020 illustrates that the level of community satisfaction with the quality of public services provided by the Demang Sepulau Raya Central Lampung Regional Hospital is in the category of excellent or satisfactory service performance.

## DISCUSSION

Based on data analysis and research results: The quality of health services is the level of perfection of health services in creating a sense of satisfaction in each patient who believes that the more satisfied the sense of perfection is, the better the quality of health services.

This type of research is a descriptive study with a community satisfaction survey method. the population in this study amounted to 764 respondents. respondents were selected from the overall JKN data, then active data were selected, the sample of this study was 96 respondents.

The government always strives to improve the quality of services for the community, especially in the health sector, the government has established the National Health Insurance Program (JKN). Measurement of the level of service quality is very important, especially to improve the quality of service in meeting customer expectations. The government must make efforts in the health sector as well as possible, namely providing adequate health services that can be easily accessed by the general public.

Public services are a bridge for how the state carries out its functions related to solving and fulfilling community needs. Based on a customer satisfaction survey conducted by the hospital in 2018, the customer satisfaction rate only reached 56.6%, far below the hospital's target of 80%. Based on the Health Profile of Lampung Province in 2019 it is known that the coverage of outpatient and inpatient during 2017-2019 at referral health service facilities looks fluctuating and even tends to decrease. the achievement of outpatient visits to hospitals (government and private) in 2019 was 12.35% and hospitalization was 3.67%, a decrease. in 2018 it increased to 18,129 and fell again to 18,023 in 2019.

The results of a survey of 10 patients regarding dissatisfaction with the services provided by health workers, obtained as many as 6 patients (60%) were not satisfied with the explanation given by health workers, 5 patients (50%) stated the inpatient environment was unsafe.

Public services organized by the Demang Se Island Raya Hospital, Central Lampung, overall got an index value of 84.11% (A) with a very good level of service quality. The main priority elements in improving services at the Demang Se Island Raya Hospital, Central Lampung in

2020 are service procedures (79.48%), service completion time (79.54%), service fees or rates (78.65%) and facilities and infrastructure (78.65%). The elements that need to be maintained are the quality of service at the Demang Se Island Raya Hospital, Central Lampung, service competence (84.38%) and complaint handling (79.95%). Low priority elements for improvement, product or service results (77.08%) and staff behavior (76.56%). The element that is considered good and even tends to exceed what is desired is service requirements (84.11%).

## **CONCLUSION**

Service quality that needs to be maintained or improved is an indicator of service competence, implementing and disseminating the concept of an effective and responsive customer complaint handling system, so that patients do not hesitate to submit their complaints because they know for sure that the complaint will be followed up. The quality of service that needs to be improved Hospitals need to continue to be committed to ensuring ease of procedures so that service times can be more effective and efficient, prioritizing professionalism, developing a caring and responsible attitude towards patients, as well as being responsive to complaints and input from the community, Informing costs / rates services in a transparent manner and in accordance with the patient's ability to reach treatment and the quality of service in accordance with the amount paid, as well as starting to pay attention to the problems of facilities and infrastructure to support services.

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