

Analysis of the Implementation of Health Service Standards Kajen Local General Hospital, Pekalongan Regency

Aufarul Marom
{maromsemarang@gmail.com}

Universitas Diponegoro, Indonesia

Abstract. Kajen Local General Hospital, as a hospital owned by the Local Government of Pekalongan Regency, is the biggest hospital and is a reference for the people of Pekalongan Regency. This study describes and analyses health services management of RSUD Kajen. RSUD Kajen is demanded to be able to provide good health services that how the management of health services is carried out by applying existing health service standards. This study has the types of quantitative and qualitative descriptive research that is to describe and analyze the management of health services, especially in applying the service standards of RSUD Kajen. The sample of this study were 100 respondents. The indicators used include the suitability of service requirements, ease of service mechanisms and procedures, speed of service time, reasonableness of costs, conformity of service products with service standards, quality of facilities and infrastructure, ease of fulfillment of requirements, clarity and certainty of requirements and speed and response to complaints.

Keywords: Service Standards, Service System, Health Services.

1 Introduction

Everyone will certainly always expect that the conditions remain healthy. It is just that when it must be faced with the reality of facing a condition of illness, inevitably have to go to the doctor or to the hospital. The hospital as one of the health service subsystems organizes two types of services for the community, namely health services and administrative services. Health services include medical services, medical support services, medical rehabilitation and care services. The service is carried out through the emergency department, outpatient unit and inpatient unit.

In its development, hospital services are inseparable from the economic development of the community. This development is reflected in the changes in the classic function of the hospital, which initially only provided healing (curative) services to patients through hospitalization. Hospital broadcasting then shifted due to advances in science, especially medicine, increased income and public education.

Health services in hospitals today are not only curative (healing), but also recovery (rehabilitative). Both are carried out in an integrated manner through efforts to promote health (promotive) and prevention (preventive). Thus, the target of hospital health services is not only for individual patients, but also for patients' families and the public or society. The focus of attention is indeed patients who come or who are treated as individuals and part of the

family. On the basis of such an attitude health services in hospitals are complete health services (comprehensive and holistic).

Hospital products are services. Services are obtained from services provided by medical/clinical personnel to the community or patients. However, all services provided cannot be separated from hospital support activities such as infrastructure, human resources, finance, medicine and logistics, information technology, and marketing to ensure optimal service delivery and provide patient satisfaction. To provide satisfaction to consumers, hospitals must provide quality services, this service is certainly supported by supporting facilities and cannot stand alone.

Kajen Local General Hospital, as a hospital owned by the Local Government of Pekalongan Regency, is the biggest hospital and is a reference for the people of Pekalongan Regency. In accordance with the demands and progress of the community, Kajen Local Hospital is demanded to be able to provide good health services. Good health services will always have to do with how the management of health services is carried out [1].

Table 1. Number of Outpatient and Inpatient Visits of Kajen Local General Hospital August to December 2018

No	Kind of service	August	September	October	November	December	Sum
1	Outpatient	8.338	7.932	9.420	8.605	8.268	42.563
2	Inpatient	1.196	1.269	1.322	1.350	1.393	6.530
	Sum	9.534	9.201	10.742	9.955	9.661	49.093

Source: RSUD Kajen (2019).

Table 1, shows the fluctuations in visits both outpatient and inpatient at the Kajen Local General Hospital, Pekalongan Regency. The largest number of visits occurred in October 2018, the number of patients reached 10,742 people, while during the 5-month period the smallest patient visits occurred in September 2018 where there were only 9,201 patients.

Fluctuations in visits to a hospital is something that is natural and a necessity. The ups and downs of the number of patients at a certain time could be related to the condition of public health at that time, but it could be many or at least these patients were suspected as a result of lack of optimal management of services provided by the hospital.

Outpatient Polyclinic of Kajen Local Hospital, Pekalongan Regency, there are twelve types, namely nutrition, dental, ear nose, throat, nerve, uterus, children, internal medicine, surgery, eye, general, urology surgery and mental health. Based on the 2018 Community Satisfaction Survey SKM conducted by Kajen Local Hospital showed suboptimal results. The score obtained is 76.51 with a good category. This score should be increased to very good. Service elements that get poor evaluation so that they need attention are the clarity of service standards and the suitability of service standards [2][3][4]. On this basis this research was conducted to examine the factors associated with patient satisfaction in Kajen Local Hospital, Pekalongan Regency to the public.

2 Research Method

This research activity has quantitative and qualitative descriptive research types. Therefore, the type of research used by researchers is quantitative descriptive qualitative research type, which is to describe and analyze the implementation of health service standards in the Kajen Local General Hospital, Pekalongan Regency.

The population of this study was all outpatients in Kajen Local Public Hospital, Pekalongan Regency, while the sample would be taken by 100 people by taking accidental sampling. The sampling method was taken from twelve polyclinics in Kajen Local Hospital, Pekalongan Regency, 30% taken, four (4) polyclinics will be obtained. How to take four polyclinics will be chosen polyclinic which has the largest patients in 2018 namely internal, child, obstetric and neurological polyclinic.

3 Result and Discussion

According to Ratminto [5] good service management can only be realized if strengthening the bargaining position of service users gets top priority. Thus, service users are placed at the center that receives support from (a) service standards that prioritize the interests of the community, especially service users, (b) service culture in service provider organizations and (c) human resources oriented towards the interests of service users.

Strengthening bargaining positions intended to balance the relationship between service providers and service users must also be balanced with the functioning of a "voice" mechanism that can be played by the media, Non-Governmental Organizations, Professional Organizations, Ombudsman or appellate institutions [6][7][8][9].

The basic policy used as a reference by every employee in providing health services in the Kajen Local General Hospital is the Decree of the Director of the Kajen Local General Hospital No: 445/69/2018 regarding the Kajen Local General Hospital Service Policy in Pekalongan Regency. Whereas in the operational procedure, each unit always uses SOP (Standard Operating Procedure). For example, SOP on the Registration of Outpatients in TPPRJ, SOP on Registration of Inpatients at TPPRI. The results of data processing that has been carried out on 100 patients are as follows table 2.

Table 2. Respondent's Profile

No.	Level of Education	Frequency	%	Occupation	Frequency	%
1.	Elementary School	34	34.0	Farmer	11	11.0
2.	Secondary School	35	35.0	Trader	6	6.0
3.	Senior High School	22	22.0	Civil Servants/Army/Police	3	3.0
4.	Undergraduate	9	9.0	Businessman/Entrepreneur	15	15.0
5.	Post Graduate	0	0	Student	1	1.0
6.				Others	64	64.0
	Total	100	100.0	Total	100	100.0

Service requirements, namely technical and administrative requirements needed to obtain services in accordance with the type of service. Based on the results of this study, the type of service provided by the Kajen Local Hospital in Pekalongan Regency was considered to be in accordance with the requirements given and proved to be 79 people (79%) said that the service users were appropriate or when viewed from an average of 3.03 (good). Some of them said that the administrative requirements needed were appropriate, such as a National Identity Card (KTP), Family Card (KK), BPJS Card/Insurance Card, or a referral letter and technical

requirements, namely registering to get a queue number, conducting checks at the relevant poly.

3.1 Service Procedures and Speed of Service

Service procedures, namely the ease of the stages of service provided to the community in terms of simplicity of service flow. The level of understanding of service users in the Kajen Local Hospital of Pekalongan Regency on the mechanism and procedure of service can be said to be easy and proven 75 people (75%) said service users were easy or proven by an average of 2.94 (good) because service users said the mechanism or process the service has been informed at the registration counter such as carrying the requirements when registering to get a queue number, then queuing at the relevant poly to do the inspection, and take medicine. In services at the Kajen Local Hospital, Pekalongan Regency, there are also facilities such as being able to register online and there is an Elderly Card, which is a card that is given to patients over 60 years of age to get special treatment in the service.

Speed of service, i.e. the target service time can be completed within the time determined by the service delivery unit. Based on research results in Kajen Local Hospital, Pekalongan Regency, it is proven that service officers have provided services quickly or 68 people (68%) said that service users were fast and proved by an average performance of 2.8 (good) because the majority of service users said that service should thus. Patients who provide this fairly quick assessment are of the opinion that the patient or family must register early in the morning to take a queue number while the doctor has a practice in the afternoon so he must wait a long time. Patients who said they were satisfied with the speed of service assessed that nurses used the time to measure blood pressure before the doctor arrived and when the doctor came in, they were immediately examined for about 5-10 minutes, and some of those who had elderly cards felt privileged because they were given special treatment and there was an online registration service.

Fairness of service costs, namely the affordability of the community to the amount of costs determined by the service unit. In this study, this question is only intended for patients or service users in Kajen Local Hospital in Pekalongan Regency, non BPJS. Non BPJS service users feel that the fees charged for the service process at the Kajen Local Hospital in Pekalongan Regency are reasonable as proven by 10 people (out of 14 respondents) or 10% say it is reasonable. This is evidenced also by the average value of performance of 3.00 (good). The service user said that the fees charged were very reasonable in accordance with the quality of the services obtained.

Means are all things that can be used as a tool in achieving goals and objectives. Infrastructure is everything that is the main support for the implementation of a process (business, development, project). Facilities are used for moving objects (computers, machines) and infrastructure for immovable objects (buildings). Based on the results of research at Kajen Local Hospital in Pekalongan Regency related to the quality of facilities and infrastructure, 28 people (28%) said that they were quite suitable and 66 people (66%) of service users said that they were suitable and evidenced by an average performance of 2.72 (good), they have an opinion that the facilities and infrastructure are adequate, such as a waiting room, park, small mosque, toilet. Service users also said that the cleanliness of the Kajen Local Hospital in Pekalongan Local was quite clean.

3.2 Service Requirements

Requirements are conditions that must be met in the maintenance of a type of service, both technical and administrative requirements. According to service users at the Kajen Local Hospital in Pekalongan Regency, the ease of requirements to get services is included in the good category or 3.11 (good). The largest percentage of 76 people (91%) of service users said that it was easy for the requirements to only carry a KTP, KK, BPJS, referral letter or other insurance card.

Service Requirements, namely technical and administrative requirements needed to obtain services in accordance with the type of service. According to service users at the Kajen Local Hospital in Pekalongan Regency, it was clearly proven that 77 people (83%) said clearly for clarity of requirements in obtaining services or with an average performance result of 3.09 (good). Service users assess officers have provided information about the requirements clearly and clearly proven by 77 people (77%) service users say it is important that is proven by an average expectation of 3.17 (important). Service users expect the addition of an information board about the requirements needed.

Requirements are conditions that must be met in the maintenance of a type of service, both technical and administrative requirements. According to service users at the Kajen Local Hospital in Pekalongan Regency, the requirements to get services are included in the fixed category or 3.09 (good). When viewed from the performance distribution table, the largest percentage of 91 people (91%) of service users said they were certain of the requirements. The service user has assessed that the requirements have never changed and the clerk always explains the required requirements. Certainty the requirements for obtaining services according to service users are important with an average rate of 3.12. They argue that the certainty of this service can be maintained in order to facilitate patients in obtaining services.

Procedure is a standardized procedure for service providers and recipients, including complaints. Clarity of order or service procedure is included in the clear category according to service users or 82 (82%) or when seen the average is 3.06 (good). According to the service user the employee has explained the flow or mechanism in the registration window and there is an information board about the mechanism or flow. And service users say that the level of clarity of the order or procedure is important or as evidenced by an average figure of 3.13 (good), they hope that this mechanism or procedure can be maintained so as to facilitate service users in obtaining services.

Certainty in the service schedule, namely the implementation of service time, in accordance with established conditions. Certainty in the period of service in serving patients at the Kajen Local Hospital in Pekalongan Regency has certainly been proven by a number of 60 people (60%) said so and also proven with an average performance of 2.72 (good). Service users consider that the officer or doctor has provided services on time according to the specified service hours, only a few patients complain that sometimes the doctor arrives late.

Timeliness of service, i.e. implementation of service time, in accordance with established conditions. Service staff in serving patients at the Kajen Local Hospital in Pekalongan Regency have used the right time as evidenced by 63 people (63%) saying that it is right and also proven by an average performance result of 2.72 (good) such as conducting services according to the schedule that there are only a few Next time it feels like the doctor arrived late.

Cost is the fee charged to the service recipient in managing and/or obtaining services from the organizer, the amount of which is determined based on an agreement between the organizer and the community. In this study, this question is only intended for patients or

service users in Kajen Local Hospital in Pekalongan Regency, non BPJS. Information about fees is included in the clear category according to service users or 9 people (64.29%) or when seen the average is 3.00 (good). Service users have an opinion that the clerk has informed the range of costs required when using public services.

The quality of this service product is the quality of the results of each type of service specification. The results of research at the Kajen Local Hospital in Pekalongan Regency, in terms of the quality of service products included in the appropriate category proved the largest percentage or 82 people (82%) said service users said it was appropriate and evidenced by an average performance of 3.08 (good). Users of the service said that the services available at Kajen Local Hospital in Pekalongan Regency were in accordance with the needs of existing patients and had a positive impact on patient health.

3.3 Complaint Handling

Complaint handling, suggestions and input, is the procedure for handling complaints and following up on them. In this study, this question is only intended for patients or service users in Kajen Local Hospital in Pekalongan Regency who have made written complaints. Service users consider that in making complaints it is quite easy to prove 2 people (from 3 respondents) (66.67%) said so. This is evidenced also by the average value of performance of 2.33 (not good). Service users say complaints can be made online via SMS call center or written through the suggestion box.

Complaint handling, suggestions and input, is the procedure for handling complaints and following up on them. In this study, this question is only intended for patients or service users in Kajen Local Hospital in Pekalongan Regency who have made written complaints. Service users assess the speed of response from hospital management to service user complaints less quickly. This is evidenced also by the average value of performance of 2.00 (not good).

Complaint handling, suggestions and input, is the procedure for handling complaints and following up on them. In this study, this question is only intended for patients or service users in Kajen Local Hospital in Pekalongan Regency who have made written complaints. Service users consider the competence of officers in handling complaints to be quite appropriate as evidenced by 2 people (out of 3 respondents) (66.67%) said so. This is evidenced also by the average value of performance of 2.33 (not good).

Complaint handling, suggestions and input, is the procedure for handling complaints and following up on them. In this study, this question is only intended for patients or service users in Kajen Local Hospital in Pekalongan Regency who have made written complaints. Service users consider the response of officers in handling complaints as evidenced by 2 people (out of 3 respondents) (66.67%) said so. This is evidenced also by the average value of performance of 2.33 (not good).

4 Conclusion

From the description above it can be concluded that as a basis for the policy of implementing health services in the Kajen Local Hospital is a Decree of the Director of the Kajen Local Hospital No: 445/69/2018 regarding the Kajen Local General Hospital Service Policy. Whereas in the operational procedure, each unit always uses SOP (Standard Operating Procedure). From the results of the processed data to the patients it can be concluded that the

implementation of health services in Pekalongan Hospital is in accordance with the existing SOP ranging from service requirements, service procedures, speed of service, fairness of service costs, etc.

References

- [1] S. Metlen, D. Eveleth, and J. J. Bailey, "Management support and perceived consumer satisfaction in skilled nursing facilities," *Heal. Serv. Manag. Res.*, vol. 18, no. 3, pp. 198–210, 2005.
- [2] A. Dwiyanto, "Manajemen Pelayanan Publik: Peduli, Inklusif, dan Kolaboratif Edisi Kedua." Yogyakarta: Gadjah Mada University Press, 2011.
- [3] A. Dwiyanto, *Manajemen Pelayanan Publik: Peduli Inklusif Dan Kolaborasi*. UGM PRESS, 2018.
- [4] H. Hardiyansyah, *Kualitas Pelayanan Publik: Konsep, Dimensi, Indikator dan Implementasinya*. Gava Media, 2018.
- [5] Ratminto and A. S. Winarsih, *Manajemen pelayanan: pengembangan model konseptual, penerapan 'Citizen's Charter' dan standar pelayanan minimal*. Pustaka Pelajar, 2005.
- [6] E. A. Purwanto, "Reformasi Birokrasi, Kepemimpinan dan Pelayanan Publik: Kajian Tentang Pelaksanaan otonomi daerah di Indonesia,(Reformasi Birokrasi, Kepemimpinan dan Pelayanan Publik)." *Reformasi Birokrasi, Kepemimpinan dan Pelayanan Publik: Kajian Tentang ...*, 2009.
- [7] L. P. Sinambela, "Reformasi pelayanan publik: teori, Kebijakan dan implementasi," 2006.
- [8] Surjadi, *Pengembangan Kinerja Pelayanan Publik*. Refika Aditama, 2009.
- [9] S. Wibawa, *Reformasi administrasi: bunga rampai pemikiran administrasi negara/publik*. Gava Media, 2005.