

## QUALITY OF PUBLIC SERVICES FOR THE SOCIAL HEALTH INSURANCE PROGRAM AT THE COMMUNITY HEALTH CENTER AT ALUE BILIE COMMUNITY HEALTH CENTER

Muis<sup>1</sup>, Rifdan<sup>2</sup>

<sup>1-2</sup> Universitas Negeri Makassar

Email: muismusel90@gmail.com , rifdanunm@gmail.com

### ABSTRACT

A country is fully responsible for the welfare of its people and providing good public services or services. They also determine and implement state policy. Nagan raya is one of the districts in aceh province, with the government center there. One of the accredited community health centers in nagan raya regency is the alue bilie community health center. This study investigates the quality of public services for the social security administrative agency health program at the community health center in alue bilie district, nagan raya regency. This research uses a descriptive and qualitative approach. Every patient who uses the social security administrative agency for health at the perbaungan community health center is always given an explanation of the procedures and procedures that apply to them without assuming they are a card holder for the social security administration agency for health. The hospital also provides good health services to all patients who register. Alue bilie hospital will continue to provide the best service to the community. However, it is necessary to evaluate how health workers treat patients who come to the puskesmas well to improve the performance of health services. Because most patients are sensitive, especially when parents have different views about whether someone is good or not, they only see it from one point of view.

**Keywords:** *Quality, Service, Health, Community*

### 1. INTRODUCTION

The government is the organizer and determiner of state policy. The government is fully responsible for the welfare of its people and provides good public services, such as health services, education and other public services. The government is responsible for providing good public services to its people. Based on Law Number. 25 of 2009 concerning public services, what is meant by public services is an activity or series of activities carried out to meet the service needs of every citizen and resident for goods, services or administrative services provided by public administrators in accordance with statutory regulations. Based on KEMENPAN No.63/KEP/M.PAN/7/2013, public services are all activities carried out by the government in an effort to help every citizen and resident obtain goods, services or administrative services provided by public service providers. Thus, public services are defined as all activities or series of activities carried out by public service providers in order to fulfill service needs in accordance with statutory regulations.

According to article 28 H paragraph (1), "everyone has the right to live in physical and spiritual prosperity, to live and have a good and healthy living environment, and has the right to obtain health services", the government is responsible for providing public services to all its people in an effort to providing social welfare or welfare guarantees. The problem formulation in this research is as follows:

#### 1.1 Formulation of the problem

- 1) what is the quality of public services in the social security administering agency program social health at sultan iskandar muda general hospital

- 2) Factors that influence the quality of public services in social security administering agency programs social health at sultan iskandar muda general hospital

#### 1.2 Research purposes

- 1) to find out the quality of public services in the social health program of the social security administering body at the Sultan Iskandar Muda General Hospital?
- 2) To find out the factors that influence the quality of public services in the social security administering agency program social health at sultan iskandar muda general hospital

## **2. RESEARCH METHODOLOGY**

In this research, researchers used descriptive research with a qualitative approach. Qualitative research is research that is used to investigate, discover, describe and explain the qualities or features of social influence that cannot be explained, measured or described using a quantitative approach (Saryono, 2010). Meanwhile, descriptive research methods are a form of research that focuses on problems or phenomena that were actual at the time the research was conducted and describes the facts about the problem being investigated as followed by an accurate interpretation.

## **3. RESEARCH RESULTS AND DISCUSSION**

In public services there are several aspects to the quality of service that demonstrate the quality of good service to achieve the desired goals. These aspects include:

### 1. Tangible Aspects (Real Evidence) In Zoeldhan's opinion,

Tangible or direct evidence is a form of physical service which is usually in the form of facilities and infrastructure available, service technology used, officer performance in accordance with characteristics, service in accordance with standards that can be seen in direct performance assessments. Services that are felt directly by the community must be considered to maintain and improve the quality of health services at the alue bilie health center for the community. In this research, when conducting interviews, the perception conveyed by informants about Real Evidence was that it was very necessary to provide service quality by providing direct evidence that was felt by the community, both from existing services and facilities. It is hoped that this can increase community satisfaction with health services at the Alue Bilie Community Health Center.

Based on the results found, it is very important to provide good service for each prospective patient and provide maximum facilities, because this is direct evidence that can be assessed by the public regarding the services we provide.

### 2. Reliability Aspect

Reliability is described by staff having reliable abilities, knowing about service standards, service procedures, directing and providing correct direction to every prospective patient who experiences problems or has problems in registering before receiving service, thus having a positive impact on the service (Parasuraman, 2001)

SPM (Minimum Service Standards) for community health centers has been stated in Minister of Health Regulation Number 43 of 2016. All employees know this in providing services to patients who use the SOCIAL SECURITY ADMINISTRATIVE AGENCY for

health or not, but in its implementation, there is always something to be improved according to the needs of the community. In practice, our community health center employees are also required to be able to provide maximum service by helping and directing the community, because sometimes prospective patients who use HEALTH SOCIAL SECURITY ADMINISTARTING AGENCY cards often have problems with losing their participant cards and problems with monthly contribution arrears. So we explain and tell potential patients how to solve the problem.

The role of a health worker prioritizes services to individuals, families and the community, such as registration and referral services. If a patient handled by a health center cannot be treated, then the health center provides referral services to the patient and the information provided is easy for the patient to understand, to improve quality. maximum health services to the community so that people are able to increase awareness, willingness and ability to live healthily. one of which is the registration process and taking referrals. Furthermore, the information provided by health workers is clear and easy to understand.

And during treatment at the Alue Bilie Community Health Center, the information provided by health workers is very clear and not complicated, especially for the referral process from the Community Health Center to the hospital. Then the existing facilities at the Community Health Center are also adequate.

### 3. Responsiveness aspect

The desire of employees to help patients and provide responsive service. Responsiveness here can be interpreted as how the agency responds to all matters related to service. The response in question is the best way the agency can receive requests, complaints, suggestions, criticism, complaints, and so on regarding products or even services received by patients. Based on the definition above, it can be seen that responsiveness is an employee's ability obtained from work experience and training that employees have attended in an effort to provide excellent service in responding to complaints, suggestions, criticism, complaints and so on that are conveyed well by the public. And make people feel comfortable about the service. So it is important to have good management in handling these complaints, because later this can become an assessment of the performance that has been carried out.

In connection with this responsiveness, it has well-managed complaint handling management. Anyone who has complaints regarding the services provided by the health center, both for SOCIAL SECURITY ADMINISTRATION AGENCY card users and personal health, can be submitted directly to the reporting, documentation and reporting section by making a report to the party in charge of services at the Alue Bilie health center.

Alue bilie community health center to maintain and improve its services to patients using the social security administration agency for health and individuals. this can also be seen from the availability of a section that specifically handles complaints submitted by the public and so far the service of the community health center is serious in handling complaints management issues, with the hope of improving the quality of service at the alue bilie community health center.

Community services for health social security administrating agency users and individuals because basically social security administrating agency health and non-social security administrating agency participants and non-health social security administrating

agency participants both have the right to receive good and quality services and the alue bilie community health center service is already good, because they receive treatment at the alue bilie community health center there is no charge, everything is free." as researchers understand from interviews with patients, services at the alue bilie community health center are also free and do not require any fees.

#### 4. Assurance aspect

The assurance or guarantee above includes the employee's ability to provide appropriate knowledge of service quality, friendliness, attention and politeness in providing services, skills in providing information, ability to provide certainty in providing required services, and ability to instill trust in patients who use the agency. Social security organizer regarding the quality of services at the community health center.

In this research, when carried out, the community used the social security administration body for health at the alue bilie community health center, stating "the service procedures provided by the health center in serving patients is clear and good, from registration to completion of receiving services and every patient who uses the social security administrating agency or privately must all queue before receiving service and there is no difference in treatment towards patients using the social security administrating agency or private ones."

Based on the answers of people who have used social security administrating agency cards to obtain health services at the alue bilie community health center, the services provided by the community health center are clear and there are no complications and all patients are treated the same, there is no difference in service treatment between social security administration agency users and private patients. This is a form of guarantee provided by the health center. And the head of the alue bilie community health center stated that: the authorities provide services to people who need health services.

There is almost no ambiguous (unclear) language in the interaction process with the public (potential patients), so that the public follows the flow and procedures correctly. This is also supported by the lack of complaints from the public when receiving and receiving services. As the head of the community health center said about guarantees; "every community has the right to receive good and quality health services for users of the social security administration agency for health and for individuals with the same quality, and the service process is good by us, so far we have rarely found complaints from the community as long as the community follows the flow and procedure. The information we provide to the public is correct regulations and according to standards.

Based on this statement, it shows that the informant's answers were focused and precise to the questions asked by the researcher. The time interval between the researcher asking and the informant answering was less than two minutes. This shows that the head of the community health center and the community who have received health services using the social security administration agency for health at the alue bilie community health center did not think too long because they believed that there were no obstacles to the services provided. The absence of obstacles and complaints when carrying out this service was accompanied by the informant's attitude of not looking right and left and even sitting quietly.

#### 5. Empathy aspect

Individually what agencies provide to customers such as ease in contacting agencies, the ability of employees to communicate with customers, and customer needs. Services will run smoothly and with quality if every party interested in the service has a sense of empathy in completing or administering or completing or taking care of or has the same commitment to the service. In this case, when an interview was conducted, the head of the Puskesmas stated that the authorized staff had communicated well according to the community's needs and they had even put some information on the wall to make things easier for the community. If people cannot read or cannot see, they can find out the information through other parties authorities, especially by establishing interactive communication. As the Head of the Community Health Center stated that: regarding personal patterns, the community by providing what is needed to obtain these services, the Community Health Center will immediately carry out its obligations to provide health services.

In the opinion of the community of users of the SOCIAL SECURITY ADMINISTRATION AGENCY for Health who have received health services, they expressed their satisfaction with the services provided by the Alue Bilie Community Health Center; "The puskesmas staff are friendly, I never protested or felt disadvantaged and the treatment was the same as private patients." A clear voice from the community indicates serious determination that there are no complaints while being served by the community health center. The honesty and assertiveness of the informant is characterized by the informant's quick time in answering questions from the researcher without thinking first and taking a long time.

Good health services are in terms of quality. The quality referred to here refers to the completeness of the health services provided, on the one hand it can satisfy service users, and on the other hand the implementation procedures must be in accordance with health service standards as well as established ethics and standards. "If we judge the quality of this Community Health Center, it is very good, as can be seen from the accreditation given by the Minister of Health to the Alue Bilie Community Health Center." The results of the interview obtained from the Head of the Community Health Center showed that the Alue Bilie Community Health Center is one of the accredited Community Health Centers in Nagan Raya Regency. If you look at the quality of the health center, it is already very good, the health workers at the Puskesmas are very responsible for what they do, in providing services the Alue Bilie Puskesmas also provides complete facilities.

All health workers work in accordance with the procedures created by the Community Health Center. Services provided to patients start from 08.30 West Indonesia time until 16.45 West Indonesia time. So here there are no problems, everything runs well and is in accordance with the vision, mission and procedures of the Community Health Center. And we as health workers work optimally to meet the needs of the community in providing services to patients. During this time, people want health services that are safe, quality and meet their needs.

As the researchers understand from interviews with health workers, working according to procedures is one of the ways in which the Community Health Center provides services to patients who come for treatment at the Alue Bilie Community Health Center. All health workers have worked according to the procedures set by the Community Health Center. Services provided start from 08:30 West Indonesia time until 16:45 West Indonesia time.

If we look at the quality of service that has been running so far, the service system is

in accordance with Standard Operational Procedures such as having queue numbers and waiting times that are not too long. Then the services provided by health workers are in accordance with Puskesmas service standards, everything runs well, service operational times start at 08.00 to 16.45 West Indonesia Time

#### **4. CONCLUSIONS AND RECOMMENDATIONS**

In the process of providing health services to prospective patients who hold Health SOCIAL SECURITY ADMINISTRATING AGENCY cards in providing health services, the health center has good service even to all patients without any difference in treatment to patients using the SOCIAL SECURITY ADMINISTRATING AGENCY for Health. Every patient who uses the SOCIAL SECURITY ADMINISTRATION AGENCY for Health at the Perbaungan Community Health Center always first receives an explanation regarding the service facilities obtained based on their membership status by the registration department employee and is guaranteed to receive quality health services in accordance with the provisions.

##### **Suggestion**

It is hoped that the Alue Bilie Community Health Center will continue to provide the best service to the community. However, to improve the performance of health services, there is something that must be evaluated, namely the friendly attitude of health workers towards patients who come for treatment at the Puskesmas. Because most patients have sensitive feelings, especially when parents have different views when judging someone who is good or not, they only see from one angle.

#### **REFERENCES**

- [1] Almasdi, dan Jusuf Suit. 2012. Aspek Sikap Mental Dalam Manajemen Sumberdaya manusia. Jakarta. Syiar Media.
- [2] KEMENPAN No.63/KEP/M.PAN/7/2013 Pelayanan Publik KEPMENKES NO. 28/MENKES/SK/IX/2008 Pusat Kesehatan
- [3] Moenir, HAS. 2007. Manajemen Pelayanan Umum Indonesia. Jakarta. Bumi Aksara
- [4] Peraturan Menteri Kesehatan Nomor 75 Tahun 2014 Tentang Pusat Kesehatan Masyarakat.
- [5] Saleh Mufawik. 2010. Public Service Communication, Malang. Katalog Dalam Terbitan.
- [6] Saryono. 2010. Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, dan R&D). Bandung. Alfabet.
- [7] Tjiptono, Fandy. 2001. Strategi Pemasaran. Edisi Pertama. Anis Offset. Yogyakarta.
- [8] Zulfikar, Z., Rozaili, R., & Hansyar, R. M. (2022). Kebijakan dan Implementasi Administrasi Kependudukan di Indonesia.