

Original Research Article

Measurement Of Community Satisfaction Index Health Services In Tuban District Public Health Center

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ABSTRACT

Introduction. To know people's judgment of the services provided by Tuban public health center to the public, there should be a measure of the level of people's satisfaction with health services. The purpose of this study was to measure people's satisfaction based on Permenpan RB number 16 in 2014 and measure people's satisfaction based on the Customer Satisfaction Index (CSIndex). **Method.** This study was observational. There were 13 health centers in Tuban analyzed. The sample was 450 people who used health services in Tuban public health centers. The first analysis used the data by Permenpan RB No. 16 of 2014, and the second used the Customer Satisfaction Index (CS Index). **Result & Analysis.** The results of this research-based Permenpan number 16 of 2014 found all public health centers in Tuban had a value of community satisfaction index in either category. By using CSIndex, it was found that the entire public health center had high satisfaction. **Discussion.** It can be concluded that the value of the Community Satisfaction Index in all public health centers was rather satisfactory. Some reconstruction for supporting facilities, such as clean toilets, comfortable and clean waiting rooms, service information, service flow, management improvement, and product marketing should be done.

Keywords : Community Satisfaction Index, CSIndex, Health Center, Permenpan

INTRODUCTION

Health is a right and an investment, all citizens have the right to their health because it is protected by the constitution as stated in the second paragraph of the 1945 Constitution Article 27 where every citizen has the right to work and a decent living for humanity. Based on this sentence, it can be explained that all citizens without exception have the same rights in livelihood and work,

livelihood here implies the right to obtain material needs such as adequate clothing, food, and housing as well as immaterial needs such as health, spirituality, etc (Wibowo et al., 2019). Likewise, health can also be interpreted as an investment because health is the basic capital that is needed by all people to be able to carry out activities according to their respective duties and obligations so that they can produce something that is economically

beneficial. However, if their health condition is not possible, all of their assets and wealth will be used up to obtain that health (Rater et al., 2021).

However, it must be admitted that the quality of Indonesian public health has been relatively low. So far, people, especially the poor, tend to pay less attention to their health. This can be due to their low level of understanding of the importance of health in life, even though people's awareness of health care and protection is very important to achieve the highest level of health. However, on the other hand, the low level of public health can also be caused by their inability to obtain health services due to the high cost of services to be paid. The high level of poverty causes the poor to be unable to meet the need for expensive health services (Svechnikova & Kuznetsov, 2021)

Another visitor told of his experience while doing treatment at the Tuban Health Center, the readiness of both administrative and medical personnel was very lacking so it was not uncommon for patients to be willing to wait to get health services. In addition, the available facilities, such as the waiting room, which is not comfortable, often cause patients to feel neglected. Considering that health is an important aspect of people's lives, the government must create adequate health

development to improve the poor level of health so far. As stated in Law Number 23 of 1992 concerning Health, it is stated that health is one of the elements of the general welfare, so the government must carry out health development which is directed at enhancing health status by seeking more adequate comprehensive, and integrated health services. By looking at the statistical data, it shows a good increase in performance for the Tuban Health Center, this can be seen from the increase in the number of visits from year to year, but when viewed from the complaints of patients regarding the lack of services and facilities and infrastructure that occurred at the Tuban Health Center, it can be said that there are problems in the services provided to the community (Murdiatama et al., 2021).

Based on the description above, in this study, the title "Measurement of the Community Satisfaction Index of Health Services at the Tuban Regency Public Health Center was taken".

METHOD AND ANALYSIS

This research is observational because does not give treatment to the sample but just makes observations. Design This research is cross-sectional because the data were obtained at the same time. The research method used is a

survey. The location is in District Tuban with a study period of 2 months. Community satisfaction is measured by Customer Satisfaction Index (CS Index).

This research is observational. Unit of analysis In this study, there were 13 health centers in the Regency of Tuban. The research sample is people who use services Public Health Center at Tuban and the number of samples is set at 450 respondents. Instruments used in this survey activity is a questionnaire sheet that has been verified and validated by a team of experts including some statements about the characteristics of respondents, an assessment of respondents' perceptions and assessment of respondents' expectations. Research stages include making a questionnaire, calculating samples, conducting surveys, verifying data, enter data, and generate reports. A number of the data analysis technique used is descriptive (frequency distribution table and percentage), measuring people's satisfaction using the Permenpan RB method, measuring community satisfaction with the Customer method Satisfaction Index (CS Index), and displays the results of the analysis using spider web analysis.

RESULT

The characteristics of the buyer have a great influence on how the perception and reaction of buyers to the products consumed (Kotler and Armstrong, 1995). The characteristics of these respondents were seen from the characteristics of age, gender, last education, occupation, type of patient, and many patient visits.

According to Supranto (2001), the age pattern affects the demand for health services. Characteristics of respondents by a group the highest age is in the 46-55 age group year that is equal to 22.4% (101 respondents).

Meanwhile, the second-highest age group category is the age group 36-45 years, which is equal to 25.1% (113 respondents) which means that most of the respondents are in the adult age group, this is a productive age so they are more prone to disease.

The characteristics of respondents by type the highest gender is female, which is 68.2% (307 respondents) and male sex is 31.8% (143 respondents), this is by Dever in Ratnawati (2003), that in utilizing health services it turns out women use it more often.

Characteristics of respondents based on the last education were in junior high school, which was 29.6% (133 respondents). While the last education

category is the highest the second is a primary school, which is 26.9% (121 respondents), different education will influence consumer choice of products not brand.

Characteristics of respondents based on work is another job that is equal to 28.2% (127 respondents), in other occupations 83% are housewives and 17% are fishermen. While the highest job category the second is self-employed, which is 26.2% (118 respondents). This work also affects perceptions of satisfaction with health services, because someone's work is getting harder the more susceptible to disease.

Characteristics of respondents by type patients are BPJS Health patients, namely by 50.7% (228 respondents). Whereas the second-highest category of patient type is patient general, which is equal to 43.8% (197 respondents), and there are 5.6% (25 respondents) who use other insurance, what is meant by other insurance here is private insurance where the respondent work. This can be interpreted as people have started using BPJS to obtain health services.

Characteristics of respondents based on patient visits are patient visits 2 times which is equal to 36.4% (164 respondents). While the category of the highest patient visits second is patient

visits more than 5 times which is equal to 31.8% (143 respondents).

Table 1. The weighted values of the nine elements of the community satisfaction survey in Tuban Regency

No	Rating Element Name	Weighted Value
1	Terms of Service	0.353
2	Service Procedure	0.336
3	Service Time	0.341
4	Fees/Tariffs	0.342
5	Specific Product Type of Service	0.318
6	Implementation Competence	0.336
7	Implementing Behavior	0.329
8	Service Notice	0.309
9	Complaint Handling	0.307

DISCUSSION

Community Satisfaction Analysis based on Permenpan RB Number 16 Community satisfaction index for quality services obtained at health centers throughout the Tuban Regency are based on indicators in the Regulations Minister for Empowerment of State Apparatus No 16 of 2014 concerning Guidelines for Satisfaction Surveys Society Against Service Implementation Public, which amounts to nine indicators. In Permenpan and RB community satisfaction survey is one of the methods used by public service providers to obtain data about the perception of the user community so that it can be used as information to improve

quality and make improvements in terms of service (Kabali et al., 2021). The targets for measuring the community satisfaction index are encouraging public participation to assess the performance of public service providers, encouraging public service providers to further improve their quality, and encouraging public service providers to be more innovative and creative in providing and providing public services.

In this community satisfaction survey, There are nine elements of the assessment, namely requirements service, service procedures, service time, fees or tariffs, product specifications, types of services, implementing competence, implementing behavior, service notices, and handling complaints, suggestions and input. Community satisfaction survey to health services in Tuban Regency within the scope of one district. By calculating the average value of each of these elements obtained from the average "reality" value of each aspect contained in the elements. So deep calculating the mean the value of the divisor is not the same for every element because indeed every element has a large number of assessment aspects not the same. The weighted value of each of these elements is obtained from the average value of each element multiplied by weights. Own weight is obtained by a division between 1

and the number of assessment elements so that obtained 0.09 (weight equal to 0.09). The value of 1 in the weight calculation is the value of established standards.

Based on Table 1 it can be seen that the highest weighted value of the nine elements these are service requirements (0.353) while the lowest value is the handling of complaints, suggestions, and inputs (0.307), aspects of the second-lowest assessment are information service (0.309), and aspects of the assessment that the third-lowest is the product type specification service (0.318). This can be interpreted as that which should be of greater concern to the Department of Tuban District Health in the improvement of health center services is handling complaints, suggestions, and input because it has the highest rating low. Complaints are one of the indicators or symptoms and signs of service dissatisfaction given to the patient and if not treated will seriously cause consumers not to will return to using the product or service that was given .

CONCLUSION

Based on the description of the results and discussion, it is concluded that the value of CSI from the services of the Hulu Sungai District Health Center North in 2021 is 74.26, and the quality of service

is included in the good category. All Health Centers in Tuban Regency have a value of CSI with good category. After being categorized into three categories, it is known that the Health Center Public that into the low category, totaling three health centers namely the Semanding Health Center Public Rengel, and Plumpang Health Center.

Based on the calculation of the value of the Community Satisfaction Index according to the Customer Satisfaction Index (CSI Index), shows the average gap value of the five aspects of the assessment of Puskesmas services in Tuban Regency is -0.88. All Public Health Centers in Tuban Regency have a satisfaction value in the category of quite satisfied. After being categorized into three categories (high, medium, and low) it is known that 10 Health Center Public are in a low category.

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