The Quality Service of Public against Community Satisfaction User Service Inpatient of Hospital Dr. Soepraoen Malang, Indonesia

Andi Nur Rahman
Post-Graduate Program, University Merdeka Malang, Indonesia

*Corresponding Author:
Andi Nur Rahman
Email: abahrumadi@gmail.com

Abstract: This study aimed to describe the quality of service that consists of physical evidence, reliability, responsiveness, assurance, empathy and Community Satisfaction User Services Inpatient hospital Dr. Soepraoen Malang and to describe and analyze the influence of service quality consists of physical evidence, reliability, responsiveness, assurance, and empathy simultaneously on Public Satisfaction User Services Inpatient hospital Dr. Soepraoen Malang. The results showed that the implementation of services carried out in accordance with established by Act No. 25 of 2009. In the application of basic principles as the basis for the management of public services, the joints or principles include: simplicity, clarity and certainty, Security, Openness, Efficient, Economical, equitable justice, Timeliness. This principle implies implementing public services can be completed within a predetermined time. Besides the hospital as Operation of public service as defined in implementing the ministry has to accommodate the service standards that are used as guidelines for service delivery and benchmark assessment of the quality of service as an obligation and a promise the organizers to the public in order to quality service, fast, easy, affordable, and scalable.

Keywords: Quality of Service, Community Satisfaction.

INTRODUCTION

This adult health problem has become a staple for the community. With the increasing standard of living, it also increases the people's demands for health care quality. This requires health care providers such as hospitals to improve the quality of service better, not only the services that are curing disease but also covers preventive care to improve the quality of life and provide satisfaction to consumers as users of health services.

Hospital as an institution engaged in the service of health amended, at the beginning of its development, the hospital is an institution that serves the social, but with the private hospitals, make hospitals more refers as an industry engaged in the field of health care with managing the based on the management of the enterprise. Along with that, there is competition among hospitals both public and private hospitals, all vying to attract consumers to use its service.

The hospital has a strategic role in the effort to accelerate the improvement of public health degree. The new paradigm of health care requires hospitals provide quality services according to the needs and wishes of patients to adhere to the code of professional conduct and medical. In the rapid technological developments and increasingly fierce competition, the hospital is required to upgrade the quality of its service. Quality is central to the survival of an institution. The revolutionary movement quality through integrated quality management approach to the demands that should not be ignored if an institution wants to live and grow, increased competition these days requires a provider agency / service to always pamper customers / consumers by providing the best services. The consumers will be looking for a product in the form of goods or services from companies that can provide the best service to him [1]. The main problem as an institution of health services is the increasing number of competitors. Therefore, hospitals are required to always maintain consumer confidence by improving the quality of services in order to increase consumer satisfaction. The hospital authorities need to carefully determine the needs of consumers in an effort to fulfill the wishes and improve satisfaction with the services provided [2].

Providing services with the best quality, not something that is easy for managers of hospitals for the services provided by the hospital concerning the quality of life of their patients when an error occurs in the medical action can be bad for patients. Such impacts may be ill patient is getting worse, disability and even death [3].

Hospital as part of the national health system is required to improve the quality of provision of facilities, services and independence. Thus the hospital

is one of several actors competitive health care should be managed by actors who have an entrepreneurial spirit capable of creating efficiency, excellence in quality and service, excellence in innovation as well as excel in responding to the needs of patients [3].

In accepting and serving inpatients as consumers with a variety of characteristics, the hospital must equip them in order to always listen to the voice of consumers, and has the ability to respond to every whim, consumer expectations and demands of service users of health care facilities. This is closely related to the health professionals who always accompany and serve patients as consumers.

The foregoing is in line with the opinions expressed Waworuntu that "A person who is a professional in the world of public administration master's needs and know how to satisfy and meet the needs of the community. Society needs to be satisfied by fulfilling their needs. So that people feel as a king, then it should be served "[4].

Human factors and the policy of the hospital as the service provider to the public in the organization is considered very crucial in a quality service. According Thoha "quality service to the community is very dependent on the individual actors and the system used" [5]. Doctors, nurses, and medical support as well as non-medical personnel on duty at the hospital must understand how to serve customers well, particularly to patients and their families, for patients and their families is a major consumer in the hospital. The ability of hospitals to meet patient needs can be measured from the level of patient satisfaction. In general, patients who are dissatisfied will complain to the hospital. Complaints are not treated immediately will result in reduced patient satisfaction with health care capabilities at the hospital. Customer satisfaction has become a central concept in the discourse of business and management. Consumers generally expect the product in the form of goods or services consumed can be accepted and enjoyed with good service or satisfactory [1].

Patients will be satisfied if there are similarities between the expectations and the reality of health services obtained. Health service user satisfaction has a close relationship with health outcomes, both medically and non-medically as adherence to treatment, understanding of medical information and continuity of care [6].

It can be concluded that the hospital dr Soepraoen Malang must always improve services to the community in addition to an increase in human resources assistants. For it is necessary to study Effect of Service Quality Satisfaction Community inpatient

service users. With the changes expected in the office administration management organization can improve the quality of services, including accommodating the demands arising from the administration handling the actual problems are increasingly complex.

Public perception of the service received in the context of these services often rely upon someone's personal perception, so that if it gets poor service then, it was based on circumstances which should have been received from good service management system.

Has become imperative for the Hospital to seek breakthroughs in improving the quality of service, so that needs to be addressed is how to improve services to the public by promoting the interests of the community or service in accordance with the wishes or needs of the community in accordance with the principle of Reinventing Government, namely governance customer oriented, along with public awareness of the demands of better service and transparency [7].

Efforts to improve the quality of service can be done by preparing models and strategies of public services at each organizational unit of service. Model and service strategy more operational and implementable as a solution to quality improvement of public services is also a way to bring people's expectations and the expectations of service providers accountable in giving the mandate or accountability to the communities directly.

Similarly in the Public Service Users Inpatient Hospital Dr. Soepraoen Malang that although the hospital has implemented a public service but still found their complaint in getting its service, and from the initial observations were carried onset of complaints originated from the lack of information on administrative provided by the community, as well as ignorance of the community itself regarding administrative procedures in the hospital.

The phenomenon raises gap for people's perceptions of the services provided by the hospital to the community of users, if not addressed it could lead to a growing gap grew later.

In order to give satisfaction to the public service would need to pay attention to five aspects of Hashim, namely [8]:

Processes and Procedures
Processes and procedures may include procedures direct service to customers, and processing services which are internal processes in generating service. In these processes and procedures covering all the activities of service activities in sequence starting with the activities conducted when the customer

comes first, and even after the service is completed (affter service.)

Terms of service

Terms of service are the things that must be fulfilled by the customer to obtain services. Terms of service include documents or letters. The service requirements of each activity needs to be identified so as to overall service requirements to be met by the customer, including the total cost to be paid by the customer

Facilities and infrastructure needed

Service facility is a wide range of facilities are required in order to provide services. The means used can be a major tool and a means of support. Main means is the means provided in the framework of the process of service that include, among others, sharing complete the form, the data processing facilities. While supporting facilities are facilities that are generally provided in order to provide support services include the provision of facilities such as a comfortable waiting room, provision delivery service and others. While infrastructure is a wide range of facilities that support among other care facilities in the form of road leading service office.

Time and Cost Service

With it determines the time and costs used for any activities conducted in the processing, it will be able to determine the time and expense that will be used to serve one type of service from the outset to meet customer service representatives until the service is completed.

Complaints

Complaints are a mechanism that can be taken by the customer to express his dissatisfaction with the service received. The grievance is a very important thing binding continuous improvement of service quality cannot be separated from customer feedback that is usually in the form of a complaint.

Cycle quality services that can be utilized to identify the forms of service user satisfaction. Parasuraman argued that the embodiment of user satisfaction can be identified through the five dimensions of service quality are [9]:

- Aspects tangible; quality of service in the form of physical appearance office
- Aspects of reliability; the ability to realize the promise,
- Aspects of responsiveness; responsiveness in providing the service,
- Aspects of assurance; the ability to provide a guarantee,

- Aspects of empathy; ability to understand customer needs.

These dimensions need to be done well in order to be a better quality of service. It is certainly not easy in practice, because the gap can occur between service providers with service users.

This study aims to describe the quality of service consisting of tangible, reliability, responsiveness, assurance, empathy and Community Satisfaction User Services Inpatient Hospital Dr. Soepraoen Malang and to describe and analyze the influence of the quality of service consisting of tangible, reliability, responsiveness, assurance, and empathy simultaneously on Public Satisfaction User Services inpatient Hospital Dr. Soepraoen Malang.

RESEARCH METHODS
Operational Definition of Variables
Variabel bebas (X)

a. Tangible (X_1)

Tangible or counter service locations, the room where the conditions of service, means of communication, ease of access to the services, the availability of the information board services, administrative support services and facilities. Item response was measured by an interval scale using Likert scale.

b. Reliability (X_2)

Reliability referred to in this research is the speed of service, accuracy of the data that is informed, the suitability of the service provided to users needed, independent data is informed of the error, and reliability of services. Item response was measured by an interval scale using Likert scale.

c. Responsiveness (X_3)

Show goodwill by informing the service time, readiness and completeness answer all the questions, the willingness to provide a special time for service, willingness to provide services immediately, willingness to help users, and sympathetic to the user. Item response was measured by an interval scale using Likert scale.

d. Assurance (X_4)

Assurance have skills in providing services, the ability to help users to solve the problems associated with services, politeness to users, willingness to put the interests of users, ability to be trusted by the user, and security guarantees. Item response was measured by an interval scale using Likert scale.

e. *Empathy* (X_5)

Empathy the need for the use, availability of adequate service time, help in resolving difficulties / problems, the use of language that

is easy to understand, easy to contact, timeliness of service and interest to the user. Item response was measured by an interval scale using Likert scale.

1. Dependent variable (Y) Satisfaction

In this study, the dependent variable is the satisfaction of the community that is the performance of hospital services in accordance with public expectations of service users. The indicator is the services provided are in line with expectations, was satisfied after getting services, going back to using services and recommend to others to use another service to the community. Item response was measured by an interval scale using Likert scale.

Population and Sample

In this study population is all service users Inpatient hospital Dr. Soepraoen Malang in 2015, but because it is difficult to ascertain exactly how many populations, the researchers used the figure in 2014 by the number of service users as many as 2480 people. Furthermore, the amount used as the basis for sampling using methods Slovin, so the total sample of 96 people.

The sample in this study using a sampling technique is simple random sampling, or researchers in selecting the sample to provide equal opportunities to all members of the population to be designated as members of the sample. With such a technique, the individual election of a member samples are completely on the basis of chance factors, in the sense of equal opportunity, not because of the subjective judgment of the investigator. ie respondents who selected and easily found and asked to answer a questionnaire.

Data Analysis Technique
Descriptive Analysis

Descriptive analysis is used to describe the respondents' perception of the variables studied were tangible, reliability, responsiveness, assurance, empathy and service user satisfaction.

Regression Analysis

Data analysis techniques in this study mathematically using multiple linear regression models were formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \in$$

Where :
Y   = Community Satisfaction
α = Constanta
X_1 = Tangible
X_2 = Reliability
X_3 = Responsiveness
X_4 = Assurance
X_5 = Empathy
β = Regression coefficient
$\in$ = Standard error

RESULTS
Regression Analysis

The results of multiple regression analysis between variables Quality of Service to the Public Satisfaction Services Users are presented in Table 1 below:

Table-1: Recapitulation Regression Analysis

Independent Variable	B	T	Prob.	Information
Tangible (X_1)	0,201	3,011	0,003	Significant
Reliability (X_2)	0,188	2,762	0,007	Significant
Responsiveness (X_3)	0,104	2,099	0,039	Significant
Assurance (X_4)	0,024	0,411	0,411	Not Significant
Empathy (X_5)	0,004	0,067	0,067	Not Significant
Constanta	4,306			
Dependent Variable : = Community Satisfaction (Y)				
Multiple R = 0,770 R^2 = 0,592 F = 26,152 Prob. = 0,000				
$F_{table\ (\alpha\ =\ 0,05)}$ = 2,33 t_{table} $_{(\alpha\ =\ 0,05)}$ = 2,021				

Sources: Primary data is processed.

The coefficient of determination (R^2) of 0.592 means the variable dimensions of quality of public services, which include tangible, responsiveness, assurance, and empathy can explain the changes in people's satisfaction at 59.2%, while 40.8% is explained by other variables not analyzed.

Hypothesis Test Results
Test F (Hypothesis Testing I)
The results of data analysis using SPSS 12.0 for windows can be presented in the following table-2:

Table-2: Table Anova Results Data Analysis

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.862	5	11.372	26.152	.000[a]
	Residual	39.138	90	.435		
	Total	96.000	95			

a. Predictors: (Constant), X5, X3, X4, X2, X1

b. Dependent Variable: Y

Sources: Primary data is processed.

From the table above is obtained F count equal to 26.152 with a significant level of 0.000, df denominator and numerator df 5 and by 90.

To test the first hypothesis Suspected service quality dimensions comprising (tangible, reliability, responsiveness, assurance, and empathy) effect on service user satisfaction in the hospital dr. Soepraoen Malang used F Test. F Test is done by comparing the F arithmetic with F table on a real level $\alpha = 0.05$.

4:13 According to the table it can be concluded that the F arithmetic amounted to 26 152> from F table at 2:33, which means that the real level of $\alpha = 0.05$ variables and Tangible (X_1), Reliability (X_2), Responsiveness (X_3), Assurance (X_4) and Empathy (X_5) simultaneously / together have a significant influence (significant) to the satisfaction of service users (Y) can be accepted or tested on a real level $\alpha = 0.05$. In addition to knowing the significance of the effect of the dependent variable on the independent variables jointly by comparing the significant probability (0.000) with α (0.05). Where, if the probability $<\alpha$ there are independent variables jointly significant effect on the dependent variable.

T test (Hypothesis Testing II)
To test the second hypothesis which states that allegedly Tangible variable (X1) has a dominant influence on society satisfaction (Y), then in this study see the magnitude of each t value of the independent variable. The significance of each coefficient tested using partial test t-test shown in the following table-3:

Table-3: T Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.306	1.062		4.057	.000
	X1	.201	.067	.398	3.011	.003
	X2	.188	.068	.314	2.762	.007
	X3	.104	.049	.204	2.099	.039
	X4	2.467E-02	.059	.053	.411	.682
	X5	4.774E-03	.072	.008	.067	.947

a. Dependent Variable: Y

Sources: Primary data are processed, 2016.

It can be seen from Table 3 coefficient results showed that the variable t Tangible (X1) value t count the most when compared with other variable t value. It is also known regression coefficient greater reliability than other regression coefficients. So that the second hypothesis which states that the variable is a variable tangible the dominant influence on user satisfaction services at the hospital dr. Soepraoen Malang tested statistically.

DISCUSSION

From the results of the data analysis above, showed that five variables of service quality (tangible, reliability, responsiveness, assurance, and empathy) that is applied to the hospital dr. Soepraoen Malang simultaneously that impacts user satisfaction services. But of the partial test only variable tangible (X$_1$), reliability (X$_2$), and responsiveness (X$_3$) that significantly influence the service user satisfaction. This indicates that user satisfaction with services in the Office of hospital dr. Soepraoen Malang depend on the quality of services consists of five (tangible, reliability, responsiveness, assurance, and empathy).

This requires improving the quality of service should be consistent with the needs and expectations of society, so that public services can always be given prompt, friendly, open, simple and easy to implement and not discriminatory. Therefore, improving the quality of service to the community is an activity which is carried out continuously and sustainably by all levels of the state apparatus at all levels.

Government policies, especially those relating to public services must continue to be studied and reviewed as well as the need for improved quality through analysis of these policies, so it has been able to truly provide excellent service to the community, which in turn will stimulate the creativity of society in all fields. Thus reforms in hospital service activities. Hospital dr. Soepraoen Malang is necessary so that government will always be able to accommodate the changing needs of society, including the need for excellent service, and allows the public administration play an optimal role in the implementation of the activities reorganize public services at the hospital dr. Soepraoen Malang.

In the context of good governance (good governance), public service oriented to the interests and satisfaction of the people (the public) to be one important factor and part of the form of government accountability (Responsiveness) to the community. Because the assessment or evaluation of the performance of government officials, who are oriented on the level of community satisfaction becomes important it is. At least the response from the public whether in the form of evaluation and expectations of

the people against the government's performance can be used as benchmarks well as standardization in preparing models and strategies for improving the quality of public services by the hospital dr. Soepraoen Malang during this time.

In this study recognize the public's view of the quality of service that is based on several categories, including: tangibility, in the form of service quality as seen from the visible physical means, with the indicators. Second is reliability, quality of service in terms of capabilities and reliability in providing a reliable service. Which includes the completion time of service and the time of service complaints. Thirdly, the starting point of the capabilities and reliability that it has, for the next indicator of quality of service must be supported in terms of its responsiveness, quality of service in terms of the ability to assist and provide services quickly and accurately, as well as responsive to the desires of consumers. Fourth is the assurance, quality of service in terms of the ability of officers to convince the public trust. As for the indicators is the lack of clarity regarding the mechanism of the service and clarity regarding the service. Fifth is empathy, the quality of services provided in the form of a firm stance but attentive to the public (consumers). In this context, an indicator of the visits is the courtesy officer for ongoing services and special assistance from officers during the service process takes place.

Thus, it is time improvements and improvements to the process-improvement of public services, in order to really be able to side with the people who are in need of service excellence. Among them is by applying Joints Public Service Management that includes the principles of public service. Guidelines in the formulation and implementation of the management of public services. In accordance with established by Act No. 25 of 2009 [10]. Furthermore, the application of basic principles as the basis for the management of public services, the joints or principles include: simplicity, clarity and certainty, Security, Openness, Efficient, Economical, equal justice, Timeliness. This principle implies implementing public services can be completed within a predetermined time. Besides the hospital as Operation of public service as defined in Law 25 of 2009 in implementing the ministry has to accommodate the service standards that are used as guidelines for service delivery and benchmark assessment of the quality of service as an obligation and a promise the organizers to the public in order to quality service, fast, easy, affordable, and scalable.

CONCLUSIONS
- Tests on the regression model obtained conducted by F test, which is based on the results of the analysis show that the variation of the service user

satisfaction can be explained by variations in service quality variable, thus the multiple linear regression model is used appropriately.

- From the test results can be seen the results of hypothesis II t coefficient indicates that the variable tangible (X1) has the value t count the most when compared with other variable t value. It is also known regression coefficient greater reliability than other regression coefficients. So that the second hypothesis which states that the tangible variables are variables that also affect user satisfaction services at the hospital dr. Soepraoen Malang tested statistically.

- The results of analysis coefficient of determination (R2) of 0.592 means the variable quality of public services, which include tangible, responsiveness, assurance, and empathy can explain the changes in people's satisfaction of 59.2%, or contributing to the change of people's satisfaction 59.2%, while 40.8% is explained by other variables not analyzed.

- The results showed that the implementation of services carried out in accordance with established by Act No. 25 of 2009. In the application of basic principles as the basis for the management of public services, the joints or principles include: simplicity, clarity and certainty, Security, Openness, Efficient, Economical, equitable justice, Timeliness. This principle implies implementing public services can be completed within a predetermined time. Besides the hospital as Operation of public service as defined in Law 25 of 2009 in implementing the ministry has to accommodate the service standards that are used as guidelines for service delivery and benchmark assessment of the quality of service as an obligation and a promise the organizers to the public in order to quality service, fast, easy, affordable, and scalable.

RECOMMENDATIONS
- To improve the management of public services in the field of quality health care should change the paradigm of thinking and acting that is in the area of paradigm served bureaucracy, rules and master the paradigm of airport, civil servants, facilitate and encourage.

- It should involve service users to actively supervise, advise and serve the interests of service users will foster the atmosphere of the relationship between service users with service providers nurtured in harmony with rewards attitude that is open, honest and transparent..

- Increase the resource capabilities of existing resources is a significant carrying capacity for smooth quality service. HR or skilled employees, has insight and strong humanitarian side eg empathy is the main factor of the resources that

should be held first. To run organizations require financial bearing capacity and advanced technology especially in the field of services that can affect the image of the hospital's strong commitment to providing quality service to service users.

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