

The Patient Perception of Medical Service in Tamalanrea Jaya Public Health Centre of Makassar

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Abstract: The survey of patient satisfaction became important and should be held with the measuring of another medical care quality. Patients or the society will can be determine through the survey of patients satisfaction. The aim of this research are to know patient perception of medical service at Tamalanrea Jaya public health center Makassar based on five variables: reliability, responsiveness, assurance, empathy and tangible. The method of this research was observational descriptive method with cross sectional design. Total sample of this research was 96 respondents those chosen by accidental sampling technique. The patients perception of medical care at Tamalanrea Jaya Public Health Center Makassar based on the tangible are 58.3% satisficed and 8.3% satisficed enough, based on reliability are 66% satisficedand 6.25% satisficed enough, responsiveness are 50% satisficed and 14.5% satisficed enough, empathy are 54.1% satisficed and 18.75% satisficed enough and assurance are 54.1% satisficed and 16.6% satisficed enough. With the good enough achievement this program should be continued and developed in the future.

Key words: Patient satisfaction, observational, sectional design, patients perception, responsiveness, achievement

INTRODUCTION

Implementation of community health services to the in ground level society in Indonesia conducted through the community health centers (Clinics) which is the functional organization for health service unit in district/municipality and given the responsibility as community health overseer for each sub district of district/municipality concerned (Indriaty, 2010).

The presence of health services provided by the health center, patients are expected to be able to provide its own assessment to the health center. If the service provided is in accordance with the desired quality then the patient will be satisfied, if the opposite happens, it will cause the patient loss of interest for treatment in the clinic and this will cause the patient to have a negative image of the health center (clinic) which will result in decreasing number of patients and will ultimately lead to a loss in profits (Indriaty, 2010).

Other dimensional measurement of the quality of health service. The patient aspirations or society can be identified through patient satisfactory surveys (Bangkinang, 2012). The data obtained from the survey of patient satisfaction with health services by the medical

staff can detect problems that occur, so that, the problem can be resolved quickly before it becomes severe. Therefore, the measurement of patient satisfaction need to be done regularly and accurately.

MATERIALS AND METHODS

This research was conducted at the health center Tamalanrea Jaya in Makassar on 29 June and 11 July 2015. The research uses descriptive observational method and samples collected by cross sectional. Samples were determined by accidental sampling technique as much as 96 respondents. Each sample was then assessed for satisfaction based on five variables: tangible (physical appearance), reliability (reliability), responsiveness (responsiveness), empathy (attention), assurance (assurance/certainty) (Saskiarini, 2010).

RESULTS AND DISCUSSION

From this study, exhibited a patient satisfaction based on outpatient service procedure as follows, Table 1 shows frequency distribution based on dimension tangible/physical appearance on medical services clinic

Table 1: Distribution based on the dimensions of tangibles/physical appearance medical services at clinics Tamalanrea Jaya

Criteria	N	Percentage
Not satisfactory	0	0.0
Less satisfying	0	0.0
Fairly satisfactory	8	8.3
Satisfactory	56	58.3
Very satisfying	32	33.3
Total	96	100.0

Table 2: Distribution based on the dimensions of the reliability/reliability medical services at clinics Tamalanrea Jaya

Criteria	N	Percentage
Not satisfactory	0	0.00
Less satisfying	0	0.00
Fairly satisfactory	6	6.25
Satisfactory	64	66.60
Very satisfying	26	27.00
Total	96	100.00

Table 3: Distribution based on responsiveness/responsiveness dimension for medical services at clinic Tamalanrea Jaya

Criteria	N	Percentage
Not satisfactory	0	0.00
Less satisfying	0	0.00
Fairly satisfactory	14	14.50
Satisfactory	48	50.00
Very satisfying	34	35.40
Total	96	100.00

Table 4: Distribution based on the dimensions of empathy/attention medical services at clinics Tamalanrea Jaya

Criteria	N	Percentage
Not satisfactory	0	0.00
Less satisfying	0	0.00
Fairly satisfactory	18	18.75
Satisfactory	52	54.10
Very satisfying	26	27.00
Total	96	100.00

Tamalanrea Jaya which is included as satisfactory as many as 56 people or 36.2% and impression offairly satisfying as many as 8 people or 8.8%.

Table 2 shows the frequency distribution based on medical services reliability/reliability dimension at clinics Tamalanrea Jaya included as satisfactory criteria at 64 or 66% and feel fairly satisfactory as 6 or 6.25%.

Table 3 shows the frequency distribution based on the dimensions of responsiveness/responsiveness of medical services at the health center (Clinic) Tamalanrea Jaya included as satisfactory criteria is 48 people or 50% and that was fairly satisfactory as many as 14 people or 14.5%.

Table 4 shows the frequency distribution based on the dimensions empathy/care of patients by medical services at the health center Tamalanrea Jaya included as satisfactory criteria is 52 people or 54.1% and the feel is fairly satisfactory 18 people or 18.75%.

Table 5 shows the frequency distribution based on the dimensions assurance/bail on medical services in clinics Tamalanrea Jaya included as satisfactory criteria is 52 people or 54.1% and fairly satisfactory as much as 16 people or 16.6%.

Table 5: Distribution based on the dimension of assurance/warranty medical services at clinics Tamalanrea Jaya

Criteria	N	Percentage
Not satisfactory	0	0.0
Less satisfying	0	0.0
Fairly satisfactory	16	16.6
Satisfactory	52	54.1
Very satisfying	28	29.1
Total	96	100.0

Based on the results of research and processing of patient data, tangible dimension/physical appearance of medical services at the health center is successfully acquired. Included in the criteria Tamalanrea Jaya as satisfactory as many as 56 people or 58.3% and fairly satisfactory as many as 8 people or 8.3%. These dimensions include the condition of the physical facilities, equipment and personnel, so that, the appearance is very important in assessing the quality of health center services because the first thing to support a person's satisfaction is the comfort of the physical appearance of facilities and health professionals. Tamalanrea Jaya clinic itself is doing really well in conducting this dimension.

Reliability (reliability) dimensions of medical services at the health center Tamalanrea Jaya included in satisfactory criteria at 64 or 66% and fairly satisfactory as much as 6 or 6.25%. These results strongly supported by the availability of facilities and the doctor's ability to provide accurate service, reliable, trustworthy and responsible as promised, never make too many promises and always fulfilhis promises.

Responsiveness dimensions of medical services at the health center Tamalanrea Jaya included in satisfactory criteria is 48 people or 50% and fairly satisfactory as many as 14 people or 14.5%. Health workers responsiveness is very important, considering time is very precious, thus, this should also be considered. Especially, in the health sector, to save the patient in time is a key point. In addition, the officers also respond to each patient complaints promptly and provide clear information to patients. Tamalanrea Jaya clinic health workers itself is good enough in running this dimension and provide the same services to all patients. In theory, the dimension of responsiveness reflects the commitment to provide timely service which is associated with the desire and readiness of health officers to serve. This dimension reflects the preparation of health centers before providing any services (Baso *et al.*, 2013).

Empathy (attention) dimensions of medical services at the health center Tamalanrea Jaya included as satisfactory criteria which is 52 people or 54.1% and fairly satisfactory as much as 18 people or 18.75%. However, there is a correspondence result for patients of BPJS outpatient in clinics Tamalanrea Jaya who feel less satisfied as much as 1 person or 2.1%. Instead of

giving enough attention, health officials do not want to listen to patient complaints resulting the patients feel less satisfied with the services provided. Overall, the health worker at the health center Tamalanrea Jaya is good enough in running this dimension equally to all patient. In theory, this dimension indicates the degree of attention given to every customer. This dimension reflects the ability of workers to explore the feelings of the customer as if the workers themselves experience it.

Meanwhile, based on the results of research and processing of patient data assurance dimension (Guarantee and assurance) on medical services successfully obtained at the health center Tamalanrea Jaya included as satisfactory criteria as 52 people or 54.1% and fairly satisfactory as many as 16 people or 16.6%. Guarantees and certainty is desired by the patient. For example, the guarantee will be spared from infectious diseases. This is important because patients come to seek a cure rather than add to the disease, so that, awareness of health officer should be noted, for example, always wash their hands and use of personal protective equipment all the time on duty. In addition, patients must feel secure by providing security to the patient confidential status as the patient do not need to feel ashamed for any disease that they suffered. Nevertheless, there are some patients who feel the difference in health care service in the Tamalanrea Jaya clinic. In theory, this dimension includes the ability to give confidence to the customer. This dimension reflects the competence of services to customers and operational safety. Safety reflects the customer that they are free from the risk of danger and doubts and guaranteed patient confidentiality.

Summary: Based on the results of research and discussion conducted on "Perceptions of patients against medical services at health center Tamalanrea Jaya" can be summed up as follows:

- Based on the results of the dimensions of tangible/physical appearance of medical services to the patients show this dimension fairly satisfactory with a percentage of 58.3%
- Based on the results of the dimensions reliability/reliability of medical services to the patients show this dimension classified satisfactory with a percentage of 66.6%
- Based on the results of a study of responsiveness dimension/responsiveness medical services to the patients showed a dimension is fairly satisfactory with a percentage of 50%
- Based on the results of a study of the dimensions of empathy/concern medical services to the patients show this dimension fairly satisfactory with a percentage of 54.1%

- Based on the results of the dimension of assurance/guarantee medical services to the patients show this dimension fairly satisfactory with a percentage of 54.1%

RECOMMENDATIONS

To improve patient's perceptions for the quality of service, the need for improvement of quality of services in particular can increase the dimension of service including: to improve the patient's perception of the direct evidence for outpatient services in health centers Tamalanrea Jaya, it is necessary to:

- Increase the cleanliness of the room, medical devices, building health centers and page
- Provide sufficient parking space for patients and their families
- Improve the tidiness and cleanliness of uniforms/clothing department as well as the appearance of officers
- Creating a comfortable room

To increase the patient's perception of the reliability of the service need to be:

- Reconstitute Standard Operating Procedure (SOP) outpatient services at health centers and evaluate the level of compliance for officers, especially doctors, midwives and nurses to (SOP) or standard outpatient services
- Doctors should always be in place and do not do other work at the time of the patient visiting hours
- Shorten the waiting time at the registration hall/counters to speed up patient registration process by increasing the number of officers in the registration/counter and utilize health information technology in the management of the outpatient medical record

To improve the patient's perception of the responsiveness of service it is required to:

- Increase professionalism/competence of personnel in ambulatory care unit through training-medical technical training
- Improve the means of communication between officers and officers and between officers with the patient, so, intertwined two-way communication between officers with the patient
- Improve alertness/responsiveness of officers in helping patients by providing fast service and responsiveness
- Management provides a place/facilities to accommodate complaints/dissatisfaction of patients and immediately corrected

To improve patient's perceptions of empathy necessary to improve services such:

- Increase the individual attention given to the patient such as Pandanaran health center (Clinic) easiness the patient get to contact the management/leadership
- Improve the ability of officers to communicate with patients
- Improve health clinic effort to understand the desire and needs of patients, for example, by conducting a patient satisfaction survey
- Improving access to public health services

To increase the patient's perception of the service assurance:

- Improve the ability/knowledge of health workers on the procedures of outpatient services appropriately
- Improving the quality of friendliness, care and courtesy health worker in providing services by way of greeting a patient with a smile, asking the identity of the patient with a soft voice, answering any questions the patient with the patient, precise and correct and use a language that does not offend the patient and apologized when doing mistakes

- Improve the skills of personnel in providing information to patients and their families by providing training, particularly relating to counselling and education
- Improve the ability of personnel to provide safety and comfort of patients while receiving health care in the outpatient unit by involving personnel in training aimed at improving the professionalism of workers in delivering health services

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