

Analysis of Service Effectiveness For Health Insurance Participants at Kuta Utara Community Health Center, Badung Regency

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ABSTRACT

This study aims to analyze the implementation of health services, measure the quality of public services, in this case the quality of services for health insurance participants and know and analyze the extent of the satisfaction level of health insurance participants at the North Kuta Health Center according to the perspective of the customers served. The North Kuta Health Center is a health service in the North Kuta sub-district area by providing health services using health insurance. The implementation of the assessment is measured through various indicators such as service procedures, service requirements, clarity of service officers, discipline of service officers, ability of service officers, speed of service, politeness and friendliness of officers, certainty of service costs, certainty of service schedules, environmental comfort and safety. The research method used is a mixed method between qualitative and quantitative with data collection techniques through questionnaires accompanied by in-depth interviews from respondents/resource persons. The results of the study on 300 respondents to fill out a questionnaire were in accordance with the opinion of each respondent about the services they received from what they got complete with their reasons. As well as interdepth interviews from resource persons conducted for 3 months starting from May to July 2024. The assessment was very good, but it was necessary to re-evaluate to get better research results, because this study was carried out in a short time and the coverage of the area was relatively small.

Keywords: health insurance, service satisfaction, north kuta health center

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INTRODUCTION

The Indonesian state is already quite lagging behind in terms of satisfactory public services. In parts of the world, the United States and Europe, the demand for satisfactory public services has started since the 1980s. Then it developed rapidly in the early 1990s along with the development of the service quality (serqual) era. For the private sector, customer service has become the core of its business activities long before the public sector paid attention to this problem. Hopson and Scally (1994: 35) describe "good service is not smiling at the customer but getting the customer to smile at you". The private sector considers satisfactory service to consumers to be important in order to achieve more good profits. This phrase describes providing good service instead of giving a smile to customers.

In the public sector, this service to customers is a new approach adapted from the private sector. There are two reasons why the public sector turns away from service quality (Rahayu, 1996: 7). First, so far public sector services have received a bad image from public sector service users. The serqual era taught to respect external constituencies, that is, the community served. Second, considering that not a few public sector organizations are engaged in profit oriented in addition to non-profit oriented. Given the importance of service to customers, until now there have been many concepts about service that have been determined by experts

including Zeithaml-Parasuraman-Berry and Lovelock are among the experts who have contributed ideas on how to measure service quality in making the purpose of service to the public effective. In Indonesia, since there was a reform movement in 1998, the paradigm that ruled the new order regime.

Public services in Indonesia are still a problem today because the services provided by government agencies to the public are often considered not good and satisfactory. The government in providing public services still has many shortcomings so that in terms of quality, it is still far from what the community expects. This is shown by the emergence of various public complaints through the mass media. If this condition is not responded to by the government, it will be able to create a bad image of the government itself. Considering that the main function of the government is to serve the community, the government needs to continue to strive to improve the quality of public services.

Service is the main essential task of the apparatus, as a servant of the state and a servant of the community. This task has been clearly outlined in the preamble to the 1945 Constitution of the fourth session, which includes 4 (four) aspects of the main service of the apparatus to the community, namely protecting the entire Indonesian nation and all Indonesian bloodshed, promoting public welfare, educating the nation's life and implementing a world order based on independence, lasting peace and social justice.

Meanwhile, the current condition of society has undergone a very dynamic development, the standard of living of the community is getting better. Theoretically, there are at least three main functions that must be carried out by the government regardless of its level, namely the public service function, the development function and the protection function. The most important thing then is the extent to which the government can manage these functions in order to produce goods and services (services) that are economical, effective, efficient and accountable to all people who need them. In addition, the government is required to apply the principle of equity in carrying out these functions. This means that government services should not be provided in a discriminatory manner. Services are provided regardless of status, rank, class of the community and all community members have the same rights to these services in accordance with applicable regulations.

The implementation of public services carried out by government apparatus in various service sectors, especially those related to the fulfillment of civil rights needs and basic needs, is still felt to be not in accordance with the demands and expectations of the community. The poor performance of public services is partly due to the lack of transparency and accountability in the implementation of public services. Therefore, public services must be carried out in a transparent and accountable manner by each service unit of government agencies because the quality of bureaucratic performance of public services has broad implications in achieving community welfare. Considering that the types of services are very diverse with different characteristics and characteristics, in fulfilling services, guidelines are needed that are used as a reference for agencies within health institutions, especially at the PUSKESMAS KUTA UTARA in Badung Regency.

The health insurance program is a subsidy in the health sector. This program is held with the aim of improving access and quality of health services to all people of Badung Regency, so that they can more easily get health services at health centers, government hospitals and third-class private hospitals appointed by the government for free.

This research aims to explore the implementation of health services at the North Kuta Health Center, measure the quality of public services provided to health insurance participants, and analyze the level of satisfaction experienced by these participants from the perspective of the customers served.

METHOD

The purpose of this study is to bring this research closer to the actual condition, so that the results of the measurements that have been carried out will be complemented by more comprehensive opinions through in-depth interviews from the respondents/resource persons. The location of this research is precisely at the North Kuta Health Center. The public service agencies that were used as the object of this research were health insurance participants and officers at the North Kuta Health Center.

RESULTS AND DISCUSSION

The measurement of service quality at the North Kuta Health Center was carried out by giving a questionnaire to 300 respondents to fill out a questionnaire according to the opinion of each respondent about the services they received from what they received complete with the reason. The collection of questionnaire instrument data in this study was carried out for 3 months starting from May to July 2024. Most of the education from the respondents is 200 people (66.8%) are university graduates. Meanwhile, judging from the work of many respondents, namely 98 traders (32.7%) and 79 civil servants (26.3%). This condition shows that the socio-economic life of the average respondent is middle-class. However, it can also be seen in the table that there are 10 respondents with an elementary school graduation level and 10 respondents are 10 workers/farmers. This indicates that the North Kuta Health Center is not only a place for treatment for the middle class community but is an initial reference for all levels of society in the work area of the North Kuta Health Center.

Quality services make the North Kuta Health Center an initial reference to get health services for the community. Quality service will increase customer satisfaction so that customers will choose the place to meet their needs. Therefore, the North Kuta Health Center must be able to improve the quality of services provided so that customers or patients will still choose the North Kuta Health Center as their main reference. The following will present the findings in this study regarding public satisfaction with the quality of services at the North Kuta Health Center.

Analysis of Service Procedures

The indicators of service procedures in this study consist of the level of information disclosure regarding service procedures, clarity of flow in service procedures, and simplicity of service procedures. Based on the interviews conducted obtained from most of the respondents that overall the performance of service procedures at the North Kuta Health Center can be said to be good. This is shown by the fact that all the sub-indicators are in good condition such as openness to information on requirements, clarity of flow in service procedures, and simplicity of procedures. The community feels very helped by what has been done by the North Kuta Health Center, especially in terms of socialization regarding procedures and procedures for obtaining health services, so it is very clear for them about what must be included and prepared.

Service Requirements Analysis

Indicators of service requirements are the level of openness Regarding Service Requirements, Ease of Use deep take care of and fulfill service requirements, clarity regarding service requirements, equality of treatment in obtaining services. Based on the interview, it was obtained very well. The results of the interview also explained that the requirements for getting services are very important considering that the community around the work area of the North Kuta Health Center must meet them in order to get the services as expected. If the requirements have been properly socialized before, the community will be able to easily prepare both in terms of administration and technical.

Analysis of the clarity of the service officer

The clarity indicators of service officers in this study consist of the level of certainty regarding the identity and responsibility of service officers and the ease of meeting and

contacting service officers. Based on the results of the interview, it was very good. For the community, clarity regarding the whereabouts and service officers and ease of meeting is very useful considering that it is not uncommon for there to be patients who need treatment but are constrained by administrative problems because the person in charge has just come out or the medical officer is not at the place. Clarity of identity and responsibility provides clear guidelines for patients or their families to be able to communicate about their health conditions.

Analysis of Service Officer Discipline

The indicators of service officer discipline in this study consist of the level of punctuality of officers in completing a service and the honesty of officers in providing services. The discipline of the service officers was very good. This is in accordance with what is stated in the standard operating procedures (SOP) of the North Kuta Health Center regarding service time in every patient handling action. As explained at the beginning of this chapter, the Health Center has provided provisions regarding the time for completing the handling of health measures. A fairly high level of public satisfaction with this indicator indicates that the services at the North Kuta Health Center are as outlined in the SOP

Analysis of Service Officers' Abilities

The indicators of service officer ability in this study consist of the level of physical ability, officer's intellectual ability, officer's conceptual ability, and officer's administrative ability. Based on the results of the interview, it was very good.

Service Speed Analysis

The indicators of the speed of service officers in this study consist of the level of timeliness of the service process, and the openness of time. The results of the interview were very good.

Analysis of Courtesy and Friendliness of Officers

The indicators of politeness and friendliness of service officers in this study consist of the level of politeness and friendliness of service officers., the results of the interviews were very good.

Analysis of Service Cost Certainty

The indicators of certainty of service costs in this study consist of the level of clarity of service cost details, openness regarding service cost details, and the interview results were obtained very well

Analysis of Environmental Comfort and Service Safety

The indicators of environmental comfort and service safety in this study consist of the level of cleanliness and neatness of the service area, the availability of service support facilities, the completeness of service facilities and infrastructure, and the safety of the service area environment is very good.

Elemental Average Values of each indicator

It	Service Elements	Average weight	Average value of elements	Information	Index
1	Service Procedure	1459	4.86	Excellent	A
2	Terms of Service	1457.67	4.85	Excellent	A
3	Officer Clarity	1456	4.85	Excellent	A
4	Discipline of Service Officers	1454	4.84	Excellent	A
5	Service Officer Abilities	1458.5	4.86	Excellent	A
6	Speed of Service	1458	4.86	Excellent	A
7	Courtesy and Friendliness of Officers	1455	4.85	Excellent	A
8	Certainty of service costs	1455	4.85	Excellent	A

9	Environmental comfort and service safety	1453.5	4.84	Excellent	A
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CONCLUSION

The North Kuta Health Center as one of the health service units in Badung Regency has a very important role in providing health services for the community. The quality of services provided by the North Kuta Health Center is the main concern, both from the government, health workers, and the community. With a vision to provide excellent and quality health services, the North Kuta Health Center has developed a comprehensive service system. Measurement of service quality at the North Kuta Health Center was obtained An overview of the results of the analysis of the assessment of all indicators that have been studied in this study, all indicators are in very good condition, strengthened by the results of interviews in the study to emphasize the results of the research. It is necessary to re-evaluate to get better research results, because this study was carried out in a short time and the coverage of the area was relatively small.

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