

ANALYSIS OF THE QUALITY LEVEL OF PATIENTS SERVICES IN COMMUNITY HEALTH CENTER BAKTIYA USING FUZZY SERVQUAL METHOD

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ABSTRACT

Community Health Centers Baktiya is a company engaged in services related to the patient, Thus it is necessary to improve the quality of services provided so that customers feel comfortable and satisfied, and need a method to measure the quality of health services Baktiya. The data collection steps were conducted by observing and distributing questionnaires from several criteria. The criteria are obtained through interviews and literature study. The method used to measure the quality of service using Fuzzy-Servqual. The research instrument used questionnaires with a total sample of 40 respondents, ie outpatients Community Health Centers Baktiya. The results of data processing, obtained that the value of fuzzy-servqual per criteria as a whole has a low value so that Baktiya Health Center needs to make improvements. It also shows that customer expectations are not yet in line with the perceptions of the services they receive. With these results the management of Baktiya Community Health Centers need to immediately improve the quality of service to attract patients. Patient waiting time for service to doctor's office (after registration) and patient waiting time for drug taking (after service in check room).

Key Words: Quality of Outpatient Service, Community Health Centers Baktiya, Fuzzy-SERVQUAL

INTRODUCTION

Community Health Centers Baktiya is one of the existing Community Health Centers in North Aceh district, which has a working area in Baktiya sub-district. Baktiya Health Center is expected to have excellence in service quality so that it can become one of the supporting sectors in an effort to improve the image of Alue Ie Puteh village.

According to Mills & Gilson (1990), one of the factors affecting demand for health services in developing countries is ease of access to health care facilities, besides income, price, and quality of health services factors (Putra, 2010: 40).

In order to improve the quality of service to patients, Community Health Centers officers are expected to be able to know or identify what the patient hopes to get service. Patient satisfaction will be achieved if the service is in accordance with expectations. According to Tjiptono (2011), the most popular service quality model and up to now many references in service quality assessment is the servqual (service quality) model developed by Parasuraman, Zeithalm and Berry.

The service quality measurement in this model is based on the expected service and perceived service on the five dimensions of service quality, namely the dimensions of reliability, responsiveness, assurance, empathy, and physical evidence. In general, Community Health Centers in North Aceh district including Batiya

Community Health Center still do not have a periodic monitoring mechanism of customer satisfaction. Inability to monitor customer satisfaction can have a devastating impact on the Community Health Centers in the future.

According to Dwiyanto (2002), the public service quality assessment is not enough to be done only by using indicators inherent to bureaucracy / officers such as efficiency and effectiveness, but also from the inherent indicators of service users, such as service user satisfaction, credibility and responsiveness (Pratiwi, 2010: 18). A good understanding of patient satisfaction is one of the important things that can help in determining the policy and decision making to improve the quality of Community Health Centers services.

METHODS

The type of research used is survey research method with cross sectional approach, where the research is done on a population, but the data studied is from samples taken from the population. A cross sectional approach was performed to observe variables at the same time, and the observed subjects were observed only once. Customer satisfaction with service quality is based on the level of one's feelings after comparing the perceived performance (perception) to expectations. The population in this study were outpatient of Baktiya Public Health Center in 2017,

amounting to 64 patients. Sampling technique in this research is purposive sampling method.

The data used in this research is data obtained from data collection conducted directly at the location of the research. In collecting primary data, researcher using three data collection techniques that is interview, field observation, and questionnaire. Secondary data collection is by archive search owned by organization / institution, literature study, previous research, literature, etc.

Data analysis was done with the initial phase of integrating servqual with fuzzy. The second phase is the next fuzzyfication process with the formation of triangular fuzzy number of perception value and customer expectation. The third stage is defuzzify to obtain a single representative value using the arithmetic mean.

RESULT AND DISCUSSION

Results

Calculation of Fuzzyfication value of patient perception and expectation and Calculation of Servqual value (gap)

Before performing data processing, previous data has been done the validity and reliability test. After the data proved valid and reliable then the integration of Fuzzy - Servqual. Calculation of fuzzyfication value of customer perception questionnaire where fuzzyfication value is the average value of value c, a, b.

The calculation of servqual (gap) value per criteria from difference of perception level and expectation indicates the extent to which the management of Community Health Centers has provided service in accordance with customer's wishes (patient). The role of the gap per criterion will provide the degree of importance to what extent the role of the criteria in providing the level of service quality.

Table 1. Fuzzyfication value of patient perception and expectation and Servqual value (gap)

No	Criteria	Perception	Expectation	Defuzzyfication	Rank
1	Cleanliness and comfort of the lounge area	5,75	4,59	1,16	12
2	Cleanliness and comfort of the lounge area	6,05	4,59	1,16	11
3	Condition and cleanliness of health equipment used	7,3	5	4,5	1
4	The neatness and cleanliness of clerks	6,95	5,3	1,65	9
5	Completeness of information media	7,45	5,6	1,85	7
6	Certainty of service schedule	6,26	4,65	1,61	10
7	Certainty of service charge	6,55	4,15	2,4	3
8	The quality of the medication	5,35	8,4	-3,05	22
9	Simple service procedure	6,5	5,1	1,4	13
10	Administrative requirements are clear and easy	5,15	5,1	0,05	19
11	Patient waiting time for registration	5,6	5,05	0,55	16
12	Patient waiting time to get service to the doctor's office	5,5	5,1	0,4	17
13	Patient waiting time to take medicine	5,5	5,1	0,4	18
14	Certainty of service schedule	6,04	9,3	-3,26	21
15	Certainty of service charge	5,34	9,4	-4,06	20
16	The quality of the medication available to the patient	5,75	4,8	0,95	15
17	Service Procedure	5,6	3,64	1,96	6
18	Patient / family is given a chance to submit a complaint	6,69	3,85	2,84	2
19	Certainty of service charge	6,15	3,85	2,3	4
20	The quality of the medication	6,3	4,25	2,05	5
21	Fairness of service charge	6	4,15	1,85	8
22	Fairness of surcharges	5,55	4,35	1,2	14

From the calculation of servqual (gap) per criteria, five criteria are needed to be prioritized for improvement of service quality. Here are five criteria with the greatest servqual value that should be the attention of Baktiya Health Center, can be seen in Table 2 below:

Table 2. Largest servqual value per criterion

No	Criteria	Perception	Expectation	Defuzzyfication	Rank
1	Condition and cleanliness of health equipment used	7,3	5	4,5	1
2	Patient / family is given a chance to submit a complaint	6,69	3,85	2,84	2

3	Certainty of service charge	6,55	4,15	2,4	3
4	Certainty of service charge	6,15	3,85	2,3	4
5	The quality of the medication	6,3	4,25	2,05	5

Calculation of Servqual (gap) value per dimension

The result of calculation of Servqual value (gap) as a whole from difference of perception level and expectation indicate to what extent Baktiya Health Center management has provided service according to customer's wishes. The role of the overall gap will provide information on how much importance and how far the role of criteria in the level of service quality. The results can be seen in the following Table 3.

Table 3. Overall servqual (Gap) value between customer perception and expectation

No	Dimention	Perception	Expectation	GAP	Rank
1	Reability (Creteria 6-10)	9.962	5.48	4.482	1
2	Empathy (Creteria 18-22)	6.138	4.09	2.048	2
3	Tangible (Creteria 1-5)	6.7	5.016	1.684	3
4	Responsiveness (Creteria 11-13)	5.53	5.083	0.447	4
5	Assurance (Creteria 14-17)	5.682	6.785	-1.103	5

Based on the results of the overall gab still have a negative value, it shows that the value that what customers expect not all according to what is obtained by customers in Baktiya Health Center.

Discussion

Calculation of Customer Perception Defuzzyfication Value

From the results of data processing customer perceptions that have been defuzzyfication, is known that the highest perception value of outpatient service quality is "Completeness of information media like cost information board, service procedure and suggestion box" with value 7.45 .

This is also consistent with a statement from the management stating that so far no complaints from patients about comfort and security. While for the lowest value of the calculation of customer perception defuzzyfication value is "Patient waiting time to get service to physician check room (after registration)" and " Patient waiting time for drug taking (after service in check room) "with value 5.5.

Calculation of Customer Expectation Defuzzyfication Value

The highest expectation value from service quality of outpatient in Baktiya Public Health Center is "Certainty of service cost (match between cost paid with specified fee)" with value 9.4. and the lowest value is "Simple service procedure" with value 3.64. Many patients do not know the procedure of service, this is because there is no notification board explaining about the service system.

Calculation of Servqual Value (gap) per criteria between Customer Perception and Expectation.

From the calculation result of Servqual value indicate to what extent Baktiya Public Health Center has provided services in accordance with customer wishes. The role of weight in the gap will provide the level of importance of how far the role of these criteria in providing improved service quality. From the calculation of servqual (gap) per criteria, five criteria are needed to be prioritized for improvement and improvement of service quality.

Calculation of Servqual (Gap) Value per Dimension between Customer Perception and Expectation.

The role of gap per dimension will provide the degree of importance of how fifth the role of the five dimensions is in providing information about the level of service quality. From the calculation of the value of Serqual (gap) per dimension, the first rank is the reability dimension of 4.482, the second sequence is the dimension of empathy of 2.048, the third order is the tangible dimension of 1.684, the fourth order is the responsiveness dimension of 0.447, and the last or the sequence the fifth is assurance of -1.103. Based on interviews with patients and supported statements from the management, it was found that patients complained or complained a lot of long waiting time. The length of service can be due to long process or long queue. Can also be caused by the limitations of the tool, where there are many patients are checking. According to Brady and Cronin (2001) the measured waiting time is not the absolute waiting time, but the customer's perception of the length of time waiting for service delivery.

Total Servqual (Gap) value calculation between Customer's Perceptions and Expectations.

The results of the calculation of the overall gap shows that the gap value still has a negative value, meaning what is expected by the customer not all in accordance with what is obtained by customers in Baktiya Health Center. If the perceived service is in accordance with the expected service, then the quality of the service concerned will be perceived good or positive. Conversely, if perceived service is worse than expected service, the service quality is perceived negatively or badly.

Tjiptono and Chandra According to Kotler (2000), quality of service must start from customer needs and end with customer satisfaction and positive perception on service quality. Consumer satisfaction can be summed up as a positive or pleasurable feeling a person gains on the services he has purchased after comparing expectations with the reality of the service. Quality provides a special boost for customers to forge long-term mutual relationships with the company. This kind of emotional attachment allows the company to understand carefully the customer's specific expectations and needs. Or in other words, Customer Satisfaction is giving customers what they really need and want instead of giving them what we think they need.

CONCLUSION

Based on the results of research conducted at Baktiya Health Center, it can be concluded as follows:

1. Based on the results of defuzzyfication calculation of customer perception, the highest perception value of service quality of outpatients in Baktiya Health Center is "Completeness of information media such as cost information board, service procedure and suggestion box" and the lowest perception value is "Patient waiting time to get service to physician examination room (after registration) and patient waiting time for drug taking (after service in examination room)".
2. From the results of defuzzyfication calculation of customer expectation can be known that the highest expectation value of service quality of outpatients in Baktiya Community Health Centers is "Certainty of service charge (suitability between cost paid and cost determined)" and the lowest value is "Simple service procedure / not convoluted."
3. From the results of defuzzyfication calculations per criteria and per dimension, which has the highest servqual (gap) value is reability and a priority in improving the service quality is assurance dimension.
4. From the results of the calculation of the overall defuzzyfication gap, it still has a negative value.

This indicates what the patient expected is not fully in accordance with what is obtained by the patient at Baktiya Community Health Center.

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