

Analysis of Community Satisfaction on Service Quality During the Covid 19 Pandemic at the Puskesmas Bintaro Village

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Abstract— SKM (Community Satisfaction Survey) conducted at the Puskesmas Bintaro Village, Pesanggrahan District is useful for measuring the level of satisfaction and service improvement. Puskesmas as a public service agency, it is necessary to develop IKM (Community Satisfaction Index) as a benchmark for public service performance. During the Covid-19 pandemic, the implementation of SKM was still carried out and did not become an obstacle. The research, which was conducted at Puskesmas Bintaro Village, was a descriptive research, quantitative method with measurements using a Likert scale. The sampling technique used was simple random sampling and a sample of 100 respondents was obtained. The questionnaire used is a community satisfaction index questionnaire according to the Regulation of the Minister for Empowerment of State Apparatus and Bureaucratic Reform Number 14 of 2017. In this study, the majority of respondents were women as many as 61%, high school education graduates as much as 58%, age 15-49 years as many as 70%. Overall, of the nine service elements, the IKM value is 93,018. This shows that the IKM at the Puskesmas Bintaro Village in 2020 is categorized as Service Quality A. The service element that is not good is the result of service time, implementing competence, facilities and infrastructure, handling complaints and suggestions, implementing behavior, service requirements, system mechanisms and procedures. The results of this study can be used as a driving force for each health center to improve the quality of its services.

Keywords— Community Satisfaction Survey, IKM, Community Health Center, Public Service, Covid 19 Pandemic.

INTRODUCTION

Public service is an activity or series of activities in the context of fulfilling service needs in accordance with statutory regulations for every citizen and resident of goods, services and/or administrative services provided by public service providers. (Law of the Republic of Indonesia No.25/2009 on Public Services, 2009) Meanwhile, according to Sinambela et al in Mulyadi et al also defines public service, namely: "Public service is

defined as any activity carried out by the government against a number of people who have profitable activities in a group or unit and offer satisfaction even though the results are not related to a product physically" (Mulyadi, 2018). It can be concluded that public service is an activity carried out by the agency providing public services to meet the needs of the community for goods, services, or administrative services.

Public Health Center is a health service facility that organizes public health efforts and first-level individual health efforts, by prioritizing promotive and preventive efforts, to achieve the highest public health status in its working area according to the Regulation of the Minister of Health of the Republic of Indonesia Number 75 of 2014 concerning Health Centers. Public (Ministry of Health, 2014). Puskesmas as one of the elements of public services in providing services on an ongoing basis must still strive to improve and improve its services.

The current Covid 19 pandemic does not hinder every effort by the Puskesmas in carrying out services and improving the quality of their services. The world's attention is currently focused on overcoming the COVID-19 pandemic, which is a new virus that can attack the respiratory tract, namely the COVID-19 virus. In December 2019 this virus was already endemic in Wuhan, China. In early January 2020 WHO had identified the virus as Novel Coronavirus or 2019-nCoV and in February WHO announced the official name of this virus was COVID-19 and WHO declared Pandemic Covid 19 in March 2020 (World Health Organization, 2020) and the beginning of the pandemic period, the number of patients visiting the Puskesmas decreased, during the Covid 19 pandemic it did not prevent the implementation of the Community Satisfaction Survey which was routinely carried out by the Puskesmas Bintaro Village, Pesanggrahan District every year, in implementing SKM Determination of service standards is one form of effort to achieve customer satisfaction.

SKM (Community Satisfaction Survey) is not only intended to measure the level of satisfaction, but also enables service improvement. Through performance analysis, improvement priorities can be arranged to

improve the quality of services at the Puskesmas Bintaro Village, Pesanggrahan District. Continuous measurement will make it possible to determine service performance so that it is known which aspects of service are considered important as priorities for quality improvement. The measurement of the level of community satisfaction produces the IKM (Community Satisfaction Index). Community Satisfaction Index are very useful for understanding the needs of service users and as a benchmark for public service performance. (Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform No. 14 of 2017., 2017).

The Puskesmas Bintaro Village is located in the Bintaro Village, Pesanggrahan District, South Jakarta, built since 1976, the working area is 4.55 Km², population is 64,311 people, the number of 15 citizens Association, 143 neighborhood association. The Community Satisfaction Survey carried out aims to determine the extent of performance each type of service periodically, the service elements that are the priority for improvement and the extent of the performance of the Puskesmas as a whole. The results of the Community Satisfaction Survey with service elements which include elements of requirements, system mechanisms and procedures, completion time, elements of costs/tariffs, product specifications for types of services, implementing competencies, implementing behavior, handling complaints suggestions and inputs,

This study is also to describe the level of the Community Satisfaction Index, elements of IKM and elements that still need to be improved at the Puskesmas Bintaro Village, Pesanggrahan District during the Covid 19 Pandemic. By knowing the results of the Community Satisfaction Survey, the Puskesmas can find out how far the service quality of the Puskesmas Bintaro Village. The results of the average value per element in several service units have a poor value, in the infectious disease/lung/leprosy service unit the service time element has an IKM value of 3.063, the ability of officers to provide services has an IKM value of 3.000, the facilities and infrastructure elements have an IKM value of 3.000, the element of handling complaints and suggestions for the IKM value of 3.000, for the pharmacy service unit that has a poor score on the service requirements element, the IKM value of 3.000, the element of the procedure mechanism system for the IKM value of 3.000.

METHODS

This research is a quantitative descriptive research conducted in the working area of the Puskesmas Bintaro Village, Pesanggrahan District and carried out in August

2020. Sujarweni said that quantitative research is a type of research that produces findings that can be achieved (obtained) using statistical procedures or methods. other means of quantification (measurement)(Sujarweni, 2020). This research is a Community Satisfaction Survey research with cross sectional method, according to Regulation of the Minister for Empowerment of State Apparatus and Bureaucratic Reform Number 14 of 2017 concerning Guidelines for Compiling a Community Satisfaction Survey for Public Service Providers. Respondents are set at least 100 people from the total population of basic service recipients ("number of elements" + 1) x 10 = number of respondents (9 + 1) x 10 = 100 respondents. Respondents were selected randomly in this study by simple random sampling. The questionnaire instrument in this study used a Likert scale. Likert scale is a scale that can be used to measure attitudes, opinions and perceptions of a person or group of people towards a type of public service. The dependent variable of IKM and the independent variable consist of service requirements, system mechanisms and procedures, service time, costs/tariffs, service products, implementing competencies, facilities and infrastructure, handling complaints, input and suggestions. In this study, questionnaires were distributed during service hours.

The survey was carried out using survey techniques, including: or guided by surveyors through interviews, electronic questionnaires (e-surveys). Data processing with a computer, the first data analysis of the filled questionnaire was carried out data cleaning and coding, the answers according to the Likert scale for the category strongly disagree were given a perception value of 1, disagreed were given a perception value of 2, agreed given a perception value of 3, Strongly Agree is given a perception value of 4, then enter data, namely entering data into a table consisting of 9 elements of service categories, the next step is to calculate the average value of each service category element and the index value of each service unit.

The average value of each service category element is obtained from the sum of the values of each service category element according to the number of questionnaires that have been filled out by respondents, then divided by the number of respondents who filled out. The weighted average value per service category element is obtained by multiplying the average per service category element with 0.11.

The service unit index value is the result of the sum of the 9 elements of the weighted average value of the service category. IKM is obtained from the index value of the service unit multiplied by the basic value of 25.

The IKM scores were then classified into categories A (Very Good), B (Good), C (Less Good) and D (Not Good) as presented in table 1.

Table 1: Service Quality Conversion Value

Perception Value	Interval Value	Interval Value Conversion	Service Quality	Unit Performance Service
1	1.00 - 2.59	25.00 - 64.99	D	Not good
2	2.60 - 3.06	65.00 - 76.00	C	Not good
3	3.07 - 3.53	76.61 - 88.30	B	Good
4	3.54 - 4.00	88.31 - 100.00	A	Very good

RESULT

This study describes the characteristics of the respondents. Description of the characteristics of respondents are grouped into several groups including gender, last education, age, shown in table 2, the results of the study after tabulation of data obtained a satisfaction index from the community per service element at the Puskesmas Bintaro Village, Pesanggrahan District categorized as very good (category A) seen in table 1. The IKM value of the Puskesmas Bintaro Village, Pesanggrahan District is $3.721 \times 25 = 93.018$. If it is converted in table 1, the IKM of the Puskesmas Bintaro Village, Pesanggrahan District is included in the Very Good category. In some service units there are service elements that have the lowest values compared to other service units in table 4.

Table 2: Characteristics of Respondents

Characteristics of Respondents	Frequency (person) N=150	Percentage%
Age (years)		
15 - 49	70	70%
50	30	30%
Gender		
Man	39	39%
girl	61	61%
Education Level		
Elementary School	10	10%

High school graduate	16	16%
High school graduate	58	58%
College	16	16%

Table 3: Level of Satisfaction per Service Element at the Bintaro Village Health Center

No	Service Element	Average value	Category
1	Requirements	3.290	Good
2	Procedure Mechanism System	3.310	Good
3	Completion Time	3.280	Good
4	Fees/Tariffs	3.620	Very good
5	Product Specific Type of Service	3.450	Good
6	Implementing Competence	3.290	Good
7	Implementing Behavior	3.430	Good
8	Handling Complaints Suggestions and Feedback	3.170	Good
9	Infrastructure	3.250	Good

Table 4: Index by Type of Service Each Element

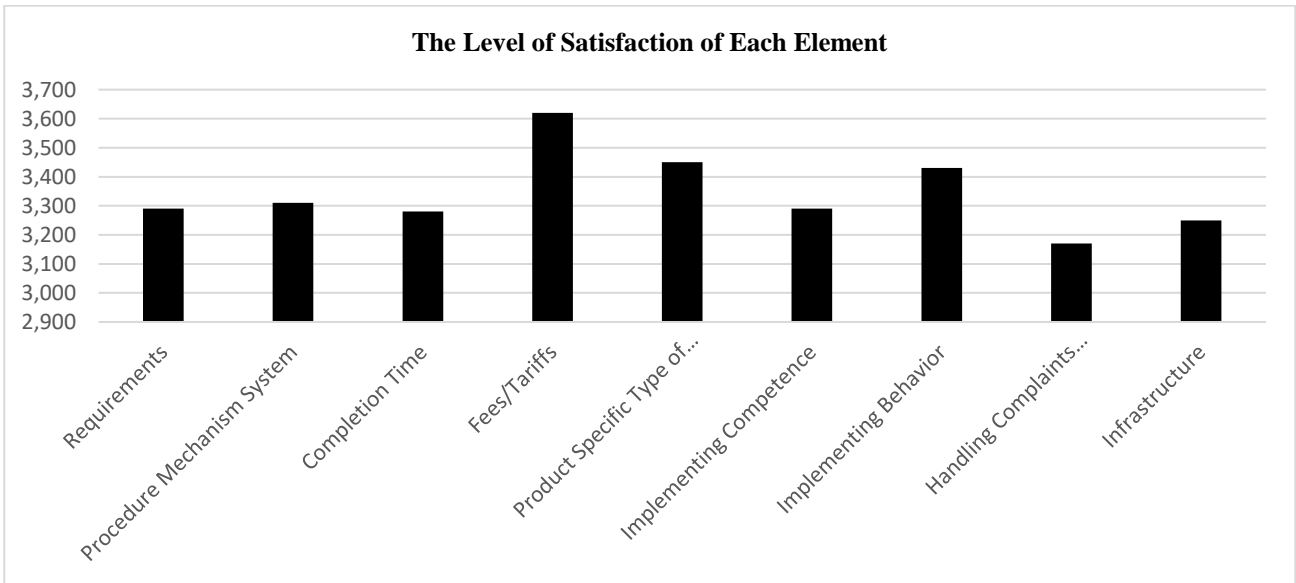
Service Unit	Service Element								
	Requirements service	Mechanism system and procedures	Time Service	Cost	Service products	Competence Executor	Executor behavior	Handling complaints suggestions and input	Facilities and infrastructure
Infectious diseases/ Lungs/Leprosy	3.375	3.313	3.063	4.000	3.563	3.000	3.313	3.000	3.000
Pharmacy	3.000	3.000	3.500	4.000	3.500	3.500	3.000	3.500	3.500
Mother's health	3.500	3.500	3.500	3.667	3.667	3.833	3.500	3.167	3.667

elderly	3.273	3.364	3.273	3.455	3.273	3.364	3.273	3.182	3.182
Troubled Room	3.500	3.500	3.500	3.500	3.500	3.500	3.500	3.500	3.500
General medical center	3.254	3.286	3.302	3.540	3.429	3.286	3.492	3.317	3.143

In Table 4 in the Infectious Diseases/Lung/Leprosy Service Unit, the service element that has the lowest IKM value there are 3 service elements, namely the service element of the officer's ability to provide services, the element of handling complaints and suggestions, the element of facilities and infrastructure,

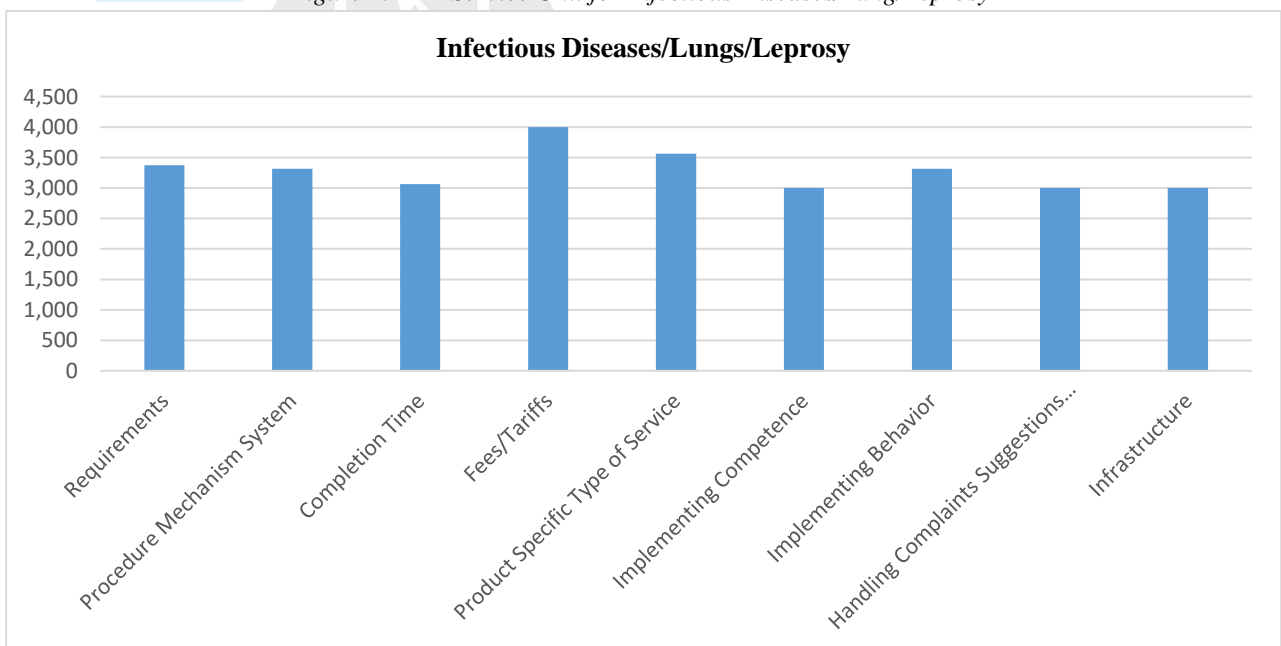
while in the pharmacy service unit the element of The service that has the lowest IKM value is the service element of service requirements, the mechanism and procedure system element and the implementing behavior element.

Figure 1. Level of Satisfaction of Each Element



In Figure 1, the service element that has the highest IKM value is the highest on the cost service element, while the service element that has the lowest IKM value is on the suggestion and input complaint handling service element.

Figure 2. IKM Service Unit for Infectious Diseases/Lung/Leprosy



In Figure 2, the service unit for infectious diseases/lungs/leprosy, the service element that has the highest IKM value on the cost service element, while the service element with the lowest IKM value on the

service element, is the ability of officers to provide services, the service element for handling complaints, suggestions and input, and the element of service facilities and infrastructure services.

Figure 3. IKM Pharmacy Service Unit

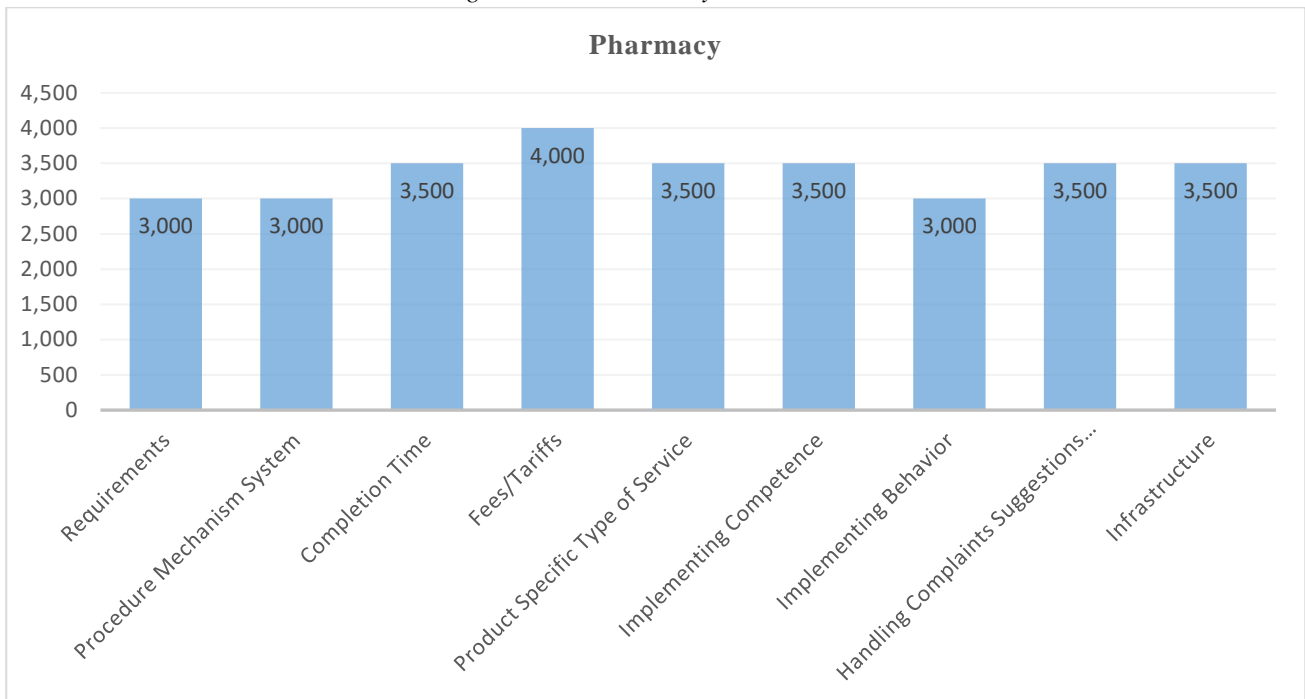


Figure 3 shows that the pharmacy service unit has the highest IKM value on the cost service element, while the one with the lowest IKM value on the service requirement element, the procedure mechanism system element, and the implementing behavior element.

DISCUSSION

The characteristics of the respondents in this study were mostly women as much as 61%, and men 39% indicating that women visited the puskesmas more often, according to research by Bayram, C. at the University of Sydney in 2016 said that about 12% of female patients who come to see a doctor because they pay more attention to the health of their reproductive system and the average number of visits to the doctor is up to 7 times a year while men are much lower .From the study, it was found that between the ages of 15 and 24 years around 83% of women came to the doctor for one year while only 68% of men (Bayram, 2016).The highest age is 70% at the age of 15-49 years is the most age who come to the Puskesmas Bintaro Village, age 50 years as much as 30%, age 15-49 years is the age that gets the most health services. Most education graduated from high school as much as 58%, university 16%, junior high school graduates 16%, elementary school graduates 10%, according to research by Quyen, BTT, et al in 2021 in Vietnam from 4372 patients 28% who seek treatment at

first level health facilities and 72% to Advanced level health facilities, the average age of patients is 54 years who seek treatment at first level health facilities while those who seek treatment at advanced health facilities have an average age of 52 years, 60% of patients are dominated by women, the average education of patients is below high school the first level as much as 50% one third of the patients who visit are farmers(Quyen, BTT, Ha, NT, Minh, HV, 2021). Educational status is closely related to a person's awareness and knowledge, educational status significantly influences the use of puskesmas, people with low education lack awareness and good knowledge in utilizing health services (Rumengan, Umboh, & Kandau, 2015)(Rumengan, DSS, Umboh, JML, & Kandau, 2015).

The value of the IKM (Community Satisfaction Index) obtained is calculated by taking into account the total perception value for each service element, the total perception value is obtained by multiplying the frequency of respondents who provide answers for each rating scale. Furthermore, the answer is converted with a base value of 25 used to get an assessment between 25-100 so that the IKM value is obtained. The IKM scores were then classified into categories A (Very Good), B (Good), C (Less Good) and D (Not Good) as presented in table 1 and the results of the IKM in Puskesmas

Bintaro Village were $3,721 \times 25 = 93,018$ from these Community Satisfaction Index results. The performance of the Puskesmas Bintaro Village is very good, categorized as service quality A.

The number of patient visits to the Puskesmas Bintaro Village before the Covid 19 pandemic was an average of 2104 patients every month, while during the Covid 19 pandemic the average number of patients each month was 977 patients, during the pandemic the number of patient visits at the Puskesmas Bintaro Village decreased, as a result of visits According to WHO data in Indonesia, the obstacles that occur are the disruption of treatment therapy, rehabilitation and palliative care (WHO, 2020) To continue to improve services during the pandemic, services at the Bintaro Village Health Center have met health protocol standards, all those on duty are in good health and swabs are carried out regularly and the implementation of SKM is still carried out. The value of the IKM (Community Satisfaction Index) obtained is calculated by taking into account the total perception value for each service element, the total perception value is obtained by multiplying the frequency of respondents who provide answers for each rating scale, a value of 1 is given for the assessment strongly disagree, the value 2 disagree, the value of 3 agree and a value 4 strongly agree. Furthermore, the answer is converted with a base value of 25 used to get an assessment between 25-100 so that the IKM value is obtained. The IKM scores were then classified into categories A (Very Good), B (Good), C (Less Good) and D (Not Good) as presented in table 1 and the results of the IKM Puskesmas Bintaro Village were $3,721 \times 25 = 93,018$ with service quality A, very good performance (Puskesmas Bintaro Village, 2020). The Regulation of the Minister of State Apparatus Empowerment and Indonesian Bureaucratic Reform Number 14 of 2017 is the main basis for the Community Satisfaction Index Survey, in article 1 it is explained that the implementation of public services is required to conduct a Community Satisfaction Survey periodically at least once a year. IKM is data and information about the level of community satisfaction obtained from the results of qualitative and quantitative measurements of public opinion in obtaining services and government officials by comparing needs with expectations. The Puskesmas Bintaro Village as a public service body has implemented SKM at the Puskesmas Bintaro Village once a year, the implementation of SKM is in accordance with Regulation of the Minister of State Apparatus Empowerment and Indonesian Bureaucratic Reform Number 14 of 2017.

Of all service elements there is the lowest average value per element as in the service unit infectious diseases/lung/leprosy, pharmacy, as listed in table 4, figure 2 and figure 3.

In the infectious disease/pulmonary/leprosy service unit, the lowest average value per service element is on the service time element, the ability of officers to provide services, handling complaints, suggestions and input, on the facilities and infrastructure service element, in the pharmaceutical service unit the average value per the lowest service elements are service requirements, mechanism and procedure systems, implementing behavior, in this case because in the infectious disease/lung/leprosy service unit, patients need a long time to wait for screening because there is only one nurse station desk, nurses do not only work on patients. lungs but also working on several polyclinics, filling out quite a lot of tuberculosis forms and taking quite a long time, officers have not received the latest information related to services, (Alayannur, 2019). Inadequate facilities and infrastructure in the pulmonary service unit, do not use special rooms because there is only one officer in the nurse station room and patients are served together with other polyclinics because officers are limited, do not use special rooms so that patients are uncomfortable, lack of facilities and infrastructure regarding complaints, the suggestion box is because the special room for lung patients is not used, in the pharmacy service unit there is still a lack of socialization about service requirements and has not been socialized about the service flow to shorten the service mechanism.

Researcher interviews with respondents, the service of the Puskesmas Bintaro Village is very good, of the 9 elements in the Community Satisfaction Index questionnaire, according to Kotler and Keller (2016:153) consumer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing the performance (results) of a product or service. Perceived service with expectations, if performance is less than expectations the customer is dissatisfied, if it is in line with expectations the customer is satisfied, if it exceeds expectations the customer is very satisfied or happy (Kotler, Philip and Keller, 2016).

Puskesmas Bintaro Village continues to strive to improve the performance of Puskesmas, people who seek treatment at the Puskesmas are satisfied with the services provided and services are in accordance with patient expectations so that Puskesmas Bintaro Village remains the community's choice for treatment.

CONCLUSIONS AND SUGGESTIONS

Service elements whose achievements are not good in the infectious disease/lung/leprosy service unit include service time, the ability of officers to provide services, facilities and infrastructure, handling complaints, inputs and suggestions, in the pharmacy service unit that is not good in terms of service requirements and elements of the mechanism system. and procedures, elements of implementing behavior, from the Community Satisfaction Survey activity at the Puskesmas Bintaro Village, Pesanggrahan District in 2020 with an IKM value of 93,018, respondents considered the services of the Puskesmas Bintaro Village very good and the Puskesmas Bintaro Village included in category A. To continue to improve the Community Satisfaction Index, the provision of services to customers must continue to be optimally improved.

ABBREVIATIONS

SKM: Community Satisfaction Survey, IKM: Community Satisfaction Index, Puskesmas: Public health center, WHO: World Health Organization, Covid 19: CoronaVirus Disease-2019

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