



## Analysis Of Community Satisfaction Index At Hasanuddin Damrah Manna General Hospital, South Bengkulu District

Melpa Yupita Sari<sup>1</sup>, Ahmad Soleh<sup>2</sup>, Nurzam<sup>3</sup>

<sup>1,2,3</sup> Universitas Dehasen Bengkulu

e-mail: <sup>1</sup> [melpamelpa05@gmail.com](mailto:melpamelpa05@gmail.com)

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**Abstract.** Health is a basic need for society. This need is what makes people feel the need to maintain their health and obtain health services. Nowadays, people are increasingly aware of the quality of health services that can provide satisfaction to the community itself. In current conditions, hospitals must know how the quality of their services can be received by their consumers, both inpatients and outpatients. Service quality is closely related to customers. The purpose of this research is to determine the analysis of the community / SME satisfaction index at the Hasanuddin Damrah Manna General Hospital, South Bengkulu Regency. The type of research in this research is descriptive using the questionnaire research method. Meanwhile, the data analysis technique used is to measure the value of the Community Satisfaction Index / Smes based on the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning Guidelines for Compiling Community Satisfaction Surveys for Public Service Providing Units which is calculated using the weighted average value each service element. The purpose of this research is to determine the analysis of the community / SME satisfaction index at the Hasanuddin Damrah Manna General Hospital, South Bengkulu Regency. The type of research in this research is descriptive using the questionnaire research method. Meanwhile, the data analysis technique used is to measure the value of the Community Satisfaction Index / SMEs based on the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning Guidelines for Compiling Community Satisfaction Surveys for Public Service Providing Units which is calculated using the weighted average value each service element.

**Keywords:** *Community Satisfaction Index*

### INTRODUCTION

Based on Permenkes RI No. 80 Year (2020) that the Hospital is obliged to improve quality and maintain hospital service standards through the implementation of good hospital quality governance. where service to the community becomes an important aspect to be put forward, community services in the health sector also need to be improved. The increasing need for health services has the consequence of the need for an increase in skilled health workers. One form of public service implemented by the government is the fulfillment of public health needs throughout Indonesia. Reforms in the health sector are implemented to improve health services and make health services more efficient, effective, and accessible to all levels of society. In this current condition, the hospital must know how the quality of their services can be accepted by their consumers, both inpatients and outpatients. Service quality is closely related to customers. The better the quality of service provided will encourage customers to establish long-term cooperative relationships. The emergence of private hospitals and even government-owned hospitals and health clinics has tightened competition in providing health services. One of the common strategies carried out by hospitals is to provide quality health services. According to

Hayat (2019: 22), public service is serving the overall aspects of basic services needed by the community to be fulfilled in accordance with its provisions. Mukarom, (2018: 41) says that Public Service is the provision of services (serving) the needs of people or communities who have an interest in the organization in accordance with the main rules and procedures that have been determined. Hayat (2019: 22) states that optimizing public services is providing professional and quality services that have positive implications for community satisfaction. Quality public services or what can be called excellent service are the best services that meet service quality standards. Service standards are benchmarks that are used as guidelines for service delivery and service quality references as obligations and promises of service providers to the community in quality, fast, easy, affordable, and measurable services. According to the regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 15 of 2014, the components of service standards related to the service delivery process include requirements, procedures, service periods, fees/tariffs, service products and handling complaints. If a government agency and other institutions have been able to implement these quality standards, it can be said that the government agency or institution has provided good service quality.

Likewise, Permen number 14 of 2017 concerning performance assessment Chapter 1, Public Service is an activity or series of activities in order to fulfill service needs in accordance with statutory regulations for every citizen and resident for goods, services, and / or administrative services provided by public service providers. Public Service Providers, hereinafter referred to as Providers, are every institution of State administrators, corporations, independent institutions established under the law for public service activities, and other legal entities established for public service activities. Government Agencies are ministries, institutions, and local governments. Based on observations in the field, public services by interviewing several existing patients that employees at Hasanuddin Damrah Manna General Hospital, South Bengkulu Regency in serving patients who seek treatment, they are a little indifferent and less responsive in treating because they think the patient does not know not their family and feel that people are needed so they must always want to be respected and appreciated.

Meanwhile, judging from the Hasanuddin Damrah Manna General Hospital facilities, it is very complete and good, but some employees feel unfair because only a few people serve the community well and optimally. Then in purchasing drugs that are not covered by BPJS must buy drugs at the nearest pharmacy that is not from the hospital. The administration department is sometimes too relaxed in dealing with patients who want treatment even though the patient is critical. With the various problems above, many patients complain and feel dissatisfied with the treatment and inconvenience in treatment.

## **LITERATURE REVIEW**

### **Public service**

Public service is one of the needs in order to fulfill services according to statutory regulations. Fulfillment of needs is a basic right for every citizen and resident to get services for goods, services and administrative services provided by public service providers to the maximum. Another definition according to Hardiyansyah (2018: 12) the definition of public service is serving the needs of people or communities or organizations that have an interest in the organization, in accordance with the main rules and procedures determined and aimed at providing satisfaction to service recipients.

Public services according to Mulyadi (2016: 39) can be interpreted as providing services (serving) the needs of people or communities who have an interest in the organization in accordance with the main rules and procedures that have been determined. Meanwhile,

according to Sujadi (2018: 7) Another definition of public service is a state service to fulfill the basic needs and civil rights of every citizen for goods, services and administrative services provided by public service providers.

### **Public satisfaction**

Public satisfaction can be shown through the attitude of the community after consuming the product obtained. Public satisfaction will be seen from how well the product is obtained and felt. The better the quality of the product obtained, the better public satisfaction will be. The word satisfaction (satisfaction) according to Fandy Tjiptono and Gregorius Chandra (2017: 195) comes from the Latin "satis" which means good enough, adequate, and "factio" which means doing or making. Satisfaction is usually defined as "an effort to fulfill something" or "make something adequate".

The following understanding of community satisfaction according to several experts includes: According to Nasution M. N. (2016: 45), "Community satisfaction is a situation where people's needs, wants, and expectations can be met through the products consumed". Schnaars (2019: 221) states that: The creation of community satisfaction can provide benefits, including the relationship between the community and the agency being harmonious, providing a good basis for repeat buyers (usage), creating loyalty from the community and forming word of mouth recommendations, all of which benefit the company. Based on the definition of community satisfaction, it can be concluded that community satisfaction is the level of a person's feelings after consuming a product or service against their desired needs, wants and expectations.

### **METHODS**

The type of research in this study is descriptive, which can be interpreted as a process of solving the problem being investigated by describing the state of the subject and object of research at the present time based on the facts that appear or how they are. Sugiyono (2019: 11) states that the descriptive research method aims to obtain and convey facts clearly and thoroughly.

### **RESULTS**

Based on measurements of 9 service elements (U), the calculation of the Community Satisfaction Index (IKM) of the Hasanuddin Damrah Manna regional general hospital refers to the processing data of the Community Satisfaction Index per service element as follows:

#### **Calculating the total value per service element**

1. Requirements (U1) = 283
2. System, mechanism, and procedure (U2) = 324
3. Turnaround time (U3) = 292
4. Cost/tariff (U4) = 269
5. Product Specification type of service (U5) = 291
6. Implementer competence (U6) = 258
7. Implementer behavior (U7) = 289
8. Handling, complaints, facilities and feedback (U8) = 313
9. Facilities and infrastructure (U9) = 247

#### **Calculating the average value per element**

Average Value per item (NRR) =  $\frac{\text{Total value per item}}{\text{Number of Respondents}}$

1. NRR (U1) =  $283 : 92 = 3,08$
2. NRR (U2) =  $324 : 92 = 3,52$

3. NRR (U3) = 292 : 92 = 3,19
4. NRR (U4) = 269 : 92 = 2,92
5. NRR (U5) = 291 : 92 = 3,16
6. NRR (U6) = 258 : 92 = 2,80
7. NRR (U7) = 289 : 92 = 3,14
8. NRR (U8) = 313 : 92 = 3,40
9. i)NRR (U9) = 247 : 92 = 2,68

### Calculating the weighted average value (Weighted NRR)

Weighted NRR = NRR per element X 0.11

1. Weighted NRR (U1) = 3.08 X 0.11 = 0.34
2. Weighted NRR (U2) = 3.52 X 0.11 = 0.39
3. Weighted NRR (U3) = 3.17 X 0.11 = 0.35
4. Weighted NRR (U4) = 2.92 X 0.11 = 0.32
5. Weighted NRR (U5) = 3.16 X 0.11 = 0.35
6. Weighted NRR (U6) = 2.80 X 0.11 = 0.31
7. Weighted NRR (U7) = 3.14 X 0.11 = 0.35
8. Weighted NRR (U8) = 3.40 X 0.11 = 0.37
9. i)Weighted NRR (U9) = 2.68 X 0.11 = 0.30

$$\sum \text{Weighted NRR} = 0.34 + 0.39 + 0.35 + 0.32 + 0.35 + 0.30 + 0.34 + 0.37 + 0.30 = 3.07$$

### Calculating the value of the Community Satisfaction Index (IKM)

In order to facilitate interpretation of the IKM assessment between the value range of 25-100, the results of the weighted average value assessment ( $\sum$  NRR weighted) above are converted to a base value of 25, with the following formula:

$$\begin{aligned} \text{IKM conversion value} &= \sum \text{Weighted NRR} \times 25 \\ &= 3,07 \times 25 \\ &= 76,70 \end{aligned}$$

Furthermore, the results of the Hasanuddin Damrah Regional General Hospital Community Satisfaction Index (IKM) Conversion value are adjusted to the categorization of service quality based on the index shown in table 6 below:

**Table 1. Interval Value**

| Perception Score | Perception Score | Perception Score | Perception Score | Perception Score |
|------------------|------------------|------------------|------------------|------------------|
| 1                | 1,00 – 1,75      | 25 – 43,75       | D                | Not good         |
| 2                | 1,76 – 2,50      | 43,76 – 62,50    | C                | Not good         |
| 3                | 2,51 – 3,25      | 62,51 – 81,25    | B                | Good             |
| 4                | 3,26 – 4,00      | 81,26 – 100,00   | A                | Very good        |

Source: KEPMENPAN Number KEP/25/M.PAN/2/2004

Based on the categorization of service quality in table 6 above, the Hasanuddin Damrah Manna regional general hospital obtained an IKM Conversion result of 76.48. The performance of the Hasanuddin Damarah Manna regional general hospital service unit is in the “B” service quality with the “GOOD” category. When viewed from each element of the Community

Satisfaction Index, which refers to the categorization of service quality in table 6, the IKM value of each service element can be seen in table 7 below:

**Table 2. IKM conversion value per element**

| NO | Element of Service                         | Value IKM | Conversion IKM | Quality of Service | Performance |
|----|--|-----------|----------------|--------------------|-------------|
| 1  | Requirements                               | 3.08      | 76.90          | B                  | Good        |
| 2  | System, mechanism, and procedure           | 3.52      | 88.04          | A                  | very good   |
| 3  | Turnaround time                            | 3.17      | 79.35          | B                  | Good        |
| 4  | Cost/tariff                                | 2.92      | 73.10          | B                  | Good        |
| 5  | Product Specification of service type      | 3.16      | 79.08          | B                  | Good        |
| 6  | Implementer competence                     | 2.80      | 70.11          | B                  | Good        |
| 7  | Implementer behavior                       | 3.14      | 78.53          | B                  | Good        |
| 8  | Handling, complaints, facilities and input | 3.40      | 85.05          | A                  | Very good   |
| 9  | Facilities and infrastructure              | 2.68      | 67.12          | B                  | Good        |

Source of IKM data processing Year 2024

From table 2, namely the conversion value of community satisfaction at Hasanuddin Damrah Manna General Hospital, it states that of the 9 elements, the quality of service A (very good) is in the elements of handling, complaints, facilities and infrastructure with an IKM conversion value of 85.05 and elements of the mechanism and procedure system with an IKM conversion element of 88.04 and the lowest element is the facilities and infrastructure element, which is 67.12 with a service quality value of B (good).

## DISCUSSION

This study aims to determine the services of the Hasanuddin Damrah Manna regional general hospital based on community satisfaction as measured using the Community Satisfaction Index analysis. The results showed that the Hasanuddin Damrah Manna regional general hospital services were at a good level. This is indicated by the value of the Community Satisfaction Index (IKM) of 9 (nine) IKM elements of 3.08 and with an IKM conversion value of 76.70. The indicator that has the highest IKM value is the system, mechanism and procedure with an IKM value of 3.55 with an IKM conversion value of 88.04. While the indicator that has the lowest IKM value is the facilities and infrastructure indicator, getting an IKM value of 2.68 and an IKM conversion value of 67.12.

Based on the research data that has been analyzed, this section will discuss the research results covering each indicator of the Community Satisfaction Index, namely: (a) requirements (b) systems, mechanisms and procedures (c) completion time (d) costs/tariffs (e) product specifications of service types (f) competence of executors (g) executor behavior (h) handling, complaints, facilities and input (i) facilities and infrastructure.

A more detailed discussion of each indicator is as follows:

1. Hasanuddin Damrah Manna Regional General Hospital requirements The results of the community satisfaction analysis obtained after conducting the research were 3.08 with an IKM conversion of 76.90 with the quality of service "B" or good.
2. System, mechanism, and procedure  
The systems, mechanisms and procedures in the Hasanuddin Damrah Manna Regional General Hospital, the results of the analysis of community satisfaction obtained after conducting the research were 3.52 with the conversion of the community satisfaction index value of 88.04 with the quality of community service declared "A" or very good.
3. Completion time  
The completion time at Hasanuddin Damrah Manna Regional General Hospital, the results of the analysis of community satisfaction obtained after the study were 3.17 with a conversion index value of 79.35 with the quality of community service declared "B" or Good.
4. Fees or tariffs  
The cost or tariff at the Hospital after research conducted on the analysis of community satisfaction obtained after being obtained is 2.92 with an IKM value conversion index of 73.10. With the quality of community service "B" or with a good predicate.
5. Product Specification type of service  
Product specifications of the types of services available at Hasanuddin Damrah Manna Regional General Hospital are obtained at 3.16 with an IKM value conversion index of 79.08. With the quality of community service IKM "B" with a good predicate.
6. Implementer competence  
The competence of implementers with an IKM value of 2.80 with an IKM value conversion index of 70.11. With the quality of community service declared "B" with a good predicate.
7. Implementer behavior  
The behavior of implementers at Hasanuddin Damrah Manna Regional General Hospital has an IKM value of 3.14 with a conversion index value of 78.53. With the quality of community service declared "B" or good predicate.
8. Handling, complaints, facilities and input  
Handling, complaints, facilities and input with an IKM value of 3.40 with a community conversion value of 85.05. The quality of community service is declared "A" with a very good predicate.
9. Facilities and infrastructure  
The IKM value of the quality of service of facilities and infrastructure at Hasanuddin Damrah Manna Regional General Hospital is 2.68 with a community satisfaction index value of 67.12. The quality of service obtained after the research is with a good predicate "B".

From this discussion, we can conclude that the nine elements of the IKM in the Hasanuddin Damrah Manna hospital, the quality of service obtained after the research is all predicated at least "Good". The weighted NR value after conducting research amounted to 3.07. So the weighted IKM value is predicated on "Good". In this case the Hasanuddin Damrah Manna hospital has represented the requirements put forward by the Permenkes RI. So that all of these elements can be used in hospitals.

## **CONCLUSION**

From the results obtained during the research, the authors draw several conclusions in the study, namely as follows:

1. Of the 9 elements of community service in the Hasanuddin Damrah Manna Regional General Hospital, the average value obtained is 3.10. The weighted average value of all elements of service is 3.07. So that the conversion of the value of community satisfaction in the

Hasanuddin Damrah Manna Regional General Hospital is 76.70 with the quality of service "B" or Good predicate.

2. From this study, 9 service elements in the Hasanuddin Damrah Manna Regional General Hospital, the elements of the System, mechanisms and procedures as well as Handling, complaints, facilities and input were declared very good with a conversion index quality value of 88.04 and 85.05.

### **LIMITATION**

Based on the research conclusions above, the researchers put forward suggestions to the Hasanuddin Damrah Manna Regional General Hospital, namely as follows:

1. Hasanuddin Damrah Manna Regional General Hospital services are classified as good. For the future, the services provided are at least maintained or if possible can continue to be improved, it will be even better.
2. System elements, mechanisms, and procedures as well as handling, complaints, facilities and input with the highest IKM scores need to be maintained. Hasanuddin Damrah Manna Regional General Hospital needs to clearly show the list of service fees to the public.
3. The element of facilities and infrastructure is the element with the lowest IKM value compared to other elements, therefore Hasanuddin Damrah Manna Regional General Hospital must strive to improve the level of service speed provided.
4. Hasanuddin Damrah Manna Regional General Hospital needs to increase the number of service officers so that the service process is getting better and faster.
5. The service period provided to the community is strived to be better and faster than the standard service time that has been determined.
6. Hasanuddin Damrah Manna Regional General Hospital needs to provide clear service information to every community. For example, showing information boards regarding procedures, requirements, costs, and service times for each type of service that can be seen directly by the community.

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