

THE SERVICE QUALITY OF NURSES IN BUILDING OUR SATISFACTION PATIENTS HOSPITAL IN MAKASSAR, INDONESIA

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ABSTRACT

The research reviews about the quality of service and the satisfaction of patients in the hospitals of Makassar region of Indonesia. The study followed, qualitative approach with the support of Phenomenology. The results showed the efforts of hospitals to be competitive in their service to the patients. The source of income for the hospital is either from either directly (out of pocket) or indirectly through health insurance. Without patient's inflow, hospitals could not survive meeting the operational costs. The hospitals are engaged in varied mechanisms to increase the increasing patient visits in hospitals. They must be able to display and provide better health services to the patients so its effect develop better appreciation and likely to pose patients loyalty. Such loyalty supports the hospital in bringing back the patient to the hospitals with better word of mouth. The ability of hospitals to meet the needs of patients can be measured from the level of satisfaction of the patient. The study thus followed the methodology of phenomenology and explored the issues pertaining to patients flow in selected hospitals of Makassar region of Indonesia.

Keywords: management, hospital, patient, services, satisfaction

INTRODUCTION

Health development is an integral part of national development and is one of the vital aspects in relation to overall development. The purpose of health development is raising awareness and ability to enjoy healthy living, for everyone in order to materialize the optimal public health. To realize the health development, it takes good health services for every citizen. Talking about health service of course cannot be separated from the legal system in force. Along with the development

of healthcare facilities and the presence of new breakthroughs in the field of health, then the law pertaining to also develop. In the world of health known existence of health law. According to the Koeswadji Hadiati quoted from the book Ohoiwutun Triana, health law is a group of rules governing law about health care. Health is a very important entity for everyone henceforth there are laws that governs health care about decent and good for every citizen. Given the importance of health in the life community, variety of health efforts have been undertaken by the Government to make available health coverage and better health services. The efforts of health according to general conditions no. 36 in 2009 about health is any activity and/or series of activities that are done in a concerted, integrated and continuous improvement to maintain and increase the degree of public health in the form of disease prevention, health promotion, treatment of disease, and restore health by Government and/or the community. One of the events to organize the efforts of health, namely match with the availability of health care institutions. The Ministry of public health in principle give priority to the health services promotion and preventive. Promotive service is an effort improves the health of the community towards better again and that does not prevent the community preemptive falling ill to avoid disease.

In a hospital setting, the most resources are accounted for support satisfaction to patients, relates with nurse and nursing. Nurses are giving great influence to determine the quality of service. Nurses as the cutting edge service to patients and their families in the hospital, due to the frequency of his encounter with the patient most often. Nurses provide patient service, sometimes influence the characteristics possessed by the patients, ranging from age, gender, education, income or employment, and so on will probably make the situation of the services provided by the nurses differently because the patient may have different expectations based on characteristics they have. Nurses are expected to understand the characteristics of patients based on stuff, which is personal; based on the type of disease that they suffer; as a reference to nurse in the approach to the patient. In the case of nursing, nurses should have a standard in doing service to the patient, especially if the respective characteristics are increasingly diverse, in how to provide services with respect to different patient characteristics. For example, if a patient comes from the exclusive classes, such as VIP

wards like class 2 and 3, the concept of expected service standards vary with the nurse, who saw the condition of the patient. In this scenario, building satisfaction to the patients will be a challenge to the nurses.

REVIEW OF LITERATURE

Public policy

Public policy is what is selected by the Government to be done or not done. Carl Friedrich (in Dede Mariana 2010) sets forth that the policy is potentially experiencing unplanned actions or activities proposed by a person, group, or Government in an environment where there is a certain difficulties and the possibilities (opportunities); where the policy is proposed in order to be useful in addressing it to achieve the objectives in question. Public policy is needed, at least because: 1) public policy is regulation; 2) Regulation is a rule created the State organizers namely Government; 3) So, public policy is needed to set up or manage the life of society, nation, The State, in all aspects of the lives of many people living in urination; 4) public policy is one tool or device is needed to achieve the goals that have been set by the Government on behalf of the public interest. The process of public policy, at the very least include: 1) the formulation of a problem; 2) Forecasting; 3) Recommendations; 4) Monitoring; 5) evaluation. Innovative public policy always should be: 1) Based upon the public interest; 2) planning, execution, and oversight, as well as his engaging public participation; 3) their definitions are always dynamically moving in accordance with the development aspirations of the public.

Public administration

Public administration, which in essence carry out the development and manage or provide services for the benefit of the community. Many experts that provide definitions on public administration, including public administration, according to Pfiffner and Presthus, stated "public administration covers the implementation of Government discretion set by the political representative bodies. Public administration can be defined a coordination of the efforts of individuals and groups to exercise the discretion of Government". Globally, public administration is a process concerned with the implementation of the Government's

wisdom, the wisdom of the Steering talented, and techniques that are infinite in number, give direction and purpose against the efforts of a number of people. According to Prajudi Atmosudirdjo, public administration is the administration of the country as the Organization and administration of the pursuit of the achievement of the objectives of the Union in nature. Waldo (Irawati, 2007), further states that public administration is the management and organization of human-human and equipment in order to achieve the objectives of the Government.

Public administration or the administration of the country once known is basically a form of administrative cooperation undertaken by two or more persons for the sake of achieving the common goal. The goal of public administration itself is a public service or the public service. Public administration has the study of the science of political, legal, social, and economic (management). Public administration is the process of cooperation that prevails in the public organizations in order to provide public services. Public administration, as formulated by Pfiffner and Presthus, is a scientific discipline which mainly examines the ways to implement the political values. It is in line with the idea of early Wilson (in Shafritz and Hyde) considered the person: the birth of the modern science of public administration in the United States. Wilson posited, the discipline of public administration is a product of the development of political science, (Irawati, 2007). But Wilson proposed the existence of the separation of administration from the discipline of political science. This idea was later known as the politics-administration dichotomy. Since then, for a century more, public administration, both as a field of study as well as the profession has continued to grow. The study of public administration is inseparable from the Government organizations in the handling of public issues.

Bellone (Irawati, 2007) argues that the discipline of public administration is predicated on the study of organizations. Organizational theories, hypotheses about human behavior in a complex organizational and administrative theory and hypotheses about human behavior in the Working Group, is the basis in the theory of public administration. To be explained that the public administration is talking about human behavior in government organizations. Even Shafritz and Russell (2005:5; in Irawati, 2007) posited; It is easy to define administration if you are content with being simplistic: it is

government action – Development of Administrative Sciences as disciplines is inseparable from human nature as beings are inquisitive, always think to seek and find the truth from time to time, from cradle to cradle of mankind trying to find new truth. Hence the figure of science of administration became very dynamic, in line with the effort and the discovery of new truths.

In the past, administrative science seen as normative science that emphasize "what should be", but the current developments, view last experienced a demistifikasi, and experts see the Administration as a policy science, that combines the question "what should be" with "what is" in the form of the question "what is probable" next; Moeljarto in Marlon (2009). In addition to that reason Administrative Sciences as with other social sciences, iconoclastic nature, that any theory of existence are always going to get critics to reach the level of validity and relevance. To see this development Irfan Islamy: category aspects of the development of the science of administration over "administrative technology vs. administrative ideology". In its development the second aspect of this Administration is very obviously experiencing inequality. We have felt the sweetness of the bestselling science administration that concentrates on administrative technology more are applied such as: human resources management, e-commerce, e-government, organization learning, strategic planning, balance scorecard, benchmarking (IrfanIslamy in Marlon, 2009).

Health Services Hospital

The concept of quality in health services has grown and developed since the 1980s. How to increase the quality of service at the hospital continue to be developed, one of which through quality assurance. With advances in technology, especially in the field of information then the quality alone is not enough, but also against the demands of performance acceleration (velocity in performance), which developed since the Decade of the 90 's and became one of the factors for winning the competition. Quality health care is a health service that can satisfy any health care service users match the average satisfaction level of the population. --Must also be in accordance with the standards and code of ethics of the profession. Patients tend to select or set priority health care quality indicators, as a basis to decide the level of satisfaction. The

function of the hospital includes the following aspects: (a) provider and medical service providers, medical support, rehabilitation care, prevention and health promotion, (b) places of education and medical personnel and exercise or paramedic, and (c) the place of science technology research and development in the health field. The service of the hospital can be a product, a service, or a mixture of the products and services associated with patient satisfaction. A comprehensive model with a primary focus on health products and services must include the following five dimensions of assessment i.e. responsiveness, reliability (reliability) health problem, assurance (quality assurance) empathy (empathy), the tangibles (direct evidence), that means and the physical facilities that can be directly perceived by the patient. These things are often forgotten by the management to maintain the quality or the quality of its services. Demands to the quality of medical services of the hospital have been the fundamental problem facing the majority of hospitals in various countries.

Therefore the various efforts of improving the services should continue to be developed by the hospital management in Indonesia. Based on the concept of accreditation hospitals, patient satisfaction indicator reflects the quality of service that includes aspects of hospital administration, medical services, emergency services, nursing services, medical record, operating room, high risk perinatal services, laboratory services, radiology services, infection control in hospital sterilization service, safety, fire and disaster precautions.

RESEARCH METHODOLOGY

This type of research is a qualitative Phenomenological approach. The goal of qualitative phenomenological research is to describe a "lived experience" of a phenomenon. As this is a qualitative analysis of narrative data, methods to analyze its data must be quite different from more traditional or quantitative methods of research. Any way the participant can describe their lived phenomenal experience can be used to gather data in a phenomenological study. You can use an interview to gather the participants' descriptions of their experience, or the participants' written or oral self-report, or even their aesthetic expressions.

DISCUSSION

The Quality of Health Services

With increasingly critical current society against the health service that he received and the increasingly intense competition in the era of free markets, demanding many things in health care at the hospital that should be addressed in particular the service quality (Puspita, 2009). Goesth and Davis (1994), stated that quality is a dynamic condition related to products, services, processes and human environment that meets or exceeds expectations. Definition of quality of service or the quality of service based on the fulfillment of customer needs and desires as well as the timeliness of delivery to offset customer expectations (Tjiptono, 2004). Quality of service starting from the needs of the customer and ending in customer perception. This means that the image quality is good is not based on the viewpoint or perception party providers, but rather based on the viewpoint or customer perception. Patients that consume and enjoy the services of the company so that it is they who should determine the quality of the service. Quality gives an impetus to the customer to establish bonds of strong relationships with the company. In the longer term bonds allowed the company to understand customer expectations carefully and their needs (Tjiptono, 2004).

Quality of service is an important part that needs attention from a health care provider organizations such as theHospital and clinics. The quality of the services to be produced should be one of the marketing strategies of RS or Clinics that will sell services to users of the service (patients and families). The management of RS/Clinics should always strive in order for service, product offerings can still withstand continuous or fixed so that it can capture a new market segment because the story of mouth satisfied customers. Advantages of a health service product will very depending on the uniqueness of the quality services are shown and are in accordance with the expectations or desires of the customer. There are several models that can be used to analyze the quality of services related to customer satisfaction, depending on the purpose of its analysis, the kind of institutions that provide services, and the market situation (Muninjaya, 2004).

Health service user satisfaction is influenced by several factors: (Muninjaya, 2004).

1. Service users Understanding of the type of service that will be received. In this case, the communication aspects play an important role because the Ministry of health is the high personal contact.
2. Empathy (caring attitudes) shown by health workers. This attitude will touch the emotions of the patient. These factors will impact on the level of compliance of the patient (compliance).
3. Costs (cost). The high cost of service can be considered as a source of moral hazard for the patient and his family. The attitude less concerned (ignorance) of the patient and his family, "the crucial cured" caused them to receive only the type of medical care and technology offered by health workers. As a result the maintenance costs become prohibitive. Limited information which is owned by the patient and his family about treatment received can be a source of patient complaints. The health insurance system will be able to address the problem of health costs.
4. Physical appearance (tidiness) officers, the conditions of hygiene and comfort of the room (tangibility).
5. Security Assurance demonstrated by health workers (assurance). The accuracy of screening and schedule doctor visits are also included in this factor.
6. Skills and Reliability (reliability) health workers in providing care.
7. The speed of the officer giving a response to the complaints of the patient (responsiveness).

The quality of health services provided by patient has though been subjective, but there remains a basic objective which is based by past experience, education, service and time psychic situation influence the environment. Especially regarding the assessment of the performance of the health service givers there are two elements to note, namely medical technical and interpersonal relationships. This includes an explanation and the giving of information to patients about the disease and the patient decide the action that will be performed upon himself.

Interpersonal relationship relates to the giving of information, empathy, honesty, sincerity and sensitivity by observing the patient's privacy (Trimurthy, 2008).

The image of the hospital

According to Kotler (2003) the image is a set of beliefs, memory and the impressions that owned a person against an object. The attitude and actions of the people against an object greatly determined by the image of the object. Understanding the image itself is abstract or intangible, but his form can be felt from the results of the assessment, acceptance, awareness and understanding, good sort of a sign of respect and reverence, from the public or the surrounding community at large against the company as a business entity or against personnel (trusted, professional and reliable in the giving good service), the creation of a corporate image in the eyes of the audience or the public would be much beneficial (Puspita , 2009). The role of the image greatly affects the success of the activities of an institution such as a hospital. A positive corporate image, will help in the era of competition conditions at this time. According To Zeithaml (1996) a good corporate image is an asset for most companies, because imagery can have an impact to the perceptions of quality, value and customer satisfaction. The image is a role focused on the perception of the customers will be the quality of the service or the quality of service. The image is important for a company and other organizations. Therefore it is important to manage the image with an appropriate way (Puspita, 2009). One of the views of the owners of the hospital that the hospital owns must be able to continuously maintain and improve his image. Improvement of the image of the hospital can be done in various ways such as by improving the ability of service, progress or advancement of the sophistication of equipment and means of medical, maintaining the reliability of the information obtained with the speed and reliability as well as able to spur an increase in competitiveness between hospitals (Wulandari, 2008).

The main activity of the service of the hospital is conducting medical services, which include the medical process to produce outcomes. This will be assessed by the patient as the image of the hospital. Image or impression that attaches to a hospital be advantages for the hospital

itself because consumers will return to the hospital without any promotion of the Hospital (Wulandari, 2008).

The patient's perception of the quality of service

Professionalism

Professionalism in health care related to knowledge of technical expertise and experience in providing health services. Every profession demands professionalism in accordance with their fields, respectively. This can be the professional expertise, skills, and experience in their field. Someone is going to say professional in her field if she had understood and understand and properly execute his skills in that field. Service at the hospital was greatly influenced by the professionals in it. The hospital should have a human resources professional, both medical and non medical personnel in providing quality health services to patients (Puspita, 2009). However the abundance of natural resources, but if its human quality is low, then the natural resources are not meant for humans. In contrast, when natural resources are scarce or absent altogether, but if the quality of its human resources is high, then the development of the nation would work. As in the country of Japan, South Korea, and Singapore in its natural resources the country is minimal, but the high quality of its human resources, it appeared they were more developed than countries with abundant natural resources such as the Middle East. The quality of human resources covers two aspects, namely: physical and nonphysical aspects (ability) (Mubarak and Chayatin, 2009). Professionalism is one of the criteria for assessment of the quality of services that have an effect on the image, where customers considered that the knowledge and skills of its employees on a much-needed service providers to solve problems of customers in a professional manner (Puspita, 2009). The development of science and technology on the other hand can improve health services due to more sophisticated medical equipment and adequate, but on the other hand the progress of science and technology has also had an impact on some of the things of which are as follows: (Mubarak and Chayatin, 2009).

1. Required professional health workers due to knowledge and more modern equipment.

2. High health costs.
3. The rising cost of health care.

Guarantee

- a. Assurance (Assurance), is the knowledge and friendliness of the staff of a hospital who can rise to the confidence of patients against hospitals, includes the following: (Nurcaya, 2007).
- b. The reliability of hospital staff in providing service is patient assessment against the ability of hospital staff in providing service.
- c. The sense of security provided at the time the service gets from the hospital staff was patient assessment against security granted hospital staff in providing the service.
- d. Hospitality and courtesy is hospital staff in providing service is an assessment of the patient against the patience and friendliness of hospital staff in providing the service.
- e. Support from the institution to hospital staff in the discharge of his duty are assessment of the patient against hospital support is provided towards the implementation of the tasks of the staff of the hospital.

Assurance, includes capabilities for: employee knowledge against the products/services appropriately, quality keramah tamahan, attention and courtesy in providing services, skill in providing the information, the ability to provide security in utilizing the services offered, and the ability to instill customer trust against the company. The dimensions of these guarantees are a combination of several other dimensions like: (Trimurthy, 2008).

- a. Competence (Competence), that skills and knowledge possessed by the employee to perform services.
- b. Politeness (courtesy), which includes the hospitality, care and attitude of the employees.
- c. the credibility (Credibility), covering matters related to belief in the company, such as reputation, achievements and so on.

Empathy

Empathy (Empathy), which are individually given attention to customers like the convenience of contacting the company, the employee's ability to communicate with customers and the company's efforts to understand the wants and needs of its customers. Dimensions it is the amalgamation of empathy dimensions: (Trimurthy, 2008).

- a. Access; include the ease to take advantage of services offered.
- b. Communication is the capability of communication to convey information to customers or gaining input from the customer.
- c. Understanding (Understanding the Customer), covering the company's efforts to know and understand the needs and desires of the customer.

The dimensions of this empathy is an amalgamation of the dimensions of access, include the ease to take advantage of the services offered, communication (is the capability of communication to convey information to customers or gaining input from customers and understanding to customers (Understanding the Customer), covering the company's efforts to know and understand the needs and wants of customers (Trimurthy, 2008).

Responsiveness

Responsiveness (Responsiveness), i.e. the response or promptness of employees in helping customers and provide fast service and responsiveness, including the promptness of employees in serving customers, the employees in dealing with the speed of the transaction and handling customer complaints/patient (Trimurthy, 2008). Responsiveness (Responsiveness), is the ability of an employee to respond and do something desirable and required patients include the following things (Nurcaya, 2007).

- The certainty of hospitals in providing timely information service is patient assessment against the ability of hospitals to provide time information services.
- The ability of the hospital staff in providing the right services and quicker for patients who require assessment service is

patient toward the ability of hospital staff in providing the right services and fast.

- The readiness of hospital staff to help patients who need his help was patient assessment against the readiness of hospital staff in providing service that is needed by the patient.
- The willingness of hospital staff in responding to consumer demand is the assessment of the patient against the willingness of hospital staff in responding to a request from the patient.

One of the dimensions of the quality of service is to provide services with the exact time, according the time required, as stated in the service standards. In providing services, officers should use their best time that is not too long and not too fast. Examination or service too long tends to result in patients or customers served bored/saturating and consider that unprofessional officers (impressed slowly) and will result in a long queue at the counter of a registration or payment counters. While the officers who provides service too soon will give the impression not thorough random, hasty and unprofessional (Trimurthy, 2008).

Reliability

Reliability (Reliability), is the ability to carry out the hospital staff appointments with reliable and accurate include the following (Nurcaya, 2007).

- the suitability of the services at the hospital with the Ministry promised/informed patient assessment is against the suitability of services provided by the informed.
- hospital Care in dealing with patients is the assessment of the patient against hospital attention towards the patient.
- the reliability of the services provided is a hospital patient's assessment against the ability of hospitals in providing health services.
- same service of the hospital by the time that the patient is informed of the assessment against the timeliness in providing Ministry.
- the ability of hospitals to do administration/record-keeping is the assessment of the patient against the accuracy of hospital staff in thereceived a patient toward overall health services

begins here, meaning that patients can judge the image of hospital admission process underway of how and where the assessment of the quality of the health service is started. In General most of the respondents consider the admission of patients were less good, because they still have to stand in line and wait long at the time of the registration process. Of course the situation that should be queued and waiting for long at the time of this registration process will affect the perception and their desire for continuing service. If this is not a good process continues on the next service, then certain hospitals will lose customers or patients (Puspita, 2009).

Serviscape

Serviscape is the physical and environmental aspects on a service provider that will support the process in providing service to the customer. Assessment of the customers or patients will the quality of service in service industries such as hospitals largely determined by the interaction of the human resources service and also interaction with a variety of physical facilities, equipment, gear and technology, the environment, space, layout as well as the existing working procedures (Puspita, 2009). An organization of health services such as hospitals has to have room service and comfortable environment, clean and orderly to give satisfaction in patients in helping the process of healing. Provide a sense of comfort to customers is something that is important in creating a force that could affect the assessment of the customers. The customer or the patient is very want an atmosphere that support in the restoration of the conditions of his illness. If a hospital can provide an atmosphere and conditions convenient amenities, clean, orderly and surely this would make hospitals have appeal in creating a good image (Puspita, 2009). In principle the definition of quality of service focus as an attempt to fulfill the needs and desires of consumers or customers to offset customer expectations. There are 3 types of customer expectations:

1. will the expectation, the level of performance expected of the consumer will be received

2. should the performance levels of expectation, should have received a much bigger than expected will be accepted.

3. the ideal expectation, the best level of performance can be expected acceptable to the consumer. Phillip Kotler (1983) opined in the principles of marketing that the evaluation of product consumption by consumers include:

- Satisfaction or satisfaction occurs when the consumer expectations are met, satisfaction will strengthen your purchasing decision or utilization, strengthen positive attitudes towards brands and most likely the same brand would be bought or taken advantage of again.
- The dissatisfaction or discontent will reduce even eliminate The possibility of purchasing or utilization of the same brand again.
- Dissonance, or doubt occur if admission information or contradictory about the brand is selected, this will cause doubt in consumers and consumers feel insecure against chosen or product decisions, as well as health services.

These things are very likely to occur at the consumer health services. Moreover, as said by Morrison that in the service of the individual, is usually not materialized, helplessly hold, cannot be separated and change according to the individual serving is more converse. Based on the results of the interviews to the nurse look that most nurses never asked about patient satisfaction, satisfaction and what size according to the patient, they assume that it is not part of their job, that question appeared only occasionally asked about it but did not become a routine that must be worked on. Satisfaction for patients is if nurses many smiles, friendly, skilled and quick in handling, so that patients are comfortable. In this study, a patient dare not commented much on the dissatisfaction that had befallen him, even if at the next meeting, but request researchers not to write down, in this case:

- Patients felt could not reveal their honesty will be his discontent that had befallen him.
- Patients are afraid of unsupported by medical team when conveying negative things about his discontent.

- Patients could not reveal the reason top satisfaction and his discontent. Aspects of advanced nurse from the results of the interview, in fact ,is the basis excellent service as a goal to go to the excellent service that could be made possible as guidelines that will be developed so that required by nurses. Parasurama mentioned the 10 factors of quality of service which are summarized into five principal factors in excellence of service, namely:

Physical evidence (tangibles), direct evidence of the physical facilities which include,

Supplies and materials used in the hospital and the appearance of existing employees. E.g. Reliability pertaining to the reliability the ability of hospitals to provide immediate and accurate service since it first without making any mistakes and satisfying. Responsiveness (responsiveness), in connection with the willingness and ability of its employees to help the patient and when patients are ill and should be hospitalized, will cause the feeling burdened is limited by the condition that is sick, so cannot move freely and freely. As a patient, they consider the disease comes as a factor restricting their activities. That is because the schedule his life more structured by routine jobs, target-oriented, who spend more time just to work to pursue the adult life, regardless of his physical condition. When they became patients, usually will not taste lingered in the hospital, will feel compelled and tormented by having to leave the living routine. If it happens, will be a lot more who want be outpatient rather than inpatient care in order to accomplish other things related to the activity and daily routine suffered.

CONCLUSION

The basic nature of the hospital is the fulfillment of the needs and the demands of patients who expect the resolution of health problems in the hospital. Patients perceive that only hospital capable of providing medical services in an effort to cure and recovery over the pain he suffered. Patients expect the services ready, fast, responsive and comfortable against the complaints of the patient's disease. In meeting the needs of these patients, the main being the excellent service in the

service at the hospital. Excellent service at the hospital will be achieved if each entire HR hospital has special skills, such as understanding the product in depth, look attractive, well-mannered and friendly, responsive (sensitive) with patients, mastering a job, communicate effectively and be able to respond to patient complaints professionally. Two excellent service strategy that every hospital should approach the quality of satisfied patient - oriented plenary, so that the hospital still exists, in the middle of the health care industry growth in the as powerful service organisation.

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