

ANALYSIS OF PATIENT SERVICE QUALITY AT KIMIA FARMA PETTARANI CLINIC

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ABSTRACT

The analysis of the quality of patient service on Chemical Farma Cabang Clinic Pettarani. Thesis study Program Management Faculty of Economics and business of the University of Muhammadiyah Makassar. Guided by Tutors and Mentors Jusriadi Edi I II Muhammad Nur Abdi. The purpose of this research is "to know and analyze the quality of service to our satisfaction the patient on Clinic branch Farma Pettarani Chemistry". This research uses descriptive analysis with using this type of qualitative data, where data based on the data expressed in the form of a description of the information are obtained from the results of qualitative interviews. The results showed that patients feel satisfied in Clinical Chemistry against Farma Pettarani because of the speed and ketanggapan nurses as well as doctors in serving them Besides good greetings as well as manners also became a benchmark of patients to come back on the medication the clinic. Patient satisfaction factors to the quality of medical services will greatly affect the number of visits the patient into the clinic.

1. INTRODUCTION

Service is an intangible service provided by the company to consumers. These services cannot be seen, but the benefits of these services can only be felt by every consumer who uses these services. One of the services that cannot be separated from our daily lives is the services provided by the clinic. The clinic is a state-owned enterprise that provides services not only for certain people, but for everyone to enjoy. Patient satisfaction in health services is very important to note because it can describe the quality of service at the health service, including the Pettarani branch of the Kimia Farma Clinic. Knowing patient satisfaction is very useful for related business entities in order to evaluate programs that are being carried out and can find which parts need improvement (Irawan, 2019). The creation of customer satisfaction can provide benefits including the relationship between the company and its customers to be harmonious, providing a good basis for repeat purchases, encouraging the creation of customer loyalty, forming a word of mouth recommendation that is profitable for the company, the company's reputation is getting better, and the profits will be increase (Ali et al., 2018). The main indicator to determine the quality of service at the Pettarani branch of Kimia Farma Clinic is patient satisfaction. Good service from a clinic will prove that the Kimia Farma Clinic of the Pettarani branch is of good quality. Patient satisfaction is the patient's assessment after experiencing outpatient services provided by health workers compared to patient expectations. Good service quality is an important factor in creating customer satisfaction. Quality service in the context of service at the Kimia Farma Clinic, Pettarani branch, means providing services to patients and their families based on quality standards to meet their needs and desires, so as to obtain satisfaction which can ultimately increase patient and family trust in the Kimia Farma Clinic, Pettarani branch (Rosalia & Purnawati, N, 2018).

Service problems are actually not difficult or complicated, but if this is not paid attention to, it can cause things that are vulnerable because of their very sensitive nature. The service system needs to be supported by service quality, adequate facilities and ethics or manners. While the purpose of providing services is to provide satisfaction to consumers/customers, resulting in the production of added value for the clinic (Zahtamal et al., 2007).

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At the Kimia Farma Clinic itself, patient care is a matter of great concern, but because the location of the clinic is close to the hospital is one thing that makes the number of patients who come for treatment at the clinic reduced compared to other Kimia Farma clinics. Apart from that there are no specialist doctors serving patients who wish to seek treatment, at the Kimia Farma Clinic itself the doctors who serve patients are only general practitioners and dentists. The speed and accuracy of nurses in serving patients is also a benchmark for patients seeking treatment there because if the service is good, the patient will feel happy to seek treatment again at that place.

Based on the description of the background of this problem, the authors raised the title "Analysis of Quality of Patient Services at the Kimia Farma Clinic, Pettarani Branch". Based on the description above, the main problem in this study is "How is the quality of patient service at the Kimia Farma Clinic, Pettarani branch?" The goal to be achieved from this research is "To find out and analyze the quality of service on patient satisfaction at the Kimia Farma Clinic, Pettarani branch."

2. METHODS

This study uses a qualitative method with a descriptive research type. This research is focused on the object that is the source, namely the patient where from this object information can be obtained about the quality of service on patient satisfaction at the Kimia Farma Clinic Pettarani branch. This research was conducted at the Kimia Farma Clinic on Jl. A.P Pettarani No. 18 Makassar. The research time is planned to be carried out for two months starting from May-June 2019. These data sources include primary data and secondary data. Secondary data is data obtained by collecting information from related parties. In this case, the informant or source of information is the patient at the Kimia Farma Pettarani Clinic. Data collection in this study is observation, interviews and documentation. The instrument used in this study was in the form of questions that the author prepared as a guide for interviews with patients who came for treatment at the Kimia Farma Clinic, Pettarani Branch. Data analysis techniques in qualitative research take place during the data collection process (Sugiyono, 2012). So the qualitative data obtained from observations and interviews in the form of field notes and interview notes were then analyzed by category analysis of the Miles and Huberman model with an interactive model. The qualitative data analysis of the Miles and Huberman model consists of 4 (four) stages:

1. Analysis or Data Collection Stage
2. Data Reduction Stage
3. Data Presentation/Data Analysis Stage After Data Collection
4. Conclusion and Verification Stage

3. RESULTS AND DISCUSSIONS

Results

The results showed that patients were satisfied with the service at the Kimia Farma Pettarani Clinic because of the speed and responsiveness of the nurses and doctors in serving them. In addition, good greetings and courtesy also became a benchmark for patients to come for treatment at the clinic again. Factors of patient satisfaction with the quality of health services will greatly affect the number of patient visits to the clinic. This will make the patient feel disappointed, and will create a public perception of the image of the clinic that cannot provide good quality service (Putri et al., 2021). That is the reason why service quality is needed in a health institution, especially clinics to provide patient satisfaction. The descriptive results of this study show that the quality of patient care at the Kimia Farma Clinic, Pettarani branch. Based on the results of interviews with researchers where the quality of service is very influential on the satisfaction of patients seeking treatment at the clinic.

Patient satisfaction as a service user is an indicator in assessing the quality of service at the clinic. High satisfaction will indicate the success of the clinic in providing quality health services. Good service should have the quality that is in accordance with what the community expects, so that people are always satisfied with the services provided by a government institution. Patient satisfaction is created from the patient's experience in the past, where when the patient visited the clinic and felt for himself how the service was provided to the patient (Rangkuti, 2009). Patient satisfaction will be achieved if the clinic's performance matches the patient's expectations. Patient satisfaction has a close relationship with service quality. Service quality is said to be good or perceived as good if the service received by the patient is as expected. If the service received exceeds patient expectations, then service quality is perceived as an ideal quality(Djamaluddin & Imbaruddin, 2019).

If the quality of health services is not always maintained and improved, it is likely that the number of patients will decrease. Factors of patient satisfaction with health services will affect the number of visits. If the patient is dissatisfied (for example, waiting too long, not being friendly, lacking in skills), this will make the patient disappointed (DepKes RI, 2018). In order to achieve patient satisfaction, it is

necessary to increase standards in maintaining service quality which refers to service quality in order to meet patient satisfaction. New patients will feel satisfied if the performance of the health services they receive is in accordance with their expectations. So it can be concluded that patient satisfaction is a level of patient feeling that arises due to the results of comparing the performance of the health services they receive with what they expect. The conclusion from the results of this study is that patients who come for treatment at the Kimia Farma Pettarani Clinic are satisfied with the services provided by the nurses and doctors on duty at the clinic. This creates a good perception for the Kimia Farma Pettarani Clinic for every patient who comes for treatment at the clinic.

4. CONCLUSION

Factors of patient satisfaction with the quality of health services will greatly affect the number of patient visits to the clinic. High satisfaction will indicate the success of the clinic in providing quality health services. Patient satisfaction is a level of patient feelings that arise due to the results of comparing the performance of the health services they receive with what they expect. Services at the Kimia Farma Clinic, Pettarani Branch, must be further improved so that patients feel more comfortable when seeking treatment at that place. In the next researchers are advised to take a broader research object and add to the study of the theory that forms the basis of research so that the indicators that become measurements can be more complex

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