

ANALYSIS OF PUBLIC SERVICE SATISFACTION AT PUSKESMAS PAKUHAJI TANGERANG

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Abstract

At present, government and non-government institutions are developing very rapidly, the government sector is very supportive of the work system, namely public services. This study examines Public Service Satisfaction at the Pakuhaji Health Center, Tangerang Regency. This study aims to understand the extent to which the level of public service satisfaction at the Pakuhaji Health Center, identify factors that influence while receiving services at the Pakuhaji Health Center, and explore efforts to improve these services. Data were collected through interviews, observation, and documentation, with primary and secondary sources providing comprehensive insights. The results of the study show that the level of public service at Pakuhaji Health Center is relatively good, so there is a need for training to improve the quality of public services. Apart from this level, this study highlights satisfaction factors in effective communication between patients and friendly staff and efficient infrastructure. This study seeks to improve public services by measuring Internal Quality Management (IKM) to provide good service to the community.

Keywords: Satisfaction, Public Service, Pakuhaji Health Center

1. Introduction

Nowadays, a government or non-government institution strongly supports the work system, namely public services. Global challenges are very contrary to public services, to organize human resources to meet the competency standards of the officials are very directive about it. So the government during its reign must be wise, innovative, and professional in providing health services to the community.

In addition, the government must be required to uphold knowledge and skills in order to create the best and reliable services so that they can satisfy the community for the services that have been provided. The government as a highly trusted servant of the state today must be able to compete innovatively to meet public demands. According to Rohman (2021), public services are a form of interaction between the government and the community, where the implementation is led by a government that has the responsibility to provide fair, transparent and accountable services. Rohman emphasizes the importance of the participation of a group of organizations to improve the quality of public services.

The main thing that can be used to evaluate how well the government serves public health is public services. Community Health Centers (Puskesmas), which serve as the community's first line of defense for basic health services, are one of the significant foundations of public service delivery. In addition to delivering high quality health care, community health centers also have an obligation to ensure that all communities have equal access to these services.

Pakuhaji Health Center is one of the health facilities that plays an important role in serving the local community, located in Tangerang Regency. Despite this, there are still complaints from the community over the quality of services offered, according to data collected from the baseline survey. Among the complaints include long waiting times, inadequate information from medical personnel, and limited access to medicine. The level of community satisfaction with the health services offered may be affected by these complaints. Therefore, it is imperative to evaluate the Pakuhaji Health Center's service satisfaction rating to determine the variables that influence community satisfaction and provide suggestions to improve service standards.

Based on field observations made by researchers at the Pakuhaji Health Center, Tangerang Regency, researchers found problems with fees/tariffs and service information. In the observations studied, the level of fees/tariffs and service information should be adjusted to the community's income, so as not to reduce patients who want to seek treatment. This can cause the risk of a decrease in the level of service at the puskesmas. Research conducted by Supriyanto (2020) also shows that lack of training is often the root of problems in the service bureaucracy, which has an impact on the low quality of service and the inability of employees to manage records and information effectively.

Then a short interview was conducted by service employees on procedures in public services at the Pakuhaji Health Center in Tangerang Regency. The participant stated as follows: "patients come and do registration, initial examination, medical services by doctors, prescribing or referral if needed, as well as additional services such as nutrition consultation or

immunization in accordance with patient needs and applicable operational standards” and In the service procedure there is a period of time as determined at the puskesmas ‘Constraints in service are usually on fees/tariffs and service information’.

As for previous research conducted by Sri (2016) by comparing expectations and experiences that characterize the level of patient satisfaction with health services in the dimensions of service quality, the Baturetno Health Center single aspect of the quality dimensions evaluated to determine the level of patient satisfaction with health services (outpatient) shows that patients are satisfied. The level of satisfaction is classified as satisfied.

Meanwhile, this author's novelty discusses the problem of public service satisfaction at the Pakuhaji Health Center, Tangerang district using qualitative research methods with data collection techniques carried out through observation, interviews, and documentation. So that this research can complement previous research by conducting research at the Pakuhaji Health Center, Tangerang Regency. Analysis of public service satisfaction can provide insight and understanding of the effectiveness and efficiency of public service satisfaction for Pakuhaji Health Center to maintain operational sustainability. Protection against risks, and maintaining friendly service. Based on the discussion and existing problems, the author took the title “Analysis of public service satisfaction at Pakuhaji Health Center, Tangerang Regency”.

2. Literature Review

2.1 Definisi Service Satisfaction

Public service is essential to the public operations of any business. All actions in order to meet the needs of the government or institutions are required to do so. This statement is also called public service. To offer healthcare services to a growing society, the government has state-owned businesses, government agencies, and private sector companies. Everyone has the right to receive appropriate public services to meet the needs of society. The actions of a group or individual either directly or indirectly are also called public services in meeting needs.

Types of Public Services:

- **Administrative Services:** Includes documentation and licensing tasks, such as issuing ID cards, birth certificates, and employment-related paperwork.
- **Goods Services:** Provides tangible products like clean water, electricity, and infrastructure.
- **Service Delivery:** Offers intangible services such as healthcare, education, and public transport.

2.2 Theory

The section reviews prior research, comparing methodologies and findings on public service satisfaction in healthcare and administrative sectors. These studies emphasize factors like service quality, accessibility, and the relationship between staff professionalism and community trust.

In the healthcare sector, patients are the customer sector, and their opinions are considered a key metric for evaluating the quality of service they receive (Sondankh et., 2019)

3. Material and Method

A. Research Design

In the study, the time used was four months starting from September 2024 to December 2024. The research site was at the Pakuhaji Health Center, Tangerang Regency, located on Jalan. Jembatan Papan S, Kiara Payung, Pakuhaji District, Tangerang Regency, Banten. Researchers chose the location on the grounds that they wanted to see what happened to find out and analyze public service satisfaction at the Pakuhaji Health Center, Tangerang Regency as the research objective.

B. Research Sample

The sampling method used is purposive sampling with non-probability techniques. The sample consisted of 4 informants: 1 medical record, 1 laboratory analysis, 1 pharmacy, and 1 general BP.

C. Research Instruments

Data collection involved:

- a. Interview: Data collection technique in which the researcher obtains information directly from the respondent.
- b. Observation: Data collection method applied in research to obtain information that participant interviews cannot provide to researchers.
- c. Documentation: Is what is used to collect data through existing documents, such as archives, diaries, letters, or photographs, is an important part of a study.

D. Research Procedure

This study was conducted for 4 months (September to December 2024) at Pakuhaji Health Center in Tangerang Regency. The research procedure includes:

- Submission of research title.
- Initial observation.
- Pre-research questionnaire distribution.
- Data collection through interviews and documentation.
- Data analysis.
- Compilation and finalization of research.

Rules of thumb for Qualitative sampel size

Basic Study Type	Rule of Thumb
Entnography	30-50 interviews
Case Study	At least one, but can be more
Phenomenology	Six participants
Grounded Theory	30-50 interviews
Focus Groups	Seven to ten per group or more groups per each strata of interest

Kualitatif sampel size
Sumber: (Njie & Asimiran,2014)

3.1 Design Study

In accordance with the reality observed in the field, this research uses qualitative techniques to describe in great detail the conditions that exist in a natural context (Fadli, 2021). Case study is a method that intensively explores a selected program, event, activity, process, or group in order to gain a comprehensive understanding, the type of approach used in qualitative research.

One type of research that can answer a number of questions or subjects related to a phenomenon is a case study. Researchers use several data collection techniques in order to collect information with a comprehensive range of a certain period of time, and cases are limited by activity and time. Rusandi and Muhammad Rusli, 2021).

3.2 Data Analysis

Data analysis is the process of collecting data from research subjects using various methods. This method is very important to obtain data that supports the formation of hypotheses and research challenges. There are four steps in the data analysis process. Sugiyono (2022). The following are the steps:

1. Data Collection

Researchers obtain data and analyze it at the same time. information is collected through informant interviews, observation, and research recording.

2. Data Reduction

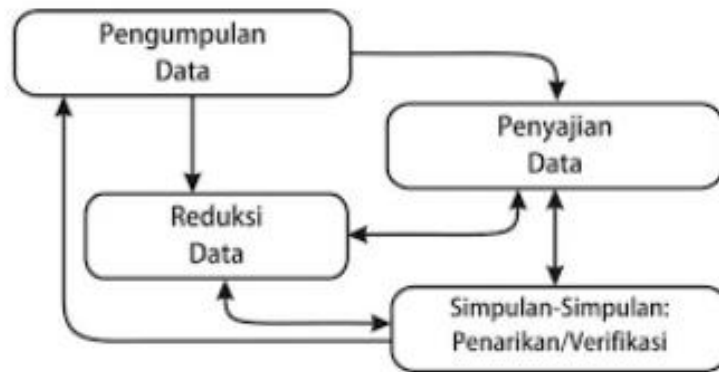
Data reduction is a form used by researchers in order to simplify, summarize the data that has been collected in order to obtain easier and more meaningful information. The data reduction stage of the large amount of data is complex.

3. Data Presentation

Presentation of data is a process of collecting and analyzing information in an easy-to-understand form to convey research results clearly.

4. Verification or Conclusion

The final stage of analyzing qualitative methods is to draw the previous results, which can change if there is no significant evidence found during the data collection phase. On the other hand, the conclusions found are considered credible when using new evidence.



Komponen Analisis Data

Sumber: Data diolah oleh peneliti

4. Result

4.1 Public Satisfaction Level

Services at Puskesmas Pakuhaji were deemed satisfactory based on responses from interviews and observations. Patients appreciated the friendly and professional staff, efficient service processes, and clean facilities. However, improvements are needed in response times and access to medical resources.

4.2 Factors Influencing Satisfaction

Key factors include staff competence, effective communication, well-maintained facilities, and strategic location. Challenges such as transportation barriers and limited accessibility were also highlighted.

4.3 Suggestions for Improvement

- Continuous staff training in service excellence and professionalism.
- Increasing the number of skilled personnel to enhance response capacity.
- Ensuring facility cleanliness and maintaining modern infrastructure.
- Addressing patient accessibility by improving transportation options.

5. Discussion

1. Level of Public Service Satisfaction at Pakuhaji Health Center, Tangerang Regency

The Pakuhaji Health Center in Tangerang District has a high level of public service, so ongoing training is needed to improve public service standards. The community's views on service quality, the level of public service quality, and the availability of information all have an impact on the quality of public services.

2. Factors resulting in community satisfaction with public services at the Pakuhaji Health Center, Tangerang District.

Public service factors at Puskesmas Pakuhaji, Tangerang Regency, public satisfaction is high due to friendly staff and efficient infrastructure. Between patients and health workers it is very important to establish effective communication, with patience being a key factor in fostering empathy and patience.

3. Efforts that can be made by Pakuhaji Health Center, Tangerang Regency in improving health services

Efforts to deal with obstacles Pakuhaji Health Center, Tangerang Regency seeks to improve public services by conducting employee training, following up on public complaints, and measuring Internal Quality Management (IKM) which is a benchmark for government institutions.

4. Implications

• Theoretical Implications

Previous research supports the results of the research obtained by (Indah Nur'aini Sulisty & Sotya Partiwidi Ediwidjojo 2020) (Suardi 2019) (Dimas Rizkiyanto, Lukmanul Hakim, Lina Aryani 2023) (Khairani Awaliyah Matondang, Nurita Pasaribu, Venus Situmeang, Desry Rasmita Taringan 2024) (Fikri Sapardan & Riyan Hadithya 2024) (Asti Diani Putri, Johan Budhiana, Tara Indra Dirgantara 2024) from the results of these studies indicate that public service satisfaction is important to do in health centers to support public health.

• Practical Implications

This study states that the results at the Pakuhaji Health Center in Tangerang Regency have performed public services well, the level of public services has been carried out with existing provisions. Then the health center's efforts to improve public services are also carried out with guidelines, although there are some employees who often forget in the service but other officers will be ready to help.

5. Research Limitations

Researchers know that a research process has several shortcomings, so it must be corrected with the help of other studies. These limitations are:

- The number of people interviewed for this study was very small, making it difficult for the researchers to understand the issues that arose.
- The researchers had limited time to conduct this research, so were unable to go further.

6. Recommendations for Further Research

The researcher makes the following suggestions in light of the debate and previous findings:

- Although this study only used one variable, future research is anticipated to include other variables to produce more diverse findings.
- It is intended that in the future, you can provide the necessary documents to ensure that your research results are more accurate if you want to get good results.

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