

Health Service System Based on the Healthy Indonesia Card Program at the Sayang Rakyat Regional General Hospital in Makassar

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Abstract

Quality and professional health services are the dream of every Indonesian people, because this is closely related to one aspect of fulfilling basic life needs for humans, therefore commitment is needed from service providers, especially hospitals in supporting the implementation of government programs through the Healthy Indonesia Card. The purpose of this study is to determine and analyze the quality of service based on the Healthy Indonesia Card program at the Sayang Rakyat Regional General Hospital in Makassar, using qualitative research methods intended to extract as much information as possible from the research problem. The results showed that the quality of KIS services based on the Healthy Indonesia Card program at the Sayang Rakyat Regional General Hospital was running quite well, but administrative officers and medical officers (doctors and nurses) in carrying out their duties in providing services to patients were quite good.

Keywords: Service System, Healthy Indonesia Card, Hospital

Introduction

Service is the essential main task of the apparatus, as state servants and public servants. Service as a process of meeting needs through the activities of others directly, is a concept that is always actual in various institutional aspects. The services provided must be in accordance with service standards as contained in the legislation, namely Law Number 25 of 2009 concerning Public Services. In the law, it is explained that service standards are benchmarks used as guidelines for service delivery and a reference for evaluating service quality as an obligation and promise of providers to the community in the context of quality, fast, easy, affordable and measurable services (Rosyadi, 2017).

One of the public services from the central and local governments is to provide a quality health care system, considering that health is the most important factor in human life. Health services are one of the supporting elements of health development providers. The form of health service providers is a manifestation of meeting the community's needs for health services and is carried out in the form of institutions such as hospitals, polyclinics, health centers, health centers, laboratories, posyandu and various other types of services whose goal is to achieve optimal health degrees for all levels of society (Alamsyah, 2011).

In an effort to meet the needs of the community to obtain optimal and quality health services, as is the function of the government to realize and improve services to the community to the fullest, one of them is by improving the public service system in the health sector. Talking about public services, of course, government agencies have a role in this, health services are one form of public service. The form of size or service standard is needed to determine the extent to which the government has succeeded or failed to implement public services in the health sector (Alamsyah, 2011).

According to Komariah (2015) in Law Number 23 of 1992 concerning health, it is explained that health development is one of the national development efforts to achieve awareness, willingness and ability to live healthy for every resident in order to realize optimal health degrees as one element of general welfare. in national goals. The importance of health encourages the government to establish health services (Koeswadji, 1996).

Health services are one form of service that is most needed by the community. Services that are held together in an organization to maintain and improve the health of individuals, families, groups and communities. The government established health institutions such as Puskesmas, Regional General Hospitals and Central General Hospitals (Sofiana et al., 2020).

To achieve a high level of health, it is necessary to have good and quality services. The Sayang Rakyat Hospital always strives to serve well with all care needs which include treatment, prevention, health promotion, health restoration in the hope that patients will obtain health service satisfaction. However, in health service activities at Sayang Rakyat Hospital there are still services that are not in accordance with patient expectations. Especially those who use health insurance cards such as the Healthy Indonesia Card.

As a form of the Free Public Health Service Program, the South Sulawesi Provincial Government has built the Sayang Rakyat Hospital. Where people no longer need to think about financing when they need health services because all the financing is borne by the government. This is in accordance with the health development tagline that has been proclaimed, namely "Health is Free". Part of free health explained that patients are treated in class III Government Hospitals using generic drugs. So all the services provided by the Sayang Rakyat Hospital, both inpatient, outpatient and the cost of medicines are all free while still providing standard services (Latief et al., 2005).

However, as the program implementation process progressed, the Sayang Rakyat Hospital, which was initiated by governor Syahrul Yasin Limpo, turned out to be causing complaints from the public. The disappointment arises because the presence of the hospital is actually difficult to reach by people who need medical services. Because it is far from the heart of the city.

As for the healthy Indonesia card service system, which turned out to be not entirely free of charge, because there were still payments for the sick medicine. And according to the author, there are rules for weak service requirements, allowing people who are not eligible to take advantage of these services

Theoretical Foundation

Service System Theory

The term system is most often used to designate the notion of a method or method and a set of elements or components that are interconnected with each other into a unified whole. Actually its use is more than that, but it is less well known. As a set, the system is also defined in various ways. The term system comes from the Greek "systema" which has this meaning; A whole composed of many parts; The relationship that takes place between units or components on a regular basis (Harahap, 2011).

Definition of Public Service

Services are basically activities offered by organizations or individuals to consumers who are served that are intangible and not owned. This is in accordance with what was conveyed by Norman (in Sutopo and Suryanto, 2003), regarding the characteristics of services, namely: services are intangible, services actually consist of actions and are influences that are social actions, production and consumption of services. cannot be separated significantly, because in general they occur simultaneously and occur in the same place. These characteristics can be the basis for how to provide the best service (Barata, 2003).

According to Poerwadarminta, from an etymological point of view, it shows that service comes from the word service which means helping prepare/manage what someone needs, then service can be defined as the subject/how to serve, service/service, in connection with the sale and purchase of goods or services (Anggraeni, 2013).

Service System

according to Gronroos (in Tjiptono, 2011) the dimensions of service quality used to measure the quality of the service system have three main criteria, namely outcome-related (related to results), process-related (related to the process) and image-related criteria (related to service image). and the three criteria are broken down into 6 elements, namely; (1) Professionalism and skill (Professionalism and expertise) this criterion is outcome-related (related to the results) where the customer realizes that the service provider, employees, operational systems and physical resources, have the knowledge and skills needed to solve customer problems in a professional manner; (2) Attitudes and behavior This criterion is a process related criterion where customers feel that employees pay attention to them and try to help solve their problems spontaneously and happily; (3) Accessibility and flexibility (Easy to achieve and customize services) This criterion is a process-related criterion where customers feel that the service provider, location, working hours, employees and operational systems are designed and operated in such a way that customers can access it easily. In addition, it is also designed with the intention of being flexible in adjusting to customer requests and desires; (4) Reliability and trustworthiness This criterion is also included in the process-related criteria where customers understand that whatever happens they can entrust something to service providers and their system employees; (5) Recovery (situation control and problem solving) Recovery is included in the process-related criteria process, the customer realizes that if there is an error or if something unexpected happens, the service provider will immediately take action to control the situation and find the right solution; (6) Reputation and credibility (Good name and can be trusted) This

criterion is an image-related criteria, customers believe that operations and service providers can be trusted and provide value or rewards in accordance with the sacrifices.

Healthy Indonesian Card Concept

The Healthy Indonesia Card (KIS) itself is a card that has a function to provide health insurance to the public to get free health services. Users themselves can use the KIS function in any first-level and advanced health facilities. This card itself is a program that aims to expand the previous health program, namely BPJS Health which was launched by former president SBY on March 1, 2014 yesterday (Vandawati et al., 2017)

The purpose of the Healthy Indonesia Card is to guarantee and ensure that the underprivileged people get the benefits of health services such as those implemented through the National Health Insurance (JKN) organized by BPJS Kesehatan, Expanding the scope of PBI including Persons with Social Welfare Problems (PMKS) and newborns from PBI acceptance participants provide additional benefits in the form of preventive, promotive and early detection services that are carried out more intensively and integrated (Rohman, 2018)

Results and Discussion

The results of the study relate to health services based on the Healthy Indonesia card program at the Sayang Rakyat Regional General Hospital, Makassar City. In achieving the goals and objectives of the Healthy Indonesia Card program planned by the South Sulawesi provincial government, it is necessary to have an assessment of the health service system based on the Healthy Indonesia Card program at the Sayang Rakyat Hospital in Makassar.

Quality of Service Based on the Healthy Indonesia Card Program at the Sayang Rakyat Regional General Hospital in Makassar

The indicators that are then used to measure the quality of service based on the Healthy Indonesia Card program at the Sayang Rakyat Regional General Hospital Makassar for patients using the Healthy Indonesia Card, the authors use the dimensions of service quality according to Gronroos (in Tjiptono, 2011) the dimensions of a quality service system in services. There are three main criteria used to measure service quality, namely outcome related (related to results), process-related (related to the process) and image related criteria (related to service image) and the three criteria are translated into 6 elements, namely 1. Professionalism and skills (Professionalism and expertise) 2. Attitudes and behavior (Attitudes and Behaviors) 3. Accessibility and flexibility (Ease of achievement and adjustment of services) 4. Reliability and trustworthiness (reliability and trust) 5. Recovery (Control of situations and problem solving) 6. Reputation and credibility (Name basic and trustworthy). These indicators determine the quality or not of the service system provided by the Sayang Rakyat Hospital to patients using the Healthy Indonesia Card, both outpatients and inpatients.

Professionalism and Skill

The indicators are then used to measure whether service providers in providing services to patients can be said to be professional and have expertise if the human resources in it (doctors, nurses, employees of the Health Indonesia Card (KIS) service) have good knowledge and skills. in accordance.

The services provided by administrative officers in the KIS service section are good because it can be seen from how they understand the SOPs that should be, and how they direct patients regarding incomplete files. As for using the Healthy Indonesia Card, it is enough to come to Faskes I to get free health services. In addition, you can use the Healthy Indonesia Card at all health centers, clinics, general practitioners, and any hospital in all corners of the country.

Regarding the patient's statement saying that the way the officer directs when there is an incomplete file usually occurs when examining the patient file, when the file is incomplete then the administrative service officer will give directions to complete it first and the way they convey it to the patient / patient's family is conveyed in a tone of voice. polite and use communicative language so that it is easily understood by the patient and the patient's family.

Medical officers and administrative officers in carrying out their duties of providing services to patients have quite good knowledge, it is characterized by a high level of education, their ability to provide explanations to patients that are easy to understand by patients and they carry out their duties according to their respective SOPs. and no complaints were found at the time of the interview and they assessed that the services provided were good. This proves that they already know and understand well the purpose of providing health services in order to create quality and satisfying services for patients. Based on the results of interviews and observations that the authors have done, on indicators of good knowledge, medical and administrative officers can be said to have matched the indicators.

Attitudes and Behavior

In this criterion, the patient assesses that the administrative staff of the KIS service section, doctors, nurses pay attention to patients and try to help them in obtaining the desired service.

In other words, Attitudes and Behavior are related to the attitudes and habits of KIS service employees, doctors, nurses in providing services to patients, officers always pay attention, try to help solve patient problems quickly and happily, be friendly, maintain courtesy and care about complaints. patient.

From the attitude and behavior indicators of the administrative service staff, some are friendly and some are not, which means that there are still some officers in the service department who have not paid attention and reflect good attitudes and behavior towards patients. However, from the results of the author's observations, it was found that the unfriendliness of the officers in the administrative service section was carried out by new officers or young officers who were still inexperienced.

Administrative services are less friendly in the sense that they lack a smile, politeness and attention to patients and the opinion of patients who say that they are less responsive means that the officers have not served patients wholeheartedly, they have not been able to solve patient problems quickly and happily.

Based on the results of interviews found by the author, it can be said that the indicators of paying attention have been fulfilled and can be said to be good, although there are still differences of opinion but errors that must be corrected such as friendliness of the officers in the administration section are still lacking and need to be improved again in order to create better service. satisfactory and qualified as well as nurses who are still young still need to be trained and directed

again and students who are street vendors still need to be guided and given direction to better show a good impression and be attentive to patients. From the indicators used to assess whether the administrative staff and medical staff in serving patients pay attention to it has been achieved, and it can be said that in carrying out their duties they have quite good attitudes and behavior, but still need to be improved. This proves that in providing services, medical and non-medical officers have fulfilled the Attitudes and Behavior dimensions.

Accessibility and flexibility

This criterion includes the patient's right to receive services in accordance with the criteria, meaning that service providers (medical and non-medical officers) make it easier for patients to obtain services, according to the patient's requests and wishes. The indicators are then used to measure whether service providers (administrative staff and medical officers) in providing services to patients have met the dimensions of accessibility and flexibility.

In providing services, it is common for unintentional errors to occur, not only in hospitals, but all agencies in Indonesia, there must be technical errors, because we are only human beings who sometimes make mistakes, we do not distinguish one patient from another. , administrative officers and medical officers have carried out their duties well and if there are mistakes they will discuss it with the Code of Ethics Committee and give sanctions in the form of warnings to officers who make mistakes.

From the indicators that correcting errors have been going well, but there are still some things that must be improved, especially in the administrative service section which patients still complain about, while medical officers respond quickly during emergency situations, and when the researcher interviewed the Head of Medical Services he gave a pretty good response. , explaining how they should act if something goes wrong. From the results that the researchers found, it can be said that in carrying out their duties they have fulfilled the Recovery dimension (recognition of the situation and solving service problems).

Reputation and Credibility

In this criterion, the patient believes that the Sayang Rakyat Hospital can be trusted and provides services that are in accordance with the responsibilities of the patient. This means that a service provider can be said to be trusted if it is able to be responsible for customers. The Regional General Hospital (RSUD) Sayang Rakyat is one of the agencies belonging to the local government that is given full responsibility to serve public health in the province of South Sulawesi, not only in the province of South Sulawesi, but also in the archipelago. This hospital has received recognition from KARS (Hospital Accreditation Committee) as a fully accredited basic level hospital for 5 (five) types of services. These types of services include administrative and management services, medical services, emergency services, nursing services and medical record services.

It can be said that medical officers and administrative officers are responsible for patients, this is evidenced by the responses from patients during interviews, they consider that at the Regional General Hospital of Sayang Rakyat Hospital there is no shortage, the officers never neglect their responsibilities in serving patients. This proves that in the eyes of the community, the Sayang Rakyat Regional General Hospital still has a reputation and is still trusted by the community in terms of health services.

This is reinforced by the results of the researcher's observations, at the time of observation the researchers saw that many patients were queuing for treatment at the Sayang Rakyat Hospital, and most of them were patients using KIS.

Based on the service system at the Sayang Rakyat Hospital in Makassar to improve the quality of services based on the Healthy Indonesia Card program at the Sayang Rakyat Regional General Hospital in Makassar. The quality of service for medical officers and administrative officers in carrying out their duties of providing services to patients is quite good, it is marked by a high level of education, their ability to provide explanations to patients that are easy for patients to understand and they carry out their duties in accordance with SOPs. each and no complaints were found at the time of the interview and they considered the services provided were good.

From the results of interviews, it was found by the author that for medical officers and administrative officers to pay attention, it has been fulfilled and can be said to be good, although there are still some errors that must be corrected such as the friendliness of the officers in the administration department is still lacking and needs to be improved again in order to create services. satisfactory and qualified as well as nurses who are still young still need to be trained and directed again and given direction to make a better impression and be attentive to patients.

In terms of service quality, administrative officers facilitate access to the entire community/customers. Service units provided by service providers must be really easily accessible by the community/patients, both in terms of time access, in this case the speed of time for administrative service officers, doctors, and nurses in providing services to patients. From the quality of service for medical officers and administrative officers in carrying out their duties of providing services to patients using the Healthy Indonesia Card (KIS) it is quite good, but there are still some things that need to be improved, especially in the administrative service section which is still a lot of complaints by patients because the response to patients is still low. less, while the medical staff responds well and is always on time in serving.

The author sees that all patients do not complain about the reliability of hospital staff, patients believe in the reliability of hospital staff. The level of trust and reliability of the officers at the Sayang Rakyat Hospital is at its maximum, this is indicated by the absence of patient complaints which seem to say that there is no other choice but to seek treatment at the Sayang Rakyat Hospital because of their status as a referral patient from the regional health center. If you see this, the quality of service from the management of the Sayang Rakyat Regional General Hospital (RSUD) is very high, so that the trust of the community will be in the health services at the hospital.

The quality of situation control and problem solving services at the Sayang Rakyat Makassar Hospital has been going well, but there are still some things that need to be improved, especially in the administrative service section which patients still complain about, while medical officers respond quickly during emergency situations, and when researchers interview The head of medical services gave a pretty good response, explaining how they would act if something went wrong. From the results that the researchers found, it can be said that in carrying out their duties they have fulfilled.

The quality of service is part of maintaining a good name and being trustworthy, the authors can find out that medical officers and administrative officers are responsible for patients, this is

evidenced by the responses from patients during interviews, they assess that even though the Regional General Hospital, Sayang Rakyat Hospital, there are still shortcomings. , but the officers never shirk their responsibility in serving patients.

Conclusion

The quality of KIS services based on the Healthy Indonesia Card program at the Sayang Rakyat Regional General Hospital has been going well enough but there are still some things that need to be improved and better managed, such as administrative officers in serving KIS patients who are still complaining a lot by KIS patients because response to the patient is still lacking. If the medical staff (doctors and nurses) in carrying out their duties to provide services to patients is quite good.

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