



Analysis of Community Satisfaction with Important Performance Analysis on Regional Technical Implementation Unit of Community Health Center

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Abstract

The aim of the problem in writing this thesis is to determine the suitability between performance and expectations for the services provided by the UPTD Puskesmas Senaken and to find out what attributes are the main priority in improving the quality of service at the UPTD Puskesmas Senaken. The sample in this study was people who visited in June 2023 using an incidental sampling technique, the number of samples obtained was 50 respondents. The community as the research sample was given a questionnaire consisting of 24 statements. The responses to the questionnaire were tested for validity and reliability before the importance performance analysis (IPA) method was carried out using SPSS. The results of testing the research instrument, namely the questionnaire, showed that 24 statement items were declared valid because $r_{count} > r_{table}$. Apart from that, all statements are reliable because the Cronbach's alpha performance value is > 0.60 ($0.916 > 0.60$), and Cronbach's alpha expectation > 0.60 ($0.916 > 0.60$). The value of the level of community satisfaction with the UPTD services at the Senaken Community Health Center is 93%, meaning that the community feels "very satisfied" with the service performance of the UPTD at the Senaken Community Health Center. To improve the quality of UPTD Puskesmas Senaken services more optimally, the UPTD Puskesmas Senaken should immediately improve the attributes, including: officers respond well to the community, officers carry out services appropriately, officers carry out services carefully so that services are fast.

Keywords: Community Satisfaction, Importance Performance Analysis, Community Health Center

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Introduction

Community Health Center, hereinafter referred to as Puskesmas, is a health service facility that carries out public health efforts and first-level individual health efforts, by prioritizing promotive and preventive efforts in its working area. (Kementrian Kesehatan No 43, 2019).

The health development carried out at the Community Health Center aims to create a society that has healthy behavior which includes awareness, willingness and ability to live healthily, is able to access quality health services, lives in a healthy environment and has an optimal level of health, both individuals, families and groups, and society (Bidaya, 2023). Patients as service users of health services demand to be given services in accordance with their rights. In carrying out health services, Puskesmas needs to be supported by auxiliary units that have specific tasks. (Prater et al., 2023)

The public views that treatment at the Community Health Center is much more practical and comfortable (Choi & Powers, 2023). What is meant by practical is the location of the health center close to the community so that it is easy to reach and comfortable. What is meant here is comfort in terms of service, cleanliness, and facilities for people who visit the waiting room provided by the health center (Munawarah & Segita, 2023). However, we cannot deny that currently there are quite a lot of institutions operating in the field of health services, so the community health center must be able to maintain the satisfaction of the people who use its services through the quality of the services provided. (Choi & Powers, 2023)

According to Kotler and Armstrong (2012) in Indrasari (2019:61) "service quality is the totality of the features and characteristics of a product or service that supports its ability to satisfy needs directly or indirectly." Meanwhile, according to Tjiptono in Hardiyansyah (2018:73) "Service Quality can be measured from 5 dimensions, namely Tangible, Reliability, Responsiveness, Assurance, and Empathy."

Community Health Centers as a public service unit is a work unit/service office in a government agency, which directly or indirectly provides services to service recipients (Laksmi, 2023). Recipients of public services are people, communities, government agencies and the business world, who receive services from public service providers (Peraturan Menteri Pendayagunaan Aparatur Negara dan Reformasi Birokrasi Republik Indonesia Nomor 14 Tahun 2017).

Literature Review

Management

According to Terry in Krisnadi, Efendi and Sugiono (2019: 4) "interprets management as a unique series of processes which include planning, organizing, directing and controlling which are carried out to set and achieve various predetermined targets through the use of human resources and other resources."

From the definition of management above, it can be concluded that management is a process carried out with and/or through other people which includes planning, organizing, directing and controlling in order to be more efficient and effective in achieving predetermined targets.

Marketing

Marketing is the spearhead of the company. In a world of increasingly fierce competition, companies are required to survive and develop. Therefore, a marketer is required to understand the main problems in his field and develop strategies to achieve company goals (Sunyoto, 2014: 18).

According to Suwarman in Indrasari (2019:4) "marketing is a process of identifying consumer needs and then producing goods or services, so that transactions or exchanges occur between producers and consumers."

Marketing Management

Marketing management is needed to maintain the survival and development of a business so as to generate profits for business actors.

According to Kotler and Armstrong in Daga (2017: 10) the definition of marketing management is the analysis, planning, implementation and control of programs designed to create, build and maintain profitable exchanges with target buyers with the aim of achieving organizational goals.

According to Enis and Alma (2018: 131) "marketing management is a process for increasing the efficiency and effectiveness of marketing activities carried out by individuals or organizations."

Service

Services have many meanings and scopes, the simplest definition is simply a service from someone to another person. Services provided are both visible and invisible. It can also be said that services are economic activities offered by service providers, namely companies or organizations, to service users or consumers.

Quality services are considered as one of the strategies for success and survival in the current competitive environment. Services can be assessed according to customer importance and company performance. Importance performance analysis can be used to measure the performance of service providers and can later be used to identify necessary actions.

Service quality

As we know, service quality can be used as a tool to achieve competitive advantage and determine the success and quality of a business. Where the better the service provided means the higher the level of success and quality of a business.

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In this case, the service provider can be said to be good if it is able to provide products or services in accordance with consumer or community expectations. Because good service quality and performance will greatly influence increasing public satisfaction.

According to Idrus (2019:2) "service quality is an assessment of customers or consumers regarding the service of the products or services they receive (perceived services) with the desired or expected service level (expected services)".

Community Satisfaction

Satisfying needs is the desire of every company/organization. Apart from being a factor in the survival of a company/organization, satisfying community needs can also increase excellence. Fulfilling community needs ends with the hope that the goods or services obtained will provide satisfaction to the community.

According to Puspaningrum (2017:10) "satisfaction can also be interpreted as a belief that arises after comparing reality with expectations." According to Tjiptono in Indrasari (2019: 9) "consumer satisfaction is a situation shown by consumers when they realize that their needs and desires are as expected and are fulfilled well."

Research Method

This research uses a quantitative type of research. In this study, the population is all people who visited the Puskesmas Senaken during June 2023. The sampling technique used was accidental sampling. The sample in this study was every person who visited of the Senaken Health Center who met by chance and were deemed suitable as a data source. In this research, the qualitative data used is data in the form of sentences containing information related to research such as theories from books, previous research, and interviews with several sources. Quantitative data in this research is data in the form of numbers or figures used in research such as the number of respondents' answers tallied (scoring). In this research, primary data was obtained through interviews, questionnaires and direct observation at the Senaken Health Center. In this research, secondary data consists of data from community visits over the last few months, books, internet sites, and case studies that are related to the research object. The data analysis technique that will make research easier in data analysis is calculations using SPSS using the Importance Performance Analysis method.

Result and Discussion

Importance Performance Analysis (IPA)

1. Quadrant A

Quadrant A is the main priority. The attributes plotted in this quadrant must receive more attention or must be improved. This shows that consumers feel dissatisfaction with the attributes or dimensions of the services that have been provided. So there needs to be improvements to these attributes and they need to be prioritized. These attributes include

attribute number 11, attribute number 13 and attribute number 14. Because these attributes are considered to greatly influence community satisfaction because they show elements of basic services, however the Senaken Community Health Center has not implemented them according to community expectations, so the community is less satisfied/disappointed. It would be best for the Puseksmas Senakense to quickly make improvements to the attributes in this quadrant so that people can feel satisfied and reduce feelings of disappointment.

Table 1. Quadrant Attributes A

Attribute	Dimensions
11. Officers responded well to the public	Responsiveness
13. Officers carry out services appropriately	Responsiveness
14. The officers carry out the service carefully so that the service is fast	Responsiveness

Source: data that has been processed in 2023

2. Quadrant B

Quadrant B is "maintain achievement" where this quadrant has the highest score level both in terms of customer interests and performance level, so that the attributes in quadrant B can be said to be safe and must maintain their performance. The attributes plotted into this quadrant include statement attribute number 1, statement attribute number 3, statement attribute number 5, statement attribute number 18, statement attribute number 19, statement attribute number 21, and statement attribute number 22.

Table 2. Quadrant Attributes B

Attribute	Dimensions
1. The officers performing the service are neat and polite	Direct Evidence
3. The service process is easy	Direct Evidence
5. Easy access to service requests for the public	Direct Evidence
18. Officers guarantee the service process	Guarantee
19. Officers guarantee service fees in accordance with applicable regulations	Guarantee
21. The officers served in a friendly manner	Guarantee
22. Officers serve politely and courteously	Guarantee

Source: data that has been processed in 2023

3. Quadrant C

Quadrant C is "low priority", where this attribute is considered to have less important influence on society and in fact its performance is not that special. For the Senaken Health Center, this attribute should be considered again because the attributes included in this quadrant are considered less important and less satisfying for the community. The attributes plotted into this quadrant include statement attribute number 2, statement attribute number 4, statement attribute number 7, statement attribute number 15, statement attribute number 16.

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Table 3. Quadrant Attributes C

Attribute	Dimension
2. Service areas such as the waiting room at the Senaken Community Health Center feel comfortable	Direct Evidence
4. Officers are disciplined in carrying out services	Direct Evidence
7. Officers serve the public carefully	Reliability
15. Officers provide services at the right time according to service opening hours	Responsiveness
16. Officers guarantee that services are provided on time	Guarantee

Source: data that has been processed in 2023

4. Quadrant D

Quadrant D is "excessive", this shows that the attributes in this quadrant are considered to have a low level of expectations but the level of performance provided is high. It is considered less important but the services provided are very satisfying to the community. The attributes plotted into this quadrant include statement attribute number 6, statement attribute number 8, statement attribute number 9, statement attribute number 10, statement attribute number 12, statement attribute number 17, statement attribute number 20, statement attribute number 23, statement attribute number 24.

Table 4. Quadrant Attributes D

Attribute	Dimension
6. The use of auxiliary facilities such as computers and speakers makes services run smoothly	Direct Evidence
8. Clear service standards	Direct Evidence
9. Registration officers and officers on duty at the polyclinic have good skills in using existing tools	Reliability
10. Expert officers use service tools	Responsiveness
12. The officers provide good service	Guarantee
17. The officer explained that there is a guarantee of free fees for active BPJS users	Guarantee
20. Officers always put the interests of the community/applicant first	Guarantee
23. Officers serve in a non-discriminatory manner towards the public/applicants	Guarantee
24. Officers always appreciate every member of the public who comes	Guarantee

Source: data that has been processed in 2023

Conclusion

The average performance value from the results of the questionnaire with 24 statement items that have been made for people who visit the Senaken Community Health Center is 4. The average expected value from the questionnaire with 24 statement items that have been made for people who visit the Senaken Community Health Center is 4.32. The average level of conformity between performance and community expectations regarding Senaken Community Health Center services is 93%, meaning that the community feels "very satisfied" with the service performance of the Senaken Community Health Center.

From the Cartesian diagram, it is stated that quadrant A is the main priority that must be improved, namely from questionnaire statement number 11 (officers respond well to the public), questionnaire statement number 13 (officers carry out services appropriately) and questionnaire statement number 14 (officers carry out services carefully so that the service be fast).

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