

Analysis of Service Quality in the outpatient Registration Section of Sekarwangi Hospital During A Pandemic

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ABSTRACT

The hospital is a health service institution that provides individual health services that provide inpatient and outpatient services. Hospitals must be able to provide good service quality, people always expect that hospitals can satisfy service for every user who uses it. RSUD Sekarwangi Sukabumi is one of the satate agencies that provides service for the community and its surroundings. The outpatient registration area is the leading service unit of the hospital. In this service unit, patiens get information about the patiens's social data. Officers in the registration section must be neat, polite, and able to communicate actively so that patiens feel satisfied in getting services. The purpose of this study was to determine the quality service at the outpatient registration section during the pandemic at sekarwangi hospital,sukabumi. The research method used in this research is descriptive qualitative with data collection techniques using interviews and observations. Based on the result of research conducted, the quality of services in the outpatient registration section is overall good. It's just that something has to be paid attention to, especially during this pandemic, officers must be even more extra in providing services during the pandemic, the waiting room in the registration section must be further expanded so that patients feel comfortable keeping their distance from one another.

Keywords:Quality of service, Hospitals, Outpatient registration

1. Introduction Background

There are various kinds of health services that are developing in Indonesia. Such as hospitals, health centers, private doctors, 24-hour clinics and family doctors. One that provides complete and comprehensive services from other health care facilities is a hospital.

According to the Regulation of the Minister of Health Number 34 of 2016, a hospital is a health service institution that provides complete individual health services that provide inpatient, outpatient, and emergency services. Hospitals must be able to provide good service quality, as service users, the community always expects the hospital to provide good and satisfying service for every user who uses it. Patients always want the facilities provided by the hospital are always good. Hospitality, responsiveness, ability and sincerity of hospital staff are always expected by patients when receiving services.

Health care is an activity provided by the hospital to patients who visit to get treatment. Health services not only provide services that are treatment or health restoration but also provide services that are preventive in nature against disease by maintaining and improving health (Erwantini, 2017). A service is said to be of quality if the service can foster a sense of satisfaction in service users in accordance with the level of satisfaction desired by the community and its implementation in accordance with established norms and service standards.

The Sekarwangi Regional General Hospital (RSUD

Sekarwangi) is a class B state hospital. In accordance with the Decree of the Sukabumi Regent No. 900 / Kep. 789-BLUD Sekarwangi Hospital / 2009 concerning the Implementation of a full Regional Public Service Agency Financial Management Pattern at the Sekarwangi Regional General Hospital, Sukabumi Regency. In 2002, BLUD Sekarwangi Hospital has fulfilled the accreditation of 5 basic services, namely nursing, emergency unit, management administration, medical records, and medical services.

Based on data from the Outpatient Polyclinic of the Sekarwangi Regional

General Hospital in early January, the number of patient visits was 7277, in

February as many as 6612, and in March as many as 5808. At the beginning of 2020, outpatient visits were quite decreased, namely in January-March

There are many factors that have caused a decrease in outpatient visits, one of which is the Sekarwangi Hospital which limits patient visits every day because at the beginning of February Indonesia was shocked by the Covid-19 virus which made patients think that going to the hospital would be vulnerable to Covid 19. In addition, the officers in the registration section feel they have to limit services. The place of patient registration is the first place that is felt by the patient before receiving the service.

The outpatient registration area is the leading service unit in the hospital. In this service unit, patients get information about the patient's social data. Officers in the registration department should be presentable and able to communicate actively. In addition, in serving patients, officers must be fast, friendly, polite,

orderly and full of responsibility. In general, hospitals provide services to patients who come according to their wishes and if the distribution of service time is not known it will cause service waiting times, so that services at outpatient institutions can cause dissatisfied patients and will result in decreased outpatient visits. meet the needs of the community (Laela, 2009).

According to the background described above, there are several problems that have been summarized in the problem formulation, namely: How is the quality of services at Sekarwangi Hospital during the pandemic? How is the outpatient registration service at the Sekarwangi Hospital during the pandemic? This study aims to determine the quality of service in the outpatient registration section during the pandemic.

Based on the problems studied and which have been described in the background, the authors are interested in conducting research with the title "Analysis of Service Quality in the Outpatient Registration Section of Sekarwangi Hospital During a Pandemic".

2. Theory

A. Theory of Understanding Hospitals

According to the Law of the Republic of Indonesia Number 44 Year 2009 hospital is a health care institution that organizes personal health services in plenary that provides inpatient, outpatient, and emergency services. The Ministry of Health of the Republic of Indonesia stated that the hospital is a service center that provides basic medical and specialist medical services, medical support services, care services, both outpatient, inpatient and installation services. Hospitals as a health facility can be run by the government and/or the community.

According to WHO, the hospital is an integral part of social and medical organizations, which has the function of providing complete health services to the community, both curative and preventive, and outpatient services reach families and the home environment (Supriyanto and Ernaway, 2010). Every health service facility in a hospital is required to make medical records made by doctors and health workers related to services provided by doctors and other health workers (Permenkes RI, 2016).

Service Quality

a. Understanding Quality

The word quality is basically a relative meaning because it is abstract, quality can be used to assess and determine something against the requirements or specifications. Quality can be said to be good if the requirements or specifications can be met and require indicators because specifications are indicators that must be designed indirectly, quality is the result of a design that is possible to be improved and improved. Kotler in Arief (2007) states that quality is the overall characteristics and characteristics of a product or service that affect its ability to satisfy stated or

implied needs. Quality is the totality of the characteristics and characteristics of a product/service in terms of its ability to meet predetermined or latent needs, and in other words the quality of a product/service is the extent to which the product/service meets its specifications (Ratnasari and Mastuti, 2011). b. Definition of Service According to Supranto (2006), service is an appearance performance, intangible, quickly lost, more can be felt than owned, and customers are more able to participate actively in the process of consuming these services. In the marketing strategy, the definition of service must be observed properly because the meaning is very different from the product in the form of goods, the condition and the speed at which the growth of the service will depend greatly on the customer's assessment of the performance or appearance offered by the producer. Service or service as any action or deed that can be laughed at by one party to another party which is basically intangible and does not result in ownership of anything (Tjiptono and Chandra, 2011).

c. Understanding Service Quality Service quality is the overall characteristics and characteristics of a product or service that affect its ability to satisfy stated or implied needs (Kotler, 2005). According to Tjiptono and Chandra (2012), service quality is a comparison between the level of service delivered by the company compared to customer expectations. Service quality is realized through meeting the needs and desires of customers and the accuracy of their delivery in balancing or exceeding customer expectations.

According to Wykof, the quality of health services is largely determined by the needs or expectations of users who have been met and received on time (Muninjaya, 2014). According to Tjiptono and Chandra (2016) service quality or service quality contributes significantly to the creation of differentiation, positioning, and competitive strategies for every marketing organization, both manufacturing companies and service providers.

Tjiptono and Chandra 2012, mention there are five dimensions of service quality. The five main dimensions are:

Reliability, the ability to provide the promised service immediately, accurately, and satisfactorily.

Responsiveness (responsiveness) the desire and willingness of the employees to assist customers and provide service with a response.

Assurance, which includes the knowledge, competence, courtesy and trustworthiness of employees, free from physical harm, risk or doubt.

Empathy (empathy), including ease in establishing relationships, effective communication, personal attention, and understanding of the individual needs of customers.

Direct evidence (tangibles), including physical facilities, equipment, employees, and means of communication.

Outpatient Registration Services

Gultom (2008), said that outpatient registration

services are a series of medical service activities related to polyclinic activities, registration services must be able to cover important information on patient social data. The outpatient registration service process starts from the waiting room, examination and treatment in the examination room, supporting examinations if needed, giving drugs at the pharmacy, paying to the cashier and then the patient goes home. Good service for outpatients does not depend on the number of people who are served every day or during working hours, but the effectiveness of the service itself.

Outpatient registration services have 2 important aspects related to patient satisfaction, namely humans and tools. Aspects of tools are the facilities and infrastructure needed to support the activities of providing the best health services for patients. The environment related to outpatient services is the contribution of buildings and room designs such as waiting rooms and examination rooms. The facilities and infrastructure of the physical environment are expected to form a pleasant, clean, tidy hospital environment, and provide comfort and safety for patients. The human aspect consisting of medical personnel, paramedics, non-medical officers is a factor that determines the level of patient satisfaction (Gultom, 2008).

Outpatient Registration Place (TPPRJ)

The outpatient registration place (TPPRJ) is an outpatient information center and is one of the parts of the patient identification data recording unit at the hospital. The TPPRJ section is responsible for managing the admission and registration of outpatients. Outpatient is a patient who receives services at a hospital without being registered in an inpatient unit or the like (Sudra, 2010).

According to Kuntoro (2017), registration officers can take part in training to improve competence/ability so that they can provide services with good certainty, can give patients confidence and confidence in the ability of officers to provide services, and do not let patients wait without the clarity of officers.

Framework for thinking

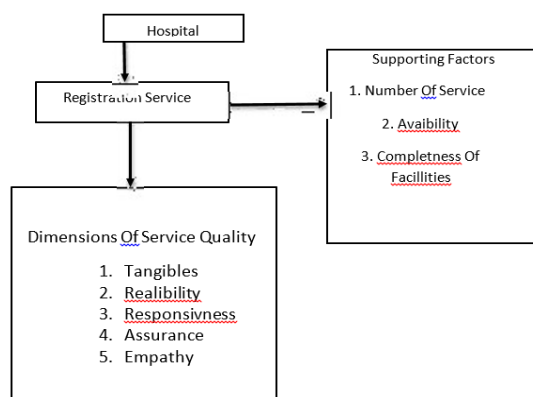


Figure 1.1 Research Framework

2. Methods

Types of Research

The method used in this study is a qualitative method

with a descriptive type of research. The research was conducted by interview, which then processed the results of the interview into data. According to Patton (1980) qualitative methods are used to understand phenomena that occur naturally (naturally) in circumstances that occur naturally. Qualitative data is what people say to a set of questions by researchers (Ahmadi, 2014:15).

According to Erickson in Sugiyono (2015: 22), qualitative research is carried out intensively, researchers participate long in the field, carefully note what happens, conduct reflective analysis of various documents in the field and make detailed research reports. This type of descriptive research is a type of research that describes and analyzes the state of the subject or object in research obtained from the observations made, as well as to determine the value of independent variables, either one or more variables without making connections and comparisons with other variables.

Research Location and Research Time The location of this research was carried out at the Sekarwangi Regional General Hospital, Sukabumi Regency. When the research was conducted in May

– June 2021 Research Informants Research informants are people who really know a particular problem or problem, who can provide clear, accurate and reliable information. Both in the form of statements, information, data that can help in understanding the problems to be studied. The informants in this study were:

Outpatients at the Sekarwangi Regional General Hospital, the

Head of the Outpatient Unit at the Sekarwangi Regional General Hospital, the

Outpatient Registration Officer at the Sekarwangi Regional General Hospital.

Research

Instruments Instruments are tools used to collect data in a study. In qualitative research, the researcher is the main instrument in the research. In addition to researchers, there are other instruments that support the process of collecting data from informants such as interview guidelines and cellphones.

Data collection techniques Data collection techniques are the most important step in research, aiming to collect data or information that can explain problems or research objectively. The data collection technique used in this study is by observing the service at the registration section of the Sekarwangi Hospital and seeing the patient's response after receiving the service and conducting interviews with several patients, registration officers, and the head of the outpatient unit.

Data Analysis

Activities in conducting qualitative data analysis are carried out interactively and continuously until complete, until the data is clear as stated by Huberman and Miles in Sugiyono (2015: 337-345) in this study there are three stages in analyzing data, namely data reduction, selecting, summarizes the

things obtained in the field and the research focuses on the important things, then the data presentation is done in the form of narrative text and conclusions in qualitative research the initial conclusions found are temporary, and will change if the researcher does not find solid evidence.

3. Research Results

Based on the results of research conducted at the Sekarwangi general hospital in May-June 2021, which aims to obtain observations about the quality of services available at the registration section during the pandemic. This research started at 08.00 WIB until 11.00 WIB because at that time the registration service for outpatients had started to arrive for patients who would seek treatment.

The following is a table of outpatient visits at the Sekarwangi Regional General Hospital in January-June 2021

No.	Type of Service	in 2021					
		January	February	March	April	May	June
1.	Outpatient	4273	4289	5451	4624	3838	5011

Source: Outpatient data at Sekarwangi Hospital 2021

Seen from the table the number of outpatient visits for January-February did not decrease, the decrease in inpatient visits occurred in March-May the decrease in visits was so significant.

Day	Time
Monday-Thursday	8.00-11.00
Friday	8.00-10.00
Saturday	Holiday

Source: Schedule of outpatient services at Sekarwangi Hospital

The registration schedule for outpatients on Monday-Thursday starts at 8.00-11.00 WIB. For Friday at 8.00-10.00 WIB and on Saturday the registration service for outpatient is off.

To provide good service and be able to meet service quality indicators, in providing health services it is necessary to have the responsibility of an officer in carrying out their duties and functions. Thus, to measure the quality of services provided by RSUD Sekarwangi there are 5 indicators that must be seen, as mentioned by Tjiptono and Chandra 2012 namely:

1. Physical Evidence (Tangibles)

This indicator explains how the real evidence in the hospital, regarding adequate facilities to give the best to patients so that patients are satisfied with what they get. The facilities in question are such as equipment, availability of facilities and infrastructure. Based on the results of interviews and observations made, it can be said that the statement from the informant is that the quality of service provided is quite good. The results of the data obtained through interviews conducted are:

"For the patient waiting room, the appearance of the number of officers and the availability of infrastructure at the registration section is sufficient,

during the pandemic every seat in the waiting room applies social distancing by marking the distance between one chair and another. It's just that sometimes the cleanliness in the waiting room is lacking, but that comes back to the awareness of the patients too."

(Interview with one of the outpatients, Revin Alvian, June 15, 2021)

The head of the outpatient unit also expressed the same thing, the results of the interview were

"The facilities and infrastructure are adequate, starting from computers and other tools, for the waiting room as well. Actually, before the pandemic, there were enough chairs, but during this pandemic it might be necessary to expand the waiting room again because each chair is still close to each other, sometimes patients also sit anywhere." (Interview with the head of the outpatient unit, Mrs. Rini Karlina, 29 June 2021).

Reliability

Is the ability to provide the promised service immediately, accurately and satisfactorily. This indicator is used to measure how the services provided by the hospital to patients are in accordance with the standards or not. Based on the results of interviews with the head of the outpatient unit, the data obtained are: "For the officers themselves, there are 4 who serve, so far the officers serve quickly and not complicatedly because they can handle each other, at least if it takes too long, that's the cause from the system, which sometimes makes errors suddenly, not from the officers." (interview with the Head of the Outpatient Road Installation, Mrs. Rini Karlina, 29 June 2021).

The same thing was also explained by one of the outpatients who said that:

"The service is quite fast and not complicated, if it takes longer, how do we take the queue" (Interview with outpatients, Mrs. Sri Wahyuni 17 June 2021).

Assurance Assurance is an indicator that explains that the services provided by the hospital can be accounted for, officers can foster a sense of trust and confidence so that patients do not hesitate to return to the same place if they have an illness. This was expressed by several outpatients who were at the registration section, while the results of the interviews obtained were:

"Yes, the officers themselves in serving provide a sense of security as well as having knowledge in serving and responding to any complaints that I tell. The officers in the registration section are also quite experienced in serving patients." (Interview with outpatients, Silva, June 16, 2021)

Responsive (Responsiveness)

It is the willingness and responsiveness of the officers in serving patients, both in terms of attitude and speed of service. . For services at the Sekarwangi Hospital, the officers serve responsively to patients. This was revealed by outpatients who were at the registration section, while the results of the interviews obtained were: "The attitude of the

officers at the registration counter was friendly, kind, patient and polite as well. He responds to patients quickly; I was also served not long ago." (Interview with outpatient, Mrs. Nining Kanianingsih, 17 June 2021).

The same thing was also expressed by one of the officers at the registration counter, the results of the interview obtained were:

"Yes, ma'am, it's true that in serving patients, you should give a friendly attitude and don't forget 5S. In explaining, we also have to go into detail, don't you think there are patients who are not explained enough, so we as officers must be able to explain to patients so that they understand so, madam" (Interview with registration officer, Ms. Isna Khoirunisa, 29 June 2021).

Empathy (Attention)

Empathy is an indicator that explains how officers provide services with full attention, such as caring and being able to understand what the patient needs. This was revealed by several patients in the waiting room for outpatient registration, as for the results of the interviews, namely:

"Officers in serving patients are very attentive, especially during this pandemic, they always remind to use masks". (Interview with outpatient, Ibu Irma, 21 June 2021).

"The service provided by the registration officer is very attentive and explains that he is also patient and always reminds him to wear a mask too" (Interview with outpatients, Mrs. Ari, June 21, 2021)

However, a different assessment was expressed by one of the patients, the results of the interview obtained namely:

"For attention, it's not normal, for masks, it's really required, right when we first enter the hospital, if we don't wear masks, we must be reprimanded so when we are at the registration section, we must already wear masks." (Interview, Ms. Aisyah, 23 June 2021).

4. Discussion and Conclusions

4.1 Discussion on How the quality of services during the pandemic The at Sekarwangi Hospital

Quality of services at Sekarwangi Hospital was good. Because it is seen from the indicators and patient assessments, especially those in the registration section, assessing that the quality of services provided is good, it's just that there are some indicators that must be paid more attention to, such as empathy (attention) in providing services, officers should pay more attention to patients so that patients can be more convenient in registering. However, during this pandemic there are several that affect the quality of services in the outpatient registration section, namely in providing services from the side of the officers at the registration section, they must be extra, officers must use PPE which sometimes makes officers feel hot and more complicated. in performing services such as using

gloves, it makes it difficult for officers to check patient files. In addition, during this pandemic the risk of officers in serving patients is quite high because the risk of exposure to patients can occur at any time. There is one officer who has to take a break for 2 weeks and that makes one of the counters at the registration section have to be temporarily closed and service time is disrupted which makes patients have to wait longer than before. Sekarwangi Hospital has been entered into a type B hospital, so patients who will seek treatment at this hospital must have a referral from the previous health facility. In addition, during this pandemic, patients who go to hospitals have excessive worries because they are afraid of being exposed, but the hospital always reminds them to wear masks and provide a handwashing area at the registration section.

a. How is the outpatient registration service at the Sekarwangi hospital?

From the results of interviews and observations made at the outpatient registration section, the overall service provided is very good. Judging from the availability of the registration officer with 4 counters, it was sufficient, which made the patient not have to wait long. However, sometimes patients have to be made to wait, because a sudden system error makes services hampered. For the existing facilities and infrastructure in the registration section, each seat in the waiting room is given a distance mark. The waiting room before the pandemic period was quite spacious and the chairs were sufficient for patients, it's just that during a pandemic like this the waiting room must be further expanded so that patients are comfortable keeping their distance from one another.

4.2 Conclusion

Based on the results of the analysis of the quality of services available in the outpatient registration section of the Sekarwangi hospital during the pandemic, starting from the officers, facilities and infrastructure and waiting times were very good, only for the empathy indicator (attention) officers sometimes lacked attention in serving patient. During a pandemic like this, officers must be even more extra in providing services by using PPE, which sometimes makes officers feel uncomfortable and limited in carrying out activities, one of which is checking patient files. At the Sekarwangi General Hospital at the outpatient registration section there are 4 counters, with these 4 counters so far the service can be handled properly which makes patients do not have to wait long. Providing a distance for each seat in the waiting room and providing a hand washing place, besides that the officers always remind patients to always use a mask every time they will register.

Suggestions

The Sekarwangi general hospital has a fairly good quality of service, it's just that there are things that

must be paid more attention to in terms of services, especially the services provided at the outpatient registration section. The waiting room must be further expanded so that patients feel more comfortable waiting in line during this pandemic, besides that officers in providing services to patients must be more attentive, and hospitals must pay more attention to officers, especially officers in the registration section during a pandemic such as This officer must be extra in providing services, therefore physical and personal protection must also be tightened again so that the officers in the registration section are not easily exposed to the virus. Officers must also always remind patients to always wear masks and wash their hands when they are finished with services.

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