Emergency Installation Service In Airlangga General Hospital, Jombang :Prospect of Improving Public Service Quality by Using the Community Satisfaction Index and Citizen's Charter Pilot

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Abstract:Services are the core concern of each agency in general. Public services provided by non-governmental (private) institutions cannot be separated from the professional side. Service satisfaction of an institution becomes a separate value for consumer confidence to give a good impression of the services provided. The purpose of this study is to analyze the increase in emergency services at Airlangga Jombang General Hospital using the Community Satisfaction Inde (CSI). Methodology uses quantitative methods. The calculation of Community Satisfaction Index (CSI) is further grouped into 3 (three) large groups of the 14 (fourteen) elements of the existing CSI. If all indicators have the same weight, then to see which indicators need to be prioritized, just look at the indicators' scores. However, if the weights are not even, then the bad indicators must be seen first. The survey method was used in this study. The results obtained from 14 (fourteen) CSI which were measured comfort and safety elements to be 2 (two) elements that had the highest CSI values were 'environmental comfort' and 'environmental safety', which was 3.92 (too high). While the lowest value for the value of SMIs is the certainty of service costs, which is 3.88. According to KepMenPAN services using CSI, the services performed by Airlangga Hospital in the category of 'Very Good'. The results of this study are: (1) Encouraging the implementation of public services to be more innovative and responsive in organizing public services; (2) Improving the quality of service to stakeholders; (3) Encouraging the participation of service users to assess the performance of public services; (4) Knowing the level of satisfaction of community users of interests (stakeholders) of public services provided by IGD Airlangga Jombang Public Hospital; (5) Knowing the advantages and disadvantages of public services provided by IGD Airlangga Jombang; (6) Structuring and improving service management based on the Citizen's Charter.

Keywords: Public Policy, Community Satisfaction Index(CSI), Citizen's Charter.

I. INTRODUCTION

The climate of competition in services today is increasingly felt. On the other hand the environment and technological changes are so rapid into a value that cannot be underestimated. The public is increasingly aware that the speed of service is a necessity to meet the demands of such rapid changes. Services are activities, benefits or satisfaction offered for sale (Tjiptono, 2004: 23); (Nafi, 2018). According to Payne (2000: 8), service is an activity that has some intangible elements related to it, involves some interactions with consumers or with property in ownership and does not result in a transfer of ownership. Services are intangible and are more subject to the process experienced by customers subjectively, where production and consumption activities take place at the same time. According to Gronross (1990) in Tjiptono (2005: 262), there are six criteria for perceived service quality, namely professionalism and skills, attitudes and behavior, accessibility and flexibility, reliability and trustworthiness, recovery, and reputation and credibility. There are 4 characteristics of services disclosed by Kotler and Armstrong (1996: 661), namely intangibility (not materialized), inseparability (not separated), variability (diversity), and perishability (cannot last long). Service quality is a measure of how well the level of service provided matches customer expectations (Lewis and Booms (1983) in Parasuraman et al., 1985: 41-50).

Good service quality directly affects customer satisfaction, the image is directly affected to customer satisfaction and image, besides as an independent variable it can also be directly affected by service quality (Supriadi, 2017). The results above indicate that by building a good image, has the greatest positive impact in creating customer satisfaction. Therefore, at present many institutions improve their image with the aim of gaining the trust of their users.

Specifically Regulation of the Minister of Administrative Reform Number 15 of 2014 concerning Guidelines for the Preparation of Public Service Standards. Wherein said that the purpose of service standards is

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the existence of certainty standards for providers and recipients of services, as well as a measuring tool in an effort to improve the quality and performance of services in accordance with community needs, in line with the ability of organizers so as to gain public trust. Whereas the principles of service standards are (i) Simple, service standards must be easily understood, followed, implemented, measured, with clear procedures; (ii) Participatory, the preparation of service standards must involve the community and related parties; (iii) Accountable, matters regulated in service standards must be implementable and accountable; (iv) Continuous, service standards must be continuously improved in an effort to improve service quality and innovation; (v) Transparency, standard of service must be easily accessed by the community; (vi) Fairness, service standards must guarantee that service can reach all people.

Problem Formulation
Looking at the background above, the problem can be formulated as follows:
a. How to improve emergency services at Airlangga Jombang Public Hospital using the Community Satisfaction Index?
b. How is Stakeholder Satisfaction with Emergency Services at Airlangga Jombang Public Hospital?
c. How to improve the arrangement and improvement of emergency services at Airlangga Hospital in Jombang using the Citizen's Charter Model?

Research Objectives
a. To analyze the increase in emergency services at Airlangga Jombang Public Hospital using the Community Satisfaction Index.
b. To illustrate the Satisfaction of Stakeholders of Emergency Services at Airlangga Jombang Public Hospital.
c. To improve the arrangement and improvement of emergency services at the Airlangga Jombang Public Hospital using the Citizen's Charter Model.

II. RESEARCH METHODS
a. Survey Method
This research is a quantitative descriptive study. Data is presented in the form of statistical figures and analyzed qualitatively as a complement. The study population is all community stakeholders using services in the Airlangga Jombang General Hospital. While the sampling was taken using a simple random sample. With data collection techniques carried out using a closed and open questionnaire.
a. Validation Techniques
The data in this study are said to be valid, if the correlation price is above 0.3 (Sugiono, 2004: 116). This means that the data is said to be valid if the correlation price has a score above 0.3 by using the Pearson product moment to find out the correlation coefficient.
b. **Measurement Variable**
Measurement variables are based on the Decision of the Minister of Administrative Reform No. KEP/ 25/ M.PAN/ 2/2004 concerning General Guidelines for Preparing Community Satisfaction Index (CSI) for Government Institution Service Units, where there are 14 (fourteen) indicators and later these indicators will be modified according to research needs. The fourteen indicators are: (1) Service procedures, (2) Service requirements, (3) Clarity of service officers, (4) Discipline of service officers, (5) Responsibilities of service officers, (6) ability of service officers, (7) Speed of service, (8) Justice gets service, (9) Courtesy and friendliness of staff, (10) Fairness of service costs, (11) Certainty of service costs, (13) Certainty of service schedules, (14) Environmental comfort.
c. Data processing techniques are calculated by:
Calculate the average value of CSI per indicator for all respondents. Make coding per group from the questionnaire that has been arranged into 3 (three) large groups which then given a percentage for each group.
get priority improvement is the indicator that has the lowest value but high weight.

III. DISCUSSION
1. Description of Airlangga Public Hospital
        In carrying out business activities in the field of private hospital services, especially in the field of public hospitals, the company has obtained a temporary operational permit for a private hospital from P2T of the East Java Provincial Government with number: P2T/7/03.51/XI/2011, November 29, 2011 .
        Airlangga Hospital (RSA) has established itself as a hospital with complete and trusted facilities in Jombang and its surroundings, which provides quality medical services at affordable prices. The hospital is managed and is owned by PT. AL BIRRU MEDICAL plays an important role in the implementation of health care.

Figure 1. Location Plan of Airlangga Jombang Hospital

Source: RS Documents Airlangga Jombang

2. Calculation of Emergency CSI

The population in this study were patients or their patients who went to the emergency room at the hospital. Airlangga Jombang. Samples were taken by accidental sampling, i.e. patients who came for treatment at the hospital. Airlangga Jombang when met by researchers. The sample used as respondents in this study is a minimum of ("number of elements" + 1) x 10. This is in accordance with the provisions set by MenPAN in order to meet the accuracy of the results. So the number of respondents is = ('Number of elements' +) x 10 = (14 + 1) x 10 = 150, so the respondents in this study were 150 people taken for 4 (four) days out of 20 (twenty) days of permission observation and retrieval of data given permission by the Hospital Director. Airlangga Jombang, 12 to 31 August 2019. Sampling (respondents) was carried out by 6 (six) people.

The CSI value is calculated using the "weighted average value" of each service element. In calculating the community satisfaction index for the 14 service elements studied, each service element has the same weighting as the following formula:

Weighted Weight = 14 = 0.071

Weighted Weight Value = Number of Weight
                        Number of Element

To obtain the service unit CSI value, the weighted average value approach is used using the following formula:

$$IKM = \frac{\text{The Total Value of Perceptions per Element}}{\text{Total Element Filled}} \times \text{Weighing Value}$$

CSI Service Unit X 25

In the calculation of the Community Satisfaction Index there are 14 indicators that are reviewed by the formula CSI = Service Unit x 25, with the following formula:
Next the results of service quality are determined through the following table:

	Table 1 Perception Value, CSI Interval, CSI Conversion Interval, Service Quality and Service Unit Performance			
Perception Value	Value of CSI Interval	Value of CSI Conversion Interval	Quality of Service	Performance Service Unit
1	1,00 – 1,75	25 – 43,75	D	Not good
2	1,76 – 2,50	43,76 – 62,50	C	Not so good
3	2,51 – 3,25	62,51 – 81,25	B	Good
4	3,26 – 4,00	81,26 – 100,00	A	Excellent (Very Good)

Remembering that the service unit has different characteristics, it is possible for each service unit to: a) Add elements that are considered relevant. b) Give different weights to the 14 (Fourteen) dominant elements in the service unit, taking into account the total weight of the whole element 1.

Once the fourteen elements are calculated, then the values for each of these elements are:

Table 2. Mean Values of the Elemental Elements.

No.	ELEMENTS OF SERVICE	AVERAGE VALUE
U1	Service procedure	3.840
U2	Service Requirements	3.840
U3	Clarity of service personnel	3.600
U4	Discipline of service officers	3.800
U5	Service Officers Responsibilities	3.800
U6	The ability of service officers	3.640
U7	Speed of service	3.680
U8	Justice gets service	3.760
U9	Courtesy and friendliness of the officers	3.800
U10	Fairness of service fees	3.600
U11	Certainty service costs	3.520
U12	Certainty service schedules	3.600
U13	Environmental comfort	3.920
U14	Security of service	3.920

Source: Questionnaires processed using the CSI Formula

Looking at the table above, if it is presented in graphic form, it will look as follows:

Graph 1. Value of Each Element of CSI
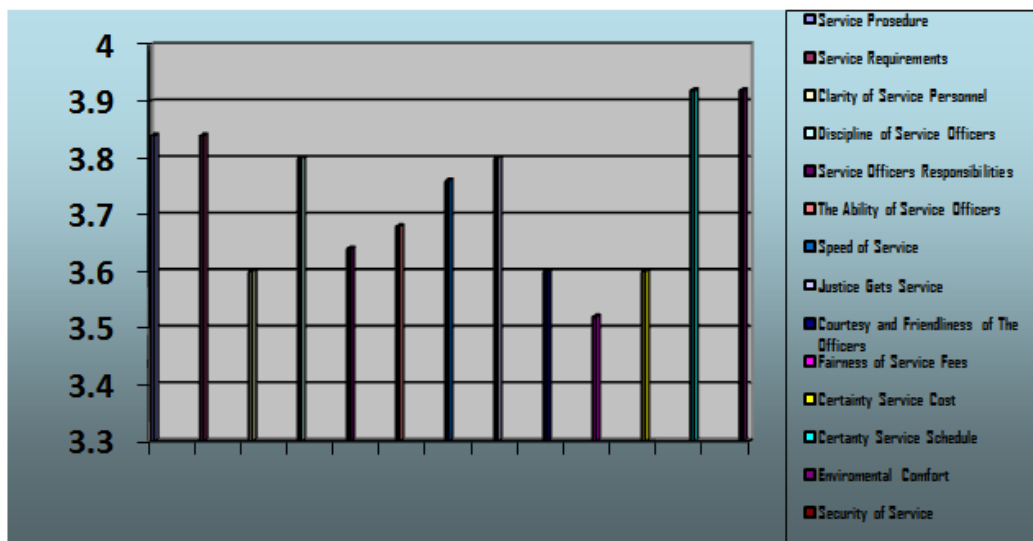
Source: Table 2 Processed

So that if translated in the calculation of the Community Satisfaction Index (CSI) there are 14 service elements studied, each service element has the same weighting ie 0.071 obtained from the total weight divided by the number of elements. Based on the data collected, the 14 indicators have different element values including service procedures having an element value of 3.84, service requirements having an element value of 3.84, clarity of service officers having an element value of 3.60, disciplinary officers having an element value of 3.80, the responsibility of officers having an elemental value 3.80, the ability of service personnel has an element value of 3.64, speed of service has an element of 3.68, justice in getting services has an element value of 3.76, courtesy and friendliness of officers has an element value of 3.80, the reasonableness of service costs has an element value of 3.60, certainty of service costs has an element value of 3.52, certainty the service schedule has an element value of 3.60, environmental comfort has an element value of 3.92, service security has an element value of 3.92. Then the overall index value is:

Then to find out the service unit index value is calculated as follows: (3.84 x 0.071) + (3.84 x 0.071) + (3.60 x 0.071) + (3.80 x 0.071) (3.80 x 0.071) + (3.80 x 0.071) + (3.64) x 0.071) + (3.68 x 0.071) (3.76 x 0.071) + (3.80 x 0.071) + (3.60 x 0.071) + (3.52 x 0.071) (3.60 x 0.071) + (3.92 x 0.071) + (3.92 x 0.071) = The index value is 3,715. Thus the service unit index value of the results can be concluded as follows:

a. CSI Value after being converted = Index Value x Basic Value = 3,715 x. 25 = 92.87

b. Quality of service A.

c. Service unit performance is very good

After calculating, there is a sequence of SMIs as follows.

Table 3. Size Measures for CSI Indicator Scores

Order to	Indicator Number	SERVICE ELEMENT	AVERAGE VALUE
1	U14	Security of service	3,92
2	U13	Environmental comfort	3,92
3	U1	Service procedure	3,84
4	U2	Service Requirements	3.84
5	U4	Discipline of service officers	3,80
6	U5	Service Officers Responsibilities	3,80
7	U9	Courtesy and friendliness of the officers	3,80
8	U8	Justice gets service	3,76
9	U7	Speed of service	3,68
10	U6	The ability of service officers	3,64
11	U3	Clarity of service personnel	3,60

Order to	Indicator Number	SERVICE ELEMENT	AVERAGE VALUE
12	U10	Fairness of service fees	3,60
13	U12	Certainty service schedules	3,60
14	U11	Certainty service costs	3,52

Source: Processed Questionnaire Data

Seen in the table that the service elements that have the highest value are environmental safety and environmental comfort which have a score of CSI = 3.92, while for the lowest CSI score is the component of certainty the cost of service that has a score = 3.52. However, the service requirements are still above average.

3. Determination of CSI Results of Airlangga Jombang Hospital Based on Service Quality and Performance

The determination of the results of CSI RS Airlangga Jombang based on Service Quality and Performance can be seen in the following table, where the quality of service is the provision of service categories based on an assessment of the CSI interval which is then carried out on the performance appraisal carried out withhow to convert CSI values. The results obtained are then used to determine service quality in accordance with KepMenPAN (The Decision of the Minister of Administrative Reform).

Table 4. Results of CSI Services Airlangga Jombang Hospital

No.	Element	CSI Value	Conversion CSI Value	Service Quality	Performance
1.	Service procedure	3,84	96	A	Very Good
2.	Service Requirements	3,84	96	A	Very Good
3.	Clarity of service personnel	3,60	90	A	Very Good
4.	Discipline of service officers	3,80	95	A	Very Good
5.	Service Officers Responsibilities	3,80	95	A	Very Good
6.	The ability of service officers	3,64	91	A	Very Good
7.	Speed of service	3,68	92	A	Very Good
8.	Justice gets service	3,76	94	A	Very Good
9.	Courtesy and friendliness of the officers	3,80	95	A	Very Good
10.	Fairness of service fees	3,60	90	A	Very Good
11.	Certainty service costs	3,52	88	A	Very Good
12.	Certainty service schedules	3,60	90	A	Very Good
13.	Environmental comfort	3,92	98	A	Very Good
14.	Security of service	3,92	98	A	Very Good

Source: Processed Questionnaire Data

In the above data it can be seen that the services performed by the IGD Airlangga Jombang Hospital are already above average. All elements in CSI have values above 3.50. This shows that service management has been done very well, although there are several assessment statements from respondents who stated that dissatisfaction was not a major factor. However, this can be used as an effort to improve services to several elements that get input from respondents.

The form of graphic images that show the value of IGD service users at Airlangga Jombang Hospital will be seen as follows.

Graph 2. Satisfaction Value of Airlangga Jombang Hospital
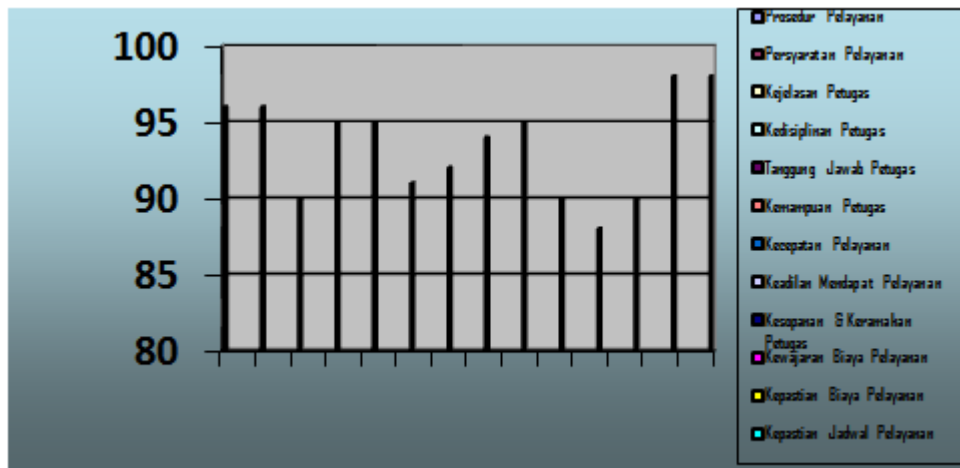
Source: Table 4 Processed

4. CSI grouping

The grouping of CSI elements is carried out to determine the indicator segregation into 3 (three) major parts, so that later on it can be seen from the three groups that there is a dominant element in determining the highest value. The grouping of indicators is the rules, officers and the environment. The details are as follows.

a. Group rules

Group Rules, which are related to the flow, requirements, costs and service schedules. This includes five indicators, namely:

a. Number 1 (service procedure);
b. Element Number 2 (service requirements);
c. Element Number 10 (fairness of service costs);
d. Element Number 11 (certainty of service costs); and
e. Element Number 12 (certainty of service schedule).

So that from the rules group will appear the following table processing data which is then forgotten into a graph.

Table. 5 Group Rules in CSI

Number Element	Element	CSI Value	Conversion CSI Value	Service Quality	Performance
1.	service procedure	3,84	96	A	Very Good
2.	service requirements	3,84	96	A	Very Good
10.	fairness of service costs	3,60	90	A	Very Good
11.	certainty of service costs	3,52	88	A	Very Good
12.	certainty of service schedule	3,60	90	A	Very Good

Source: Processed Questionnaire

Graph 3. Group Rules in CSI
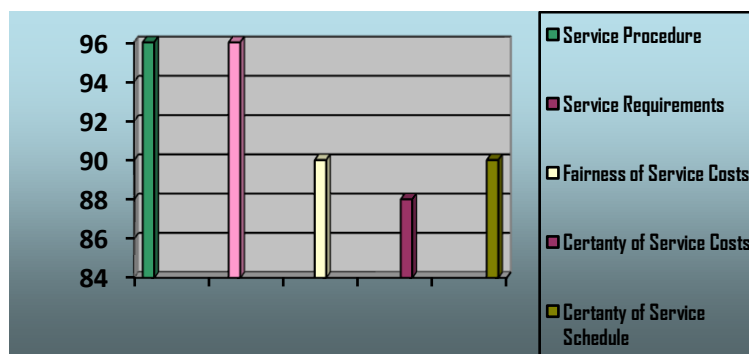
It can be seen in the graph above that the rule group that has the highest CSI value is the service procedure and service plan. This means that in the two elements have done very well services among 5 groups of elements that have been grouped into one group of rules.

b.   Group of Personnel or Human Resources
Staff Group or Human Resources related to the responsibilities, skills, politeness, discipline and division of labor among officers. It includes seven indicators, namely:
a.   Number 3 (clarity of officers);
b.   Element Number 4 (employee discipline);
c.   Element Number 5 (officer responsibilities);
d.   Element Number 6 (ability of officers);
e.   Element Number 7 (speed of service);
f.   Element Number 8 (justice in service); and
g.   Element Number 9 (courtesy and friendliness of officers).

Table 6. Group of Officers or Human Resource in CSI

No. Element	Element	CSI Value	Conversion CSI Value	Service Quality	Performance
3.	Clarity of Officers	3,60	90	A	Very Good
4.	Employee Discipline	3,80	95	A	Very Good
5.	Officers Responsibility	3,80	95	A	Very Good
6.	Abilty of Officers	3,64	91	A	Very Good
7.	Speed of Service	3,68	92	A	Very Good
8.	Justice in Service	3,76	94	A	Very Good
9.	Courtesy and Friendliness of Officers	3,80	95	A	Very Good

Source: Processed Questionnaire

Graph 4. Group of Staff or Human Resource in CSI
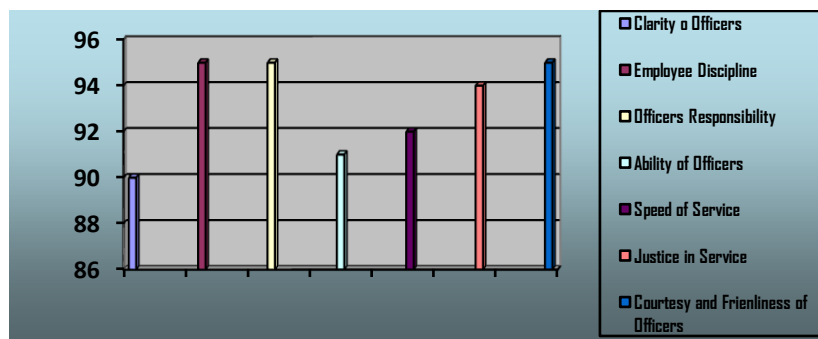
Source: Table 6 processed

In the graph above it can be seen that the grouping in the second group that transports officers or Human Resource, then the one who gets the highest satisfaction score is discipline and responsibility of officers. Therefore, the attitude of responsibility and discipline is closely attached in terms of Human Resource in the services provided by Airlangga Hospital, Jombang.

c.   Environmental groups, which are related to supporting facilities around the emergency room. This includes two indicators, namely:
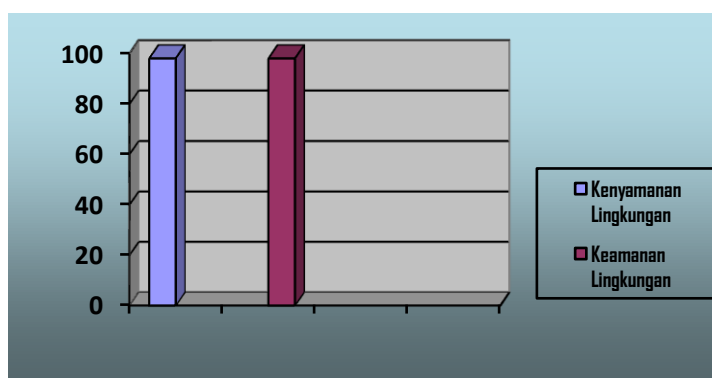a. Element Number 13 (environmental comfort); and
b. Element Number 14 (environmental safety).

Table 7. Environmental Groups in CSI

No. Element	Element	CSI Value	Concersion CSI Value	Service Quality	Performance
13.	Enviromental Comfort	3,92	98	A	Very Good
14.	Enviromental Safety	3,92	98	A	Very Good

Source: Processed Questionnaire

Graph 5. Environmental Groups in CSI

In the graph above that illustrates the environmental group, it can be seen that the environmental group consisting of comfort and security are interrelated.

IV. CONCLUSIONS

There are several things that are the conclusions of this study. This conclusion is related to the questions that will be answered through this study, namely regarding the indicators and weight of emergency CSI, community satisfaction about services in the RSST IRD and the prospects of using Citizen's Charter to improve services in the RSST IRS.

a. Indicators and weighting of CSI of emergency, composition and weight of indicators of emergency CSI can adopt 14 indicators of CSI according to SK Minister of PAN No. 25/2004. While the explanation is adjusted to the typology of emergencies.

b. Public Satisfaction in IGD Airlangga Jombang Hospital The conclusions regarding community satisfaction are as follows: 1. In general, IRD services at Airlangga Jombang Hospital have met the minimum service standards for emergency affairs. But the quality of service is in category A or "very good". Although both are categorized as A, there are a number of entries given by respondents relating to elements that still need improvement in service improvement as a result of community satisfaction measurement between the same weighting method (according to SK MenPAN) b. The level of community satisfaction uses the same weight (according to SK MenPAN) = 92.87%.

The satisfaction values based on Community Satisfaction Index (CSI) in accordance with the decison of the Ministry of Manpower are as follows.

No.	Element	CSI Value	Conversion CSI Value	Service Quality	Performance
1.	Service procedure	3,84	96	A	Very Good
2.	Service Requirements	3,84	96	A	Very Good
3.	Clarity of service personnel	3,60	90	A	Very Good
4.	Discipline of service officers	3,80	95	A	Very Good
5.	Service Officers Responsibilities	3,80	95	A	Very Good
6.	The ability of service officers	3,64	91	A	Very Good
7.	Speed of service	3,68	92	A	Very Good
8.	Justice gets service	3,76	94	A	Very Good
9.	Courtesy and friendliness of the officers	3,80	95	A	Very Good
10.	Fairness of service fees	3,60	90	A	Very Good
11.	Certainty service costs	3,52	88	A	Very Good
12.	Certainty service schedules	3,60	90	A	Very Good
13.	Environmental comfort	3,92	98	A	Very Good
14.	Security of service	3,92	98	A	Very Good

From some of the elements of SMEs that are given, it can be seen which elements can be improved services to consumers as service users, so that perfection can be given to the maximum by RS Airlangga Jombang.

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