DESCRIPTION STUDY OF CUSTOMER SATISFACTION LEVEL AT GATOT ARMY CENTER HOSPITAL SOEBROTO (RSPAD GATOT SOEBROTO) CENTRAL JAKARTA): CASE STUDY IN OUTPATIENT POLYCLINIC GATOT SOEBROTO HOSPITAL

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ABSTRACT

This study aims to determine the extent of customer satisfaction at the Gatot Soebroto Army Central Hospital (RSPAD Gatot Soebroto) Jakarta. The sampling technique used in this study was accidental sampling. The subjects in this study amounted to 80 people. Research data were collected using a customer satisfaction questionnaire. Data analysis was carried out using performance analysis techniques. The results of the calculation of data analysis show that the average value of customer satisfaction at Gatot Soebroto Hospital Jakarta in terms of the aspect of public services (parking) is 79.49% and is in the good category. The average value of customer satisfaction at Gatot Soebroto Army Hospital in terms of registration is 82.67%, in the very good category. The average value of customer satisfaction at Gatot Soebroto Army Hospital in terms of timeliness is 77.24%, in the very good category. The average value of customer satisfaction at the Gatot Soebroto Army Hospital in terms of the doctor's performance aspect is 79.58%, in the good category. The average value of customer satisfaction at Gatot Soebroto Hospital in terms of the performance aspect of nurses is 80.01%, in the very good category. The average value of customer satisfaction at RSPAD Gatot Soebroto in terms of aspects of maintenance support facilities is 86.67%, in the very good category. The average value of customer satisfaction at RSPAD Gatot Soebroto in terms of supporting facilities is 81.82%, in the very good category, and the average value of customer satisfaction at RSPAD Gatot Soebroto in terms of administrative and financial aspects is 80.86%., is in the very good category.

Keywords: Descriptive Study and Customer Satisfaction Level.

PRELIMINARY

Nowadays, health problems have become a basic need for some Indonesian people. Health is considered very valuable and expensive, that's why people want a healthy state. For this reason, in an effort to improve the health status of the community, supporting facilities are needed. One of the facilities needed to improve public health is a hospital. Based on Law no. 36 of 2009 concerning health, that every individual has the right to health and individuals also have the right to obtain safe, quality and affordable health services. This reaffirms that the service quality of the service provider is of utmost importance to the customer. Meanwhile, based on the Decree of the Minister of Health of the Republic of Indonesia number 129/Menkes/SK/II/2008 concerning the minimum standard of hospital services, it is explained that the hospital as a health facility that provides health services to the community has a strategic role in accelerating the improvement of public health status. Therefore, hospitals are required to provide quality services in accordance with established standards and can reach all levels of society.

Research shows that service quality has a strong relationship with service users. It was found in the research journal Imroatul Khasanah and Octarina Dina Pertiwi (2010:117-124) that 71.6% consumer satisfaction was influenced by the dimensions of the quality of services provided. The dimensions of service quality are reliability, responsiveness, physical form/direct evidence, assurance and empathy. Meanwhile, in another study, Steffi Mongkaren (2013: 502) said that 35% of customer satisfaction was influenced by the facilities and quality of services provided. By providing quality services, it can provide satisfaction to customers and create its own advantages compared to competitors. Quality must start from customer needs and make customers satisfied.

Customer satisfaction is defined as the customer's response to the discrepancy between the previous level of importance and the actual performance he felt after use (Freddy Rangkuti, 2002:26).

In the service process there are two parties involved, namely the service provider (servant) in this case is the hospital and the customer (served) in this case is the hospital patient. The customers referred to here are patients who receive services from the hospital. It can also be interpreted that customers are individuals who benefit from the activities provided by service providers.

Based on the results of observations and interviews with several patients at the Gatot Soebroto Army Hospital, it was revealed that the initial service to new patients at the hospital was not responsive enough. One of the outpatients there said that the initial service at the Gatot Soebroto Army Hospital was not satisfactory enough for the patient, because the patient had to wait a long time to be able to meet the intended medical expert. Meanwhile, another patient revealed that the Gatot Soebroto Army Hospital was still selecting services based on the patient's status. For example, such as a patient who says that he has to wait a long time after the initial administrative process before meeting the medical expert he wants to meet, this is because the patient uses his father's TNI AD health insurance so that he does not have to pay the final cost of health services. Based on the above phenomenon, it can be seen whether the hospital has fairly provided service quality in accordance with the established service quality standards. For this reason, it is necessary to evaluate from the customer side to find out the satisfaction received by the patient. Therefore, this study aims to determine the extent of customer/patient satisfaction with services at Gatot Soebroto Hospital in terms of the gap between the services experienced and the services expected.

LITERATURE REVIEW
Customer Satisfaction
The word satisfaction comes from the Latin "satis" (meaning good enough, adequate) and "facio" (to do or make). Satisfaction is usually defined as "an effort to fulfill something" or "make something adequate" (Tjiptono & Chandra, 2005:195). Customer satisfaction is defined as the customer's response to the discrepancy between the previous level of importance and the actual performance he felt after use (Freddy Rangkuti, 2002:26). According to Kotler (2006:136) customer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing his perceptions/impressions of the performance (results) of a product and his expectations.

Meanwhile, according to Nasution (Suharto Abdul Majid, 2009: 50), customer satisfaction can be defined simply, namely a situation where the needs, desires, and expectations of customers can be met through the products/services consumed. It can be concluded that

customer satisfaction includes the difference between expectations and perceived performance or results. Customer satisfaction is obtained if the performance of a product or service can meet or exceed customer expectations, and customers will feel dissatisfied if the performance of a product or service is less than expected.

Customer satisfaction has aspects that can give a negative or positive response to a product/service. Supranto (2011:10) says that aspects of customer satisfaction include: (a.) Service responsiveness (responsiveness of service), (b.) Speed of transactions (speed of transaction), (c.) Availability of service, (d.) Professionalism (professionalism), (e.) Overall satisfaction with services or services (over all satisfaction with service).

Meanwhile, Boy Sabarguna (2008:13) states that customer satisfaction includes four aspects, namely: convenience, customer relations with employees, technical competence of employees and costs.

The factors that influence customer satisfaction according to Ririn Tri Purnasari & Mastuti Aksa (2011:117) there are five factors, namely: (a) Product quality, (b) Service quality, (c) Emotional, (d) Price and (e) Cost. According to Zeithaml and Bitner (2003:75) there are several factors that influence customer satisfaction, including: (a) product and service features, (b) customer emotionality, (c) attribution to service success or failure, (d) perception of fairness and fairness, (e) other customers, family and co-workers.

Service Quality

Quality is a word that for service providers is something that must be done well. The superiority of a service product depends on the uniqueness and quality shown by the service, whether it is in accordance with customer expectations and desires. Service quality can be interpreted as "a measure of how well the level of service provided is able to meet customer expectations" (Lewis & Boom, in Tjiptono, 2012:157). In short, service quality can be defined as how far the difference between reality and customer expectations for the service they receive.

Parasuraman, et al (Lupiyoadi & Hamdani, 2006: 182) based on a study conducted on 800 customers in four companies. Concludes that there are five dimensions of service quality, as follows: (a) Tangible, namely the ability of a company to show its existence to external parties, (b) Reliability, namely the company's ability to provide services as promised accurately and reliable, (c) Responsiveness, which is a policy to assist and provide fast (responsive) and appropriate service to customers, with clear information delivery, (d) Guarantee and assurance, this includes several components including communication, credibility, security, competence, and courtesy, (e) Empathy, namely giving sincere and individual or personal attention given to customers by trying to understand consumer desires.

METHODOLOGY

Operational Definition in this Research is Customer Satisfaction.

Customer satisfaction is a condition in which the needs, desires, and expectations of customers can be met through the products or services consumed, as measured by a customer satisfaction level questionnaire. Customer satisfaction is obtained if the performance of a product or service can meet or exceed customer expectations and customers will feel dissatisfied if the performance of a product or service is less than what they expected.

The population in this study were patients seeking treatment at the outpatient polyclinic at Gatot Soebroto Hospital. The sampling technique is to use Non Probability Sampling, ie all elements in the population do not have the same opportunity to be selected as samples. The sampling method used is accidental sampling, which is a sampling technique based on coincidence, any outpatient who coincidentally meets the researcher can be used as a sample, if it is deemed that the patient is suitable as a data source (Sugiyono, 2003:60).

Data was collected using a questionnaire method (questionnaire) the level of customer satisfaction. Questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer.

Testing the validity of items is done by comparing the alpha if items deleted from each item with the total alpha of each factor followed by reliability testing by looking at the Cronbach Alpha coefficient based on the Guilford and Frutcher rules. The research data analysis method used to test the hypothesis is performance analysis or the level of importance or expectations and performance or customer satisfaction.

Based on the results of the research on the level of importance and the results of the performance/appearance assessment, a calculation will be made regarding the average value of each variable. In this study, there are two variables owned by X and Y, where X is the level of customer satisfaction of users of the Gatot Soebroto Hospital which can provide customer satisfaction, while Y is the level of interest or customer expectations.

ANALYSIS DATA AND DISCUSSION
To determine the validity of the items on the research scale, the item validity test was conducted first on the importance and reality scale. From the results of the data obtained and analyzed against the customer satisfaction importance scale, there is 1 invalid item and 39 valid items from a total of 40 items, with Cronbach's Alpha coefficient of 0.970. Meanwhile, from the data obtained on the scale of customer satisfaction on performance (reality) received, there are 5 invalid items and 35 valid items from a total of 40 items, with Cronbach's Alpha coefficient of 0.894.

Meanwhile, to find out whether the scale used can be trusted, a reliability test is carried out. Based on the results of reliability trials on the customer satisfaction importance scale, an Alpha coefficient of 0.971 was obtained and on the scale of customer satisfaction with the performance (reality) received, an Alpha coefficient of 0.905 was obtained. Based on the Guilford and Frutcher rules, the coefficient on the customer satisfaction scale is very reliable, meaning that the customer satisfaction scale has met the reliability requirements, where each item is consistent with other items in measuring satisfaction.

Based on the results of the calculation of data analysis shows that the average value of customer satisfaction at RSPAD Gatot Soebroto Jakarta in terms of the aspect of public services (parking) is 79.49%, this indicates that public services in terms of parking provided by the hospital are in the good category. The average value of customer satisfaction at RSPAD Gatot Soebroto Jakarta in terms of the aspect of public services (registration) is 82.67%, this indicates that the services provided by the registration officer are in the very good category. The average value of customer satisfaction at RSPAD Gatot Soebroto Jakarta in terms of timeliness is 77.24%, this shows that the timeliness given by the hospital is in the good category.

The average value of customer satisfaction at RSPAD Gatot Soebroto Jakarta in terms of the doctor's performance aspect is 79.58%, this shows that the doctor's performance towards customers is in the good category. The average value of customer satisfaction at RSPAD Gatot Soebroto Jakarta in terms of the nurse's performance aspect is 80.01%, this indicates that the nurse's performance to the customer is in the very good category. The average value of customer satisfaction at RSPAD Gatot Soebroto Jakarta in terms of the aspect of care support facilities is 86.67%, this indicates that the treatment support facilities provided by the hospital are in the very good category.

The average value of customer satisfaction at RSPAD Gatot Soebroto Jakarta in terms of supporting facilities is 81.82%, this indicates that the supporting facilities at RSPAD Gatot Soebroto Jakarta are in the very good category. The average value of customer satisfaction at RSPAD Gatot Soebroto Jakarta in terms of the aspect of public services in the administration and finance department is 80.86%, this indicates that the administrative and financial services provided by hospital administration officers are in the very good category.

CONCLUSION

Based on the results of the analysis obtained, the following conclusions can be drawn:
1. The factors that are the main priority and must be carried out in accordance with customer expectations are the skills / dexterity of the registration officer, the time the doctor arrives, the friendliness of the nurse to the patient, the waste disposal provided by the hospital, the presence of air conditioning (AC) in the waiting room patients in each polyclinic.
2. The factors that need to be maintained in its implementation are the friendliness of the registration officer, the speed of the examination time, the friendliness of the doctor to the patient, the speed and skill of the doctor in dealing with the patient's disease complaints, the doctor's response to the patient's disease complaint, the clarity of information provided by the doctor regarding the patient's illness, skills nurses at work, responsiveness of nurses in providing assistance to patients, completeness of laboratory equipment, cleanliness/sterility of laboratory equipment used, cleanliness and comfort of the examination room, speed of officers in serving financial administration, friendliness of financial administration officers, and clarity of information provided by officers regarding how to payment.
3. Factors that are considered less important by customers at Gatot Soebroto RSPAD, but carried out quite well by Gatot Soebroto RSPAD are the availability of parking cards/tickets provided, the available parking space is quite spacious and comfortable, the fairness of the parking rates provided, the presence of security officers at the hospital entrance, length of waiting time for examinations, clarity regarding the drugs given by doctors, adequate lighting in the examination room, comfort and adequate elevator capacity in hospitals, adequate security and lighting on hospital emergency stairs.
4. Factors that were considered less important by customers at Gatot Soebroto Army Hospital, but were carried out very well by Gatot Soebroto Army Hospital, so that it seemed redundant, including: the information desk at the entrance, friendliness and courtesy of laboratory staff, adequate lighting at the entrance every hallway in the hospital, the cleanliness of the bathrooms in the hospital, there is an information desk at each polyclinic, waiting chairs for patients are comfortable and not damaged.

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