

# Service Condition of Customer Service Inhealth Admission RSUP Dr. Mohammad Hoesin Palembang when Serves BPJS Patient in 2014

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## Service Condition of Customer Service Inhealth Admision RSUP Dr. Mohammad Hoesin Palembang when Serves BPJS Patient in 2014

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### Abstract

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**Introduction** : Health Service includes administrative service. In RSUP Dr. Mohammad Hoesin Palembang, it is implemented by Customer Service Inhealth Admision. To describe the service condition of Customer Service Inhealth Admision when serves BPJS patients in 2014 based on the quality of service which are reliability, responsiveness, emphyaty, tangible, and assurance and how it actualized them, it is necessary in depth interview and observation in Customer Service Inhealth Admision RSUP Dr. Mohammad Hoesin Palembang.

**Method** : This study used observation and in depth interview with respondents, which were chosen purposively. The data were then transcribed and analysed for themes using deductive content analysis.

**Result** : Service condition of Customer Service Inhealth Admision RSUP Dr. Mohammad Hoesin Palembang in 2014 is the service condition which are reliable and responsive, making efforts to actualize emphyaty, tangible, and assurance aspects when serves the patients either BPJS or general before they hospitalized in RSUP Dr. Mohammad Hoesin Palembang.

**Conclusion** : Customer Service Inhealth Admision requires improvement, in particular the queue system for the patients who want to find their bed before they hospitalized. Employee of Customer Service Inhealth Admision should enhance their efforts to actualize emphyaty and assurance aspects when serve the patients.

### Introduction

One referral level, health care coverage is a continuation administration services include administrative costs of registration of participants for treatment, issuance eligibilities participants, including card making pasien 1.<sup>1</sup> At this level, at the Dr. Mohammad Hoesin Palembang Hospital, the process is carried out in the Admission Outpatient and Inpatient Admission.<sup>2</sup>

Customer Service Inpatient Admissions under Installation Public Relations, Marketing, and Customer Complaints duties are to not give information and education to patients and families.<sup>3</sup> In addition, Customer Service Inpatient Admissions has an important role for patients BPJS and patients who will undergo general inpatient beds, namely finding the appropriate class of disease and treatment of patients who will undergo hospitalization.<sup>4</sup>

### The object

ives of this research were to see how the conditions of service in the Customer Service Admission Inpatient Hospital Dr. Mohammad Hoesin Palembang in serving patients BPJS 2014 in accordance with the five dimensions of service quality include reliability, responsiveness, empathy, tangible, and assurance<sup>2</sup> and to know how to Customer Service Admission Inpatient Hospital Dr. Mohammad Hoesin Palembang in implementing the five dimensions of service according to the service quality, it is necessary to do in-depth interviews and observations at the Customer Service Admission Inpatient Dr. Mohammad Hoesin Hospital Palembang.

### Method

This study was a qualitative study. Data was obtained through the observation in the study site and in-depth interviews to Key Informant sampling.<sup>3</sup>

This study was conducted in Customer Service Admission Inpatient Hospital Dr. Mohammad Hoesin Palembang in October-November 2014. The objectives of this research are to see how the conditions of service in the Customer Service Admission Inpatient Hospital Dr. Mohammad Hoesin Palembang in serving patients BPJS 2014 in accordance with the five dimensions of service quality include reliability, responsiveness, empathy, tangible, and assurance and to know how to Customer Service Admission Inpatient Hospital Dr. Mohammad Hoesin Palembang in implementing the five dimensions of service according to the service quality, it is necessary to do in-depth interviews and observations at the Customer Service Admission Inpatient Hospital Dr. Mohammad Hoesin Hospital Palembang.

Key Informant in this study consisted of five people from two different parties, namely the providers of care and use of services. Service providers in question is Customer Service Admission Inpatient Hospital Dr. Mohammad Hoesin Palembang, while users of services in question is the patient participants BPJS Health Class I, II, and III which will be hospitalized at the Hospital Dr. Mohammad Hoesin Palembang. Methods of collecting information from key informant using in-depth interviews. Long depth interviews varied between 6-76 minutes with a frequency of one-time interview. Characteristics of key informant consists of role and gender which is described in Table 1.

The results of in-depth interviews and observations conducted transcription is then processed to qualitatively analyzed using deductive techniques analysis 4 content. In the analysis of the content of this deductive approach, the analysis starts from the things that are common toward the things that are special. Analyses were performed by encoding (coding) of data that are grouped into categories that have been made previously by the guidelines depth interviews in this study.

## Result

### 1. Coordinator of Public Relations, Marketing, and Customer Complaints

Installation Complaints Marketing and Customer Relations is the container of public relations and marketing. It not only as a public relations public relations, but also him as a marketer. Marketing is

inclusive of promotion, publicity, and customer complaints. Receive any complaints in internal or external. Marketing, that market products in RSMH, services, both of which featured, in the form of tools and services professionals.

### 2. Customer Service of Inpatient Admission

Based decision of director Dr. Mohammad Hoesin Palembang Number: KP.04.04/II/062/2014 are set out on January 6, 2014 that in order to improve the quality of service that is integrated in the Hospital Dr. Mohammad Hoesin Palembang, it is necessary to designated customer service officers in the department Dr. Mohammad Hoesin Palembang. The one who is responsible is Installation of Public Relations, Marketing, and Customer Complaints. Customer Service Actually there are two, namely Customer Service Admission Outpatient and Inpatient Admission Customer Service. Specials Customer Service Inpatient Admissions that serve patients who will undergo hospitalization which is under the responsibility of Installation of Public Relations, Marketing, and Customer Complaints.

### 3. Function and Role of Customer Service of Inpatient Admission

The function and role of Customer Service Inpatient Admission is delivering general information. General information is thorough and general information that also still exist in quotes because there are limits given general information about it, including: the rights and obligations of patients, tat orderly, tariff, facilities space, privacy, and limits the number of visitors. In addition to providing general information, Customer Service Inpatient Admissions also find bed patient to be treated. Patients undergoing inpatient treatment will bring a letter from the clinic. From a letter of the care, Customer Service Inpatient Admissions will see how the guarantee in class. Thereafter, Customer Service Inpatient Admissions will find the beds of patients undergoing inpatient accordance with illness and guarantee in class.

### 4. Service Schedule of Customer Service of Inpatient Admission

The following is the interview results on the schedule of health service:

Key Informant 2: "Morning and noon, 2 shifts, 7.30 a.m–02.00 p.m and 02.00 p.m–09.00 p.m. Outside the shift, we have night workers from 09.00 p.m–07.30 a.m."

Key Informant 3: "At 02.00 p.m we are already allowed to go home."

The following is observation results from service department:

The schedule of Inpatient Admission Customer Service: Open 24 hours:

Morning: 08.00 a.m–02.00 p.m

Noon: 02.00 p.m–09.00 p.m

Evening: 09.00 p.m–08.00 a.

#### 5. Length of Que to Obtain Inpatient Bed per day

To know the length of que in one day, the observer questioned key informant 2, which answered: "3 hours. More than 3 hours, we advice them to go home."

In addition, the observer also ask key informant 3, which gave the answer, "From morning until 02.00 a.m. After 02.00 p.m we allowed asked to go home."

After that, the researchers conducted direct observation and found that on October 14, 2014 at 2:50 pm, no name calling patients who have been waiting to get a room, patients are called, patients are encouraged to go home and come back tomorrow to wait for up to 02.00 pm, room still full for all classes and disease. Fifteen patients were called.

#### 6. Speed of Customer Care Inpatient Admission After Finding Patient's Hospitalization Room

Here are the results of in-depth interview about the speed of service Customer Service Admission Inpatient after Getting Patients Hospitalization Room Confirmation:

Key Informant 2: "After obtaining room confirmation, we give general information. The patient's name is inputted to the computer. Then the patient is given a medical record before admitted to the related room."

Key Informant 4: "Only 10 minutes."

From observation, we obtained:

Patient were given general information and then sign general consent (5-7 minutes)

Patient's identity is inputted in computer and then medical record will be published (2-3 minutes).

#### 7. Easiness to Obtain Care in Inpatient Admission Customer Service

The following is the result of interview on easiness to obtain care in inpatient admission customer service.

Key Informant 3: "When we arrived, we receive service directly."

Key Informant 2: "If there were questions, we response to it rapidly."

#### 8. Justice of Officer Customer Service Inpatient Admissions in Providing Care To Patients

The following is the result of interview on justice of officer customer service inpatient admissions in providing care to patients:

Key Informant 2: "We give service equally. No corruption is allowed."

Key Informant 4: "There are times when patient wants to pay even after we tried to explain that the room is full."

Key Informant 3: "There were people that was last to come but obtain room earlier than the ones that has already queued."

Key Informant 2: "Patients sometimes doesn't understand that different diseases belongs to different room although under the same department."

Based on observation results on 15th October 2014 at 08.10 a.m there was a patient that intended to express his/her complain to Customer Service Inpatient Admissions in Providing Care to Patients. The patient said that he/she has waited for a room for two days. The treatment he/she was supposed to undergo in two days. However, because of all the rooms were still occupied, the patients were still advised to que.

#### 9. Procedure after Obtaining Confirmation on Hospitalization Room

The following is the result of deep interview on procedure after obtaining confirmation on hospitalization room,

Key Informant 2: "After obtaining room confirmation, we give general information. The patient's name is inputted to the computer. Then the patient is given a medical record before admitted to the related room."

Key Informant 3: "After being called, we were given general information and asked to sign some forms."

Key Informant 4: "We fill in forms. Ten minutes is required."

Key Informant 5: "We just fill in forms."

Based on observation that were obtained at 08.45 a.m on 15 th October 2014, the procedure after the patient obtain confirmation on hospitalization room are as the following:

1. The patient and/or relatives of patients who get an empty room in accordance with the disease and its treatment classes are called by the clerk Customer Service Inpatient to inform that empty room awaited already available and ready to be hospitalized.
2. The patient that has been called will be given general information
3. After given general information, the patient will sign a form of general information.
4. Patient will be given a patient card after his/her data is inputted into the computer.
5. After inputting patient's data, the patient will be given a medical record

**10. Customer Service Officer of Inpatient Admission Giving Opportunities To Patients To Ask**

The following is the result of interview on customer service officer inpatient admission giving opportunities to patients to ask

- Key Informant 2: "We ask the patient to recall the information we had just given."  
Key Informant 3: "We ask the patient whether they understand the information or not."  
Key Informant 5: "We only ask about the disease and how many times we have to control."

**11. Customer Service Officer Inpatient Admission In Responding to Patient's complain**

The following is the result of interview on customer service officer inpatient admission in responding to patient's complain:

- Key Informant 2: "We help patient with any difficulties that they encounter. We have provided a worker to assist patient if there were difficulties."  
Key Informant 3: "We never complain. We just follow what we are told because we are afraid the administration will slow us down."

Based on observation, the Customer Service Officer of Inpatient Admission gave an answer when the patient asked, "What is the solution? I have been waiting for two days to book a room." The answer was, "We apologize for the inconvenience. We really hope for your patience because all rooms are full."

**12. Concern of Customer Service Officer of Inpatient Admission In Serving Patients**

The following is the result of deep interview on the concern of customer service officer inpatient admission in serving patient:

Key informant 2: "We are really concern about the patients. If the patient cannot read, we already have a worker that will assist the patient."

Key informant 3: "There was a good worker that will help us and really care for us."

**13. Completeness of Infrastructures in Customer Service Inpatient Admission**

The following is the result of deep interview on the completeness of infrastructure in Customer Service Inpatient Admission:

Key informant 1: "There are two television monitors, furnitures, and other facilities."

Key informant 3: "There are a lot of air conditioners, seats, and monitors. We don't have to stand for a long time and can follow up the availabilities of room through the monitor."

From observation, it is obtained that the facilities consists of seven air conditioners, one fan, two television monitor, and 104 seats. The purpose of television monitor is to give information of vacant and occupied patient room.

**14. The Leisure of Infrastructure in Customer Service Inpatient Admission**

The following is the result of deep interview on the leisure of infrastructure of customer service inpatient admission:

Key informant 3: "The waiting room is already complete."

Key informant 1: "The condition of the room depends on the human resources."

**15. The Cleanliness of Inpatient Admission Waiting Room**

The following is the result of deep interview of the cleanliness of inpatient admission waiting room:

Key informant 2: "The cleanliness is fluctuative."

Key informant 1: "The cleanliness of this room depends on the cleaning service. The cleaning service only consists of one worker that is responsible for three rooms."

Key informant 5: "The cleaning service is already at work at 07.00 a.m. They also have midday and night shift."

Cleaning service is under the responsibility of Environment Health Department.”

**16. The Easiness to Dispose Garbage in Inpatient Admission Waiting Room**

The following is the deep interview on the easiness to dispose garbage in inpatient admission waiting room:

Key informant 3: “There is a garbage bin.”  
—Based on observation, the waiting room has three small garbage bin

**17. Officers appearance in Inpatient Admission Customer Service**

The following is the deep interview on officer’s appearance in inpatient admission customer service:

Key informant 1: “Officers are in the front line and is obliged to have good appearance which is stated in standard operational procedure (SOP) and in the policy of the hospital.”

Key informant 3: “Yes, the officers have good appearance.”

**18. The friendly and kind behaviour of Officers of Inpatient Admission Customer Service**

The following is the result of deep interview on the friendly and kind behaviour of officers of inpatient admission customer service:

Key informant 2: “Before we serve the patient, we must address the patient kindly.”

Key informant 5: “We are served kindly.”

**19. The Politeness of Officers of Inpatient Admission Customer Service**

The following is the result of deep interview on the politeness of officers of inpatient admission customer service:

Key informant 2: “Politeness is one of the standards in customer service. The application depends on the individual.”

Key informant 3: “I have experienced being served by a polite officer and an impolite officer.”

Key informant 4: “It depends on the officer. There is a polite as well as an impolite officer.”

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