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Innovation to Improve Service Quality Based on Classes (Study on BPJS Kesehatan Using Communities in The General Hospital, Depati Hamzah, Pangkalpinang City)

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Abstract: According to Law Number 25 of 2009 concerning Public Services. Public service is an activity or a series of activities in the context of fulfilling service needs in accordance with statutory regulations for every citizen and resident for goods, services and/or administrative services provided by public service providers. The purpose of this research is to find out the quality of services provided to social classes in the BPJS Health user community. This study uses public service theory according to Lijan Poltak Sinambela regarding public service. This study used a descriptive qualitative method. The technique of determining the informants in this study was carried out by means of a purposive sampling technique by means of interviews and documentation. The results of the study show that the quality of public services in BPJS classes at the general hospital in the Depati Hamza area of Pangkalpinang City can be said to be good, namely on the principles of transparency and accountability. Based on the principle of equality and participatory which must also be fulfilled to improve the quality of service.

Keywords: BPJS, Classes, Public Service, Quality, User.

1. Preliminary

Public services will always touch various aspects of people's lives, such is the extent of the scope of public services that must be carried out by the government, so inevitably the government must make every effort to meet the community's need for services in public services. Good public services will only be realized if the community gets good service and can prioritize the most important community needs in providing services. Thus, the service user or community is placed at the center which must receive support from: 1. A service system that prioritizes the interests of the community, especially service users. 2. Service culture in service delivery organizations. 3. Human resources oriented to common interests.

Public services have many fields such as public services in education, public services in administration, public services in goods, public services in services, public services in the health sector and others. Public services in the health sector are one of the most important public services for the community. One of the public services in the health sector is a hospital. According to Law Number 44 of 2009 concerning Hospitals. The hospital is a public service institution in the health sector that provides complete individual health services that provide inpatient, outpatient and emergency services. In order to support the welfare of the Indonesian people in terms of health and to help relieve people when they seek treatment, there are classes at the hospital. The classes in question are classes in the inpatient room which are divided into 3 classes, namely class one (VIP & VVIP), class 2.

In accordance with article 28 H, paragraph (1) amendment of the 1945 Constitution of the Republic of Indonesia where it has been emphasized that everyone

has the right to obtain quality health services, then in article 34 paragraph (3) it is stated that the state is responsible for providing service facilities and public service facilities that are appropriate for everyone without exception. The hospital is a place for providing the most important services in terms of fulfilling public health. So that hospitals are required to always improve the quality of their employees, facilities or health facilities so that they can fulfill the maximum needs of the community in terms of health.

Health is one of the benchmarks in determining indicators of a country's welfare. Because health is a very important component that must be considered by the government. Basically the government or the state is responsible for the creation of proper public services and hospitals become health service facilities that can meet everyone's needs in terms of health. the goal of all government programs is to provide health insurance to fulfill the basic needs of a decent life for each participant or family member. Health services are one of the most important and most needed things by the general public. The success of health services depends on several important components in the health service itself.

The Indonesian government always strives to improve the quality of health services for the community, so that people's needs in terms of health are met. In this case the government makes policies by issuing programs in the health sector to address health problems. Health policy is a rule or regulation that regulates health whose goals and objectives are to deal with health problems in order to improve the quality of public health or raise optimal health status. Policy making cannot be separated from several important things, namely context, content of the policy, policy-making actors, and the process, which is in accordance with the health policy triangular scheme.

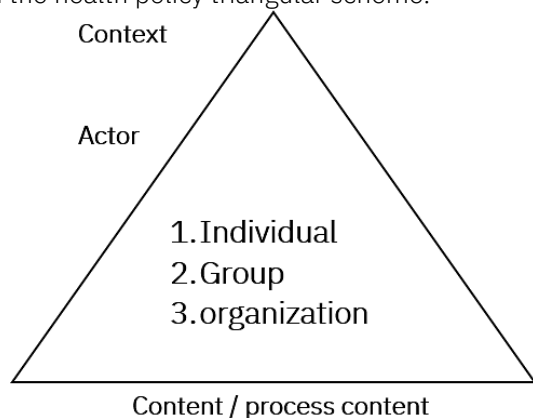


Figure 1. Triangle of factors influencing health policy.

Source: Walt and Gilson (1994)

By using the health policy triangle scheme, we can see the relationship between the actors involved in making a policy on health. In the flow of the process of making policies there are 4 things, namely there is identification of problems and issues, formulation of policies, implementation of policies and evaluation of policies.

In the process of policy implementation in terms of health, the Government of Indonesia uses a triangular scheme. Health policy is a rule that regulates health with the aim and objective of dealing with health problems in order to improve public health status or raise optimal health status. Policy making cannot be separated from several important things, namely context, content of the policy, policy-making actors, and processes according to the health policy triangle. Producing a Healthy Indonesia policy or program that aims to create quality, appropriate health, and can guarantee the health of the entire community. Through policies issued by the government in the health sector to help relieve the community, one of them is there BPJS Kesehatan.

The city of Pangkalpinang is the center of many public services in the health sector when seeking treatment, there are people who use BPJS Health. Based on the observations of researchers on public services in the health sector in the city of Pangkalpinang, there are still differences in the services provided by public service bureaucrats to community services using BPJS Health. given, the inpatient room is not big enough, and in terms of medicine there is still a difference.

To improve the quality of service for a better hospital, it must be able to provide the latest innovations that can improve quality so that it is easier for the people to use BPJS in a more modern age. The quality of public services that people often complain about, can occur due to various things. If one looks closely, the poor existing services are not only caused by the poor way of service, but there are several principles of these public services which are only oriented towards formal implementation and accountability, without considering the existing quality aspects. So that there are still many public complaints related to differences in the services provided to classes in hospitals for BPJS users. From the explanation above, the researcher is interested in further researching related to the phenomenon that continues to occur in public services in the health sector, so the researcher wants to research this phenomenon with the title " innovations to improve

service quality based on classes (study on BPJS kesehatan using communities in the general hospital, depati hhmzah, pangkalpinang city)

Theoretical Foundation

To simplify, analyze, study in this research, researchers use the theory of public service theory of Public Service because the focus of the study in this study discusses the quality of public services provided by public service providers in the health sector for social classes in BPJS Health users in Public Hospitals Depati Hamza area, Pangkalpinang City. This study uses public service theory according to Lijan Poltak Sinambela in his book *Public Service Reform, Theory, Policy, and Implementation* (2006:5) public service is the fulfillment of the desires and needs of society by government administrators a series of activities carried out by the public bureaucracy to meet community needs,.

According to Sumaryadi (2010: 70-71) Operationally, public services provided to the community can be divided into two major groups, namely: First, public services are provided without regard to individuals, but the needs of society in general which include the provision of transportation facilities and infrastructure, provision of health centers, construction of educational institutions, maintenance of security, and so on. Second, services provided individually which include resident cards and other documents.

Meanwhile, according to Kurniawan in Sinambela (2018: 5) Public service is defined as providing services (serving) the needs of people or communities who have an interest in the organization in accordance with the basic rules and procedures that have been determined.

Lijan Poltak Sinambela et al. (2011) stated that the principles of public service are reflected in:

A. Transparency

It is open, easy and accessible to all parties who need it and is provided adequately and easily understood.

B. Accountability

Can be accounted for in accordance with the provisions of the legislation.

C. Conditional

In accordance with the conditions and capabilities of service providers and recipients while adhering to the principles of efficiency and effectiveness.

D. Participatory

Encouraging community participation in the delivery of public services by taking into account the aspirations, needs and expectations of the community.

E. Common Ground

The right is not discriminatory in the sense that it does not discriminate against ethnicity, religion, race, class, gender and economic status.

F. Balance

Rights and obligations Givers and recipients of public services must fulfill the rights and obligations of each party.

2. Research Methods

This research was conducted through a literature review with a qualitative descriptive approach, by analyzing, discriminating and describing how the quality of public services at hospitals is for the people who use BPJS Kesehatan. Descriptive qualitative methods are considered relevant for use in this study because descriptive qualitative methods can directly describe how phenomena occur in public services.

Then this descriptive research aims to explain an event whose operationalization revolves around collecting data using data validation obtained by going directly into the field by conducting interviews with the public and seeing how the location of public services is. The location of this research is in the city of Pangkal Pinang, namely at the General Hospital of the Depati Hamzah Kotta Pangkal Pinang area. This location was chosen as the research location because in Pangkalpinang city there are many public services in the health sector such as several large hospitals, there are many health centers and other health services and in my opinion the people in Pangkalpinang have a variety of community work typologies, some are in the formal sector as well as informal. so that it is very possible that various classes are chosen by the community. So I chose the city of Pangkalpinang to be the location of my research.

Researchers used primary data sources, namely data obtained from a researcher directly from the research location through informant sources by conducting interviews with informants or through observations made by the researcher himself (Martono, 2015: 66). Secondary data is data that is not obtained from the first source, in other words the researcher utilizes data that has been collected by certain parties (Martono 2015:66). So secondary data can be obtained from journals, previous research, references related to research studies, and documents that have been

published in certain institutions that we can access, this secondary data is to support or support the primary data itself.

3. Results and Discussion

The quality of service based on study classes in the community of health BPJS users at the Depati Hamza General Hospital in Pangkalpinang City

According to Law Number 24 of 2011 concerning BPJS (social security administering agency) is a legal entity formed to administer social security programs. Social Security is a form of social protection to ensure that all people can meet their basic needs for a decent life. BPJS aims to realize the implementation of the provision of guarantees so that the basic needs of a decent life are fulfilled for each Participant or their family members. BPJS Kesehatan is divided into 3 classes, namely class 1, class 2 and class 3, each of which has different facilities and contributions that will be paid by the community. At this time the government has tried to implement health services and has been able to help the community,

As of March 2021, data on the population of Pangkalpinang who use BPJS Health are as many as 181,906 out of a population of 216,396 and 34.49 have not used BPJS Health. " Quoted from Diskominfo pgk.

Based on the theory that researchers use, there are 6 principles in public service that must be fulfilled, but in this study researchers only used 4 principles from public service theory, because according to researchers, from the data obtained, these 4 principles were strong according to researchers to be used as material in research. This. That way the researcher will describe services that should be principled or can be said to be successful if they meet the principles of existing public services. That way the researchers explain these 4 principles using public service theory from Lijan Poltak Sinambela to see services in classes for existing BPJS user patients At Depati Hamzah City General Hospital as follows:

A. Transparency

Transparency means that public services must be open, easy and accessible to all parties who need them and be able to provide services that are easily understood by the public. Transparency has an important role in public services, especially in health public services, namely hospitals. The hospital is a place for providing the most important services in terms of fulfilling public health. So that hospitals are required to always improve the quality of their

employees, facilities or health facilities so that they can fulfill the maximum needs of the community in terms of health.

The principle of transparency is the most important principle in realizing good public services, with the realization of transparency, the government has made it easier for the public to access information related to public services without any closure in the public service process. In accordance with law number 14 of 2008 concerning public information disclosure which explains the importance of the public in realizing transparent, effective, efficient and accountable state administration. The principle of transparency is very important in realizing good governance and if the principle of transparency is not implemented by the government or by stakeholders in public services, then how can the public participate in supervising public services or in finding out information on public services.

There are several things that hospitals do in improving the quality of services, namely by innovating public services on transparency by utilizing social media in the day.

The principle of transparency in public services, with the existence of social media and websites making it easier for people to find information because on their social media there is a lot of information related to the Depati Hamzah Regional General Hospital from various things, activities and even the availability of doctors. Applying the principle of transparency through information disclosure on social media at hospitals in the public service process. Using social media in applying the existing principles of transparency. Considering that apparently not all patients use social media and some don't even know what social media is, so the hospital must also use other methods of applying the principle of transparency at the hospital,

B. Accountability

Accountability, that is, public services must be able to be accounted for in accordance with statutory provisions. Accountability is the obligation of public officials to report their activities to citizens, so they can see that in carrying out their duties whether giving or not giving satisfaction to citizens is a key element, or perhaps an essential thing in democracy. The value of accountability is very important to implement in the administration of public services because accountability is also a measure of performance to increase the effectiveness of measuring the performance of government agencies in order to realize a better public service concept.

The principle of accountability must be applied by public service providers. Severy year we always carry out a financial audit conducted by the BPK to check whether there has been misuse of funds or whether it is in accordance with existing procedures. In the service section, accreditation is always carried out by an organization that always surveys whether the service agency is appropriate or not.

The Principle of Accountability in the financial and service departments conducts audits every year in order to apply the principles of accountability in accordance with existing regulations. Every year we always carry out a financial audit conducted by the BPK to check whether there has been misuse of funds or whether it is in accordance with existing procedures. In the service section, it always carries out accreditation by an organization that always surveys whether the service agency is suitable or not.

C. Equal rights

Equal rights, that is, public services do not discriminate against the public, that is, seen from any aspect, especially ethnicity, race, religion, class, social status, economy and others. Equal rights in hospitals need to be upheld considering that there are still many discriminations in hospital services.

Discrimination in hospital services is still widely felt by patients who are seeking treatment at the hospital. Differentiating services to patients according to class is also still happening considering that in hospitals there are 3 classes which are chosen according to the financial capabilities of the community. No wonder the services at the hospital are divided into class I (VVIP & VIP), class II, and class III, and people who use class III often get discrimination in terms of services and medicines. It can even be said that sometimes the patient's illness is the same as upper-class patients. from the interview results, that there are still differences in class, especially in class 3 BPJS Health users,

There are still frequent differences in services that seem to have become commonplace in public services, especially in hospitals, even though in essence the hospital is a place for the welfare of the entire community without exception, we can see that in fact the state has not been fully able to overcome the problem of discrimination in public services. in the field of health discrimination in public services is still common.

D. Participatory

Participatory means encouraging the participation of the community in administering public services by taking into account the aspirations, needs and expectations of the community. Participation or community participation is very important in public services, namely to ensure that public service providers truly serve the interests of the community, as users of public services, to submit complaints as well as mechanisms for solving problems between the community and public service providers.

Participatory or community participation in public services is not only limited to participating physically, but involvement that also allows the community to carry out assessments of deficiencies or problems that occur so that the community feels involved even in things that are not in the form of activities or physically. Participatory principles in hospitals, namely by involving or involving NGOs, the community and hospital employees in terms of improving the quality of hospitals even better.

4. Conclusion

From the results of the research and discussion on "class-based service quality (studies on BPJS Health Users at Depati Hamzah Regional General Hospital, Pangkalpinang City), which has been described in the previous chapter, it can be concluded that Class-Based services for BPJS Health Users in Depati Hamzah Regional General Hospital, Pangkalpinang City, which is not fully in accordance with the principles of quality of service that should be.

Transparency of class-based services for both BPJS Class 1, 2 and 3 users. We can conclude that there are still many patients who do not know about the principle of transparency in public hospitals who use social media to apply the principle of transparency. Considering that it turns out that not all patients use social media and some don't even know what social media is, so in this way the hospital must also use other methods of applying the principle of transparency to the hospital, so that it can be accessed by all parties or groups and can be said also that the principle of transparency at the Depati Hamzah Regional General Hospital has not been fully implemented.

Accountability of the Depati Hamzah Regional General Hospital, Pangkalpinang City, in the financial and service departments, conducts an annual audit in order to apply the principle of accountability in accordance with existing regulations. Regional General Hospital Depati Hamzah Pangkalpinang City has tried

to apply the principle of accountability to financial matters and existing services in order to create even better hospital services.

The equality of rights still has differences between classes, especially in class 3 BPJS Health users, meaning that from the results of interviews from various classes of BPJS users, it can be seen from the principle of similarity that the general hospital in the Depati Hamzah area has not fully realized the principle of equality in public services. There are still frequent differences in services that seem to have become commonplace in public services, especially in hospitals, even though in essence the hospital is a place for the welfare of the entire community without exception, we can see that in fact the state has not been fully able to overcome the problem of discrimination in public services. In the field of health discrimination in public services is still common.

Participatory at the hospital, namely by involving or involving NGOs, the community and hospital employees in terms of improving the quality of the hospital even better. Participation at the Depati Hamzah Regional General Hospital in Pangkalpinang City has tried to implement it, it is proven that on the website there is a satisfaction survey that can be filled out by the community for accreditation purposes or to improve the quality of the hospital to make it even better. However, during the community interviews there were still many people who did not understand or knew that there was a satisfaction survey at the Depati Hamzah Regional General Hospital, Pangkalpinang City, especially for the lower classes of BPJS users who did not know about it, let alone fill out the survey. It means that the participatory principle cannot be said to be appropriate because the community does not feel involved.

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