ABSTRACT

ANALYSIS OF HEALTH SERVICE
IN THE UNIT OF SWADANA DAERAH
A Case Study of Public Health Center (Puskesmas) of Kramat Jati,
East Jakarta

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The objectives of this study are: (1) to identify the performance of swadana unit in the public health center (puskesmas) of Kramat Jati, East Jakarta; (2) to examine the satisfaction level of the society (customers and officials of Puskesmas) regarding the current service and management of puskesmas and; (3) to provide policy recommendation for the provincial government of DKI Jakarta to improve guidelines and service quality of the public health center in the future.

Field survey was used to interview 100 patients visited puskesmas, using purposive and convenience random sampling. Interview was also conducted to 30 employees of puskesmas using purposive sampling. A method similar to servqual framework was applied to measure five dimensions of service quality, namely: reliability, responsiveness, assurance, empathy, and tangible.

Result of the study show that overall service quality of puskesmas is not satisfactory. The procedure of admission patient is perceived the worst service attribute at puskesmas Kramat Jati. The study recommends the following steps to improve service quality and management of public health center: (1) increase the number of employees, especially doctors and nurses; (2) improve the capacity of employees in providing service to the customers, especially patient admission, and; (3) apply the procedures of reward and punishment for staffs and employees regarding the management at puskesmas.