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Word count: 2649

Character count: 16483

LEVEL OF KNOWLEDGE AND IMPLEMENTATION OF EXCELLENT SERVICE FOR HEALTH WORKERS IN KENDAL REGENCY HEALTH FACILITIES

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Submitted : _____. Accepted : _____. Published : _____

ABSTRACT

Excellent service is an effort to provide good service to customers. Patients are customers who use the services of medical staff and health workers in health facilities. The better the quality of service provided to patients, the more basic patient health needs can be met, the level of patient trust will be higher and the level of patient satisfaction with health facilities will be higher. This is the background for the author to study further in research which aims to determine the level of knowledge and application of excellent service carried out by health workers in Kendal Regency when serving patients. The research method used in this research is descriptive qualitative by providing posed questionnaires electronically using google form to research respondents who have met the inclusion criteria. Based on the research results obtained, it is known that the level of knowledge of research respondents regarding excellent service is relatively high with a percentage of 94% and most of the implementation of excellent service carried out by research respondents when serving patients adheres to the elements of speed, accuracy, friendliness and comfort with a percentage of 46%. So it can be concluded that the majority of health workers in Kendal Regency already know about excellent service and have implemented it when serving patients in health facilities. With the knowledge and application of good excellent service, it is hoped that patients' basic health needs can be met properly so that the level of patient trust and level of patient satisfaction with the services provided by health workers in Kendal Regency health facilities is good.

Keywords: excellent service, health workers, health facilities.

BACKGROUND

Service can be said to be excellent if it can provide the best service to service users (Tuti and W, 2017). In the digital era, excellent service is considered very important because it is adapted from rapid technological developments so that it is expected to provide fast, efficient and personal service (Kusnandar and Andini, 2024). One strategy that can be implemented to achieve excellent service is to implement service operational standards, this is expected to provide service satisfaction to patients (Hariadi and Meilina, 2022; Ramli *et al.*, 2024). Strategies for improving excellent service can also be done by improving service in terms of speed, accuracy, friendliness and comfort (Putra, Sukaesih and Silawati, 2019). The success of an excellent service program depends on the alignment of attitudes, abilities, actions, appearance, attention and responsibility in its implementation (Ritonga, 2020).

Excellent radiology service can be applied by paying attention to appearance, friendliness, attention, attitude, actions, comfort, responsibility, skills, abilities, speed and accuracy provided during services at the Radiology Installation (Utami *et al.*, 2024). Excellent nursing service in primary care includes providing a feeling of pleasure, being friendly and attentive, satisfying according to expectations, promotive, preventive, curative and rehabilitative services, nursing education facilities, limited two-way communication, individual leadership and management styles, professionalism, success of government programs, regulations for implementing nursing care in primary care, human resource management, time management, as well as friendliness, attention, speed and thoroughness (Syah, Sahar and Yetti, 2022). Excellent service in patient registration can be based on the 6A principles of excellent service such as

ability, attitude, appearance, attention, action and accountability. Excellent service in public services has the principles of simplicity, clarity, openness, economy, security, timeliness and consistency (Jaliyanti, 2018).

Policy implementation is considered to be crucial in improving excellent service (Darwis and Ishaka, 2019). There are 6 points of excellent service quality based on the implementation of excellent service for JKN inpatients receiving contribution assistance, including transparency, accountability, conditional, participative, equality of rights and balance of rights and obligations (Firdhousy, 2016). Service quality that is in accordance with excellent service includes service prerequisites, clarity of service officers, discipline of service officers, ability of service officers, fairness of service, politeness of officers, friendliness of officers, reasonableness of service costs, certainty of service costs, certainty of service schedules, environmental comfort and procedures. service (Tuti and W, 2017). Quality service can also be implemented by providing the best possible service using smile, greeting and greeting methods, as well as determining the service standards that customers want (Ramli *et al.*, 2024). The impact of the quality of service provided by officers is that the patient's basic health needs are met in a promotive, curative and rehabilitative manner (Tuti and W, 2017). To maintain service quality, minimum service standards need to be implemented (Rosidah, Jamil and Utami, 2024). So that the services provided always comply with procedures and professional standards, hospitals need to provide training regarding excellent service and carry out routine internal supervision (Perwita, Sandra and Hartanti, 2020). Hospital operational supervision needs to be carried out to supervise doctors and paramedics so that they always provide good quality services so that they can provide satisfaction to patients, the goals and values contained in hospital health services can also be achieved (Hariadi and Meilina, 2022).

Based on the results of community service activities that have been carried out, it can be seen that there has been an increase in understanding regarding radiology excellence services for prospective radiographers at Widya Husada University Semarang by 71% (Utami *et al.*, 2024). This is also supported by the results of community service activities that have been carried out for health cadres in Jabungan Banyumanik Village, Semarang City regarding excellent service training, which is known to have increased knowledge by 53.13% (Lestari *et al.*, 2021). Excellent service training carried out for RSIA Mutiara Bunda Padang employees in community service activities is also considered to be able to increase self-confidence and skills in providing services (Gusmelia *et al.*, 2022). Apart from that, based on the results of research that has been carried out, it can be seen that medical and non-medical staff in serving patients have implemented excellent service as shown by an achievement of 90% (Hariadi and Meilina, 2022).

There is an influence between supervision, rewards, tasks and motivation on the implementation of excellent service (Anonim, Harnany and Inayah, 2021). There is an influence between excellent service and patient satisfaction (Perwita, Sandra and Hartanti, 2020). The better the implementation of excellent service, the greater the level of patient satisfaction will increase (Salim, Sari and Yuliana, 2024). Patient satisfaction can be increased with effective communication, this is shown by research results which show a percentage of 78.1% (Jannah, Darmini and Rochmayanti, 2017). Apart from that, it can be seen that attitude, action, ability, appearance and accountability can also influence patient satisfaction (Pratiwi and Putra, 2021). Patient satisfaction is an indicator of success in providing health services, which is shown by what patients get that exceeds expectations (Handayani, 2016). Patient satisfaction is related to the level of repeat patient visits, which is one of the main indicators for assessing the quality of health services (Effendi and Junita, 2020).

Based on the background that has been explained, researchers are interested in studying further research related to the implementation of excellent service. Researchers aim to measure the level of knowledge of health workers

regarding excellent service and to determine the implementation of excellent service carried out by health workers when serving patients in Kendal Regency.

METHOD

The research carried out was descriptive qualitative research used to determine the level of knowledge of health workers regarding excellent service and what excellent services are implemented by health workers in Kendal Regency when working to serve patients.

The ethical principles in this research refer to regulations (Komisi Etik Penelitian dan Pengembangan Kesehatan Nasional and Indonesia, 2017) including by paying attention to respect, kindness, justice, culture, norms, safety and welfare of research participants which is in line with the rules of science and research for individuals and society where this research is carried out.

The research was carried out by applying inclusion criteria to respondents, including being willing to contribute to the research and being a health worker who works in Kendal Regency. Respondents in the study were 16 people consisting of 7 professions including midwives, nurses, nursing profession, laboratory analysts, radiographers, pharmacists and pharmaceutical technical personnel who came from 11 health facilities such as pharmacies, clinics, health centers and hospitals in the Kendal Regency area.

The research was conducted by administering an electronic questionnaire in the form of a google form to research respondents who met the inclusion criteria. The questionnaire given to research respondents was in the form of a closed questionnaire. Then the results of the research respondents' answers are analyzed so that conclusions can be drawn.

Table 1. consists of a list of research questions given to health workers in Kendal Regency who met the inclusion criteria as research respondents in the form of a google form.

Table 1. List of Research Questions

| No | Research Questions |
|----|---|
| 1 | Do you know about excellent service? |
| 2 | There are several opinions regarding the main elements of excellent service, the excellent service that you apply when serving patients refers to opinions? |

RESULT AND DISCUSSION

Based on the results of the research questionnaire that was given to health workers in Kendal Regency, the following research results were obtained:

Based on table 2, it is known that the majority of respondents in the study were female with a percentage of 62.5%, while the research respondents were male at 37.5%.

Table 2. Gender of Research Respondents

| Gender | Percentage |
|--------------|-------------|
| Male | 37.5% |
| Female | 62.5% |
| Total | 100% |

Based on table 3, it is known that the majority of respondents in the study knew about excellent service with a percentage of 94%, while 6% of research respondents did not know about excellent service.

Table 3. Level of Knowledge of Research Respondents

| Research Questions | Answer Choices | Respondent's Answer |
|--------------------------------------|----------------|---------------------|
| Do you know about excellent service? | Yes | 94% |
| | No | 6% |
| Total | | 100% |

Based on table 4, it is known that 46% of respondents in the study applied elements of speed, accuracy, friendliness and comfort in excellent service to patients, then 36% of respondents applied elements of ability, attitude, appearance, attention, action, responsibility and sympathy towards patients, as well as 18% of respondents applied elements of ability, attitude, appearance, attention, action and responsibility when serving patients.

This is influenced by several opinions regarding the main elements of excellent service that can be applied to service users, including speed, accuracy, friendliness and comfort (Tjiptono, 2008), ability, attitude, appearance, attention, action and responsibility (Barata, 2004) as well as ability, attitude, appearance, attention, actions, responsibility and sympathy (Supredi, Kertati and Kunawi, 2022).

Table 4. Reference for the Application of Excellent Service for Research Respondents

| Research Questions | Answer Choices | Respondent's Answer |
|---|--|---------------------|
| There are several opinions regarding the main elements of excellent service, the excellent service that you apply when serving patients refers to opinions? | Speed, accuracy, friendliness and comfort (Tjiptono, 2008) | 46% |
| | Ability, attitude, appearance, attention, actions and responsibilities (Barata, 2004) | 18% |
| | Ability, attitude, appearance, attention, actions, responsibility and sympathy (Supredi, Kertati and Kunawi, 2022) | 36% |
| Total | | 100% |

CONCLUSION AND SUGGESTIONS

The respondents in this study were 16 people consisting of 7 professions in 11 health facilities in Kendal Regency. Research respondents consisted of 62.5% female and 37.5% male. The level of knowledge of research respondents regarding excellent service is considered high with a percentage of 94%. Most of the applications of excellent service carried out by research respondents when serving patients adhere to the elements of speed, accuracy, friendliness and comfort with a percentage of 46%. It is hoped that a good level of knowledge regarding excellent service and the implementation of good excellent service by health workers in Kendal Regency can help fulfill patients' basic health needs well so that patients can feel confident and satisfied with the services provided by staff at health facilities.

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