

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

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### ABSTRACT

Patients are customers who use the services of medical staff and health workers in health facilities. The excellent service provided by officers at health facilities is an effort to provide good service to patients. Excellent service provided to patients can influence a positive image of staff and health facilities. The better the quality of service provided to patients, the more basic health needs of patients can be met, the level of patient trust will be higher and the level of patient satisfaction with staff and health facilities will be higher. This is the background for researchers 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 closed 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 research respondents were 62.5% women and 37.5% men. Based on the level of knowledge of excellent service, it is known that 94% know and 6% do not know. Meanwhile, based on the application of excellent service, it is known that 46% apply the elements of speed, accuracy, friendliness and comfort, 36% apply the elements of ability, attitude, appearance, attention, action, responsibility and sympathy and 18% apply the elements of ability, attitude, appearance, attention, action and responsibility. So it can be concluded that 94% of research respondents know about excellent service and 46% of research respondents apply excellent service based on the elements of speed, accuracy, friendliness and comfort 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 well, the level of patient trust is high and the level of patient satisfaction is high.

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). This is also supported by research (Paulina, Syahrian and Nasution, 2025) which states that the better the service provided, the higher the level of patient satisfaction. The quality of health services and facilities can also influence patient satisfaction (Wardani and Syamtoro, 2025). Patient satisfaction can be formed from the speed of response of medical personnel, friendliness, cleanliness of facilities and guaranteed sense of security (Paulina, Syahrian and Nasution, 2025). 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).

Patients and patient families often assess the performance provided by health workers when carrying out the service process, either directly or indirectly. If the patient and family are satisfied, they will tend to come back again and will inform people around them when they need an examination. However, if the patient and family are dissatisfied, they will not return and will not recommend it to people around them. Even now, when technological developments are increasingly developing, patients and their families tend to provide assessments and share them on social media so that they can be widely accessed, this can affect the reputation of health workers and health facilities. So that the excellent service provided to patients can influence a positive image of health workers and 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. 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 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 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 began by asking for consent as research respondents from health workers working in Kendal Regency who met the inclusion criteria. After the research respondents agreed and had understood the research procedures to be carried out, the research respondents filled out an electronic questionnaire in the form of a Google form given by the researcher. The questionnaire given to research respondents was in the form of a closed questionnaire containing questions regarding knowledge and application of excellent service when serving patients. Data analysis was carried out based on the results of research respondents' answers to the questionnaire in the form of descriptive analysis by describing or illustrating the characteristics of the research variables 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%
<b>Total</b>	<b>100%</b>

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. The high level of knowledge of research respondents regarding excellent service is the first step for health workers in Kendal Regency health facilities to be able to provide the best service to patients so that it is hoped that patients can have their basic health needs well met, feel confident and satisfied with the services that have been provided.

Based on community service activities carried out by (Utami *et al.*, 2024) it can be seen that increasing knowledge related to excellent radiology services can be a good provision in serving patients when in the world of work so that patients can feel satisfied and feel trust in the officers and agencies. service so that it is hoped that patients will return again when they need examinations in the future.

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%
<b>Total</b>		<b>100%</b>

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. The implementation

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of various elements of excellent service carried out by health workers in Kendal Regency health facilities is an effort to provide good, excellent service for patients so that their basic health needs can be met properly.

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). Based on community service activities carried out by (Utami *et al.*, 2024) it can be seen that the application of good radiology service excellence can be applied by paying attention to appearance, friendliness, attention, attitude, actions, comfort, responsibility, skills, abilities, speed and accuracy provided during service to patients.

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%
<b>Total</b>		<b>100%</b>

## 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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