



Comparison of Public Sector Service Quality

Clara Rizky Triani Rauf¹, Andi Juanna²

^{1,2} Faculty of Economics, Gorontalo State University

E-Mail: Clara@gmail.com

Abstract:

This study aims to obtain information, information, and data about things that have not been previously known. This study examined and analyzed how the Comparison of Service Quality in the Delivery Unit of the Prof.Dr.H.Aloe Saboe Regional General Hospital and Toto Kabila Gorontalo Hospital. The population in this study were visitors at the Public Hospital Unit of Prof.Dr.H.Aloe Saboe and Toto Kabila Hospital. In this study the number of samples used was 80 respondents. In determining the sample, the sampling technique used is the accidental sampling technique. The reference used to measure whether there is a difference between service quality received and expected by visitors is the 5 dimensions of service quality (tangible, reliability, responsiveness, assurance, & empathy). The results showed that the significance value (sig-2 tailed) was 0.002 for perception. At the 5% significance level the value is significant because the significance is $0,000 < 0,05$, so it is concluded that there are differences in perceptions of service quality of Rs Aloe Saboe and Rs Toto Kabila so that H1 is accepted. The results of the independent analysis of sample t-test of significance value (sig-2 tailed) amounted to 0,000 for expectations. At the 5% significance level the value is significant because the significance is $0,000 < 0,05$, so it is concluded that there are differences in service quality expectations of Rs Aloe Saboe and Rs Toto Kabila so H2 is accepted.

Keywords: Service quality

Hospitals as health institutions have an important role to facilitate people who need medical care and treatment. As according to Law No.44 of 2009, a hospital is a health service institution that organizes individual health services in a comprehensive manner that provides inpatient, outpatient, and emergency services. Considering the role of hospitals in Gorontalo as one of the providers of

health services in the lives of the community, especially labor patients. The increasing number of hospitals built both by the private sector and government, requires a hospital to be ready to compete, both competing with domestic hospitals and competing with international hospitals. Increasingly intense competition encourages private hospitals and government hospitals to develop services,

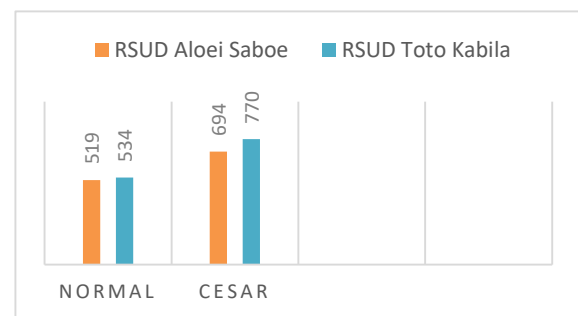
marketing patterns, and complete facilities and infrastructure. Therefore, hospitals are required to always maintain consumer trust by improving the quality of services so that customer satisfaction increases.

To measure the quality of hospital services there are five dimensions of service quality that are based on differences between expectations and performance values perceived by consumers. The dimensions of service quality (servqual) are divided into five dimensions including tangible evidence, including physical facilities, regulations, employees, and means of communication. Empathy (empathy), including ease in undergoing effective communication, personal attention, and understanding of the individual needs of customers. Reliability is the ability to provide the promised service immediately, accurately, and satisfactorily. Responsibility, namely the willingness and willingness of employees to help customers and provide responsive services. Assurance includes knowledge, competence, politeness, and trustworthiness of employees; free from physical danger, risk or doubt.

The quality of service at the Regional General Hospital Birth Unit Prof.Dr.H.Aloei saboe and Toto Kabila Regional General Hospital is a quality service in marketing its services, it can be seen from the work of employees, premises / buildings, pharmacies and medicines, and ability of physical facilities. However, the management of the Prof.Dr.H.Aloei saboe Regional General Hospital Birth Unit and the Toto Kabila

Regional General Hospital must know that in general the community, especially patients, want to find a hospital that matches the quality of service they expect. In this case the Regional General Hospital Birth Unit Prof.Dr.H.Aloei saboe and the Toto Kabila Regional General Hospital must be able to provide quality services in accordance with what is expected by patients.

Table 1.
Data on Maternity Patient Visits at the Government Hospital Delivery Unit in Gorontalo



Data source: Staffing staff of RSUD Prof.Dr.H.Aloei Saboe and Toto Kabila Hospital

The number of patients who normally deliver at the Delivery Unit of the Regional General Hospital Prof. Dr. H. Aloei saboe is 519 patients, while in the Toto Kabila Regional General Hospital 534 patients. It was different from the number of patients who carried out cesarean deliveries in the Labor Unit of the Regional General Hospital Prof. Dr. H. Aloei Saboe 694 patients, and at the Toto Kabila Regional General Hospital 770 psien. This happens because there is a hospital or other delivery unit with good

quality service. Based on the background above, the authors are interested in conducting research on Service Quality Comparison. By formulating in a title, namely: "COMPARISON OF PUBLIC SECTOR SERVICE QUALITY".

METHOD

This study also uses comparative research techniques, where the researcher aims to compare the two symptoms in this case the quality of services contained in

the Labor Unit of the Toto Kabila Regional Hospital and the Regional General Hospital Prof. Dr. H. Aloei Saboe. The population in this study were patients or customers at the Toto Kabila Regional General Hospital and the Regional General Hospital Prof. Dr. H. Aloei Saboe, which is assumed to be unknown because of the number of patients or visitors who visit a lot every day.

RESULTS AND DISCUSSION

Table 1. Servqual Research Results

Servqual	RSUD Toto Kabila (A)					Mean	RSUD Prof. Dr. H. Aloei Saboe (B)					Mean
	SP	P	N	TP	STP		SP	P	N	TP	STP	
T	3.85	3.65	3.75	3.55	3.8	3.72	4.25	3.95	3.9	4.22	4.2	4.1
E	3.6	3.65	3.55	3.9	3.7	3.68	4.22	4.1	3.93	3.95	4.2	4.08
R	3.75	3.52	3.8	3.35	3.45	3.575	3.83	4.07	3.92	3.67	3.6	3.82
R	3.35	3.3	3.5	3.4	3.25	3.36	3.73	3.68	3.68	3.45	3.7	3.645
A	3.525	3.375	3.5	3.4	3.6	3.48	3.65	3.58	3.68	3.78	3.58	3.65
Rata-rata	17.73	17.5	18.1	17.6	17.8	17.82	19.7	19.4	19.1	19.1	19.3	19.3

Source: Data Processed (2019)

Based on the results of the above table reviewed or analyzed by service quality or (Servqual). From the table above, it is known that the mean Tangibel RSUD A is 3.72 RS B is 4.1, the mean value is four in Toto Kabila Hospital at 3.68 and Aloe Saboe Hospital 4.08, the mean value for Reliability RSUD A is 3.57 and RSUD B is 3.82. the mean for the

indicator of responsiveness of RSUD A is 3.36 and RSUD B is 3.64 and the value for the Assurance indicator for RSUD A is 3.48 and RSUD B is 3.65. can be seen from the average value of the comparison between the mean values of RSUD A and the mean value of RSUD B there are differences. Where the mean value (mean) of RSUD A is 17.8 and RSUD B is

19,295, it can be concluded that the quality of service in both hospitals is good, but if it is based on the results of questionnaires and the results of Servqual value of Hospital B (Regional General Hospital Prof. Dr. H. Aloei Saboe) has a higher quality of service than RSUD A (Toto Kabila Regional General Hospital).

Normality test

It is known that the number of respondents (n) is 40. Then the KS RSUD A is obtained at 0.986 and RSUD B 1.163 and the significant values of 1 are 0.285 (Regional General Hospital A) and 0.134 (Regional General Hospital B) each have a value significantly greater than 0.05, it is concluded that the processed data has been normally distributed, in other words the assumption of the normality of this research has been achieved.

Hypothesis testing

Results the independent analysis of the sample t-test showed that the significance value (sig-2 tailed) was 0.002 for perception. At the 5% significance level the value is significant because the significance is 0,000 <0,05, so it is concluded that there are differences in perceptions of service quality of RSUD A and RSUD B so that H1 is accepted.

Discussion

Effect of Tangible (Physical Evidence) for service quality

Physical evidence in which a company shows its existence to external parties, the appearance and physical infrastructure of the company can be relied on the condition of the surrounding environment is tangible evidence of

services provided by service providers. by keeping things that are not wanted by consumers, they will be able to maintain good quality services so that consumers will be loyal to use the services of the company in this case the hospital.

Effect of Empathy (Empathy) for service quality

Give sincere and individual or personal attention given to customers by trying to understand their desires. Thus the expectations of consumers will be fulfilled so that consumers will be loyal and provide good service information to their family or peers.

Effect of Reliability for service quality

Performance must be in accordance with customer expectations which means timeliness, same service for all customers without errors, sympathetic attitudes, and with high accuracy. The fulfillment of consumer expectations will be the strength of the company to safeguard its consumers. With performance and the right attitude will also provide good value or good impression for consumers.

Effect of Responsibility for service quality

A policy to help and provide services that are fast (responsive) and appropriate to customers, with the delivery of clear information. Allowing customers to wait creates a negative perception in service quality.

Effect of Assurance for service quality

Knowledge, courtesy, and the ability of company employees to foster customer trust in the company. This includes several components such as

communication, credibility, security, competence (competence), and courtesy.

Results The independent analysis of the sample t-test showed that the significance value (sig-2 tailed) was 0.002 for perception. At the 5% significance level the value is significant because of the significance of $0,000 < 0,05$, it is concluded that there are differences in perceptions of the quality of services of the Toto Kabila Regional General Hospital and the Regional General Hospital Prof. Dr. H. Aloei Saboe so H1 was accepted.

The results of the average value for the service quality of the two hospitals are good but there are comparisons through the perceptions of the Toto Kabila Regional General Hospital of 89.07 or 89.7% and the Regional General Hospital Prof. Dr. H. Aloei Saboe is 96.50 or 95.5%, this shows that there are differences in service quality through consumer perceptions where the average value of higher quality is at the Regional General Hospital Prof. Dr. H. Aloei Saboe with an average value of 96.50 or 95.5% in the criteria very well.

CONCLUSION

There are differences in the quality of service on the indicators of responsiveness and empathy from the medical team of the two hospitals, based on the research of researchers from pengujung who have maintained patients who have experienced the services of both hospitals that on these indicators in terms of services where the Toto Regional

Hospital have more positive empathy and the superior responsiveness is at the Regional General Hospital Prof. Dr. H. Aloei Saboe,

There is a difference in the quality of service for visitors who have experienced the service between the Toto Regional General Hospital and the Regional General Hospital Prof. Dr. H. Aloei Saboe especially services oriented to patients and visitors.

There is a difference in cleanliness of the room at the hospital. Based on interviews with visitors, the superior cleanliness at the Regional General Hospital Prof. Dr. H. Aloei Saboe.

SUGGESTION

With the level of consumer expectations fulfilled, it will have a positive value so that it needs to improve the quality of services that are good for consumers in terms of direct evidence. Reliability, responsiveness, assurance and empathy to be increased at the hospital. From the results of the analysis there are differences in the quality of service of RSUD A and RSUD B based on this, the hospital must have a distinctive service characteristic from other hospitals. For example hospital facilities, parking lots, food outlets around the hospital, and patient waiting rooms etc.

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