



**MANAGEMENT OF PUBLIC PERCEPTIONS IN IMPROVING  
THE QUALITY OF HEALTH SERVICES AT THE LAMBU  
DISTRICT HEALTH SERVICE, BIMA DISTRICT**

NURBAETY<sup>1</sup>, MUJIBURRAHMAN<sup>2</sup>

[bettygindi@gmail.com](mailto:bettygindi@gmail.com)<sup>1</sup>; [sapemujiburrahman@gmail.com](mailto:sapemujiburrahman@gmail.com)<sup>2</sup>

Akbid Harapan Bunda Bima<sup>1,2</sup>

**ABSTRACT**

The purpose of this study is to determine the public's perception of enjoying health services, then this type of research is a quantitative method with a descriptive analysis approach. In determining the population and samples, the quota sampling technique was used by determining the number of respondents based on the quota sample set as many as 30 people who were taken by accident. The results of the research are that the current health service at the Lambu Health Center is basically a national task that is the responsibility of the government, both at the central, regional and sub-district levels to the village/village. In order to carry out the function of health services to the community at the sub-district level, health workers at the Lambu Health Center have done well. Furthermore, the conclusion is the public perception of health services at the community health center in the Lambu sub-district based on the answers from respondents who answered very well 30.00% then respondents who answered well 65.00% then respondents who answered quite well 5.00% and respondents who answered no good 0.00%. Related to services, of course, it has advantages and disadvantages which lie in the willingness to provide assistance to the community without being asked to be corrected, even though the weaknesses referred to are not solely based on health workers.

**Keywords:** management, perception, service quality, health.

**A. INTRODUCTION**

Law number 36 of 2009 concerning health, article 1 paragraph 1 says that health is a healthy condition, both physically, mentally, spiritually and socially that allows everyone to live productively socially and economically, then paragraph 2 says that the resources in the health sector is all forms of funds, personnel, supplies, health, pharmaceutical preparations, and medical devices as well as health service facilities and technology that are utilized to organize health efforts carried out by the government, regional government, and/or the community.

Related to service quality, it has a weak side which lies in the willingness to provide assistance to the community without being asked to be corrected, even though the weakness as intended is not solely based on the employees. Dominated by "good" ratings, must be maintained and continuously improved in the future (taufik irfadat et al). Discussing the term perception, there will be many limitations or definitions of perception put forward by experts, one of them by Jalaludin Rahmat (2003: 51) expressed his opinion that "perception is the experience of objects, events or relationships obtained by concluding information and interpreting messages. seen and obtained".

As for the formulation of the problem in this study, namely how the ability of health workers in serving the community, and how the behavior of health workers in serving the community. The purpose of this study is to determine the public's perception of enjoying health services. Rizanda Mahmud said that currently the quality of health services is the main focus for the community, awareness and concern for quality are indeed increasing. Matters related to quality today include: the belief that something quality must be an abstract thing so that it cannot be measured. Efforts to improve quality require a fairly expensive cost. The history of the development of quality improvement efforts quoted from Tjahyono Koentjoro, (2004)

explains that efforts to improve the quality and performance of health services in Indonesia have been carried out since 1986 with the implementation of quality control groups in hospitals and health centers as well as other health services. This improvement was followed by the introduction of total quality management in 1994 and performance management in 1996.

Cindy Anggraeny (2013) said that health services are a field that cannot be separated from the influence of globalization which is currently a trend, globalization has changed the way of life of many people in determining the joys, sorrows, tastes and choices of people wherever there will be free competition. knows mercy, and cruel competition will crush and abandon the weak if not prepared to face it. According to Moenir as quoted by Tangkilisan (2005), "service is the process of meeting needs through the activities of others directly". Perception according to Mar'at (1992:108) has two main components, namely selection and interpretation. The selection in question is the process of filtering the stimulus in the senses. Stimulus captured by the senses is limited in type and number, because of selection. Only a small part of it reaches individual consciousness. Individuals tend to observe more carefully and quickly exposed to things that include their orientation. Interpretation itself is a process for organizing information, so that it has meaning for individuals.

Environmental changes and challenges are very influential in development. These challenges are in the form of epidemiological challenges and transitions, demographic transitions, polarization of global problems, bioterrorism, the very rapid growth rate of the productive age population, the inability to manage resources optimally and effectively. Therefore, public health must put itself in a meaningful position in facing future challenges. In relation to the environment, clean and healthy living behavior is needed. Regulation of the Minister of Health of the Republic of Indonesia Number 2269/MENKES/PER/XI/2011 concerning clean and healthy living behavior which regulates healthy and clean living behavior in the work and household environment.

Health is very important for the community, therefore the role of health workers from the puskesmas is very important. The basic thing for the success of the puskesmas is to strive for employees or health workers to carry out their duties in a quality, ethical, and dedicated manner, have trust and confidence in all employees, maintain a conducive work environment and satisfy all parties and the willingness of all employees to carry out their duties enthusiastically (Endang S:2021)

In carrying out this interpretation, there are past experiences and the value system they have. Wasistiono (2003) in Sagita (2010) "service is the provision of services either by the government, the private sector on behalf of the government or private parties to the community, with or without payment to meet the needs and interests of the community". According to Presidential Instruction No. 1/1995 concerning Improvement and Improvement of Service Quality, it is stated that the essence of public services is: first, to improve the quality of productivity in carrying out the duties and functions of government agencies in the field of public services; second, Encouraging efforts to streamline service systems and management, so that public services can be carried out in an efficient and effective manner; third, Encouraging the growth of creativity, initiative and community participation in development as well as by improving the welfare of the wider community.

## **B. RESEARCH METHODS**

This research method is a quantitative method with a descriptive analysis approach. In determining the population and samples used Quota sampling technique. This research was conducted at the public health center in Lambu sub-district for 1 (one) month. By determining the number of respondents based on a set quota of 30 people taken at random, the population of this study was all people from 14 villages in Lambu sub-district, Bima district. The collection technique is by giving a questionnaire. Data analysis technique with SPSS for windows.

### C. RESULTS AND DISCUSSION

Currently, health services are basically a national task that is the responsibility of the government and the private sector, both at the central, regional and sub-district levels to sub-districts/villages. In order to carry out the function of health services to the community at the sub-district level, the community health center as one of the government agencies has a scope of duties and authority in providing health services. Health workers in carrying out these service tasks are required to improve the quality or quality of their services, insight, critical power and community dynamics are increasingly developing along with advances in science and technology in today's era of globalization

Table 1 Hospitality of health workers in providing services

| No           | Respondent's Answer | Frequency | Percentage |
|--------------|---------------------|-----------|------------|
| 1            | Very good           | 21        | 67,30%     |
| 2            | Good                | 7         | 23,65%     |
| 3            | Fairly good         | 2         | 9,5%       |
| 4            | Not good            | 0         | 0%         |
| <b>Total</b> |                     | 30        | 100%       |

Source: Research Questionnaire 2020

The answers above illustrate that respondents who answered very well (67.30%), while respondents who answered well (23.65%), then respondents who answered quite well (9.5%), and respondents who answered not well (0%).

In providing services, health workers have a friendly attitude and have the initiative to first open a communication room by asking questions when meeting people who have problems or difficulties. This reflects the awareness of health workers that the problems faced by the community will actually have a constructive impact on the implementation of their own service tasks.

Table 2 Community Satisfaction Level in Hospitality

| No           | Respondent's Answer | Frequency | Percentage |
|--------------|---------------------|-----------|------------|
| 1            | Very satisfied      | 30        | 30,00%     |
| 2            | Satisfied           | 59        | 59,00%     |
| 3            | Quite satisfied     | 11        | 11,00%     |
| 4            | Dissatisfied        | 0         | 0%         |
| <b>Total</b> |                     | 100       | 100%       |

Source: Lambu Health Center, 2019

Based on the answers above that respondents who answered very satisfied (30.00%), then respondents who answered satisfied (59.00%) and respondents who answered quite satisfied (11.00%) and respondents who answered dissatisfied (0%) .

Table 3 Behavior of health workers in providing services



| No           | Respondent's Answer | Frequency | Percentage |
|--------------|---------------------|-----------|------------|
| 1            | Very good           | 19        | 60,00%     |
| 2            | Good                | 8         | 26,80%     |
| 3            | Fairly good         | 3         | 13,20%     |
| 4            | Not good            | 0         | 0%         |
| <b>Total</b> |                     | 30        | 100%       |

Source: Research Questionnaire, 2020

The answers above illustrate that respondents who answered very well (60.00%), then respondents who answered well (26.80%), and respondents who answered quite well (13.20%), and respondents who answered not well ( 0%).

People who receive health services state that the existing health workers have friendly behavior in dealing with complaints submitted by the community and do so with patience and maintain politeness.

Table 4 Level of Community Satisfaction in the Field of Manners

| No           | Respondent's Answer | Frequency | Percentage |
|--------------|---------------------|-----------|------------|
| 1            | Very satisfied      | 34        | 34,00%     |
| 2            | Satisfied           | 60        | 60,00%     |
| 3            | Quite satisfied     | 6         | 6,00%      |
| 4            | Dissatisfied        | 0         | 0%         |
| <b>Total</b> |                     | 100       | 100%       |

Source: Lambu Health Center, 2019

Based on the answers above that respondents who answered very satisfied (34.00%), then respondents who answered satisfied (60.00%), and respondents who answered quite satisfied (6.00%) and respondents who answered dissatisfied (0%) .

Table 5 The ability of health workers to provide easy-to-understand explanations

| No           | Respondent's Answer | Frequency | Percentage |
|--------------|---------------------|-----------|------------|
| 1            | Very good           | 3         | 13,20%     |
| 2            | Good                | 17        | 53,80%     |
| 3            | Fairly good         | 10        | 23,00%     |
| 4            | Not good            | 0         | 0%         |
| <b>Total</b> |                     | 30        | 100%       |

Source: 2020 Research Questionnaire

The answers above illustrate that respondents who answered very well (13.20%), then respondents who answered well (53.80%), then respondents who answered quite well (23.00%), and respondents who answered not well ( 0%).

The ability of health workers to provide explanations to the community can be said to be good considering the high scores obtained from respondents' answers, this shows that health workers have good communication skills because it is not easy to provide understanding to people who have different educational backgrounds. And health workers choose simple language to explain a question is a form of necessity in communicating.

Table 6 Level of Community Satisfaction in the Field of Competence

| No           | Respondent's Answer | Frequency | Percentage |
|--------------|---------------------|-----------|------------|
| 1            | Very satisfied      | 40        | 40,00%     |
| 2            | Satisfied           | 50        | 50,00%     |
| 3            | Quite satisfied     | 10        | 10,00%     |
| 4            | Dissatisfied        | 0         | 0%         |
| <b>Total</b> |                     | 100       | 100%       |

Source: Lambu Health Center, 2019

Based on the answers above that respondents who answered very satisfied (40.00%), then respondents who answered satisfied (50.00%), and respondents who answered quite satisfied (10.00%) and respondents who answered dissatisfied (0%) .

Table 7 The ability of health workers to operate medical equipment or facilities

| No           | Respondent's Answer | Frequency | Percentage |
|--------------|---------------------|-----------|------------|
| 1            | Very good           | 20        | 70,00%     |
| 2            | Good                | 10        | 10,00%     |
| 3            | Fairly good         | 0         | 0%         |
| 4            | Not good            | 0         | 0%         |
| <b>Total</b> |                     | 30        | 100%       |

Source: 2020 Research Questionnaire

The table above shows that respondents who answered very well (70.00%), then respondents who answered well (30.00%), and those who answered quite well (0%), and respondents who answered not well (0%) .

Surprising answers from respondents that health workers in operating medical equipment or health facilities show strong abilities because while in academics they are equipped with abilities and while working in community health centers every day they are familiar with medical devices, and it is not something new for them. health workers in operating technologically advanced equipment globally.

Table 8 Community Satisfaction Level in the field of medical equipment operations

| No           | Respondent's Answer | Frequency | Percentage |
|--------------|---------------------|-----------|------------|
| 1            | Very satisfied      | 70        | 70,00%     |
| 2            | Satisfied           | 20        | 20,00%     |
| 3            | Quite satisfied     | 10        | 10,00%     |
| 4            | Dissatisfied        | 0         | 0%         |
| <b>Total</b> |                     | 100       | 100%       |

Source: Lambu Health Center, 2019

Based on the answers above that respondents who answered very satisfied (70.00%), then respondents who answered satisfied (20.00%), and respondents who answered quite satisfied (10.00%) and respondents who answered dissatisfied (0%) .

Table 9 Completeness of health facilities

| No           | Respondent's Answer | Frequency | Percentage |
|--------------|---------------------|-----------|------------|
| 1            | Very good           | 8         | 27,40%     |
| 2            | Good                | 16        | 50,00%     |
| 3            | Fairly good         | 6         | 22,00%     |
| 4            | Not good            | 0         | 0%         |
| <b>Total</b> |                     | 30        | 100%       |

Source: Research Questionnaire 2020

The table above shows that respondents who answered very well (2740%), then respondents who answered well (50.00%), and those who answered quite well (22.60%) and respondents who answered not well (0%) .

The completeness of the facilities is the starting point in meeting the health needs of the community, in an emergency the facility plays a very important role in saving human lives, one of which is an ambulance. Good health facilities certainly provide smoothness in helping patients and delivering them to more complete health facilities.

Table 10 : completeness of health facilities in the field of medical equipment operations

| No           | Respondent's Answer   | Frequency | Percentage |
|--------------|-----------------------|-----------|------------|
| 1            | Very                  | 13        | 13,00%     |
| 2            | Complete              | 40        | 40,00%     |
| 3            | Sufficiently complete | 30        | 30,00%     |
| 4            | Incomplete            | 17        | 17,00%     |
| <b>Total</b> |                       | 100       | 100%       |

Source: Lambu Health Center, 2019

Based on the answers above, respondents who answered very completely (13.00%), then respondents who answered completely (40.00%), and respondents who answered quite completely (30.00%) and respondents who answered incompletely (17.00 %).

Table 11 Responsiveness of health workers in serving

| No           | Respondent's Answer | Frequency | Percentage |
|--------------|---------------------|-----------|------------|
| 1            | Very good           | 8         | 20,00%     |
| 2            | Good                | 10        | 35,00%     |
| 3            | Fairly good         | 12        | 45,00%     |
| 4            | Not good            | 0         | 0%         |
| <b>Total</b> |                     | 30        | 100%       |

Source: 2020 Research Questionnaire

The table above shows that respondents who answered very well (20.00%), then respondents who answered well (35.00%), and those who answered quite well (45.00%), and respondents who answered not well (0%).

Responsiveness of health workers is one of the tasks in providing services, this can be a benchmark in service and mutual respect in helping people who need health services. It is very important for health workers to develop this responsiveness as a form of relationship in providing health services.

Table 12 response of health workers in serving

| No           | Respondent's Answer | Frequency | Percentage |
|--------------|---------------------|-----------|------------|
| 1            | Very responsive     | 20        | 20,00%     |
| 2            | responses           | 50        | 50,00%     |
| 3            | Enough response     | 30        | 30,00%     |
| 4            | No response         | 0         | 0%         |
| <b>Total</b> |                     | 100       | 100%       |

Source: Lambu Health Center, 2019

Based on the answers above that respondents who answered very responsive (20.00%), then respondents who answered the response (50.00%), and respondents who answered quite responsive (30.00%) and respondents who answered no response (0%) .

Table 13 Strategies of health workers in promoting health

| No           | Respondent's Answer | Frequency | Percentage |
|--------------|---------------------|-----------|------------|
| 1            | Very good           | 21        | 52,20%     |
| 2            | Good                | 8         | 38,00%     |
| 3            | Fairly good         | 1         | 9,80%      |
| 4            | Not good            | 0         | 0%         |
| <b>Total</b> |                     | 30        | 100%       |

Source: 2020 Research Questionnaire



In everyday life, some people do not pay attention to physical health so that many suffer from various diseases, both mild and severe. This is a challenge for health workers in promoting the importance of caring for health. The strategy that has been carried out by health workers is by educating at the time of health checks, placing banners or banners.

Table 14 : Health promotion approach table by health workers

| No           | Respondent's Answer | Frequency | Percentage |
|--------------|---------------------|-----------|------------|
| 1            | Very good           | 72        | 72,00%     |
| 2            | Good                | 20        | 20,00%     |
| 3            | Fairly good         | 8         | 8,00%      |
| 4            | Not good            | 0         | 0%         |
| <b>Total</b> |                     | 100       | 100%       |

Source: Lambu Health Center, 2019

Table 15 Consistency of health workers in carrying out the principles of health services

| No           | Respondent's Answer | Frequency | Percentage |
|--------------|---------------------|-----------|------------|
| 1            | Very good           | 19        | 50,20%     |
| 2            | Good                | 10        | 40,00%     |
| 3            | Fairly good         | 1         | 9,80%      |
| 4            | Not good            | 0         | 0%         |
| <b>Total</b> |                     | 30        | 100%       |

Source: 2020 Research Questionnaire

The importance of being consistent in providing services by prioritizing the principle of health services, this principle has been carried out by health workers in serving the community. This principle becomes the locomotive for every service, so that the community becomes comfortable, especially in providing information about health, maintaining health, and living a healthy lifestyle.

Table 16 : health worker consistent

| No           | Respondent's Answer | Frequency | Percentage |
|--------------|---------------------|-----------|------------|
| 1            | Very good           | 68        | 68,00%     |
| 2            | Good                | 27        | 27,00%     |
| 3            | Fairly good         | 5         | 5,00%      |
| 4            | Not good            | 0         | 0%         |
| <b>Total</b> |                     | 100       | 100%       |

Source: Lambu Health Center, 2019

## D. CONCLUSION

Public perception of health services at the community health center in Lambu district based on the answers from respondents who answered very well 30.00% then respondents who answered well 65.00% then respondents who answered quite well 5.00% and respondents who answered not good 0, 00%. Regarding service, of course, it has advantages and disadvantages which lie in the willingness to provide assistance to the community without being asked, it must be corrected, even though the weaknesses referred to are not solely based on health workers, are dominated by "good" ratings, must be maintained and continuously improved at times. next time. Health services provided by community health center personnel are anticipating when there is a bad performance culture so that it does not continue to deteriorate by carrying out development efforts and completing service facilities/infrastructure.

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