THE ANALYSIS OF PATIENT RESPONSES AFTER SALES SERVICE ON HEALTH CENTER (PUSKESMAS) TELING ATAS MANADO

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ABSTRACT

Health is the most important thing that must be maintained by all persons in the world. The health of the people also can do their activities well and health development should be seen as an investment to improve the quality of human resources. Puskesmas is one of the two health services needed by the community in Indonesia. The main objective of this study is to analyze the Importance and Performance of patient responses after sales service using Importance Performance Analysis on Health Center (Puskesmas Teling Atas) Manado. The type of this research is descriptive quantitative methods by using Importance-Performance Analysis (IPA) as the analytical tool. Puskesmas Teling Atas Manado has been chosen as population for the study. This research took 100 respondents in this case is patient as the sample. The result of this study show customers expectation is low importance and the high importance, perceived service and overall service quality are important and good performance, and behavioral intention is low performance and low importance on Puskesmas Teling Atas Manado. The employees have to maintained the quality of the service to make the patients more comfortable and satisfied.

Keywords: service quality, after sales service, important performance analysis.

INTRODUCTION

Health is a state of wellbeing of body, soul and socially productive lives enable any person to live socially and economy. Good health should also be supported with health facilities and services are also satisfied. Puskesmas is one out of health services needed by the community beside hospital. One of the health facilities that have a very important role in providing health services to the community is the Puskesmas. Puskesmas is an institution in the chain of the National Health System and the duty is to provide health services to the specific region by geography, because of the development and implementation in the Puskesmas should be directed to the national objectives in the field of health. Puskesmas service should be certainly is fast, accurate, inexpensive and friendly. Given that a country will be able to run properly if the development is supported by a community of healthy both physically and mentally.

To retain customers in this case is Patients, Puskesmas demanded always keep a careful consumer confidence by taking into account the needs of consumers in an effort to meet the desires and expectations of the service provided. Consumers in this patients who expect service at the Puskesmas, not just expect the medical and nursing care but also expect comfort, good accommodation and harmonious relationships between Puskesmas staff and patients, thus the need to improve the quality of Puskesmas. The quality of health care in Puskesmas will know after the patient already feel the service of the Puskesmas itself. So to improving the quality, we should know how the patient responses after service on Puskesmas.

Research Objective

Research Objective in this research are to analyze the Importance of patient responses after sales service using Importance Performance Analysis at Puskesmas Teling Atas Manado and to analyze the Performance of patient responses after sales service using Importance Performance Analysis at Puskesmas Teling Atas Manado.

THEORITICAL REVIEW

Theories

Service Quality

Weitz and Wessley (2002:340) defined Service quality is a measure of how well the service level delivered matches customer expectations. Chang (2008) describes that the concept of service quality should be generally approached from the customer's point of view because they may have different values, different ground of assessment, and different circumstances. Kumra (2008) defined service quality is not only involved in the final product and service, but also involved in the production and delivery process, thus employee involvement in process redesign and commitment is important to produce final tourism products or services.

After Sales Service

Vitasek (2005:54-61) defined as a term, after-sales services has been used the most, to describe services that are provided to the customer after the products have been delivered. Agnihothri (2002) cited by Goffin and New (2001) defined after-sales support as well as technical support or even just services, are terms also found in the literature. After-sales services are often Lele and Karmarkar (1983) referred to as product support activities meaning, all activities that support the product centric transaction.

Customers Expectation

Zeithaml and Bitner (1996:76) defined customers expectations are beliefs about service delivery that function as standards or reference poinst against which performance is judged. Zeithaml and Bitner (2003:60) defined customers compare their perceptions of service delivery with these reference points when evaluating service quality and therefore knowing what customers expects is critical in gaining competitive advantage. Zeithaml and Bitner (2009:77) defined it is a combination of what customers believe can be and should be the expectations signal the level of customer hopes and wishes and belief that they may be fulfilled, thus failure to meet these expectations may result to customers cutting down on purchase.

Percived Service

Zeithaml (1988) defined perceived service quality is described in terms of the customer's assessment of the overall excellence or superiority of the service. At Service companies are generally trying to achieve the sustain portion of the market, increasing the use of a system, attract new customers, and improve the image of the company. To achieve these goals, each transportation service requires an effective and efficient method to identify the determinants of service quality from the consumer standpoint. Lovelock (1983) found quality of service is the level of excellence expected and control over the level of excellence to meet customer desires. Service quality as "the gap between the expectations or wishes of service users with what is perceived by them". Based on this definition, the quality of service is not reviewed by the company standpoint but from a perspective of service users. Thus arose the two (2) important factors that influence the quality of service that consumer expectations regarding the services to be received (expected service) and consumers' views about services that have been received (perceived service).

Overall Service Quality

Parallel with recent managerial interest in service quality measurement programs, researchers have become interested in the identification and measurement of service quality dimensions. In their well-known article, Parasuraman, Zeithaml and Berry (1985) found that customers evaluate overall service quality on five underlying dimensions: tangibles, reliability, responsiveness, assurance and empathy.

1. Reliability : the ability to perform the promised service dependably and accurately
2. Assurance : the knowledge and courtesy of employees and their ability to convey trust and confidence
3. Tangibles : the appearance of physical facilities, equipment, personnel and communication materials
4. Empathy : the provision of caring, individualized attention to customers
5. Responsiveness: the willingness to help customers and to provide prompt service

Behavioral Intention

Committee on Communication for Behavior Change in the 21st Century (2002:31) defined behavioral intention (BI) as a person's perceived likelihood or subjective probability that he or she will engage in a given behavior BI is behavior-specific and operationalized by direct questions such as I intend to behavior, with Likert scale response choices to measure relative strength of intention. Armitage and Conner (2001) defined intention has been represented in measurement by other synonyms and is distinct from similar concepts such as desire and self-prediction. Ajzen (1991) found that BI reflects how hard a person is willing to try, and how motivated he or she is, to perform the behavior. Selnes (1993) defined Customer loyalty reflects the intention to behave (intended behavior) with respect to a product or service. Intention to behave here includes the possibility of future purchase or renewal of contract of service or otherwise, how many customers will switch to a service provider or other brands. The indicators used are:

a. Repeated use of the service (repetition).
b. Propagate positive information to other parties.
c. Willingness to continue to use the services despite rising rates.

Previous Research

Wathek (2012) found systematic assessment of patients' perceived service quality and their satisfaction is an important element to design the marketing strategy for health care services over time and the available resources in the dimensions that improve the quality of service delivery and patient satisfaction. Wang and Shieh (2006) defined the relationship between overall service quality and user satisfaction was significant. There is a service gap in the Patients expectations and perceptions for hospital's staff and doctors responsiveness for their job by Manimaran (2010). If the behavior (goal) is important to the individual, his/her expressed intention to do itshould relate more strongly to its performance.Commitment and strength of intention are3likely to be correlated, however, Rhodes and Matheson (2005) so measuring commitment may be redundant with assessment of BI which means this factors are not really important for the patient because patient may choose or not to do or not.
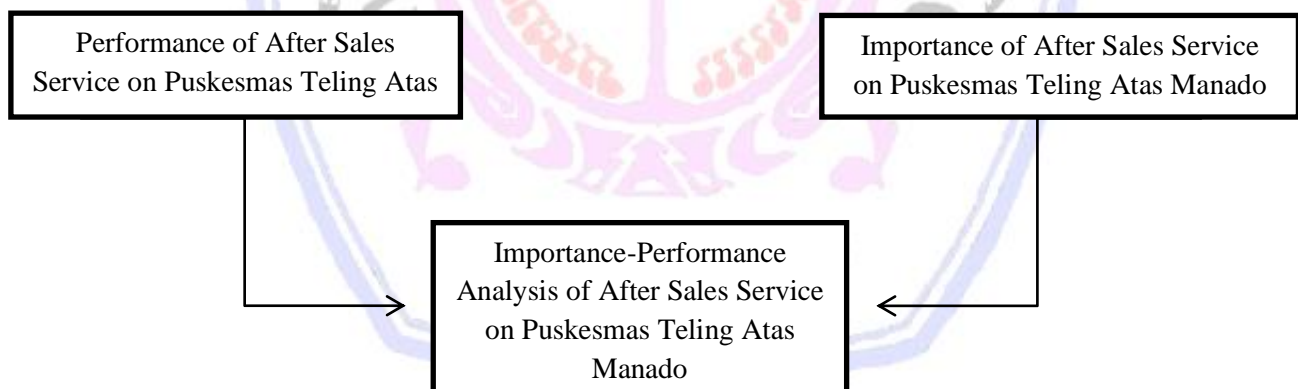

Figure 1. Conceptual Framework
Source: Theoritical Review

RESEARCH METHOD

Types of Research

The type of this research is descripive quantitative methods by using Importance-Performance Analysis as analytical tool. The data of this research obtained by spreading the questionnaire.

Place and Time of Research

The study was conducted on Puskesmas Teling Atas Manado from August-September 2014.

Sample and Population

Sekaran (2000:267) defined a sample is a part of the population. The sample of this research is the users of customers of Puskesmas Teling Manado, which is the patient. The sampling design is convenience sampling that is considered as the best way of getting some basic information quickly and efficient. Convenience sampling is collecting information from members of the population who are conveniently available to provide it. The Sample of this research as many as 100 respondents.

Data Collection Method

The source of data can be from primary and secondary sources. Primary data is data originated by the researcher specifically to address the research problem. This research gets primary data from the result of questionnaires. Secondary data is data collected for some purpose other that the problem at hand. The secondary data is taken from books, journals, and relevant literature from library and internet.

Data Analysis Method

Validity and Reliability Test

Validity is a characteristic of measurement concerned with the extent that a test measures what the researcher actually wishes to measure. the validity in this research is measure by using SPSS software. Validity test will valid if the MSA in the Anti-Image Correlation is more than 0.5. The reliability of a measure indicates the extent to which it is without bias (error free) and hence ensures consistent measurement across time and across the various items in the instruments Sekaran and Bougie (2009:161). Reliability test was used for all data capture and to analyze the questionnaires that have been propagated in the process of this study used Cronbach's Alpha. If Cronbach's alpha is more than or equal with 0.6, then the measurement is consistency and reliable.

Importance and Performance Analysis (IPA)

Importance Performance Analysis (IPA) was first introduced by Martilla and James (1977) with the aim to measure the relationship between consumer perceptions and priorities for improving the quality of products / services also known as quadrant analysis by Latu and Everet (2000). Martinez (2003:56) defined IPA has been widely accepted and used in various fields of study because of the ease to apply and display the results of analysis of the proposed improvements that facilitate performance. IPA has the main function to display information related to the factors which, defined customer service satisfaction and loyalty affect them, and the factors which, defined customer service needs to be improved because the condition has not been satisfactory.

This technique identifies the strengths and weaknesses of market supply by using two criteria: the relative importance of attributes and customer satisfaction. The application of engineering science begins with the identification of attributes that are relevant to the situation observed choices. List of attributes can be developed with reference to the literature, conducting interviews, and using managerial judgments. On the other hand, a set of attributes attached to the goods or services are evaluated based on how important each of these products for consumers and how the services or goods are perceived by consumers. This evaluation is usually filled by conducting a survey of a sample of consumers. After determining the proper attributes, consumers were asked two questions. One is the attribute that stands out and the second is the performance of companies that use these attributes. Crompton and Duray (1985) defined by using the mean, median or measurement rankings, scores and performance attributes of interest are collected and classified into categories of high or low; then to pair the two sets of rankings are, each attribute is placed into one of four quadrants interests of performance. It draws from the IPA is the result of the research presented in the form of quadrant 2-dimensional graphical and easily interpretable. The results of the research are exemplified Chu and Choi (2000) follows:
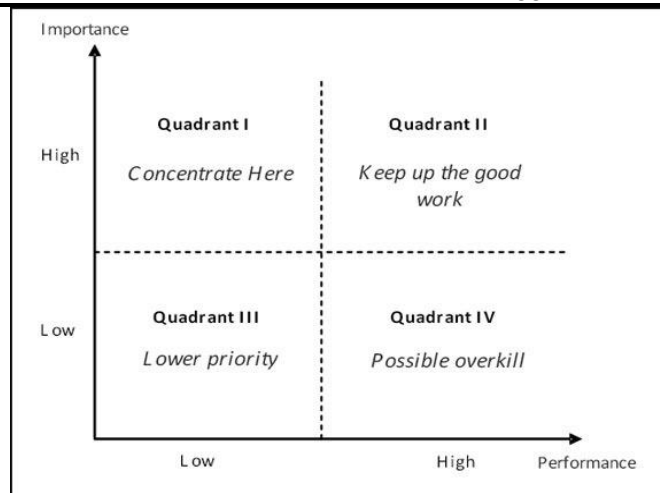
Figure 2. Importance Performance Analysis
Source: Chu and Choi (2000)

In interpreting quadrant, both detailing the following:

1. Concentrate Here.

      Factors located in this quadrant are considered as important factors and or hoped by the consumer but the condition Perceptions and Actual Performance of existing or currently not satisfactory so that the management is obliged to allocate adequate resources to improve the performance of these various factors. Factors that lies in this quadrant is a priority for improvement.

2. Keep Up With The Good Work.

      Factors that lies in this quadrant are considered important and expected that as an additional factor for customer satisfaction so that the management is obliged to ensure that the institution's performance under its management to continue to maintain the achievements.

3. Low Priority

      Factors that lies in this quadrant have a higher perception or lower switching Actual performance is not considered too important and too Hopefully by the consumer or that the management does not need to prioritize or too give attention to these factors.

4. Possibly Overkill.

      Factors that lie in this quadrant are considered Not Too Important or Not Too hoped and so management needs to allocate resources associated with these factors to other factors that have a higher priority handling that still need improvement, such as in the quadrant B.

RESULT AND DISCUSSION

**Result of Importance-Performance Analysis**

      The result of analysis in this chapter will attempt to answer the problem contained in this research. 100 respondent already answered the questionnaire. The result demonstrated the attributes of After Sales Service on Patient Responses in four quadrants.

Table 1.   Perceived Importance and Performance of After Sales Service on Puskesmas Teling Atas Manado

Attributes	Importance (Y)	Performance (X)	Quadrant
Customers Expectation	4,32	3,91	IV
Perceived Service	4,45	3,99	II
Overall Service Quality	4,36	3,9	II
Behavioral Intention	3,97	3,89	III
Average	4,25	3,89	

Source: Data Processed, 2014

Table 1 shows that the Importance of Perceived Service has the highest mean (y=4,45) followed by Overall Service Quality (y=4,36), Customers Expectation (y=4,32) and Behavioral Intention (y=3,97). Meanwhile, the performance of Perceived Service has the highest mean (x=3,99), followed by Customers Expectation (x=3,91), Overall Service Quality (x=3,9) and Behavioral Intention (x=3,89). It can be concluded that Perceived Service has the highest mean for importance and the highest mean for performance. After getting the point in the quadrant division axis where x=3,89 and y=4,25, the next step is to plot the point (x and y) of each attribute into Cartesians graph as shown in Figure 3:
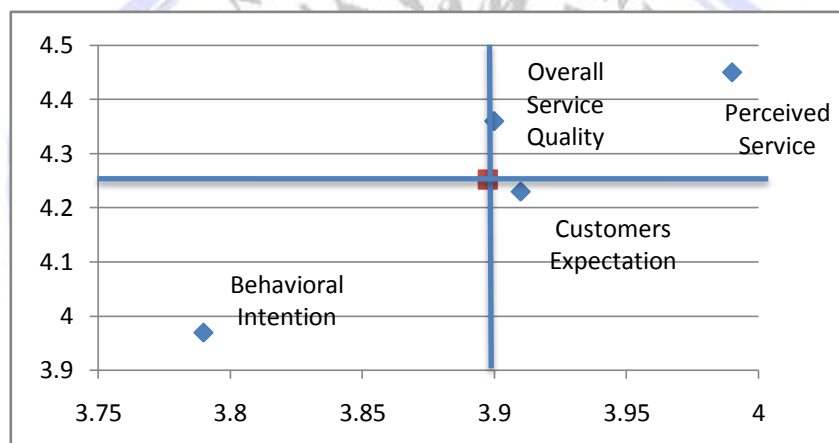
Figure 3. Data Plotting of After Sales Service on Puskesmas Teling Atas Manado

Source: Data Processed, 2014

Figure 3 shows that Perceived Service and Overall Service Quality is located in quadrant II which means Concentrated Here. It means Perceived Service and overall service quality are the attributes of after sales service that very important to customers and the same time, the organization which means in this case is Puskesmas Teling Atas seems to have high levels of performance in these activities and the quadrant II shows that this variable has high importance and high performance and the existing systems have strengths and should continue being maintained, this Perceived Service and Overall Service Quality include on quadrant II that "Keep up the good work."

Behavioral Intention is located in the quadrant III. It is assessed as low priority, which means that factors are not really important for the patients and at the same time has the lowest performance level, compared with the others. Customers expectation located in the quadrant IV. This cell contains attributes of low importance, but where performance is relatively high. This quadrant shows that patients of Puskesmas Teling Atas is satisfied with the performance, but the managers or in this case is employees should consider present efforts on the attributes of this cell as being unnecessary to patients.

Discussion

This research has identified four attributes of patient responses after sales service on Puskesmas Teling Atas Manado, namely: Customers Expectation, Perceived Service, Overall Service Quality and Behavioral Intention. Researcher has considered all attributes / factors which comes from the sort of theories, books, journals and some other supporting sources in constructing the whole research. Questionnaire is used to collect data and Likert scale is used to scoring data. The data is tabulated and analyzed with Importance and Performance Analysis method.

Therefore, the result shows that Perceived Service in quadrant II which mean is keep the good work to patient, the previous research by Wathek (2012) found systematic assessment of patients' perceived service quality and their satisfaction is an important element to design the marketing strategy for health care services over time. Such processes will enable the managers and doctors of a given hospital to identify the points of strength and weakness, relative to competitors, and consequently investing the available resources in the dimensions that improve the quality of service delivery and patient satisfaction and then followed by Overall Service quality as the same in quadrant II like perceived service which means keep the good work, the previous research by Wang and Shieh (2006) defined the relationship between overall service quality and user satisfaction was significant, so overall service quality improving patient satisfaction which means so important. Then followed by Customers Expectation in quadrant IV which means low importance but high performance, the previous research found that There is a service gap in the Patients expectations and perceptions for hospital's staff and doctors responsiveness for their job by Manimaran (2010). Compared with this result that customers expectation which means patient expectation are not to important but have high performance so patirent of puskesmas teling expectation after sales was good and last is Behavioral Intention in quadrant III , the previous research found If the behavior (goal) is important to the individual, his/her expressed intention to do itshould relate more strongly to its performance. Commitment and strength of intention are3likely to be correlated, however Rhodes and Matheson (2005) found measuring commitment may be redundant with assessment of BI which means this factors are not really important for the patient because patient may choose or not to do or not.

CONCLUSION AND RECOMENDATION

Conclusion

This research has identified 4 attributes of Patient Responses After Sales Service, namely: Customers Expectation, Perceived Service, Overall Service Quality and Behavioral Intention. The Importance-Performance Analysis is used to compare them defined After Sales Service perspective towards their level of importance and performance. The conclusions drawn from this research are as follows: Customers expectation located in the quadrant IV that low importance, but where performance is relatively high for Puskesmas Teling Atas Manado. Perceived Service and Overall Service Quality are important and have a good performance too for patients on Puskesmas Teling Atas Manado. Behavioral Intention has low importance and low performance for patient on Puskesmas Teling Atas Manado.

Recomendation

By looking the discussion and the result, some recommendations have been made as listed below:

1. Customers expectation located in the quardant IV. Customers expectation is not very important for the patient because in this case the information that Puskesmas Teling give to the patient is not very important to patient because they already know about the service or what they will get in this Puskesmas but the performance of this attribute which is information has good performance because the information same as their expectation and also the effectiveness and efficiency is not really important to patient because they need the service when they sick so they not to demanding on time when they go to Puskesmas, but after they already feel the service the responses performance is high so Puskesmas Teling give the best effectiveness and efficiency to them.

2. Perceived Service and Overall Service Quality is located in quardant II which means keep up the good work. Puskesmas Teling Atas Manado is good and in accordance with they want so the performance is good, and also about the overall service quality that indicators are facility on Puskesmas Teling Atas Manado has good performance but some respondent give the recommendation for the parking area. Puskesmas should give more place to parking area so the patient will more comfortable when they come.

3. Behavioral Intention is located in the quardant III. It is assessed as low priority, patient will spread good information about Puskesmas Teling Atas and decided to continue to use the service when the cost rise, the patient think that doesn't matter ifthe cost rise provided that Puskesmas give the best service to patient.

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