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FACTORS AFFECTING THE IMPLEMENTATION OF PRIMARY HEALTH SERVICES AT COMMUNITY HEALTH CENTERS: HEALTHCARE WORKERS' PERSPECTIVE

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Abstract

This study aims to identify the factors influencing the implementation of prime service at Melong Asih Community Health Center from the perspective of health workers. Employing a qualitative approach, this research involved in-depth interviews with health workers and direct observation. The findings revealed that responsiveness, accessibility, communication, politeness, and the availability of medicines are key factors affecting the quality of service. Although Melong Asih Community Health Center has shown a strong commitment to providing quality services, there are still several aspects that need to be improved, such as consistency in providing friendly and empathetic services, improving administrative systems, and enhancing the competence of health workers. This research provides important implications for efforts to improve the quality of services at Melong Asih Community Health Center, namely by enhancing the competence of health workers, improving administrative systems, and ensuring the availability of adequate resources.

Keywords: Prime service, Community health center, Health workers, Quality of service, Accessibility

Abstrak

Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor yang mempengaruhi implementasi pelayanan prima di Puskesmas Melong Asih dari perspektif tenaga kesehatan. Menggunakan pendekatan kualitatif, penelitian ini melibatkan wawancara mendalam dengan tenaga kesehatan dan observasi langsung. Hasil penelitian menunjukkan bahwa ketanggapan, aksesibilitas, komunikasi, kesopanan, dan ketersediaan obat-obatan merupakan faktor-faktor kunci yang mempengaruhi kualitas pelayanan. Meskipun Puskesmas Melong Asih telah menunjukkan komitmen yang kuat dalam memberikan pelayanan yang berkualitas, namun masih terdapat beberapa aspek yang perlu ditingkatkan, seperti konsistensi dalam memberikan pelayanan yang ramah dan empati, perbaikan sistem administrasi, dan peningkatan kompetensi tenaga kesehatan. Penelitian ini memberikan implikasi penting bagi upaya peningkatan kualitas pelayanan di Puskesmas Melong Asih, yaitu dengan meningkatkan kompetensi tenaga kesehatan, memperbaiki sistem administrasi, dan memastikan ketersediaan sumber daya yang memadai.

Kata kunci: pelayanan prima, puskesmas, tenaga kesehatan, kualitas pelayanan, aksesibilitas

Introduction

Quality healthcare is a fundamental right of every individual. Primary healthcare centers, such as health centers, play a crucial role in ensuring that communities have access to affordable and high-

quality healthcare services. In this context, the implementation of excellent service is essential to enhance patient satisfaction and achieve broader public health goals. Management in service delivery, as defined by Robbins & Coulter, is the process of integrating work activities to achieve organizational goals effectively and efficiently (Alves da Costa dkk., 2022). Therefore, excellent service can be implemented to improve the quality of service (Iswanto, 2021). Excellent service, based on the concept of action, is a series of concrete actions taken to provide the best service to reassure customers (Nahdila, 2021). The goal is to provide the best service for customers, so that customer expectations can be met (Damaris dkk., 2024).

In this regard, health centers are one of the service institutions oriented towards providing quality services. A health center is defined as a primary healthcare facility that is very important in Indonesia. Health centers are technical implementing units of district/city governments responsible for organizing health development in a working area (Sari, 2019). Previous research has shown that the quality of service in health centers is influenced by various factors, such as the completeness of facilities and infrastructure occupational health and safety (Firdaus dkk., 2021; Pamungkas & Kurniasari, 2019). International studies also emphasize the importance of service (Sumarni, 2022) in terms of responsiveness, accessibility, communication, and politeness in providing excellent healthcare services (Novitasari, 2022). Furthermore, research conducted on outpatient satisfaction and the influence of the workload of nurses in health centers indicates that the services provided by health workers contribute to patient satisfaction (Kwini & Atmawinata, 2024; Ramdhanni & Wibowo, 2024).

Although several studies have been conducted at Melong Asih Health Center, no research has specifically examined the factors influencing the implementation of excellent service from the perspective of healthcare workers. This study fills this gap by providing a deeper understanding of the challenges and opportunities in improving the quality of service at the health center. Additionally, this study is relevant to the government's efforts to improve the quality of healthcare services in Indonesia. Based on the background above, this study aims to answer the following question: "What are the factors that influence the implementation of excellent service at Melong Asih Health Center from the perspective of healthcare workers?" This question will be answered through data analysis from interviews conducted at Melong Asih Health Center.

To answer the research question, a qualitative approach was chosen as the main method in this study. This approach is considered the most appropriate because it is able to explore a deep understanding of the experiences, views, and perceptions of health workers regarding the

implementation of excellent service. Through in-depth interviews, researchers can obtain more contextual and nuanced information, which may not be obtained through quantitative methods.

Excellent service in the health sector is an important component in providing patient satisfaction and creating a service system that is oriented towards the needs of the community. Excellent service does not only include the speed of service, but also involves aspects of attitude, communication, empathy, and the ability of health workers to build good relationships with patients. In the context of the Melong Asih Community Health Center, excellent service is very important given its position as a first-level health service facility at the forefront of the national health system. However, the implementation of excellent service at the community health center level often faces various challenges. Several previous studies have shown that obstacles in the implementation of excellent service can come from various factors, such as limited human resources, lack of training or capacity building, high workload, to lack of motivation from the health workers themselves. In addition, organizational factors such as work culture, leadership, and quality management systems also influence the successful implementation of excellent service. In this context, understanding the views and experiences of health workers who work directly at the Melong Asih Community Health Center is important for identifying the factors that influence the implementation of excellent service. Their perspective can provide a more comprehensive picture of the obstacles they face, as well as opportunities that can be utilized to improve service quality.

Based on the results of interviews conducted with several health workers at the Melong Asih Community Health Center, several main themes were found to contribute to the implementation of excellent service. These themes include: a. Availability of Human Resources (HR) Health workers revealed that limited staff numbers are one of the main obstacles to providing excellent service. A high workload often means that they do not have enough time to give more attention to each patient. In addition, the uneven distribution of tasks also adds to the work pressure felt by some health workers, b. Training and Competency Development Many health workers say that training on excellent service has not been routinely conducted. Although some of them have received training before, the lack of knowledge and skills updates has resulted in suboptimal implementation of excellent service. They suggest that training be conducted regularly and tailored to field needs, c. Facilities and Infrastructure Some respondents mentioned that the condition of facilities at the community health center still needs to be improved in order to support optimal services. Limited waiting rooms, inadequate medical equipment, and an unintegrated information system are obstacles to providing fast, friendly, and effective services, d. Organizational Culture and Leadership The

leadership of the head of the community health center is considered to play an important role in shaping a culture of excellent service. Health workers believe that responsive leaders, supportive of staff development, and open to input are able to create a more positive work environment. On the other hand, an authoritarian or uncommunicative leadership style is an obstacle to developing a spirit of excellent service among staff, e. Motivation and Job Satisfaction Internal factors such as motivation are also important aspects in the implementation of excellent service. Health workers who feel valued, receive proper incentives, and have development opportunities tend to be more motivated to provide the best service. On the other hand, low rewards and incentives make some health workers feel less enthusiastic about carrying out their duties, f. Relationship with Patients One of the key factors in excellent service is the quality of the relationship between health workers and patients. In interviews, several respondents expressed the importance of good communication and empathy for the patient's condition. They realized that a friendly attitude and openness greatly determine the patient's perception of the quality of service provided.

From the above findings, it can be concluded that the implementation of excellent service at the Melong Asih Community Health Center is influenced by a combination of internal and external factors. Efforts to improve services cannot be done only by demanding changes in the behavior of individual health workers, but also require a comprehensive system improvement, in terms of management, training, infrastructure, and policy support. This study makes an important contribution to the development of policies and strategies for improving health services at the community health center level. By understanding the perspectives of health workers directly, policymakers can design more targeted and contextual interventions. In addition, the findings of this study are also relevant in supporting the Indonesian government's agenda to improve the quality of health services through the community health center accreditation program and the transformation of the national health system. As a follow-up to this study, the researchers recommend that a routine evaluation of the implementation of excellent services be carried out, accompanied by continuous training for health workers. In addition, improving facilities and work systems that support collaboration between staff also needs attention. With a comprehensive and participatory approach, it is hoped that the Melong Asih Community Health Center can set an example in the implementation of excellent services that are sustainable and oriented towards the needs of the community.

Research Method

This research employs a qualitative approach using a case study design. The case study was selected because it allows for an in-depth understanding of the complex phenomenon of factors influencing the implementation of excellent service at Melong Asih Health Center (Jaya, 2020).

Through this approach, the researcher can delve deeply into the perspectives of healthcare workers regarding their service practices. This research was conducted at Melong Asih Health Center, Cimahi City. This health center was chosen as the research location because it has problems relevant to the research topic and has been the subject of previous research, but no research has delved deeper into excellent service from the perspective of healthcare workers.

The research subjects in this study were healthcare workers serving at Melong Asih Health Center. In this case, only three sectors were interviewed, namely the Administrative Head, Administrative Staff, and Nurses. Additionally, patients who were present at the research location during the interview process were sampled. Data collection in this study was conducted through indepth interviews with a number of healthcare workers selected through purposive sampling. In-depth interviews were used to gain a deeper understanding of their experiences, perceptions, and views regarding excellent service. Additionally, participant observation was conducted: the researcher conducted direct observation at the service location to directly observe the interaction between healthcare workers and patients, as well as the physical condition of the health facility.

Result and Discussion

Responsiveness in healthcare refers to the ability of medical personnel to respond to patient needs quickly and accurately. A study at Rezki Sinaga Midwife Clinic showed that responsiveness has a significant positive impact on service quality. This study used a quantitative method with data collection techniques through questionnaires, documentation studies, and observation. The results showed that responsiveness contributed significantly to patient satisfaction (Ananda dkk., 2023). Melong Asih Health Center has demonstrated a high commitment to providing healthcare services to the community. However, there are still some aspects that need to be improved to achieve more optimal services. By continuously evaluating and improving, it is hoped that Melong Asih Health Center can become an increasingly quality and trusted health center in the community.

According to an interview with Mrs. Erna Marliana, S.KM, the Head of Administrative Affairs at Melong Asih Health Center, the staff's responsiveness in responding to patient needs is generally considered good. This is evident in the speed of staff in handling emergency patients and the appropriateness of their actions in accordance with standard operating procedures (SOPs). In addition, Melong Asih Health Center has also made efforts to open services in accordance with the established operating hours. Furthermore, according to an interview with Mr. Rijan, Administrative and IT Staff, Melong Asih Health Center has consistently implemented SOPs in the patient registration process. Registration staff require patients to bring identification such as KTP, BPJS, or

Family Card as registration requirements. In addition, registration officers also ensure that patients are registered in the appropriate polyclinic according to their needs.

From the perspective of responsiveness, the consistent implementation of SOPs in the registration process indicates an effort by Melong Asih Health Center to provide structured and efficient services. With clear SOPs, patients can easily understand the registration procedure and officers can provide faster and more accurate services. According to an interview with Mrs. Yeni, a nurse at Melong Asih Health Center, the implementation of SOPs in patient care has become a daily routine. She explained that the actions taken, such as checking blood pressure, taking anamnesis, and physical examination, have become an integral part of her work. This indicates that the SOPs have been well internalized by the health workers. From the perspective of responsiveness, the implementation of SOPs that have become routine indicates a good level of responsiveness. Health workers can quickly and accurately carry out the established procedures so that patients can immediately receive the services they need. According to the interview results, a 26-year-old male respondent generally gave a positive assessment of the staff's responsiveness. He was satisfied with the cleanliness of the health center environment and had never experienced any discomfort in the service. This indicates that the health center staff has been able to provide good service and meet the basic needs of patients.

However, the respondent also highlighted one thing that needs to be improved, namely the long queues and lack of order in the queues. This shows that although the overall service is good, there are still aspects that need to be improved to provide a more optimal experience for patients. Furthermore, according to an interview with a 20-year-old female respondent, she was generally satisfied with the doctor's service at the health center. She felt that the doctor's service was good enough and met her needs. However, the respondent highlighted some shortcomings in the service, especially in the registration and initial examination sections. She complained about the long waiting time during registration and the less friendly attitude of one of the officers, especially when interacting with elderly patients or patients who did not understand the procedures.

Accessibility in the context of healthcare refers to the ease with which patients can access medical services. According to accessibility theory, factors such as location, cost, and waiting time significantly influence a patient's ability to obtain services. A study at Garuda Plaza Hotel Medan showed that good accessibility, along with responsiveness, has a positive impact on customer satisfaction. This study used a quantitative method with a simple random sampling technique and multiple linear regression analysis (Irma, 2020). Melong Asih Health Center has demonstrated a commitment to providing good service to patients. The implementation of clear SOPs, effective

communication, and efforts to assist patients experiencing difficulties are positive aspects. However, periodic evaluation is needed to ensure that the quality of service is continuously maintained and improved.

According to an interview with Mrs. Erna Marliana, S.KM, the Head of Administrative Affairs at Melong Asih Health Center, Melong Asih Health Center is considered to have good accessibility. This is supported by several factors:

- a. Strategic Location: The health center is located in a strategic location, easily accessible by various modes of transportation, both public transportation and private vehicles. Its location bordering Bandung City also makes this health center a referral for people from both cities.
- b. Online Services: The health center has utilized technology by providing online registration services through the Mobile JKN application. This makes it easier for patients, especially BPJS Health participants, to register and access health center services.
- c. Socialization: The health center actively conducts socialization regarding online services, both directly and through social media. This aims to ensure that the public is aware of and utilizes these services.

According to an interview with Muhammad Rijan, he explained that they try to help patients who have difficulties in the registration process. He gave a concrete example, such as helping patients who are confused about the registration procedure by:

- a. Guiding patients: Officers will guide patients on the required documents, such as identification.
- b. Providing alternatives: If patients do not bring identification, officers will assist with registration using other data such as name, date of birth, and address.
- c. Providing information: Officers will inform patients about the waiting area after registration.

According to an interview with Mrs. Yeni, she explained that they try to help patients who have difficulties in accessing health center services, both physically and in terms of communication. For patients with limited mobility, Yeni mentioned that health workers are ready to assist patients, for example by pushing wheelchairs or even carrying patients to their destination. This shows the care of the officers for patients who need physical assistance. Although there are still things that need to be optimized in maintaining quality service.

According to the interview results, respondents from the patient side stated that the administrative process at the health center was easy. This indicates that respondents are satisfied with the ease of accessing health center services. The ease of the administrative process can be one of the factors that increase patient satisfaction with the services provided.

However, one patient stated that according to the interview results, the respondent felt that the administrative process at the health center was less efficient than before. They felt more comfortable with the old registration system where there were separate registration counters. Effective communication between healthcare providers and patients is crucial to ensure a clear understanding of health conditions and necessary treatments. Studies in various health centers, such as the journal "Implementation of Effective Medical Record Communication in Health Services at Pragaan Health Center, Sumenep Regency", show that good communication can increase patient satisfaction and overall service quality. Communication in healthcare emphasizes the importance of active listening, clarification, and empathy in interactions with patients (Widiastuti & Murni, 2020).

According to the interview, Mrs. Erna stated that Melong Asih Health Center has made efforts to ensure good communication between staff and patients. Some of the efforts that have been made include:

- a. Sign Language Training: The health center has staff who have been trained to communicate with patients who have special needs, such as the deaf. This demonstrates the health center's commitment to providing inclusive services.
- b. Various Communication Channels: The health center provides various communication channels that can be used by patients to provide input, complaints, or suggestions. These channels include suggestion boxes, hotlines, social media, and the SP4N application. This indicates that the health center is open to input from patients and is striving to improve the quality of service.
- c. No Significant Language Barriers: The informant stated that there have been no significant language barriers between staff and patients. This indicates that health center staff can communicate well with patients from various backgrounds.

According to the interview, the health center's administrative and IT staff ensure that information conveyed to patients and their families can be easily understood by asking the patients to repeat the information. However, when moving on to the healthcare worker, a nurse, there seems to be a slight misunderstanding in the questions and answers given. The initial question asked about how to help patients who have difficulty accessing health center services, but the respondent's answer focused more on the change from manual to electronic medical records. According to the interview,

the respondent acknowledged that there were communication barriers arising from the transition from manual to electronic medical records. Although the new system is expected to speed up the process and increase efficiency, the respondent highlighted the frequent loss of data. This is a concern because lost patient data can hinder the service process and potentially lead to medical errors.

Meanwhile, the results of interviews with patients mostly stated that the information provided by healthcare workers was easy to understand. Politeness in healthcare is an important aspect that encompasses the attitudes and behaviors of healthcare professionals in interacting with patients. Politeness includes several key elements such as:

- a. Respect: Healthcare professionals must show respect for patients, valuing their privacy and dignity. This includes the use of polite language and avoiding demeaning language.
- b. Empathy: Showing empathy means understanding and feeling what the patient is feeling. This helps build a better relationship between healthcare professionals and patients, and increases patient satisfaction.
- c. Effective Communication: Clear and effective communication is essential. Healthcare professionals must listen well and provide information that is easy for patients to understand.
- d. Adherence to Ethics: Healthcare professionals must adhere to the professional code of ethics that governs their behavior in providing healthcare services (Rohmah, 2019).

Based on interviews with patients, the majority were treated well and politely. However, one patient shared their experience, stating that there were still some healthcare workers who were considered impolite in serving patients, so evaluation needs to be done continuously to prevent such incidents from happening again. The availability of medicines and medical equipment is a crucial aspect of the healthcare system. According to inventory management theory, optimal availability of medicines can be achieved through good planning, timely procurement, efficient distribution, and continuous monitoring (Abad-Segura dkk., 2023).

According to an interview with the Head of Administrative Affairs, Mrs. Erna, Melong Asih Health Center has a fairly good mechanism to ensure the availability of medicines and medical equipment. Several important points can be concluded:

a. Periodic Monitoring: The health center uses the ASBAK application to monitor the availability of facilities, infrastructure, and medical equipment. This application helps ensure that the health center has equipment that meets the established standards.

- b. Performance Assessment: Melong Asih Health Center has a fairly high ASBAK score, indicating that the availability of medical equipment and facilities is quite adequate.
- c. Financial Management: As a Public Service Agency (BLUD), the health center has flexibility in managing its finances. If there is a shortage, the health center can submit a proposal for additional funding for the procurement of medicines or medical equipment.
- d. Supply from the Health Department: In addition to independent procurement, the health center also receives a supply of medicines from the Health Department.
- e. Referral Mechanism: If there is a shortage of medicines, especially for BPJS patients, the health center will refer patients to higher-level health facilities.
- f. Independent Procurement: For general patients, the health center can provide prescriptions so that patients can buy their own medicines at pharmacies. Furthermore, based on interviews with patients, so far no one has experienced a shortage of medicines for their needs, so patients are satisfied. However, it is still necessary to conduct regular evaluations to maintain the quality of services at Melong Asih Health Center.

Conclusion

This study aimed to evaluate the quality of service at Melong Asih Community Health Center by focusing on key aspects such as responsiveness, accessibility, communication, politeness, and the availability of medicines. The findings revealed that, in general, the health center has provided fairly good services to the community. Patients expressed satisfaction with the ease of access to services, the clarity of information provided, and the polite treatment they received from healthcare workers. The adequate availability of medicines was also perceived as a positive aspect contributing to overall patient satisfaction. Despite these strengths, the study also identified several areas that require improvement. One notable issue is the inconsistency in delivering friendly and empathetic service, particularly when dealing with elderly patients or those who struggle to understand health procedures. Additionally, the administrative process was seen as an area that could be streamlined to enhance efficiency and overall patient experience.

The study concluded that while the health center has demonstrated a commitment to addressing patient needs, more consistent implementation is necessary. Accessibility to services is generally good, yet efforts are still needed to ensure that all community segments can benefit equally. Communication between healthcare workers and patients, though generally effective, needs to be improved in terms of empathy and the use of clear, understandable language. While most patients felt they were treated politely, some instances of impolite behavior were still reported. The availability of medicines was regarded as sufficient, but regular monitoring is required to maintain this level of reliability. To further enhance service quality, the health center is encouraged to invest in continuous

training and performance evaluation for its staff, improve its administrative and service systems, ensure adequate facilities and equipment, promote clear and empathetic communication, and regularly evaluate the outcomes of improvement initiatives.

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