



EFFECTIVENESS OF ADMINISTRATIVE SERVICES AT ANANDA BEKASI HOSPITAL CONCERNING THE LEVEL OF PATIENT OR COMMUNITY SATISFACTION

Dian Sudiantini¹, Puji Lestari², Dian Kusuma Wardhani³, Shandra Dewi Nurhasanah⁴, Theresia⁵

¹Faculty of Economics and Business University Bhayangkara Jakarta Raya

²Faculty of Economics and Business University Bhayangkara Jakarta Raya

³Faculty of Economics and Business University Bhayangkara Jakarta Raya

⁴Faculty of Economics and Business University Bhayangkara Jakarta Raya

⁵Faculty of Economics and Business University Bhayangkara Jakarta Raya

E-mail: dian.sudiantini@dsn.ubharajaya.ac.id

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Abstract: As a health service institution such as a hospital, its responsibility is to provide services that meet the health needs of the community. Quality service health own roles important in increase health and well-being whole public. The aim of this research is to examine the effectiveness of administrative services at Ananda Bekasi Hospital and its impact on the level of community satisfaction. Through a comprehensive approach, this research evaluates hospital administration processes, including the registration process, patient data management, and communication with patients. Data was collected through interviews and observations to measure public perceptions of administrative services. The method used is by analyzing data to understand the contributing factors to levels satisfaction community as well as recommendations for improvements that can be made by Ananda Bekasi Hospital. Research results indicated that effectiveness service administration at Bekasi City Hospital had an impact positive to levels satisfaction public.

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INTRODUCTION

Satisfaction patients or society is closely related with success service health in increase quality service. With prioritize service community, service health society should too improved with increasing need service health this is necessary more Lots power skilled medical.

Every individual own right for accept service health, The Ministry of Health of the Republic of Indonesia has designing strategies and policies development health. Hospital

required provide service health like service good, safe, quality, non- discriminatory and effective so prioritize interest patient. Hospital roles US place for terrible emergency, service take care walk, and take care stay. Quality of service good health related positive with enhancement amount visits and levels satisfaction community at the facility health like House sick (Alfiyani et al., 2023).

Ananda Hospital Bekasi or also known as Ananda Hospital House Sick type B located in Bekasi. Founded in 2001 under PT Rajut Ananda Life Mandiri, it started from A clinic specialty which was founded in 1994. Hospital This has 198 places sleep and offer various service special like Perinatology, Surgical Team with technology advanced, Emergency Room Emergency open 24/7, service Laboratory, Radiology Unit, and Rehabilitation Medical & Physiotherapy. Apart from that, he provides service such as techniques for breaking up kidney stones with use waves shock outside body (Extracorporeal Shock-Wave Lithotripsy/ESWL), Electroencephalogram (EEG) for measurements activity brain, Hemodialysis For cleaning blood, and service comprehensive pharmacy. Ananda Hospital is focused in give service excellent health with the motto " Serving with Sincerity" that aims For prioritize comfort patients and an efficient treatment process.

For ensure satisfaction patient, home Sick must give service the best medical. Yakob, Kamariah, and Muttaqin (2022), one of them included elements roles in formation Community Satisfaction Index (IKM) is management administration hospital. Many other factors influence it levels satisfaction patients can explain influence management administration hospital towards SMEs.

A number of identified problems related with impact management administration House Sick on satisfaction community , including :

1. For repairs levels satisfaction patient, the quality of administrative services in hospitals has an important role. Examples from aspects the includes a fast and efficient registration process, appropriate data management, and transparent communication (Mosadeghrad, 2014).
2. Apart from the quality of administrative services, overall service quality also has a big influence on the level of patient satisfaction. Services that are welcoming, professional and responsive to patient needs can increase their level of satisfaction
3. The level of patient satisfaction depends on the quality of hospital facilities. Adequate facilities, such as comfortable waiting rooms, modern medical equipment, and maintained cleanliness, can improve patient experience and increase patient satisfaction, even though they are not directly related to administrative service management (Rahim et al., 2021).
4. Reputation and public trust in a hospital influence patient satisfaction. This includes patient perceptions of the quality and services provided. Good administrative services can be an important factor in building a positive image of the hospital, thereby contributing to increasing patient satisfaction (Kaban, Lubis, and Sembiring, 2022).
5. The quality of administrative services to patients who use BPJS Health can influence the level of patient satisfaction.

This research will limit the subject matter to avoid discussions that are too broad and things that are not related to the subject matter. Efforts to find out By referring to the problems identified above, the focus of the research is to evaluate patient/community satisfaction with administrative services at Ananda Bekasi Hospital.

Research purposes

The research aims to evaluate community satisfaction with the services provided at Ananda Bekasi Hospital.

Benefits of research

1. Find out the extent to which administrative services at Ananda Bekasi Hospital meet the expectations and needs of the community.
2. Identify areas of need improved in service administration for increase satisfaction public.
3. Give input to management of Ananda Hospital Bekasi for do repairs and improvements in service administration.
4. Assist in designing better strategies and policies to improve the quality of administrative services at the hospital.
5. Has the potential to improve the reputation and image of Ananda Bekasi Hospital in the community by providing better administrative services.

THEORETICAL REVIEW

Effectiveness

Effectiveness is a parameter that describes the extent to which an institution or organization has succeeded in achieving its goals. This matters hold roles crucial in context various institutions or organization, because give description about progress and developments that have been made achieved. Every organization hope can reach goals, and success depending on how much its effectiveness organization the in operate his activities.

Martani and Lubis (1987:55) stated There is 3 approaches play in evaluate effectiveness something organizations, including:

1. Approach Target aim for evaluate performance organization with focusing on the results produced, incl success achieve the output targets that have been achieved sets. Important aspects evaluation This covers effectiveness, efficiency, productivity, profitability, development, stability, and leadership.
2. Approach Source measure effectiveness organization with consider source power used, rate abilities organization in obtain required assets. The focus is on use and interpretation environment, as well abilities organization in guard activities and adapt self with change environment.
3. The Process Approach highlights the internal aspects of the organization, evaluating the extent to which programs are implemented through internal processes and organizational mechanisms. Indicators considered include service procedures, infrastructure, spirit of cooperation, and level of work group loyalty.

Service quality administration at home Sick is a significant factor in influence desires patients for returns to institutions the for get effective treatment. With fulfilled needs

and hopes patient, home Sick can increase levels satisfaction them, which in turn will strengthen trust public to House Sick the through service superior. Through service superior This is expected House Sick can obtain superiority competitive with serve quality, efficient, innovative and providing services satisfactory results.

Hospital own roles in increase health Indonesian society as a whole whole . Government has put the focus is on improvement quality services that include promotion health, prevention, treatment, and rehabilitation. Effective service for patients covers comfort, satisfaction, and friendliness officer, who whole give impressions positive in patients.

Service

In the Indonesian dictionary, " service " refers to a series of services involving activities interaction direct between people and other people or machine physique with objectives reach satisfaction customers. By Etymologically, " service " refers to an object, means, or results Work service. Give food and drink, fulfill need, provide approval, acceptance, and use is a number of example service.

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Loyalty

Loyalty consumer is firmness consumer in use something product or service in a way sustainable Because feel satisfied with product or service. According to Kotler et al. (2021), in part big studies shows that levels satisfaction high customer base tend produce levels more loyalty high, which is at the end increase performance company. Appropriate service with hope patients can increase levels satisfaction and retention faithfulness patients to hospital. Maintain loyalty patients is one of the objectives important for House Sick in guard patients they from competition with hospital other.

Loyalty is the act of repeating an activity because someone feels satisfied with what they received, whether it's in the form of a product or service that provides a pleasant experience. Characteristics loyalty consumer covers purchases repeated in a way consistent, good in products, services, or in recommend to other people.

According to Macstravic (1994), benefits from loyalty patients including enhancement quality maintenance Because loyalty push continuity maintenance, strengthening the communication of medical information between patients and doctors resulting in better diagnoses, improve obedience against medical advice, more effective in effort prevention, giving time adequate care, reduces cost search other doctors, as well build trust and confidence in the provider related services with loyalty. Loyalty patients reflect commitment patients for returns get home care Sick certain moments they or family they need service health.

Keeping highly loyal customers is very important, because maintain quality service can push customers for back, as mentioned by Kotler et al. (2021), that our greatest asset is satisfied customers with service we are and ready for come back and pay again. Standard

services that have been set become possible guidelines implemented through Standard Procedure Operational (SPO) as a method to achieve the desired level of service quality.

Facilities

In service hospital, facilities needed can form non-health facilities and Facilities health can support service so that facilities provided expected own impact positive form satisfaction in service supporting. Based on Regulations Government Republic of Indonesia Number 47 of 2016 concerning Facilities Health Services, facilities service health refers to the places used for provide various type service facility service health covers effort promotion health, preventive measures illness, medical treatment, and recovery /re-treatment, which can run by the government central, government regions and communities. Facilities can include a variety of infrastructure for support implementation activity it and speed it up service health.

Based on research conducted by (Yesinda & Murnisari, 2018), there is an impact of facilities on patient satisfaction. Therefore, the more optimal the facilities provided to patients can support the patient's confidence in continuing to seek treatment in order to become a loyal patient. Thus, good and complete health service facilities are needed to foster patient satisfaction. Meanwhile, according to (Saputra, 2018), facilities and service quality have an influence on patient satisfaction so that facilities are the company's added value in achieving customer satisfaction.

Administration

Administrators must navigate the complex landscape of health care reimbursement systems, including insurance billing, government programs, and private payer agreements. Maximizing revenue while maintaining ethical billing practices is critical to securing financial stability to provide high-quality care. These financial goals are achieved through various strategies. Hospitals often use revenue cycle management strategies to streamline billing processes, reduce claim denials, and ensure timely reimbursement. Additionally, administrators can explore opportunities to diversify revenue streams, such as philanthropic donations or partnerships with other health care organizations for hospital administrators to manage their workforce strategically to ensure that health care professionals are not only well equipped but also motivated and engaged in provide high-quality patient care. In this context, the main key to effective human resource management lies in personnel and workforce planning. Hospital administrators have the responsibility to ensure the hospital maintains an optimal mix of health care professionals, including physicians, nurses, allied health professionals.

The concept of administrative control has received great and widespread attention, as interest has increased considering the global developments and several crises witnessed by business organizations. The most important of these are management weaknesses, the absence of an oversight role, the deterioration of services provided to beneficiaries, and the spread of administrative and financial corruption. From the work of the organization with the aim of facilitating access to the strategic goals of the organization. Quality is an important indicator in various aspects of the practical life of organizations and an important element in the production process, whether services or goods, and it is a strategic tool in all organizations that continuously strive to achieve sustainable quality, increase

productivity and improve performance. Quality in health services is an important issue for the health and safety of all members of society, as the quality of health services throughout the world is the most important quality indicator in the life of a country, because lack of hygiene and long waiting times are one of the main reasons currently for avoided by government health organizations, in addition, most hospitals do not provide the necessary conditions to improve safety and security (Al-Saadi and Al-Rubaie, 2021: 159).

Terminology Study

For needs research, terms following is defined:

- Controls Administrative: activities carried out by the administration for follow up and evaluate implementation policy objective and working For repairs whatever weaknesses it may have faced him For reach desired goal (Hamzah, 2013: 140).
- Quality Health Services: services provided to individual or community by provider service health For objectives promote, maintain, monitor or restoring health (D'Cunha & Suresh, 2015: 334).

RESEARCH METHODS

Writer use type study explicit, or study explanation. Study explanation, according to Singarimbun (2005), is type research that focuses on correlation among several variables study as well as testing pre - existing hypothesis. As a result, this type of research is often referred to as hypothesis testing research or hypothesis testing research. Even though there is description in the explanation, this type of research, which is relational research, focuses more on explaining the relationship between these variables.

Arikunto (2010:12) states that exploratory descriptive research aims to provide an overview of the state or status of a phenomenon. Carrying out qualitative research, it is important to examine theories and relationships between variables from various sources, both offline and online through platforms such as Google Scholar and other online media. The literature review must be carried out taking into account methodological assumptions and tends to be inductive so as not to influence the direction of the questions asked by the researcher. Qualitative research is often conducted because of its exploratory nature, allowing researchers to explore concepts or phenomena in depth (Ali & Limakrisna, 2013).

Study This carried out in 2024 about How "**EFFECTIVENESS OF ADMINISTRATIVE SERVICES AT ANANDA BEKASI HOSPITAL CONCERNING THE LEVEL OF PATIENT OR COMMUNITY SATISFACTION**". Location of research This carried out at Ananda Bekasi Hospital. Hospital This The address is **Jalan Sultan Agung Nmor 173, Medan Satria, Bekasi, West Java, 17132**.

RESULTS AND DISCUSSION

Invention from study shows that service administration at the Hospital Ananda Bekasi City has had an impact positive to levels satisfaction society, u.s reflected in index existing satisfaction. Data analysis confirms that service administration the effective in influence perception satisfaction public towards Ananda Hospital Bekasi City, as reflected in reviews found on Google.

The hospital is clean, comfortable to wait. The service starts to come in, take the queue number, until the doctor's examination is good and friendly, the only downside is that the wait for the medicine/payment queue is a bit long, you could even say quite a long time, perhaps because of the large waiting list or the long packaging of the medicines. I hope the service can be improved further. From yuddi joeddie's email account.

Not bad for class 1 inpatient treatment, in my opinion it is quite satisfactory, in terms of clean rooms. There is always someone cleaning the sheets, floor, bathroom and trash can. The patient's food is also delicious. Only the bathroom sink and shower require a little maintenance. The service is quite clear if you explain it, you just need to ask the right person/respective department. Just a suggestion for each patient's bed, please add a small ladder to make it easier for the patient to get up and down to the bed. *From Muhammad Asmirandy's email account.*

Thank you very much to Ananda Bekasi Hospital which has provided the best service for my child who has pneumonia, especially the pediatric specialist Dr. Once arrived at the emergency room, the first treatment was done by giving a UAP (Nebulizer) and giving IV fluids because my child looked weak due to coughing followed by vomiting and fever, registering for inpatient admission was easy and fast using BPJS. The nurses and hospital staff are very friendly, from motorbike parking staff to specialist doctors. The room is comfortable and the nursing service is very professional. Grateful for the recovery and infinite thanks to Ananda Hospital, Bekasi. *From Fadli Hidayat's email account.*

This is an honest review, at first it was a bit scary because I had never been to Ananda Hospital and this was my first time using BPJS. It turns out the whole process is not complicated. The emergency room is full but all patients are served well. In the operating room, the waiting room is comfortable. The inpatient room is a new building, the rooms are spacious, the toilets are clean. The nurses are also friendly. Even though you wear BPJS, you are still treated well and politely. Thank God, I didn't choose the wrong hospital for my husband's surgery, thank you, I hope it will be better in the future for your hospital. *From Diajeng Andryanti's email account.*

For satisfactory service, the first impression of coming here is always to use general/independent. And yesterday because the child was sick and went straight to the emergency room and tried to use BPJS, it turned out that the service was satisfactory too. Whether you use BPJS or Mandiri, the service is equally good. *From Agung Prabowo's email account.*

The hospital is good. The administration is greatly assisted by BPJS, there is no differentiation. The lobby building, inpatient and outpatient rooms are very comfortable. Doctors are okay and nurses are informative. If you wait a little longer, it's normal because there are a lot of visitors. *From Syifa Febriana's email account.*

And there are still many reviews from other customers who state that the service at the hospital is good even though there are suggestions for adding facilities.

By evaluating the effectiveness of administrative services at Ananda Bekasi Hospital, it is hoped that it can increase the level of community satisfaction. A good evaluation can identify weaknesses and areas of improvement in administrative services, so that the hospital can take the necessary corrective actions to increase patient and

community satisfaction as a whole. Therefore, there is the potential that by increasing the effectiveness of administrative services, there will be an increase in the level of public satisfaction with the services provided by Ananda Bekasi Hospital. However, the final results will depend on how effective the corrective steps taken by the hospital are after conducting the evaluation.

Ananda Hospital Bekasi is A facilities service health located in Bekasi City. Facilities This famous on service superior in the realm clinic teeth and mouth, there are departments for ESWL (Extracorporeal Shock-Wave Lithotripsy), examination health medical, and department decline weight and beauty.

Facilities Inpatient

- Maintenance Unit Intensive
- Emergency Unit Emergency
- Maternal and Child Health Services (Perinatology)
- Delivery Room

Outpatient Facilities

- Service Pharmacy
- Electroencephalogram (EEG)
- Health Laboratory
- Hemodialysis
- Specialist Clinic
- Service Radiology
- Therapy Rehabilitation Medical
- Inspection 4 Dimensional Ultrasound

Medical Facilities

- Ambulance
- Pharmacy, Hemodialysis
- Laboratory
- Radiology
- Inpatient
- Rehabilitation
- ER room

Public facilities

- Banks/ATMs
- 24 Hour Service
- Islamic Prayer Room
- Parking
- waiting room

VISION

To become a hospital that is able to provide quality health services, prioritizes patient safety and is the community's choice

MISSION

1. Providing quality, rational and efficient health services without distinguishing between ethnicity, class, social status and religion

2. Be a good partner for the community and other institutions in efforts to improve public health
3. Carrying out human resource development to create quality and professional services
4. To become a hospital that cares about social, humanitarian and environmental aspects

SERVICE MOTTO

The patient's health needs are the main focus for Ananda Hospital which aims to improve services for patients and their families.

We are ready to provide the best service in accordance with the motto:

“Serve with SINCERE”

Human. Love. Heart. Flexible. Love. Polite.

Ananda Hospital has received a Plenary rating from the Hospital Accreditation Commission (KARS), where the assessment focuses on patient service standards, hospital management, patient safety and millennium development achievements.

- Award 6: Ananda Hospital won the PROPER BLUE Category award because it has fulfilled all environmental management requirements set by the Ministry of Environment.
- Ministry of Health Award: Ananda Hospital was awarded the Manpower Research Award in the Health Sector by the Health Research and Development Agency of the Ministry of Health in 2017.
- IKCC Awards: Ananda Hospital hosted a Health Seminar and received an award from the Indonesia Kidney Care Club in 2016.
- Best Trauma Center Team Award: BPJS Employment awarded the Best Trauma Center Team for extraordinary service to participants in the Work Accident Insurance Program.
- Plenary Level Accreditation Award: Ananda Bekasi Hospital succeeded in achieving a Plenary assessment from the Indonesian Hospital Accreditation Institute (LARSI), with an evaluation covering Patient Service Standards, Hospital Management, Patient Safety, and achievement of Millennium Development goals.

CONCLUSION

The research findings state that effectiveness service administration at Bekasi City Hospital has an impact big on the level satisfaction public. Therefore that, serious attention and improvement quality in matter This become crucial for House Sick To use increase satisfaction patient and image positive in the eyes public.

Based on reviews from people who use services at Ananda Bekasi Hospital, it appears that in general, administrative services at this hospital are considered good with several notes for improvement. The facilities provided, including waiting rooms, inpatient rooms and medical facilities, have received positive appreciation from patients and their families.

Although there are several complaints regarding long waiting times in queues for medicine or payment, the overall service at this hospital is considered satisfactory. The

suggestions given by the community, such as adding small stairs to patient beds to make it easier to get up and down, improving maintenance in several facilities, and increasing the speed of service in the administration section, can be valuable input for hospitals to continue to improve the quality of their services. .

Overall, the evaluation of the effectiveness of administrative services at Ananda Bekasi Hospital shows that the hospital has provided satisfactory service to patients, which is reflected in the level of satisfaction obtained from reviews and testimonials provided by patients and their families. Ananda Bekasi Hospital has received several awards and accreditations which confirm their commitment to quality health services and care for the environment and social and humanitarian aspects. By continuing to carry out necessary evaluations and improvements, it is hoped that the level of public satisfaction with services at this hospital can continue to increase.

SUGGESTIONS

Based on reviews and testimonials provided by the public, as well as the results of evaluations of the effectiveness of administrative services at Ananda Bekasi Hospital, several suggestions that can be given to increase the level of public satisfaction are as follows:

1. Service Acceleration, efforts to reduce waiting time in queues for medicine or payment can be done by increasing efficiency and administrative processes.
2. Ensure that communication between patients and administrative staff runs smoothly and clearly. Specialized training for administrative staff in interacting with patients in a friendly, informative manner and providing satisfactory solutions can improve the overall patient experience.
3. Identify and repair certain areas in hospital facilities that require maintenance, such as sinks and showers in bathrooms. Paying attention to the comfort and cleanliness of facilities can provide a better experience for patients.
4. Paying attention to suggestions given by the public through reviews and testimonials, such as adding a small ladder to the patient's bed to make it easier to get up and down, can be a positive step to increase patient comfort and safety.
5. Conduct regular evaluations of the effectiveness of administrative services, as well as collect regular feedback from patients and their families to continue to improve and increase the quality of services.

By implementing the suggestions above, it is hoped that Ananda Bekasi Hospital can continue to improve the effectiveness of their administrative services and increase the overall level of community satisfaction.

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