

Quality of Polyclinic Services in Public Health Center

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Abstract: The service quality of polyclinic in public health center is considered to be as one of the important factor to keep people safe and health from diseases. One of the efforts in health development among the people is improvement of service quality of public health centers. Patients satisfaction must be considered a significant output of a country health care system, basically reflecting the stages of its development. Patients as user, they expect prompt services from polyclinic personnel at timely with appropriate standards otherwise they dissatisfied with the services. The two main principle factors influencing service quality are patients expected service and perceived services from the health center. The aim of this study was to identify variables associated to the polyclinic services in public health center and patient's satisfaction.

Keywords: Public health center, Quality, Service, Variables, Polyclinic

I. INTRODUCTION

The primary public health centers play a vital role in improving health status of the population. In public health center provides a specialist OP to their patients in specified time is commonly known as polyclinic. They prevent people from various diseases and keep people safe. Specialist service provided by one doctor and two nurses in everyday with specified time period, declared by hospital management according to their patient's convenience and doctor's availability. In polyclinic doctors diagnosis the patients health issues and provide a counseling and medicine without staying in polyclinic. If regular checkup is required they planned accordingly with their time frames. After the announcement of national health mission schemes, people utilize the services of polyclinic in public health center. These schemes increases the service utilization of the polyclinic in all levels of the people who lives in a society. Service quality is affected by two main factors are expected service and perceived service of the patient from the polyclinic [1]. Expected service and perceived service of the patients will decide their satisfaction levels. Timely perceived service will increase the satisfaction level of patients otherwise they dissatisfied with polyclinic services. In health care services patients as user, they expect prompt services from polyclinic personnel at correct time and appropriate standards. Physical facilities in polyclinic supports personnel today do their services more effectively and efficiently. Sometimes friendly services also increases the customer satisfaction levels. The quality of polyclinic services can be identified from the five dimensions of quality namely tangible, reliability, responsiveness, assurance and empathy [1]. Tangible indicates the physical facilities and neat appearance of personnel in polyclinic. Reliability related to the provide a promised service dependably and personnel should be sympathetic and reassuring when handling a patients problems. Responsiveness is indicates the prompt services to patients and willing to help their patients in polyclinic. Assurance related to personnel in polyclinic constantly courteous to patients and knowledge to answer the patients questions. Empathy related with understand the specific needs of their patients and provide a individual attention [2]. The aim of this study to find out variables associated to the quality of polyclinic services in public health center and also study service quality and patients satisfaction.

II. LITERATURE REVIEW

Surg Lt Cdr Athar Mohd ,Brig Abhijit Chakravarty (2014) defines that Patients' satisfaction is a useful measure to provide an indicator of quality in healthcare and thus needs to be measured frequently [3]. Roush, S. E., & Sonstroem, R. J. (1999) states that patient satisfaction has become an increasingly important issue in health care. Patient satisfaction has been conceptualized in recent years as a multidimensional construct. The multidimensional nature means that a person may be extremely satisfied with one or more aspects of a health care encounter and concurrently dissatisfied with other aspects [4]. Boyer, L., Francois., Weil, G., & Labarere, J (2006). Patients' perception about public health center has gained increasing attention over the past 20 years. It is presently admitted that patients view should enhancement the usual indicators of quality in health center. Patient expression is an significant source of information in screening for problems and emerging an effective plan of action for quality improvement in public health care organizations [5]. P Fannya, D Sulastrri, R Rasyid (2018). One of the efforts in health development among the people is the improvement of service quality in Public Health Center. The two principle factors influencing service quality are patients expected service and perceived service from the health center. Muhammad Saloma, E. (2015). The level of customers satisfaction is an effective pointer for a service quality measurement as it is based on the respondents judgment toward the services rendered and experienced by them. Empathy has a important relationship with patients satisfaction while Assurance was exposed to have the highest impact on the patients satisfaction.

III. DIMENSIONS OF SERVICE QUALITY

Dimensions of service quality (SERVQUAL) were initially introduced by Parasuraman, A, Valerie A Ziethaml and Leonard L Berry in 1955 in the area of service quality. SERVQUAL was established based on the view of the customers assessment. This assessment has been theorized as a gap between the customer's expectations and customer perception by way of SERVQUAL, from a class of service providers and their evaluation of the performance of particular service providers.

Tangibles: Tangibles are the presence of physical facilities, equipment, personnel and communication.

Reliability: It potentials delivery, service provision, problem resolving and cost. The capacity to perform the assured service both reliably and precisely. Reliable service performance is a patients expectation and means that the service is accomplished on time, in the same way, and without mistakes in every time.

Responsiveness: It emphasizes attentiveness and promptness in dealing with patients demands, questions, grievances and problems.

Assurance: Assurance is defined as employee's knowledge about the health center and its employees capacity to inspire trust and confidence in the patients. The assurance dimension includes the following features: capability to perform the service, courtesy and respect for the customer, effective communication with the patients, and the general attitude that the server has the patients best interests at heart.

Empathy: Empathy is conveying through personalized services. The provision of caring, individualized attention to patients. Empathy consist of the following features: friendliness, sensitivity, and effort to understand the patients needs.

Patients use these five dimensions to form their judgments of service quality, which are based on a comparison between expected and perceived service. The gap between patients expected and perceived service is a measure of service quality; satisfaction is either positive or negative.

IV. SERVICE QUALITY AND PATIENTS SATISFACTION

It is authoritative for the healthcare organizations to measure its patients satisfaction enable them to understand desires of their patients as their needs are directly linked to both employees and patients in the public health care, who in turn perceived the satisfaction of patients on the services and make their own judgments. Hon Qin suggest three reasons to measure the level of patient satisfaction: which are the result of the quality of health center is on patients experiences, meaningful information concerning their satisfaction with the service that was provided, such as construction, progression and outcome of health center, and the perceived satisfaction or dissatisfaction regarding the services provided by the polyclinic in public health center [6]. As specified by Ramez, satisfaction on the service quality provided by the polyclinic comprises factors such as response time, facilities provided, and prioritizing their patients. Furthermore, feedback concerning the availability and use of up-to-date and well-maintained facilities in the hospital makes the patients satisfied and considered the services given as an excellent treatment. The association between independent variables (SERVQUAL) and dependent variable (Patient satisfaction). SERVQUAL was recognized by Parasuraman, Ziethml and Berry 1985 with 10 generic dimensions. However, in 1988, the dimension was condensed to 5 vital dimensions which comprises Tangible, Assurance, Empathy, Reliability and Responsiveness. This dependent variable was measured using the Disconfirmation Theory which focuses on the assessment between the expectation of performance from the polyclic employees and perception of performance, where the outcome can be divided into three categories of disconfirmation which are negative disconfirmation, positive disconfirmation and simple disconfirmation as cited by Saloma and Amran.

V. DISCUSSION AND RESULT

Service quality is not only how clinical activity is achieved, but also concerns several aspects beyond it, such as comfortability, service procedures, and staff-patient communication. In other words, service quality can be measured from the service quality dimension which is tangible, reliability, responsiveness, assurance and empathy that perceived by the patient.

The research conducted by Nadi conducted in four hospitals in Iran who that the dimension of tangible is one of the two dimensions that became importance in measuring the quality of services [7]. Another study conducted by Oliaae at the health clinic in Isfahan exposed different outcomes. In this study it was found that the dimension of tangible is the dimension that has the major gap between the perceived service and expected service, it means that patient has not satisfied with tangible dimension at the polyclinic [8].

Tangible includes the physical presence of service facilities (buildings, parking lots, and warehouses), apparatus used, and appearance of service personnel. Service cannot be seen, cannot be smelled and cannot be touched so tangible aspect becomes significant as measure to service. Patient will use the sense of sight to judge a quality from the physical facilities. polyclinic at Public Health Center needs to provide actual evidence so that the patient can evaluate how good the quality of services provided, furthermore to the public health center staff who surely already have a high ability in health. The study conducted by the Fannya, Puteri, Delmi Sulastrri, and Rosfita Rasyid they concluded that there was a significant relationship between tangible and the service quality of polycinic services at public health center.

The result of the research showed by Fannya, Puteri, Delmi Sulastrri, and Rosfita Rasyid there was a significant correlation among service providers (like doctors, specialist and nurses) reliability with service quality at polyclinic at public health center. Another research conducted by Jusriani on outpatients at Puriala Public Health Center, getting the result that 53% of respondents stated the reliability of the officers is enough. This study obtained the result that the reliability of officers in providing services related to outpatient satisfaction at Puriala Public Health Center. The reliability of the service providers in polyclinic will bring the patient's trust to the service associated to dealing with the problem fast and precisely to the patient.

According to the study conducted by Fannya, Puteri, Delmi Sulastrri, and Rosfita Rasyid. in padang Indonesia they concluded that there was a relationship between the dimension of responsiveness and the service quality of polyclinic at public health centers in padang. Another study by Ali & Khan who led a study on patient satisfaction in a Pakistani hospital using the Servqual technique exposed results that patients were satisfied with all the items of dimension of responsiveness that had been done by the polyclinic in public health center. When providing services, the service provider in polyclinic (specialist, doctors and nurses) must use an efficient time that is not too extended and not too fast. Too long time for service tends to cause patients to become bored and assume service provider are not professional so that will cause the queue on the service process. While the services are too fast will give the impression of not careful, random, rushed, and not professional.

Fannya, Puteri, Delmi Sulastrri, and Rosfita Rasyid they conduct a study and found that there was a significant relation between the assurance with the service quality of polyclinic at public health center in padang Indonesia. Another study conducted by Oliaae at a public health center in Isfahan found that of the five dimensions of service quality, assurance is the dimension that

has the smallest gap between patient perception and patient expectation. This means that the level of patient satisfaction on assurance of the service provider is good.

The study conducted by Fannya, Puteri, Delmi Sulastri, and Rosfita Rasyid and found that there was a significant relationship between the empathy dimension and the quality of polyclinic services at the Public Health Center. They found that empathy dimension is the most dominant dimension related to health service quality at polyclinic of Public Health Center. Personal care in polyclinic is a key element for patients satisfaction. Empathy starts with a good communication process. This can be seen from how the service provider in polyclinic communicates with the patient, handles the patient's grievances, and informs the patient's service procedure. Communication is the capability to convey information to patients or get input from patients. Understanding of the patients includes the Public Health Center effort to know and understand the needs and desires of the patients.

VI. CONCLUSION AND FUTURE WORK

The variables related to the service quality of polyclinic at public health centers are reliability, assurance, tangible, empathy, responsiveness. All variables are significant relationship with service quality of polyclinic in Public Health Center. The five dimensions of quality is the major factors to increase or decrease the patients satisfaction levels. In future by using bivariate and multivariate analysis, relationship between the variables and the most dominant dimension of quality that affect the service quality of polyclinic is been further research.

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