
Analysis of Service Management on the Quality of Public Services: Case Study of One of the Midwives' Practices in Soreang, Bandung Regency

Fikry Firmansyah

Universitas Teknologi Digital, Bandung
Email: fikry10120098@digitechuniversity.ac.id

ABSTRACT

A midwife is a woman who has successfully finished a government-recognized Midwifery education program, either nationally or internationally and has fulfilled the necessary criteria to practice Midwifery. The significance of public service quality and midwives underscores the crucial contribution of midwives in delivering high-quality health care to the community. This study seeks to enhance the service management employed by a midwifery practice in Soreang, Bandung Regency, concerning the quality of public services. This research employs a descriptive qualitative approach utilizing observation and interview techniques, comprising 15 participants, including midwives, administrative personnel, and patients. The study's findings demonstrate that the service quality at a Midwife Practice in Soreang, Bandung Regency, aligns with the standards of Reliability, Responsiveness, Tangibility, Assurance, and Empathy. The current service system adheres to the principles of simplicity and transparency, resulting in health care quality management at a Midwife Practice in Soreang, Bandung Regency, being widely regarded as satisfactory.

Keywords: Service Management, Midwives, Quality of Public Services.

INTRODUCTION

In the contemporary period of ongoing development, individuals are increasingly cognizant of the significance of enhancing and sustaining their quality of life. Advancements in science, social dynamics, economic factors, and rising educational attainment bolster this knowledge. These conditions enable individuals to comprehend and evaluate their requirements more effectively, including the necessity for high-quality public services. Health services constitute a crucial part of the public sector for fostering a healthy and productive community.

Service quality has emerged as a critical determinant of organizational success, particularly within healthcare organizations. Emphasizing service quality influences both service users' satisfaction and loyalty to the service provider institution. (Hasibuan, (2021)

This devotion fosters a symbiotic relationship between service providers and users, facilitating the organization's long-term sustainability. In the realm of health, excellent service is an imperative that must be noticed, considering the intricacy of health issues confronting society today. (Affan, 2020)

Health service management is a crucial element in attaining the anticipated service

standards. This management encompasses the planning, implementation, coordination, and regulation of service operations to deliver high-quality, amicable services that align with service users' requirements. This management approach fosters pleasant interactions between service providers and users, including ongoing service quality assessment. (Fatihudin & Firmansyah, (2019)

In practice, a method to assess the efficacy of health service management is to evaluate patient satisfaction levels. Patient satisfaction results from assessing health service performance by comparing received services to expectations. Patient satisfaction with services not only indicates high service quality but also enhances patients' trust and loyalty towards the healthcare organization. (Al Rasyid, 2019)

Midwives are pivotal in health services, particularly in maternity and child health care. Midwives are qualified healthcare professionals capable of delivering high-quality midwifery services. (Kotler & Keller, 2019) Midwife competencies encompass clinical proficiency, effective communication, and a comprehensive understanding of maternal and child health requirements. In this significant job, midwives must deliver services that adhere to technical

standards while considering patient happiness. (Dora & Asmalinda, 2019)

The practice of midwives at the community level, particularly in regions like Soreang and Bandung Regency, exemplifies midwives' direct influence on the quality of life within the community. As the nearest healthcare provider to the community, midwives must implement sound service management principles to address patient requirements adequately. (Along, 2020)

The quality of effective public services is contingent upon an organization's or individual's capacity to deliver services that meet users' needs. In midwifery services, service quality encompasses technical elements, like diagnostic and treatment accuracy, with non-technical elements, such as cordiality, communication, and attentiveness to patients' emotional needs. Quality services influence both patient satisfaction and the resultant health outcomes. (Goetsch & Davis, 2019)

Conversely, the caliber of public health services also indicates the efficacy of governmental policy in guaranteeing that all individuals have access to adequate healthcare. (Putri, 2019) This condition is becoming progressively vital in addressing numerous public health concerns, including elevated maternal and newborn mortality rates in diverse regions. (Dano, (2023)

This study examines service management in midwifery practices in Soreang, Bandung

Regency, emphasizing the impact of public service quality on patient satisfaction. This analysis encompasses multiple facets, ranging from the service management process to patient impressions regarding the quality of services received. This study aims to enhance understanding of how midwifery practices might be refined to elevate the quality of public services. (Kosnan, 2019)

This study's results are anticipated to substantially contribute to the formulation of midwifery service policies and practices at both local and national levels. The results may serve as a reference for midwives to enhance their competencies and for health institutions to establish more effective training and development programs. This study can also serve as a foundation for local governments to assess and enhance health care quality in their jurisdictions.

METHOD

This research is qualitative, relying primarily on real-world or field data. This research primarily concentrates on Midwife Practice in Soreang, Bandung Regency. This study's population comprises midwives, administrative personnel, and patients. The research sample comprises 15 individuals, encompassing midwives, administrative personnel, and the mean daily patient count.

The utilized data comprises both primary and secondary sources. Primary data is derived from the outcomes of observations and interviews.

The researcher performed non-participant observation, remaining uninvolved and serving as an unbiased observer. The researcher documented and examined the data to formulate conclusions. The observations were methodical, with organized planning for the specifics of what would be observed and the timing and location. The researcher has identified the variables concerning the services offered by Midwife Practice in Soreang, Bandung Regency, to the community. The author conducted direct observations to assess how administrative officers manage patients, from registration to subsequent treatment.

The researcher interviewed midwives, administrative personnel, and patients utilizing structured inquiries. This data collection method entails formulating a research instrument comprising a standardized set of questions contingent upon the researcher's identification of the desired information. The data collector administers identical inquiries to midwives, administrative personnel, and patients concerning service management, service quality, and patient satisfaction with the services rendered.

This study utilizes secondary data, which comprises documentation. The researcher uses this strategy to gather data from written material and other pertinent sources related to the

research objectives. This method serves as an adjunct to acquire more objective and transparent data concerning various activities at a Midwife Practice in Soreang, Bandung Regency.

RESULTS and DISCUSSION

Researchers obtained insights from extensive interviews with midwives, administrative staff, and patients regarding managing health service quality at a midwifery practice in Soreang, Bandung Regency—the assessment utilized criteria including Reliability, Responsiveness, Tangibility, Assurance, and Empathy.

Reliability is identified as the critical criterion in ascertaining consumer happiness. It signifies an organization's capacity to provide services as guaranteed. Reliable officers enhance the trust of service recipients by addressing issues swiftly and efficiently. Researchers evaluated reliability by examining the efficacy of community health services within the midwifery practice. In an interview on May 2, 2024, a community member stated: Patient administration services are highly efficient due to the rapid and systematic process, reducing patient wait times. (Ristiani, (2020)

Responsiveness was a vital element, characterized by the staff's willingness to aid clients and deliver timely service. This notion emphasizes the need for effective communication and a proactive approach to meeting client needs. The staff exhibited attentiveness by continually

aiding the public and resolving their problems along the service process. Numerous interviewers emphasized this in their replies:

1. "Upon arrival, the administrative officer swiftly inquired about my requirements with kindness. The service regularly exhibited cordiality during the assessment, and the officer's offered assistance with a grin." (Interview conducted on May 9, 2024)
2. "The administrative service was praiseworthy; the service remained fair despite the prolonged queue resulting from a substantial influx of patients." (Interview conducted on May 9, 2024)
3. "Employees are consistently on-site, and the service is exemplary. I perform biweekly assessments, and as it has been over a year, they are familiar to me." (Interview conducted on May 9, 2024)

These findings underscore the efficacy of midwifery practice in providing excellent services, focusing on reliability and responsiveness, ensuring client satisfaction, and cultivating trust within the community. (Werni, Rosita, Prihartini & Despitassari, 2019)

Healthcare providers effectively provide tangible evidence via their facilities, infrastructure, and people's performance (Badar, 2022). Service consumers might assess the conduct and appearance of officials inside an organization as concrete indicators of service quality. These concrete features significantly influence

perceptions and strengthen the organization's standing. Respondents conveyed their viewpoints during interviews:

1. "I find the location to be well-maintained and comfortable." The facility is spotless, provides multiple seating locations for waiting, and includes a television to mitigate boredom for patients in the waiting area. (Interview, May 13, 2024).
2. "In terms of comfort, this site is adequate. Employees strive to comfort patients in a hygienic and fragrant setting to guarantee their well-being. (Interview conducted on May 13, 2024).
3. "I contend that the workforce should be expanded to improve service velocity and efficacy." The equipment adequately fulfills consumer pleasure. (Interview, May 14, 2024).

Officers cultivate ****confidence**** by establishing trust inside the organization and promoting a sense of safety among clients. This trust arises from their capacity to uphold punctuality and comply with set schedules, hence improving the perceived quality of services (Hardiyansyah in Dano, 2023). Assurance also denotes the faith that service recipients have in suppliers. Customers provided their assessment of employee discipline as follows:

1. "They seem to exhibit discipline, as all individuals are served uniformly under supervision. I assert they demonstrate

discipline in providing health care. (Interview conducted on May 14, 2024).

2. "I contend that discipline is advantageous, as officers ensure compliance with all regulatory mandates." (Interview, May 14, 2024).

Empathy, as articulated by Cohen and Strayer in Putri (2019), denotes the ability to comprehend and resonate with the emotional emotions of others. The midwifery personnel in Soreang exhibit empathy by engaging in individualized encounters to comprehend patient needs and address their difficulties. Interviewees recounted their experiences with the sympathetic methodology of midwifery practice:

1. "The knowledge I acquired was exceptionally lucid. This result was my preliminary encounter here, so I needed more needed more understanding. Nevertheless, I obtained a comprehensive elucidation of the registration procedure and related fees for general patients, which I deemed highly advantageous." (Interview, May 19, 2024).
2. "Upon questioning, I was advised that specific information and instructions would be executed at home. I felt supported as it was crucial to maintain the pregnancy, and I could not afford to be neglectful." (Interview, May 19, 2024).

These insights demonstrate the practice's commitment to providing high-quality services

that emphasize concrete evidence, certainty, and empathy, cultivating patient trust and contentment.

CONCLUSION

This study demonstrates that a midwifery practice in Soreang, Bandung Regency, effectively provides service quality that properly adheres to established standards. Researchers assessed the approach based on five principal criteria: Reliability, Responsiveness, Tangibility, Assurance, and Empathy. The services offered exemplify simplicity and clarity, fostering comfort, safety, and pleasure among users.

The practice exhibit's reliability by continuously providing services by its agreements. Officers demonstrate responsiveness by taking timely and suitable actions to aid patients. Tangibility is manifested in the provision of sufficient amenities, a sanitary atmosphere, and the professional conduct of the staff. Assurance stems from public confidence in the officers' proficiency and honesty in service provision. Officers exhibit empathy by sincerely comprehending patient issues and providing appropriate answers.

Researchers discerned multiple avenues for enhancement. It is advised that human resources and medical equipment be augmented. These approaches enhance service capacity and efficiency while diversifying the services provided.

By addressing these aspects, the practice can more effectively accommodate the increasing complexities of community requirements.

These enhancements can bolster public trust and contentment in midwifery practices in Soreang, Bandung Regency. Committing to continual improvement may position them as exemplary and responsive healthcare providers who successfully and sustainably meet community expectations.

CONFLICTS OF INTEREST

The authors declare no conflict of interest. The funders had no role in the design of the study; in the collection, analyses, or interpretation of data; in the writing of the manuscript, or in the decision to publish the results.

REFERENCES

- Affan, I. J. (2020). Pengaruh Kualitas Layanan Jasa Kapal Terhadap Kepuasan Pengguna Jasa Pt.(Persero) Pelabuhan Indonesia II Cabang Palembang. *Jurnal Indonesia Sosial Sains*, 1(5), 416 - 424.
- Al Rasyid, H. (2019). Analisis Kualitas Pelayanan dan Brand Image Terhadap Minat Kunjungan Ulang Pasien Klinik Bidan Marlina. *Jurnal Perspektif*, 17(1), 7-16.
- Along, A. (2020). Kualitas Layanan Administrasi Akademik di Politeknik Negeri Pontianak. *Jurnal Ilmiah Administrasi Publik (JIAP)*, 6(1), 94–99.
- Badar, M. (2022). Manajemen Kualitas Pelayanan Rumah Sakit Umum Daerah Batara Siang Kabupaten Pangkep. *KAIZEN: Kajian Ekonomi, Manajemen, Akuntansi, dan Kewirausahaan*, 1(1), 1-9.
- Dano, M. G. (2023). Analisis Manajemen Pelayanan Rumah Sakit Terhadap Kualitas Pelayanan Publik Pada Rumah Sakit Umum Daerah Dr. L. M. Baharuddin, M.Kes Kabupaten Muna. *Jurnal Promotif Preventif*, 6(6), 846-853.
- Dora, M. S., A. D., & Asmalinda, Y. (2019). Hubungan Komunikasi Terapeutik Perawat Dengan Kepuasan Pasien. *Jurnal Kesehatan*, 10(2), 101 - 105.
- Fatihudin, D., & Firmansyah, A. (2019). Pemasaran Jasa : Strategi, Mengukur Kepuasan Dan Loyalitas Pelanggan. Yogyakarta: Deepublish.
- Goetsch, D., & Davis, S. (2019). *Quality Management For Organizational Excellence: Introduction to Total Quality* (8 ed.). New Jersey: Printice Hall International, Inc.
- Hasibuan, R. (2021). Pengaruh kualitas pelayanan terhadap kepuasan pelanggan di Cafe Vanilla Panyabungan. *Jurnal Misi*, 4(3), 175-182.
- Kosnan, W. (2019). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pasien Rawat Inap Di

- Rumah Sakit Umum Daerah Kabupaten Merauke. Jurnal Ekonomi, Bisnis dan Akuntansi (JEBA), 21 (4), 147-158. (<https://creativecommons.org/licenses/by-nc-sa/4.0/>).
- Kotler, P., & Keller, K. L. (2019). Manajemen Pemasaran (13 Jilid 1 ed.). Jakarta: Erlangga.
- Putri, R. D. (2019). Bimbingan Kelompok Menggunakan Permainan Sebagai Strategi Dalam Mengembangkan Empati Siswa. Jurnal Bimbingan Dan Konseling Borneo, 1(2), 7–12.
- Ristiani, I. Y. (2020). Manajemen pelayanan publik pada mall pelayanan publik di Kabupaten Sumedang Provinsi Jawa Barat. Coopetition Jurnal Ilmiah Manajemen, 165 – 178.
- Werni, S., Rosita, R., Prihartini, N., & Despitasi, M. (2019). Identifikasi Kompetensi Bidan: Data Riset Pendidikan Tenaga Kesehatan Tahun 2017. Jurnal Penelitian Dan Pengembangan Pelayanan Kesehatan, 3 (3), 142-151.



© 2024 by the authors.
Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC Attribution-NonCommercial-ShareAlike 4.0) license