

Overview of the Level of Knowledge of Darmo Medan Health College Students Regarding Excellent Service in Increasing Patient Satisfaction

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ABSTRACT

Health facilities are providers of health services to improve the community's health. The quality of health services influences patient satisfaction with health facilities. Excellent service is oriented towards patient satisfaction, so health workers must provide optimal service. Patient experience with the services offered influences the choice of health facilities for their treatment. Patient satisfaction with health services is an evaluation of health facility management in maintaining or improving the quality of health services. This study aims to determine the level of student knowledge about excellent service for patients at STIKes Darmo Medan Rahun 2024. The results of the study showed that excellent service was measured using 6 indicators, namely attitude (Attitude), attention (Attention), action (Action), ability (Ability), appearance (appearance), and responsibility (accountability) in the less category.

Keywords: Service Excellence, Patient Satisfaction

INTRODUCTION

Professional officers who provide services following excellent service will certainly improve the quality of health services offered, which will ultimately enhance the positive image of the Hospital as an official institution that provides health services to the community. Excellent service provided by officers, including willingness to listen to patient complaints thoroughly, full of understanding, acceptance sin, clarity, and empathy, will significantly help the patient's healing process and the emergence of patient willingness to cooperate in the treatment process; it is hoped that with good cooperation the patient's healing process will be achieved more quickly.

With the increasing public awareness of their rights to obtain public services, the Hospital,

as a public service organization, must provide quality, fast, and professional services. Thus, the Hospital must be oriented in that the patient is the central point. The Hospital as an organization, if consistent in implementing excellent service, will be the winner in the competition.

Hospitals will gain continuous customer or patient loyalty if the service provided is excellent. Hospitals do not need to spend money on promotions or marketing because customers or patients will spread good things about their services. Based on several studies, if a hospital satisfies one customer, the customer will tell four people. However, if the Hospital disappoints or ignores a customer or patient, the patient will tell ten people. Students, especially health workers who will become professional officers in hospitals, must understand and comprehend the excellent service it provides in health facilities.

METHOD

This type of research is quantitative research with a qualitative approach. Quantitative research is conducted by obtaining data in numbers and then interpreting it through qualitative or narrative explanations based on the data received. The location of this research was conducted at STIKes Darmo Medan students.

RESULTS AND DISCUSSION

Level of Knowledge and Attitude in Excellent Service

One aspect of excellent service in health facilities is the attitude of officers in providing good service. Attitude is the behavior displayed by officers when providing services. The results of the description of the level of knowledge of attitudes in excellent service by STIKes Darmo students are shown in Table 4.1 below.

Table 4.1 Overview of Knowledge Level of Attitudes in Excellent Service

| Excellent Service Aspects | Category | Number (n) | Percentage (%) |
|----------------------------------|-----------------|-------------------|-----------------------|
| Attitude | Good | 8 | 27 |
| | Enough | 12 | 40 |

| | | | |
|--------------|---------------|-----------|------------|
| | Not enough | 10 | 33 |
| Total | | 30 | 100 |

Table 4.1 shows that in the knowledge and attitude aspect, 8 people (27%) are in a suitable category, 12 people (40%) are in the sufficient category, and 10 people (33%) are in the lacking category.

Level of Knowledge Attention in Excellent Service

In health facility services, officers' attention will provide satisfaction and pleasure for patients who come. This attention can be in the form of concern for patients, both in the form of needs and desires and the fulfillment of patient suggestions. The level of knowledge related to the existence of attention in excellent service is shown in the following table 4.2

Table 4.2 Overview of the Level of Knowledge and Attention in Excellent Service

| Excellent Service Aspects | Category | Number (n) | Percentage (%) |
|---------------------------|---------------|------------|----------------|
| Attention | Good | 10 | 33 |
| | Enough | 7 | 23 |
| | Not enough | 13 | 43 |
| Total | | 30 | 100 |

Table 4.2 shows that the level of attentional knowledge of Darmo Health College students is in the good category for 10 people (33%), in the sufficient category for 7 people (23%), and in the lacking category for 13 people (43%).

Level of Knowledge of Action in Excellent Service

Actions are real activities that must be carried out in providing services to patients. These include recording patient needs, reaffirming patient needs, realizing patient needs, and expressing gratitude in the hope that patients are satisfied with the services provided. The following is the level of knowledge of the action aspect of excellent service shown in Table 4.3.

Table 4.3 Overview of Knowledge Level of Actions in Excellent Service

| Excellent Service Aspects | Category | Number (n) | Percentage (%) |
|---------------------------|----------|------------|----------------|
| Action | Good | 11 | 37 |
| | Enough | 5 | 17 |
| | Not | 14 | 46 |
| | enough | | |
| Total | | 30 | 100 |

Table 4.3 shows that 11 people (37%) are in the good category, 5 people are in the sufficient category (17%), and 11 people are in the poor category (46%).

Level of Knowledge and Ability in Excellent Service

Ability refers to certain knowledge and skills that are absolutely necessary to support excellent service programs. These include ability in the field of work being pursued and the ability to carry out effective communication.

Table 4.4 Overview of Knowledge Level of Actions in Excellent Service

| Excellent Service Aspects | Category | Number (n) | Percentage (%) |
|---------------------------|----------|------------|----------------|
| Ability | Good | 5 | 17 |
| | Enough | 13 | 43 |
| | Not | 12 | 40 |
| | enough | | |
| Total | | 30 | 100 |

In Table 4.4, the ability aspect is in the good category of 5 people (17%), the sufficient category is 12 people (40%), and the lacking category is 12 people (43%).

Level of Knowledge of Appearance in Excellent Service

Appearance depicts a person's physical and non-physical appearance or ability to reflect self-confidence and credibility to patients. The following shows the level of knowledge of

appearance in excellent service by STIKes Darmo Medan students in Table 4.5

Table 4.5 Overview of Knowledge Level of Appearance in Excellent Service

| Excellent Service Aspects | Category | Number (n) | Percentage (%) |
|----------------------------------|-----------------|-------------------|-----------------------|
| Appearance | Good | 15 | 50 |
| | Enough | 13 | 43 |
| | Not | 2 | 7 |
| | enough | | |
| Total | | 30 | 100 |

In Table 4.5, it can be seen that the appearance aspect is in the good category for 15 people (50%), the sufficient category for 13 people (43%), and the lacking category for 2 people (7%).

Level of Knowledge of Responsibilities in Excellent Service

Responsibility is an attitude of siding with patients as a form of concern to avoid or minimize patient losses or dissatisfaction.

Table 4.6 Overview of Knowledge Level of Responsibility in Excellent Service

| Excellent Service Aspects | Category | Number (n) | Percentage (%) |
|----------------------------------|-----------------|-------------------|-----------------------|
| Responsibility | Good | 10 | 33 |
| | Enough | 9 | 30 |
| | Not | 11 | 37 |
| | enough | | |
| Total | | 30 | 100 |

In Table 4.6, the level of knowledge of the responsibility aspect in excellent service is in the good category of 10 people (33%), in the sufficient category of 9 people (30%), and in the lacking category of 11 people (37%).

CONCLUSION

Description of the level of knowledge of Darmo Health College students in Medan regarding excellent service in the category of less to sufficient.

SUGGESTION

For Hospitals

1. It is recommended that STIKes Darmo add material on Excellent Service at STIKes Darmo Medan.
2. Darmo Health College, Medan, needs to pay attention to indicators that can increase student knowledge regarding Excellent Service (Service Excellence) for patients so that students can apply it in the field of practice and the world of work.

For Further Researchers:

1. Further research is needed on the influence of Excellent Service on patient satisfaction.

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