

CHAPTER I

INTRODUCTION

A. Background

Public Service is one of the important aspects in the state life, because this aspect linked the interaction between government and citizen. Public service and citizen are two things that cannot be separated. Government organizing public services to serve and help people in meeting their needs that related to the specific relevant agencies. Service itself is a product that is intangible but still can be perceived. As stated by Purwanto (2017), that there are three important elements in the public service, including public service providers which is government, service recipients, and satisfaction that accepted or given by the customers (Purwanto, Tyastiani, Taufiq, & Novianto, 2017). The third element, customer satisfaction is an aspect in which government concerns in carrying out the public service functions. Thus, government formulate policies that aim to satisfy customer/citizen, in this matter by creating or improving the service.

As time goes by, service performance is being more important in public service. Nowadays, people's interest is more various than in the past, government should accommodate those various kinds of interests and needs. With this busy work, government should manage it to be better by using public service management in order to make an efficient and effective work to reach a good performance of public service. As stated by Azizah (2013), public service performance is a condition that related with the work or service implementation (Azizah, 2013). Then it can be said that if the service implementation running well

and in accordance with the line and applicable provision then it considered as a good service performance.

Public service innovation is a renewal made by the government to improve the quality of public services. This reforms experiment which conducted by the government also relate to the slow improvement in the quality of public services in Indonesia. In fact, the government aspires to create a World Class Government which is expected to be achieved by 2025 stated by (Imanuddin, 2016), therefore government agencies are currently competing to make innovations which is new or also improving the previous methods or services. In Law No. 25 of 2009 about Public Services, it is stated that the state is obliged to fulfill every need of citizens through a government system that supports the creation of superfine public services to fulfill the basic needs and civil rights of every citizen to public goods, public services, and administrative servants.

Most of institution in Indonesia have made an innovation in service aspect. There are several examples of innovation and public service renewal that have been done by the government, one of those is the *Anjungan Pendaftaran Mandiri* which has applied in the Regional Public Hospital Panembahan Senopati, Bantul. The application of the *Anjungan Pendaftaran Mandiri* at Regional Public Hospital Panembahan Senopati, Bantul is in line with the Bantul Smart City program which launched by the Bantul Government. By following the wave of globalization, Panembahan Senopati Hospital, began to improve their service by using the new technology started from 2008-2010, the hospital gain a lot of patient, in practice, if the patient increasing, the income is also increasing. The funds can be used in

developing the services. For instance, in the morning-evening control started to implemented started from 2013 and it can reduce the number of overload patient. By this time, registration though SMS and WhatsApp is also available, but unfortunately it did not use maximally. The registration queue was so crowded and it made the doctor visit difficult to pass and move there because there is only one registration zone and it opened only in the morning. Then, the Hospital tried another way, such as opening four zones which contain of polyclinics to open registration. This hospital opens four zones in registration also opens the registration in the morning and evening in order to decrease the crowd.

Innovation of the *Anjungan Pendaftaran Mandiri* Machine that conducted by this Hospital has an OIM as the slogan which contains of Observe, Imitate, and Modify, it means that this innovation is not original idea from this hospital. *Anjungan Pendaftaran Mandiri* is the machine that used to register their own selves or it can be said as a self-registration. This machine was created to speed up the registration and the queue in the hospital compared to the manual method. In addition to speeding up and simplifying patient registration, this machine also can reduce employee workload. This is very interesting where with the *Anjungan Pendaftaran Mandiri* machine, it is not only patients who feel helped but the workers whose also feels assisted. The menu on this machine is complete, ranging from poly clinics, doctors, doctors' schedules, to the selection of insurances.

The *Anjungan Pendaftaran Mandiri* trial began at the Panembahan Senopati Hospital in February 2018 and officially launched on March 29, 2018. By looking at the purpose of the application, this machine is very interesting to be studied

especially with Bantul Regional Public Hospital. With the internal problem in giving public service, this Regional Public Hospital has been facing a problem in its registration phase. Starting from 2008, the number of patient is increasing. This may cause the crowd in the hospital, especially in the registration phase. With the density of patient traffic and the significant increase in the number of patients in this hospital, from what was once numbered 250 patients per day, then now it's around 800-1000 patients per day, it means the Bantul Regional Public Hospital is still the choice of the community, especially for Bantul citizen. And this Hospital was also appointed as a Role Model Hospital in March 2018, and received the top 10 PANRB (Ministry of Administrative and Bureaucratic Reform of the Republic of Indonesia) or the excellent service category. Therefore, researcher would like to know more about the influence of *Anjungan Pendaftaran Mandiri* in the worker performance at Panembahan Senopati Hospital.

B. Research Question

From the background explanation above, researcher will focus on answering two problems, namely:

1. How is the public service performance in using *Anjungan Pendaftaran Mandiri* at Panembahan Senopati Hospital?
2. What are the factors that support and obstruct the running of the *Anjungan Pendaftaran Mandiri* at Panembahan Senopati Hospital?

C. Objectives and Benefits of the Study

1. Objectives

- a. To analyze the running of the public service performance in using *Anjungan Pendaftaran Mandiri* at Panembahan Senopati Hospital.
- b. To analyze what factors are supporting and obstructing the running of public service innovation using the *Anjungan Pendaftaran Mandiri* at Panembahan Senopati Hospital.

2. Benefits

This research will capture the influence of *Anjungan Pendaftaran Mandiri* in service performance implemented by the Panembahan Senopati Hospital. Besides that, this research also will know about factors that support and obstruct the innovation of *Anjungan Pendaftaran Mandiri*.

a) Theoretical

This undergraduate thesis research is expected to increase the knowledge about governmental studies especially in the service performance of public service management field.

b) Practica

- Panembahan Senopati

By the finding of this undergraduate thesis, it will gain the understanding of the influence of *Anjungan Pendaftaran Mandiri* in workers' service performance at Panembahan Senopati Hospital. The understanding that explained above including the factors that supports and obstructs this service. This research is also expected to contribute to the

Panembahan Senopati Hospital to understand more about the weaknesses and the problems. Therefore, the Hospital can improve and fix the *Anjungan Pendaftaran Mandiri* services

- Patient

From this undergraduate thesis research, patient can give their thoughts related to this service innovation in Panembahan Senopati Hospital. Whether they have opinions or complains about this service that can help the Hospital to fix and improve the service, most importantly, the patient will get better service by the result.

D. Literature Review

Table 1.1

Literature Review

No	Author	Title	Finding
1.	Sitti F. A. Azizah (Azizah, 2013)	Kinerja Pelayanan Publik	This research is about to find out whether service performance in Technical Implementation Unit (UPT) in Balmon, Kupang. The findings are whether the respond in giving service to people which categorize as good enough, however, the responsiveness and the job desk is quite lacking because it is obstructed with the time and not all of the employee know their job desk well.
2.	Samsuddin (Samsuddin, 2016)	Kinerja Pelayanan Publik (Studi Kasus Pada Dinas Kependudukan dan Catatan Sipil Kota Jambi)	This research uses quantitative descriptive methods. The findings from this research show that performance of the worker in this institution is good enough, more that 50% respondents' responses are good in the quality based on the indicators that the researcher use.
3.	Muhammad Yusribau (Yusribau, 2014)	Analisis Kinerja Pelayanan Publik pada KUA Kecamatan Dullah Selatan Kota Tual	This research using quantitative one to know whether citizen is satisfied about performance in the institution. The finding in this research, citizen is satisfying enough in the serving. This research also provides suggestions in order to make the service becomes better and improve.
4.	Darmanto and Syarif Fadillah (DARMANTO & SYARIF	Kinerja Aparatur Pemerintah Daerah dalam Rangka Pelayanan Publik	This research take a location in Depok City Government institution. Here the researcher using qualitative research and finds that the performance of employees here is good and satisfying. The

	FADILLAH, 2010)		researcher only looked from the side of worker, there is no cross-check from the view of people that served by them.
5.	Nurhela Riana (Riana, 2013)	Analisis Kinerja Pegawai dalam Pelaksanaan Pelayanan Publik di Puskesmas Maridan Kecamatan Sepaku Kabupaten Penajam Paser Utara	This research took place in health-center which located in Sepaku Sub-District, East Borneo. This research discusses a service performance of worker in that health-center. As for the result, the service performance is not good enough. this research conduct using analysis descriptive. Here, researcher do not take a look from patient perspective in measuring the service performance. Moreover, the method is also only use qualitative research, there is no re-check using quantitative method in measuring the performance.
6.	Triyastuti Setianingrum, Yam'an Salatsa (Setianingrum & Tsalatsa, 2016)	Questioning the Responsiveness of Public Services on Management of Complain Cases of UPIK in Yogyakarta City	This research took a place in Yogyakarta, in this discussion talk about service performance in specific aspect, which is worker responsiveness. Here, researchers do research about application which functioning to receive and to respond either information or complain from the people regarding to public service in Yogyakarta. Researchers using mixed method to re-check between qualitative and qualitative that applied to the worker and citizen. Researchers found the employee still weak in responsiveness, especially in following-up the complaints from the citizen.
7.	Rinda Sandayani Karhab, Jaman Amin, Rosa Anggraeny (Karhab, Amin, & Anggraeny, 2013)	Analisis Kinerja Pelayanan Publik (Rinda Sandayani Karhab) Analisis Kinerja Pelayanan Publik Perusahaan Daerah Air Minum (PDAM) Tirta Kencana Kota Samarinda	This research discusses about public service performance in Local Water Company which located in Samarinda. In this research, researcher using quantitative research that spread to the customer. The finding is that the public services provided by the PDAM or Local Water Company are not good enough, it can be said because look on the customer satisfaction in the service performance.

			In this research, researchers do not take a look using qualitative method, and do not take a look by worker perspective in order to cross-checking one and other substances.
8.	Agus Razikin (Razikin, 2010)	Analisis Kinerja Pelayanan Publik PDAM Surakarta di Kecamatan Jebres	This research discusses about the performance of Local Water Company in Surakarta. Here, researchers using qualitative method by doing in-depth interview. The result that gained is the performance of the PDAM workers in public service is not good enough. In this research, researcher take a look from the customer side.
9.	Maflahah, Ender Yanu Prasetyo (Maflahah & Prasetyo, 2016)	Pengukuran Kinerja Layanan Jasa: Studi Kasus Indeks Kepuasan Masyarakat Terhadap Pusat Pengembangan Teknologi Tepat Guna LIPI Subang	This research is conducted in LIPI Subang using quantitative method. Researchers spread the questioner to the citizen regarding to service performance of LIPI Subang. The finding that gained by the researchers show that most of citizen satisfied with public service performance of LIPI Subang. Here, the evidence that researchers got, average score of community satisfaction index is about 3,26 which is satisfied.
10.	Imam Radianto Anwar Setia Putra (Putra, 2012)	Kinerja Aparatur Pemerintah Daerah pada Unit Pelayanan Kesehatan di Kota Pariaman	In this research conduct using qualitative method, and take the research in Health Service Center in Pariaman City. The aim of this research is to analyze the public service performance in the Health Service Center in Pariaman City. The research find that the service in this Health Center is not good enough. It proves that the behavior and the knowledge of the worker is not qualified yet. The worker and organization should improve the communication, strengthening the organization bound, and improve the technology that used in this health center.

From the previous researches that have explained above, actually the basis of the research is about public service performance in public institution. But from the previous researches, there are no one that doing research about public service performance in regional public hospital using *Anjungan Pendaftaran Mandiri*. Thus, this research is original from the researcher itself, not from other thoughts.

This research is interesting to discuss and has difference with other previous researches. The previous researches are only focus on the one side whether from the institution view or from customer/people. In this research, researcher will look from the institution view and from the people/customers views. This research will use qualitative method to both of staff and customers. Researcher decided to interviewing both of staff and customers in order to make sure and cross-checking between result analysis from institution (qualitative) and customer or patient (qualitative).

E. Theoretical Framework

1. Public Service

a) Public Service Concept

i. Definition of Public Service

All of people in the world need a service to fulfill their needs. Service is an important aspect especially in the social-state life. Service is a process of serving those in need. In the service process, it will involve two or more parties. In public service, the relationship between government and society cannot be separated. The government as a service provider, while the society is the one who is served.

Public service is associated with a series of activities process which is done to provide assistance and convenience in order to achieve certain goals, and this public service becomes very important because it deals with many people that have different interests and objectives (Syamsuadi, 2017). Because the government is a service provider in the form of goods or services, the government's priority is to provide an easy and optimal service to the community.

Public service is one of the benchmarks of government work, because it can be seen directly by the people. With public services, the public can directly assess the government's performance at that direct time (Kurniawan, 2016). From that statement, it can be said that public service is one of the important things that must be fought for the sake of a prosperous society. While in the Law Number 25 of 2009 about Public Service, it explains public service is an activity or series of activities that done to fulfill the service needs for the people to goods, services, and also administrative services.

ii. Public Service Elements

With the explanation above, it is known that public service is an important aspect in the social-state life because all of the people cannot life without service, and this is become the big important work of the government to serve the people. The aim of the public service is to fulfill the need of the people and give people satisfaction when the service has completed. Then according to Purwanto (2016), there are three important elements of public service, namely:

- Public Service Provider

In this first element, public service provider is including the government institution, independent institution, and any other legal entities that formed to implement the public service activities.

- Service Recipient (Client)

Service recipient it can relate to the people or organization that concerned or need the public service product.

- Satisfaction that given or obtained from the Client

The last element is about the client satisfaction. This element is the most important one that being government's concern. Public service aims to fulfill the people needs and make them feel satisfying, then government try to improve the quality and even do innovation of public service due to people satisfaction (Purwanto, Tyastianti, Taufiq, & Novianto, 2016).

- iii. Public Service Category

Based on the MENPAN Number 63 of 2003, public service divided into three categories which are

- Administrative Service Group

Administrative service group is a service to produce a legal document or certificate that needed by the public, for example like passport, identity card, driving license, and many other legal documents.

- Goods Service Group

This is a service that produce various kind of goods that needed by public, such as phone network, clean water, electricity, energy, and others.

- Services Group

In this group is produce services that needed by public, for example like education, health access, public transportation, post office, and many more.

iv. Public Service Principles

To achieve the satisfaction that has explained above, it demanded excellent public service. There are principles that can support the realization of excellent public service, such as:

- Participatory. In the implementation of public service, it will always be planning, implementing, and evaluating the result, and these all need involvement from the people and government.
- Transparency. Public service should provide the access for people to know all of the things that related to the specific service, such as requirements, procedures, costs, and other things.
- Responsive. In implementing the public service, government should be responsive towards the people demands. Government also should hear and accommodate the aspiration and people need as a provider.
- Non-discriminatory. Public service cannot make different in one to another person, it should be equal (all people in the same level).

- Easy and Cheap. Public service should fulfill many requirements and the service should be easy to get, and affordable for all of the people.
- Effective and Efficient. Public service implementation should realize the goals that need to be reached with the simple procedure, less effort, and cheap.
- Accessible. Public service that has been provided by the government should be affordable for the people either in the physical or in the non-physical.
- Accountable. The implementation of public services is carried out by using facilities and human resources which financed by citizens through the taxes they pay. Therefore, all forms of public service implementation must be openly accountable to the public by release a document.
- Justice. All of the people is in the same level seen from public service. So, they have same rights to get the access of public service (Purwanto et al., 2016).

While in MENPAN Decree Number 63 of 2003 stated that public service provider should fulfill several principles as follows:

- Simplicity
Means the public service procedures are easy, easy to understand, and to realize or implement.
- Clarity

This is cover the clarity in terms of:

- i. Technical requirements and public service administrative;
- ii. Work units / officials who are authorized and responsible in providing services and resolving complaints / problems / disputes in the implementation of public services;
- iii. Details of public service fees and payment procedures.

- Time Certainty

The implementation of public services can be completed within a specified time period.

- Accuracy

Public service products are received correctly, precisely, and legally.

- Security

Public service processes and products provide a sense of security and legal certainty.

- Responsible

The head of the public service provider or the appointed official that is responsible for the provision of services and resolution of problem complaints in the implementation of public services.

- Complete Facilities and Infrastructures

Availability of work facilities and infrastructure, work equipment, and other supporting facilities including the provision of telecommunications technology facilities and informatics.

- Discipline, Politeness, and Hospitality

Service providers must be disciplined, polite, friendly, and give the service sincerely.

- Convenience

The service environment must be orderly, organized, provided a waiting room that is comfortable, clean, neat, beauty and healthy environment, and also equipped with service support facilities, such as parking, toilets, praying room, and others.

2. Public Service Management

A. Public Service Management Concept

Public service is one of the important aspects in the state-life, because the service and human beings cannot be separated. Humans always need service and or doing service for other. Due to that, the discussion about public service is always been interesting. Hence, because of that the local government is required to be able to carry out service management properly and wisely. While, the definition of management according to Ricky W Griffin is "A process of planning, organizing, coordinating, and controlling resources to achieve goals in effectively and efficiently way" (Taufiqurokhman; & Satispi, 2018). From this understanding, it can be concluded that management is a very essential thing in the implementation of public services. With the implementation of good management, public service goals will be achieved efficiently and effectively. Effective here means the goal can be achieved according to the plan and the strategy that has been made (in line), does not widen everywhere. While the efficiency itself is related to the time and achievement of goals that are well organized and implemented.

As explained above, it is understandable that the management concept that is carried out in public service is very important. According to Robbins and Coulter (1999) explaining about the functions that exist in management. Functions in management include: planning, organizing, leadership, and supervision (Taufiqurokhman; & Satispi, 2018).

1. Planning - Includes the objectives definitions, determining the strategies, and plans development in order to coordinating the activities.
2. Organizing - Determine what tasks that should be handle, who will work on that task, how tasks are grouped, who reports to whom, and at what level decisions must be made.
3. Leadership - Includes activities to motivate subordinates, directing, select the most effective communication channels or ways, and solve the conflicts.
4. Supervision/Control - includes monitoring activities to ensure that everyone achieves what has been planned and corrects the existing deviations.

With the existence of good management in public services, the service will achieve its objectives accurately and systematically.

B. Minimum Service Standards in Management Public Service

The best public service with good management and has been implemented by the government still has a predetermined standard of service. This minimum service standard must be met and adhered by users and service providers. As stated in the MENPAN PER / 20 / M.PAN / 04/2006 decree states that the minimum service standard must at least fulfill nine aspects, and the nine of those are;

1. Type of services, is services that have produced by the service delivery units.
2. The legal basis of service, is a law that become the basis in the implementation of services.
3. Service requirements, is the conditions that must be fulfilled in the management of a specific service type, both technical and administrative requirements.
4. Service procedures, is procedures of services that applied to the providers and to the recipients of services, including in complaints.
5. Services completion time, is the period of time that needed to complete the entire service process, which covers the beginning of the application until the completion of services from each type of service.
6. Service fees, it is the fees or service tariff along with the details that must be paid by the service recipient.
7. Service products, is the results of services that will be received in accordance with the stipulated provisions.
8. Facilities and infrastructure, it is facilities that needed in the services provision, including service facilities for persons with disabilities. Or providing adequate facilities and infrastructure which made by public service providers.
9. Complaints handling mechanism, is procedures for handling complaints in accordance with applicable regulations.

After aspects of the minimum service standard are met, public service providers must also take a look and need to pay attention to the supporting factors in the minimum standards arrangement, it is about the competition of service providers and mechanisms supervision. The competences of the officer in conduct the service, are the abilities that must be possessed by officers include knowledge, expertise, skills, attitudes, and good behavior that must be owned by public service staff. While the service mechanism, is including the implementation of supervision procedures in accordance with applicable provisions based on the implementation of public services.

3. Service Performance

A. Performance Definition

According to Indonesian Dictionary, performance is an achievement or result. According to Sobirin (2014), the meaning of performance in the discussion of management has a broader and diverse meaning that does not mean only about achievement or results (Sobirin, 2014). Performance is one of the important factors that can be used to measure the success of an agency or organization. He further concluded that performance is a process that starts from planning, implementation, and evaluation. Performance is a series of processes that take place repeatedly and produce something from the process itself.

According to Rivai and Basri (2004) state that performance is the overall work of a person or group at a certain period in carrying out tasks in accordance with the authority and responsibility that has been determined, with a predetermined assessment of standards and targets (Rahadi & Rianto, 2010).

According to the explanation from Suprihati (2014), "performance is the achievement of organizational goals which can be formed quantitative and qualitative output, creativity, flexibility, reliability or other things the organization want." (Suprihati, 2014). Therefore, it can be concluded that the core of the definitions already mentioned refers to the results of a series of processes whose limits have been determined at the beginning.

As for the factors that affect performance as mentioned by Mangkunegara (2001), two factors that influence performance are:

1. Ability factors, including IQ and reality skills, such as skill and knowledge.
2. Motivational factors, this factor is formed from the attitudes and actions of employees in dealing with work situations (Rahadi & Rianto, 2010).

B. Performance measurement

1. Performance measurement definition

According to International Labor Organization performance measurement is the process of evaluating the contribution of each worker (Jakarta, 2013). Performance measurements can also help identify quality problems that need to be corrected and improved. Performance measurement not only for individuals, but also at the organizational level, because the work environment or the whole of the organization influences the value of individual work. According to Suprihati (2014), "performance measurement is a diagnostic tool and an assessment process for the development of individuals, teams, and organizations.(Suprihati, 2014)"

2. Indicators of performance measurement

Performance and organization are two things that cannot be separated. Performance affecting the organizations, and organizations also affecting the performance. Good performance will generate good results on the organization, such as the image of the organization. While a good and solid organization can create, and support the creation of neat and compact performance in it. Hence, to find out the performance of the organization, performance assessment indicators are needed.

Many service assessment indicators issued by experts such as the performance criteria proposed by Schuker and Jackson (2011) criteria based on the characteristic, criteria based on behavior, and criteria based on results (Januari, Utami, & Ruhana, 2015).

Performance measurement can also be measured using indicators developed by Zeithaml, Parasuraman, and Berry (1990) listed in their book entitled *Delivering Quality Services in* (Ratminto & Winarsih, 2005). Those indicators are:

- a. Tangible
- b. Reliability
- c. Responsiveness
- d. Competence
- e. Courtesy
- f. Credibility
- g. Security
- h. Access
- i. Communication

- j. Understanding the customer.

Then it simplified to be five indicators, which are:

- a. Tangible
- b. Reliability
- c. Responsiveness
- d. Assurance
- e. Empathy

4. Tangibles

Tangible is one of five indicators of service performance measurement. According to Ratminto (2005), Tangible is a physical appearance of buildings, equipment, employees, and other facilities owned by providers (Ratminto & Winarsih, 2005). Tangible is a form of service quality that is considered by the agency. On this indicator can be interpreted as the company's ability to serve customers seen from available facilities and the ability of employees when dealing with customers. Note that the facilities available on this tangibles indicator can support existing services.

The tangibles indicator is related to the ability of an agency to show its existence to the outside or external environment. Physical infrastructure facilities, the state of the service environment, and the appearance of the officers are clear evidence of the quality of services provided by certain agencies. According to Parasuraman (2001), service quality shown in tangible indicators can be felt because tangible is physical evidence that can be seen (Metayunika, 2013). Thus, tangible is an important measurement tool in determining service quality.

Today, the demand to serve customers properly is a priority, especially for government agencies that are actively improving the quality of public services. According to Margaretha (2003), to identify tangible can be seen in several things, namely:

- a. Ability to show the service work performance by using work tools and equipment efficiently and effectively.
- b. Ability to show the mastery of technology in various data accesses and inventory of work automation in accordance with the dynamics and development task which employee's faced.
- c. The ability to show self-integrity in accordance with the appearance that shows the skills, authority, and dedication of work.

From the explanation described above, it can be seen that tangible is a physical indicator that greatly influences the assessment of the quality of public services. This tangible indicator also greatly affects the workings of services to be able to influence customer satisfaction expected by the agency.

5. Reliability

Reliability is one indicator in measuring the quality of service performance. According to Zeithalm (1990), reliability is the ability to deliver services that have been promised by the agency accurately (Ratminto & Winarsih, 2005). The ability to carry out the services that have been promised are related to the skills and abilities of the officer. If the officer in certain agencies has skills and abilities in accordance

with their duties and functions, then the services provided will be in accordance with the task that has been promised by the agency.

Definition of reliability according to Parasuraman (2001) is that every employee has a reliable ability, knows in detail about the service procedures, the mechanism of work or service, improves various shortcomings or irregularities that are not in accordance with work procedures and are able to show and provide the true direction to every form of service that has not been understood by the customer or the related community, so that it has a positive impact on the service (Metayunika, 2013). From the explanation that has been explained, it can be seen that reliability indicators are indicators that are quite important in measuring service performance. If the staff of an agency has sufficient skills and abilities, the staff will be able to understand everything related to their duties and functions in serving the customer.

In line with what is said by Zoeldhan (2012) states that reliability is a form of the characteristic of employees who have high work performance. Reliability in providing services can be seen from the suitability of employees with the level of knowledge they possess, reliability in skillfully mastering work fields that are applied in accordance with the skills they have, reliability in terms of work experience according to their indicated work experience and reliability using existing work technologies (Metayunika, 2013). To increase the abilities and skills of the staff, several things can be done by the agencies. The things that can be done is by learning about the services that will be carried out so that it can improve

knowledge to each staff and can also conduct training that is followed by employees of certain agencies relating to the services that will be carried out.

The demands of the reliability of employees in providing services that are fast, precise, and easy become the assessment requirements for the people served in showing the actualization of the work of employees in understanding the scope and description of work that is of concern and focus of each employee in providing services.

6. Responsiveness

Responsiveness in measurement indicators of service performance is needed, because this indicator is related to employee response, speed in service, service accuracy, and employee attitude in handle the complaint. According to Zeithalm (1990), responsiveness is the willingness to help customers and experience service sincerely. In the same book, Lenvinne (1990) stated that this responsiveness measures the responsiveness of providers to the expectations, desires, and aspirations and demands of customers (Metayunika, 2013).

Responsiveness that concentrates on the process is the ability of employees to recognize customer needs, set the agenda and priority of services, and develop service programs in accordance with the needs and aspirations of the customers. In short, it can be said that this responsiveness measures employee responsiveness to customer expectations, desires, aspirations, and demands (Ratminto & Winarsih, 2005).

The relationship between employee responsiveness and customer satisfaction is responsiveness having a positive influence on customer satisfaction.

The better the customer perception of the responsiveness of employees, customer satisfaction will also be higher, and vice versa. Assurance indicators are very much considered by agencies that provide services, because these indicators are very influential on customer satisfaction in service. In service, customers need accuracy and speed of response of employees. Service accuracy is the accuracy of actions in the services needed by customers.

Here agencies are required to understand customer desires as well as possible, or even when there are customers who do not understand the procedures implemented by the agency, the service provider or employee must provide the best possible understanding so that the customer can understand all regulations or procedures applied by agency.

Agencies are well aware of the importance of service quality that is related to the responsiveness of services provided. Every person who gets service needs an explanation for the service provided so that the service is clear and easy to understand. To realize this, the quality of responsiveness services has an important role in fulfilling various explanations in service activities to customers. If service responsiveness is given well for wise explanations, detailed explanations, and explanations that direct, and if these explanations can be understood by customers who receive service, then responsiveness services are considered successful.

7. Assurance

Nowadays, assurance is one of the important indicators that exist in measuring service performance. As said by Zeithalm (1990), Assurance is the knowledge and politeness of employees and their ability to give trust to customers

(Ratminto & Winarsih, 2005). The indicator is to generate feelings of trust and believe.

In this indicator, the customer receives a service assurance by the officer. Most of the agencies really pay attention to the assurance dimension, which is not just a term, but also is a form of dimension of service quality whose ultimate goal is customer satisfaction with the product or service of the agency.

The definition of assurance according to Salim (2007) is the willingness to set small losses that are certain as a substitute for large losses that have not occurred (Metayunika, 2013). Whereas according to Law No. 2 of 1992, it is stated that assurance is an agreement between two or more parties, with the insurer binding itself to the insured with an insurance premium, to provide compensation to the insured due to loss, damage or loss of expected profits, or responsibility legal liability to third parties that might be suffered by the insured, which arises from an uncertain event.

The term assurance can be divided into several fields, both in the law, marketing, and service field. Another form of assurance mentioned by Margaretha (2003) is the guarantee of employees who have good personality behavior in providing services, of course, there will be different employees who have characters or characters who are not good at providing services (Metayunika, 2013).

As mentioned above, assurance in service is related to the personality behavior of employees. In this indicator, there are several aspects that can be considered to measure employee service performance. These aspects include

conformity between the staff abilities and their tasks, friendliness, politeness, and the clear information regarding the service.

Furthermore, according to Zeithalm (1990) that assurance include the ability of employees to know the product appropriately, the quality of hospitality, association and politeness of service members, skills in providing information, authority in providing security in utilizing the services offered, and the ability to make customer trust in the company. Also, the assurance dimension is a combination of dimensions of service performance measurement. The merger consists of indicators of competence, courtesy, and credibility.

8. Empathy

The empathy dimension puts forward the feeling. As said by Zeithalm (1990) empathy is the treatment or personal attention given by service employees to customers (Ratminto & Winarsih, 2005). Sincere and personal attention given to customers by trying to understand the customer's needs. Where an agency is expected to have understanding and knowledge of the customer and understand customer needs in specific way.

Every service or activity that requires understanding in the assumptions or interests of a matter relating to service. According to Parasuraman (2001), service will run smoothly and good if every party with an interest in service has a sense of empathy in completing, managing, or having the same commitment to service (Jayanti, 2016).

Empathy in a service is the presence of attention, seriousness, sympathy, understanding, and the involvement of interested parties in the service to develop

and carry out service activities in accordance with the level of understanding, and understanding of each related party. The party that gives the service must have empathy to understand the problem of the party who wants to be served. Parties who are served should understand the limitations and abilities of those who serve, so that the integration between those who serve and receive service has the same feeling.

As explained in the descriptions above, it can be concluded that empathy is an important indicator in providing a service to an agency in accordance with the quality of work shown by employees. Empathy has a core that is able to understand the customer or the person that being served with attention, seriousness, sympathy, understanding, and involvement in various problems faced by the customer or the person being served.

F. Conceptual Definition

1. Public service is a series of process that have done due to fulfill people needs. Public service can be done either by the government or private sector.
2. Public service management is a way how to manage and run the public service into the right way, management in managing public service include the strategies of planning, organizing, implementing, to evaluating. Management public service will lead the process in strategic way, so that the goals of public service can be reached in effective and efficient way.
3. Service performance is the overall result of service activities that has been done by a person or group at a certain period in carrying out tasks in accordance with a predetermined assessment of the standards, and targets.

4. *Anjungan Pendaftaran Mandiri* is registration machine in Panembahan Senopati Hospital.
5. Tangible is a physical appearance of buildings, equipment, employees, and other facilities owned by providers
6. Reliability is the ability to deliver services that have been promised by the agency accurately.
7. Responsiveness is willingness to help customers and carry out service in a sincere way.
8. Assurance is the knowledge and politeness of employees and their ability to give trust to customers.
9. Empathy is the treatment or personal attention given by service employees to customers.

G. Operational Definition

In doing public service, there are several indicators or instruments that can be used for measuring the service performance. It can indicate whether the public service performance is good enough or not. Here is the instruments to measuring the service performance:

1. Tangibles
 - a. Facility
 - b. In accordance with people needs
 - c. Easy to use
 - d. Access
 - e. Staff appearance

2. Reliability
 - a. Accountable information
 - b. Ability
 - c. Skill
3. Responsiveness
 - a. Respond
 - b. Service speed
 - c. Service accuracy
 - d. Handle the complaints
4. Assurance
 - a. Conformity between abilities and tasks
 - b. Friendliness
 - c. Politeness
 - d. Get the clear information
5. Empathy
 - a. Sensitivity
 - b. Put customer in the first place
 - c. Neutral and not discriminate the customer

H. Research Method

1. Research Type

In analyzing Public Service Performance by Using *the Anjungan Pendaftaran Mandiri* at Panembahan Senopati Hospital, this undergraduate thesis will use the qualitative method. Qualitative methods aim to describe, express, and explain the existing phenomena.

Qualitative research aims to get a comprehensive description of a phenomenon from the subject's point of view, then qualitative is appropriate for use on problems that are explorative, descriptive, and explanative (Bachri, 2010). This research is a qualitative descriptive-explorative study. Descriptive-exploratory research will describe the phenomena that exist. In this phenomenon will be seen more deeply and analyzed. In this study will involve more than one variable.

This research will focus on describing and analyzing the service performance in using *Anjungan Pendaftaran Mandiri* which is new innovation of the Panembahan Senopati Hospital in registration phase. This research will conduct with five indicators.

2. Location

The location that will be taken for this research is Panembahan Senopati Hospital, which is regional public hospital in Bantul Regency. Researcher decided Panembahan Senopati Hospital because this hospital is the only one that has implemented *Anjungan Pendaftaran Mandiri* if compared to the other regional public hospital in Yogyakarta Province, such as in Wates, Sleman, Prambanan, Wonosari, and Wirosaban Regional Public Hospital.

3. Data Analysis Unit

In this research will do the interview with key-informant method. This method is aimed to have specific person to be interviewed (Sugiyono, 2015). The interviewees are the expert ones in the its field that related to the discussion. The unit of analysis data are Head of Hospital Management and Information System (Ardhi Halim Perdana), Staff of Information Unit (Slamet Widodo), Head of Security Unit (Bayu Cahyanto), and *Anjungan Pendaftaran Mandiri* users.

The Hospital Management and Information System Unit is chosen because this Unit manage about Information and Management system, which related to the *Anjungan Pendaftaran Mandiri*. The system of this registration machine is handle by Hospital Management and Information System Unit. Security and Information Unit is chosen to be informant in this discussion because both are responsible with the service in field. Security and Information Unit meet the customer directly and served the customer related to Registration Machine.

The last one is *Anjungan Pendaftaran Mandiri* users. Here the ones that received the service related to registration machine is customer. In analyzing service performance using *Anjungan pendaftaran Mandiri*, needs opinion from the user itself. The response from the users will cross-checking to the staff service, whether it will support each other or not.

Table 1.2
Data Analysis Unit

No	Informant(s)	Amount
1	Hospital Management and Information System Unit	1
2	Security Unit	1
3	Information Unit	1
4	<i>Anjungan Pendaftaran Mandiri</i> Users	10
Total		13

4. Types of Data

Primary data is a source of data that obtained directly from the original source. In this research, primary data sources are the hospital employees and the patients. The primary data of the research as follows:

- a. Data about system and service of *Anjungan Pendaftaran Mandiri* will get from Hospital Management and Information System Unit through interview as data collection technique.
- b. Data about service of *Anjungan Pendaftaran Mandiri* will get from Security and Information Unit through interview as data collection technique.
- c. Data about customer satisfaction of the *Anjungan Pendaftaran Mandiri* service will get from its users through interview as data collection technique.

The secondary data for this research is not obtained from the first informant. Secondary research is data to support the main data (Sugiyono, 2015). Kind of the second data obtained from the internet, journal, book, and document from related person. This research will obtain the secondary data from Panembahan Senopati Hospital website (rsudps.bantulkab.go.id)

5. Data Collection Technique

In this qualitative research will use triangulation strategy. This research will obtain the primary data from the staff and customer. After those aspects has gotten, researcher will compare in order to confirm or cross validation. This research is to measure public service performance in using *Anjungan Pendaftaran Mandiri* as an innovation in Panembahan Senopati Hospital. Data collection in this research will be conducted using interview and documentation.

a. Interview

The interview will be done in this research to find answers in Panembahan Senopati Hospital. The informant who will be interviewed have been determined in advance by the researcher (key-informant). Researcher will do depth-interview to the officers in this Hospital including Hospital Management and Information System, Security, and Information Unit. Researcher also will do interview to *Anjungan Pendaftaran Mandiri* users. In doing the interview, researcher will also use tool such as recorder, book, pen, camera, and other needed stuff. Researcher will ask the permission before use those tools.

b. Documentation

Documentation is a technique in collecting the data by doing search related to the secondary data of this research. The documentation is including the secondary data and it can be from book, journal, news, legal document, and others. In the documentation, researcher collect the data that obtained indirectly through intermediary media (obtained and recorded by third-parties), which are generally in the form of evidence, record that have been arranged in archives (documentaries) that exist in libraries and in institutions.

6. Data Collection Analysis

Analysis is a way of thinking. It is related to a systematic system for determining parts, relationships between parts, and relationships with all parts (Sugiyono, 2015). Analysis is a pattern. The data analysis in this research is collection data, reduction data, display data, and conclusion.

All the analysis obtained during the research will be collected. All existing data will be dissected in detail. In this phase, the relevant data will be selected which is the data that focus on the topic. Data that is deemed not support the discussion will be discarded. After data has been reduced, then the data will be displayed.

On the display data, it will be seen from all data that has been filtered in the previous stage. With data display, it will be easier to find patterns in research. Therefore, it will be easier to analyze existing data. In making data displays, researchers will convert data into narratives, graphs, matrices, and charts (Sugiyono, 2015). After display data the next stage is conclusion. The conclusions in each qualitative study are new findings. The new findings are findings from truly new research or from research that developed from previous studies.

7. Data Collection Tools

In this research, the tool that will use is note-book, pen, voice recorder, and camera. Note-book and pen will use to write the data from the first informant while doing an interview. Voice recorder will use to record the interview session, and the camera will use to capture the photo needed in the research.