

CHAPTER IV

CLOSING

a. Conclusion

Panembahan Senopati Hospital create an innovation in registration phase, which is *Anjungan Pendaftaran Mandiri* machine. Panembahan Senopati Hospital tries to improve the service performance in registration phase which has the problem with a long queue since years ago. For measuring whether after using *Anjungan Pendaftaran Mandiri* the service performance improves or not, and then it need indicators.

The first indicator in measuring public service performance is tangibles. The aspects of tangibles are the facilities related the customer needs, the easiness of machine operational, access, and the officers appearance. Discussed in the previous chapter, the services provided by officers are good enough compared to the manual registration. The machine is easy to be used and can fulfill customers need. The response from the staff also is considered as good enough.

The second indicator in this research is reliability. The measurement aspects in this indicator are accountable information, staff ability, and skill. The service performance on this indicator satisfies customers. According to the customers, the provided information and the ability to serve the customers are good. The employees get training related to this public service, thus their abilities and expertise are in accordance with their work.

The third indicator in measuring service performance to use *Anjungan Pendaftaran Mandiri* is responsiveness. The aspects of this indicator are the

response of the customers, service speed, service accuracy, handling the complaints. Regarding the indicator of responsiveness, the services performed done by officers are valued by customers. The officers always respond to things that needed and regarding complaints from customers. The officers are also proper and fast in carrying out their services. proper because the officers already have the knowledge and competence of the machine. And the officers always guard around the registration machine.

The fourth indicator is assurance. The assurance indicator has four aspect in measuring the service performance, which are conformity between abilities and tastes, friendliness, politeness, and clear information. It is explained in the previous indicator regarding ability. The officers are able to carry out their duties properly because their abilities are in accordance with the tasks. After doing the interviews with the Hospital customers related to services using the *Anjungan Pendaftaran Mandiri*, it was found that the officers are friendly and polite to customers.

The aspect of clear information in using *Anjungan Pendaftaran Mandiri* is not really satisfying the customers. At Panembahan Sernopati, there is no written example of the registration machine usage. The one and source to obtain the information related to this machine are from the officers.

The last indicator in this research is empathy. The aspects in the empathy indicator are sensitivity, put customer in the first place, neutral and not discriminate the customer. On the aspect of sensitivity to customers, it can be concluded that not all officers are sensitive to customers. There are officers who are active in asking for customer needs, but some of them are not active. In empathy indicators, officers

have been prioritized the customers and neutral. There is no difference in treatment of customers in the service of this machine. Customers are served well not seeing economic class, leather, ethnicity, race, or religion.

In the implementation of *Anjungan Pendaftaran Mandiri* the one thing that obstruct its process is the system itself. The obstruction that occur such as machine error due to intensive usage. The other obstruction beyond the system problem are the customers knowledge and problem about Social Security Administrator for Health insurance (BPJS insurance).

Here, not all of the customers can understand to operate the *Anjungan Pendaftaran Mandiri*. Thus, the officers have to be ready to help them. The problem about BPJS insurance is also being a major obstacle in the service. Not all of the BPJS insurance can be used in the Panembahan Senopati Hospital.

While, the factors that support the implementation of *Anjungan Pendaftaran Mandiri* is the anthusiams and the positive feedback from the customers. It is happen because the customer satisfied with the *Anjungan Pendaftaran Mandiri* service compared with thr manual method.

b. Recommendation

This reseach aims to obtain the information regarding to the public service performance in using *Anjungan Pendaftaran Mandiri*. In measuring the service performance of the officers, it needs five indicators which are tangibles, reliability, responsiveness, assurance, and emphyaty. Overall comments about those indicators are good, but there are some points that makes customers feel less satisfied.

The first thing that makes the customers feel less sastidied is about the

information availability. The hospital should provide more information related to the *Anjungan Pendaftaran Mandiri*. The information is in the form of written information, such as banner or pamphlet. The only source to obtain the information regarding to registration machine is from the staff.

The second thing is about the sensitivity of the officers. The officers should be more sensitive of the environment and customers. There are some officers that considered less sensitive and not really active in serving the customers. Eventhough they will help if the customers ask first.

The third recommendation is about the customers knowledge. As stated in the previous sub-chapter about the limited knowledge of the customers, especially the elderly. It would be better if the hospital organize some socializations and put the written information regarding to the *Anjungan Pendaftaran Mandiri*. Thus, people can improve their knowledge about this machine.

The last recommendation is about the BPJS insurance. The lack communication between the BPJS insurance's users and its insurance department makes the customer face difficulties in registered themselves. The department should make the information clear to the customers. Thus, the customers can understand and there is not miss-communication regarding the usage of the BPJS insurance.