

The Influence of Service Excellence Training on the Motivation of Hospital Staff in Implementing Service Excellence

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Abstract:- Service excellent is an important part in improving service quality. West Pasaman Regional General Hospital is a hospital that is always committed to improving the quality of service. This study aims to identify the influence of service excellence training on the motivation of hospital staff in the implementing of service excellence in West Pasaman Hospital. This study uses a quasi-experimental design pre test post test with control group or quasi-experimental research with the pre and post test approach in the control group and intervention involving 22 respondents for the intervention group and 22 respondents for the control group. The results of the study, the presence of influence before and after being given intervention to the motivation of hospital staff in Pasaman Barat Regional General Hospital. The influence before and after being given intervention to the motivation of hospital staff in Lubuk Sikaping Hospital. There is a significant difference in average motivation at Pasaman Barat Hospital between Lubuk Sikaping Regional General Hospital. The monitoring and evaluation section is expected to be able to make a routine schedule for evaluating prime services and report the results of this monitoring and evaluation to related parties.

Keywords:- Service Excellence, Motivation.

I. INTRODUCTION

Improving quality services in hospitals can be done by increasing the implementation of service excellence for patients and families (Ambarsari, 2017). The implementing of service excellence, patients and families will feel satisfied and comfortable with the services provided. Kelana (2015) states that in order to maintain the loyalty of many service users, the hospital continues to develop quality health care programs for consumers in fulfilling the satisfaction of health services obtained by providing excellent service (service excellence).

Pongajow et al (2015) stated that service excellence is a service provided to patients based on quality standards to meet the needs and desires of patients so that patients can obtain satisfaction and ultimately can increase trust in the hospital.

Kartikasari & Syafitri (2016) define service excellence as the concern of institutions / agencies / companies in providing the best service to facilitate the fulfillment of needs and realize customer satisfaction, so that they are always loyal.

Hospital staff services have an important role in healing diseases and restoring health (Setyaningsih, Adriani, & Prihatin, 2015). This service is a major reflection of the success of a health service. Therefore hospital officials are required to be able to provide quality services (Darliana, 2016). At this time there are still many complaints from family and patients about the implementation of service excellence at the hospital. Various complaints about the attitude of officers in hospitals, services and less sympathetic actions, such as fierce and malicious attitudes and expressions of both patients and families, lack of attention given to patients, less proactive, apathetic and slow and inadequate in carrying out their duties in the hospital (Ulfa & Azlina, 2016).

Motivation is an important factor that influences the implementation of service excellence. Efforts to implement service excellence depend on the knowledge of the officers. If the officer applying service excellence is based on adequate knowledge, then the behavior will be long lasting. (Darliana, 2016) Motivation for officers is also very important because motivation is the thing that causes, distributes and supports human behavior so that they want to work hard and enthusiastically achieve optimal results (Pongajow et al., 2015). Knowledge and motivation in implementing service excellence can be enhanced by holding training.

II. MATERIALS AND METHODS

This research is a quantitative type of research, using a quasi-experimental design pre test post test with control group (Delucchi, 2014). The sample for the intervention group (officers who worked in Pasaman Barat Hospital) totaled 22 respondents and the sample for the control group (officers who worked in Lubuk Sikaping Hospital) were 22 respondents.

In this study, researchers will use a research instrument in the form of a questionnaire to determine the motivation of hospital staff in the implementation of service excellence in Pasaman Barat Regional General Hospital. The researcher used the Febrianti instrument (2015) which was modified by the researcher with a total of 20 statements. Consists of favorable and unfavorable statements. In a favorable statement, if the respondent answers "Yes" then it will be given a value of 1 and if answered "No" will be given a value of 0. While in the type of unfavorable statement, if the respondent answers "Yes" it will be given a value of 0 and if answered No "will be given value of 1. The results of

the measurement of motivation of respondents will be seen based on the average value both at pre test and post test with a value of 0-20. The implementing service excellence training is carried out using a day seminar method on service excellence and role play in the intervention group delivered by researchers, nursing experts, Director of Pasaman Barat Hospital, Head of Medical and Nursing Services, Head of

Medical and Non-Medical Support and Head of Home Installation West Pasaman Regional General Hospital.

III. RESULTS

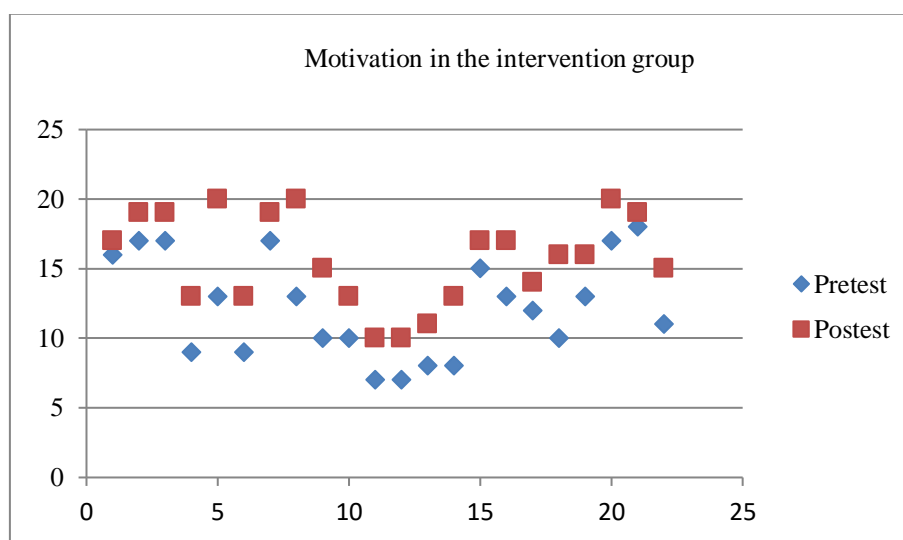
A. Univariate Analysis

Motivating Hospital Officers		Mean	SD	Min-Max	95% CI
Intervensi	Before	12.27	3.628	7 – 18	10.66 – 13.88
	After	15.73	3.269	10 – 20	14.28 – 17.18

Table 3.1 Average values of Hospital Officer Motivation in Service Excellence Implementation in Pasaman Barat Hospital before and After Intervention (n = 22)

Based on Table 3.1, the results of the intervention group analysis showed that the average score before the intervention was 12.27, the standard deviation score was 3.68 and the lowest score was 7 and the highest was 18. In the intervention group after being given the intervention, the

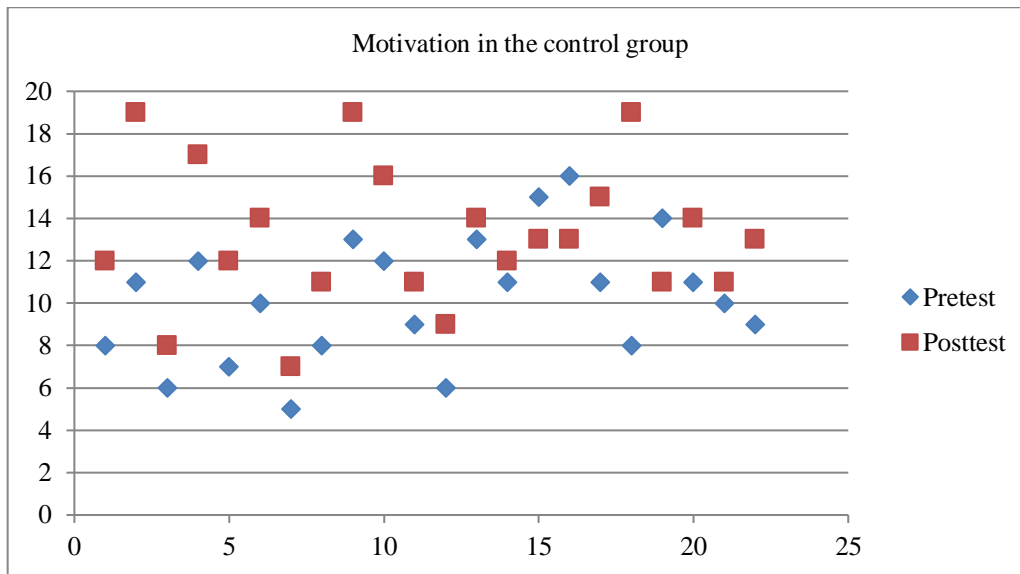
average score was 15.73 standard deviation score 3,269 and lowest score 10 and highest 20.



Motivating Hospital Officers		Mean	SD	Min-Max	95% CI
Kontrol	Sebelum	10.23	2.97	5 – 16	8.91 – 11.55
	Sesudah	13.18	3.35	7 – 19	11.70 – 14.67

Table 3.2 Average value of Hospital Officer Motivation in Service Excellence Implementation in Lubuk Sikaping Hospital Regional Public before and After Intervention (n = 22)

Based on Table 3.2, the results of the analysis showed that the average motivation in the control group before being given training was 10.23. Standard deviation score 2.97 and the lowest score 5 and highest 16. In the control group After training the average score was 13.18 standard deviation score 3.35 and lowest score 7 and highest 19.



B. Bivariate Analysis

Variable	Intervention Group	n	Mean	P value	Control Group	N	Mean	p value	
Motivasi	Before	22	12,27	0,000	Before	22	10,23	0,000	
	After	22	15,73		After	22	13,18		
	difference				3,46	difference			2,95

Table 3.3 Differences in Hospital Officer Motivation in Service Excellence Implementation at Pasaman Barat Hospital before and after Intervention was given (in the intervention group and control group) (n = 22)

In the motivation variable in the intervention group where the results are obtained also the difference value is 3.46 with a statistical value of 0.000 which means that there is also an influence on the provision of intervention in the intervention group. In the control group the difference value is not too high, 2.95 after being given intervention, after the normality of the data is obtained, the data is normal, then the test will be carried out by paired t test with a statistical result

of 0,000, which means that there is influence before and after the intervention in the control group.

The Influence of Hospital Staff Motivation in Service Excellence Implementation in Pasaman Barat Regional General Hospital (in intervention group and Control group) (n = 22).

Motivation	N	Mean	p value
Pasaman barat regional hospital (intervention group)	22	3,46	0,014
Lubuk sikaping regional hospital (control group)	22	2,95	

Table 3.4. Motivation of Hospital Officers in Service Excellence Implementation at Pasaman Barat Hospital (in the intervention group and Control group) (n = 22)

Based on table 3.4, the average motivation at RSUD Pasaman Barat was 3.46 while for Lubuk Sikaping regional hospital was 2.95. Statistical test results obtained p value = 0.014 (<0.05) means that there is a significant difference in average motivation in Pasaman Barat regional hospital between Lubuk Sikaping regional hospital.

Based on the results of the questionnaire given, the most difference in question number 4 was found. Where was the question I was not encouraged to provide services to patients quickly. This is evidenced by the difference in value before being given training, namely 1 and after being given intervention 16 by health workers who have low motivation, where the results are different from the theory of As according to Kasmir (in Pasolong, 2010: 133), saying that good service is a person's ability to provide services that can provide satisfaction to customers with the prescribed standards.

IV. DISCUSSION

The average value of the Motivation of Hospital Officers in the Implementation of Service Excellence in the General Hospital of West Pasaman Region before and after the intervention was given to the intervention group.

The average value of Hospital Officer Motivation in Service Excellence Implementation in Lubuk Sikaping Hospital before and After the Intervention given to the Control group.

The results of the analysis found that the average motivation in the control group before being given a hard copy and role play was 10.23 standard deviation score 2.97 and the lowest score 5 and highest 16. The results of the interval estimation can be concluded that 95% believed the average attitude of respondents was between 8.91 up to 11.55. in the Control group After training the average score was 13.18 standard deviation score 3.35 and lowest score 7 and highest 19. The results of the interval estimation can be concluded that 95% believed the average attitude of respondents was between 11.70 to 14.67

Based on the questionnaire given to respondents obtained the lowest motivation value is that in my question I was not motivated to provide services quickly and I was not encouraged to shorten the patient's waiting time. Motivation is an encouragement that arises from inside and outside of a person to carry out work (Joseph & Osabiya, 2015). A comprehensive motivation policy will determine a lot about the quality of behavior displayed by employees, both in the context of learning, work and in other lives (Bakar, 2014). Employee motivation is a driving force so that it becomes a guideline or provider of work procedures and work procedures in carrying out work and encourages an employee to carry out a series of activities that lead to the achievement of a position (Machron, 2016).

Differences Before and After the Intervention given to the Motivation of Hospital Officers in the Implementation of Service Excellence at the Pasaman Barat Regional General Hospital (in the intervention group)

In the motivation variable in the intervention group where the results are obtained also the difference value is 3.46 with a statistical value of 0.000 which means that there is also an influence on the provision of interventions in the intervention group. the control group is not too high, ie 2.95. Statistical results are 0,000, which means there are differences before and after being given intervention in the control group.

The results of this study are in line with research conducted by Kurniawan (2012) who examined the length of time the examination at a specialist polyclinic, that there was no relationship between the length of time the doctor examined and patient satisfaction. The insignificant results between service time and patient satisfaction can be explained as follows, where satisfaction is a feeling of pleasure or disappointment that appears after comparing the perception / impression of the performance or results of a product and expectations, so it can be said that patients feel the time of examination doctors are not long enough but still feel satisfied because the feeling of satisfaction is different and is influenced by their perceptions and impressions after gaining service.

The Influence of Hospital Staff Motivation in Service Excellence Implementation in Pasaman Barat Regional Hospital (in intervention group and Control group) (n = 22)

The difference in average training in the General Hospital of West Pasaman Region with the Lubuk Sikaping Regional General Hospital by using an independent t-test found a value of $p = 0.014 (<0.05)$ meaning that there was a significant influence on average motivation at the Regional General Hospital Pasaman Barat between Lubuk Sikaping Regional General Hospital. This means that giving training to the intervention group is no better than just getting a hard copy in the control group.

A person's satisfaction arises after comparing the perception or impression of the performance that has been obtained. Patient satisfaction can also be influenced by one's education, where the lower the education, the patient will be more obedient (Kosim, 2015). In the intervention group, there was a difference between before and after the provision of training service excellence where based on the results of the questionnaire given before the training obtained some of the lowest values that need to be increased again in the motivation of health workers.

The right training method depends on the goals and objectives of the training (Philippa, 2015). There are many methods that can be chosen in a training activity. These methods can be selected by considering several aspects such as cost effectiveness, the content of the desired training program, the principles of learning, the ability and preference of the trainees and the ability and preference trainer.

In this study, researchers used many methods including seminars, group work methods, and discordant methods, where researchers could find out how far the knowledge of health workers on service excellence in their hospitals worked. This training aims to improve the skills of employees in accordance with technological changes, to improve organizational work productivity, to reduce learning time for new employees to be competent, to help with operational problems, to provide insight to employees to get to know their organization, improve the ability of trainees to work His current task, the ability to foster empathy, improve the ability to interpret data and the reasoning power of employees, improve the ability and skills of employees in analyzing a problem and decision making, so that knowledge can be increased from health workers who are given training.

V. CONCLUSION

Based on the results of the study, it was found that there was an influence before and after the intervention was given to the motivation of the hospital staff in Pasaman Barat Hospital and the influence before and after being given intervention on the motivation of hospital staff in Lubuk Sikaping Regional Hospital. Service excellence training (with a day seminar method on service excellence and role play) aims to improve the skills of employees in

accordance with technological changes, to improve organizational work productivity, to reduce learning time for new employees to become competent, to help operational problems, provide insight to employees to get to know their organization, improve the ability of trainees to do their current tasks, improve the ability and skills of employees in analyzing a problem and making decisions.

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