

The Importance of Tangible, Empathy and Reliability on User's Service Satisfaction of Primary Services (Empirical Study at 22 Public Health Padang City)

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Abstract:- This study aims to analyze and see the effect of variables of physical evidence, empathy and reliability that can affect the satisfaction of the community of primary service users. This research type is descriptive assosiatif and using sampling technique with sample number 660 respondent. This study used multiple regression analysis . The result of this research shows that partially physical evidence variable has positive and significant effect on the satisfaction of the community of primary service users. This is evidenced by the sig value (0.0360) $< \alpha$ (0.05). Empathy variables is positive and not significant influence the satisfaction of the community of primary service users by the value of sig (0.4403) $> \alpha$ (0.05) and for the variable of reliability have a positive and significant effect on the satisfaction of the community of primary service users, this is proved by sig (0.0005) $< \alpha$ (0.05).

Keywords:- tangible, empathy, reliability, satisfaction

I. INTRODUCTION

A. Background

Health is the most important thing in the survival of every human being both old and young because in a healthy body there is a strong soul. Healthily every human being can do his work and activities without being disturbed so that it will affect the quality of life of each individual. Human beings are the target of development of a nation where the main goal of development is to create an environment that enables people to enjoy long life, healthy and productive life (UNDP, BPS and BAPPENAS, Human Development Report 2004).

Indonesia as one of the countries that signed the Millennium Development Goals (MDGs) Development Goals is committed to realizing the MDGs objectives, as a manifestation of improved quality of human resources and better quality of life. The target is the achievement of global economic improvement or the achievement of people's welfare and community development by 2015. The main challenge of achieving the MDGs in the health sector is how the government can translate the effective intervention commitments and policies that are already available into routine health-care programs that directly touch people, most needed.

The results of development in terms of health that can be felt by the community today which can touch the community from the bottom of the health center which is the

primary service center, this health facility provided by the government for free to the public. However, the use of this health facility is mostly used by the underprivileged people because there is no other choice due to limited income and still lack of public trust with the facilities provided by puskesmas. With the obligation of every company to include employees or employees as members of BPJS even the community umumpun required to meet the needs of the community will be health protection.

Public health which is a primary service that is closer and easily accessible by the community because it is located in every sub-district should be the main tool of the community in maintaining and maintaining the health of individuals and families with good service quality at health centers located in every district that is very easy to reach by the community thus increasing the desire of the community to follow the government program that is BPJS. The initial gateway of BPJS protection is the primary services of puskesmas, puskesmas that have excellent service will foster trust and positive image for people in low, middle and high income society. They are not reluctant to go to puskesmas to seek out minor illnesses that should still be treatable at puskesmas and should not refer to hospitals except chronic diseases. Positive images in this community can be grown by providing a good and positive experience by serving with the heart so as to achieve positive satisfaction in the hearts of patients. Consumer satisfaction is a feeling of happiness (positive) or disillusionment (negative) of a person who emerges after comparing perceptions or impressions of the performance or outcome of a product and service and its conformity with expectations (Kotler, 2008: 138).

The emergence of feelings or disgruntled attitudes towards services offered due to inconsistent expectations with reality, service while enjoying the services are not satisfactory, the atmosphere of the physical environment is not supportive and distance too far and much time wasted (Buchori, 2004: 286). The importance of excellent service for a service offered by the government and private to the public especially the prime services of the government that many identical less than private in the eyes of society can actually be improved if the management and the people who work therein can improve and always try to provide the best services especially health care to the public, excellent health services to the public from the government can increase public confidence in public health facilities provided by the government and facilitate the government to achieve a healthy Indonesia program as a whole, healthy Indonesia and excellent service can be enjoyed by all levels of society.

According to Lupiyoadi (2001: 58) one of the factors that affect customer satisfaction in this case is the quality of service where consumers (patients) will feel satisfied if they get good service or as expected.

The problems that occur today are still lack of confidence every layer of society to the services provided by puskesmas which is the primary service that should be the most quickly reached by the community in every districts. Lack of quality of services provided by puskesmas make perceptions and experiences of the community go to puskesmas not in accordance with the expectation patients for treatment is still little compared to the number of residents who exist in each districts. In dealing with this problem, special efforts are needed to overcome so that local governments are able to cultivate trust in every level of society can be improved by improving all related to the quality of services provided by public health to patients and can provide satisfaction in the hearts of patients to grow loyalty where if treatment of patients no doubt to come to the health center.

B. Formulation of the problem

- How is the influence of physical evidence (tangible) on the satisfaction of the community of primary service users at 22 public health on Padang city?
- What is the influence of empathy (empathy) on the satisfaction of the primary service users at 22 public health in Padang city?
- What is the effect of reliability on the satisfaction of the community of primary service users at 22 public health in Padang City?

II. REVIEWS THE LITERATURE

A. The Theory of customer satisfaction

According to Ranguty (2003) consumer satisfaction can be defined as the consumer's response to the discrepancy between the previous level of importance and the actual performance perceived after the use.

Customer satisfaction is the difference between expectation (expectation) and perceived (perceived) performance, namely the assessment of purchase expectations with the perceived performance of the after purchase of the product or service concerned (Rodhiah, 1997). If performance is not in line with expectations, customers will feel dissatisfied, if the performance is as expected, the customer will be satisfied. If performance exceeds that expected, customers will be very satisfied.

B. Theory of services

According to Ranguty (2003) service is a performance or invisible action from one party to another. In general, services are produced and consumed simultaneously, where the interaction between service providers and service recipients affects the results of these services.

Kotler (2002) defines services as "any actions or actions that can be offered by another party that are

essentially intangible (physical in nature) and do not produce ownership.

Services are activities that are serving, helping and doing things that are beneficial to others; behavior that is aimed at maintaining the welfare and excellence of others. The definition of marketing about this service initially only compares services with goods, and is defined as "an action, act, implementation or business" with different characteristics with goods, which are described as "goods, devices, materials or objects" two things that best distinguish services from goods are intangible and not durable (Lovelock, 2010: 16).

According to Kotler & Keller (2002: 83) the definition of service is an action or action that can be offered by a party to another party which is essentially intangible (not physical) and does not produce anything. Excellent service is provided by the manufacturer to the consumer in order to fulfill consumer desires and expectations so that consumer satisfaction is achieved and make positive perceptions in consumers' minds that lead to consumer loyalty.

C. The Theory of Service Quality

In subsequent research Parasuraman, Zeithaml, and Berry (1991) found an overlapping between several dimensions above. Therefore, they simplify the ten dimensions into five basic dimensions. Competence, politeness, credibility, and security are combined into assurance (assurance). While access, communication and the ability to understand customers are integrated into empathy (empathy). Thus there are five main dimensions arranged in the order of their relative importance as follows:

- Reliability, related to the company's ability to provide accurate services from the first time without making any mistakes and delivering its services in accordance with the agreed time.
- Responsiveness (responsiveness), regarding the willingness and ability of employees to assist customers and respond to their requests, and inform when services will be provided and then provide services quickly.
- Guarantees (assurance), namely the behavior of employees able to grow customer trust in the company and the company can create a sense of security for its customers. Guarantee also means that employees are always polite and master the knowledge and skills needed to handle every question or problem of the customer.
- Empathy (empathy), means the company understands the problems of its customers and acts in the interests of customers, and gives personal attention to customers and has comfortable operating hours.
- Tangibles, relating to the attractiveness of physical facilities, equipment, and materials used by the company, as well as the appearance of employees.

III. RESEARCH AND METHODS

Qualitative research approach through questionnaire distribution to 660 patients in 22 public health the city of Padang, seen in the following table :

No	districts	Public health
1	Padang Barat	Padang Pasir
2	Padang Timur	Andalas
3	Padang Utara	Ulak Karang
4		Alai
5		Air Tawar
6	Padang Selatan	Seberang Padang
7		Pemancangan
8		Rawang Barat
9	Koto Tengah	Lubuk Buaya
10		Air Dingin
11		Anak Air
12		Ikur Koto
13	Nanggalo	Nanggalo
14		Lapai
15	Kuranji	Kuranji
16		Belimbing
17		Ambacang
18	Pauh	Pauh
19	Lubuk Kilangan	Lubuk Kilangan
20	Lubuk Begalung	Lubuk Begalung
21		Pegambiran
22	Bungus	Bungus

Table 1. Number of Puskesmas In Padang City

Source : public health Office (2018)

IV. DISCUSSION

From result of processed data got that influence between variable of motivation, compensation and job satisfaction partially to work achievement explained by regression equation as follows:

$$Y = 42.62560 + 0.148559 X_1 + 0.047746 X_2 + 0.324636 X_3$$

From the multiple linear regression equation above can be concluded that the regression coefficient value of each independent variable can be explained from the value of constant or intercept of 42.62560 which means that without the influence of the independent variable (tangible, empathy, reliability) then the value of the dependent variable (community satisfaction users of primary services) has reached 42.62560.

The regression coefficient of tangible variable is 0.148559 which is positive. This means that there is a positive influence between the tangible variables on the satisfaction variable of the users of primary services. Which means the better the tangible conditions at 22 public health in padang city then the more increasing also the satisfaction of the community users of primary services. This is

evidenced by $\text{sig} (0.0360) < \alpha (0.05)$ means H_0 rejected and H_a accepted. Thus it can be concluded that the partial or individual tangible variables have a positive and significant impact on community satisfaction of users of primary services

Regression coefficient of empathy variable equal to 0.148559 which marked positive. This means that there is a positive and not significant influence between the empathy variable on the variable of community satisfaction of the primary service user. Which means increasing empathy at 22 public health in Padang city then increasing also the satisfaction of society of service user of primary. This is evidenced by $\text{sig} (0.4403) > \alpha (0.05)$ means H_0 accepted and H_a rejected. Thus it can be concluded that the partial or individual empathy variables do not have a positive and significant impact on the satisfaction of the primary users of service users.

Regression coefficient of reliability variable equal to 0.324636 which marked positive. This means having a positive influence between the variable reliability to the variable satisfaction of the primary service user. Which means increasing the reliability of 22 public health in the city of Padang then increasingly also the satisfaction of the community users of primary services. This is evidenced by $\text{sig} (0.0005) < \alpha (0.05)$ means H_0 rejected and H_a accepted.. Thus it can be concluded that the partial or individual variable reliability has a positive and significant impact on the satisfaction of the primary service users.

A. The effect of tangible evidence on the satisfaction of the community using primary services.

From the results of testing hypotheses carried out it can be seen that the physical evidence variable (Tangible) has a positive and significant effect on the satisfaction of the users of primary service users.

Physical evidence is the physical environment of the organization in which services are created and where service providers and consumers interact, plus what tangible elements are used to communicate or support the role of the service. Other supporting facilities and infrastructure such as medical and non-medical devices, vehicles, buildings, and other supporting facilities in a puskesmas have a great influence on the efficiency and effectiveness of work at the puskesmas. Puskesmas need facilities and infrastructure that can facilitate employees and health workers to provide services to primary service users so that operational activities can run smoothly.

The condition of the facilities and infrastructure available at the 22 public health in the city of Padang, most of which are sufficient enough, can be proven by the existence of environmental conditions, the building is quite conducive. However, there are several conditions of buildings in several puskesmas that are less representative as service centers. For example a small service room area, a small number of service rooms, a location that is difficult to reach by patients

B. The effect of empathy on the satisfaction of the community using primary services.

In some public health in the city of Padang, health workers were sufficient to show concern and understand the patient's problems well but in some public health there were still weaknesses in administrative problems and uncluttered queuing systems but this only happened in some health centers which were still a duty for health workers to the future. Excellent service is the key to the success of a service that must be carried out by every job related to service to the community, including the health center that has health services related to health which is one indicator of the Human Development Index (HDI).

C. The effect of Reliability on the satisfaction of the community using primary services.

As for some of the reliability that must be possessed by public health officers is 1) the ability to fulfill the service that has been promised, this reflects the responsibility of the public health officers to patients to provide satisfaction to their patients. 2) public health officers must provide fast and uncomplicated registration services, reflecting the ability of public health officers to process patient registration should be done quickly and in an easy way because the benefits of public health services are when patients obtain their rights to get fast service and easy, 3) rapid treatment services, meaning that the ability of health workers to respond quickly in resolving patient complaints, 4) the ease of income information on public health services is related to the ability and ease of public health officers to provide health services desired by patients and ignorance the patient's rights are one indicator of the lack of information on services provided by the public health so that they can get what they need when the patient asks for a service to the public health.

V. CONCLUSION

There is a positive influence between the tangible variables on the satisfaction variable of the users of primary services. Which means the better the tangible conditions at 22 public health in padang city then the more increasing also the satisfaction of the community users of primary services.

There is a positive and not significant influence between the empathy variable on the variable of community satisfaction of the primary service user. There is a positive influence between the variable reliability to the variable satisfaction of the primary service user. Which means increasing the reliability of 22 public health in the city of Padang then increasingly also the satisfaction of the community users of primary services.

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