

# Importance Performance Analysis Matrix (Ipa Matrix) Service Quality of 22 Public Health in Padang City

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**Abstract :- The satisfaction of the community using primary services is the most important thing that must be achieved by every health facility. As the spearhead of health services in the era of National Health Insurance so that public health in this case the primary service providers are required to be able to provide health services that can meet patient expectations. This research type is descriptive assosiatif and using sampling technique convinience sampling with sample 1.100 respondent. This study used Importance Performance Analysis Matrix. The results of the study are as follows one of the items in the tangible dimension is in quadrant A. While those included in quadrant B are dimensions of tangible, empathy, reliability, and responsiveness. The Assurance Dimension is in the C quadrant.**

**Keyword:- Importance Performance Analysis Matrix, Satisfaction, Service Quality, Public Health.**

## I. INTRODUCTION

### ➤ Background

Health is the most important thing in the survival of every human being both young and old because in a healthy body there is a strong soul. Healthy every human being can do his work and activities without having to be disturbed so that it will affect the quality of life of each individual. To realize a healthy human being, an extension of the government is needed in this case the public health. The Public health is the spearhead of the Indonesian government to assist the community in conducting medical treatment and improvement. Therefore the public health center must provide the best service to improve the satisfaction of the service user community. Public health management must pay attention to how patient satisfaction can be achieved properly through improving the quality of services effectively, efficiently and sustainably. Where each individual has the right to get excellent service regardless of the social status of patients who come for treatment.

Service quality is one of the factors that must be considered by the management of the health center to provide excellent service to patients who come for treatment. Physical evidence includes the appearance of physical facilities, equipment, personnel that must be owned and addressed by the health center management. The findings in the field that there are still many health centers that have weaknesses in the provision of physical facilities in this case are the condition of the building and parking area both for officers and for patients. So that patients who have vehicles have difficulty parking their vehicles.

Besides the physical evidence, the thing that must be considered by the public health management is empathy that is concerned with understanding the problems of patients and acting in the interests of patients and giving personal attention to patients and having comfortable hours of operation. This is because patients have different educational backgrounds. Broadly speaking, patients who come are patients who have a level of education that is not so high. So that the management of the health center is required to provide a sense of family-based service without any differences between patients with one another.

In addition to physical evidence and empathy patient satisfaction is also influenced by reliability related to the ability of the health center management to provide accurate services from the first time without making any mistakes and delivering services in accordance with agreed time. This is due to the high number of patients who come for treatment to the public health. So that time is needed in providing services. Responsiveness is a dimension that relates to the willingness and ability of public health officers to help patients and respond to their requests, and inform when services will be provided and then provide services quickly. Here the management team directs the public health officers to use communication that is easily understood by patients from different backgrounds.

Furthermore, which influences patient satisfaction is a guarantee, namely the behavior of officers who are able to foster trust in patients with health centers and health centers can create a sense of security for their patients. Guarantees also mean that officers are always polite and master the knowledge and skills needed to handle each patient's questions or problems. This requires management to provide health workers who have adequate ability and expertise to handle disease complaints from patients. The management provides training to officers to increase their knowledge. Based on this, this study will analyze how the comparison of expectations and experiences felt by patients to the services provided by the health center at 22 public health centers in Padang city using the importance performance analysis matrix.

### ➤ Formulation of the problem

What is the comparison of public health services expected by patients and experiences experienced by patients during treatment in 22 Padang health centers?

## II. REVIEWS THE LITERATURE

### ➤ *The Theory of Servqual Model*

According to Kotler in Widiyanto (2003), only customer-minded companies will survive, because they can provide better value than their competitors to target customers. So that customer satisfaction can be defined as follows: "Customer satisfaction is the level of one's feelings after comparing performance or results that are felt compared to expectations" Lewis and Booms (1983) in Tjiptono (2005) define service quality as a measure of how well the level of service provided is able to meet customer expectations. Based on this definition the quality of services can be realized through meeting the needs and desires of customers and the accuracy of delivery to offset customer expectations. Thus there are 2 (two) main factors that influence the quality of services: expected services and services perceived / perceived service (Parasuraman, Zeithaml, and Bery 1991). If the perceived service is in accordance with the expected service, then the quality of the service concerned will be perceived as good or perceived as the ideal quality. Conversely, if the perceived service is worse than the expected service, then the quality of services is perceived as negative or bad. Because good or not the quality of services depends on the ability of service providers to consistently meet customer expectations. According to Rangkuty (2003) if the performance is in accordance with or exceeds the standard, then the perception of the overall service quality will be positive.

### ➤ *The Theory of Service Quality*

In subsequent research Parasuraman, Zeithaml, and Berry (1991) found that there was overlapping between several dimensions. Therefore, they simplify these ten dimensions into five main dimensions. Competence, politeness, credibility, and security are put together to be a guarantee. Whereas access, communication, and understanding ability of customers are integrated into empathy. Thus there are five main dimensions arranged in the order of relative importance as follows:

- Reliability is 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, with regard to the willingness and ability of employees to help customers and respond to their requests, and inform when services will be provided and then provide services quickly.
- Assurance, namely the behavior of employees is able to foster customer trust in the company and the company can create a sense of security for its customers. Guarantees also mean that employees are always polite and master the knowledge and skills needed to handle every customer's question or problem.
- Empathy, means that the company understands the problems of its customers and acts in the interests of customers, and gives personal attention to customers and has a comfortable operating hours.
- Physical evidence regarding the attractiveness of physical facilities, equipment, and materials used by the company, as well as the appearance of employees.

## III. RESEARCH AND METHODS

This research uses associative approach, with questionnaire distribution to 1.100 respondent. the area of questionnaire distribution is 22 public health in the city of Padang. The data analysis technique uses importance performance analysis matrix. Which can be seen in figure 1 below:

Expected services	Perceived services
Main Priority (A)	Defend it Achievement (B)
Low Priority (C)	Excessive (D)

Table 1:- Cartesian Diagram

Simbol A means, showing items that are considered to affect patient satisfaction including service elements that are considered very important, but the management of the Center has not implemented it in accordance with the wishes of patients so that it disappoints or does not satisfy patients. Symbol B means, indicating the basic service element that has been successfully implemented by the Center for Health must be maintained. It is considered very important and very satisfying. The symbol C means that it shows some items that are less important to the patient, while the implementation is done mediocre by the public health. Symbol D means, showing items that are considered less important in influencing customer satisfaction, but the implementation is done excessively by the company. Considered less important but very satisfying.

## IV. DISCUSSION

The data used came from questionnaires distributed to all patients as many as 1100 people about the expectations and experiences felt by patients during treatment at the health center. The results of the analysis can be described through items that fill the positions of quadrants A, B, C, and D through the Cartesian Diagram. The explanation is as follows:

### ➤ *Quadrant A*

Showing items that are considered to affect patient satisfaction, including elements of services that are considered very important, but the management of the public health has not implemented it in accordance with the wishes of patients so that it disappoints or does not satisfy patients. The items included in this quadrant are as follows: The Public health has a clean and attractive building

### ➤ *Quadrant B*

Demonstrating the basic service elements that have been successfully implemented by the public health must be maintained. It is considered very important and very satisfying. The items included in this awareness are as follows: The Public health has health equipment that complies with SNI standards, the Public health has a complete supply of medicines, the environment of the health center is clean and quiet, the Puskesmas has a large and safe parking lot, a neat and professional health worker responding to patient requests kindly, friendly and smiling

clinician, the clinician treats the patient respectfully, the clinic staff tries to help the patient seriously, when the patient complains, the patient's complaints are dealt with quickly, the operational time of the clinic is timely, the health worker is very competent (expert), Patients do not have to wait long for admission, Patients do not need to fill in too many forms when admission, patient privacy is protected, Patients are informed by doctors quickly, Doctors provide information needed by patients, Public health officers provide information to family members. patient regarding information needed, the public health officer has readiness to respond to patient requests

➤ *Quadrant C*

Shows some items that are less important for patients, while the implementation is carried out mediocre by the public health. The items included in this quadrant are: The clerk gives positive suggestions to patients who are on treatment, the patient feels confident and safe after conducting an examination in public health. The Public health staff who consistently behave politely to the patient, there is a clinic officer who is able to answer patient questions

➤ *Quadrant D*

Showing items that are considered less important in influencing customer satisfaction but are carried out excessively by the company. Considered less important but very satisfying. There are no items included in this awareness.

## V. CONCLUSION

To create maximum patient satisfaction, the public health management must maintain and improve what has been achieved in the B quadrant which includes the dimensions of tangible, empathy, reliability, and responsiveness. Kuadaran B shows that the basic service elements that have been successfully implemented by the management of the center must be maintained and this is considered very important and very satisfying.

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