



The Role Of Customer Service In Providing Patient Satisfaction at Kemang Medical Care “Ibu Dan Anak” Children Hospital, South Jakarta

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Abstract: The writing of this final project is about the role of Customer Service in providing patient satisfaction at the Kemang Medical Care Women and Children Hospital. The purpose of this final report is to determine the role of Customer Service in providing patient satisfaction at the Women and Children Hospital, Kemang Medical Care, South Jakarta. Based on existing data, the role of Customer Service has not been maximized in improving patient services at the Kemang Medical Care Women and Children Hospital. At least there are several obstacles faced by the Customer Service unit in an effort to provide patient satisfaction at the Kemang Medical Care Women and Children Hospital, namely the number of Customer Service on duty is not matched by the number of patients who come to register, especially the number of missed calls that enter is quite high, workload analysis is very necessary and needs to be anticipated so that patients who call and don't answer didn't switch to another hospital. Patients should be transferred to an online appointment system or can apply an automatic answering machine system so that incoming calls can be distributed, and reduce patient risk complaints.

Keywords: : Role, Customer Service and Patient Satisfaction

INTRODUCTION

Customer Satisfaction at this time has become something that is considered very important in all business sectors, both in the service of goods and services. For companies engaged in services, satisfying consumer needs is something that must be fulfilled, in other words providing quality service to customers.

In an effort to maintain and increase customer trust, hospitals need to maintain a positive image in the eyes of the public. This image can be built through the quality of Human Resources, especially in terms of service, and quality of security. Without a positive image, the trust that is being and will be built will not be effective. As a large service institution, hospitals are not only required to provide good public health services, but also must be able to compete to maintain their survival by providing the best quality service. Therefore we need a customer-oriented concept in which the hospital focuses full attention on the needs and desires of patients.

In addition, patient or customer satisfaction is one of the parameters of the quality of hospital services. If the patient or customer is dissatisfied with the service, the patient or customer will complain to the hospital concerned. This is because customers have various characteristics, both knowledge, social class, experience, income and different expectations, so hospitals must try to find out what customers or patients expect from the products and services produced. Therefore we need a service for customers or consumers so that hospitals can know and can directly deal with the community or consumers through the Customer Service section. Customer Service is needed to accommodate complaints, questions or requests for information on products, services, implementation, and technical problems related to hospital services.

Kemang Medical Care Ibu dan Anak Hospital is a hospital located in the south Jakarta area which is engaged in health services dedicated exclusively to women and children. In accordance with the vision and mission of the Kemang Medical Care Ibu dan Anak Hospital, maintaining and improving the quality of service is very important. So customer service must have high concern and sensitivity, broad-minded and agile. With good customer service, it will increase the service and sales of services from the hospital.

As a hospital that has high patient mobility, Customer Service officers at Kemang Medical Care Ibu dan Anak Hospital are often faced with complicated situations where the number of patients who come to register or Appointments by Phone is not matched by the number of Customer Service officers who on duty at these hours, so that the role of Customer Service becomes less than optimal and can increase the risk of patient complaints.

It was later discovered that the number of missed calls that came in showed that at certain hours, especially at 22.00 to 04.00, patients always find it difficult to contact the Customer Service telephone line belonging to the Kemang Medical Care Ibu dan Anak Hospital.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Customer Service; in language comes from two words, namely Customer and Service which means customer and service. So it can be said that customer service refers to customer service. Services used and provided for customers or buyers or service users. The definition of customer service according to experts, including: [1] According to Rahmayanti (2012: 204), stated that Customer Service in a general sense means people or parts that deal directly with customers, in addition to Tellers and Security. [2] According to Hasibuan (2011:45), Customer Service is part of the Front Office. Front Office are parts of the organization where employees directly serve customers. So the understanding of Customer Service is a work unit whose job is to serve customers or prospective customers.[3] According to Muhammad Rushd (2017: 2), stated that Customer Service is an effort to provide the service (Service) to the customer (Customer) according to the contract agreed Function Customer Service, Function Customer Service (Customer Service) Budi Haryono (Haryono 2018: 18- 21) explaining the important roles and functions of customer service, we can mention the following :

[1] The role of the customer is to be the gate of the company or the face of the company so that new or old customers get the first impression that sticks in their memory. [2] The function of customer service is to make new or old customers interested and called to be interested in more about the product and the company.

The task of Customer Service is a position in a company that has responsibility for the services provided by a company in order to be able to serve customer service needs and provide satisfaction to customers. Of course, the role of customer service is important in a company concerned. According to Dr. Kasmir, SE, MM (2017:253-254) in his book describes customer service tasks as follows:[1] Maintaining good relations with customers, Customer Service will represent the attitude and professionalism of the company. The cover of the company is Customer Service. [2] to serve customers to the maximum, the service must be

considered completely from beginning to end. [3] Responsible for completing the services that have been provided. Tasks must be completed from start to finish. This is a form of responsibility to customers, so Customer Service must provide good coordination to other staff. [4] Provide support to companies in selling their services or goods. The trick is to answer all the questions asked by customers.

Customer Service Requirements, In an effort to provide the best service for the company, there are many things that need to be considered by a Customer Service in this case related to improving the quality of service. As stated by Dr. Cashmere SE. MM (2017:255-257) mentions several requirements to become a good Customer Service for a company, including the following : Physical Requirements, Mental Requirements, Personality Requirements, Social Requirements Purpose and Objectives of Customer Service, Prof. Dr. PM. Budi Haryono (2018: 3) explains that the intent and purpose of customer service (Customer Service) to build the company's reputation permanently, continuous and sustainable in order to create the first impression that the company's responsiveness (care) to the subscriber, in the sense that this company is a company that customer-oriented (Customer oriented) or in other words the company is market-oriented (market oriented). In other words, customer service has a strategic role and function in the organizational structure of the company and is an important element for the company. Because the progress of a company depends not only on its management but also on the customer service provided.

Understanding Customer Satisfaction, According to Richard Oliver in Zithaml and Gremler (2018: 75) customer satisfaction is the fulfillment response from customers to a product or service itself that has met customer needs and expectations. Meanwhile, according to Sudaryono (2016: 23) customer satisfaction is a feeling of satisfaction obtained by customers because they get value from suppliers, manufacturers or service providers. Furthermore, Fandy, Tjiptono (2014:135) states that customer satisfaction or dissatisfaction is a cognitive or effective reaction that appears as a response to a service group. Satisfaction is a "post consumption" which is an experience to compare the quality obtained with the expected quality, where service quality is a global evaluation of a company's service delivery system .

Based on several expert opinions, it can be concluded that customer satisfaction is the perceived result of buying and using services continuously which is in accordance with customer expectations, desires and needs. Elements of Customer Satisfaction According to Priansa (2017:203) the five elements concerning customer satisfaction are as follows:

Expectations (Expectations), Performance (Performance), Comparison (Comparison), & Experience (Experience), Confirmation (confirmation) and disconfirmation (Disconfirmation). Factors Affecting Customer Satisfaction, according to Zeithaml and Bitner in their book Firmansyah (2018: 76) the factors that influence customer satisfaction are as follows: Quality of service or services, namely customers will feel satisfied if they get good service and in accordance with expectations, Product quality, namely customers will feel satisfied if the products they use are of quality, Price, which is relatively cheap prices and products that have the same quality would give a higher value to the customer, the situation factors, namely the state that experienced by customers, Personal factors from customers, namely characteristics that match personal needs.

Patients, according to Pohan (2015:118) patients are customers of health services, but patients in this case are only one type of customer. Health care customers are all people who have daily contact with health services. Law on Hospitals Number 44 of 2009 article 1 which states that a patient is anyone who consults on his health problems to obtain the necessary health services, either directly or indirectly at the hospital.

METHODS

In writing the results of these observations, the authors take data with the following methods: [1] Observation, the author makes direct observations and studies activities regarding problems related to the title of writing. Sugiyono (2014) state that observation is a complex process, a process composed of various biological and psychological processes, whereas Riyanto (2010) states, observation is a method of collecting data using direct or indirect observations; [2] Interview, the author conducts questions and answers with the employees or officers who are responsible for the company; [3] Library Study Method, sources of data obtained indirectly by reading and studying reference books related to the discussion in this report.

RESULT AND DISCUSSION

The results and discussion are based on the results of field observations and adapted to the formulation of the problem and the objectives of the research, namely the role of *customer service* in providing patient satisfaction at Ibu dan Anak Hospital Kemang *Medical Care* and the barriers to *customer service* in providing patient satisfaction at the Kemang Ibu dan Anakren Hospital. *Medical Care*. The Role of Customer Service in Providing Patient Satisfaction at the Ibu Anak Kemang *Medical Care* Hospital, namely:

[1] Receiving Calls in a Friendly and Polite manner, One of the duties of *Customer Service* at the Kemang *Medical Care* Ibu dan Anak Hospital is to take calls in a polite and courteous manner and ask the patient if there is money that can be helped and the complaints and problems they are facing, as well as making connections with other parts or units addressed by the patient. [2] As a Listener (Receiving Complaints, Suggestions, and Feedback) The second is as a listener, a *Customer Service* must be a good listener, which means hearing the complaints felt by the patient, because the purpose of holding *Customer Service* in addition to helping provide information to patients, a *Customer Service* must also be ready to listen to patients who complain about the services obtained at the *Kemang Medical Care Ibu dan Anak Hospital*. [3] Recording A *Customer Service* has another task, namely taking notes related to things conveyed by patients when making phone calls or face-to-face directly, then *Customer Service* reports to colleagues and superiors about what the patient has said. [4] As an informant In principle, a *Customer Service* is able to handle what a patient wants, including providing all the information needed by the patient, starting from the doctor's practice schedule at the *Kemang Medical Care* Ibu dan Anak Hospital, service prices, and service packages. available at the Ibu dan Anak Hospital *Kemang Medical Care*. [5] As a Mediator, effective communication is very necessary in the daily life of a *Customer Service* because a *Customer Service* must be a mediator who bridges the patient with the service units in the Mother's Hospital and Children of *Kemang Medical Care*, so that patients do not feel confused when they make a visit to the *Kemang Medical Care* Ibu dan Anak Hospital.

Some of the obstacles that cause obstacles in *customer service* services include: [1] Facilities and infrastructure used, the availability of facilities and infrastructure (physical) owned by the hospital must be provided, this factor is very supportive of the quality of services provided. [2] Technology Used, By following the development of the digital era, hospitals are required to be able to compete in providing systems and technology that are qualified, so that they can support the continuity of good service in hospitals, but in reality there are often errors in the internet and telephone network systems. , this causes the telephone network to be cut off at the hospital, so that patients who want to contact the hospital become constrained. [3] Phone Layout and Room Design The arrangement of the table and chairs and the layout of the telephone greatly affect the service provided, placing

the telephone far from the *Customer Service* officer's seat often causes the officer to run out of time before picking up the phone.

The main thing that affects the success or failure of a service is human resources. This means that the role of human resources is very important in a service system. However, it is not uncommon for errors that occur in the service system to be caused by the humans themselves, such as: [1] Number of Personnel, As previously explained, the manpower factor greatly influences service performance, regulation and adjustment of the number of personnel can create a good work climate in the work environment, but on the contrary when the workforce is not balanced with the number of patients visiting the hospital, it will interfere with existing performance and services.[2] Quality of Workforce (Knowledge and Skills), The quality of the workforce must be qualified both in terms of knowledge and skills at work, knowledge of how to operate work tools is one of them, because knowledge will be in line with skills, if the knowledge of a *Customer Service* is good enough, then the skills in when it works it will be fine. So that obstacles due to human error will be able to be minimized. [3] Employee motivation, a person's mood is very dependent on the situation and conditions that are being experienced at that time. Likewise when someone is at work. As a *Customer Service* who is always required to be friendly and polite when dealing with patients, of course, it has a very psychological impact, therefore motivation is needed at work, so that every individual who works can work comfortably,[4] Work environment, comfortable work environment can be created from several things above that are mutually sustainable, but on the contrary a bad work environment will affect the performance of a person.

CONCLUSIONS

The role of Customer Service is very important in the service system in the hospital, therefore in an effort to increase patient satisfaction at the Kemang Medical care Ibu dan Anak Hospital , the basic abilities possessed by Customer Customer Service officers are the main key to success in providing services at the hospital. Maternal and Child Hospital Kemang Medical care . In addition, the regulation of the number of personnel and the functions and duties of each service officer also influences the success in increasing patient satisfaction at the Kemang Medical Care Ibu dan Anak Hospital . In an effort to improve patient satisfaction, the Customer Service unit of the Kemang Medical Care Ibu dan Anak Hospital experienced various obstacles, one of which was the patient's failure to contact the telephone line or in other words the number of missed calls was quite a lot every month, this was due to many factors both from the internal factors of the officers themselves and from external factors, so that improvements are needed from all parties involved in order to increase the satisfaction of patients who visit the Kemang Medical Care Ibu dan Anak Hospital .

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