CUSTOMER SERVICE IN THE ACADEMIC DEPARTMENT OF POLTEKKES MINISTRY OF HEALTH KALTIM TIME OF COVID PANDEMIC 19 YEAR 2020

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Abstract

Measuring the success of the service provided, it is better to use the point of view of the service user. The main problem as an educational service during the COVID-19 pandemic is whether the services provided are in line with expectations. The purpose of this study was to analyze the quality of services consisting of physical evidence, reliability, responsiveness, assurance and empathy for customer satisfaction in the academic subsection of the East Kalimantan Health Polytechnic during the COVID-19 pandemic. Quantitative method with Cluster Random Sampling technique. Results based on reliability: Very Satisfied 34 people 23, 8%, Satisfied 61 people 42,7%, Moderately Satisfied 37 people 25.9%, Dissatisfied 8 people 5,6%, Dissatisfied 3 people 2,1%. Responsiveness Very Satisfied 35 people 24,5%, Satisfied 61 people 42,7%, Fairly Satisfied 37 people 25,9%, Unsatisfied 8 people 5.6% Dissatisfied 2 people 1,4%. Guarantee Very Satisfied 48 people 33,6%, Satisfied 60 people 42%, Quite Satisfied 24 people 16,8%, Dissatisfied 9 people 6,3%, Dissatisfied 2 people 1,4%. Attention: Very Satisfied 44 people 30,8%, Satisfied 58 people 40,6%, Quite Satisfied 32 People 22.4%, Less Satisfied 5 people 3,5% Dissatisfied 4 people or 2,8% Conclusion There is a relationship between 5 variables reliability, responsiveness, assurance, attention, physical evidence of customer satisfaction. For each variable, it is necessary to improve the quality of service, especially the smiles of the officers who do not appear to be replaced using props.

Keywords: *Reliability, responsiveness, assurance, attention, physical evidence of customer satisfaction smile*

INTRODUCTION

According to Bitsko et al.[1], measuring the success of the public services provided should use the point of view of the user community in an effort to assess how the expectations of the community in their view of a service provided are able to provide the satisfaction they want, With advances in technology information that continues to grow rapidly along with the emergence of the digital era, it is required to prioritize quality or service quality in carrying out public service functions must also follow the ongoing era in an effort to increase community/student satisfaction for the services provided[2]. Competitive competition in the world of education has helped increase the growth of education in Indonesia. The threats faced are quite large and competition for consumers in the same market is getting higher[3]. A successful educational service unit in the future is one that has high competitiveness and the

main key to winning the competition is to provide value and satisfaction to students through quality products/services at competitive prices. Basically, the notion of student satisfaction / dissatisfaction is the difference between expectations and perceived performance. So the notion of student satisfaction means that the performance of something is at least the same as what is expected[4].

The background of the research is to find out the assessment of students (active students) about the quality of service and the satisfaction they can feel. This is important as a reference in improving services in order to provide optimal satisfaction. The main problem as an educational service institution that has many competitors is whether the services provided are in line with consumer expectations or not? The Health Polytechnic of the Ministry of Health of East Kalimantan need to carefully determine the needs of students in an effort to meet expectations or desires and increase satisfaction with the services provided. This is what is called student orientation. The creation of service quality will certainly create satisfaction for service users, including the establishment of a harmonious relationship between education service providers and students, providing a good basis for creating student loyalty and forming a word of mouth recommendation[5] that is beneficial for the education service provider.

Therefore, educational service providers try to win the competition by improving the quality of products/services, so as to provide student satisfaction[6]. The level of awareness of the need to maintain quality, procedures and responsibilities becomes clearer and better documented.

The General Objectives Knowing the description of student satisfaction with the services provided in the academic sub-section of the Health Polytechnic of the Ministry of Health of East Kalimantan and the specific objectives of this study are:

a. To determine the level of student satisfaction with the services provided based on Reliability in the Academic Administration Sub-section of the Directorate of Health Poltekkes, Ministry of Health, East Kalimantan.

b. To find out the level of student satisfaction based on the responsiveness given in the academic administration sub-section of the Directorate of Health Poltekkes, Ministry of Health, East Kalimantan, based on the information provided.

c. To determine the level of student satisfaction with services based on the guarantee provided in the academic administration sub-section of the Directorate of Health Poltekkes, Ministry of Health, East Kalimantan, based on the attitude of the officers in providing services.

d. To find out the level of student satisfaction based on the attention to services provided in the academic administration sub-section of the Directorate of Health Poltekkes, Ministry of Health, East Kalimantan based on the speed and timeliness of service.

To find out the level of student satisfaction based on physical evidence of the services provided in the academic administration sub division of the Directorate of Health Polytechnic of the Ministry of Health of East Kalimantan based on the speed and timeliness of service.

MATERIAL AND METHODS

The type of research used in this study is to use quantitative research methods as the name implies, many are required to use numbers, starting from data collection, interpretation of the data, and the appearance of the results [7] The population in this study are active students of Poltekkes Kemenkes Kaltim in 2020 which is located on Campus A and B Samarinda. The sample is part or representative of the population under study and represents the characteristics of the population, if the population is less than 100 then all samples are taken, but if more than 100 samples can be taken between 10-15% or more.

Cluster Sampling is a sampling technique in groups and the characteristics of respondents are heterogeneous. This type of sampling is carried out based on certain groups / areas. While the sample is part of the number and characteristics possessed by a population. Sampling used the random sampling method, so the samples in this study were all active students of Poltekkes Kemenkes Kaltim in 2020 who had visited or had experience and had dealt with the Academic Sub-Division of the Directorate of Poltekkes, Ministry of Health, East Kalimantan, a total sample of 143 people was taken 10% of the number of active students on Campuses A and B in Samarinda with a total of approximately 1430 students. The criteria for this research are:

1) Active student in 2020
2) Willing to be a respondent
3) Have experience or have dealt with (Sub-Division of academic administration) at the Directorate of Poltekkes, Ministry of Health, East Kalimantan.

Considering that at the time the COVID-19 pandemic was being carried out, the research was not conducted face-to-face or face-to-face but using the Whatshap application to explain questionnaire questions to students. The instruments in this study were sent in the form of links and emails via the Google Drive application. customers who are compiled using the indicators that have been explained in the operational definition, in filling out student questionnaires using mobile phones, laptops or other electronic devices, in this study the researchers used the internet as a structured means in the form of questions with answer columns that had been prepared by choosing one one answer by giving a tick.

RESULTS

Table 1. One Way Anova

ANOVAᵃ						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	110.445	5	22.089	1271.588	.000ᵇ
	Residual	2.380	137	.017		
	Total	112.825	142			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Tangibles, Emphaty, Responseveness, Assurance,Reability						

The result of f table is = 2,44

Based on the results of the calculated sig value ,000 < sig @ 0,05, and for the calculated f value 1271,588> from the f table value 2.44, it can be concluded that H6 is accepted or there is an influence (X1),(X2),(X3),(X4), (X5) simultaneously on student satisfaction (Y)

Table 2. Koefisien Determinasi

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.961ᵃ	.923	.921	.246
a. Predictors: (Constant), Emphaty, Reability, Responsiveness, Assurance				

Based on the output above, it is known that the R Square value is 0.961, this means that the effect of the variables X1, X2, X3, X4, X5 simultaneously on the Y variable is 96%.

The results of multiple linear regression tests on the dependent variable or (X) partially against the independent variable (Y) that there is a relationship or influence between reliability (X1) on student satisfaction (Y), there is an influence of responsiveness (X2) on student satisfaction (Y) , there is the effect of guarantee (X3) on student satisfaction (Y) , there is the effect of attention (X4) on student satisfaction (Y) , there is the effect of physical evidence (X5) on student satisfaction (Y), there is an effect (X1), (X2) ,(X3),(X4),(X5) simultaneously on student satisfaction (Y).

DISCUSSION

In addition to the 5 variables that have been researched on Reliability, Responsiveness, Assurance, Attention, physical evidence of customer satisfaction during the Covid 19 pandemic, what we want to know for future research is how the effect of a smile [8] which cannot be seen because it is covered by a mask. determine whether the perception of

customer satisfaction with smiling (vs. not smiling) employees increases customer satisfaction and has a significant positive impact on customer satisfaction caused by a smile. without opening the mask and without saying that the officer is smiling, it is enough just to show the props in the form of pictures or symbols to customers as a novelty proposed by researchers in providing services in the future .

Until now, we don't have any experts who can and dare to confirm when this Covid 19 Pandemic will end [9] so that with the new habits carried out as a health protocol during the new normal situation where the use of masks will continue to become a new habit that is likely to continue to be used by service providers so that the use of props in the form of symbols or symbols is used as a way of communicating non-verbally [10] or without saying a word but can convey meaning to customers and is easily understood by all people, both age, gender and use of symbols. or pictures are also easier to understand and can cause feelings of joy that can improve the mood of customers and service providers.

CONCLUSION

Based on previous research that has not been researched and will be investigated next About smiles and the use of props as non-verbal communication from officers to customers.

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