

## THE DESCRIPTION OF USERS' SATISFACTION OF PRE-SERVICE HOSPITAL (AMBULANCE) YAGD 118 JAKARTA YEAR 2015

**Chairunnisa And Ermawati**

*Faculty of Medicine and Public Health, Universitas Muhammadiyah Jakarta*

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### Abstract

*Jakarta has a role as the center of government, trade, tourism center and as services city with its development including the rapid growth of the population of Jakarta province which affects to the growing cases of health, social, political, economic, and others. One of common occurred cases is the case of a medical emergency in the phase of pre-hospital or outside of the hospital environment which have some causes such as by traffic accident, occupational accident, acute illness, household accident, disaster and mass casualties. In 2015 it was recorded that there were increased and decreased 118 Ambulance service users.*

*This research is a descriptive survey research through a quantitative approach. The research was conducted in October 2015. The number of respondents in this study was 75 respondents. The sampling technique used in this research was non probability sampling especially purposive sampling. The analysis tool that was used is Importance Performance Analysis (IPA). Data processing used SPSS 16.0.*

**Key Words:** *Service user satisfaction, Cartesian diagram, importance performance analysis*

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### INTRODUCTION

The patients' overcoming of pre-hospital emergency in Indonesia in general, including in the province of Jakarta, has still poor quality in daily emergency management so it results in the number of patients who face the threat of death and disability. The cause is from the lack of the needs of Pre-Hospital Emergency Overcoming System (PGDRS) by both community and the local government in Jakarta.

In addressing the above issue, to be more active in supporting the Vision of Healthy Indonesia 2010, Emergency 118 Ambulance management is taking active measures by trying to provide service that is fast, accurate, and quality. One of them is to respond to any requests or emergency incident quickly to the place of the victim or patient so that the threat of loss of life or disability can be avoided by using time measurement that the response time is less than 10 minutes since the request time. Other strategic approach is to get the health facilities of 118 Emergency Ambulance units closer to the patients at vulnerable points or having a fast road access so that the requests can be taken quickly but safely by 118 AGD personnel themselves. The Researcher has an assumption that prime service will affect the users' service satisfaction to the 118 Emergency Ambulance Jakarta that at the end will affect the income / revenue of 118 YAGD Jakarta.

## METHODOLOGY

This type of research that was conducted is descriptive survey research type through quantitative approach. This study did not investigate or explain the relationship, did not test the hypotheses or make prediction. The study was conducted in the office of 118 YAGD in Jakarta in October 2015.

The sampling taking was taken by using the formula of Notoatmodjo (2010). There were 75 established people as samples. The data type was primary and secondary data.

## THE RESULT AND DISCUSSION

Table 1 The Characteristic Frequency Distribution of Patients' Families/ the Users of 118 Ambulance Jakarta

Characteristic of Respondent	n	%
Gender		
Male	38	50,7
Female	37	49,3
Age		
25 – 29 Years Old	25	32,9
30 - 34 Years Old	17	22,5
35 - 39 Years Old	10	13,4
40 – 44 Years Old	14	18,6
45 – 49 Years Old	7	9,5
>50 Years Old	2	3
Education		
SD	4	5,3
SMP	10	13,3
SMA	14	18,7
University	47	62,7
Occupation		
Employed	55	73,3
Non-Employed	20	26,7
Total	75	100

The distribution of patients' families/the service users of 118 ambulance Jakarta based on genders in 2015 was known that there were 37 people (49,3%) of female respondents and there were 38 people (50,7%) of male respondents. The distribution of patients' families/the service users of 118 ambulance Jakarta based on age in 2015 was known that there were 25 people (32,9%) who were in the age of 25-29 years old, 17 people (22,5%) who were in the age of 30-34 Years Old , 10 people (13,4%) who were in the age of 35-39 years old, 14 people (18,6) who were in the age of 40-44 years old, 7 people (9,5%) who were in the age of 45-49 years old and there were 2 people (3%) who were in the age of more than 50 years old. The distribution of patients' families/the service users of 118 ambulance Jakarta based on education in 2015 was known that the education level of the respondents mostly were university level that there were 47 people (62,7%) while for the education level of SD, SMP, SMA for each level was 4 people (5,3%), 10 people (13,3%), and 14 people (18,7%). The distribution of patients' families/the service users of 118 ambulance Jakarta based on occupation in 2015 was known that the number of respondents who worked/employed were 55 people (73,3%) while for the un-employed or not worked were 20 people (26,7%).

Table 2 The distribution of importance level and the satisfaction of patients' families/service user to the hospitality and courtesy, ability to listen and complaints' responses and the care of the 118 ambulance Jakarta personnel in the year of 2015

No	Dimension	Importance						Satisfaction					
		SP	P	CP	KP	TP	bobot	SP	P	CP	KP	TP	Weight
1	Tangible	69	6	0	0	0	369	31	38	6	0	0	325
		69	6	0	0	0	369	29	40	6	0	0	323
		60	15	0	0	0	360	19	47	9	0	0	310
2	Reliability	56	18	1	0	0	355	0	16	19	40	0	201
		1	68	6	0	0	295	0	23	50	2	0	246
4	Responsiveness	2	63	10	0	0	292	2	38	35	0	0	267
		1	60	14	0	0	287	2	38	35	0	0	267
5	Assurance	3	53	19	0	0	284	0	37	38	0	0	262
		5	51	19	0	0	286	0	36	39	0	0	261
6	Empathy	46	27	2	0	0	344	21	35	19	0	0	302
		49	24	2	0	0	347	19	38	18	0	0	301
		49	24	2	0	0	347	18	39	18	0	0	300

On the distribution tangible dimension of the importance level of patients families / service users to cleanliness ambulance, completeness of facilities and infrastructure, and communication materials in the ambulance 118 Jakarta in 2015, it was known that respondents stated the level of importance to the cleanliness of the ambulance as follows: 69 people stated that it was very important, and 6 people stated it was important. The final result or the weight of the importance level assessment was 369, the level of importance on the completeness of facilities and infrastructure was stated very important by 69 people, and 6 stated that it was important. The final result or the weight of the importance level assessment was 369, the importance level of the communication materials was stated

very important by 60 people, and 15 people stated that it was important. The final result or the weight of the importance level assessment was 360.

On the distribution of the satisfaction of patients' families / service users to cleanliness of ambulance, completeness of facilities and infrastructure, and communication materials of the 118 ambulance Jakarta in the year of 2015, it was known that the respondents expressed satisfaction with the cleanliness of the ambulance as follows: 31 people stated that they were very satisfied, 38 people stated that they were satisfied, and 6 people stated they were quite satisfied. The final result or the weight of the satisfaction level assessment was 325, the level of satisfaction to the completeness of facilities and infrastructure was stated by 29 people who expressed that they very satisfied, 40 people stated that they were satisfied, and 6 stated that they were quite satisfied. The final result or the weight of the satisfaction level assessment was 323, the satisfaction level to the communication materials was stated by 19 people who expressed that they were very satisfied, 47 people stated that they were satisfied, and 9 stated that they were quite satisfied. The final result or the weight of the satisfaction level assessment was 310. From the above calculation result it was obtained that the uniformity level was 88,07% on the ambulance cleanliness attribute, 87,53% was on the completeness of facilities and infrastructure attribute, and 86,11 was on the communication material attribute.

On the distribution Reliability dimension of the patients' families / service users importance level to the response time and the ability to provide service that was accurate and consistent in the 118 ambulance Jakarta in the year of 2015, it was known that respondents who expressed the importance of the response time was by 56 people who expressed that it was very important, 18 people stated that it was important, and 1 stated that it was quite important. The final result or the weight of the satisfaction level assessment was 355, the importance level in the ability to provide service that was accurately and consistently was stated by one person that it was very important, 68 people stated it was important, and 6 people stated that it was quite important. The final result or the weight of the satisfaction level assessment was 295.

On the distribution of the satisfaction of patients' families / service users to the response time and the ability to provide a service that was accurate and consistent in the 118 ambulance Jakarta in 2015, it was known that the respondents who expressed satisfaction with the response time was 16 people who stated that they were satisfied, 19 people stated that they were quite satisfied, and 40 people expressed that they were less satisfied. The final result or the weight of the satisfaction level assessment was 201, the level of satisfaction to the ability of providing accurate and consistent service was by 23 people who stated that they were satisfied, 50 people stated that they were quite satisfied, and two people expressed that they were less satisfied. The final result or the weight of the satisfaction level assessment was 246. From the above calculation result obtained for the conformity level was 56,61% on the response time attribute, and 83,38% on the ability to provide accurate and consistent service attribute.

The distribution tangible dimension of the importance level of patients families / service users to the speed and accuracy in providing medical action, as well as the clarity of the provision of information related to medical action in the 118 ambulance Jakarta in the year of 2015, it was known that respondents who expressed the importance of the speed and accuracy to provide medical action was by 2 people who stated that it was very important, 63 people stated it was important, and 10 people stated it was quite important. The final result or the weight of the satisfaction level assessment was 292, the level of importance of the clarity of the information provision related to medical action is 1 person expressed very critical, 60 important states, and 14 states is quite important. The final result or the weight of the satisfaction level assessment was 287. The distribution tangible dimension of the importance level of patients families / service users to speed and accuracy in providing medical action, as well as the clarity of the provision of information related to medical action in 118 ambulance Jakarta in 2015, it was known that the respondents who expressed satisfaction with the speed and accuracy in providing medical action was by 2 people who expressed that they were very satisfied, 38

people stated they were satisfied, and 35 people expressed they were quite satisfied. The final result or the weight of the satisfaction level assessment was 267, the level of satisfaction with the clarity of the provision of information related to medical action was by 2 people who expressed that they were very satisfied, 38 people stated they were satisfied, and 35 people stated that they were quite satisfied. The final result or the weight of the satisfaction level assessment was 267. From the above calculation results obtained conformity level was by 91,43% on the speed and accuracy in providing medical action attribute, and 93,03% on the clarity of the information provision related to medical action attribute.

On the distribution dimension Assurance of satisfaction of patients' families / service users to the knowledge and skills of ambulance personnel (paramedics), as well as the ability to provide security to the patients / patients' families in the 118 ambulance Jakarta in the year of 2015, it was known that respondents who expressed the importance of the knowledge and skills of ambulance personnel (paramedics) was by three people who stated that it was very important, 53 people stated it was important, and 19 people stated that it was quite important. The final result or the weight of the satisfaction level assessment was 284, the importance level to the ability to provide security to the patients / patients' families stated by the respondents: 5 people stated that it was very important, 51 people stated that it was important, and 19 people stated that it was quite important. The final result or the weight of the satisfaction level assessment was 286.

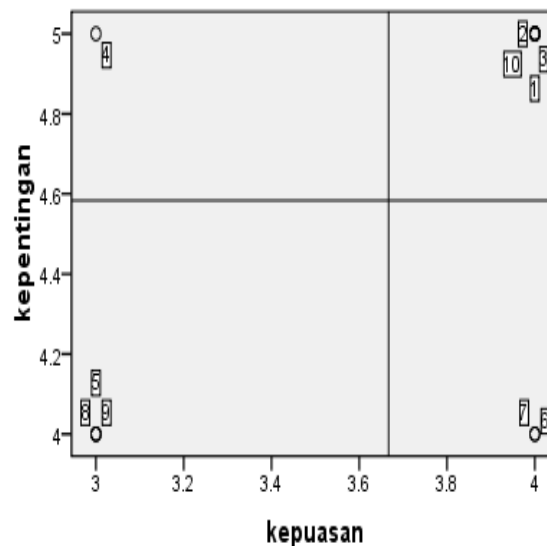
On the distribution of the satisfaction of patients' families / service users to the knowledge and skills of ambulance personnel (paramedics), as well as the ability to provide security to the patients / patients' families in 118 ambulance Jakarta in the year of 2015, it was known that the respondents who expressed their satisfaction to the knowledge and skills of ambulance personnel (paramedics) were as follows: 37 people stated that they were satisfied and .....people stated that they were quite satisfied. The final result or the weight of the satisfaction level assessment was 262, the satisfaction level to the ability to provide security to the patients / patients' families were as follows: 36 people stated that they were satisfied and 39 people stated that they were quite satisfied. The final result or the weight of the satisfaction level assessment was 261. From the above calculation results, it can be obtained its conformity level that reached 92,25% on the knowledge and skills of ambulance personnel (paramedics) attribute and 91,25% on the ability to provide security to the patients / patients' families attribute.

On the dimension Empathy of importance distribution level of the patients' families / service users to the hospitality and courtesy, the ability to listen and respond to the complaint, as well as the care of the personnel in 118 ambulance Jakarta in the year of 2015, it was known that respondents who stated the importance level to the hospitality and courtesy were as follows: 46 people stated that it was very important, 27 people stated that it was important, and 2 people stated that it was quite important. The final result or the weight of the satisfaction level assessment was 344, the importance level to the ability to respond to complaints was as follows: 49 people stated that it was very important, 24 people stated that it was important, and 2 people stated that it was quite important. The final result or the weight of the satisfaction level assessment was 347, the importance level to the personnel's care as follows: 49 people stated that it was very important, 24 people stated that it was important, and 2 people stated that it was quite important. The final result or the weight of the satisfaction level assessment was 347.

On the satisfaction distribution level of patients' families / service users to the hospitality and courtesy, the ability to listen and respond to the complaints, as well as the personnel's care in 118 ambulance Jakarta in the year of 2015, it was known that the respondents who expressed satisfaction with the hospitality and courtesy were as follows: 21 people stated that were very satisfied, 35 people stated that they were satisfied, and 19 people stated that they were quite satisfied. The final result or the weight of the satisfaction level assessment was 302, the satisfaction level to the ability to listen and respond to complaints was as follows: 19 people stated that they were very satisfied, 38 people stated

that they were satisfied, and 18 people stated that they were quite satisfied. The final result or the weight of the satisfaction level assessment was 301. The satisfaction level to the level of the care of personnel 118 Jakarta as follows: 18 people stated that they were very satisfied, 39 people stated that they were satisfied, and 18 people stated that they were quite satisfied. The final result or the weight of the satisfaction level assessment was 300. From the above calculation results it could be obtained its conformity level that reached 87,79% on the friendliness and courtesy attribute, 86,74% on the ability to listen and respond to the complaint attribute, as well as 86,45% on the care of the 118 ambulance personnel to the patients / patients' families.

Based on the importance level research result and the implementation or satisfaction level assessment result, it can generate a calculation on the conformity level between the importance level of the implementation or performance level. The conformity level is the result of the comparison score of implementation score comparison with the importance score. This conformity level determines the orders of factors improvement priority that affect the patients' satisfaction, in which in further these elements rank will be outlined and divided into four segments into the Cartesian diagram to determine the quadrant or data placement position that have been analyzed.



To be able to see the data placement position that have been analyzed, it could be divided into four parts in the quadrant Cartesian diagram. The interpretation of the Cartesian diagram can be explained as follows:

The service quality attributes of pre-hospital (ambulance) 118 Jakarta which were in the quadrant A showed that the service quality attributes of pre-hospital (ambulance) 118 Jakarta that was considered very important by the patients / patients' families, while the YAGD 118 Jakarta had not performed in accordance with the expectation of the patients / patients' families. Therefore, its treatment should be prioritized. The attributes that were included in this quadrant is the Precision of time/Punctuality to destination (response time) (= 4).

The service quality attributes of pre-hospital (ambulance) 118 Jakarta which were in quadrant B showed the service quality attributes of pre-hospital (ambulance) 118 Jakarta that were perceived basically very important by customers had been carried out properly and could satisfy the customers; so that at the current time it becomes the obligation of YAGD 118 Jakarta to maintain its performance. The attributes that were included in this quadrant are Cleanliness Ambulance (= 1), completeness of facilities and infrastructure in 118 ambulance Jakarta (= 2), communication materials (information

related to how to hire the ambulance), the hospitality and courtesy to the patients / patients' families (=10).

The service quality attributes of pre-hospital (ambulance) 118 Jakarta which were in quadrant C showed the service quality attributes of pre-hospital (ambulance) 118 Jakarta that were perceived less important to customers in which YAGD 118 Jakarta should run it sufficiently. The attributes included in this quadrant were the ability to provide accurate and consistent service from beginning up to leaving the patients (= 5), the Knowledge and skills of ambulance personnel (paramedics) to provide the care (= 8), the ability to provide a feeling of security to the patients / patients' families (= 9).

Attributes that were in quadrant D showed the service quality attributes of pre-hospital (ambulance) 118 Jakarta that were low importance level, but the YAGD 118 Jakarta had done them very well; so the performance of YAGD 118 Jakarta in this quadrant was excessive. The attributes that were included in this quadrant were the speed and accuracy in providing medical action (= 6), Clarity in providing information related to medical action (= 7).

## CONCLUSION

Based on the research results obtained during the data collection process and data processing which have been described in the previous chapters, then this research results can be summarized as follows:

a).The service users characteristics of on pre-hospital (ambulance) 118 Jakarta which were dominant were the patients who were categorized as male gender (50,7%), age between 20-35 years old (94,7%), higher education (62,7% ), and employed/work (73,3). b). Based on the IPA test results of the attributes measurement in YAGD 118 based on the importance level and the implementation or satisfaction level were as follows:c). The service quality attributes that were in quadrant A were punctuality to the destination (response time).d). The service quality attributes that were in quadrant B were the cleanliness of the ambulance, the completeness of facilities and infrastructure, the communication materials (information related to how to hire the ambulance), and the hospitality and courtesy to the patients / patients' families.e).The service quality attributes that were in quadrant C were the ability to provide services that were accurate and consistent from beginning up to leaving the patient, the knowledge and skills of ambulance personnel (paramedics) in providing services, and the ability to provide security to the patients / patients' families. f).The service quality attributes that were in quadrant D were the speed and accuracy in providing medical action, as well as the clarity of providing information related to the medical action.

Suggestion, the Management should improve the ability to reach the response time by multiplying the numbers of the ambulance unit and expanding the posts network on the strategic location. The management should do a review of the response time targets that were stated on the vision of YAGD 118 so that the customers' expectations on the response time did not create any disappointment. The management should maintain the customers' satisfaction to the cleanliness of the ambulance, completeness of facilities and infrastructure and maintain the customers' satisfaction on aspect of empathy. The management should make SOP regarding the effective information provision related to the medical actions. The management should maintain the knowledge about the closet access to the purposive location/destination and determine the points of congestion in Jakarta and its surrounding areas for the achievement of effective time to reach the destination. The management should master the use of GPS in order to achieve quick response time. The management should increase the hospitality and courtesy to the patients or the patients' families in order to create customers trusts so that the customers can re-enable to use the services of the 118 ambulance in the future. The management should use effective language in providing information regarding the medical procedure that is easily understood by the patients or the patients' families.

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